

MATANEL FOUNDATION  
ACTIVITY REPORT

**Program:** ALMA's Jewish Landmark Community Outreach program  
**Year:** 2012

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

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

Year of activity: 2012

Name of the report's writer: Uri Ellis

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 2012 ALMA marked all the major Jewish landmark events and *hagim*, including our three major events – Tu BeShvat, Selichot and Tikkun Leil Shavuot.

During December 2012, as agreed by Alma and the Matanel Foundation, we held Hanukah as an multi-religious event and another Hanukah event in Beer-Sheva.

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

### Tu BeShvat



ALMA's 5<sup>th</sup> annual *Tu BeShvat* celebration took place on Friday February 3<sup>rd</sup>.

**The event is a street festival, celebrating place and creativity.** The joyful event intertwined art with learning experiences and community-based gardening:

- \* This year, the main focus was children. We held a drummer circle activity, and story-telling activity regarding Tu BeShvat traditions.

- \* Cultural activities were held in the street, such as a "Learning-Café" in which participants

could discuss texts and pomes relevant to Tu BeShvat with Alma's faculty staff and students.

- \* The public was also invited to the daily *Gemara* page with Kobi Oz and to the study of the weekly *Parasha*.

- \* On this festive event we have also celebrated the opening of the Alma collection of contemporary Israeli art exhibition.



Together, all these activities created a sense of community and captured the holiday spirit. The **150 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 from the neighborhood and outside of Tel Aviv.

### Annual Purim festive Banquet, March 7<sup>th</sup> 2012 at the kibbutzim College



Alma celebrated Purim with An annual traditional banquet in collaboration with Kibbutzim College including a humorous reading of *Megilat Esther*, food and drinks, noise-makers and plenty of laughs; Special guest and speakers explored the theme of Feminism in the Megilah and in Hebrew culture, making commentaries on the classic Purim story.

Among the Speakers:

Lihl Lapid, Adv. Benny Don-Yechiya and Professor Tamar El-Or.

The Megilah Reading was held by students of the Kibbutzim College.



A special part took the Kibbutzim College students that read the Megilah each in his own way – once again we witnessed the wonder that takes place when young people meet and interpret Jewish texts.

### Tikkun Leil Shavuot

On the eve of the Shavuot holiday, May 26<sup>th</sup> 2012, ALMA held its annual and famed *Tikkun Leil Shavuot*, traditionally hosted by the Tel Aviv Museum of Art. Alma's Tikkun is renewing, with a contemporary twist, the ancient Jewish tradition of studying the Torah all through the night.





This year the central subject for the *tikkun* was "*Rain, Thirst and Longing*", giving participants a taste of next year's theme – Masechet Taanit.

The event was attended by **1,500 people** throughout the night. The event concluded with a performance by the acclaimed musician Shlomi Shaban. Throughout the night ALMA offered 24 diverse and engaging workshop discussions, interactive sessions that included speakers and lecturers such as Dr. Ruth Calderon, Yair Lapid, Dr. Larry Abramson, Ze'ev Engelmayer, Professor Zali Gurevitch, Tammy & Ronen Itzhaki, Dr. Yair Caspi, David Landau, Dorin Frankfurt and many more.

Tikkun Leil Shavuot is Alma's flagship event, through this event we see Alma's impact and influence on the way Judaism and classic Jewish text and traditions are viewed in the Israeli public space.

### Tisha B'Av

On the evening of Tisha B'Av, July 28<sup>th</sup>, 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 Eicha* and discussed the personal and national aspects of losing one's home. The evening was interlaced with performances.

Over **300 people** participated in the event.

Among the speakers were: Dr. Ruth Calderon, Dov Elboim, Almog Behar, Tova Birenbaum, Amichay Lavi, and Amit Berkovich.

It was an evening to remember – recognizing the connection between the history of Jews and the contemporary Israeli reality. We talked about the way we treat foreigners and refugees and learning the meaning of unjustified hatred in our everyday life.



### Selichot

This year, on September 20<sup>th</sup>, we held a successful and exciting *Selichot* event, attended by **over 300 people** at the amphitheater in the Hayarkon Park, Tel-Aviv.

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 the wider Israeli public an opportunity to say *Selichot* prayers, inspired by classic Jewish sources and contemporary interpretations, which are relevant to today's world and current reality. Alma carefully tailored this year's event to interlace music, discussions and studies while simultaneously connecting the themes of the event to the theme of the Jonah Biblical story. During the event, Stav Shaffir, Rino Tzror, Rabi Dr. Micha Godman and Dr. Ruth Calderon, read the story of Jonah and talked about ethical, social and religious responsibility. During the evening, Nurit Galron, one of Israel's most renowned singers, performed old and new *Selichot* songs.



### Hanukah: "Light & Miracles"

On December 11<sup>th</sup> 2012 Alma held a Hanukah celebration in **Be'er-Sheva** with approximately **30 participants**.

This year, according to our agreement with the Matanel Foundation, the event took place outside of Tel-Aviv. In order to bring Hebrew Culture to students in Be'er-Sheva we collaborated with a well known café in the city.

Alma held an intimate evening of traditional candle lighting and prayer. A special discussion was held regarding the concept of "*Light*" in the *book of Zohar and in Art*. Dr. Ruth Calderon and Prof. Haviva Pdaya talked about myths of light. The evening was accompanied by a musical performance of Chen Rotem, Alma's graduate.

On December 13<sup>th</sup>, Alma held a Hanukah celebration in Tel-Aviv Museum of Art with approximately **80 participants**.





This special event started with the Matanel award ceremony. Professor Tsibi Geva announced the winner – Ayelet Albenda – and explained the judge’s ruling. Mr. Meni Shtinzaltz added important words regarding the award on behalf of the Matanel Foundation. Following the award ceremony and the traditional candle lighting, we held a discussion regarding the appearance of light in miracle stories in Judaism and Islam. Representatives from the two religions shared stories about the theme of 'light': Rabbi Michael Melchior, Dr. Ahmad Igbaria and Dr. Ruth Calderon. The evening was accompanied by a musical performance of Mira Awad and Shai Alon.

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 stances on 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;
- ❖ **Media and public interest:** Monitoring media outlets to assess increased interest and change in shift of the public discourse;
- ❖ **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:**

Community event	2010	2011	2012
<b>Tu Be'Shvat</b>	A public event at the Alma house with 500 participants	A public event at the Alma house with 500 participants	A public event at the Alma house with 150 participants
<b>Purim</b>	A public event at the Alma house with 60 participants. Reading a Megila by Dr. Tamar Eilam Gindin about: "From Ahashverosh to Ahmadinejad" participating Comedians Inbal Lori and Gil kopatch.	An event at the "Hatachana compound" in Tel-Aviv with 300 participants. Dr. Yair Lipshiz lead a humoristic reading of the Megila participated by "The Inkubator" theater group.	An event at the Kibbutzim College in Tel-Aviv with 200 participants. Lihi Lapid, Adv. Benny don-yechiya and Professor Tamar El-Or led a feministic discussion. Megilah Reading by students of the Kibbutzim College.
<b>Holocaust Remembrance Day</b>		A Screening of the film "The Hangman" and a discussion lead by the film's director Natalie Brown and Prof. Yehuda Shanhav.	
<b>Tikun</b>	Our main yearly event held at Tel-Aviv Museum of Art with 1,600 participants. The event's theme was "Love and the Song of Songs". The event included 21 different sessions.	Our main yearly event held at Tel-Aviv Museum of Art with 1,700 participants. The event's theme was "Mother, Motherhood and the Family drama". The event included 27 different sessions.	Our main yearly event held at Tel-Aviv Museum of Art with 1,500 participants. The event's theme was "'Rain, Thirst and Longing'" – Masechet Taanit. . The event included 24 different sessions.
<b>Tet B'Av (9<sup>th</sup> of Ab)</b>	A joint event by 'Alma', 'Bina' and 'Beit Tfilah Israeli' at "Zavta"	An open street event (no entrance fee) in the framework of the protest	A joint event by 'Alma', 'Bina' and 'Beit Tfilah Israeli' at

	house in Tel-Aviv. 300 people participated. A reading of the "Eikhah Megilah" by Ehud Graf and a study session lead by representatives from the different organizations. Original music was composed for the event by students from "Rimon" music school that participated in a course at Alma.	tents for social justice in Rothschild St in Tel-Aviv. 100 people participated. The event was about the destruction of the national home and the connection to issues of social justice. Lead by Dr. Ruth Calderon, Hemi Ramiel and Noya Sagiv. Musical accompaniment: Chen Rotem	"Zavta" house in Tel-Aviv. 300 people participated. A reading of the "Eikhah Megilah". Among the speakers were: Ruth Calderon, Dov Elboim, Almog Behar, Tova Birenbaum, Amichay Lavi, and Amit Berkovich.
<b>Selichot</b>	An event at Wahll Amphi with 1000 participants. The event's theme was Father, Son and Forgiveness. Lead by Dr. Ruth Calderon, Yair Lapid and Prof. Yoram Yuval. Musical accompaniment: Yonni Rechter and Yael Keidar.	An open public event (no entrance fee) at Tel Baruch beach in Tel-Aviv. 600 people participated. The event's theme: Justice, Tzedakah and Forgiveness. Lead by Dr. Ruth Calderon, Yair Lapid and Rabbi Shai Piron. Musical accompaniment: Shem Tov Levi.	An event at Whall Amphi with 300 participants. The event's theme was the Jonah Biblical story. Lead by Dr. Ruth Calderon, Stav Shaffir, Rino Tzror, Rabi Dr. Micha Godman. Musical accompaniment: Nurit Galron
<b>Hanukah</b>	An event at the Alma house with 60 participants. Festive candle lightning, a conversation about Light and Darkness in the Kabbalah and in the art with Netta Sobol and Adi Ness	An event at the Alma house with 60 participants. This year the theme is "the holiday of the three religions". An evening about miracles' stories lead by representatives from the Judaism, the Christianity and the Islam. Musical accompaniment: Yair Harel and Meirav Ben David.	<p>1. An event in Be'er-Sheva with 30 participants. Traditional candle lighting and a discussion about the concept of "Light" in the book of Zohar and in Art. Dr. Ruth Calderon and Prof. Haviva Pdaya. Musical accompaniment: Chen Rotem, Alma's graduate.</p> <p>2. An event at the Tel-Aviv Museum of Art. 60 participants. Matanl award ceremony and a festive candle lightning, a conversation about the appearance of light in miracle stories in Judaism and Islam.</p>
<b>Total number of Events</b>	6 events	7 events	7 events

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>