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TZOHAR

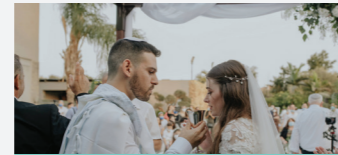
Life-Changing Impact • **Annual Report**



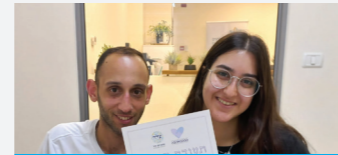
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## Contact Us

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## Dear Friends,

This past year has seen many changes in regards to the Israeli government. Where we once had supporters of our programs and initiatives, we now have to work harder to promote our ideas. The Kashrut Bill, for which we advocated successfully, did not reach the third and crucial phase, which would have allowed us to use the word 'kosher', thereby increasing the sphere of restaurants that will use our services.

But there is nothing like a challenge to motivate Tzohar to reach for new heights. This year we inaugurated our new Department of Public Affairs and Communications. We realize how absolutely crucial it is to sharpen our messages, find more effective ways to target them successfully, forge partnerships with like-minded organizations, and shape our vision in a way that more Israelis can understand it and become inspired by it.

Our vision can best be shown through the prism of our programs. Our Annual Impact Report is just that: a snapshot of the impact that our programs and the vision behind them change Israel in such important ways. As our new department works hard to explain how precious our accomplishments are, we are convinced that more and more Israeli decision-makers, influencers - and even political figures - will join with us to help us create a more spiritual Israel, with access to Jewish tradition for everyone.

Of course, you, our supporters and friends, who cherish our vision and understand the goals of our programming, are a significant part of our effort. You bolster us with your support—both moral and material. And with this strength we will meet every challenge, and, as the saying goes, "go from strength to strength."

## Sincerely,

Rabbi David Stav, Founder and Chair  
Rabbi Dr. Moshe Beeri, CEO  
Rabbi Boaz Genut, Director of Resource Development

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**Tzohar's mission** is to foster a vibrant and inspiring Jewish identity in ways that can 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 religious Zionist 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 2022**, major initiatives arising from our mission became legal realities in Israel. As a result of this, and as an outcome of growing participation in our programs, Tzohar has become a 'brand name' in the country, as a synonym for life-changing spiritual and ethical impact. This report provides a window into how this impact happens in each of our programs and initiatives.

## The Russia-Ukraine War

The war between Russia and Ukraine raged throughout 2022, and created a phenomenon that we all hoped had passed: The Jewish Refugee. Torn from their homes, Jewish Ukrainians fled in many directions - some to Israel, others to European countries that would allow them to take up residence.

Aside from the pain and upheaval in their lives, most of these refugees had one challenge in common: proving their status as Jews. For those who went to Israel, this proof was crucial in order to make Aliya under Israel's Law of Return and in order to permit them to marry in Israel. European Jewish communities wanted the proof as well, in order to feel comfortable availing these refugees of benefits available to community members.

Tzohar's Shorashim Program entered the picture, with its unique ability to use its carefully-developed forensic methods to procure satisfactory proof of Jewish status. So many of these Jews fled so quickly that whatever documentation they may have possessed was often left behind.

For those refugees already in Israel, Shorashim representatives travelled to cities where they were housed, and began working with them on certifying their Jewish status. For those in Europe, Shorashim created a Mobile Clarification Unit, travelling to cities to which refugees had fled, and worked to prove their status.

Tzohar is proud that it could provide important concrete assistance to these devastated Jews.



Tzohar helped  
**822**  
refugees from  
Ukraine  
prove their  
Jewishness  
and regulate  
their status as  
immigrants

## Shorashim

Immigrants to Israel from the countries of the former Soviet Union often are faced with a hugely daunting question: that of their Jewish identity. Because records attesting to a person's status as a Jew are often not readily available in the countries once under Soviet domination, these immigrants find themselves in limbo. They are living in Israel (or want to come there), but, without proper documentation, they cannot marry in Israel. Tzohar's Shorashim, through its professional forensic researchers, are experts in locating the proper documents acceptable to the Israeli authorities - thus freeing these Olim from worry, and proclaiming them full Jews.

### | Life-Changing Impact

The joy we see on the faces of the people whose identity we have "restored" is truly beautiful. To have made Aliyah, and, yet, to have your identity as a Jew under question, is truly devastating. Not only the Oleh is affected, but an entire family benefits from Shorashim's official clarification. Through Shorashim, the individual, the family, and the very State of Israel are strengthened.

### | Dahlia told us...

I just want to inform you that I received a positive answer from the Rabbinical Court. Thank you so much for all the help! You have no idea how much this is appreciated. You are performing a sacred service here.



To date,  
we have helped  
**111,410**  
people prove their Jewish roots  
**557,050**  
People impacted

In 2022



**4,475** : **22,375**  
Cases proved : People impacted

## The Jewish Marriage Project

Jewish marriage, setting the stage for a home and family touched by Jewish values, is the bedrock of Jewish tradition. And yet, so many couples in Israel avoid traditional Jewish marriage because of the onerous, unfriendly process it entails when dealing with governmental religious authorities.

### | Life-Changing Impact

Tzohar has unveiled the beauty of Jewish marriage to the secular public in Israel--and the impact is a life-changing one. Whether arising from a discussion with the bridal counselor, or the chat with the officiating Tzohar rabbi who gets to know the couple before the wedding, or the meaningful ceremony under the Chuppah - these treasured moments are never forgotten by the couple, and place them in an entirely different frame of mind regarding Jewish tradition. In 2022, with more couples marrying with Tzohar than ever before, the impact grows.

### | A couple wrote to us...

Wow!  
My partner and I chose to have a Jewish wedding, but we really had no daily connection with religion. However, we left the meeting so happy!  
The rabbi explained to us in such a nice and understandable way every aspect of the ceremony on a level that was very emotional for us (something we never thought would happen).  
The rabbi answered all our questions. He gave us the feeling that the nature of the Chuppah was in our hands, and that he was really there for us.



### Prenuptial Agreement

A couple, at the start of their marriage, do not wish to think about the remote possibility of divorce. However, since the possibility exists, Tzohar wishes to educate and guide the couple through a procedure that would contain the least amount of pain in the event of divorce. As such, this discussion is, in itself, an expression of the love the couple feels for each other, just before coming together under the Chuppah.

Accordingly, we have instituted the "Heskem MeAhava," the "Agreement that Comes Out of Love," an egalitarian halachic and legal document that provides measures that do not allow the Jewish procedure of divorce to be used as a "weapon" to inflict pain. We encourage the couples that marry with Tzohar to understand the document, and to sign it before their wedding.

#### Life-Changing Impact

Secular couples often have the image of Jewish law as being harsh and inflexible. When we explain to marrying couples that the Pre-Nup agreement is expressly intended for the purpose of not permitting either the husband or the wife to "use" halacha to inflict pain, they generally react positively. The very idea that Tzohar, an organization committed to halacha, wishes to make



4,604 couples have signed this agreement

### Bar & Bat Mitzva

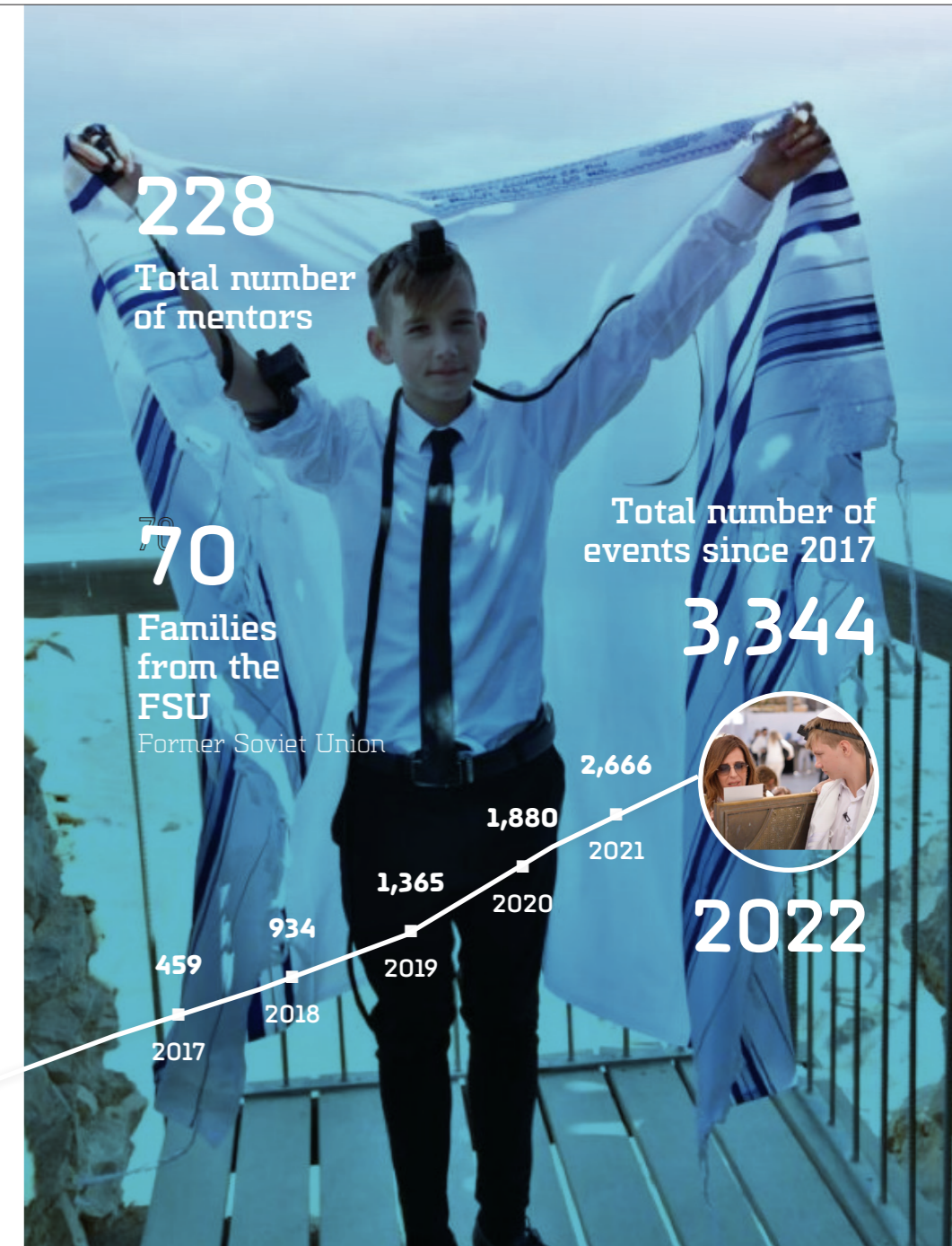
Israeli boys and girls of Bar Mitzvah or Bat Mitzvah age who are enrolled in the secular school system in Israel have received little or no education about the traditions of Judaism. This also very strongly applies to families with roots in the countries of the former Soviet Union, who lost nearly all connection with the Jewish way of life.

#### Life-Changing Impact

Although our program is billed as Bar/Bat Mitzvah training, it is a life-changing program, using the opportunity of studying for a Bar or Bat Mitzvah ceremony to "fill in" some of the gaps in Jewish education for these precious young people and their families. A Tzohar-trained mentor presents, in eight sessions, a brief but comprehensive study of Jewish history, Jewish customs, the real meaning of Bar or Bat Mitzvah, and most importantly, how all of this is relevant to life in contemporary Israel.

#### Daniel's mother writes us...

We almost gave up on Daniel's having a Bar Mitzvah, but thanks to Avi [the mentor] and your project, we were able to give Daniel a positive experience. We are secular and, thanks to Avi, we got a touch of the beautiful and happy side of religion. We learned that it is possible to adapt the nature of the event to the nature of the family. Thank you! We couldn't imagine experiencing Daniel's Bar Mitzvah in a better way. I thank Avi for every moment. I will never forget the sense of success he planted in Daniel's heart.



228 Total number of mentors

70 Families from the FSU Former Soviet Union

Total number of events since 2017 3,344



2022

## Tzohar for the Bereaved

The loss of a family member is devastating. Yet, procedures in Israel regarding funerals and burial are not designed to offer comfort to the bereaved. Tzohar steps in with rabbis trained in bringing a measure of consolation to bereaved families, and to answer all of their questions about funeral and burial procedures. The Tzohar Bereavement Program provides families - at no cost--a rabbi to perform the funeral, who also visits the family during Shiva. We also offer families a rabbi to arrange and officiate at a memorial service to be held at the conclusion of the mourning period.

### | Life-Changing Impact

Compassion is a major feature of Jewish tradition. Yet, when it is most needed, in the face of loss, it is so often not present under the Israeli system. When a Tzohar rabbi demonstrates this compassion, secular families come to realize how central compassion is, if Judaism is practiced properly. Not only do they feel the comfort that they so much deserve at their difficult time, but their experience of deep compassion as part of Judaism is imprinted upon them for life.

### | A Family Wrote Us...

Thank you very much, Tzohar, and especially to the rabbi, who guided, supported, and invested above and beyond, with great caring and sensitivity. He understood how to create a bridge between the religious and the secular. Your ability to be accepting is not self-evident. Again, thank you so much.



200  
funerals

200  
Azkarot

300  
Recital of Kaddish

1,400  
Families were  
assisted during 2022  
An increase of close to  
100% compared to 2021

700  
Answered  
phone calls

## KidduShishi - Shabbat Community

In 2021, Tzohar piloted a new program - KidduShishi - designed to provide the "spirit of Shabbat" to secular Israeli families. In 2022, we expanded the program, driven by the overwhelming response of Israelis to the pilot year. KidduShishi takes place on Friday afternoon, prior to Shabbat, and contains song, exploration of Shabbat symbols and their meaning, a discussion of the weekly Torah portion, and activities for the children. The outpouring of participation in KidduShishi confirms Tzohar's belief that Israelis on all points of the spectrum of religious observance are looking to connect - in a comfortable and non-judgmental way - with Jewish tradition.

### | Life-Changing Impact

Shabbat is a central pillar of Judaism, and has conferred its deep spirituality to Jews for many generations. Now, with KidduShishi, ALL Israelis who wish can "tap into" the deep spiritual strength that Shabbat exudes. It is hard to overestimate the impact of Shabbat's new accessibility to the general Israeli public. Because KidduShishi takes place in so many communities in Israel - and further spread is planned - the awareness of Shabbat's spiritual content is becoming a national phenomenon.

### | A KidduShishi participant\* wrote us...

Thank you very much for all the investment around this unique project, and especially for the opportunity to initiate a process and a change in consciousness among the participants (even if in small and measured steps), in a city that needs it so much.

[\*from the trendy, artistic, and generally secular neighborhood of Florentin, in Tel Aviv]



+10,000  
participants

47  
communities

## The Tzohar Jewish Holiday Project

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

Jewish holidays offer joy - the ecstasy of the Yom Kippur prayers, the celebration of the salvation of the Jews on Purim, the satisfaction of Torah study of Shavuot. But a large segment of the Israeli population cannot access this joy. For Israeli Jews who do not attend synagogue, these sources of joy, of celebrating seminal moments in our history, cannot happen. Through Tzohar's Jewish Holiday program, hundreds of thousands of Israelis can easily access a fun-filled Megillah reading; a beautiful outdoor Yom Kippur service in the Tel Aviv port, filled with song and discussions about the day's meaning; relevant Torah-study sessions at a neighbor's home on the night of Shavuot.

### Life-Changing Impact

Jewish holidays allow us to express our connection with Jewish history and spirituality. Now, Tzohar's Holiday Project offers this identity-connection to ALL Israelis, not just those who identify as "religious." Now, the festivals impact these individuals and families, as well as the whole State of Israel. Individuals' lives have been changed, and so has the national life of our precious State.

### A secular Israeli wrote his religious neighbor\*...

Thank you for the warm and embracing hospitality and welcome, for an exciting encounter, for the knowledge and learning you passed on yesterday.

You enriched us with your wisdom and enabled us to bring together neighbors of all opinions and worldviews to study the Book of Ruth. It was very exciting and beautiful.

Thank you very much and may more such meetings take place!

[\*after participating in a Tzohar Shavuot Eve study session at the neighbor's home]



## Center for Jewish Ethics

In Memory of Bertha Kressel

For the Jewish people, contemporary dilemmas require meaningful solutions based upon the huge storehouse of material - compiled throughout the ages - on Jewish ethics. Tzohar's Center for Jewish Ethics, chaired by noted thinker and ethicist Rabbi Yuval Cherlow, now provides this ethical guidance - both in Israel and abroad - to government agencies, physicians, lawyers, hospitals, and influencers and decision-makers across the spectrum - even going beyond the Jewish world. Unafraid to confront complex issues, Rabbi Cherlow and his colleagues provide ethical direction for a world greatly in need of that guidance.

### | Life-Changing Impact

Ironically and sadly, in our age, many do not relate the traditional observance of Judaism to ethical thinking and behavior. The material emanating from Tzohar's Ethics Center has begun to change that attitude. It is truly life-changing that an Israeli physician can now go to the Ethics Center's website to gain direction in an ethical dilemma related to the care of his patient. An ordinary Israeli citizen can click on the "Is It Ethical" button on the site to receive an answer to her personal ethical challenge. The Center's ultimate goal is a lofty one: to make Israel a more ethical State - truly a life-changing goal.



## Tzohar Through 120

End-of-life issues have taken center stage in our modern world. Thankfully, people are living longer, but that phenomenon in itself presents families with dilemmas as life draws to a close. Fortunately, Jewish law has a great deal to say about these topics, but, until now, there was no single body in Israel to whom these questions could be addressed. "Tzohar Through 120," associated with Tzohar's Ethics Center, has become the "go-to" location for these perplexing questions associated with end-of-life and palliative care. "Tzohar Through 120" provides direct services of a team of rabbis and social workers who meet with families, and the organization also provides crucial hotline information.

### | Impact

Caring for a dying family member is among the greatest acts of kindness that one can perform. But nearly every family in that situation needs guidance, and "Tzohar Through 120" is there to provide the needed direction - with understanding and compassion infused with the principles of Jewish law. Perhaps there can be no greater impact on a person's life than knowing that he or she cared properly for a departing relative. "Tzohar Through 120" humbly stands with families in these crucial situations.

### | A family wrote us...

Shalom Rabbi, the meeting was really helpful in many ways and allowed the three brothers to raise topics that we had not touched on previously. The Rabbi [on the rabbi/social worker team from the Tzohar Ethics Center] especially made a real contribution, and as a result, we reached a number of operative decisions. My brothers are not observant at all, and it was a true Kiddush Hashem when they heard a humane rabbinic halachic opinion. This sacred enterprise meets a real need.

+200  
families were  
provided with  
ethical and practical  
guidance. More than  
double from 2021.

+100,000  
clicks on website of  
Tzohar through 120  
during 2022

+3,000  
participants in virtual  
conferences on  
dementia

6,400  
subscribers to the  
monthly newsletter

## Kashrut

The Jewish dietary laws are a central pillar of Judaism, and require reliable supervision of food preparation. That reliability has not always been forthcoming from the rabbinic Kashrut establishment in Israel. To right this wrong, Kashrut Tzohar was established as a transparent, fair, and ethical Kashrut supervision body, with high halachic standards. Now with over 300 restaurants in Israel under Kashrut Tzohar's supervision, Kashrut Tzohar has become recognized as a necessary and valuable addition to reliable Kashrut in Israel.

### 🌀 | Life-Changing Impact

It is important to note that the majority of restaurants in Israel under Kashrut Tzohar's supervision were not kosher before! This in itself displays the significant impact of Kashrut Tzohar's reputation. These restaurant owners are eager and willing to subscribe to Kashrut Tzohar, although they were previously unwilling to enroll with supervision under the Israeli Rabbinat. Because of this, thousands more kosher meals are now being served in Israel.

Although the hoped-for Kashrut reform, advocated by Tzohar, has been sidetracked by the new Israeli government, Kashrut Tzohar has made an indelible mark on the world of Kashrut in Israel, and stands as a model of what proper Kashrut supervision can and should be. Kashrut Tzohar is presently developing the "KeepKosher" app, that will avail the user of full information on Kosher foods and Kosher restaurants throughout the world.



**330**  
Establishments  
Under Tzohar  
Supervision

**10%**  
of Kosher  
Restaurants  
in TLV&JLM Are  
Under Tzohar  
Supervision

**over 70%**  
of Restaurants  
Under  
Tzohar Supervision  
Were Not Kosher  
Before

## Pastoral Training

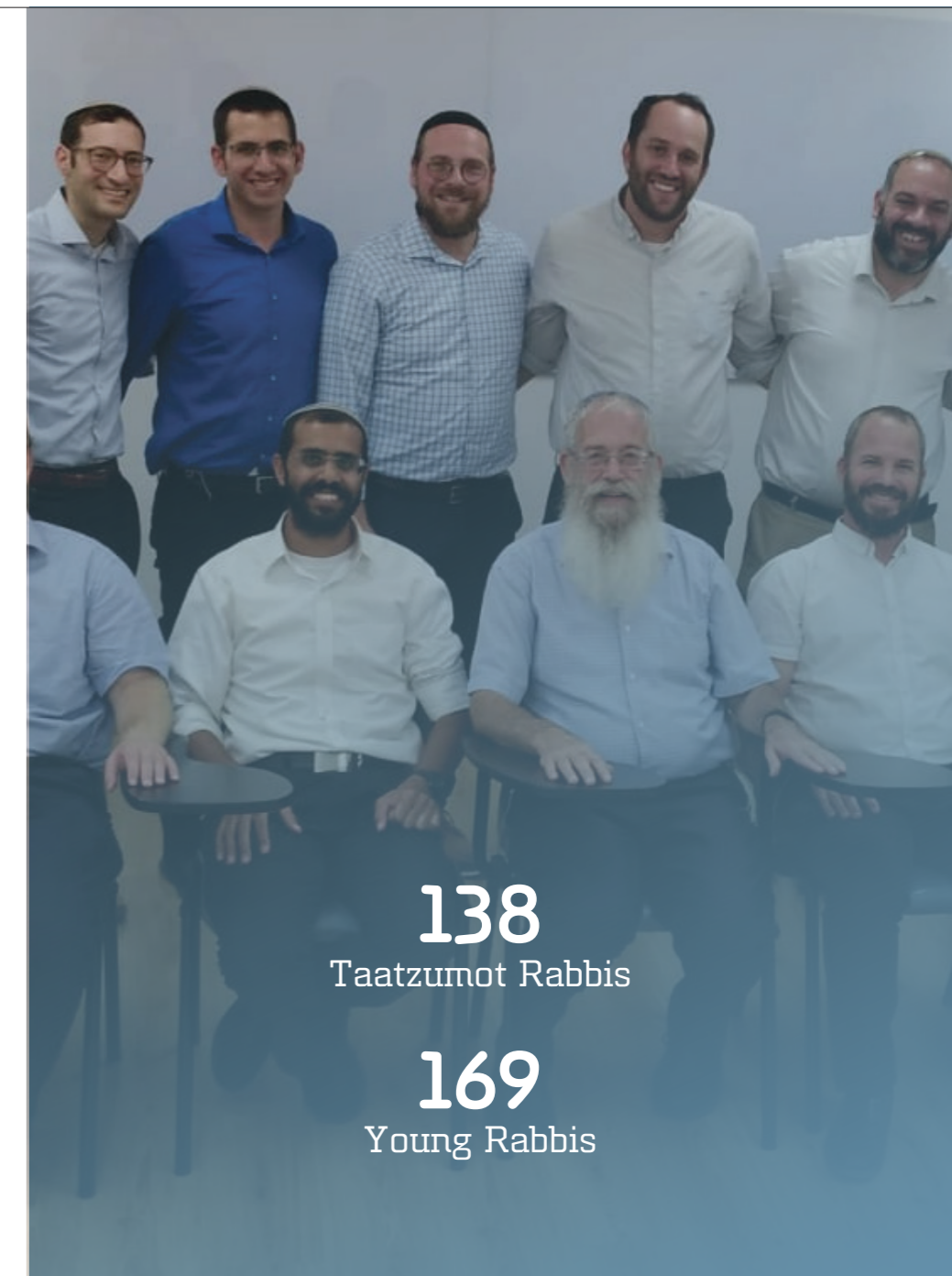
The position of "community rabbi" is growing in popularity in Israel. However, well-intentioned young rabbis are assuming these positions without sufficient training in pastoral and leadership skills. Tzohar's Ta'atzumot program has stepped in to provide extensive professional training to young community rabbis serving their first five years in a communal position. These rabbis undergo a two-year course, during which they are offered seminars in community building, structuring sermons for maximum impact, counseling congregation members, confronting ethical dilemmas, and other important and relevant topics. Tzohar's Pirchei Rabbanim program encourages outstanding yeshiva students to enter the communal rabbinate.

### 🌀 | Life-Changing Impact

Impact is felt on two fronts: On the rabbis themselves, who, after the Ta'atzumot course, feel ready and confident to lead a congregation to greater spiritual heights, on the members of each professionally-trained rabbi's community. These community members enjoy enhanced experiences of Torah study, of communal activism, and of seeing the rabbi as a counselor and a helping figure in confronting life's challenges and crises.

### ✉️ | A participant wrote us...

I received a great deal in this program. I think the main thing is the awareness - the awareness of the role of the community rabbi, the awareness of what can be accomplished, awareness of different rabbinical styles, awareness of the need. The program taught me great humility, and how much there is to strive for. Thank you so much for everything!



**138**  
Taatzumot Rabbis

**169**  
Young Rabbis

## Volunteer Empowerment & Training

The effectiveness of Tzohar's flagship programs is principally due to our dedicated and talented volunteers, who receive extensive training. The volunteer rabbis who perform weddings for Tzohar's Marriage Program and the program's volunteer bridal counselors must deeply understand our goals and how they can help us achieve them. The mentors who bond so successfully with the Bar and Bat Mitzvah boys and girls benefit from our training and direction. In 2022, we found new ways of expressing our appreciation to our volunteers, making clear to them that our success is propelled by their commitment.

### | Life-Changing Impact

The impact of our programs is really the impact generated by our volunteer training and empowerment. The rave reviews on officiating rabbis that we receive from couples marrying through Tzohar; the sincere gratefulness from brides who experienced our bridal counseling; the heartfelt appreciation expressed to us by our Bar and Bat Mitzvah families - all of this originates from our volunteer personnel and the training with which we provide them. An added impact, of course, is felt by the volunteers themselves, as we express our deep appreciation to them at seminars and conferences held for them throughout the year.

### | A couple wrote us...

*in praise of the experience with their volunteer bridal counselor*

Wow! The meeting exceeded all our expectations! It was an exciting, empowering and enriching meeting. In addition to the usual technical details and the explanations of the mikveh, we received tips for a good and stable marriage and discussed together couples and family issues which made us much wiser.



14  
Professional  
conferences for  
volunteers

1,055  
participants in the  
conferences

## Facing Forward Special plans for 2023

Given the current situation in Israel, it is more important than ever that Tzohar's overarching messages be disseminated. Therefore, in 2022, Tzohar created a strategic infrastructure.

### Tzohar Department of Public Affairs and Communications

to ensure that our messages are conveyed professionally and effectively and reach their target audience - including the decision-makers and influencers within the Religious Zionist community in Israel. It is particularly important that our vision for an inclusive halachic Judaism is recognized and understood by this community, and that our work becomes better known by them. It is a change in the attitudes and positions of this group that forms a significant portion of the goal of our communications efforts. The director of the new department is in the process of drawing up a detailed strategic plan - a roadmap for reaching our communications goals.

### Division of Partnerships and Collaboration

Within the new department is the Division of Partnerships and Collaboration that is mandated to make contacts with additional influential organizations - both within the Religious Zionist realm and outside of it - with which Tzohar can meaningfully cooperate - another step in helping more people to be exposed to Tzohar's special approach to helping ALL Israelis to access Jewish tradition. The division has already made numerous contacts which are under development.

# Budget

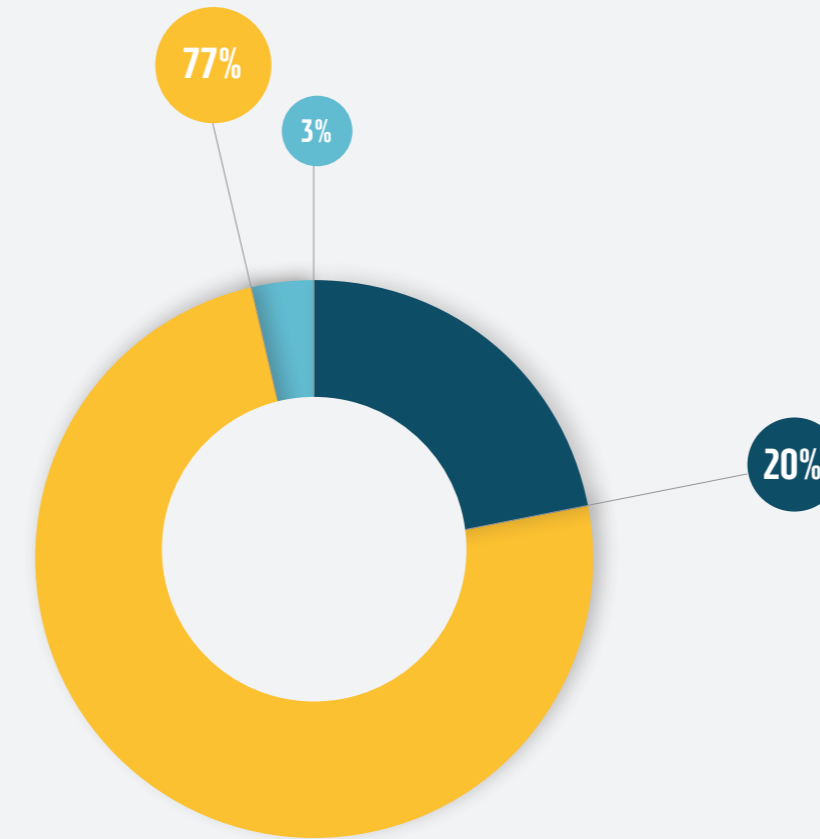
In order to appreciate Tzohar's impact in very 'real terms', we are proud to present both Tzohar's original Proposed Expense Budget for the Year 2021, and our Actual Expense Report.

We are pleased to point out that we effectively predicted our expenses, as seen by a comparison between the figures in the Proposed Budget and those in the Actual Expense Report.

Please note that Kashrut, as a for-profit corporation, is a separate entity from Tzohar, which is a not-for-profit organization.

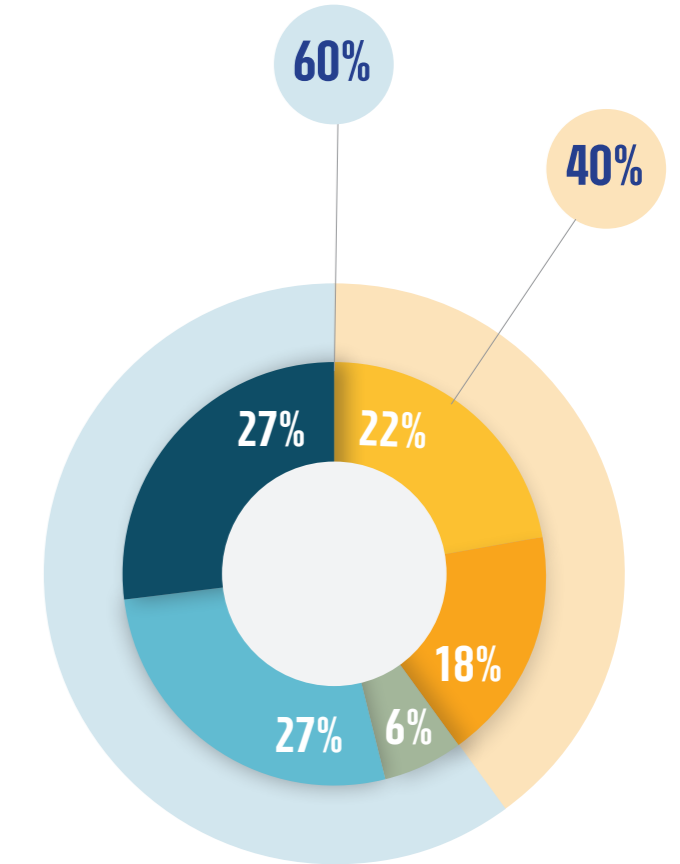
Expenses	2022 Budget		2022 Actual	
	NIS	USD	NIS	USD
Shorashim	4,912,965	1,584,827	4,968,181	1,505,510
Marriage	4,983,920	1,607,716	4,928,745	1,493,559
Bar/Bat Mitzva	2,104,602	678,904	1,894,037	573,951
Bereavement Support	308,177	99,412	420,670	127,476
Holidays Program	1,581,292	510,094	1,335,307	404,638
Ethic Center	1,367,762	441,214	1,539,685	466,571
Kashrut	5,435,303	1,753,323	5,885,706	1,783,547
Pastoral Training	852,857	275,115	747,294	226,453
Volunteer Management	1,286,534	415,011	1,534,294	464,938
Change Can Happen	1,327,080	428,090	364,682	110,510
Public Policy	819,130	264,235	905,742	274,467
Development	3,001,962	968,375	3,045,843	922,983
Call Center	2,022,495	652,418	2,085,868	632,081
Admin	1,369,468	441,764	1,518,010	460,003
<b>Total Expenses</b>	<b>31,373,546</b>	<b>10,120,499</b>	<b>31,174,065</b>	<b>9,446,686</b>

Income	NIS		USD	
Fees & Services (Without Kashrut)	2,974,298	959,451	2,931,290	888,270
Fees & Services (Kashrut Only)	3,014,120	972,297	3,664,134	1,110,344
Donations (Without Kashrut)	19,570,885	6,313,189	24,100,027	7,303,039
Donations (Kashrut Only)	2,461,005	793,872	2,011,572	609,567
Government of Israel	3,400,000	1,096,774	1,092,301	331,000
<b>Total Income</b>	<b>31,420,308</b>	<b>10,135,583</b>	<b>33,799,324</b>	<b>10,242,219</b>



- Donations 77%
- Fees & Services 20%
- Government 3%

# Income



- 60% ISRAEL: Call Center 27%, Private 27%, Institutional 6%
- 40% ABROAD: Private 18%, Institutional 22%

# Donations

RESPECT**ZOHAR**ELEVANCE

w w w . t z o h a r - e n g . o r g

