

MATANEL FOUNDATION -ACTIVITY REPORT

Program: ALMA's Jewish Landmark Community Outreach program

Year:2011

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Name of the report's writer: Uri Ellis Function of the report's writer: CEO Mail: uri@alma.org.il Phones: +972-3-5663031

During 2011 ALMA marked all the major Jewish landmark events and *hagim*, including our three major events – Tu BeShvat, Selichot and Tikkun Leil Shavuot.

During December 2011, as agreed by ALMA & the Matanel Foundation, we will hold an intra-religious event for Hanukah.

❖ Selichot



This year on October 4th we held a successful *Selichot* event, attended by **over 600 people** at the *Cachol* restaurant on the beach of Tel Aviv. 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 social justice demonstrations that took place in Israel during the summer. During the event Yair Lapid, Rabbi Shay Piron and Dr. Ruth Calderon talked about fairness, justice and charity and Shem-Tov Levy performed old and new *Selichot* songs.

❖ Tikkun Leil Shavuot



On the eve of the Shavuot holiday, May 2011, ALMA held its annual and famed *Tikkun Leil Shavuot*, traditionally hosted by the Tel Aviv Museum of Art. In 2011 the central subject for the *tikkun* was *motherhood* giving participants a taste of next year's theme. The event was attended by a record high of **over 1,700 people** throughout the night. The event concluded with a performance by the acclaimed musician Rona Keinan. Throughout the night ALMA offered 27 diverse and engaging workshop discussions, interactive sessions that included speakers and lecturers such as Dr. Ruth Calderon, Yair Lapid, Orna Ben-Dor, Professor Yoram Yuval, MK Tzippi Livni, Gal

Gabay, Rabbi Uri Regev, actress Sharon Poliakin and many more.

❖ Tu BeShvat



ALMA's 4th annual *Tu BeShvat* celebration took place on a Friday January 21st. **The event is a street festival, celebrating place and creativity.** The joyful event intertwined art with learning experiences, community-based gardening, circus performances for children and a street fair energy. Cultural activities were held in the street, such as a "Poem-Café" in which participants could order a poem from poets like Roni Somek, Yudit Shachar and many others. Other activities included a graffiti tour around Tel Aviv with artist Yuval Caspi, and a gallery talk with photographer Shai Kremer. Together, all these activities created an atmosphere of festivity and a sense of community that took over several central blocks in Tel Aviv for the day. The **500 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. In order to leverage the event towards the advancement of environmental sustainability and local ownership over the community's wellbeing, ALMA encouraged attendees to plant vegetables, plants and trees and work in the neighborhood's community garden. In addition, this year we hosted MK Rabbi Michael Malcheor and Kobi Oz for a conversation about the public's rights over natural gas royalties.

❖ Purim



ALMA celebrated *Purim* in March 2011 with an annual banquet and humorous Megilah reading in the new *Tachana* center in Tel Aviv. The evening was hosted by Dr. Yair Lipchitz and engaged over 100 people complete with food, wine, noise-makers and plenty of laughs. Special guest performers, actors and comedians explored the theme of humor in the *Megilah* and in Hebrew culture, making hilarious interpretations and commentaries on the classic Purim story.

❖ Tet B'Av:

On the evening of *Tisha B'Av*, Alma held an evening to commemorate *Tisha B'Av* amongst the protest tents on Rothschild Avenue in Tel Aviv. Each year ALMA commemorates the evening of *Tisha B'Av* by gathering together for reading and teaching the book of Lamentations. This year we saw fitting to commemorate the destruction of the Temple by integrating the social protests into our studies. The event took place in the nexus of the social protests, established by the Student Union and included teaching, reading from the book of Lamentations and a musical performance. The event was open to the general public, out in the open air and free of charge. **Over 100 people** participated. During the evening we sat on the ground, as is customary in the mourning and fasting tradition of the holiday. Ilana Zaydman, a graduate of ALMA's fellowship program and Noya Sagiv, ALMA's faculty member, read chapters from the book of Lamentations. Dr. Ruth Calderon shared a story from the Talmud that describes the moral and personal destruction that leads to national destruction. Chamy Ramiel taught short texts that deal with questions of public space from the book of Lamentations. In closing, the creator Chen Rotem, another graduate of ALMA's fellowship program, performed two original songs with musical accompaniment.



❖ Holocaust Remembrance Day:

On May 1st, ALMA marked Holocaust Remembrance Day with a film screening of "The Hanger". The screening was followed by a discussion with the film producers and creators. Dozens of people arrived to our center searching for an alternative and more contemporary context in which to mark the Holocaust. We received a very enthusiastic response to the event, with letters and emails pouring in the next day, such as: "*During the past couple years I've attended a variety of one-time events at Alma, and last night's was of a caliber that differentiates it from the others. The film could have stood alone, with an hour of silence following, full stop. To have it followed by thoughtful, extensive questions and reflective, probing remarks from so many different angles created a complete experience that was as multifaceted as it was deep. I have no doubt that the words, images and questions will accompany us for many months to come.*"

This month, December 2011, we will celebrate Hanukah: "Miracles in Three Religions"

This year's Hanukah celebration at ALMA will focus on the theme of Miracles. As always, ALMA will hold an intimate evening of traditional candle lighting and prayer. A special discussion will be held regarding the concept of *miracles* in Christianity, Islam and Judaism. Representatives from the three religions will share their great miracle stories: Dr. Chana Friedman, Rev. Fr. David Neuhaus, and Sheikh Waal Mahamid. The evening will be accompanied by a musical performance of Yair Har'el and his band.

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 changes/shifts in 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.

ALMA's *Community Events* have already achieved a proven record of success and are gradually expanding and reaching a greater number of participants. We foresee continued growth in the number of participants in the coming years, and plan to have at least one of our events in the periphery.

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

Community event	2010	2011	Comments
Tu BeShvat	A public event at the ALMA house with 500 participants.	A public event at the ALMA house with 500 participants.	
Purim	A public event at the ALMA house with 60 participants. Reading of the Megila by Dr. Tamar Eilam Gindin: "From Ahashverosh to Ahmadinejad". Comedians Inbal Lori and Gil Kopatch also participated.	An event at the "Tachana Compound" in Tel-Aviv with 300 participants. Dr. Yair Lipshiz lead a humoristic reading of the Megila. "The Inkubator" theater group also participated.	
Holocaust Remembrance Day		A screening of the film "The Hangman" followed by a discussion led by the film's director Natalie Brown and Prof. Yehuda Shanhav.	
Tikun	Our flagship yearly event held at the 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 flagship 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.	
Tet B'Av (9th of Ab)	A joint event by 'ALMA', 'Bina' and 'Beit Tfilah Israeli' at "Zavta" house in Tel-Aviv. 300 people participated. Ehud Graf led a reading of the "Eikhah Megilah" and representatives from the different organizations led a study session. Original music was composed for the event by students from the "Rimon" Music School that participated in a course at ALMA.	An open street event (no entrance fee) in the framework of the protest tents for social justice on Rothschild St. in Tel-Aviv in which 100 people participated. The event was about the destruction of the national home and the connection to issues of social justice. Led by Dr. Ruth Calderon, Hemi Ramiel and Noya Sagiv. Musical accompaniment: Chen Rotem.	
Selichot	An event at Whall Amphi with 1,000 participants. The event's theme was "Father, Son and Forgiveness". Led 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 in which 600 people participated. The event's theme: "Justice, Tzedakah and Forgiveness." Led by Dr. Ruth Calderon, Yair Lapid and Rabbi Shai Piron. Musical accompaniment: Shem Tov Levi.	
Hanukah	An event at the ALMA house with 60 participants. Festive candle lighting, followed by a conversation about "Light and Darkness in the Kabbalah and 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 miracle stories led by representatives from Judaism, Christianity and Islam. Musical accompaniment: Yair Harel and Meirav Ben David.	In 2012 we plan to include the awarding of the "Matanel Award" with the holiday's events.
Total number of	6 events	7 events	In 2012 one of the holiday's events

Events		will take place in a peripheral area.
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Financial Information

Income	
Matanel Foundation	₪ 249,202
Tel Aviv Municipality	₪ 80,000
UJC MetroWest Grant	₪ 26,130
Bank Ha'poalim	₪ 30,000
Raaya Strauss	₪ 23,600
Shatil	₪ 17,600
Tickets sale	₪ 81,600
Total Income	₪ 508,132
Expenses	
Tikun Shavuot	₪ 167,006
Slichot	₪ 31,010
Hanuka	₪ 3,340
Tu Be'Shvat	₪ 20,612
Purim	₪ 17,000
Holocaust Remembrance Day	₪ 0
Tet B'Av	₪ 0
Total Direct Expenses	₪ 238,968
Personnel & Alma Expenses	
Production	₪ 133,896
COO	₪ 40,103
Chairperson	₪ 53,408
Content advisor	₪ 23,563
Administration and Overheads	₪ 50,000
Total Personal Expenses	₪ 300,970
Total Expenses	₪ 539,938
Net Surplus/(Deficit)	-₪ 31,806