

TZ  HAR

2023

/// Annual Impact Report



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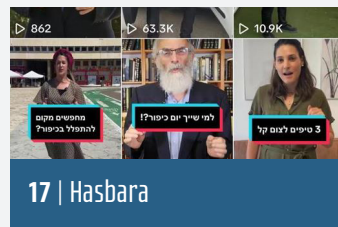
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◆
How are you?!
People ask me in the street
All kinds of people -
I am as well as my people,
I answer them,
And they let out a short sigh
Like partners in times of trouble
It will be good! I promise.
As the confidant of Mashiach.

Haim Gouri

◆

Dear Friends,

2023 will be remembered as a year of division and trauma in Israeli society.

The controversy surrounding the powers of the judicial authority brought to the surface deeply troubling gaps in the basic concepts of Israeli society. The division led to a situation where many Israelis had to choose between their Jewish identities and their identification with democratic values.

The murderous terrorist attack on Simchat Torah, October 7, thrust Israel into one of the most difficult wars in its history, with hundreds of hostages being held in Gaza. This crisis, which we are still in the midst of, on the one hand, supplanted its predecessor even if it did not eliminate it, and on the other hand, stimulated the feeling of solidarity and shared destiny among the parts of Israeli society. Values that, if well assimilated, widely accepted, and embraced, could be used as leverage to heal the division that preceded the war.

As we look back on the past year, it is impossible not to feel the impact of these events: some Tzohar projects changed and some new opportunities were created. All these events are summarized in the report that follows.

In addition to our regular activities, as a result of the unprecedented internal divisions across Israeli society, we undertook market research to establish the needs of Israelis who are looking for "more." The outcome of this was the decision to create relevant and accessible Jewish content, in addition to Jewish services.

As we proudly share this report with you, we want to acknowledge the very challenging times that Diaspora Jewry is experiencing. Our bond with you remains strong as we are witnessing unprecedented levels of anti-Semitism around the world.

We greatly appreciate your partnership and support as we work to continue to grow and strengthen our activities for the sake of a cohesive Israeli society with a strong Jewish identity.

Sincerely,

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

Swords of Iron War

The Swords of Iron War, which started on Simchat Torah 5784, October 7, 2023, began while Israel was dealing with one of its largest social disagreements to date. It seemed that the rift in Israeli society threatened to shatter the most basic social agreements upon which

the State of Israel was founded. This rift was a result of extremist voices taking over and their strong influence on Israeli society. And then came likely the most devastating attack on Israel in the last 76 years. As a result of this terrible tragedy, Israelis reprioritized their most sacred values – solidarity, brotherhood, friendship, and more.

As an organization, we quickly responded to this new reality in order to continue fulfilling the mission of Tzohar, even in times of war.

/ Strengthening the Spirit

In times of war, every leader has their own task. Military leaders are working on defeating the enemy, diplomats are setting goals and providing updates to the world, civilian leadership is preserving the home front, and spiritual leadership is raising spirits and morale.

Most of our programs geared towards raising morale take place on social media: videos that go viral over Whatsapp, Facebook posts, reels on Instagram, and more. The number of views, shares, reactions, and comments we received highlighted how much the Israeli public appreciated these posts. Additionally, thousands of people participated in Tzohar's very moving and special Chanukah event in Hostage Square.

// Shiva visits

When the magnitude of the massacre became clear, the decision was made to send a Tzohar representative to nearly every shiva house as a way to bring comfort to the mourners during this deeply traumatic time. Over 100 rabbis, rabbaniot, and spiritual leaders participated in our mission. We organized an operations room that collected addresses and information about each shiva and coordinated sending volunteers to pay their respects.



| Rav Yehoshua told us:

I am now leaving the shiva of Idan Dor z"l. When I came and introduced myself and said what organization I am from, his brother in law was very appreciative and said, "I like Tzohar. Their rabbis are open minded and have no hidden agenda."

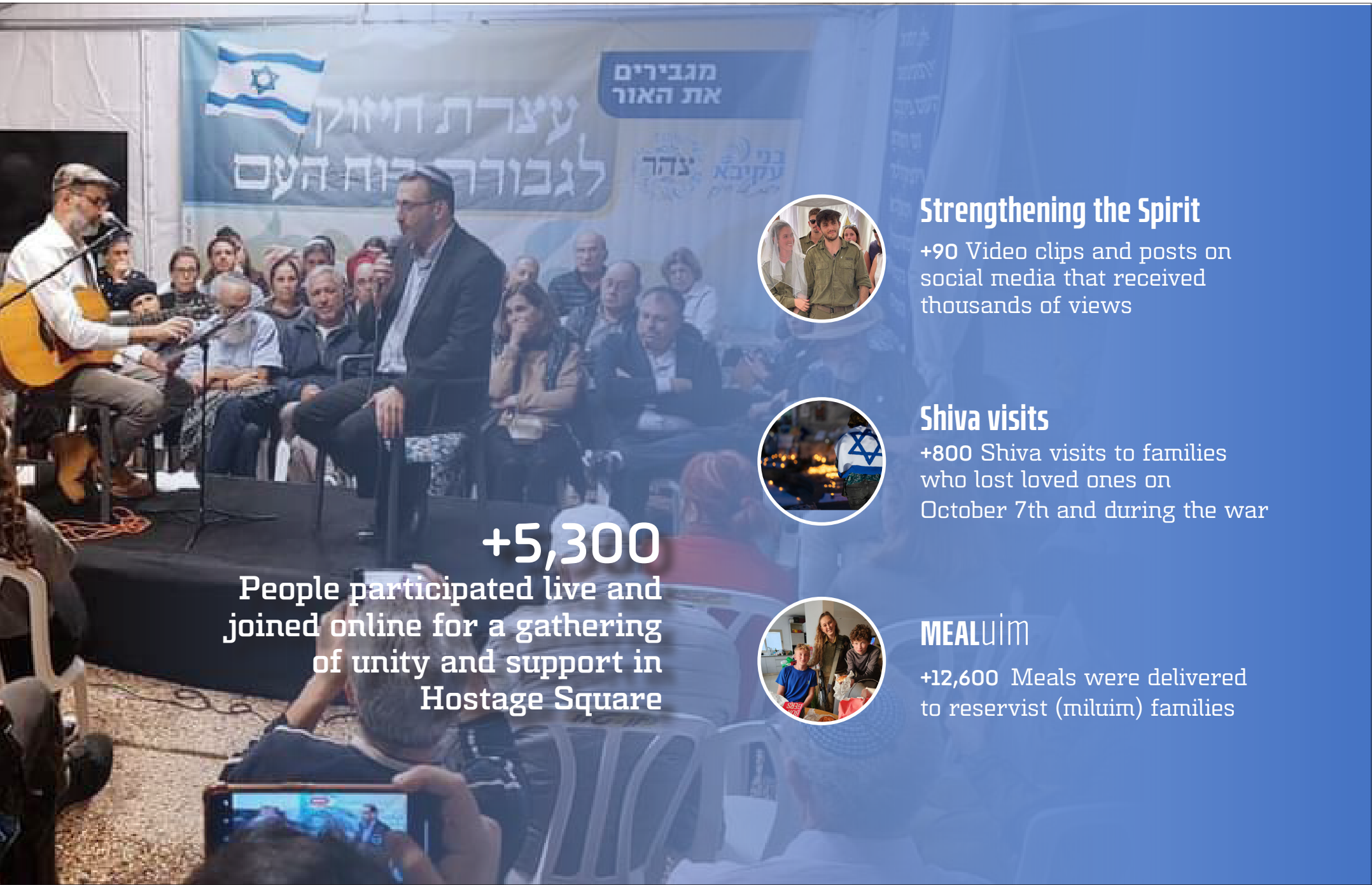
/// MEALuim

When the war broke out in October, 300,000 soldiers were called up for reserve duty (miluim). While these brave men and women were risking their lives to protect the country, their families remained at home. With all the stress these families were dealing with, MEALuim was able to reduce some of the burden by sending a weekly hot meal to miluim families in Israel, thanks to the generosity of overseas donors.



| A mother wrote to us:

You have no idea how good it feels to receive this weekly meal. The fact that people are thinking of me, and see me, during this time, when it feels like everyone has moved on and the reservist families are left carrying the burden alone.



+5,300
People participated live and joined online for a gathering of unity and support in Hostage Square



Strengthening the Spirit

+90 Video clips and posts on social media that received thousands of views



Shiva visits

+800 Shiva visits to families who lost loved ones on October 7th and during the war



MEALuim

+12,600 Meals were delivered to reservist (miltuim) families

Shorashim

Approximately 20% of Jews in Israel, representing over one million people, are recognized as Jewish according to their Teudat Zehut (legal ID cards) but not according to Halacha. When it comes time that these individuals want to get married, they must prove their Jewish status. Most of these people made Aliyah from the Former Soviet Union over 30 years ago and do not have the means, resources, and often motivation to meet the requirements of proving their Judaism according to the Israeli Rabbinic standards. Tzohar's Shorashim project was established to help Olim prove their Jewish status. This process includes genealogical research carried out by experts in Israel and abroad. Every successful proof of Judaism affects, on average, five additional family members.

✂ | Swords of Iron War

Shorashim activities in cities in the North and South that were evacuated had to switch to online activities and services. Many Shorashim employees were called up for reserve duty, however this did not stop our work. Every request was handled thoroughly through to completion.

✉ | Orit told us:

Thank you for all your help. My family and I greatly appreciate it. A personal thank you to Libby and the Rabbi who showed us a lot of patience, care, and concern when they met with us. It warms my heart to meet with such lovely people, it is not a given. Thank you for the opportunity to work together.

Now that I have my approval [proof of my Jewish status], my son will not have any issues in the future and he will not have to fight to prove that he is Jewish. I am going to recommend your services to all of my family and friends.

May you always be surrounded by success, good news, and good people.

לשורשים
בירור יהדות



צדה
האגף ל

To date,
we have helped
35,082
people prove their Jewish roots
175,410
People impacted

In 2023



4,564 : **22,820**
Cases : People
proved : impacted

The Jewish Marriage Project

The alienation and growing dissatisfaction towards religious institutions causes many Israelis to choose to get married through a civil service outside of Israel or to avoid formalizing their relationship through marriage at all.

Tzohar's Marriage Department enables every Jewish man and woman in Israel to have a halachic and meaningful Jewish wedding in an inclusive and welcoming atmosphere, while being personally guided throughout the entire registration process by a wedding case manager. Over 1,000 volunteers, bridal teachers, and rabbis provide guidance and support for couples at this important stage in their relationship when they are choosing to join their lives together.

✂ | Swords of Iron War

With the outbreak of the war, many couples had to delay their wedding ceremonies. The data shows that 60% of couples who were supposed to get married from October onwards decided to postpone their weddings. On the other hand, many couples who were debating whether to delay their weddings or not decided to purposely get married even while the war was ongoing. Tzohar's Marriage Department assisted all its couples with the bureaucratic process of scheduling, or rescheduling, their weddings in a timely manner.

Wedding ceremonies were difficult during this time as many of Tzohar's rabbinic wedding officiants were drafted for reserve duty and were therefore unavailable to perform the weddings they had committed to. The Marriage Department worked with each couple to find them alternative wedding officiants.

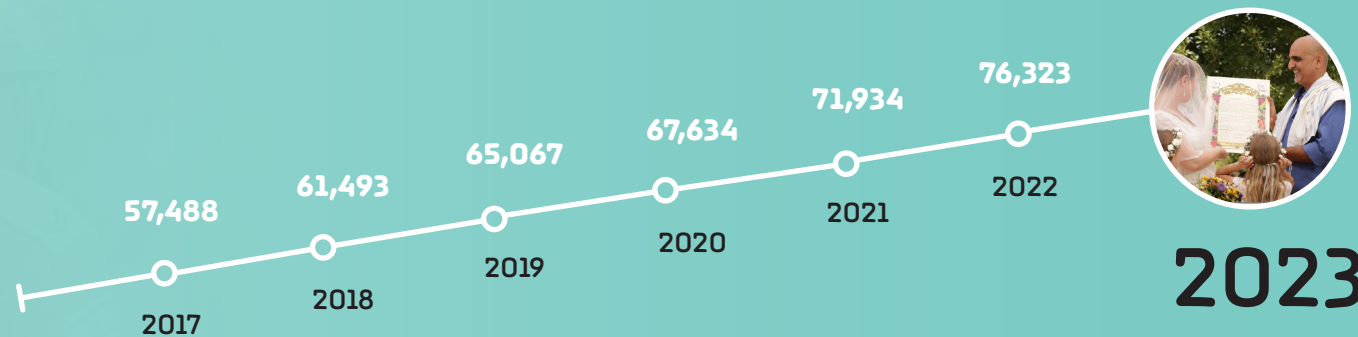
✉ | Shelly and Nadav told us:

Whilst it was my preference to have a traditional Jewish wedding, my wife very much wanted a civil service without rabbis. At Tzohar we felt that we were both satisfied as my wife felt she was warmly accepted as she is, without judgment.



Total number of couples who used Tzohar's marriage services

79,948



10 Tzohar marriage registration offices around Israel and on university campuses:

Tel Aviv* > Haifa > Lod > Jerusalem: Givat Ram > Jerusalem: Mount Scopus > Jerusalem: Givat Shaul > Ariel University > Academic Center for Law and Science in Hod HaSharon (new) > Even Shmuel (new) > Tel-Hai Academic College (opening soon!)

[*] This office is used for marriage registrations and pre-wedding bridal classes

The Tzohar Jewish Holiday Project

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

For most secular Israelis, synagogues and most aspects of religion are seen as belonging exclusively to the 'religious'. Tzohar's Jewish holiday project has made incredible inroads in changing this perception and reality. Whilst there are still many Israelis who are yet to find their way to our Jewish festival project, today, many are looking for a way to experience the Jewish holidays in a way that connects the yearly cycle with their individual, personal lives.

Tzohar's Jewish Holiday Project warmly welcomes anyone who is looking to celebrate the holidays in a warm and accepting environment. With the help of hundreds of volunteer coordinators, our holiday projects for Yom Kippur, Chanukah, Purim, and Shavuot attract over 200,000 participants every year. Tzohar's Jewish holiday project is changing the reality for so many Israelis who are starting to feel connected to their heritage whilst also uniting Israelis, something that has never been more important.

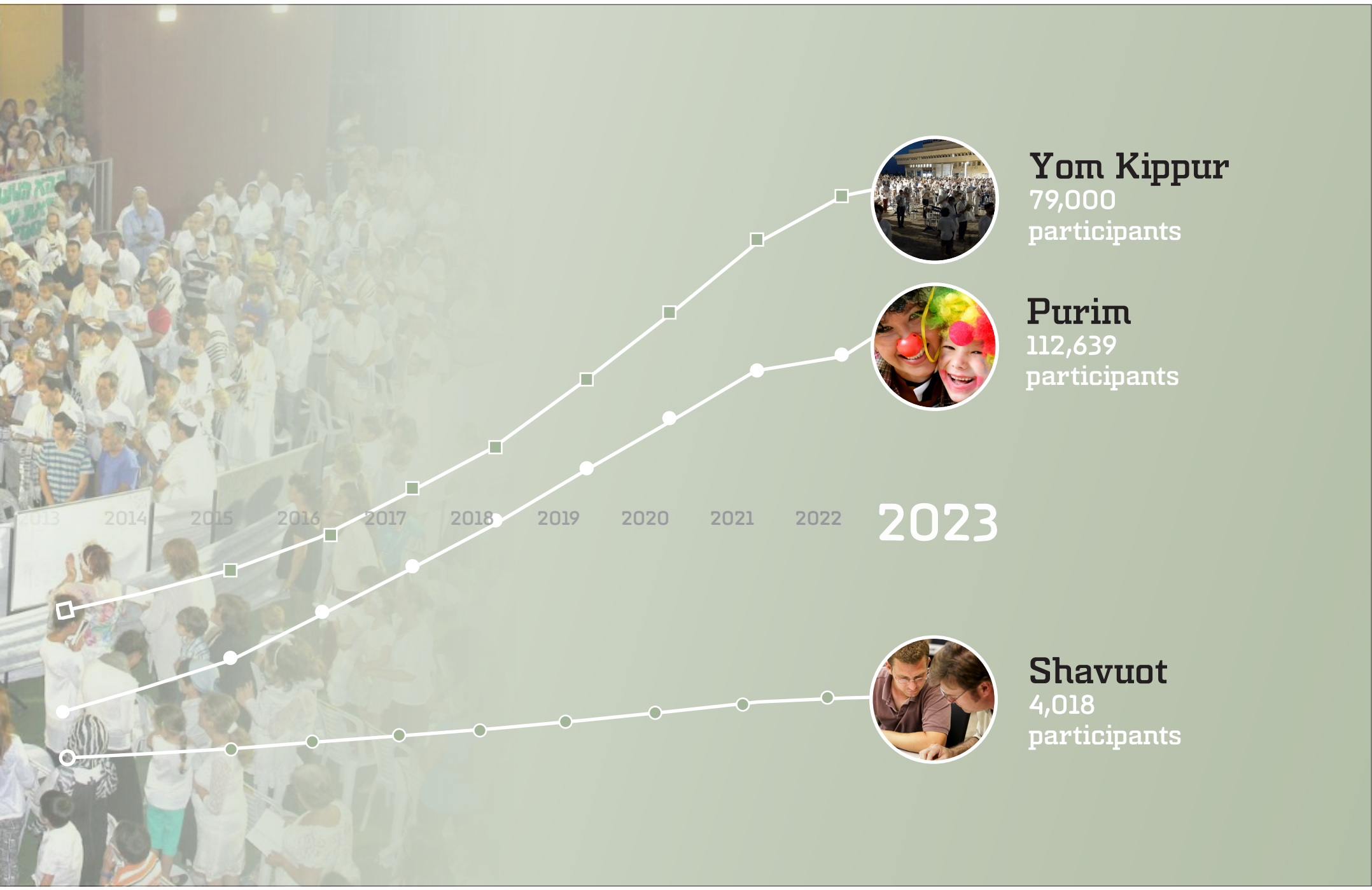
✂ | Swords of Iron War

The war broke out on Simchat Torah, the moment the Tishrei holidays ended. Due to the continuation of the war, we were unable to run our new Chanukah programming as originally planned.

✉ | Tehilah wrote us:

The service was held in a slowly dwindling synagogue. Older community members are aging, and younger members are less interested. This year the women's section was full for Kol Nidrei and Neilah. It was very moving to see so many people who chose to be part of a Yom Kippur prayer service.





Yom Kippur
79,000
participants



Purim
112,639
participants



Shavuot
4,018
participants

2023

2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

KidduShishi - Shabbat Community

Piloted in 2021, and now in its third year of full operation, KidduShishi makes the spirit of Shabbat accessible to all. The program takes place on Fridays and consists of music, singing, learning, and discussions, all under the guidance of specially trained program coordinators. Each coordinator plans and adapts the program to fit their community in order to make it as meaningful an experience as possible. KidduShishi opens the door to the communal sharing that is so much a part of Shabbat, a factor that empowers the participants to tweak the program and make it their own.

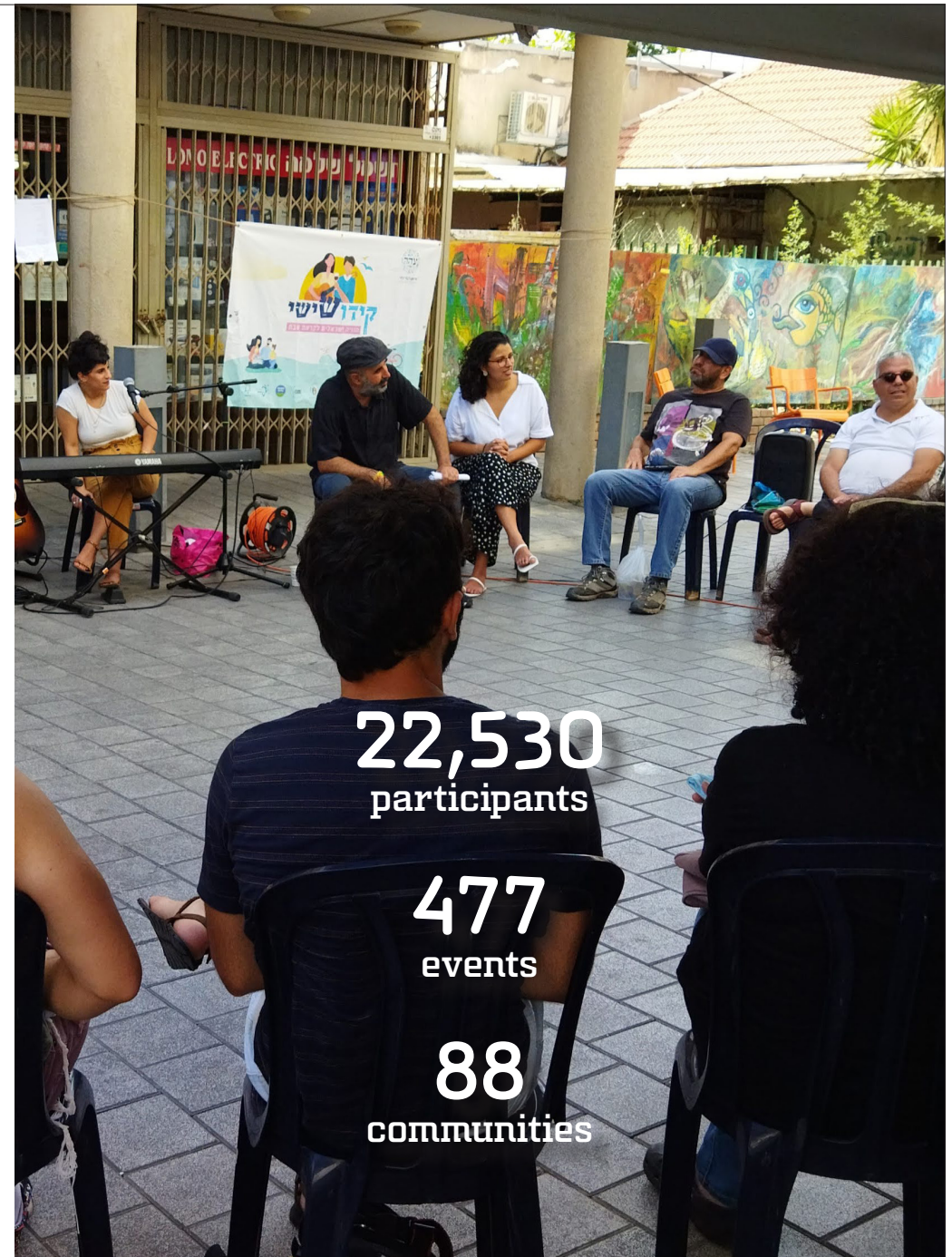
Perhaps most important, in this period of strife and unrest in Israel, KidduShishi offers the educational values of Shabbat to a mixture of Israelis on all points of the Jewish observance spectrum—a countervailing force to the present situation.

✂ | Swords of Iron War

Whilst KidduShishi operates during the summer months, following October 7, there were communities that continued with their KidduShishi activities, even though their coordinator's had been drafted. A true testament to the impact of this special project.

✉ | Nissim, KidduShishi coordinator wrote us:

I see this [KidduShishi program] as a success because it attracts Israelis from different backgrounds, both secular and observant. During the event people kept commenting on how fulfilling and meaningful the learning was; they did not even want to move on to the singing portion of the program until we discussed every piece of the learning in-depth. That is why we went an hour over the allotted amount of time!



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 from former Soviet Union countries, who lost nearly all connection with the Jewish way of life.

✂ | Swords of Iron War

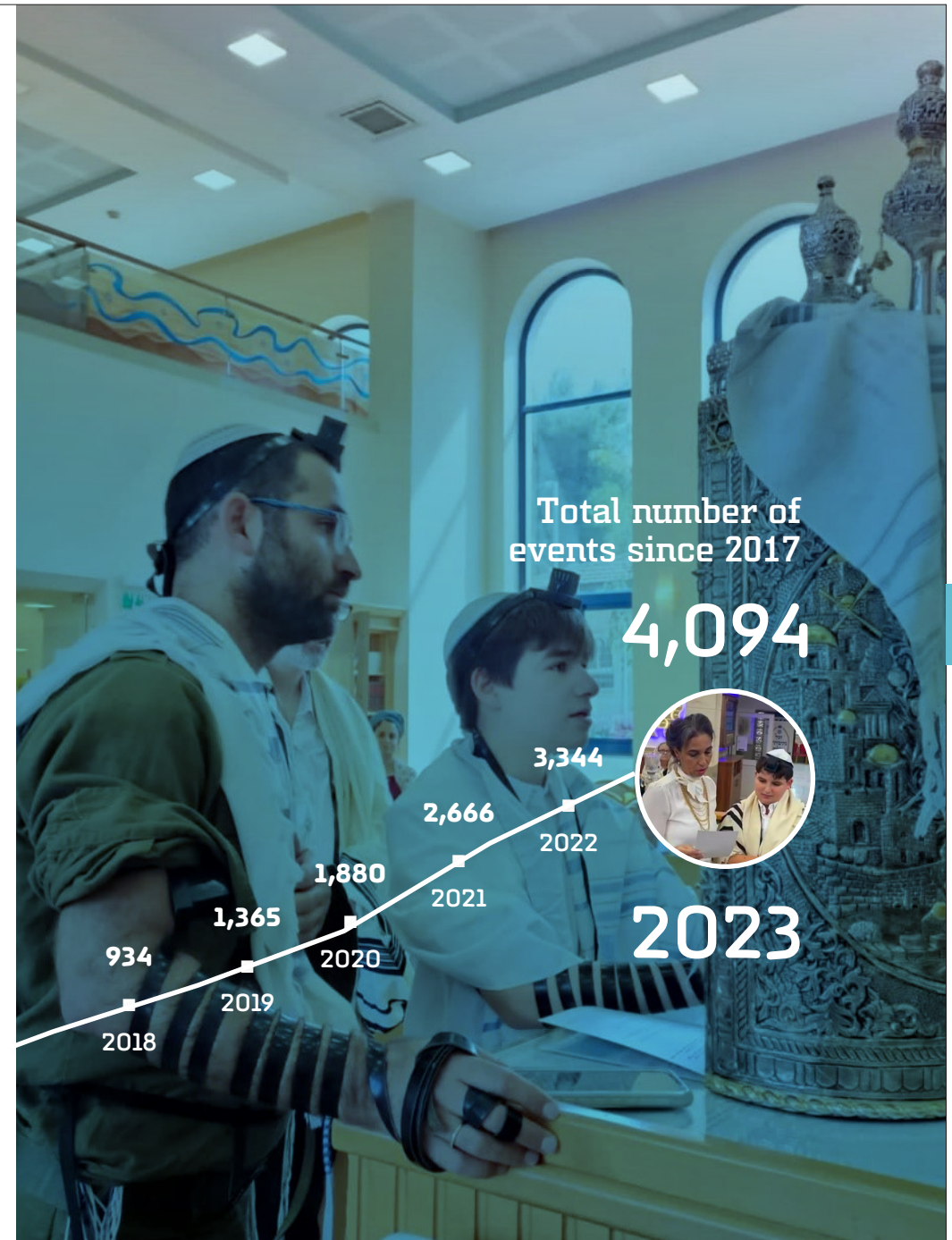
While most of the families wanted to continue with their Bar/ Bat Mitzvah celebrations as planned, once the war broke out, about half of our volunteer teachers were drafted to reserve duty (miluim). Tzohar's staff rose to the challenge and found a suitable solution for each child.

✉ | Eitan's mother writes us:

We were married through Tzohar. Eitan, our oldest son, was called to the Torah [celebrated his Bar Mitzvah] with Tzohar and we are already looking forward to our second son's Bar Mitzvah.

The event was meaningful and exciting, we were surrounded by loving family, the synagogue was festive and inviting, the ceremony was respectful and interesting, and Nadav's guidance was amazing.

Thank you very much for the sensitive and kind guidance. When I originally reached out to Tzohar I had a lot of questions and was very hesitant. All my questions were answered politely and patiently by Avishag, Arbel, and anyone else we spoke to. We felt comfortable asking questions, and the whole process from learning about his Jewish heritage to the day of his Aliyah to the Torah was better than we could ever imagine.



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, 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.

Notable Achievements:

- "Do Not Discard of me in my Old Age," in collaboration with the Makor Rishon newspaper - A conference about old age and the challenges of latter phases of age
- Webinar with Dr. Gili Tamir which led to a joint program on her radio show "Coming to You" from Kan Reshet Bet
- Training session on ethics at Neve Jerusalem, an ultra-Orthodox seminary
- Participation in an international conference in Dubai on the ethics of helping the world
- Coalition of religious organizations who work in the mental health field – Rabbi Yuval Cherlow, Director of the Center, was appointed to be chairman of the coalition

✕ | Swords of Iron War

The reality of war brought up many questions that the Center for Jewish Ethics had to respond to immediately. Social questions raised in the media quickly changed to focus on ethics and war. For example: medical treatment for terrorists, targeting terrorists hiding amongst civilians, negotiations and redeeming captives, preserving the sperm of a deceased person, and more.

+30,000

Hits to the Ethics website

+6,000

Webinar participants



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, Judaism and Jewish law serve as guides for how to deal with 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.



| A researcher told us

Be'er Sheva University (Ben-Gurion University of the Negev) is funding research to learn more about Tzohar Through 120 and to better understand the needs it addresses in the health system. The head researcher told us, "I have been researching this field for many years. I have never seen a project like this before. You are creating magic, and I do not even fully understand how this miracle happened."



+250
families were provided with
ethical and practical guidance.

+120,000
clicks on Tzohar Through 120
website in 2023

Kashrut

The Chief Rabbinate's Kashrut system is in crisis. The system existed as a monopoly for many years which lead to corruption and high prices. The field of kashrut has become very negative and divisive, full of tension and bitterness.

Tzohar's Kashrut Initiative aims to restore trust in the Kashrut system, and by virtue of this trust we aim to open our supervision to as many businesses as possible. The program is a private supervisory body with high and uniform standards, that operates transparently, and creates the necessary competition to improve the entire Kashrut system in Israel.

Tzohar's Kashrut Initiative and vision that lead to the amendment to the Kosher Law (passed by the Knesset in November 2021) are positive steps on the way to a legal and unified kashrut system in Israel. The bill stands to break the local rabbinate's monopoly and create healthy competition by enabling multiple Kashrut initiatives.

⚔ | Swords of Iron War

The war affected the Kashrut system in three ways:

1. Restaurants and businesses that were not kosher but wanted to be able to provide food for soldiers turned to Tzohar for immediate Kashrut supervision.
2. Some restaurants and businesses closed down as a result of the war, and with that their supervision ended too.
3. Significant numbers of Kashrut supervisors and Tzohar Kashrut employees were drafted to reserve duty (miluim). We are working hard to make sure the program still runs efficiently and effectively in their absence.



326
Establishments
Under Tzohar
Supervision in 2023

+1,700
Establishments
have received
Tzohar Supervision
since the start of
the project

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

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

Hasbara (Public Relations & Communications)

Tzohar's work affects millions of Israelis every year, but there are still people who are not familiar with the extent of all our work and our values. The Hasbara Department was established to ensure that our messages are delivered in a professional and efficient manner, and reach our target audiences, both in the media and on social media.

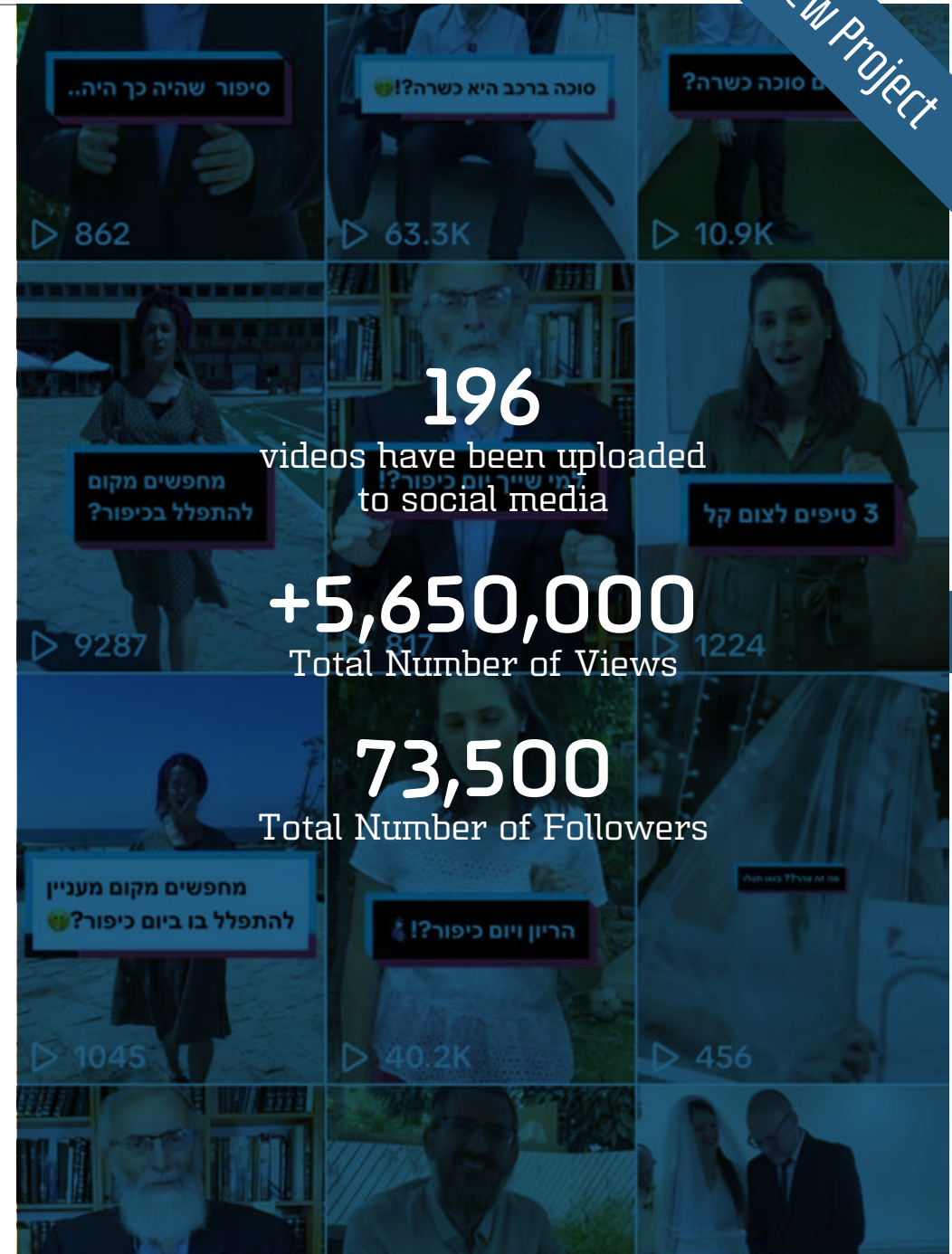
Tzohar's organic media and social media efforts are designed for non-religious populations in Israel. This work is in line with our mission that relevant information, about our Jewish services and Jewish content, be made accessible to the public. Additionally, Tzohar's targeted (inorganic) posts are designed for the Modern Orthodox population in Israel. It is particularly important that our vision for inclusive, Halachic Judaism be recognized and understood by this community, and that they be familiar with our work.

Every week, interesting and relevant discussions about the weekly Parsha (Parashat HaShavua) were posted on social media, and these videos received many views. We also published content about the Jewish yearly cycle and life cycle.

✕ | Swords of Iron War

Since the outbreak of the war, Tzohar has been posting videos and content for the purpose of raising the morale of Israeli society. Content includes: videos from Tzohar rabbis on the front lines, content from weddings that took place during the war, and more.

In addition, Tzohar worked on promoting three main projects:
 1. Worldwide Hafrashat Challah campaign for the injured and the hostages; 2. Campaign to pray for and recite the names of all the hostages; and 3. A live stream video from the rally in Hostage Square with the aim of boosting national morale.





Looking Forward: **Special Plans for 2024**

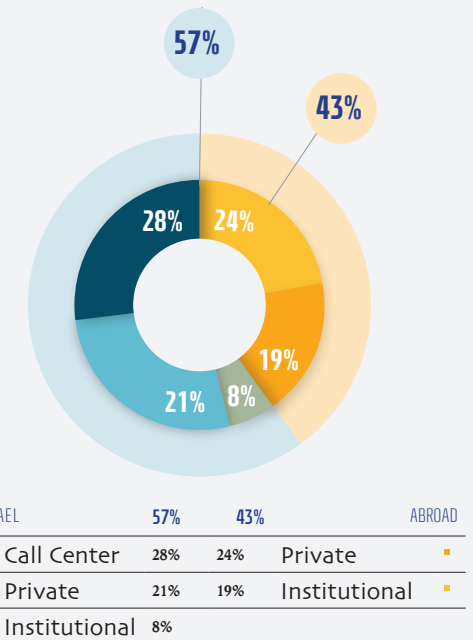
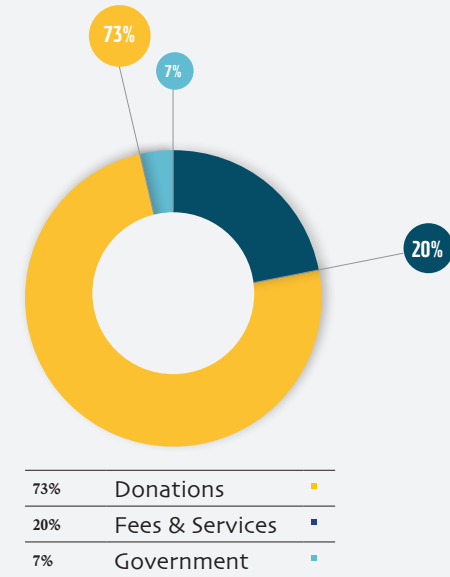
During the height of the protests in 2023, Tzohar realized the crisis society was facing and undertook comprehensive research in order to ascertain the role Tzohar has in addressing these unprecedented challenges. The research confirmed what we had intuitively and anecdotally believed: Israeli media, social networks, and politicians are pushing our society to extremes and fostering divisiveness and hostility between different segments of the Jewish population. Israeli society clearly informed us that the time had come for Tzohar's voice to be heard; there is a desire for educational content in the spirit of Tzohar.

Given how difficult it has become for moderate and inclusive voices to penetrate our social consciousness, many "middle path" segments of the population have been grappling with an identity crisis and a sense of existential loneliness. In order to combat this challenge Tzohar is creating an online educational channel that promotes respectful, relevant, broad-ranging discussion and programming about Jewish topics. This channel is called MASHAV, an acronym for Ma Sh'Yehudi B'Yisrael – All That's Jewish in Israel. We believe that this will help move society towards an inclusive, empowering core of shared Jewish identity and values.

Budget

Expenses	2023 Budget		2023 Actual	
	NIS	USD	NIS	USD
Marriage	5,169,039	1,476,868	4,749,019	1,290,494
Volunteer Management	1,969,888	562,825	1,859,485	505,295
Shorashim	4,838,201	1,382,343	4,812,205	1,307,664
Holidays Program	1,831,758	523,359	1,757,408	477,556
Bereavement Support	417,742	119,355	420,969	114,394
Bar/Bat Mitzvah	1,877,909	536,546	1,844,301	501,169
Pastoral Training	849,445	242,699	890,566	242,002
Ethics Center	1,692,849	483,671	1,681,373	456,895
Public Policy	647,834	185,095	502,017	136,418
Development	3,114,511	889,860	3,266,715	887,694
Kashrut	7,033,467	2,009,562	5,967,700	1,621,658
Call Center	2,020,459	577,274	2,145,859	583,114
Admin	1,666,713	476,204	1,496,775	406,732
Hasbara	1,995,506	570,144	4,613,466	1,253,659
Total Expenses	35,125,322	10,035,806	36,007,858	9,784,744

Income	NIS		USD	
	NIS	USD	NIS	USD
Fees & Services (Without Kashrut)	3,407,820	973,663	3,533,643	960,229
Fees & Services (Kashrut Only)	4,079,934	1,165,695	3,923,388	1,066,138
Donations (Without Kashrut)	22,373,495	6,392,427	25,703,358	6,984,608
Donations (Kashrut Only)	2,953,533	843,867	2,010,017	546,200
Government of Israel	2,629,101	751,172	2,939,196	798,695
Total Income	35,443,883	10,126,824	38,109,602	10,355,870



	ISRAEL	ABROAD
Call Center	28%	24%
Private	21%	19%
Institutional	8%	

Tzohar's goal is to promote a shared Jewish identity in the State of Israel.

The cultural roots of Israeli society stem from the Jewish tradition. It is of great importance to create a shared Jewish identity, without erasing the many perspectives that exist in today's society. Over the past several years there have been many disagreements that have divided Israeli society and distanced people from their Jewish identities. Tzohar is a Modern Orthodox organization and is faithful to all this entails, whilst recognizing the values that exist in other approaches to Jewish tradition. Tzohar strives to partner with others in order to promote a shared Jewish identity that is relevant to all Jews.

As the largest rabbinical organization in Israel, Tzohar seeks to influence the image of Judaism in Israel through discourse, dialogue, services, and partnerships. Tzohar is the Jewish voice that confronts reality and its multitude of challenges, while continuing to view Torah as the central source of inspiration for a shared Jewish identity.

In 2023, Israel society dealt with unprecedented social and religious challenges. Tzohar felt compelled to act during this tumultuous time out of a commitment to Judaism, Jewish identity, Jewish peoplehood, and Israeli society.

R E S P E C T Z O H A R E L E V A N C E

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