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# SUSTAINING THE 'HROUGH CHINI

ひょりょう MENACHEM EDUCATION **FOUNDATION** 

Annual Report 5783/2023

# Meet Our Team

### **MEF Staff**

Rabbi Zalman Shneur,
Executive Director
Mrs. Chanah Rose,
Educational Director
Mrs. Etty Teleshevsky,
Administrator
Mrs. Bayla Rutman,
Communications Director

Mrs. Henny Bartfield, Social-Emotional Learning Director Mrs. Leah Caras, **Graphic Designer** Rabbi Michael Caras, Website Designer Mrs. Alyson Feldman, Kinus Coordinator Rabbi Mendy Greenbaum, Director of Leadership Training Mrs. Rivka Holzman. Administrator of Teach for Lubavitch Rabbi Levi Kaplan, Director of Kadima L'Chinuch Ms. Madeline Landin, Fundraising Specialist Mrs. Mushkie Lipsker, Special Programs Coordinator Mrs. Mimi Mark, Fundraising Specialist Mrs. Esther Shifra Matuf, Strategic Planning Mrs. Sarah Pinson, Copywriter

Copywriter
Dr. Sara Rosenfeld,
PD & Curriculum, Zekelman Standards
Mrs. Shana Tiechtel,
Director of Teacher Shlichus Program
Mrs. Rena Udkoff,
Communications Specialist

### **MEF Vaad Ruchni**

Rabbi Nosson Gurary Rabbi Chaim Dovid Kagan Rabbi Yitzchok Wolf

### **MEF Board of Directors**

Mr. Alan Zekelman, *Chairman*Rabbi Sender Gordon, *Vice President*Rabbi Tuvia Greisman, *Secretary*Rabbi Leibi Marsow, *Treasurer*Rabbi Zalman Shneur, *Executive Director* 

### **Executive Committee**

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### **MEF Consultants**

Mrs. Henny Bartfield Mrs. Sarah Chuzin Mrs. Nami Friedman Rabbi Yanky Goldstein Rabbi Mendy Greenbaum Mr. Mark Moscowitz Mrs. Lea New-Minkowitz Rabbi Yosef Raskin Mrs. Chanah Rose Dr. Sarah Rosenfeld Mrs. Shaindy Schapiro Rabbi Shmuel Shneur Rabbi Zelig Silber Mrs. Shana Tiechtel Rabbi Dr. Elie Tuchman Mrs. Aviva Wasser

### **Our Heritage Committee**

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Mrs. Devorah Leah Hirsch
Mr. Mendel Pinson
Rabbi Menachem Schmidt
Rabbi Noach Weinstein

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# From the Executive Director

Dear Friend.

In this time of tremendous upheaval that our world faces, between the rampant antisemitism and war in Eretz Yisroel, we all wonder what we could do to bring about the ultimate peace and harmony that we strive for. The Rebbe's teachings give us the clarity we seek: when Am Yisroel faces Tzaros, we need to gather the children. The Torah learning and words of Tefila that flow from their lips have tremendous power to bring lasting and positive change, and remove the challenges we face.

Our history proves this to be true, for when Haman announced his evil decree, Mordechai Hatzadik gathered 22,000 children to proclaim words of Torah and Tefilah. This gathering was one of the pivotal events that led to the salvation of the Yidden.

My grandfather, Rabbi Mordechai Eliyahu Shneur OBM, a Melamed in Lod, Eretz Yisroel, delved deeper into the relevance of this story. He asked, "How is it possible that Mordechai, one person, was able to gather 22,000 children?"

In response to his own question, he pointed out that Mordechai was able to gather the students with the help of all the teachers. Each Melamed joined in Mordechai's endeavor and brought their students together for words of heartfelt prayer.

Today, as our enemies take a stance against us, we must acknowledge that it is the work of the teachers who are bringing us towards our ultimate goal of Geulah. It is no coincidence that the Midrash relates that when Moshiach comes, the teachers will sit on Moshiach's right side. The dedicated educators who show up day in and day out to inspire their students to joyfully sing the words of Davening, to learn Torah with Chayus, and to have Ahavas Yisroel are the ones spearheading the effort to bring salvation to Am Yisroel.

At the Menachem Education Foundation, our work is centered around supporting these teachers so that they can continue to successfully strengthen the Torah education of our children. We provide coaching, conventions, and curricula to enable high-quality Chinuch. We work to ensure that every Jewish child receives a Torah-true education, through the Our Heritage program, and we help Chabad schools fill their classrooms with trained teachers, through our Kadima L'Chinuch Teacher Training Program.

Each endeavor of the Menachem Education Foundation is with the goal of providing a high quality and lasting Chinuch to the 22,000+ students in the 417 schools in our reach. These students, like in the times of Mordechai Hatzadik, are going to be the ones to lead us to the ultimate Geulah, and it all depends on the Chinuch that they receive.

I would like to take this opportunity to thank the MEF staff for their unwavering commitment to Chinuch, and to Mrs. Sarah Pinson for coordinating the Annual Report 5784. I would like to thank my dear friends, Mr. Alan and Mrs. Lorie Zekelman for their steadfast support of the Menachem Education Foundation, and for being pillars of the Torah education of our children. I would also like to thank the Gellman family, and all of the other supporters of our work.

May the Torah learning of the thousands of Jewish children in our communities usher in the ultimate Geulah, with peace and harmony in our world.

Rabbi Zalman Shneur
Executive Director

# About MEF

The Menachem Education Foundation works to ensure that our children receive a high quality education by creating infrastructure for Chabad educators.

Excellence in Chinuch does not happen in a vacuum. There are 7 areas of input that a healthy Chinuch system needs, which MEF proudly and consistently provides:

- **Curricular Resources**
- Programs Focused on Upleveling Educators
- **Example 2** Leadership Capacity Building
- Teacher Training and Recruitment
- **Community and Collaboration Between Educators**
- Inspiration for Chabad Chinuch Values
- Providing Grants to Schools



# 5783 Accomplishments



### **CURRICULUM & RESOURCES**



15

Mechanchim gathered to train in MEF's Project Tomim social-emotional learning, in Los Angeles, Winter 5783.

3

New schools trained extensively in Zekelman Standards for Chumash.

480

Students piloted Project Tomim, MEF's social-emotional learning.

**850**Users on ZekelmanStandards.org.



### **UPLEVELING EDUCATORS**

24

Schools from around the world received professional development, coaching and curriculum empowerment through MEF's Chinuch Consulting Department.

20

Principals built their leadership capacity through 1:1 leadership coaching sessions.



# **CAPACITY BUILDING**

67

Principals joined MEF's annual women's Chabad School Leadership Retreat in Winter 5783.





# **TRAINING & RECRUITMENT**

**25** 

Mechanchos joined the Back to School Teacher Training Crash Course. 20

Mechanchim certified through the new Kadima L'Chinuch Teacher Training Program in Spring-Summer 5783. 45

Educators certified in Youth Mental Health First Aid in Spring 5783.



# **COMMUNITY & COLLABORATION**

12

Hakhel gatherings and farbrengens for educators took place in 5783.

600

Mechanchos from 142 schools, in 128 cities, across 5 continents, attended the 8th Annual Kinus Mechanchos Chabad in Summer 5783.

**15** 

Chabad Day School Leaders gathered for a 10-week school marketing course in Spring 5783.



# **INSPIRATION FOR CHABAD CHINUCH VALUES**

Published **Chinuch with the Times**in Summer 5783.

The Chinuch Vitamin
sharing weekly inspiration and
resources for educators.





### **PROVIDING GRANTS TO SCHOOLS**



206

New students from public schools enrolled across 14 Chabad day schools through the Our Heritage program in 5783-84.

\$277K

In grants awarded to Chabad day schools to enroll new students in 5783-84.

# 5784/2024 (COMMENT OF THE PROPERTY OF THE PRO



# **CURRICULUM & RESOURCES**

After a successful pilot, complete Year 1 of <b>Project Tomim</b> Social-Emotional Learning Curriculum, and launch it to all Chabad schools.
Create a collaborative <b>curriculum database</b> for Chabad teachers and principals.
Launch <b>Zekelmanstandards.org 3.0</b> with improved usability and new features.



# **UPLEVELING EDUCATORS**

Individually coach 20 teachers and principals through MEF's Chinu					
Consulting Department.					

Deliver 12+ tailored	workshops i	in schools throu	ighout the 5	784 school year



# CAPACITY BUILDING

	Host <b>100</b> p	orincipals	at the	Chabad	School	Leaders	hip	Retreats.
--	-------------------	------------	--------	--------	--------	---------	-----	-----------

Invest in new and aspiring principals to build a pool of trained and dedicated leaders for Chabad schools.



# TRAINING & RECRUITMENT

Build a pipeline of **50+ trained new teachers** for Chabad schools, through the Kadima L'Chinuch program, and the new Teacher Shlichus Program for women.



# COMMUNITY & COLLABORATION

- Host 700 educators at the **9th Annual Kinus Mechanchos Chabad** in Summer 5784.
- Gather 100+ Mechanchim and Mechanchos from around the world at monthly **Chinuch farbrengens** throughout the 5784 school year.



# INSPIRATION FOR CHABAD CHINUCH VALUES

- Publish Chinuch with the Times—Parsha Edition.
- Launch a Chabad Chinuch **podcast** that offers classes, workshops and inspiration for educators with easy access.



# PROVIDING GRANTS TO SCHOOLS

Award **over \$500,000** in matching grants to Chabad day schools in the 5784-85 school years to enroll new students.

# Our Heritage Providing Grants to Schools

# Our Heritage Founders Dinner

The Our Heritage program holds fundraising events to bring together the program's supporters to raise funds that will make Chabad day school education affordable for Jewish public school children. In Sivan 5783, supporters gathered at Wolf & Lamb in Manhattan to launch the fourth year of the program, and to hear from students who receive a Jewish education with the help of Our Heritage.

A recent event in Cheshvan 5784, featured a thoughtprovoking discussion on business, philanthropy and leadership, by the program's pillar sponsor, Mr. Alan Zekelman, together with Mr. Mark Gerson. Attending donors enjoyed a gourmet catered dinner and listened to a first-hand account of the impact of the Our Heritage program on Justin Ruzicka, a student at the Chabad STREAM school in Bayside, NY. "In the past, I didn't know much about what it meant to be Jewish," he shared. "I didn't know what a Neshama is, I wasn't aware of the special relationship I have with Hashem. Besides learning the regular subjects that kids my age learn, I have the good fortune to learn Hebrew, to learn how to daven, to learn Torah and so much more. Thank you for your support to schools like mine, helping them offer a Jewish education to kids like me."

"It is amazing to see the progress they are making in Chabad day school. Justin learned how to read Hebrew in two months. He knows how to daven. Thank you everyone."

-Justin's mom















# OUR İ**İ**İERITAGE

# Founded in Summer 2020/5780

With many schools closed or virtual due to COVID, we at MEF saw the opportunity to provide a Jewish education to children who would otherwise attend public school. With the encouragement of Reb Shneur Zalman Hirsch a"h, **Our Heritage** was born.

Our Heritage provides

**\$25,000** 

in matching grants

to Chabad day schools who enroll 10 or more students transferring from public schools.

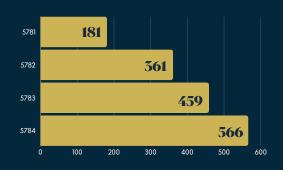
Since its founding, Our Heritage has awarded

\$1,200,000 in matching grants to Chabad Day Schools.

566 students XX worldwide received a Jewish education thanks to Our Heritage.

Participating schools noted a 79% retention rate.

Total number of students participating:



What I appreciate about Jewish day school is that everyone is nicer, I'm surrounded by my people, have lots of Jewish friends, and in a more pleasant environment. I'm learning about my culture, my religion, learning new stories and so much more.

It has changed me, my life and my future.

-Asher Mullokandov, Chabad STREAM School, Bayside, NY

Schools receiving grants each year:



Over 30
Chabad Day Schools participate, with new schools joining each year.

My son, Joe, in fourth grade, woke me up at six o'clock in the morning and frantically asked, 'Mom, have you seen my Tzitzis? We're going to the Liberty Science Center today and I want to wear my Yiddishkeit proudly, for all to see!'

-Joe's Mom, Tenafly Chabad Academy

# <sup>†</sup>ለተለተለተ 85% of students'

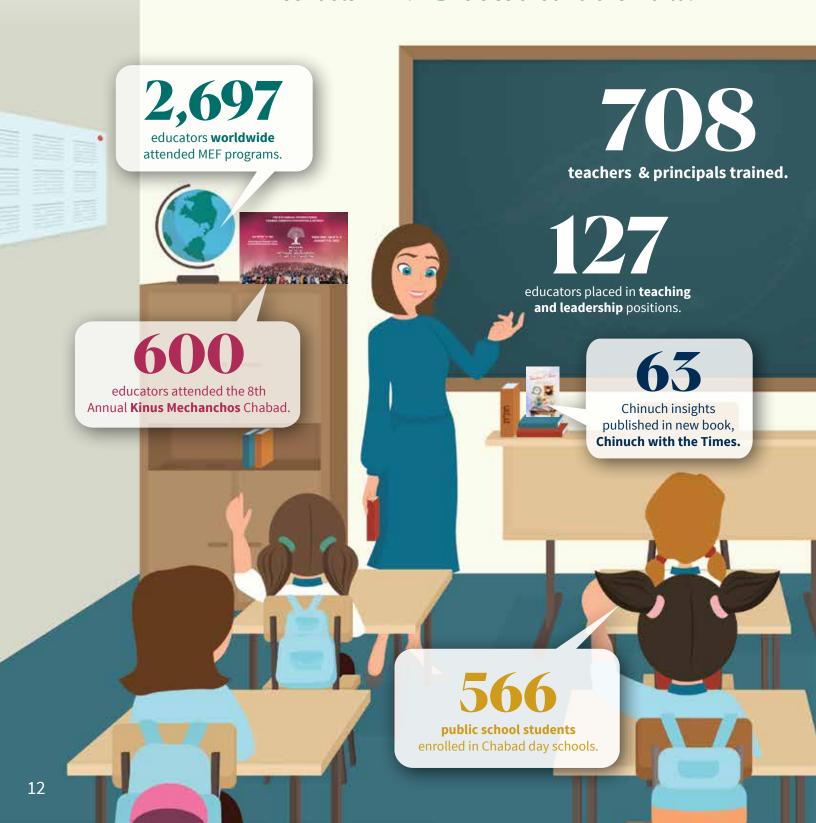
families do not celebrate Shabbat.

# **Immeasurable Impact**

The all-immersive Torah education has allowed these children to explore their Jewish heritage, build a strong Jewish identity, and express their yiddishkeit proudly, inspiring change in their families as well, **transforming the future of the Jewish people.** 

# MEF In Numbers

MEF impacts the Chinuch of 27,016 children in 417 schools in 198 cities around the world.







109 professional development course topics provided by MEF.

**508** students learned social-emotional skills through the **Project Tomim** curriculum.





customized professional development workshops given in schools.



teachers certified in Youth Mental Health First Aid.

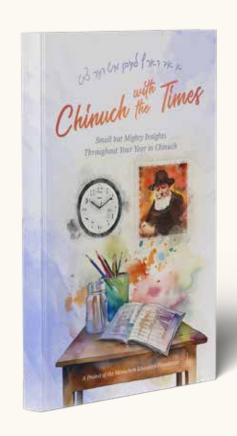
850

users on zekelmanstandards.org access Chumash standards and resources.

10,000

students using the **Zekelman** Standards for Chumash.

# Inspiration for CHABAD CHINUCH VALUES



# Chinuch with the Times

Chinuch with the Times, a compilation of bitesized Chinuch insights for every special day on the Jewish calendar was published in Av 5783, in honor of 8th Annual Kinus Mechanchos Chabad. It includes insights from our Rabbeim, reflections on Chinuch, tips for teaching and food for thought. The collection inspires educators in their vital role, instilling a love for Torah and Yiddishkeit in their students.

"This is a treasure trove of insights and Chassidishe Hanachos on Chinuch in easy to read tidbits that follow the calendar year.

Every Chassidishe educator has much to gain from the practical tips and questions posed at the end of each entry."

-Mrs. Dena Gorkin, Principal, Bnos Chomesh Academy



# **Weekly Chinuch Vitamin**

Teachers and principals who are part of MEF's community receive a specially-curated weekly email filled with Chinuch insights based on the Parsha or upcoming Yom Tov, Chinuch news, event reminders and accessible resources. This keeps them in the loop about what is new in Chabad Chinuch, and empowered with Chinuch insights to keep them going from week to week. Educators share how much these small doses of inspiration in their inboxes help renew their excitement for their important Shlichus.

# COMMUNITY & COLLABORATION

# Monthly Chinuch Farbrengens

Educators look forward to gathering at virtual farbrengens every month to hear from renowned Mechanchim and Mechanchos on Chinuch topics relevant to the time of the year, and to gain insight on the Rebbe's perspectives on Chinuch. Both the farbrengens for Mechanchim and for Mechanchos are specially curated to bring educators together for learning, inspiration, camaraderie and support.

"The farbrengen in honor of Eretz Yisroel brought Mechanchim together and gave me Chizuk. It was inspiring, and it gave a focus on what our role is. It was a breath of fresh air."

-Rabbi Noach Kosofsky Principal of Lubavitcher Yeshiva Academy Longmeadow, MA



"I always look forward to the farbrengens. The topics are so pertinent, and I feel like we Mechanchos understand each other and support each other. Thank you for the meaningful messages and practical ideas."

-Mrs. Chani Posner Principal of New England Hebrew Academy Boston, MA

# Our Heritage School Marketing Course

As part of the effort to increase enrollment at Chabad day schools, MEF's Our Heritage program brought together 15 Chabad day school leaders for a ten-week intensive school marketing course led by Gary Wexler, Marketer for Nonprofits. Wexler introduced innovative ways to level-up communication and marketing strategies to encourage parents of Jewish public school children to enroll their children in Chabad day schools. The school leaders collaborated on marketing plans that they could implement to drive enrollment for the upcoming school year. Participants shared how much they enjoyed working together on creating school marketing plans to realize the Rebbe's vision of providing a Jewish education to every Jewish child.



MEF's annual International Chabad Chinuch Convention and Retreat gathers Chabad women educators for two days of networking and empowerment every summer. It provides the opportunity to learn from world renowned educators, gain Chinuch tools and inspiration, and feel appreciated and rejuvenated before the coming school year.

600

mechanchos

128

cities

schools

continents

sessions

tracks



We came back refreshed, rejuvenated and, most importantly, feeling special and appreciated for what we do as teachers. It's a boost truly needed!

-Sari Halon, Teacher, Bais Rivkah, NY

There were so many excellent workshops to choose from, I wanted to be in more than one place at a time.

-Chana Nemes, Teacher Slater Torah Academy, Metarie, LA

The new ideas shared were so refreshing and invigorating.

-Rivka Albukerk, Teacher Chabad Preschool of the Upper East Side, NY Thank you for creating the platform for us to grow, improve, learn, appreciate and be inspired in our important role.

-Chanie Wolf, Principal, Bnos Menachem, NY

The Kinus gives me greater enthusiasm to teach the following year, and practical tips to enhance my classroom.

-Chaya Cohen, Teacher Cheder of the Poconos, PA The Kinus nourished my mind, body and soul.

-Rochie Sandhaus, Principal Beis Chaya Mushka, NY

Thank you for the beautiful Kinus! It was uplifting, inspiring, and informative.

-Chaya Rochel Zaetz, Teacher, Bais Rebbe, CA

It's a lonely experience being in a leadership role at a school... The yearly Kinus reminds me of the importance and value of my work. It provides guidance in best practices and helps me learn new ways to lead and navigate our school.

-Mushky Tuvel, Principal, Magen Israel, NY



# Capacity Building

# **Chabad School Leadership Retreats**

MEF builds a cycle of success in the Chabad Chinuch system through empowering principals and administrators at the annual School Leadership Retreats. Held separately for men and women principals, the retreats bring together school leaders from around the world for two days of networking, workshops, mentorship and collaboration geared towards strategic planning in education, leadership capacity and practical tools for meeting the needs of every student.

# "One conference, thousands of students affected."

-Mrs. Shana Tiechtel, Principal Emeritus of Bais Rivkah High School, Brooklyn, NY

# Curriculum & Resources

# **Zekelman Standards**

The Zekelman Standards for Judaic Studies set the communal learning guidelines for Chumash classes in elementary schools. Created by leading Chinuch professionals, the innovative standards ensure student success by providing teachers with hands-on learning materials, lesson plans and support for curriculum implementation. The Zekelman Standards ultimately enable every student to be an independent and lifelong Torah learner. The program continues to grow and will feature an upgraded website and enhanced curriculum for the upcoming school year.

"I have never seen anything like it. These standards break down Chumash study into actual textual study skills with proper scope and sequence for development."

-Mrs. Chany Okunov, Head of School Mazel Day School, Brooklyn, NY

# **Project Tomim**

"Project Tomim," MEF's all-new social-emotional learning curriculum, is rooted in Torah and Chassidus with research-based tools and best practices. It is intended to give elementary school students the tools to develop healthy social-emotional attitudes and behaviors. The dynamic lesson plans include activities, multimedia and manipulatives, as well as teacher support and a community of practice. After a successful two year pilot, the curriculum is slated to be launched widely for the upcoming school year. The goal is to raise a generation of students who have a healthier sense of self and social-emotional skill set, and who are empowered to make positive choices both in and out of the classroom.

"Social-emotional learning is such a vital part of what a Talmid needs to find success in life, learning and his own connection to Hashem."

-Rabbi Yosef Zaidman, Fourth Grade Teacher Cheder Chabad of Morristown, NJ

# **Affordable Chinuch Consulting**

When schools invest in their staff, students are the ones who benefit. With the help of the Menachem Education Foundation's Consultancy Program, 24 schools this year have participated in the individualized and subsidized mentorship program for teachers and principals, and have also provided their staff with targeted workshops.

One such example is Bais Menachem Yeshiva Day School in San Francisco. The school held a webinar for their teachers given by MEF Chinuch Consultant Mrs. Nami Friedman on the balance between "Rules and Relationships" in the classroom.

"Nami Friedman was excellent! Her message was inspiring, empowering, and articulate. The handouts provided allowed us all to engage with her message in a reflective manner."

-Rabbi Gedalia Potash, Principal Bais Menachem Yeshiva Day School, San Francisco, CA

# **Upleveling Educators**



"Mark's ability to ask the right questions and coach you forward has been of great assistance to me in many areas."

> -Rabbi Shneur Wilhelm, Principal Lubavitch Hebrew Academy, Margate, FL

### **OUR CONSULTANTS**



Mrs. Henny Bartfield



Mrs. Sarah Chuzin



Mrs. Nami Friedman



Mrs. Lea <u>New</u>-Minkowitz



Mrs. Chanah Rose



Rabbi Yanky Goldstein



Rabbi Mendy Greenbaum



Mr. Mark Moscowitz



Rabbi Yosef Raskin



Dr. Sara Rosenfeld



Mrs. Shaindy Schapir<u>o</u>



Mrs. Shana Tiechtel



Mrs. Aviva Wasser



Rabbi Shmuel Shneur



Rabbi Zelig Silber



Rabbi Dr. <u>Elie</u> Tuchman

# TEACHER TRAINING & RECRUITMENT



In today's day and age a Chassidishe Chinuch is more critical than ever, and we must go in the direction of training Melamdim to this end.

RABBI MENDEL BLAU, DEAN OF OHOLEI TORAH, BROOKLYN, NY
KADIMA L'CHINUCH HOST SCHOOL IN 5783



# Kadima L'Chinuch

The Kadima L'Chinuch program, directed by Rabbi Levi Kaplan, is an intensive teacher training program for aspiring Mechanchim. It offers over 100 hours of hands-on classroom experience, personalized mentorship with renowned Mechanchim, over 30 educational courses, a generous stipend, and helps participants find teaching positions upon completion of the program.

20 talented new teachers graduated from the program in Summer 5783.



# Kadima L'chinuch graduates currently teach in:

United Lubavitch Yeshiva of Ocean Parkway - Brooklyn, NY Tora Or - Panama City, Panama Cheder at the Ohel - Elmont, NY Cheder Menachem - Los Angeles, CA Shaloh House - Stoughton, MA Tomchei Tmimim - Montreal, QC Yeshivas Ohr Eliyahu - Chicago, IL HaMesivta - Brooklyn, NY Cheder Chabad - Monsey, NY Oholei Torah - Brooklyn, NY Cheder Lubavitch - Dallas, TX



"The course was given in a very enjoyable, engaging and practical way, and will IY"H translate into the classroom for all of us."

-Rabbi Dovid Kastel, Kadima L'Chinuch Graduate

"This program is the right path for placing Rebbi-ready Yungeleit in the classroom."

> -Rabbi Yosef Simpson, Principal United Lubavitcher Yeshiva, Brooklyn, NY Kadima L'Chinuch Host School in 5783

# **Teacher Training Crash Course**

The "Back to School Teacher Training Crash Course" this summer provided tried and true techniques on classroom procedures, student rapport and lesson planning to dozens of educators. Led by Rabbi Zelig Silber, renowned educator and teacher trainer, the course focused on practical implementation to enable both new and experienced educators to have a successful school year.

# "The course offered a great smorgasbord of ideas!"

-Mrs. Rivky Vogel, 3rd Grade Teacher Bais Chaya Mushka, Brooklyn, NY

# Youth Mental Health First Aid Training

MEF facilitates the Youth Mental Health First Aid course for Mechanchim and Mechanchos of students ages 12-18, which equips educators with the tools to respond in case of a mental health crisis, r"l.

Organized in collaboration with Amudim, Mrs. Gitty Francis, LMSW, leads the training for Mechanchos, and Rabbi Chaim Lazaroff leads the training for Mechanchim. This course is part of MEF's ongoing and multi-pronged strategy to equip educators, who are first responders for students in crisis. Each graduate of the course receives internationally accredited certification, along with MEF's Crisis Protocol for Chabad Schools, a resource carefully curated to ensure that none of our students in crisis fall through the cracks. To date, **219** educators have completed the Youth Mental Health First Aid course.

# **Coming Soon!**

# **Teacher Shlichus Program**

Launching in Spring/Summer 5784

In the Teacher Shlichus Program, directed by Mrs. Shana Tiechtel, Principal Emeritus of Bais Rivkah High School in Brooklyn, NY, post-seminary women will experience a year of student teaching at the program's participating Chabad schools. Throughout the year, participants will receive online teacher training classes from MEF, as well as on-site mentorship and supervision from their host schools.

The goal is to create an influx of bright, young teachers to benefit the Chabad community at large, and to build a passion for the Shlichus of teaching in today's young women, providing them with the skills and ability to educate our students.

"I learned to notice signs and symptoms, listen non-judgmentally, and not to be the savior — but to be the conduit to get help for the student in crisis."

-Anonymous Mental Health First Aid Responder after completing the course

"This course was wonderful and very informative, and should be required for all teachers."

-Rabbi Levi Kramer Ohr Elchanan Mesivta, Los Angeles, CA Mental Health First Aid Responder

# **MEF Donors**

MEF would like to thank our generous supporters for all that they give to our children's education.

Gavriel Gopin

Harvey Schneider

Henny Bartfield

# PRINCIPAL BENEFACTOR PILLAR OF TORAH

Alan & Lori Zekelman

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### Erc Funding Tzvi & Simmie Gellman

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