

MATANEL FOUNDATION
ACTIVITY REPORT

Program:
Year:2012-2013

Please present your activity report according to the following lines. The whole rapport will not exceed 2 or 3 pages (as word document).

Name of the Program: **ALMA's Jewish Landmark Community Outreach program**

Year of activity: **2013**

Name of the report's writer: **Motti Shalem**

Function of the report's writer: **CEO**

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Give the actually state of the program (where the program stands at the date of the activity report, no more than ten lines): During 2013 ALMA marked all the major Jewish landmark events and hagim, including our three major events – Tu Be'Shvat, Selichot and Tikkun Leil Shavuot. This year, Tikun Leil-Shavuot was celebrated in collaboration with several leading organizations, such as Bina center for Jewish identity, Beit-Tefilah Israeli, Neve Schechter, Fishka, Ruth Daniel Residence, Kehilat Halev and Mazeh 9, in order to create a special, varied and enriching event.

During November 2013, we will hold a number of events to celebrate Hanukah.

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.):

Tu BeShvat

ALMA's 6th annual *Tu BeShvat* celebration took place on Friday January 25th.

The event is celebrated in the happy spirit of cooperative neighbors, community and environmental responsibility. The joyful event intertwined art, gallery sessions with artists, tours, craft and ecological gardening.

* In collaborating with the *Ein Shemer* "Greenhouse" we held an ecological gardening activity in our back yard.

* Cultural activities were held in the 'July M' Gallery and at Alma with artists discussing their works.

* Three different tours started at Alma and viewed the city from three perspectives: boundaries, architecture and the "Tel-Ofan" bike project of Tel-Aviv.

The public was also invited to the daily *Gemara* page with Kobi Oz.

* Craft workshops for children where held by Alma's graduates Zee'v Engelmayer and Ido Dror.

* Story telling for children - Story and Song of Mirik Snir

This year we collaborated with the kindergartens in the neighborhood and had **140 children** as our guests at the event. The kids participated in the activities. The parents who escorted them and the teachers where very excited with the event and asked for further collaboration with Alma.

Together, all these activities created a sense of community and captured the holiday spirit.

The **250 people** who attended the event offered a diverse glimpse into Israeli society; participants included families with young children, youth and young adults, secular and traditional women and men.

Purim

Alma celebrated *Purim* on February 21st with an intellectual-cultural salon gathering with the author Estee G. Haim, a graduate of Alma's creative Beit-Midrash program.

Journalist and cultural critic Shiri Lev Ari, also a graduate of alma's creative Beit Midrash, talked with Estee about her new book, and the importance and significance of Purim – as the only day of carnival of the year, about queen Esther (after which Estee was named) and



Esther neiny (the book hero), visibility and masks, about feminism in the Megilah, and about the influence of the Megilah figures on the book heroes life and the author's life. This evening was a demonstration of how Jewish texts interlace and inspire culture and art in our days. The gathering was held at Alma with approximately 50 people.



Passover

On March 14th Alma conducted a **new holiday** event – an evening dedicated to Passover, this year for the first time.

Passover, the "spring holiday", the days of light, freedom and prosperity, the smells and colors of spring, the exodus from Egypt story and the Seder. Alma hosted this special evening, combining the most beautiful Hebrew songs and the stories from the Bible. During the evening we studied and discussed questions, concepts and ideas:

Is it possible to live a life of freedom? How does the memory of slavery and the story about the exodus from Egypt effect our culture, history and identity? Why is Passover one of the two most celebrated holidays by Israeli Jewish public?

Together we learned and sang!

The evening was hosted by: Yael Keidar, musician, singer, graduate of Alma's Creative Bet-Midrash program; and Noya Sagiv, Bible teacher, singer and artist.

Tikkun Leil Shavuot

On the eve of the Shavuot holiday, May 14th 2013, Alma held its annual and famed *Tikkun Leil Shavuot*. Alma's Tikkun is renewing, with a contemporary twist, the ancient Jewish tradition of studying the Torah all through the night.

The central subject for this year's *tikkun* was "Night-time Bikurim". This time we collaborated with several leading organizations, such as Bina center for Jewish identity, Beit-Tefilah Israeli, Neve Schechter, Fishka, Ruth Daniel Residence, Kehilat Halev and Maze 9, in order to create a special, varied and enriching event, and every organization offered lectures, performances and workshops.

During the evening we organized guided tours between the activity and thus created movement in the city between the organizations all through the night.

The event was attended by 2500 participants. It concluded with a musical-prayer gathering at the beach of Tel-Aviv.

Throughout the night Alma offered guided tours and diverse and engaging workshop discussions, interactive sessions that included speakers and lecturers such as Dr. Ruth Calderon, Dr. Yair Caspi, Yehoshua Sobol, Dr. Neta Sobol, Yuval Caspin, Tsibi Geva and many more.

Tish'a B'Av

On July 15th Alma held an evening to commemorate Tish'a B'Av in collaboration with 'Bina' Center, 'Israeli Beit-Tefilah' and 'Tzavta'.

During the evening we read *megilat Eich*a and discussed the personal and collective destruction and loss. The evening was interlaced with musical performances.

Over 250 people participated in the event.

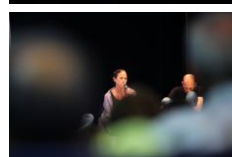
Among the speakers were: MK Dr. Ruth Calderon, Muki tzur, Prof. Haviva pedaya, Chana Pinchasi and Rabbi Mira Regev.

It was an evening to remember – recognizing the connection between the Jewish history and the personal destruction each of us has experienced throughout one's life.

Selichot

This year, on September 11th, we held an intimate exciting *Selichot* event, attended by **50 people** at Alma.

Selichot signifies a night of reflection, study and prayer. Unfortunately, for many unaffiliated, traditional and secular Israelis this tradition has been inaccessible.



The event offered an opportunity to say *Selichot* prayers, inspired by classic Jewish sources and contemporary interpretations, which are relevant to today's world and current reality. Among the speakers : Dr. Motti Shalem Alma CEO, Rabbi Yuval Sherlo who talked about the ethics of forgiveness, with Prof. Nissim Calderon learned about the them of forgiveness in Hebrew literature, traditional song and Israeli rock.

During the evening, Yair Dalal, performed old and new *Selichot* songs.

At the end of the evening the audience where invited to “Hevruta” study in Alma’s back yard about the book of Jonah - "why God forgave the people of Nineveh?".

Hanukah

During November - December 2013 Alma will hold a few Hanukah events.

This year we will hold 2 candle light events for children and their parents, and 1 candle light evening event for adults. All 3 events will take place at Alma.

November 28th - Miracles and Wonders, The songs and stories:

we will light the second candle of Hanukah along with children and parents, talk about the holiday stories and customs.

The session will be hosted by: Yael Keidar, musician, singer, graduate of Alma’s Creative Bet-Midrash program; and Noya Sagiv, Bible teacher, singer and artist.

December 1st -

Lighting the 5th candle of Hanukah with journalist and writer Sarit Yishai Levy.

December 4th – Nouch and the flood:

we will light the last candle of Hanukah along with children and parents, talk with Gil Kopatch, Israeli comedian screenwriter and author, reading from his first children's book about the biblical story of Nouch and the flood.

The evaluation (methodology, results, comparisons with the precedent year, conclusions for the future...):

Alma engages in ongoing qualitative and quantitative assessment and evaluation of our programs, utilizing the following indicators for success:

- ❖ **Scope of our programs:** Assessing the number of people attending the school, classes and public events, increase in attendance and returning participants;
- ❖ **Shifting public Positions regarding Jewish identity:** Collecting *on-site feedback* and *formal evaluation forms* and conducting post-event *phone and in-person interviews* to assess the impact and shift in participants' views and stances;
- ❖ **Diverse partners and affiliates:** Number and diversity of partners and affiliates involved in our programs from all sectors – governmental, business and civil society, including Orthodox, Reform, Masorati/Conservative & secular members;
- ❖ **Engaging non-traditional sectors in society:** By ensuring cutting-edge programs with popular, name-recognized figures and performers, Alma effectively attracts different sectors within Israeli society that would otherwise not be engaged and vested.

Provisional guide lines for the advancement of the program in the next year:

ALMA's Community Events have already achieved a proven record of success and is gradually expanding and reaching greater numbers of participants.

We believe that **ALMA's Community Events** should be an innovative program and we plan on re-structuring new and old collaborations in order to stay pioneering.

A summary table specifying the progress in the program since the beginning of the encouragement by the Matanel Foundation:

Attached as a PDF document

Please join photos – as **photos** – and any link or any other document connected to the program which will seem to you relevant – as **PDF document**.

Movies from all events are available at: <http://alma.org.il/content.asp?lang=he&pageid=321>

More pictures from all events are available at: <http://alma.org.il/galleries.asp?lang=he&pageid=305>

Please join the Evaluation Report, the Financial Report and the list of the participants to the program (as **PDF documents**)