

"כל איש ואישה בישראל יש להם

# TAKING RESPONSIBILITY

Our Kids. Our Chinuch. **Our Future.**

חלק באחריות החינוך הכשרי



**MENACHEM EDUCATION FOUNDATION**  
**ANNUAL REPORT 5784/2024**



# MEET OUR TEAM

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Rabbi Mendel Moskowitz,  
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Rabbi Noach Weinstein,  
Vice Chairman

Mr. Bob Aronson,  
Former Chairman

Mr. John Goodman

Mrs. Devorah Leah Hirsch

Mr. Mendel Pinson

Rabbi Menachem Schmidt

Mr. Alan Zekelman

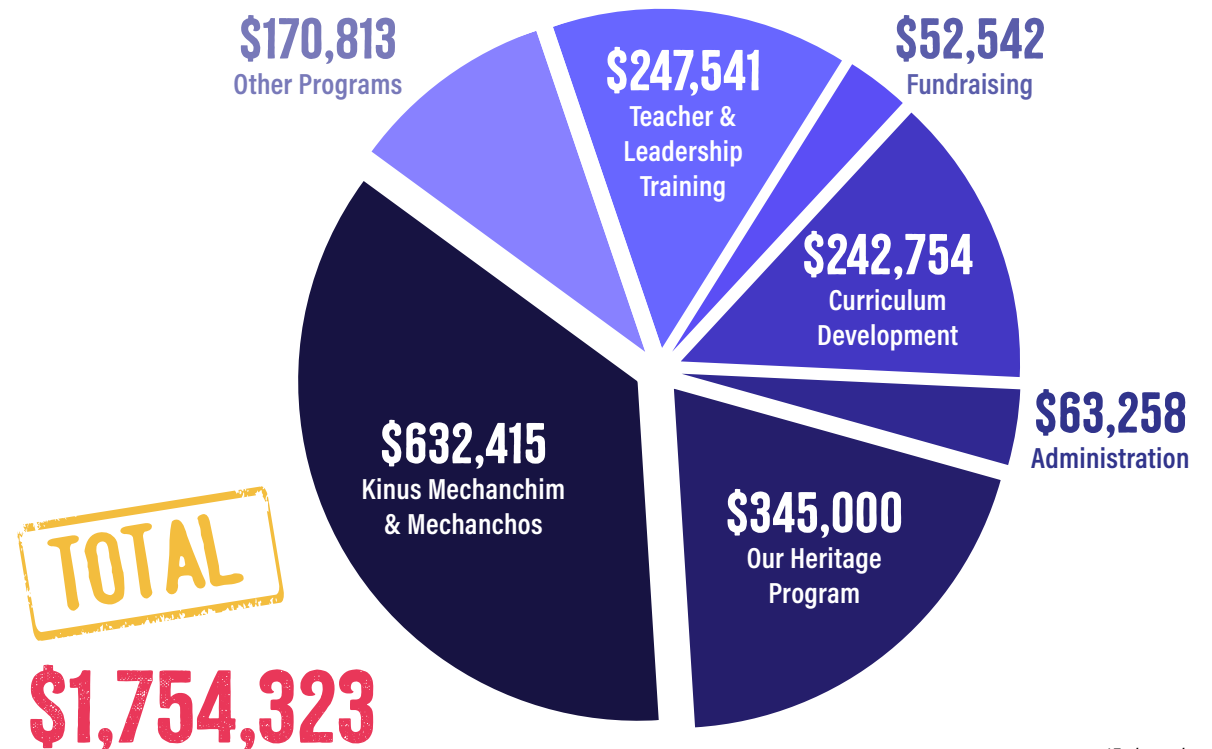
## ABOUT MEF

The Menachem Education Foundation (MEF) is dedicated to ensuring that every Jewish child receives a high-quality Chinuch. By training teachers and principals, developing innovative curricular resources, inspiring educators, and providing grants to schools, MEF strengthens Chabad education worldwide.

**MEF impacts 27,349 children in 417 schools across 198 cities by:**



## 5784 SPENDING



\*Estimated costs



# 5784 ACCOMPLISHMENTS

On the first school day after Simchas Torah, MEF hosts **"Mechanchim on the Front Lines"** webinar to guide educators' response to the events of Oct. 7, which is viewed by **338 educators**.

Mechanchim and Mechanchos Farbrengens, monthly **online gatherings for teacher networking and inspiration**, re-launch for the 3rd year!



MEF successfully **raises \$1.2 million** in our most ambitious annual Charidy campaign to date: "Support Chinuch, Uphold the World."



**64 math teachers** register for a webinar collaboration with math coach Chanie Hurwitz of Coffee and Pi.

**49 teachers and principals** receive individual and group coaching throughout the school year with **Chabad Chinuch Consulting**.

## TISHREI

## CHESHVAN

## KISLEV

## TEVES

## SHEVAT

### OUR HERITAGE

Our Heritage sponsorship event, **"An Evening Strengthening Our Heritage,"** features a conversation with Alan Zekelman and Mark Gerson on Business, Leadership and Philanthropy.



### TEACH FOR LUBAVITCH

Mrs. Shana Tiechtel and Mrs. Rivka Holzman **tour seminaries** in Israel and Europe, addressing young women about the vital Shlichus of Chinuch and launching **Teach for Lubavitch**.



School administrators gather for a unique **fundraising webinar** with Rabbi Yaakov Cohen, executive director of Talmudical Academy of Baltimore.

## IYAR

## NISSAN

## ADAR

## SIVAN

### OUR HERITAGE

Our Heritage donors visit participating schools to gift students with their very own Chumashim, followed by a **benefit dinner at Wolf and Lamb** to raise awareness and funds for enrolling new students.

New and improved **ZekelmanStandards.org** launches with **hundreds of resources** alongside easily navigating standards and benchmarks for teaching Chumash.

### OUR HERITAGE

The Our Heritage program introduces an initiative encouraging students to bring friends from public schools to visit Jewish schools, to speak at local Hebrew school graduations, and even earn prizes for **inspiring friends to make the switch to Jewish Day Schools**.

### TEN SCHOOL LEADERSHIP Retreat

**25 school leaders** join the annual Women's Chabad School Leadership Retreat in Los Angeles, California.

### TEN SCHOOL LEADERSHIP Retreat

**52 school leaders** join the Men's Chabad School Leadership Retreat in Coral Springs, Florida.



**"PD Made Easy,"** a new series of monthly webinars for teachers, launches with two successful **collaborations** with Ohel's School-Based Services and Chabad Early Childhood Education (CECE).

## TAMMUZ

## AV

## ELUL



**554 women** attend the 9th Annual **Kinus Mechanchos Chabad**, in the Stamford Hilton, CT.



**324 men** attend the **Kinus Hamechanchim**, a collaboration with the Merkos Chinuch office, at the Sleepy Hollow Inn, NY.

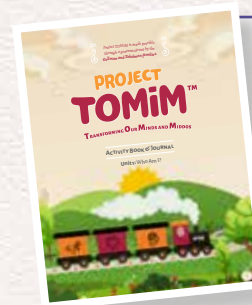


### TEACH FOR LUBAVITCH

Teach for Lubavitch initial **2-day training** focuses on student engagement and classroom management, preparing its **pilot cohort** for their new roles in schools across America.

### OUR HERITAGE

Year 5 of Our Heritage launches with **129 former public school students** enrolled in **21 Jewish Day Schools** for the new school year.



After a 2 year pilot, the highly-anticipated Project Tomim **curriculum for emotional development** through Torah and Chassidus is launched in Chabad elementary schools across the country.



# 5785 GOALS



## FOR EMPOWERING TEACHERS AND LEADERS THROUGH:

- ✓ Running a mid-winter Chabad School Leadership Retreat.
- ✓ Growing the summer Kinus Mechanchim and the Kinus Mechanchos Chabad.
- ✓ Expanding year-long programming for educators with monthly webinars and farbrengens.



## FOR PROVIDING STUDENTS WITH HIGH QUALITY LEARNING THROUGH:

- ✓ Launching a comprehensive Chumash curriculum for 2 grade levels, based on the Zekelman Standards for Chumash.
- ✓ Publishing comprehensive learning standards for Kriah, Ksiva, Mishna and Gemara.
- ✓ Expanding Project TOMiM social-emotional curriculum, with 4 units (50 lessons) published and used in 20 schools around the world.



## FOR RECRUITING & TRAINING NEW TEACHERS THROUGH:

- ✓ Launching Teach for Lubavitch after its pilot year, by recruiting and training at least 20 teachers in 5 schools around the country.
- ✓ Running a second cohort of Kadima Lechinuch, training at least 20 Crown Heights yungeleit to successfully enter Chinuch.



## FOR COMMUNITY ENGAGEMENT IN CHINUCH, INCLUDING PARENTS AND EDUCATORS ALIKE, THROUGH:

- ✓ Chinuch webinars for parents and community awareness events.
- ✓ Launching and growing the Everything Chinuch podcast.



## FOR TRANSFERRING JEWISH CHILDREN OUT OF PUBLIC SCHOOL AND INTO CHABAD DAY SCHOOLS, THROUGH:

- ✓ Expanding Our Heritage matching grants program to enroll an additional 150 new students in 5785 (bringing the total to 850).





## כינוס מחנכות חב"ד

The Annual International Chabad Chinuch Convention and Retreat gathers educators for two days of learning, inspiration, networking, and workshops. This immersive retreat provides a refreshing atmosphere, with expert-led sessions on relevant Chinuch topics tailored to teachers, leaders, and aspiring educators across all grade levels and subjects.

"I was so **empowered** and **inspired** to learn that there are so many more like-minded mechanchos out there who understand how to reach today's generation of children."

-Shira Klasner, Cheder Chabad Toronto Preschool, Toronto, Canada

"The Kinus helped me realize the **everlasting** impact of a teacher on her students."

-Sara Levinson, Machon Chaya Mushka, Kharkiv, Ukraine

"The highlight of my year! The **connection** and **networking** and being together with Mechanchos is so **uplifting**, it makes me realize we are not doing this alone."

-Laky Frimerman, Cheder Zichron Shmuel, Pomona, NY

"I returned home **rejuvenated** and with an added set of **tools** to bring back to school!"

-Chanie Wolf, Bnos Menachem, Crown Heights, NY





This past summer, the Menachem Education Foundation had the opportunity to hold a Men's Convention in collaboration with the Merkos Chinuch Office. This event brought together 324 Chabad educators from around the world. Highlights included keynotes from renowned speakers, interactive huddles for niche roles in Chinuch, and the introduction of innovative educational initiatives. The convention aimed to strengthen and inspire participants, aligning with the Rebbe's directive to enhance Chabad education during the summer months.

"I am quite nervous about starting to teach this coming year, but after the Kinus I'm on fire! I know that I'm so **lucky** to have this position!"

-Simcha Shneur, Tomchei Temimim, Montreal, Canada

"It definitely reminded me of the **zchus** we have to be teaching the Rebbe's children. And I came away with **practical** ideas to implement in the classroom right away."

-Yossi Reizes, Cheder Chabad of Philadelphia, Philadelphia, PA

"I **truly** enjoyed the practicality of the workshops."

-Aron Rabin, Lubavitch Educational Center, Miami, FL

"**Unbelievable**, this is a whole other level of Chinuch. This is taking Chinuch and making it what it's really supposed to be. **Beyond** anything I can imagine."

-Rabbi Yechezkel Akerman, Cheder Chabad Florida, Delray Beach, FL





# חב"ד SCHOOL LEADERSHIP Retreats

The Chabad School Leadership Retreats provide a collaborative space for school leaders to gain mentorship, network, and access practical tools that enhance strategic planning, leadership, and student support—empowering them to help students and teachers thrive to their full potential.



**25 SCHOOL LEADERS**



**"The opportunity to connect with fellow educators, engage in networking, and delve into shared challenges has been immensely meaningful. The Retreat was well-organized, striking a perfect balance between informative sessions led by accomplished speakers who provided practical tips, paradigm shifts, and inspiration."**

*-Gavi Groberman, Director  
Seattle Jewish Montessori, Seattle, WA*



**"The MEF School Leadership Retreat was a fantastic opportunity to meet with educators from various backgrounds, broadening my view and inspiring me to do more."**

*-Rabbi Menachem Lifshitz, Principal,  
Tomchei Tmimim Ocean Parkway, Brooklyn, NY*



**52 SCHOOL LEADERS**



**"I'm coming home with tremendous inspiration and a list of practical things that will help the whole school. MEF has really thought through where they can make the biggest impact in Chabad schools."**

*-Rabbi Yoel Chazan, Principal,  
Cheder Menachem of Kingston, Kingston, PA*





# OUR HERITAGE

Our Heritage, founded in 5780/2020, ensures that every Jewish child receives a Jewish education by offering \$30,000 in matching grants to Chabad Day Schools who successfully enroll 10 new students from public school.

## NOW MORE THAN EVER: AN EVENING IN SUPPORT OF 'OUR HERITAGE'

On September 17, י"ד אלול, supporters of the Our Heritage program gathered at the home of Shmuly and Yael Brummel. The evening included a video from JEM highlighting the urgency of Jewish education, with the Rebbe's words, "Money can be solved perhaps tomorrow, but education lost, is lost. You can't really catch up on that tomorrow." Rabbi Tuvia Greisman shared his personal connection to the program, and Rabbi Raleigh Resnick spoke about its alignment with the Rebbe's mission. Rabbi Zalman Shneur concluded by sharing how Our Heritage has helped 704 children in five years and urged continued support for more children to benefit.

**My kids look forward to school and come home excited about their day because they have such a strong sense of community and belonging. Each student is nurtured in their social and emotional development, while being challenged academically.**

*-Sarah B., Mother of Our Heritage Students at Stanford Eisenberg Knoxville Jewish Day School*

**What I love so much about Chabad STREAM School is that I am together with other Jewish children learning the Torah and praying every day. I feel safe at Chabad and I am so grateful that I am part of such a great school!**

*-Evanka T., 4th Grade Our Heritage Student at Chabad STREAM School*



### PARTICIPATING SCHOOLS:

Bader Hillel Academy  
Bader Hillel High  
Bais Chomesh High School  
Chabad Riga  
Chabad STREAM Academy  
TAMIM Queens  
Cheder Lubavitch of Dallas

Desert Torah Academy Ohel Menachem  
Jewish International School of Cape Town  
The Sinai Academy Foundation  
JNY Day School  
Keren Menahem

Lubavitch on the Palisades  
Mazel Day School  
Shaloh House  
Silverstein Hebrew Academy  
Slater Torah Academy  
Stanford Eisenberg Knoxville Jewish Day School

Tamim Academy of Austin  
Tamim Academy of Boca Raton  
Tamim Academy of York Region  
Tamim Academy of Vermont  
Yeshiva Achei Timimim

**I began my high school journey in public school without a kippa, tzitzis or any other outward Jewish expression... In Bader Hillel High, I was able to start expressing myself in a deeper way, in a Jewish way, every day. I was also surrounded by a group of students and staff who would do the same, making me feel comfortable with who I am.**

*-Elijah S., Our Heritage Student at Bader Hillel High School*

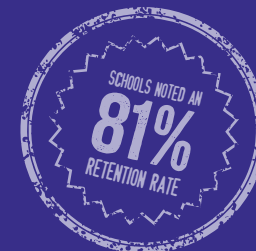


## SOIRÉE AT WOLF & LAMB SUPPORTS 'OUR HERITAGE'

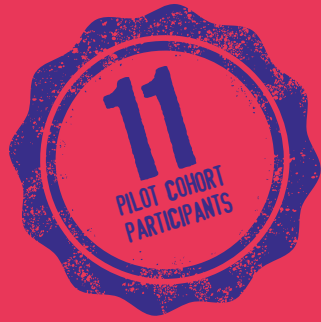
On June 27, כ"א סיון, supporters of the Our Heritage program gathered at Wolf & Lamb in New York. The evening, chaired by Alex Swieca and Shlomo Nasser, featured Rabbi Zalman Shneur addressing the rise of antisemitism and the urgent need for Jewish education. The event raised funds and awareness, with heartfelt testimonies from students and parents about the transformative impact of a Jewish education.

## CHUMASH CEREMONIES AT OUR HERITAGE SCHOOLS

In collaboration with the Our Heritage schools, supporters had the chance to meet students and hear firsthand about the impact made on their families since transferring from a public school to a Jewish day school. On June 5th, at Chabad STREAM School, a Chumash ceremony was attended by Rabbi Zalman Shneur, Alex Swieca, Shlomo Nasser, and the Heads of School, Rabbi and Mrs. Blesofsky. On June 6th at Mazel Day School, Rabbi Shneur was joined by the school's founders, Rabbi and Mrs. Okonov, Director of Admissions and Development, Mrs. Ashkenazie, and benefactor, Mrs. Gloria Kaylie. Students at both schools expressed excitement and joy as they received their Chumashim, marking a significant milestone in their Jewish educational journey.







# TEACH FOR LUBAVITCH



Teach for Lubavitch offers aspiring Mechanchos a year-long teaching opportunity in Chabad schools across the U.S., with on-site mentorship, online training, and support. This program empowers young women to make a meaningful impact in Chabad schools, apply their learning, and grow in a supportive Chassidische environment, preparing them for lifelong success in this vital role.

**“The training taught me crucial teaching skills like how to create a proper structure for a lesson plan. I also really appreciated the social-emotional tools and student-teacher relationships course. I left feeling confident, motivated, and equipped to make an impact on my students' learning experiences.”**

*-Yehudis Goldshmid, TFL Teacher, Bais Chana Delaware*



## PARTNERING SCHOOLS:

- Cheder Chabad of Philadelphia
- Cheder Chabad of Florida
- Bais Chana Delaware

**“I can not even begin to describe to you how incredibly talented these girls are. I am so grateful to Teach for Lubavitch for helping us find these girls. They are such a positive influence, they are role models, they are teaching well, and they are putting all of their energy into their Shlichus of Chinuch.”**

*-Mrs. Chaya Matusof, Principal, Cheder Chabad of Florida*

**My students used to find Chumash learning tedious and irrelevant to their lives. The Zekelman standards have brought the joy of Chumash to my classes. Dr Rosenfeld's vocabulary mastery program, in particular, has allowed my students to quickly see success in their own development of skills. This resulted in a huge boost of confidence and tremendous joy in realizing they could learn Pesukim on their own!**

*-Rabbi C, Grade 3-4, EHA, Florida*

## ZEKELMAN STANDARDS

The Zekelman Standards for Chumash is a trailblazing project to set communal learning guidelines for Chumash classes in elementary schools. Created by expert Mechanchim and Mechanchos, the innovative standards ensure student success, by giving teachers the knowledge and resources to create clear Chumash learning goals, along with the steps for students to meet them.



## THE ZEKELMAN STANDARDS FOR CHUMASH:

- ✓ Shift the focus from covering ground, to learning how to learn.
- ✓ Enable skill based instruction and transparent assessment.
- ✓ Allow teachers to track the progress of every student.
- ✓ Can be adapted across grade levels and school types.
- ✓ Are acclaimed by esteemed educators and used in Jewish schools around the world.

**FUN FACT:** Chabad schools worldwide, Yeshiva University, Belz, Sanz and Torah Umesorah incorporate the Zekelman Standards in their curriculum.

## ONLINE AT ZEKELMANSTANDARDS.ORG YOU WILL FIND:



Clear and specific Chumash goals for each grade level



Resources for assessing, teaching and reinforcing Chumash skills



Bite-sized videos on how to teach Chumash



Classroom-ready handouts, posters and flashcards

**AND MORE!**



# PROJECT TOMiM™

TRANSFORMING OUR MINDS AND MIDOS



This year, Project TOMiM curriculum launched to bring the teachings of Chassidus to life, guiding students in applying its wisdom to their emotional state, interactions with others, and impact on the world. Endorsed by leading Mechanchim and Mashpiim, with the guidance of psychologists, Year 1 of Project TOMiM is now available for Yeshivas and Day Schools, offering research-based tools to make Chassidus both accessible and transformational for a child's inner world.

## CURRICULUM INCLUDES:



Clear Teacher's Guide



Powerpoints & Multimedia



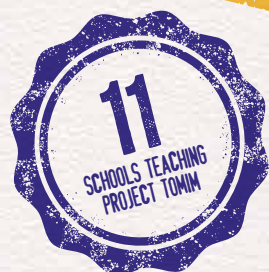
Interactive Workbook & Journal



Live Teacher Support

“Project TOMiM is a high-quality, engaging and interactive program, based on the teachings of Chassidus, that will give children tools to help them navigate in their daily interactions... as they gain an understanding of themselves.”

-Rabbi Yosef Yitzchak Hodakov, Lubavitch Hebrew Academy of Margate, FL



## CHINUCH CONSULTING

MEF's Chabad Chinuch Consulting offers consulting and coaching services to teachers, principals and school leaders, led by renowned educators and professionals.

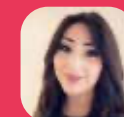
### Coaching Topics Include:

- Classroom Management
- Social-Emotional Learning
- Lesson Planning
- Student Engagement
- Differentiated Instruction
- Standards & Assessment
- Specific Subjects
- Inspiration for Chinuch
- School Leadership Training
- School Culture
- Curriculum Development
- Data Driven Instruction
- School Parent Partnership
- School Vision
- Strategic Planning
- Working with Stakeholders

## OUR CONSULTANTS



Mrs. Henny Bartfield



Mrs. Sarah Chuzin



Mrs. Nami Friedman



Mrs. Chanah Rose



Dr. Sara Rosenfeld



Mrs. Shaindy Schapiro



Mrs. Shana Tiechtel



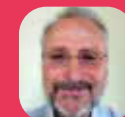
Mrs. Aviva Wasser



Rabbi Yanky Goldstein



Rabbi Mendel Greenbaum



Mr. Mark Moscovitz



Rabbi Avremi Popack



Rabbi Zelig Silber



Rabbi Dr. Elie Tuchman

“Rabbi Tuchman's workshop was super clear and practical. I felt like I walked away with actionable lessons and real tools for improvement of systems in my school.”

-Mrs. Dena Gorkin, Principal, Bnos Chomesh Academy, Brooklyn, NY

## CHABAD CURRICULUM DATABASE



The Chabad Curriculum Database has been created to help principals, teachers and curriculum directors discover the wealth of resources that have been published to help them enrich their school's curriculum. This project aims to make an educator's job easier so that they can deliver quality curriculum while saving their energy for their students. The database is continuously being used by hundreds of teachers globally!



In collaboration with







**Menachem Education Foundation**

*Excellence in Lubavitch Chinuch®*

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mymef.org

# MEF IN NUMBERS

**27,349**  
CHILDREN IMPACTED

**501**  
SCHOOLS

**218**  
CITIES

**704**  
OUR HERITAGE STUDENTS  
ENROLLED IN JEWISH DAY  
SCHOOLS

**2,759** EDUCATORS  
ATTEND MEF PROGRAMS

**1,344**  
PRINCIPALS & TEACHERS TRAINED

**49**  
TEACHERS & PRINCIPALS  
RECEIVE COACHING

**878**  
EDUCATORS ATTENDED KINUSIM

**31**  
TRAINING SESSIONS  
& WEBINARS

**356**  
PARENTS ATTENDED  
MEF PROGRAMS

**11**  
CUSTOMIZED WORKSHOPS  
IN SCHOOLS

**15,566**  
STUDENTS HAVE BEEN TAUGHT CHUMASH  
BASED ON ZEKELMAN STANDARDS

**150** STUDENTS  
LEARNING PROJECT TOMIM IN 11 SCHOOLS