

TZ  HAR

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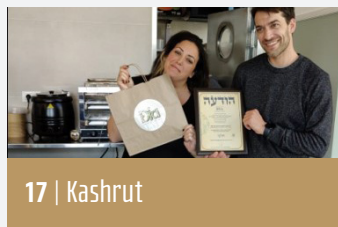
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Dear Friends,

**2024 was a year of challenges that shook Israel to its core.**

After the first three months of war, reality sank in: Israel was in a war for survival, and the fight was going to be long and hard. Thousands were grieving, and spouses and parents kept home fires burning while loved ones served in the reserves for months at a time. 200+ hostages were unreachable in Gaza, and over 100,000 were evacuated.

**Who could have predicted that such a crisis could possibly create something positive?** But so it was: from October 8th, the Jew-against-Jew battles that had raged throughout 2023 reversed overnight, bringing unity we have not seen since the Six-Day War. Nowhere was the contrast more evident than in Tzohar's 2024 Yom Kippur services in Tel Aviv's Hostage Square, where the unified prayers of 1,000s all but compensated for the violence that took place there a year before.

Now, however, as the country looks toward "the Day After," we can no longer rely on our enemies to unite us. Divisions are already reemerging, even as Israel faces the challenges of healing, rebuilding and moving forward. While other organizations have taken on the physical aspects of the task, **we at Tzohar, with the respect of all segments of society, are focused on rebuilding Israel's community unity and spiritual resilience.**

This work is well underway. At the basic level, our rabbis are facilitating all aspects of the bereavement process, especially for the hundreds of grieving secular families who lack supportive communities. We are participating joyfully in an unprecedented number of weddings and bar/bat mitzvahs, demonstrating the miraculous, eternal resilience of the Jewish lifeforce, even in the midst of war and grief. We are stepping up our community-building Kiddushishi and holiday programming, and MASHAV, our phenomenal new educational Internet channel, is broadcasting unity-promoting programming to a society hungry for inspiration and connection.

**In this report, we invite you to learn about these and other Tzohar initiatives, and to review our plans for 2025.** Thank you for being part of this team effort: for your partnership in building Israel's resilience and unity.

Sincerely,

Rabbi David Stav, Founder and Chair

Rabbi Dr. Moshe Beeri, CEO

Rabbi Boaz Genut, Director of Resource Development

# 2024: Building Resilience

Israeli society responded to the trials of 2024 with unprecedented unity, joining together in an overwhelming demonstration of national and personal resilience. Tzohar has been driving the process with programming aimed at healing emotional wounds, promoting community connection, and linking individuals to their shared Jewish identity – all while participating in joyful life-affirming lifecycle events. In addition, Tzohar promoted special prayers to be recited worldwide for the safe return of the hostages and soldiers, to honor the memory of those who have fallen, and for the unity of the country as a whole.

## | Bereavement Support

Since October 7, Tzohar has reached out to the 1,700+ families who entered the circle of the bereaved, bringing them comfort, meaning and connection in the face of tragedy.

Our rabbis facilitated all aspects of the bereavement process, especially for the hundreds of secular families who lacked supportive communities.



### | One family told us:

You were there for us in a very difficult time. We felt a strong need for tradition as we began dealing with this terrible loss. You made the rituals personal and meaningful and helped us feel less alone.

## | Building Community Unity

During 2024, mass call-ups and evacuations made the words of prayer come alive as never before for Israelis from all backgrounds.

Tzohar provided the people of Israel with meaningful content and Yom Kippur prayer services, Purim, Shavuot and Kiddush Shishi services and study sessions in parks and community centers across the country.



### | A participant at Tzohar's massive 2024 Yom Kippur service at Hostage Square told us:

Everyone was standing and praying together – really together - in the exact same spot where the violence had been just a year before. It was so moving: we felt the possibility that things can be different.

## | Lifecycle Celebrations

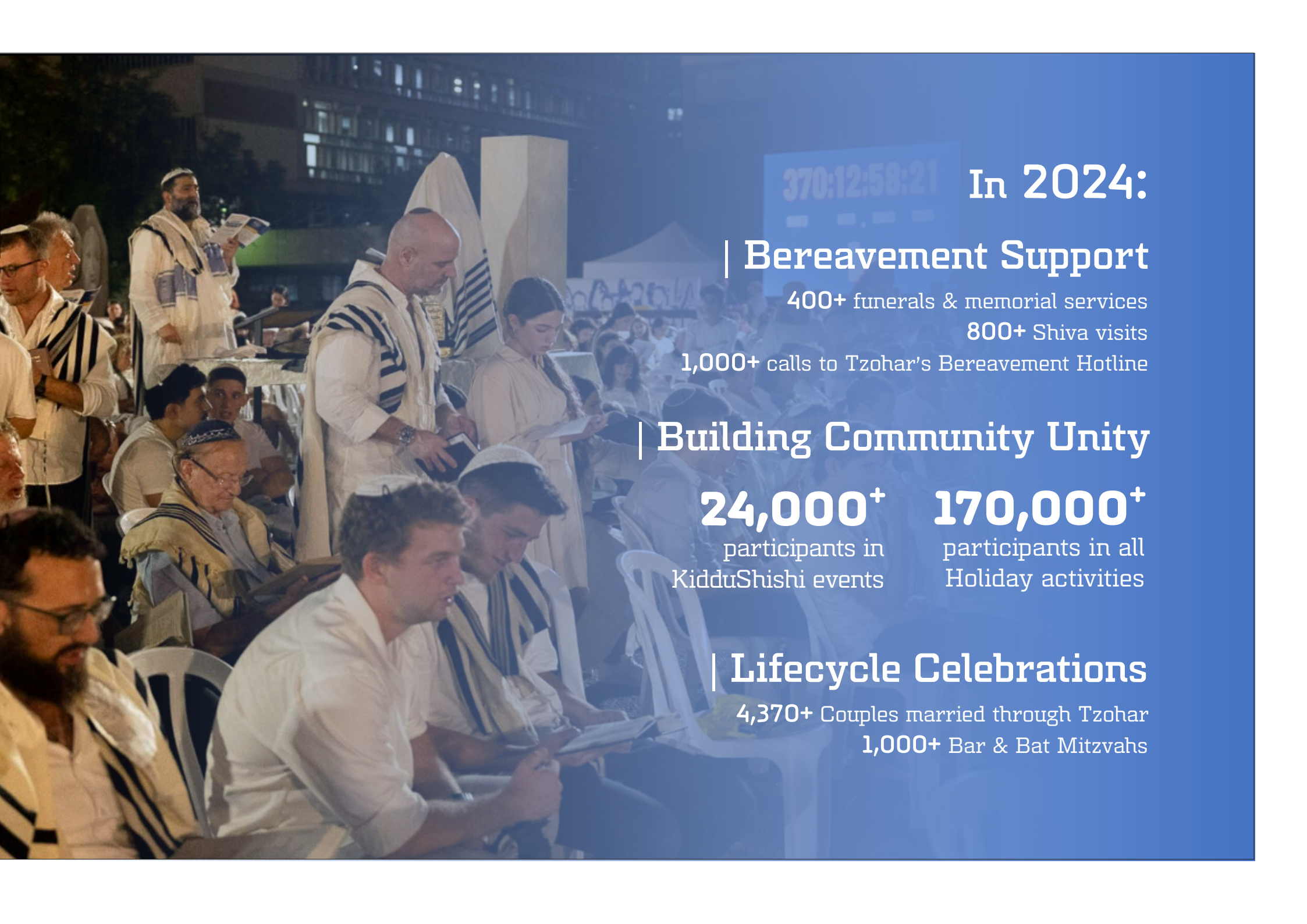
One response of Israelis to the war's uncertainty has been an increase in the number of wedding and bar/bat mitzvah of unprecedented proportions.

Tzohar has supported the process with creative, flexible, and joyful celebrations, sometimes holding impromptu ceremonies hours before the bride, groom or parent reported for an urgent IDF call-up.



### | Rabbi Avraham Bar David reported:

The groom finally got leave from Gaza - and then the bride's brother was seriously injured. They decided to go ahead with the wedding, but asked for the brother to give his Sheva Brachot blessing from the hospital. We connected the phone to an amplifier, and everyone responded 'Amen' with such power and unity.



370:12:58:21

In 2024:

## | Bereavement Support

- 400+ funerals & memorial services
- 800+ Shiva visits
- 1,000+ calls to Tzohar's Bereavement Hotline

## | Building Community Unity

- 24,000+** participants in Kiddush events
- 170,000+** participants in all Holiday activities

## | Lifecycle Celebrations

- 4,370+ Couples married through Tzohar
- 1,000+ Bar & Bat Mitzvahs

## MASHAV Online Channel

### Promoting a Shared Jewish-Israeli Identity

MASHAV is the online channel that Tzohar launched in early 2024 as an independent media outlet aimed at reshaping the dialogue of Israeli society, eliminating barriers, and increasing understanding. Through intelligent, independently-produced news and educational programs, VOD and films, web - published articles and more, it is providing a moderate alternative to dominant extreme voices and promoting people to rethink divisive issues of divisive issues.

MASHAV's reception has surpassed all expectations. Having achieved the channel's original 3-year usage goals in just 6 months, MASHAV now plans to begin independently covering current affairs in the field and to carry out investigative journalism.

#### | An external auditor's report:

'The Hitchhiker's Guide to Synagogues' is a lighthearted, creative, and high-quality production that accumulated 1.74 million views. This success highlights the quality of MASHAV's well-produced content.



2024.  
Launch  
Year  
Success.

**+22,000,000**  
social media activities

**+860,000**  
website page views, including

**320,000**  
unique users of all ages  
and religious orientations



## The Jewish Marriage Project

Over the past three decades, Tzohar has performed over 80,000 weddings, many for couples who would otherwise have opted for a civil ceremony overseas rather than starting their life together under a chuppah. This reflects the commitment of Tzohar to make every Jewish couple feel embraced and welcomed, and confirms the trust and credibility Tzohar has earned from all sects of Israeli society.

Our Marriage Department serves as a one-stop-shop for all marriage-related activities in Israel, including registration, pre-marital counseling, and pre-nup agreements as well as performing the wedding ceremonies themselves. When needed, we assist in proving the Jewish status of either the bride or groom.

### Resilience

The uncertainty created by the war has had a mixed impact on weddings in Israel. While some couples postponed their ceremonies, many others accelerated their plans, sometimes holding impromptu ceremonies in advance of a call-up of the bride or groom to the reserves.

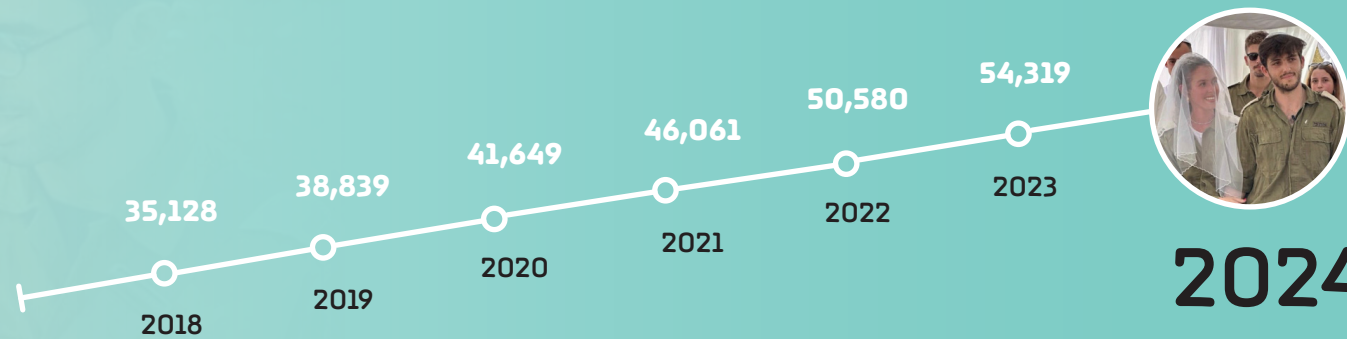
### Groom from Nahariya told us:

The first time our families met, there was a siren, and the ice broke as we crowded into the bomb shelter. Then, when it was time for the wedding, I wasn't sure I'd be able to get out of reserve duty. It all worked out, and it was incredible: Jews of all backgrounds together, joyful, recognizing that our decision to move forward and build a house of our own was the ultimate victory over our enemies.



## Total number of couples who have used Tzohar's marriage services:

58,692



**11** 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  
> Even Shmuel > Tel-Hai Academic College > Be'er Sheva: Ben Gurion University

## Shorashim

### Helping Olim Prove their Jewish Roots

More than a million Israelis – olim (immigrants) and children of olim - are defined as 'Jewish' on their Israeli identity cards, but must provide additional proof of their roots in order for the Rabbinical Court to allow them to have a Jewish wedding.

Tzohar's Shorashim project is a recognized world expert in this effort. While Shorashim cannot guarantee anything in advance, Shorashim's record is exceptional: proof is found for 95% of its clients, and all cases brought to the Rabbinic Tribunal are accepted. Over the years, Tzohar has helped over 39,000 assume their rightful status as Israeli Jews, adding nearly 200,000 individuals to Israel's "official" Jewish population.

### | Resilience

Despite the fact that many of Shorashim's staff and clients were called for active reserve service during the year and that the Russia-Ukraine war impaired access to archives and witnesses, Shorashim closed a record 4,599 files in 2024, impacting nearly 25,000 people.

### | Israeli soldier born in Russia told us:

'We were determined to get married quickly before I returned to the front lines, but the Rabbinate required us to prove our Jewish roots before they'd give us the license. Shorashim turned the earth upside down to find documentation from my parents' hometown in the FSU in record time, and then presented our case to the Rabbinic Court. We held the wedding the next day at my army base.'





To date,  
we have helped

**39,681**

people prove their Jewish roots

**198,405**

people impacted

As part of its goal of serving as many olim as possible before the “window of opportunity” closes, in 2024 Shorashim entered into collaboration with the Ministry of Immigration and Absorption, conducting its rigorous international forensic research on a contract basis. This has begun increasing the number of cases handled by Shorashim.

in **2024**



**4,599 : 22,995**

cases  
proved

people  
impacted

משרד העלייה והקליטה  
Ministry of Aliyah and Integration



## The Tzohar Jewish Holiday Project

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

In 2024, the challenges created by the war led to an unprecedented unity across Israel: a desire to join together as a community in prayer, study, and celebration and to connect with Jewish roots. Rising to the call, Tzohar created community-based Yom Kippur, Purim, and Shavuot events in 100s of parks and community centers throughout the country.

With a focus on the secular public, these programs provided a warm and welcoming home for all looking to connect, bringing meaning and belonging to ~170,000 participants over the course of the year. Large-scale Yom Kippur services were held in 13 city centers, including two mass events in Tel Aviv, where a palpable sense of unity emerged. The bifurcating categories that have created such division in Israeli society - religious/secular, Sephardi/Ashkenaz, right/left - disappeared under the Tzohar banner, if only for a few hours, with all uniting in song, story, and prayer.

### Resilience

In response to the large number of Israelis displaced since October 7th, this year Tzohar provided additional high holiday services near the Lebanese border, in the Gaza envelope, and in hotels where residents of the North had been temporarily relocated. In addition, Tzohar promoted special prayers to be recited worldwide for the safe return of the hostages and soldiers, to honor the memory of those who have fallen, and for the unity of the country as a whole.

### | From a secular Shavuot study group in Nir Banim:

'I really needed this during such difficult times: a moment of spiritual transcendence, of thoughts beyond the everyday'.





**Yom Kippur**  
86,000  
participants



**Purim**  
75,000  
participants



**Shavuot**  
9,800  
participants

2024

## KidduShishi

### Connecting with Judaism and with Neighbors

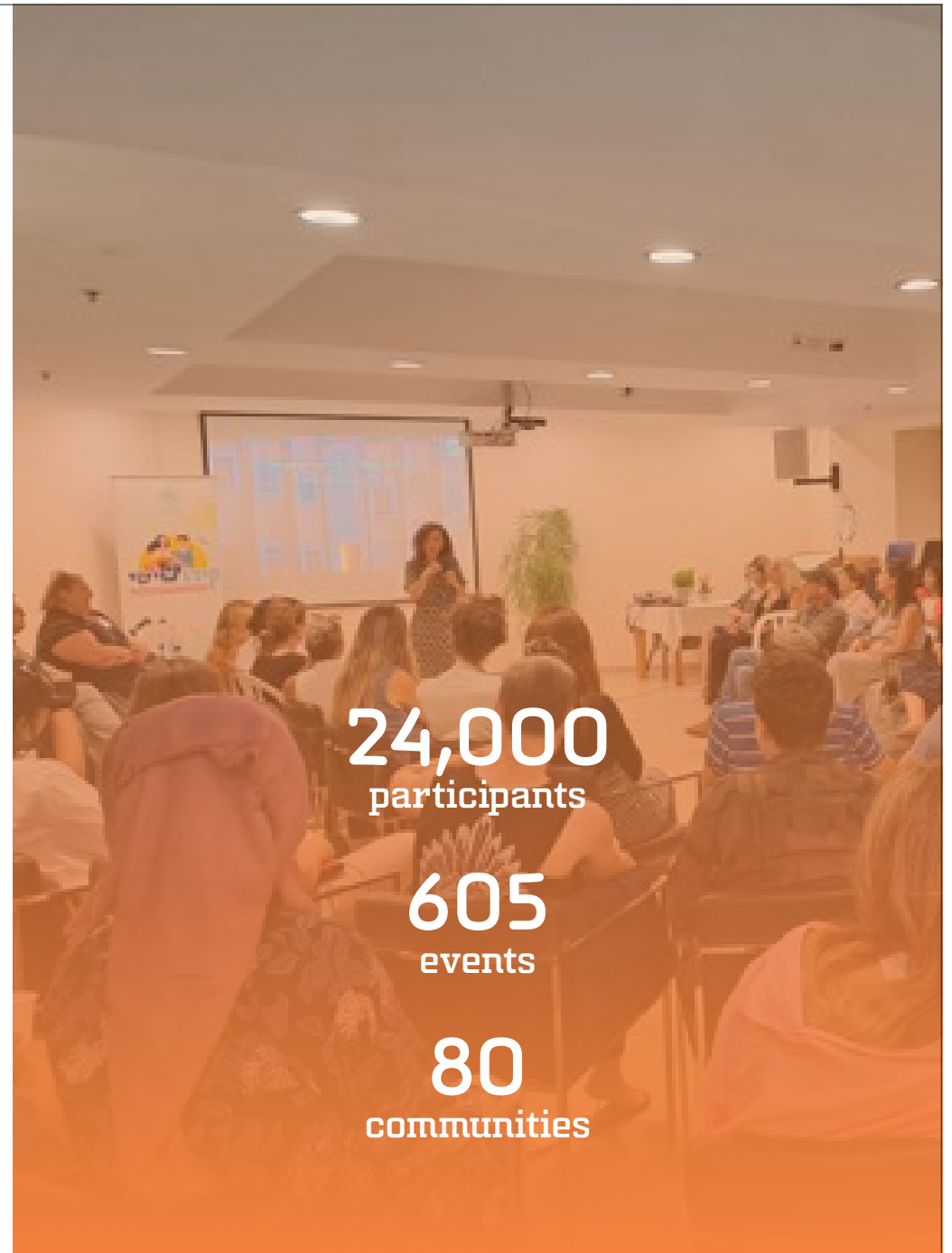
In 2024, Tzohar ran 605 KidduShishi pre-Shabbat events in 80 communities, serving over 24,000 participants. With a firm belief that Shabbat belongs to all Jews, the content of each event differed to match the character of the local neighborhood, with program coordinators seeking the right local mix of singing, Jewish learning, group prayer and neighborly mingling.

#### | Resilience

During the past year, KidduShishi's popularity was driven by the war, which led 1,000s of secular Israelis to seek a deeper connection with Judaism and their communities.

#### | Participant from Florentine, Tel Aviv wrote us:

For the first time, I experienced the desire of my personal network – 'sophisticated' urban artists and intellectuals - to connect to the essence of Shabbat and to other Jews, helping overcome our deep sense of helplessness by connecting to something bigger. We all left feeling joyful and empowered.



24,000  
participants

605  
events

80  
communities

## Bar & Bat Mitzva

### Enhancing the Jewish Identity of Israeli Youth

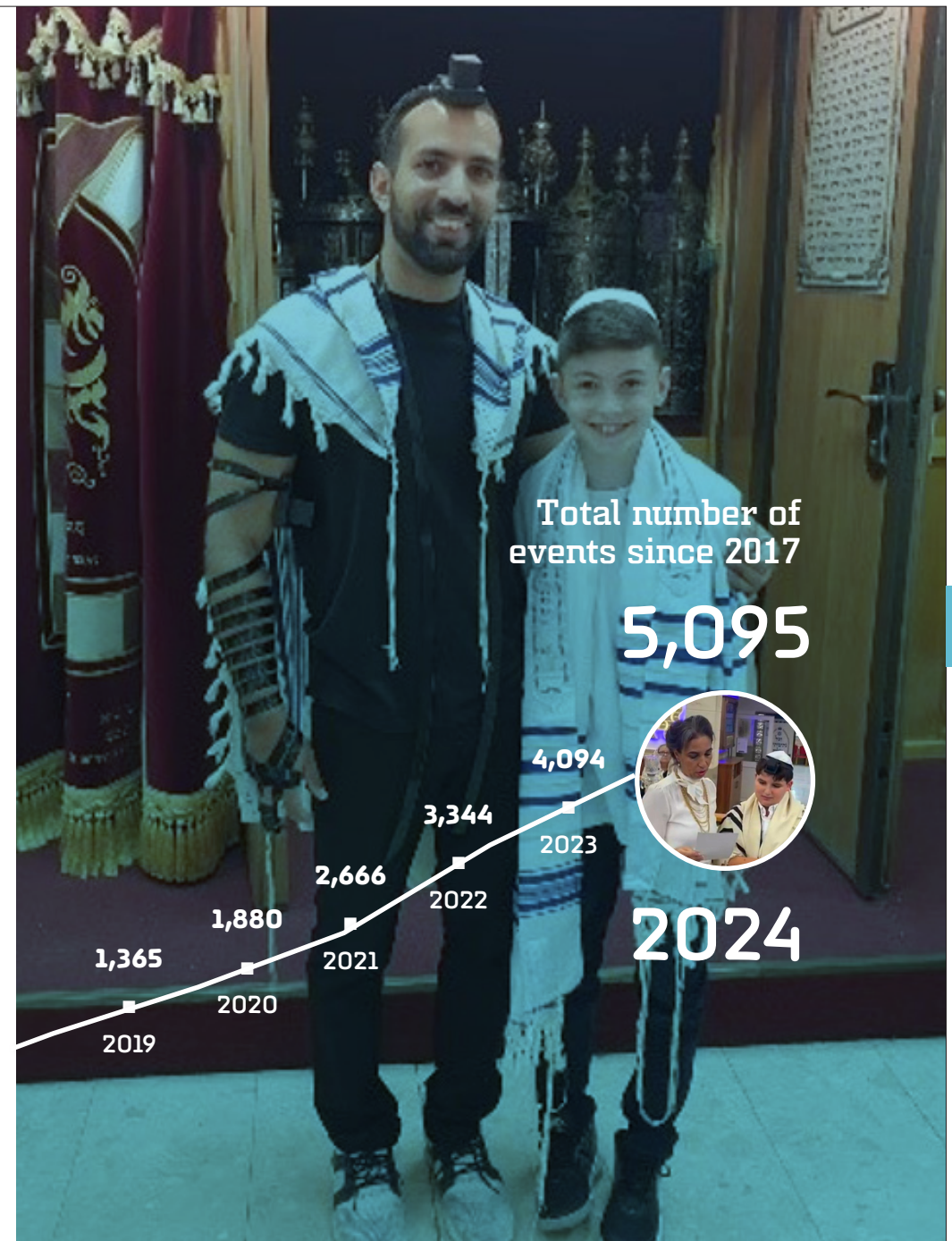
In Israel, most secular children receive little or no religious training, and bar/bat mitzvas become simple “coming of age” celebrations devoid of religious significance. Tzohar’s program consisting of 8 lessons, provided on a one-on-one basis to secular families by a trained Tzohar mentor, focuses on an exploration of the rite of passage’s meaning, developing the youth’s sense of belonging to family, community, nation, and the Jewish people.

#### Resilience

During 2024, 60% of Tzohar’s 265 Bar/Bat Mitzva mentors were called to reserve duty. In support of their colleagues and dedication to the task, other mentors stepped up to fill the gap.

#### Parent from Petach Tikva wrote us:

We came to Tzohar after a confusing period during which we had no idea what to do about Itai’s Bar Mitzva. Our Tzohar mentor was warm and easy to work with, and the connection between him and Itai was immediate. Itai absorbed every aspect of the preparation with enthusiasm, and the process has changed the way he feels about tradition.



## Center for Jewish Ethics

In Memory of Bertha Kressel z"l

Tzohar's Center for Jewish Ethics aims to shape public discourse on complex issues of religion, state, and societal values, helping assure that Israel remains a just and Jewish society as it evolves. The topics considered this year ranged from moral questions related to soldiers and war, to bioethics and medical issues (e.g. end-of-life care and organ donation, surrogacy), technological advances (e.g. halachic usage of AI, use of self-driving cars on Shabbat), the personal realm (e.g. ethical aspects of matchmaking and dating), and more.

The Center works in two spheres:

- Publicizing its opinions widely in Israel and throughout the Diaspora, participating in conferences throughout the world, and providing consulting services for individuals, governments, NGOs, the courts and academia.
- Providing services associated with end-of-life and palliative care via Tzohar Through 120.

### Resilience

During 2024, the Center provided much needed guidance on complex war-related issues, including preservation and use of the sperm of the deceased, assassination of enemy leaders, medical treatment of enemy terrorists and wounded, hostage deals, and more.



+35,000

Hits to the Ethics website

+100

Lectures in key public forums  
in Israel and abroad

+265

Families were provided with  
ethical and practical guidance

## Kashrut

### Building Bridges, Breaking the Monopoly

Tzohar's Kashrut initiative aims to restore the trust of Israeli society in the Kashrut bureaucracy, thereby increasing the number of food service businesses that choose to keep kosher and incentivizing the Chief Rabbinate to examine and improve its Kashrut services.

In 2024, for the first time, Tzohar was engaged by a city council to take over its kashrut supervision, signaling the growing acceptance of Tzohar's authority by the religious establishment. Additionally, this past year, Tzohar continued its lobbying efforts to ensure fair competition in the kosher certification market.

### Resilience

Recognizing how difficult it was for Israeli businesses to survive during the war, clients were offered flexible payment schedules and other types of support. The war also brought many new clients to Tzohar, as non-kosher restaurants sought Kashrut certification as a prerequisite for supplying food to army bases.

### | Irit, Kamah Coffee, Kibbutz Harduf wrote us:

Tzohar's dedication to inclusivity is perfectly aligned with everything we do. Our decision to 'go kosher' was to assure that all Israelis can feel comfortable coming here, and Tzohar was our natural partner.



**319**  
Establishments  
under Tzohar  
supervision in 2024

**+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 & Social Media

The Hasbara Department distributes Tzohar's messages throughout Israel and the Diaspora to build awareness of its programs and its approach to complex issues. To this end, Tzohar maintains an active presence on Instagram, YouTube, Facebook and TikTok, creates programming about current issues and works closely with other media outlets. The items with the highest viewer engagement have been those dealing with halachic questions, unique weddings and emotional war-related stories. In addition, the Hasbara Department runs a series of sponsored posts and articles spotlighting Tzohar volunteers and staff, showing how their dedication and professionalism inspires others and changes the conversation in Israeli society. This is in addition to the Department's ongoing publicity for Tzohar programs taking place throughout the country.

### Resilience

Tzohar's most-viewed posts are those featuring soldiers in emotional situations, including family reunions after long period of service, special prayers recited for or by soldiers, special contributions made to groups of soldiers, weddings of soldiers on the frontlines, etc.

During the war, we produced a booklet with practical suggestions for strengthening community resilience and optimism, and distributed it via a widespread social media campaign. It was seen by over 100,000 Israelis from all over the country, with thousands of downloads.

We were particularly excited by the reaction to interviews given by Tzohar's phenomenal women leaders – including Rabbanit Na'ama Set – on major Israeli media outlets, like Radio 103 FM.

## הרב נתנאל אפק אנשים לפתח חוסן נפשי, רגשי וכלכלי בעזרת הוצאת הסיפור האישי שלהן לא רב מחתן בצהר

### הכתובה שהובילה ל

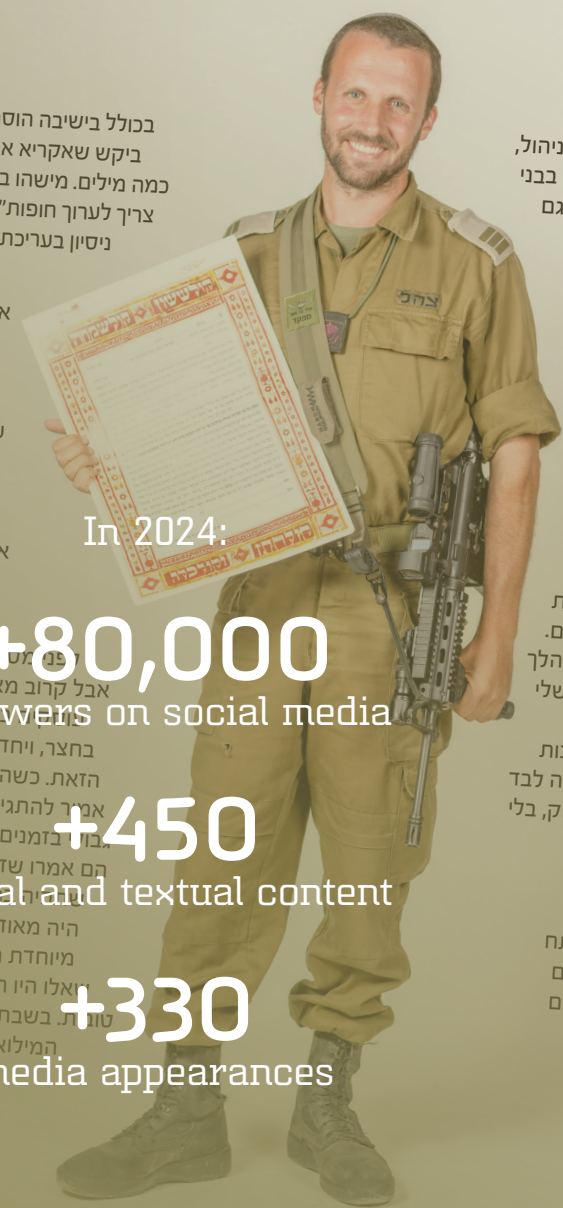
בכולל בישיבה הוסמכתי לרבנות, ואז יצאנו לשליחות. כשחזרנו, ביקש שאקריא את הכתובה בחתונה שלו. לפני הכתובה ביקש כמה מילים. מישהו בקהל תפס אותי אחר כך ואמר "דיברת מאד צריך לערוך חופות". אמרתי לו שאומנם יש לי הסמכה לרבנות, ניסיון בעריכת חופות. הוא המליץ לי על קורס עורכי חופות

### להתאים את החופה

אני מחתן זוגות בעיקר באזור הצפון, שבו לא רק. חופה היא רגע שאני מרגיש קצת כמעט באופן פיזי ומוחשי. אתה פוגש אדם שהם פגשו אותך הייתה להם תמונה אחרת על מה זה יהדות ורבנות, ופתאום יש שיחה, ומדברים ומספרים על עצמם, ואנחנו בונים הטקס שלהם, שהוא הלכתי לגמרי, אבל הנגינה האישית שלהם, ואחרי זה הם איזה יופי, לא ידעתי שזה יכול להיות כל כך בדיוק מה שבצהר יודע

### החתונה הצפ

לפני ארבע שנים חתמתי זוג מיישוב בצפון. יישוב אבל קרוב מאוד ליישובים שפנו. משפחה אידאליסטית בחצר, ויחד עם זאת על החשיבות שיש להם להתחתן הזאת. כשהם שייתפו אותי בתאריך של החתונה, אמרו אמר להתגייס חזרה למילואים ברפיה באותו יום. הבנו שזו הזדמנות, ושאלתי אם זה יהיה בסדר אם אגיע עם הם אמרו שזה יותר מבסדר. הם משפחה לא דתית, והיו חתונה בשבועות. החופה הייתה בחמישי בערב, מיוחדת מאוד. המשפחה של החתן והכלה אמרו לי ואלו היו רגעים משמעותיים שעשו משהו, והלוואי והיו שבת שלאחר מכן שוחררו ארבעת החטופים במילואים, החתונה, החופה המרגשת, והבשורה ישראל, הכול התחבר למ



In 2024:

**+80,000**  
followers on social media

**+450**  
visual and textual content

**+330**  
media appearances

למדתי גם ניהול, רמלי. גדלתי בבני גה בישראל וגם נעוה.

אנשים לספר סייעים ומופע, יתי. תת את ה מלאה.

עם הפסקות של פיקוד דרום. ב. ניהלנו במהלך המשמעותי שלי את כל אחד א רואה חשיבות גי. היא נשארה לבד חנו גרים רחוק, בלי

למדתי, מקום מתפתח ק. בדיוק הוקם של שלוש שנים ומאד אנחנו מדדהימה.

## Rabbinic Training

Tzohar offers two Rabbinic Training programs:

- Ta'atzumot (for rabbis who already serve in a community) is a 2-year, 40-session course that trains rabbis in counseling, how to use technology for community building, and professional ethics. In addition, Ta'atzumot's Beta Israel Fellows program offers supplemental training to equip young Ethiopian rabbis with skills for addressing their community's unique challenges.
- Pirchei Rabanim (for young ordained rabbis who do not yet serve in a community) is a 10-session course that exposes students to a broad cross-section of inspirational community rabbis, introducing them to different models of community organization, rabbinical styles and community.

### Resilience

- In 2024, over half of Ta'atzumot participants were called up for reserve duty. The program responded by temporarily moving its meetings online.
- A special series was started to train rabbis in bereavement skills and to discuss moral questions, spiritual crises, and ethical dilemmas created by the prolonged war.
- Tzohar hosted an online session for the broader rabbinic community that discussed the challenges community rabbis face as a result of the war. There were over 150 rabbis in attendance.

### | A Ta'atzumot rabbi wrote us:

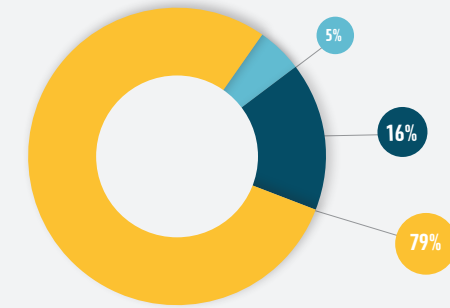
This program was an eye-opener for me. It made me much more aware of the responsibilities of the community rabbi: of what can be accomplished, of different rabbinical styles, of the need. It taught me humility, how much there is to strive for.





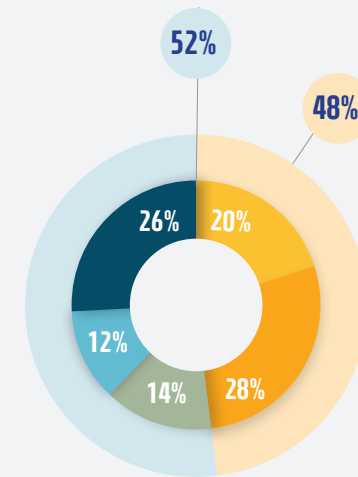
# Budget

Expenses	2024 Budget		2024 Actual	
	NIS	USD	NIS	USD
MASHAV Online Channel	5,182,021	1,400,546	6,357,819	1,741,868
Jewish Marriage	5,250,000	1,418,919	5,071,518	1,389,457
Shorashim	5,000,000	1,351,351	4,856,343	1,330,505
Holidays Program	1,900,000	513,514	1,750,249	479,520
Bar/Bat Mitzvah	1,900,000	513,513	2,296,791	629,258
Ethics & Ad 120	1,730,443	467,687	1,571,143	430,450
Kashrut	5,864,065	1,584,882	5,391,742	1,477,190
Communication	1,532,956	414,312	1,871,111	512,633
Bereavement Support	500,000	135,135	425,827	116,665
Pastoral Training	870,000	235,135	1,162,881	318,597
Volunteer Management	2,500,000	675,676	2,154,786	590,352
Partnerships	554,580	149,886	503,349	137,904
Development & Marketing	3,450,000	932,432	4,315,061	1,182,209
Telemarketing	2,300,000	621,622	2,508,130	687,159
Admin	1,476,000	398,919	1,607,484	440,406
<b>Total Expenses</b>	<b>40,010,065</b>	<b>9,412,985</b>	<b>41,844,232</b>	<b>9,722,305</b>
Income	NIS	USD	NIS	USD
Fees & Services (without Kashrut)	3,454,796	933,729	3,173,941	869,573
Donations (without Kashrut)	26,161,643	7,070,714	32,186,919	8,818,334
Fees & Services (Kashrut only)	4,339,188	1,172,754	3,679,244	1,008,012
Other Kashrut income	1,858,475	502,291	1,906,975	522,459
Government of Israel	2,500,000	675,676	1,855,635	508,393
Social Security benefits	-	-	456,975	125,199
<b>Total Income</b>	<b>38,314,102</b>	<b>10,355,163</b>	<b>43,259,689</b>	<b>11,851,970</b>



**INCOME**

79%	Donations
16%	Fees & Services
5%	Government



**DONATIONS**

	ISRAEL	ABROAD	
Call Center	26%	28%	Private
Private	12%	20%	Institutional
Institutional	14%		

# In Memorium Tzohar volunteers we lost in the war

During 2024, Tzohar volunteers served 90,000+ days in the reserves, and along with their families, 280,000+ days.



## Rabbi AVI GOLDBERG hy"d

43, educator and community leader from Jerusalem.

Rabbi Avi worked tirelessly to promote unity and respect across the Jewish people. He was loved equally by religious students at Jerusalem's Himmelfarb School and by the secular members of Kibbutz Ginosar, where he led prayer services on Yom Kippur for 20 years.

Husband to Rachel and father of 8.

Fell in battle in Lebanon on October 26, 2024.

Rabbi Avi officiated at many Tzohar chupot, provided couples with guidance, led Yom Kippur services, and was a bereavement volunteer.



**Rabbi AVIRAM HARIV** hy”d

43, educator and rabbi from Dolev with a deep love for his family, his soldiers, his country, and his people.

Rabbi Aviram served as Rabbi and educational mentor for 100s of students of the Dolev Ulpana (girls’ high school).

Husband to Ayelet and father of 6.

Fell in battle in Lebanon on October 22, 2024.

Rabbi Aviram officiated at Tzohar chupot and was an alumnus of the Ta’atzumot program.



**Rabbi ELISHA LEVINSHTERN** hy”d

38, one of the founders of the Religious Zionist community of Harish and graduate of the Yeruham Yeshiva.

Husband to Hadas and father of 6.

Fell in battle when a missile hit his tank in the southern Gaza Strip on December 3, 2023.

Rabbi Elisha was a Tzohar Bar Mitzva mentor who was dedicated to bringing families closer together.



**NERVA COHEN** hy”d

26, 3rd year medical student at Ben Gurion University, and volunteer EMT with MDA from Givat Shmuel, who served in Gaza’s humanitarian corridor. Nerya was a shining example of love, generosity and selflessness for the bar mitzvah boys he mentored.

Nerya was killed in an accident during reserve duty on June 4, 2024.

Nerya was a Tzohar Bar Mitzva mentor.



**URIEL SILVERMAN** hy”d

23, IDF Paratrooper from Moshav Nahalim.

Uriel was famous for seeing the good in people.

January 21, 2024. Uriel sacrificed himself to save a trapped comrade in a fire exchange with Hamas.

Fell in battle in Khan Younis in the southern Gaza Strip on January 21, 2024.

Uriel was a Tzohar Bar Mitzva mentor.

# Promoting a Shared Jewish Identity in the State of Israel

While conflicting world views threaten to rip Israel apart, what binds us - as a people and a nation - is stronger than what divides us. Especially during times of war, **Am Yisrael Chai - The People of Israel Live** - emerges as so much more than a slogan. In 2024, despite their differences, Israelis looked for connection as never before, seeking comfort in their role as links in the unending chain of Jewish history. And Tzohar answered the need.

Now, in **Day After**, we can no longer rely on our enemies to unite us. Tzohar provides programming and lifecycle services that promote connection, dialogue and discourse, foster unity across the Jewish People, serve the spiritual needs of Israel's diverse public, and shape the country's evolution as a just and ethical society. This is the institution Israel needs to heal, rebuild, and move forward to a new day.

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

[www.tzohar-eng.org](http://www.tzohar-eng.org) ■ 052.468.9727 ■ [mashabim@tzohar.org.il](mailto:mashabim@tzohar.org.il) ■   