

"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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*Project Manager*

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*Teach for Lubavitch Administrator*

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*Kadima L'Chinuch Director*

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Rabbi Chaim Dovid Kagan

Rabbi Yitzchok Wolf

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Rabbi Zelig Silber

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Mr. Mendel Pinson

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Mr. Alan Zekelman



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# FROM THE EXECUTIVE DIRECTOR

## DEAR PARTNER,

The Rebbe shared a teaching from his father-in-law, the Frierdiker Rebbe: that he always carried a deficit from his institutions but never remained a debtor. The Rebbe explained that running educational institutions is a matter of spiritual life and death, and therefore, financial constraints cannot dictate their operation. If something needs to be done to strengthen Jewish education, it must be prioritized, regardless of cost. While money can come tomorrow, the opportunity to educate a child today is fleeting and irreplaceable.

This principle is one we embrace wholeheartedly at the **Menachem Education Foundation**. This past school year, we made bold investments in projects that have already created a lasting impact on Klal Yisrael, bringing more children into Jewish education and enriching their learning experience. These initiatives were undertaken not because we had the financial resources readily available, but because they were critically important.

### Teach for Lubavitch

Recognizing the teacher shortage crisis that has gripped our community for over a decade, we launched *Teach for Lubavitch* — an innovative program designed to attract and develop the best and brightest into the field of education. This September, we piloted the program with 11 extraordinary aspiring educators teaching in three schools. The success of this inaugural cohort has demonstrated that *Teach for Lubavitch* is a transformative solution to ensuring every child in every classroom has a top-quality teacher.

### Kinus Mechanchim

This year, we also took on the monumental task of hosting the Kinus Mechanchim in partnership with **The Merkos L'inyonei Chinuch, Chinuch Office**. The Kinus is the premier conference for Chabad men's educators. While we have proudly hosted the women's Kinus Mechanchos Chabad for nine years, this was our first opportunity to elevate the men's conference to new heights. Despite not having the explicit budget or staff capacity, we recognized the critical importance of this endeavor and moved forward with determination. The results speak for themselves: participation doubled and educators left inspired, energized, and equipped

to elevate their classrooms, impacting thousands of students across America. We extend our deepest gratitude to the **Yael Foundation** for their incredible partnership in making this year's Kinus a resounding success.

### Acknowledgments

None of this work would be possible without our 1,227 generous donors. Each of you plays a vital role in strengthening Jewish education for generations to come. A special thank you to **Mr. Alan and Lori Zekelman** for their unwavering support and leadership as chairpersons of our board.

Additionally, we thank **Mr. Tzvi and Mrs. Simmie Gellman**, together with the **Bram Brothers**, for stepping up in a major way to support our mission, and the managing partners at **ERC Funding Corporation** for their timely assistance when it was most needed. We also welcome our new board members: **Mendel Pinson** (Bal Harbor), **Zalmy Klein**, and **Yitzy Geisinsky**, who join our dedicated board consisting of **Sender Gordon, Tuvya Griesman**, and **Leibi Marsow**. Their dedication inspires us.

Our work at the **Menachem Education Foundation** comes to life because of our dedicated team. Each and every member goes above and beyond to implement the mission of our organization to ensure that every child can have the best possible education. I would like to especially thank **Mrs. Bayla Rutman** for her visionary leadership and tireless efforts in producing this annual report and advancing our sacred work.

We at the **Menachem Education Foundation** are deeply honored to be at the forefront of empowering educators, strengthening schools, and ensuring the highest standards of education for our children. We ask Hashem for the continued strength and ability to work together and build a brighter, stronger future for Klal Yisrael.

May our collective efforts hasten the coming of **Moshiach** speedily in our days.



**RABBI ZALMAN SHNEUR**

Executive Director

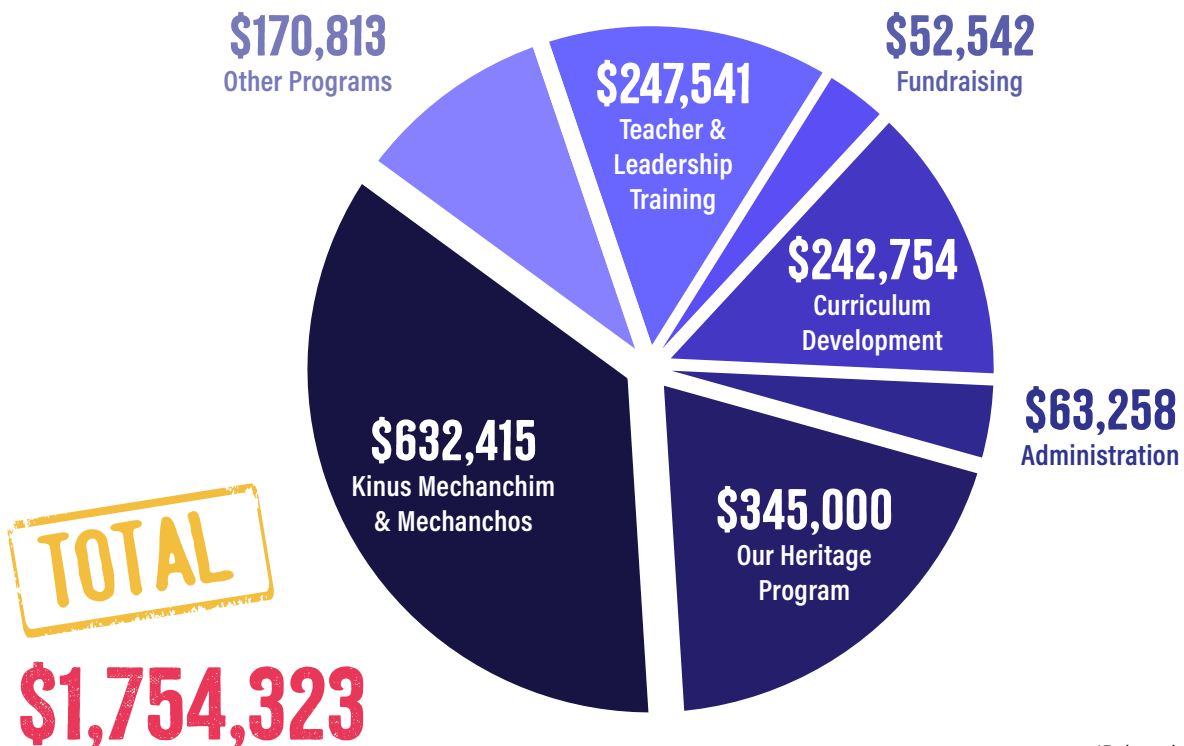
# ABOUT MEF

The Menachem Education Foundation (MEF) was established to raise the bar for Jewish education, with a specific focus on the Chabad educational world. At MEF, we have an uncompromising commitment to the success of every Talmid and Talmidah. Our mission is to be the foremost champions of Chabad students. We achieve this by partnering with Chabad schools, recruiting and training educators, empowering effective school leadership, developing impactful curricula and resources, hosting conferences and programs for Mechanchim and Mechanchos, providing grants to schools and elevating the prestige and value of Chinuch in our communities.

**MEF impacts 29,349 children in 417 schools across 198 communities 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!



## TISHREI

## CHESHVAN



### 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.



### 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.

## SIVAN

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

### OUR HERITAGE

The Our Heritage Program introduces an initiative inspired by the Rebbe, who launched a campaign on Beis Iyar encouraging children in Jewish schools to **inspire their friends in public schools to transfer to Jewish schools** by offering incentives and prizes.

## IYAR

## TAMMUZ



**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.





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**.

**KISLEV**

**TEVES**



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

**SHEVAT**



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

**NISSAN**

**ADAR**



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



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



The **Chabad Curriculum Database** launches with over 145 curricula listed, spanning preschool through high school and covering dozens of subjects.

**"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).

**AV**

**ELUL**



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.



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 launches 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.





## TAKE RESPONSIBILITY

### FOR RECRUITING & TRAINING NEW TEACHERS THROUGH:

- ✓ Launching Teach for Lubavitch after its pilot year, by recruiting and training 20+ aspiring Mechanchos in 5 schools around the country.
- ✓ Running a second cohort of Kadima Lechinuch, training 20+ aspiring Mechanchim to successfully enter Chinuch.



## TAKE RESPONSIBILITY



### 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.



## TAKE RESPONSIBILITY

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

- ✓ Expanding the Our Heritage matching grants program to enroll an additional 150 new students in 5785, bringing the total to 854 students.




# כינוס מחנות 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 **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

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

-Chanie Wolf, Bnos Menachem, Crown Heights, NY

"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





## כינוס המחנכים

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!"

-Rabbi Simcha, Brooklyn, NY

"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."

-Rabbi Yossi Reizes, Cheder Chabad of Philadelphia, PA

"**Unbelievable**, this is a whole new 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

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

-Rabbi Aron Rabin, Lubavitch Educational Center, Miami, 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."**

*-Mrs. 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 Tamim Academy 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 Tamim Academy of Queens*



### PARTICIPATING SCHOOLS:

Bader Hillel Academy  
Bader Hillel High  
Bais Chomesh High School  
Chabad Riga  
Tamim Academy of 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



*Our Heritage is dedicated in loving memory of a founding sponsor, Reb Shneur Zalman Hirsch A"H.*



**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*

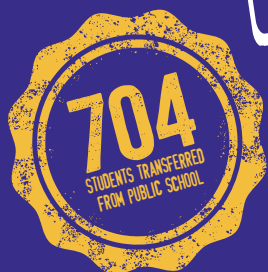


## **SOIRÉE AT WOLF & LAMB SUPPORTS 'OUR HERITAGE'**

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 Chassidishe 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 cannot even begin to express how incredibly talented these girls are. I am so grateful to Teach for Lubavitch for helping us connect with them. They are positive role models, passionate educators, and dedicated shluchos who are investing all their energy into their Shlichus of Chinuch.”**

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



# ZEKELMAN STANDARDS

"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, Esformes Hebrew Academy, Florida



## 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:** In addition to Chabad schools worldwide, schools affiliated with Belz, Sanz, Yeshiva University and Torah Umesorah also incorporate the Zekelman Standards for Chumash.

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.

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

**129**  
RESOURCES  
AVAILABLE

**31**  
TRAINING SESSIONS  
& WEBINARS

## 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 MIDDOS

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, and 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

250 STUDENTS IN NORTH AMERICA PARTICIPATING





# 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:

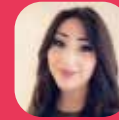
- |                            |                            |
|----------------------------|----------------------------|
| Classroom Management       | School Leadership Training |
| Social-Emotional Learning  | School Culture             |
| Lesson Planning            | Curriculum Development     |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



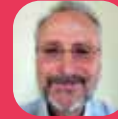
Mrs. Aviva Wasser



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

105 CURRICULA & COUNTING!

The Chabad Curriculum Database helps principals, teachers, and curriculum directors discover resources to 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 



# MEF DONORS

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

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