

2022



TZ  HAR

Beyond The Mask • Impact Report



05 | Bar & Bat Mitzvah



06 | Jewish Marriage



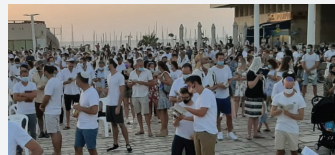
08 | Shorashim



10 | Prenuptial Agreements



11 | Tzohar for the Bereaved



12 | Jewish Holidays



14 | Conferences



15 | Kashrut



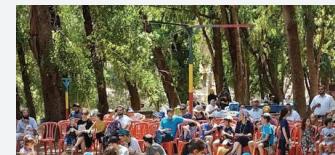
16 | Center for Jewish Ethics



17 | Organ Donation



18 | Pastoral Training



19 | Volunteer Empowerment



20 | Tzohar in Tel Aviv



21 | Planning for the Future



22 | Tzohar in the Media

Dear Friends,

The past year has been a tremendously challenging year for all – spiritually, emotionally, physically and beyond.

All that we had previously taken for granted was suddenly plunged into question. We could no longer assume what tomorrow might bring.

At Tzohar, we were forced to confront countless unprecedented dilemmas to ensure that the very symbols of Jewish identity and practice could and would remain strong in the face of this new COVID-19 era.

But if Jewish history and tradition have taught us anything, it is that our people's tenacity in overcoming difficulty and rising from the depths of despair, is our lifesaving grace.

While the havoc wreaked by this disease, and the loss of life, health, finances, stability and more, that has been left in its wake are deeply painful, there are nonetheless, some noteworthy silver linings; some ripples of positivity to which we hope to cleave, as we, gradually emerge from the pandemic.

We were forced to find new and creative ways to unite, to observe, to mourn and even to celebrate. We learned to harness the powers of technology, to help us span the miles and minimize the physical chasms that the disease had forged between us.

Over the past quarter century, Tzohar has increasingly become an integral component of Israeli Jewish society. As such, our voice and our presence were uniquely positioned to spearhead many approaches for coping

with the multitude of challenges thrust upon us by this devastating pandemic.

From addressing deeply difficult questions of faith and ethics, to providing insights and clarity into so many practical and philosophical questions relating to Jewish practice and tradition, Tzohar became a vital resource; a microcosm of the manner in which we as a Jewish and Israeli people respond in the face of adversity.

This report provides a glimpse into how our diverse selection of programs have remained as relevant as ever during 2020, despite the COVID-19 pandemic closing our borders, and shuttering our face-to-face encounters.

But, perhaps, most importantly, this report shows how our unique Tzohar voice has significantly contributed to the Jewish conversation of survival; to ensuring we, the Jewish people remain united, strong and proud, especially during these deeply trying times.

As always, Tzohar's work is only possible through the unwavering dedication of our combined team of professionals, volunteers and supporters from around the world.

On behalf of the countless people who have benefited from your kindness and generosity, we extend our sincere thanks and may we all be blessed to enter a new era, one of good health, Jewish unity, unbridled happiness, and ultimately one of hope.

Sincerely,

Rabbi David Stav, Founder and Chair

Rabbi Dr. Moshe Beerli, CEO

Rabbi Boaz Genut, Director of Resource Development

Board of Directors

Madelaine Black
Kim Efrat
Alan Gelman
Nadav Kidron
Joel Koschitzky
Moriel Matalon
Eyal Shekel

Contact Us

9 Hamelacha St., Lod 7152015
058.432.1445
mashabim@tzohar.org.il

Tzohar's mission is to foster vibrant and inspiring Jewish identity to guarantee the Jewish future of the State of Israel. Tzohar provides an array of Jewish lifecycle programs and services for hundreds of thousands of Israelis every year. Tzohar shapes Jewish life in Israel through advocacy and legislation, and cultivates an influential and responsive Modern Orthodox leadership. With over 1,000 volunteers and a firm commitment to Jewish Law, Tzohar is a socially conscious movement securing an ethical, inclusive, and united Jewish society.

In 2020, our mission became all that much more important as Israel and the world confronted an unprecedented health care and societal crisis like we have never seen before. As described in this report, Tzohar focused on ensuring our services remained accessible and increasingly responsive to the constantly changing situation.

Bar & Bat Mitzva

For many young people, preparing for their Bar and Bat Mitzvah constitutes their first personal encounter with their Jewish heritage. As such, the importance of this program cannot be overstated since it sets the stage forengagement with, and attitudes towards Jewish life as adolescents mature.

Tzohar's Bar and Bat Mitzvah mentors are hand-picked and specially trained to develop a deep and close connection with the youth as they guide them through the religious importance behind the Jewish concept of "coming of age".

| Adapting for Corona

This year, not least of which, the unprecedented closure of the entire educational system. The Corona pandemic brought unique challenges to school-aged children. These challenges were compounded for Bar and Bat Mitzvah children on many levels. Families were unexpectedly unable to celebrate together. And there was tremendous uncertainty in the air as to how or even IF these children's celebrations could occur at all.

At Tzohar, our Bar and Bat Mitzvah staff did their best to respond to the obvious emotional and practical ramifications, in order to give these boys and girls an opportunity for a meaningful and enjoyable rite of passage, despite the very trying circumstances.

Fortunately, one-on-one meetings are the essence of our Bar and Bat Mitzvah programs. By offering our mentors instruction as to how to most effectively use online tools, we were therefore able to maximize on these meetings, and even grow the program. Oftentimes, our mentors even provided assistance with helping the family through the process of planning and implementing their event during these extraordinary times.



515
Bar Mitzvahs

47
New mentors

308
Total number of mentors

9.8
Average satisfaction
rating received

The Jewish Marriage Project

Since our founding more than 25 years ago, working to facilitate meaningful and halachic weddings has been the hallmark of Tzohar's identity. Having played a central role in marriage ceremonies for tens of thousands of couples over the years, we We had been looking forward to 2020 as a year of continued expansion of this core program.

🦠 | Adapting for Corona

Of course, the nature of this effort was changed in a way no one could have ever foreseen. Thousands of weddings were pushed up, delayed or even cancelled while many others became small family-only events, many taking place with only a handful of guests.

Our role quickly expanded to become trusted advisors in helping young couples adjust to changes and often playing a direct role in helping to arrange meaningful weddings that looked very different than those originally planned. Alongside accompanying couples under the chuppah, our bridal and pre-marriage counseling programs continued- albeit often via Zoom.

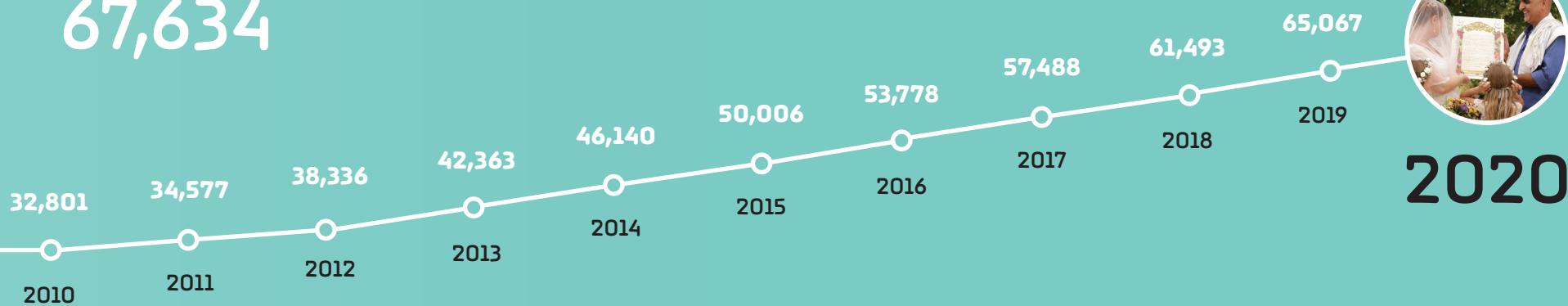
Due to the challenges that lockdowns caused in Israel, the number of 'Tzohar weddings' in 2020 was lower than in previous years. We nonetheless take immeasurable pride in the role we played in helping so many young couples have wedding ceremonies defined by meaning, halacha and Jewish identity. The positive feedback that we received is testimony to our success during this trying period, and reinforced for us the important position we hold for Jewish families in Israel - now more than ever before.



Total number of couples who used Tzohar's marriage services

67,634

67,634



Activities in **4**
Branches:
Jerusalem,
Tel Aviv,
Haifa and Lod

2,247
Marriage
Registrations
Processed
by Tzohar

1,508
Weddings
Officiated by
Tzohar Rabbis

2,224
Pre-Wedding
Counseling
Sessions for
Brides & Grooms

10.09.20
Tzohar had its
busiest wedding
night of the year-
We performed
no less than 55
weddings in just
five hours!

Shorashim

For the past decade, Tzohar's Shorashim Project has worked to help prove the Jewish roots of immigrants (mainly from the former Soviet Union) who wish to marry legally in Israel.

☀️ | Adapting for Corona

Shorashim is a program which is very sensitive in its nature and thrives on human contact and the ability to communicate. Quite understandably, Corona presented a significant challenge to this initiative.

The work of Jewish identification is dependent upon forensic investigation of records often hidden in Soviet archives or located in small villages across the Russian and Ukrainian countryside. Quite naturally, this process became increasingly challenging during the Corona crisis.

Our research is also dependent on interviews with elderly relatives for whom the options of digital communication like zoom, was particularly alien, challenging and uncomfortable.

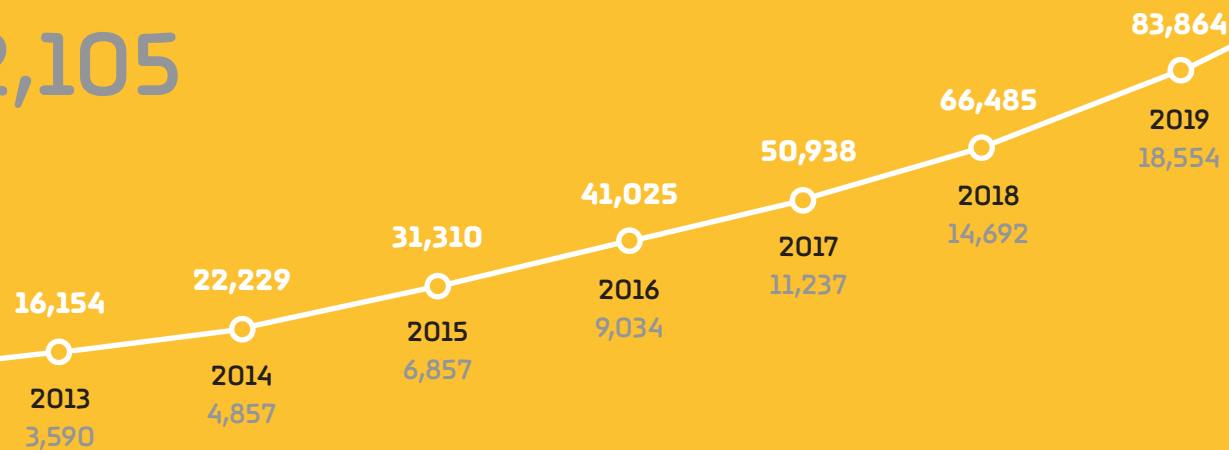
Despite these challenges, we ensured that this critical service continued with minimal disruption. In many cases, the shift to online communication made the process far more efficient, leading to a much quicker turnaround time for cases. In the past, travel and in-person meetings saw cases take an average of two months to close, but in 2020 we saw that reduced to as little as two weeks on average.

We also engaged in governmental and public awareness for Shorashim's work, holding numerous high level meetings with senior members of Knesset, and calling attention to the continued need for support of our services.



■ Total People Impacted
99,844

■ Total Cases Resolved
22,105



2020
99,844



2019
18,554
22,105

Each case resolved by Tzohar impacts approximately 5 more people.
97% more cost effective than conversion!


Prenuptial Agreements

Our role in helping to facilitate the marriages of tens of thousands of Israelis, we also know that not every marriage ends happily. That recognition has led us to serve as a key player in addressing the devastating 'agunah' issue of women trapped by recalcitrant husbands who refuse to grant their wives a Get (Jewish divorce document).

Addressed this untenable situation of agunot by partnering with the Israel Bar Association and crafting a halachically acceptable and legally sound prenuptial agreement. Titled, 'Heskem Ahava' (An agreement of Love), this is specifically designed to provide the legal framework to protect both the husband and the wife from being trapped in an unhappy marriage, and to prevent the issue of 'aginut' should the marriage end.

To date, 4100 couples have signed this prenuptial agreement, spreading the powerful message that true love behooves each and every bride and groom to look out for one another, regardless of the context.

Being the only organization that actually marries thousands of couples each year, we are uniquely positioned to reach out to couples as soon as they turn to Tzohar to register for their wedding.



+4,100

couples have signed
this agreement

Tzohar for the Bereaved

For most non-observant Israelis who are not members of a Synagogue, the absence of a Rabbi in their lives is most profoundly felt at a time of loss. Thousands of Israelis find themselves managing this process without the practical, spiritual and emotional support of a rabbi during this most difficult time.

Tzohar's Bereavement Program provides families with a rabbi who is able to support, guide and comfort them through their process of mourning. Tzohar offers the family practical and emotional support, including the practical and emotional needs of a family are taken into consideration.

🌀 | Adapting for Corona

One of the most challenging aspects of the pandemic was the manner in which it robbed people of the ability to leave their homes - to see other people, to work, to run errands, to celebrate or mourn together, and even simply to pray. This was perhaps most traumatic for those in mourning, giving them the sense that their loved ones are being memorialized. With no opportunity to say Kaddish, many were left feeling bereft and alone.

Saying Kaddish provides a necessary source of comfort knowing their loved ones were being memorialized. for those in mourning, giving them the sense that their loved ones are being memorialized. With no opportunity to say Kaddish, many were left feeling bereft and alone.

Recognizing this trauma, Tzohar volunteers were matched with those in mourning, to ensure that Kaddish would be recited - each and every day, for people both in Israel and across the entire Jewish world.



400

Families were accompanied during 2020

+2,000

Families accompanied in total

160

People recited Kaddish for people who had no one to say it for them

20

New rabbis trained

The Tzohar Jewish Holiday Project

In Memory of Dr. Aryeh (Leon) & Tzipora Kronitz

Tzohar's Jewish holiday program serves to unite diverse communities within Israeli Jewish society. Designed to bring Jews of all backgrounds together, through inspiring, educational and accessible Jewish holiday programs and prayer services, this initiative led to increased engagement in Jewish tradition across the country.

| Adapting for Corona

The past year changed nearly everything in terms of the way in which we commemorate and celebrate each of our Jewish holidays.

At the very start of the pandemic when the whole country was reeling in shock, we immediately realized that *Pesach*, ordinarily a great time of family togetherness and celebration, would have to be spent alone. Tzohar stepped forward producing a specially designed Hagaddah, in both Hebrew and English, filled with practical guidelines, meaningful messages and useful methods for engaging children and adults less used to 'creating' their Pesach seder alone.

Shavuot, a holiday which is typically one of Tzohar's most popular times, reaching tens of thousands in large-gatherings, was transformed into smaller programming that took place in individual homes, using special study materials Tzohar produced.

Over *Rosh Hashana* and *Yom Kippur*, the virus required that we be even more vigilant. So once again, we harnessed our network of volunteers to bring the tefillot to as many people as we could including shofar-blowing in parks and a specially released and condensed Yom Kippur machzor.



2020

+ 100,000



Purim

60,000
participants

563
locations

Pesach

A custom designed
Haggadah and Guide for
an unprecedented Seder
during Corona



Shavuot

4,950
participants

330
locations



Yom Kippur

18,000
participants

319
locations

And a specially developed
'Corona Machzor' for
individuals praying alone
and for 'outside minyanim'



Rosh Hashana

19,000
participants

280
locations



Conferences

For several years, Tzohar has placed a heavy focus on community engagement through a series of public events and conferences with the highlight being the Summer Conferences.

| Adapting for Corona

While Corona prevented the chance for us to come together in any traditional format, we again embraced the technological tools at our disposal to ensure the continuation of our connection with the community.

Hosted by well-known and respected television personality Amit Segal, our 2020 Summer Conference was held in a specially designed studio with a panel of guests tackling issues relevant to our times. The discussions were divided into three primary perspectives; ethical, halachic and family. Sessions were held in both Hebrew and English, allowing us to reach thousands of people in ways likely not possible in any conference hall.

Later in 2020, Tzohar hosted an additional online forum in memory of Rabbi Lord Jonathan Sacks zt"l. Rabbi Sacks was a close and trusted friend of Tzohar and we were blessed to have had him as a vocal advocate for our work and vision. The memorial session provided a chance to provide this remarkable leader of modern Jewry with a fitting tribute and thank him for all he has done to advance Jewish unity and scholarship.



+20,000

attendees at the summer
conference on the
various media platforms

+9,000

attendees for an evening
in memory of Rabbi Lord
Jonathan Sacks zt"l

Kashrut

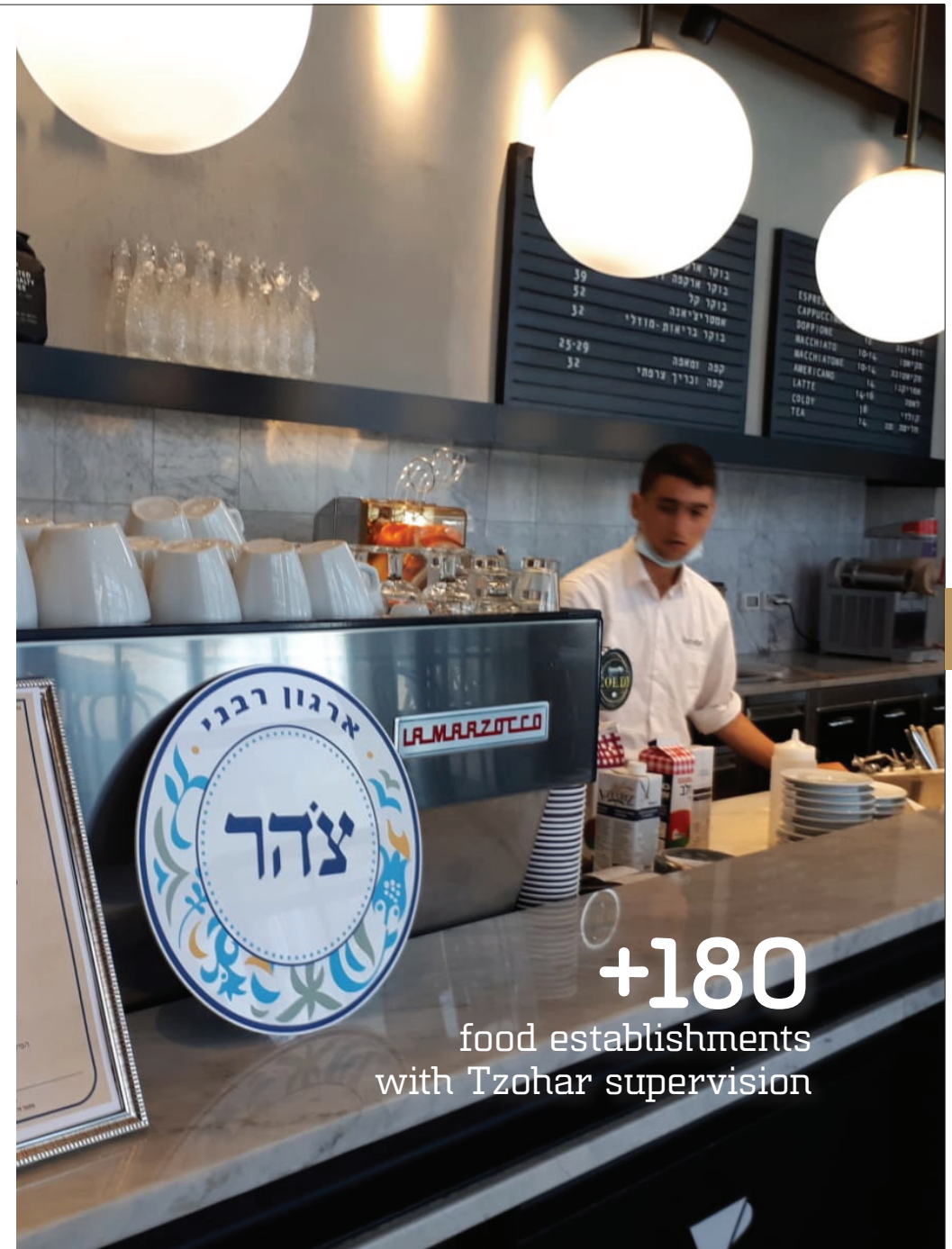
Tzohar launched its Food Supervision Program in early 2018, answering a need for an alternative to the Rabbinates' kosher supervision. Educating the public to embrace halachic alternatives to the Chief Rabbinate would be a process that would take time and would also face considerable opposition. Despite these challenges, we were motivated by an appreciation that competition in the Kashrut market was something which would benefit everyone; the business owners, suppliers and of course the consumers.

In 2020, we began to see an increase in the public's understanding of our program and in supporting Tzohar certified establishments. In parallel, we looked back on previous years and learned valuable lessons and together with experts at Mackenzie Partners, we developed a strategic plan that we will implement in the coming years.

| Adapting for Corona

2020 was not an easy year for the food industry, hitting small business owners the hardest. Family-owned cafes and restaurants were forced to contend with repeated lockdowns and a decrease in income. As these small businesses make up the majority of our partners in the Kashrut division, we worked closely with them to help ride out this challenging time. Sadly, we saw thirty of these businesses close their doors permanently because of the crisis.

Despite these ongoing challenges, we are able to report that 2020 was a year of growth for the program and we are constantly adding new names to our registry of businesses

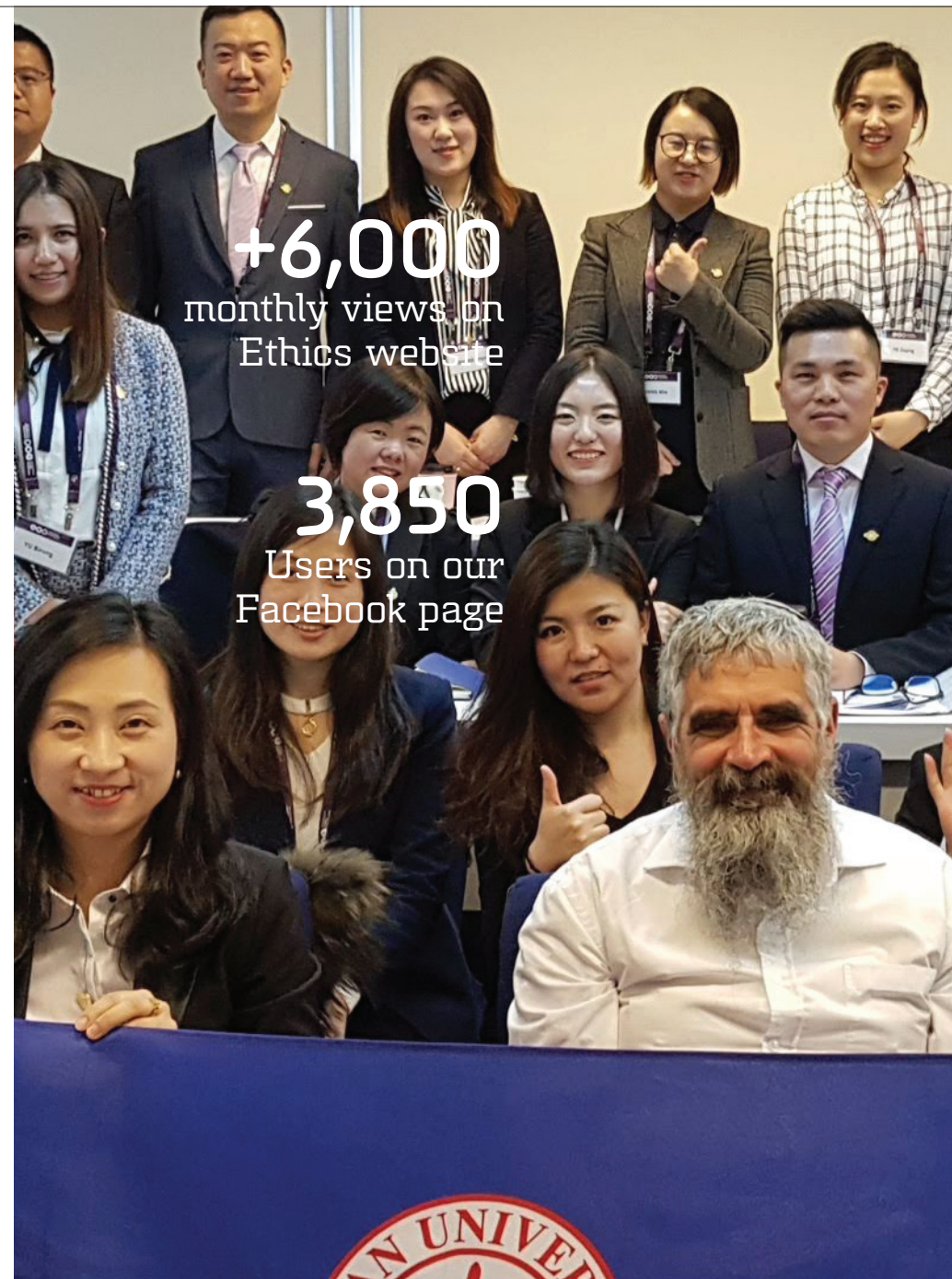


Tzohar's Center for Jewish Ethics In Memory of Bertha Kressel

When the Center for Jewish Ethics was founded within Tzohar, we perhaps never envisioned just how important a role this service would have in times like Corona. Throughout this period, this Center, under the guidance of Rabbi Yuval Cherlow, offered a critical voice in how we as a community responded to key issues.

🦠 | Adapting for Corona

Corona reignited scholarly debate over the sanctity of human life and deeply challenging dilemmas over prioritization in health care. The Center tackled issues such as the place of our government in our private life regarding virus tracking, rabbinic support for leaving an abusive husband, and business owners looking to reduce negative impact on their workers. When the vaccination program was introduced, the Center was again confronted with a new set of questions. The most important outgrowth of this crisis was this renewed attention on the centrality of life in our Jewish tradition. That theme gave birth to Tzohar's newest program "Through 120", a Palliative Care service that makes our rabbis and social workers available 24/6 to answer the most difficult questions and dilemmas that come with the end of life. The hotline is now there to both listen and guide- but most of all to let people know that they are not alone.



Tzohar Organ Donation Program

Accompanying Families Through the Process

The need for organ donation is recognized throughout the Western world. In Israel, the complexity of this process is intensified because of the prominence of certain conservative blocs within civil society.

The unique challenge that Tzohar addresses involves reducing the outsize influence of the overly stringent halakhic approach of the Lithuanian strain of rabbinic decision makers and preventing their effect on other populations.

In cooperation with the Organ Transplant Center at the Ministry of Health, Tzohar operates an information center for families who wish to consult with a rabbi in the decision-making process for organ donation. In addition to a telephone consultation program, our service also ensures that a rabbi will come to the hospital and meet with the family and the medical professionals where relevant.

Each case of consent for organ donation may save the lives of up to 7 people. Since its establishment, our Organ Donation Program has advised in more than 60 cases.

17

families accompanied in the process for organ donation in 2020



Pastoral Training

Tzohar is the largest rabbinic organization in Israel; our rabbis serve many different roles and respond to many different needs. The purpose of our Rabbinic Training Department is to provide Tzohar and community rabbis with the most up to date professional tools and resources and enable them to perform their roles while navigating the complexities of modern life.

As part of our program, led by Rabbi Tzachi Lehmann and Rabbi David Stav, two of Tzohar's founders, we offer courses and advanced training to community rabbis and their wives, empowering them to work with their communities.

| Adapting for Corona

The responsibilities and roles of our rabbis have increased and changed at the same time. Many people turned to their rabbis for a sense of stability and meaning during this period of Corona. We continued to train and provide advanced training through online methods and we adapted topics to address challenges faced by our rabbis and their wives, such as synagogue closures, increased family stress and pressure, new and complex halachic issues and more.



109
rabbis participated
in our professional
development course

216
rabbinic students
participated in our
community rabbis
workshops

122
rabbis' wives
participated in our
conferences

Volunteer Empowerment & Education

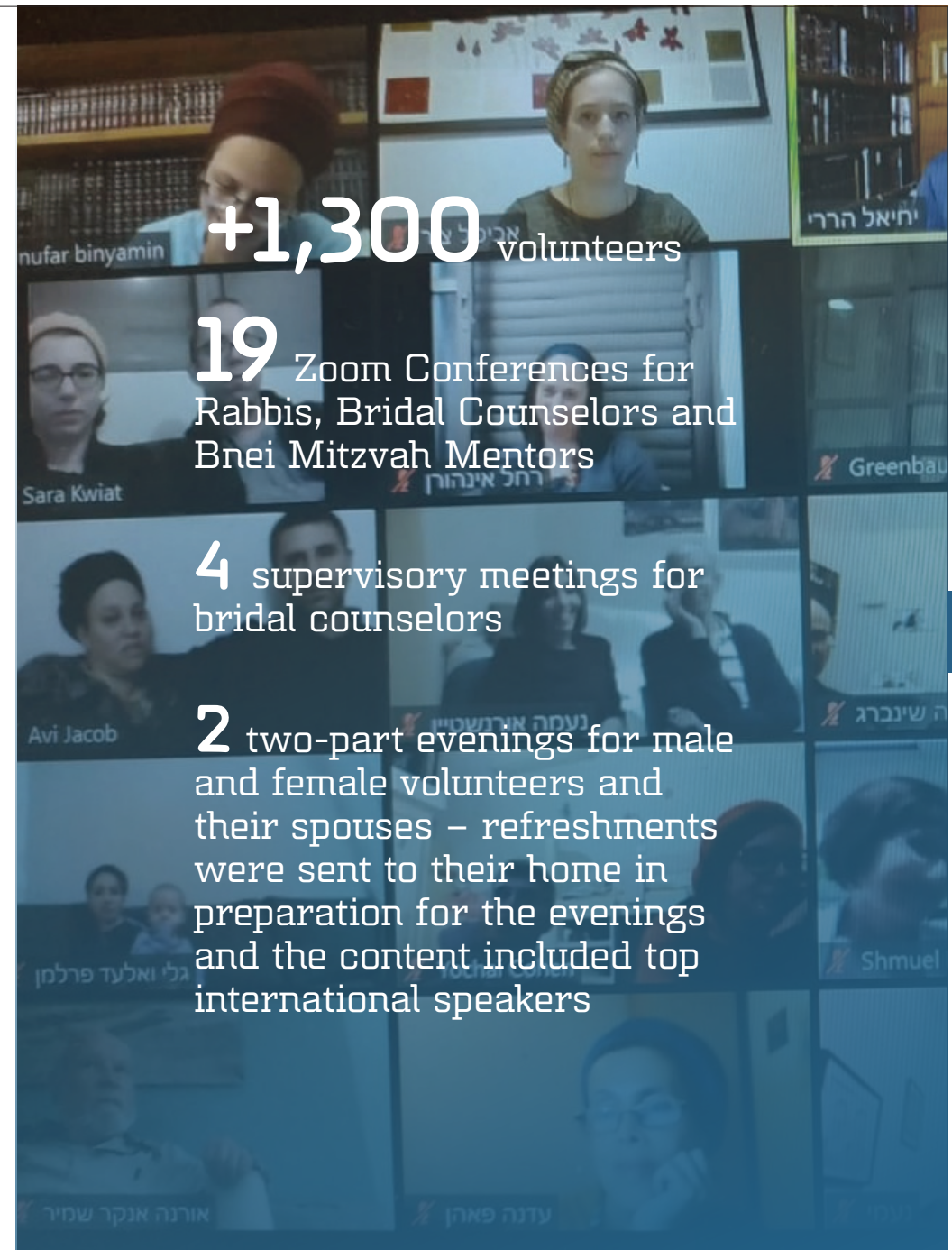
Tzohar's Volunteer Department works to create a deep connection between volunteers and the organization by providing content and tools to deepen the volunteers' relationship to Tzohar. Tzohar holds conferences and seminars throughout the year, and provides original materials for the distinct websites dedicated to each volunteer division. In the beginning of 2020, we hosted two large and successful conferences, one for rabbis and grooms and another for bridal counselors along with the completion of other strategic plans that began in 2019.

Adapting for Corona

One of the initial challenges facing our volunteers was that face-to-face meetings between a rabbi / couples, bridal counselor/couple or bar mitzvah mentor / teenager ceased. The Volunteer Department provided the volunteers with professional, creative, and comprehensive training via Zoom, creating a sense of individual and interpersonal relationships despite the barrier of the computer screen.

With time, it became clear that these volunteers faced a new challenge –supporting couples who were unable to realize their 'dream' during the pandemic. The Volunteer Department developed programs designed to help volunteers provide a response to couples in need.

Throughout the year, each group of volunteers took one-on-one Zoom training every few weeks. All this advance training was professionally created at lightning speed in order to provide a response to the immediate need.



Coming
Soon!

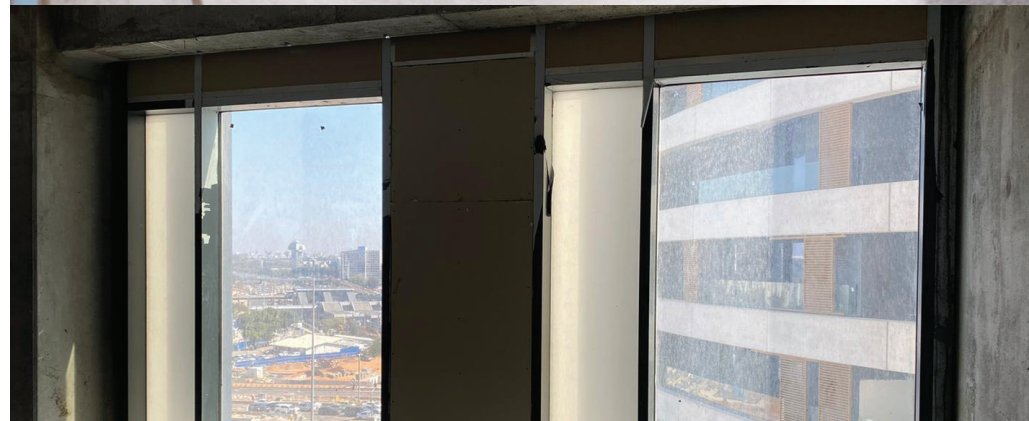
Tzohar in Tel Aviv

Marriage rates around the world are declining and in Israel there is a declining trend (8% per year) in the number of secular couples who choose to marry according to halacha. Despite this trend (also evident at Tzohar), our branch in Tel Aviv shows an increase of about 10% in activity every year.

Tzohar plays a key role in encouraging couples to marry in a traditional Jewish ceremony thanks to the personal approach and the respectful, warm and supportive atmosphere. As part of our efforts to continue to encourage traditional Jewish marriages, we decided to establish a Tzohar center in Tel Aviv.

After a long search process, in 2020 we purchased a property in the center of Tel Aviv and began the planning, design and renovation work in order to adapt it to our needs.

The opening of this facility is projected for June 2021 and we expect and hope that the center will be a home for countless couples in the years ahead.



Planning for the Future

Kabbalat Shabbat Program

Tzohar's Jewish Holidays program aims to transform Jewish Holidays to events around which communities in Israel can unite. These events invite people, observant and those who are not, to mark the Jewish holidays. In the year 2021, we aim to hold similar programming on Friday nights.

The Kabbalat Shabbat project will incorporate prayer with singing and learning in an Israeli environment. The objective of the project is to appeal to as broad of a community as possible, of secular, traditional, and religious Israelis interested in taking an active part in shaping Jewish-Israeli culture that is relevant to their lives.

Holocaust Memorial Day Initiative in Partnership with Yad Vashem

Every year we lose Holocaust survivors, who have been our "living testimonies" to the tragedies of the Holocaust - and consequently, we face the fear that the memory of the Holocaust will fade away from Israeli society in general, and the younger generations in particular. Until today, commemorating Yom HaShoah and preserving the memory of the Holocaust has taken place mainly in the context of public ceremonies. As time goes on, we are seeing a reduction in attendance at such ceremonies, especially amongst the younger generation, presenting a need for creating ways to mark Holocaust Memorial Day and to preserve the legacy of the Holocaust in ways that resonate.

Tzohar identified this need to find new ways to remember and commemorate. We turned to Yad Vashem, and in collaboration we plan to build a meaningful family ceremony, allowing all parts of Israel society to participate. The ceremony includes the lighting of six candles and providing meaningful material for each family to learn at home. The launch of the joint initiative will begin immediately after Pesach and will be shared on Tzohar's website and social media pages.

Tzohar Mikvah in Tel Aviv

Due to Tel Aviv's distinct character as a "global" city, and its concentration of many Jews who are not religiously observant and whose connection to Jewish tradition is often strained, many couples living in Tel Aviv choose alternatives to a traditional Jewish wedding. The increase of civil weddings overseas and non traditional weddings in Israel threatens the fabric of Jewish society in Israel and endangers the continued existence of the State of Israel as a Jewish state.

Tzohar's marriage initiative offers couples a professional, friendly, and meaningful experience throughout the marriage process. Unfortunately, in many cases, this positive experience is overshadowed almost entirely by the experience of immersion in the mikvah.

Tzohar plans to operate a private mikvah and certify attendants according to the highest standards, much like all of Tzohar's volunteers. Our training will ensure that the process will be smooth, meaningful, and take place with the utmost respect and sensitivity. In the year 2021, Tzohar will acquire the property and proceed with the plans in establishing Tzohar's mikvah in Tel Aviv.

Tzohar in the Media

Sample of 2020 Coverage

For additional articles please visit our website www.tzohar-eng.org

Tzohar rabbi calls for social sanctions on those who refuse to get vaccinated, not as a punishment but as an incentive

JPOST | 14/12/2020

Tzohar joins the call to allow for weddings in the current lockdown situation

JPOST | 13/10/2020

Rabbi David Stav: 'Efforts to keep Leifer in Israel were desecration of God's name'

ARUTZ SHEVA | 21/09/2020

Tzohar rabbis join others to transform High Holy Days experience during Corona

ISRAEL HAYOM | 09/09/2020

American immigrants Scott and Jennifer Tobin pondered their son's draft day, and joined with Tzohar to create a new prayer, performed by Kobi Oz

THE TIMES OF ISRAEL | 23/08/2020

A prayer for parents of new IDF inductees - watch: The Tzohar Rabbinical Organization has composed a special prayer for the recruitment day for the recruits' parents

JPOST | 09/08/2020

Tzohar Rabbinical Organization calls on people all over the globe to commemorate next week's Holocaust Remembrance Day with individual ceremonies

ISRAEL HAYOM | 16/04/2020



Tzohar has impacted over

1,100,000

Jews across Israel

RESPECT**ZOHAR**ELEVANCE

w w w . t z o h a r . o r g . i l

