

TZ  HAR

2025

/// Annual Impact Report



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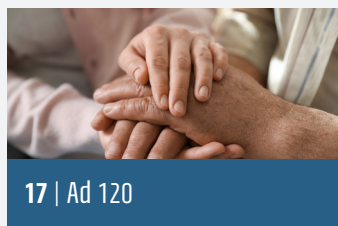
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## Dear Friends,

As you read these lines, Israel is at an inflection point.

The past two years of war have had a profound effect across Israeli society, creating a longing for connection unseen since the Six Day War. With miraculous victories unfolding in plain view, Jews of every 'stripe' - religious and secular, Ashkenazi and Sephardi, right and left - have found themselves drawn to connect with their roots and to unite with their neighbors.

For us at Tzohar, this has translated into record numbers attending our events, reaching out for our marriage, bar/bat mitzvah and Shorashim services, and tuning in to our website and broadcasts. They're turning to Tzohar as a trustworthy, relatable provider of Jewish connection with no hidden agenda - and many have told us that they want more.

This game-changing phenomenon has led us to shift gears as an organization.

While in the past our focus was providing services for individual families and communities, we now aim for nothing less than to bridge the divide, promoting informed, unifying interaction and dialogue widely across Israel's richly diverse Jewish landscape. To this end, we have launched large-scale, inclusive media initiatives aimed at catalyzing engagement, knowledge, mutual understanding and respect in every corner of Israeli society.

Our efforts began with the introduction of our highly successful MASHAV Internet channel, followed by the roll-out of our HaDor weekly in-print magazine for the Modern Orthodox community. In parallel, we built out our social media channels, achieving nearly 14 million views during the year, while continuing to expand our marriage, bar/bat mitzvah and holiday services. As we move into 2026, we are ramping up all of these efforts, even as we continue expanding the services that we provide beyond Israel's central regions. We are proud of the impact we have made so far – and believe that the best is still ahead.

In this Impact Report, we invite you to track our progress and to share our pride. None of our success would be possible without the support and encouragement of our partners and donors. Thank you for sharing our mission - and for giving us the means to help Israeli society become more unified, ethical and ever-more-deeply Jewish.

## Sincerely,

Rabbi David Stav, Founder and Chair

Rabbi Dr. Moshe Beeri, CEO

Rabbi Boaz Genut, Director of Resource Development

# 2025: Serving the Desire for Connection

In response to the growing number of Israelis who found themselves seeking - many for the first time - to connect with their neighbors and their roots, throughout 2025 we rolled out ambitious media initiatives, ran even more joyous holiday events, and helped more families celebrate milestone events.

## | Media Initiatives

During 2025, we built our media outreach to a whole new scale. This included achieving mainstream status for MASHAV, the online channel introduced initially in mid-2024, launching our HaDor weekly in-print Hebrew-language magazine sheet for the Modern Orthodox community, and ramping up our social media activities.



### | Professional evaluation report by independent experts:

'After a little over a year and a half since its launch, the Mashav channel proves that it is possible to turn Jewish content into a sought-after asset in the Israeli digital space... Mashav has established a model that proves that quality Jewish content can successfully stand out even in a noisy digital world, while combining traditional content depth with contemporary relevance to the Israeli agenda.'

## | Building Community Unity

2025 was another year of record attendance for our neighborhood-based Yom Kippur, Purim, Shavuot, and KidduShishi gatherings in parks, community centers, and private homes. At these inspiring, inclusive events, the palpable feeling of shared destiny and mutual responsibility fostered an atmosphere of connection and unity.



### | A young woman commented after our Yom Kippur service in Hostage Square:

'The sun was setting, and thousands were shouting 'Avinu Malkenu' together with the families of the hostages. I never understood the concept of prayer like I did at that moment...'

## | Lifecycle Celebrations

Throughout 2025, we provided joyful halachic weddings and bar/bat mitzvah celebrations to record numbers of Israeli families, mostly secular. In response to growing demand, we opened a Marriage Registration office in Beer Sheva to serve Israel's South, and in 2026 will open one for the North in Kiryat Shmona.



### | Mother told us after her son's bar mitzvah:

'The entire experience was so powerful and exciting: it changed my own feelings towards Judaism, and gave our son a connection with his Jewish identity that he'll take with him through life.'



**In 2025:**

## **Media Initiatives /**

**37,000,000+** MASHAV views

**13,700,000+** social media unique users from all platforms

**60,000+** HaDor copies distributed weekly

## **Building Community Unity /**

**177,000+** participants in Purim, Shavuot and Yom Kippur events

**20,000+** participants in KidduShishi events in **81** communities

## **Lifecycle Celebrations /**

**4,500+** couples used Tzohar marriage services

**1,200+** Bar & Bat Mitzvahs

**4,100+** Shorashim cases impacting **~20,500** family members

## Media Outreach

Promoting unity and connection across Israel's richly diverse society

### MASHAV Online Channel

MASHAV, an acronym for 'All that's Jewish in Israel,' is the media channel we launched in mid-2024 to promote unity, a shared Jewish identity, dialogue and knowledge about Jewish history and practice. In just a year, MASHAV accumulated tens of millions of video views, ~2,000,000 page views and outstanding engagement, confirming the public's desire for high-quality, authoritative and reliable content related to Jewish identity. MASHAV's treatment of 'hot-button' issues – for example, programs debating whether the ultra-Orthodox should serve in the IDF - have earned it a respected place in Israel's journalistic landscape.

### HaDor

Launched in February 2025, HaDor is Israel's first Shabbat magazine to target the Modern Orthodox community. Written from an open mindset that counters the narrow approach of other publications, it offers thought-provoking articles, features and surveys as well as commentaries from many of Israel's rising thought leaders. During 2025, many of its articles focused on the resilience exhibited by young families coping with the challenges of the protracted war.

### | Idan Eretz, Globes:

'Anyone that hasn't discovered HaDor – find it now and read it! It's got an important point of view that you won't find anywhere else...'





**+37,000,000**  
social media views

**406,686**  
website unique users

**4.5%**  
engagement vs. ~1%  
world avg for similar media

**3.4**  
minutes avg session length  
vs 1.5 world avg for similar media

**+60,000**  
copies of HaDor distributed weekly

## The Jewish Marriage Project

### Keeping Israel Jewish Together

Demand for our marriage services continued to rise throughout 2025, representing both an opportunity and a challenge. Since October 7th, over 40% of our rabbis and many of our staff's family members have been called up for extended IDF reserve duty, significantly reducing their availability to serve couples. Nonetheless, no couple who approached Tzohar was turned away, a testament to the dedication and determination of the entire organization.

Our Marriage Department serves as a one-stop-shop for all marriage-related activities, including registration, pre-marital counseling and pre-nup agreements, as well as officiating at the actual wedding ceremonies. When needed, we assist the bride and groom in proving their Jewish status. While our Marriage Department services have been largely focused on Israel's central region, during the year we opened a branch for the South in Beer Sheva, and in 2026 will open a branch for the North in Kiryat Shmona.



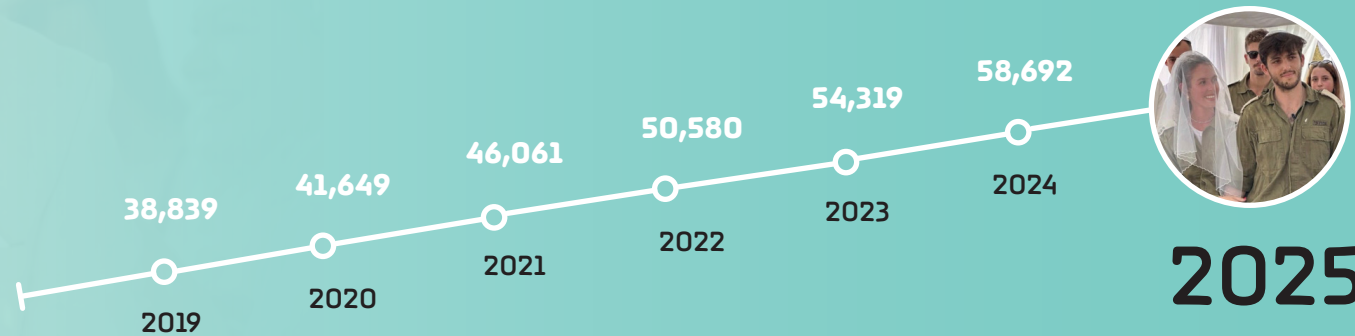
#### | Geva and Shai:

'We couldn't have done it without Tzohar...our plans had to change completely, but they found us an incredible rabbi who came despite the risk and the short notice. The ceremony was amazing and special - so moving – and it was all put together in just 48 hours...'



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

64,092



**10** Tzohar marriage registration offices across Israel and on university campuses:  
Tel Aviv > Haifa > Lod > Jerusalem: Givat Ram > Jerusalem: Mount Scopus >  
Jerusalem: Givat Shaul > Ariel University > Hod Hasharon: Academic Center for Law  
and Science > Be'er Sheva: City Center > Be'er Sheva: Ben Gurion University > **Soon  
to come:** Kiryat Shmona: University of Kiryat Shmona (formerly Tel-Hai College)

## Shorashim

### Helping immigrants prove their Jewish Roots

Thousands of immigrants who came to Israel under the Law of Return are still not recognized as Jewish by the Chief Rabbinate, and face institutionalized 'rituals of non-belonging' in matters of marriage, burial, and personal status despite being otherwise integrated into Israeli society, military, and economy. The process of proving their Jewishness to the Rabbinate is often degrading, making them feel excluded in what should be their homeland.

Tzohar comes to their aid, helping them document their Jewish roots in line with the exacting standards of the Chief Rabbinate. To this end, Shorashim's expert investigators carry out meticulous research in Israel and in the client's birth country, gathering needed documentation at no charge to the applicant. Shorashim's expertise in this highly challenging effort has earned it respect among the immigrant community as well as the Chief Rabbinate.

Once the documentation is deemed sufficient by Shorashim's experts, a Shorashim advocate presents it to the Rabbinic Court for a final ruling. In ~93% of its cases, Shorashim is successful in securing sufficient documentation, and, to date, 100% of the cases brought to the Rabbinic Tribunal have been accepted.

#### | Slava and Tanya:

'Even though we're not religious, it was important to us to marry as Jews. The fact that you knew how to take all of the documents we had, to figure out what documents were missing and then to find them – documents I didn't even know existed – from cemeteries, synagogues, obscure town logs – was amazing. Within a month we had our proof and set the date for our wedding.'







To date,  
we have helped  
**43,829**  
people prove their Jewish roots  
impacting  
**219,740**  
family members

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.

משרד העלייה והקליטה  
Ministry of Aliyah and Integration



in **2025**  
 =       
**4,148** : **20,740**  
cases : people  
proved : impacted

## The Tzohar Jewish Holiday Project

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

2025 was another year of record attendance at all our holiday events, as Israelis as a whole sought to join together with their neighbors, to mourn common losses, to acknowledge miracles and to renew their strength. 176,000 Israelis - mostly secular - attended the year's public Yom Kippur prayers, Purim Megillah readings and Shavuot study sessions in public parks, community centers, schools, kibbutzim, moshavim and private homes throughout Israel.

**Yom Kippur** We held 419 services across Israel, including 15 with more than 500 each and a mega-event attended by more than 5,000 near the Tel Aviv Marina. The vast majority at these events - over 70% - were secular Israelis.

**Purim** We held Megillah readings events in 540 locations, including at synagogues, community centers, hospitals, malls, two army bases and four Yad Labanim centers. We distributed 30,000 Purim baskets and 21,500 Megillat Esther booklets in Hebrew and Russian, running out of supply before filling total demand.

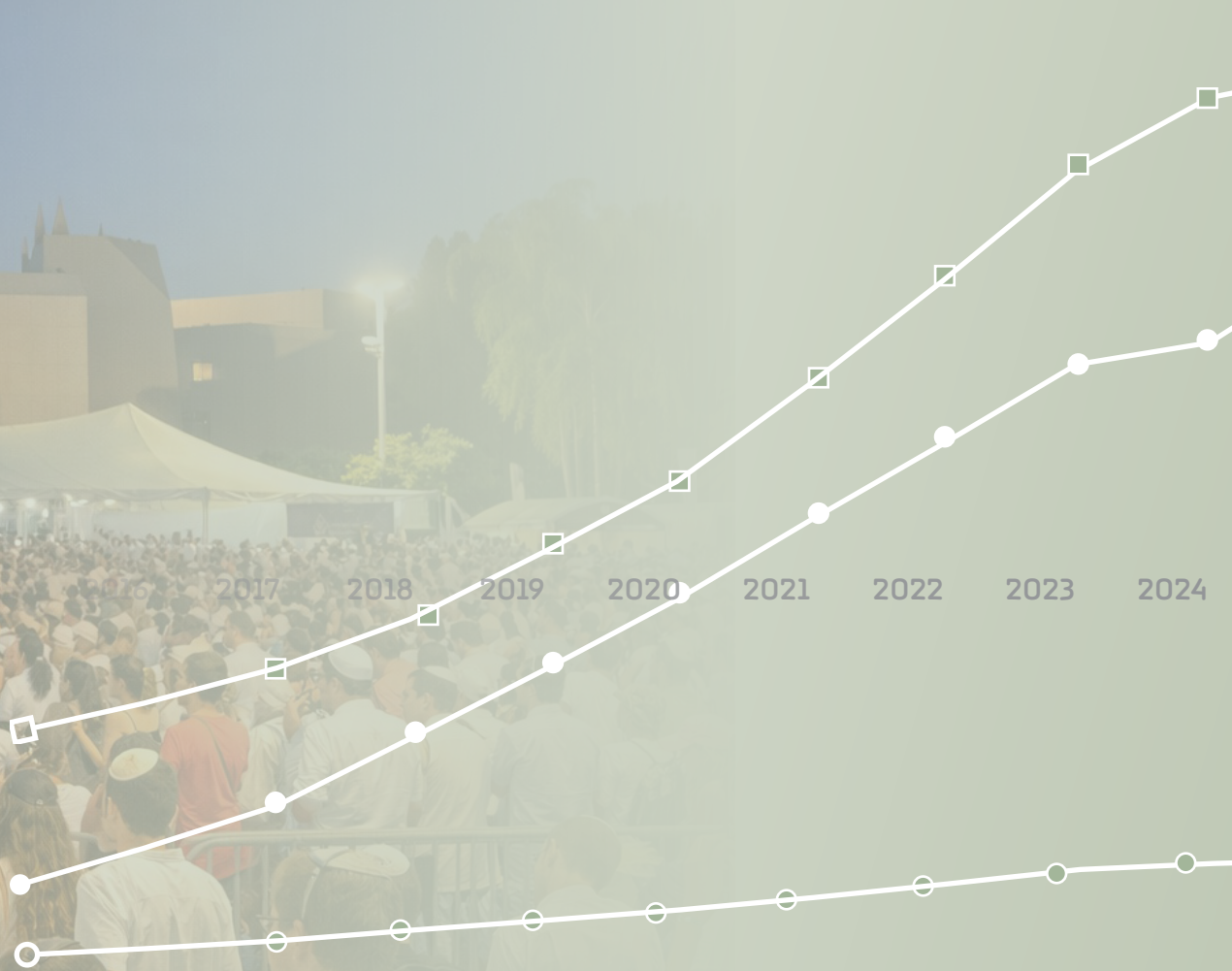
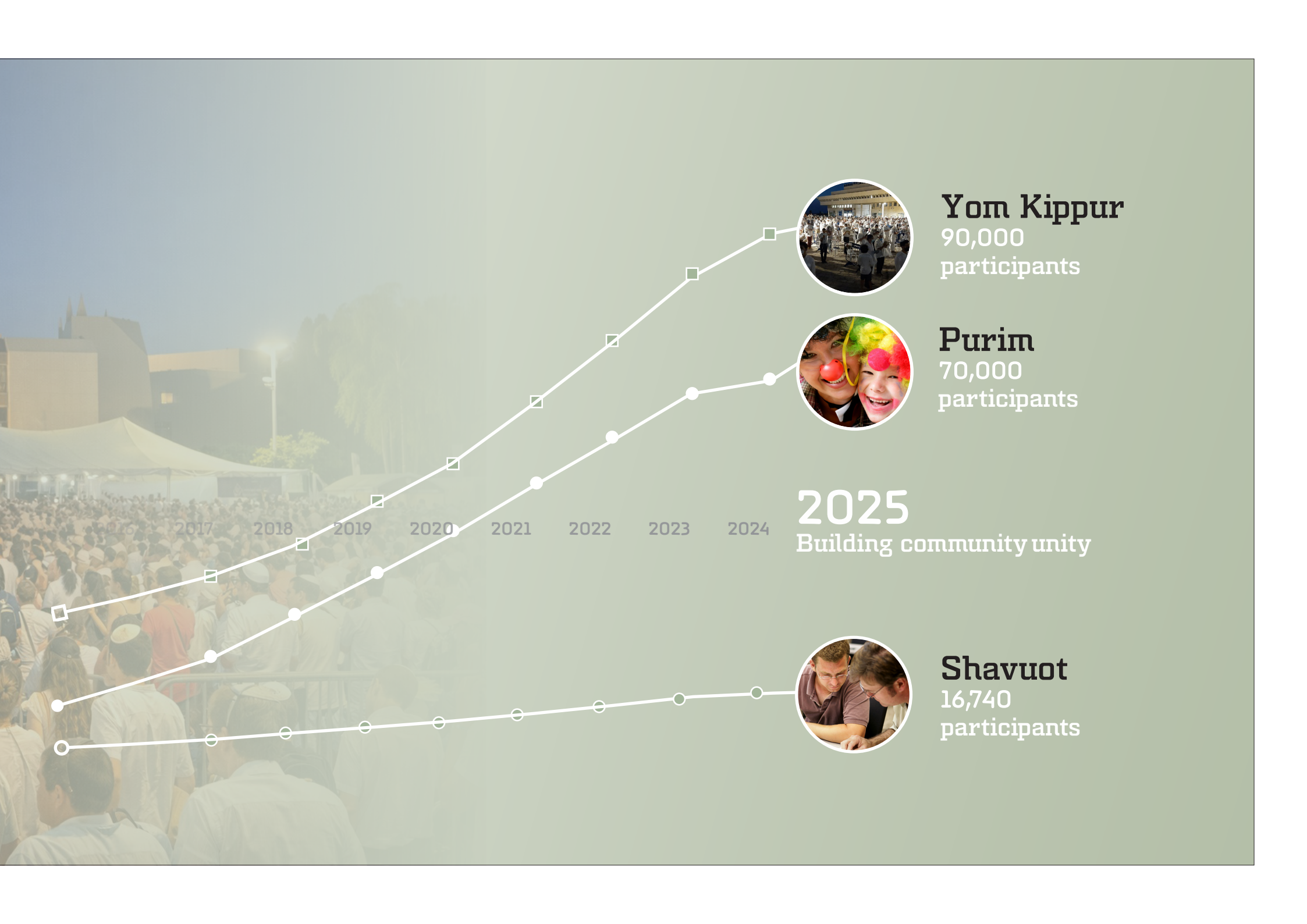
**Shavuot** we sponsored 770 'Bikurei Bayit' sessions, including first-ever programs in university campuses, pre-army Mechinot (training programs) and secular kibbutzim, the Museum of Tolerance and other institutions.



### | Kibbutz Menara:

'We returned home just before Yom Kippur after a year and a half of evacuation. The building where we met was still damaged and moldy. But we were together. It was incredibly inspiring - especially at the end of Ne'ilah, when we prayed for the hostages.'





**Yom Kippur**  
90,000  
participants



**Purim**  
70,000  
participants

**2025**  
Building community unity



**Shavuot**  
16,740  
participants

## KidduShishi

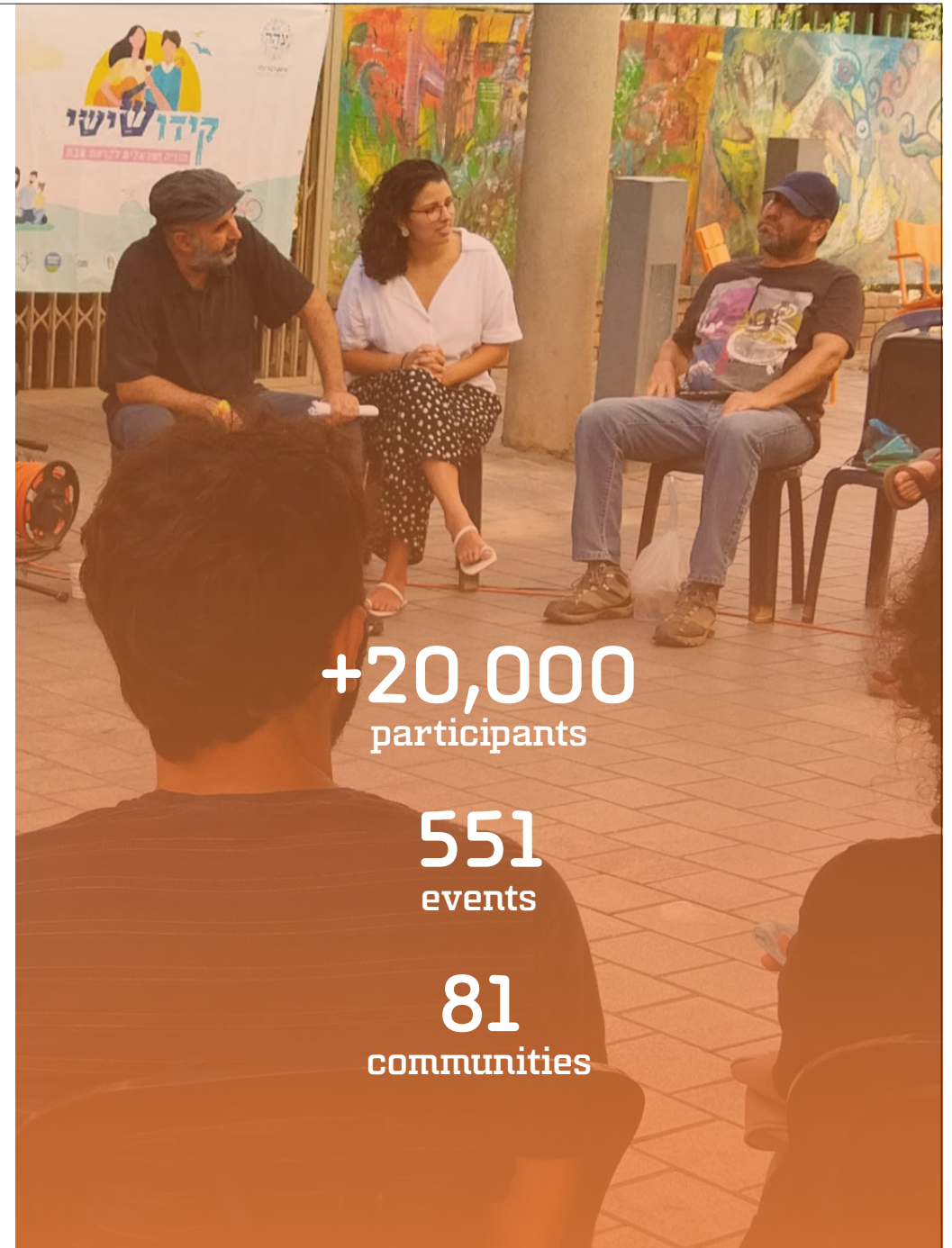
### Community Kabbalat Shabbat celebrations

KidduShishi is Tzohar's unique 'Welcome the Shabbat' program offered for free on Fridays in parks and communal spaces throughout Israel. With the goal of creating accessible, community-unifying Shabbat experiences for all, its programs feature singing, a taste of Jewish learning, prayers, neighborly mingling and refreshments.

Run by local residents and Tzohar coordinators, in 2025 we held 551 events in 81 locations. This is fewer than in the previous two years as a result of the ongoing war, which caused safety issues for gathering in parks while also reducing the availability of our coordinators. The programming at each event reflected the character of the neighborhood and participants, with coordinators able to choose the closest fit from 5 different tracks of content.

#### | Program coordinator in Kfar Varadim:

'The Kabbalat Shabbat was magical — we sang, we played music, the crowd joined in, and the singing filled our hearts. Together we created an uplifting communal moment. We briefly mentioned the weekly Torah portion and had a special craft station prepared lovingly for the children — it was warm and fun.'



## Kashrut

### Building bridges, breaking the monopoly

Tzohar's Kashrut initiative aims to restore trust in Israel's Kashrut bureaucracy and to increase the number of Israeli food businesses that choose to keep kosher. As of the end of 2025, Tzohar supervised 347 establishments, many of which had never been kosher before contracting with Tzohar.

During 2025, we initiated a new model, offering to serve as the outsourced kashrut supervisory arm of municipalities and food authorities. To date, we operate in this capacity for the Misgav Regional Council and for two food providers with multiple locations across the country. In addition, we continued with our years-long lobbying effort aimed at ensuring fair competition in Israel's kosher certification market.

As we enter 2026, we'll be launching the Tzohar Wine Club to promote awareness of Israel's quality kosher wines.



| Chef, Tel Aviv:

'What a difference! I now understand how Kashrut supervision should operate. We are talking about a whole new level of caring and working.'



**347**  
establishments  
under Tzohar  
supervision in 2025

**10%**  
of kosher  
restaurants  
in TLV&JLM are  
under Tzohar  
supervision

**30**  
boutique wineries  
under Tzohar  
supervision

## Center for Jewish Ethics

In Memory of Bertha Kressel

Tzohar's Center for Jewish Ethics aims to promote ethical behavior across Israel – for individuals, organizations and the government. Our vision is to create a society whose positions on social, ethical and legal issues express the eternal values of Torah, halacha and Jewish ethics.

To this end, the Center engages with public authorities, academia, the media, the Israeli education system and the general public. It serves as a respected advisor to Israeli lawmakers, attorneys, physicians, teachers and corporations, helping them make decisions regarding complex issues of medicine/health, Artificial Intelligence, politics, environmental sustainability and more.

As in the past, during 2025 the Center's leaders delivered numerous keynote lectures throughout the world, made frequent media appearances, and held webinars on controversial topics. In addition, it published groundbreaking booklets on the Ethics of Sustainability, the Ethics of Matchmaking and the Ethics of Firearms as well as a position paper regarding the reintegration of sex offenders into the community.

”

*When people are fastidious not to humiliate a loaf of bread but have no compunction in shaming a fellow human, then, as Shakespeare said, something is rotten in the state of Denmark.*

Rabbi Lord Jonathan Sacks



+49,000

visits to the Ethics Center website

62

media appearances

Every 2 weeks  
frequency of major  
lectures & appearances

## Ad 120: Tzohar Through One Hundred and Twenty Jewish Ethics in palliative care

While medical advances have greatly extended the quantity of life, they have been less successful in improving the quality of life. Once individuals can no longer understand their health situation or express an opinion, treatment decisions fall on their family members, who are often wracked with conflicting emotions, and on their care professionals, who understandably tend to emphasize simple survival over other considerations.

Our Ad 120 – Tzohar Through 120 program makes Jewish positions on end-of-life issues easily accessible to families and professionals seeking guidance, serving as a central hub for information and support on end-of-life ethical issues, palliative care, and the challenges of caring for people with dementia. At the core of its activity is a 24/6 emergency hotline that provides immediate responses to inquiries from families, professionals, and rabbis.

 | Prof. D. Grossman, palliative-care specialist:

'On any issue where people do not understand the position of Halacha and Judaism—among professionals in general, and especially regarding nutrition at the end of life—I refer them to Tzohar! You are my idols; I trust you.'

15  
webinars with an average of

500  
registrations each

82,035  
website visits

15  
appearances on others' podcasts,  
radio programs and websites

327  
inquiries from families

## Bar & Bat Mitzva

### Helping secular teens connect with their Jewish heritage

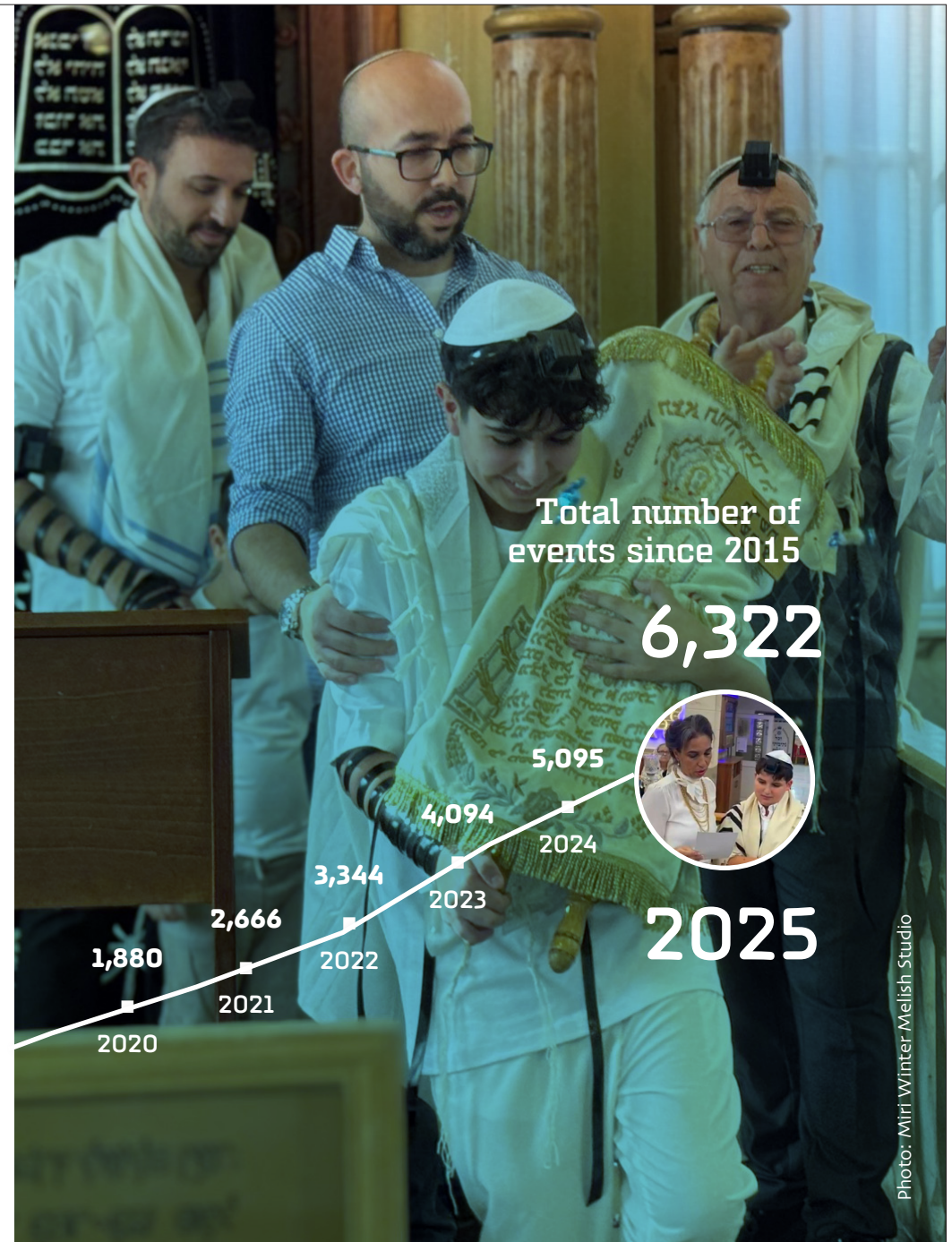
Tzohar's Bar/Bat Mitzvah initiative aims to provide secular families with a meaningful yet accessible way to celebrate this significant coming-of-age milestone. Far beyond a technical preparation, our relatable mentors guide families through a structured eight-meeting curriculum in their own homes, offering a low-pressure overview of Jewish history, values and traditions while promoting the teen's sense of belonging to family, community and nation.

Since 2015, Tzohar has helped over 6,000 young men and women prepare for and celebrate their Bar/ Bat Mitzvahs, including over 1,227 in 2025. This was a 23% increase over 2024, a statistic that is all the more impressive given that over 50% of our mentors were called to reserve duty during the year. To meet the rising demand, we recruited and trained 44 new mentors, running two 4-month training courses during the year, and reached out to 'retired' mentors. We also expanded the support provided to mentors, producing 22 new content units for their use.



#### | A parent:

'Although we're secular, we saw Itamar's bar mitzvah as the right way to build his sense of belonging to the Jewish people. Itamar related to David, his young Tzohar mentor, from the first minute - and the ceremony was so moving and uplifting - a very connecting, family-oriented experience. Thank you so much!'



## Aiming Higher Program

Building women's leadership  
of the Modern Orthodox community

One of Modern Orthodoxy's most exciting developments is the rising number of women who are moving into leadership positions in Btei Midrash, schools and service organizations. As the ranks of women leaders build, their impact is felt in the sector's Torah learning, organizational operations and counseling approaches.

To support this trend, during 2025 Tzohar pioneered its Mechavnot Gavoha (Aiming Higher) training, a practical program designed to help stand-out female Modern Orthodox educators and activists develop tools for maximizing their leadership potential. Through classroom instruction, supervised practice and mentoring, the program helps these women fill gaps and overcome internal roadblocks as they move into positions of increasingly greater influence and visibility. A unique feature of the program is its focus on communication skills, teaching the participants to create a charismatic, inspirational presence on-screen, in print and in person.

The program's first cohort of 11 trainees took place late in 2025, and four of its participants were selected for continued close mentoring and individualized promotion in 2026. A second cohort is planned for 2026.



| A participant:

'What I needed/need most is to feel more confident about stepping forward publicly – and that's the kind of support you gave me in the hands-on studio sessions. You left us with a sense of purpose, a sense that we have a role, that we are capable, and that we are needed to make a difference.'



The first cohort trained

11

exceptional women

# Am K'Lavi the 12-Day War Tzohar's Resilience Building Initiatives

## Nightly morale-boosting webinars

As Israelis moved in and out of their safe rooms and shelters, we provided inspirational talks by Tzohar rabbis, military experts and psychologists on Zoom and social media. Offered in both Hebrew and English, they proved to be extremely popular: more than 5,000 individuals logged in, with many expressing deep appreciation for their spiritual support and historical insight.

## Hotline

Tzohar Ad 120 ran an emergency hotline in coordination with the Home Front Command to answer queries about sheltering seniors and dementia patients during security alerts.

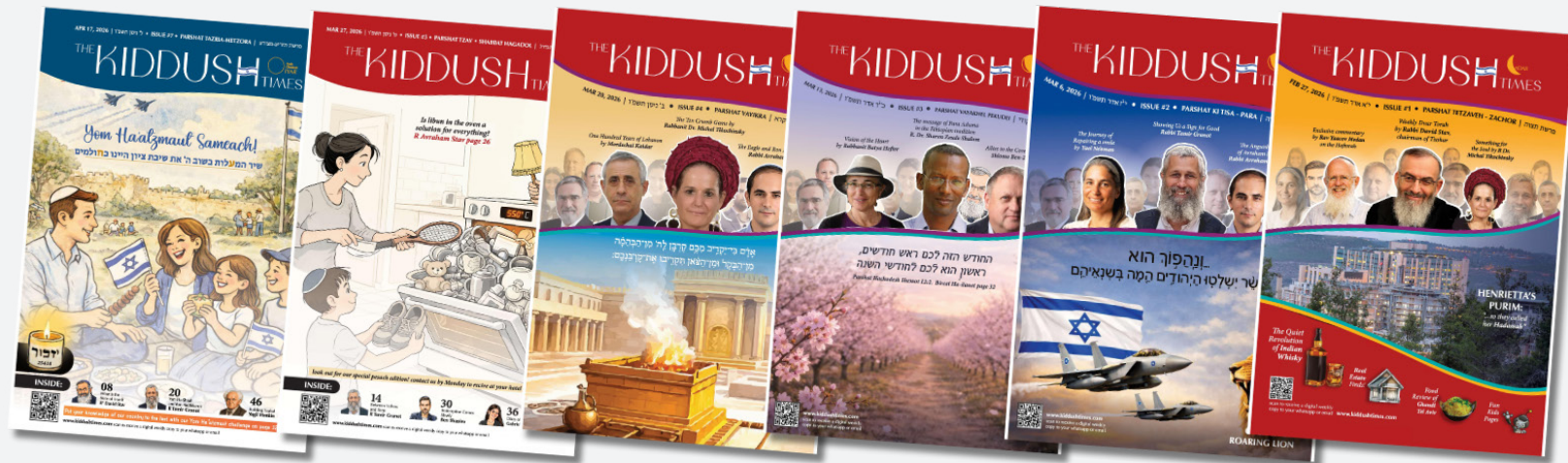
## MASHAV spotlights

during the second week of the war, we filmed 6 Tzohar leaders in riveting discussions about the impact the war was making on them personally, on Israel and on the Jewish people as a whole. The programs accumulated tens of thousands of views, and can still be viewed on the MASHAV website.

”

*This is the moment for the people of Israel to rise, unite, and rebuild our common foundation as a nation.*

Rabbi Yaakov Medan, Dean of Yeshivat Har Etzion, June 22, 2025



## Looking Forward: **Special Plans for 2026**

While continuing to scale up all of our community-building, media and service initiatives, we have undertaken the following special initiatives for 2026:

### **Kiddush Times**

We have launched The Kiddush Times, an English-language weekly magazine that targets Israel's ~350,000 English speakers and the ~300,000 Modern Orthodox Jews who live in the US, Canada and the UK.

### **Ambassadors Project**

We are leveraging the corporate contact networks of partner organizations, such as AKIM and Yad L'Banim, to bring our programming to additional target audiences.

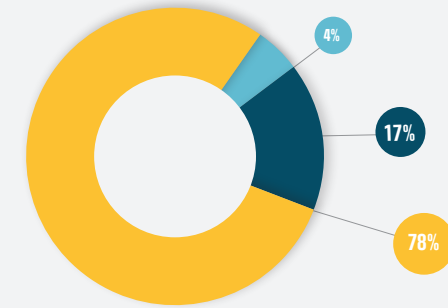
### **Women's Beit Midrash**

We plan to launch the Tzohar Women's Beit Midrash as a forum for Modern Orthodoxy's growing roster of female Torah scholars to meet and create a mutual support network.

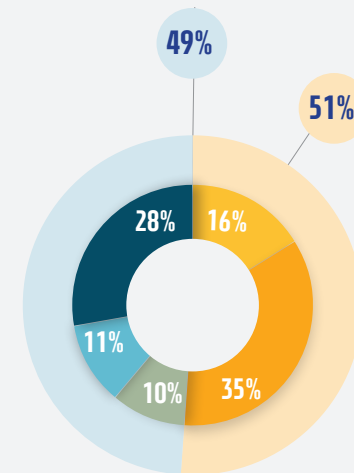
# Budget

Expenses	2025 Budget		2025 Actual	
	NIS	USD	NIS	USD
Jewish Marriage	5,486,462	1,503,140	5,429,052	1,707,249
Volunteer Management	1,840,153	504,152	1,656,152	520,803
Shorashim	5,143,636	1,409,215	4,758,765	1,496,467
Holidays Program	1,850,346	506,944	1,920,901	604,057
Bereavement Support	425,387	116,544	441,093	138,708
Bar/Bat Mitzvah	2,457,162	673,195	2,919,616	918,118
Pastoral Training	1,046,958	286,838	929,066	292,159
Kashrut	6,542,991	1,792,600	5,908,517	1,858,024
Development	3,554,191	973,751	4,013,745	1,262,184
Call Center	2,517,686	689,777	2,487,369	782,192
Administration	1,623,116	444,689	1,707,745	537,027
MASHAV Online Channel	6,721,536	1,841,517	6,156,830	1,936,110
PR & PA	3,920,204	1,074,028	4,033,257	1,268,320
Ethics Center & Ad 120	1,461,865	400,511	1,521,269	478,386
Partnerships	511,116	140,032	680,560	214,013
<b>Total Expenses</b>	<b>45,102,809</b>	<b>12,356,934</b>	<b>44,563,937</b>	<b>14,013,817</b>

Income	NIS		USD	
Fees & Services (without Kashrut)	4,226,338	1,157,901	3,874,185	1,218,297
Donations (without Kashrut)	29,655,460	8,124,784	32,320,122	10,163,560
Fees & Services (Kashrut only)	4,203,584	1,151,667	3,679,553	1,157,092
Other Kashrut income	1,783,098	488,520	1,866,181	586,849
Government of Israel	2,561,408	701,756	1,964,891	617,890
<b>Total Income</b>	<b>42,429,888</b>	<b>11,624,627</b>	<b>43,704,932</b>	<b>13,743,689</b>



Source	Percentage
Donations	78%
Fees & Services	17%
Government	4%



## DONATIONS

	ISRAEL	ABROAD	
Call Center	28%	35%	Private
Private	11%	16%	Institutional
Institutional	10%		

In Memorium  
**Tzohar volunteers**  
whom we have lost  
in the war



Rabbi **AVI GOLDBERG** hy'd



Rabbi **AVIRAM HARIV** hy'd



Rabbi **ELISHA LEVINSHTERN** hy'd



**NERVA COHEN** hy'd



**URIEL SILVERMAN** hy'd

KEEPING  
**ISRAEL**  
JEWISH  
**TOGETHER**

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