



ACTIVITY REPORT FOR THE MATANEL FOUNDATION

Tzohar Bar Mitzvah Initiative for Russian Immigrants

Name of the Program: Tzohar Bar Mitzvah Initiative for Russian Immigrants

Year of activity: 2024-2025 (program's 3rd year)

Name of the report's writer: Hani Genut

Function of the report's writer: Head of Tzohar's Bar/Bat Mitzvah Division

Mail: hanige@tzohar.org.il

Phone: Orit – 054-520-1144

Website/Facebook address of the organization: https://www.tzohar.org.il/?page_id=8845 in Hebrew; <https://tzohar-eng.org/tzohar-services/barbat-mitzva/> in English

Number of active participants in the program: 31 in 2024-2025

Number of impacted participants:

- Number of people impacted directly by the program (bar mitzvah boys, parents and siblings): 200+
- Number of people impacted indirectly by the program (other relatives, friends and classmates of the bar mitzvah boys): ~1,500

Indicate the current status of the plan (where the plan stands on the date of the activity report, no more than ten lines):

The program throughout the year was severely impacted by the ongoing war, which reduced the availability of our Bar Mitzvah mentors by over 60%. Although we took steps to “stretch” the remaining mentors’ availability to meet demand, including providing them with leased cars to make it possible for them to reach families in distant locations and concentrating the

program into 6 rather than 8 sessions, the number served during the year was far lower than previous years. We hope to be able to increase the numbers in the year ahead.

Achievements of the past year (goals attained, number of events, number of participants, etc.):

- Despite the challenges created by the war, **31 boys from Russian-speaking families used our services to help them prepare for and carry out their Bar Mitzvah ceremonies.**
- We received **highly positive feedback** regarding all of the events. *Please refer to Appendix C below)*
- As part of our efforts to increase awareness of the project, we carried out a pilot engagement of a dedicated outreach coordinator. We have decided not to continue with this investment, and will continue investigating other channels for promoting the program.

Assessment:

- We continue to receive extremely positive feedback from participating families – both about the quality of our mentors and the contents of the course itself. *For examples, please refer to the Appendix C below.*
- **Our primary challenge, given the ongoing war, is increasing the number of the program's mentors in order to increase the number of Russian-speaking families we can serve.**

Guidelines for the advancement of the program in 2024-25:

We are currently forming the program's strategic plan for the coming year, and expect to complete it in November 2025. Based on our budget, we are considering the following elements:

- **Recruiting more mentors, and providing them with training regarding the needs of the Russian-speaking community.** The goal of the training is to sensitize them to the special characteristics of families who have immigrated to Israel from the FSR, and providing them with tools for meeting their needs regarding the bar mitzvah process.

- **Continuing to expand our outreach to local authorities and organizations active with the Russian-speaking community.** This will help us further increase awareness of our program.

Appendix A: Financial Report

Note: The following budget is for the activities of Tzohar's entire Bar/Bat Mitzvah Department, which serves ~1,000 families annually. This includes the 31 Russian-speaking families served during 2024-2025.

	USD>NIS=3.7		USD>NIS=3.65		USD>NIS=3.65	
	Budget 2024		Actual 2024		Budget 2025	
EXPENSES	USD	NIS	USD	NIS	USD	NIS
<u>HUMAN RESOURCES</u>	323,801	1,198,063	379,184	1,384,023	418,660	1,528,110
<u>Fixed costs</u>	1,351	5,000			1,370	5,000
<u>Bar mitzvah program</u>						
Salaries for mentors	98,739	365,335	159,307	581,470	104,173	380,231
Training course for mentors	16,544	61,212	9,024	32,936	14,137	51,600
Activities and programs	8,108	30,000	7,627	27,839	6,849	25,000
Advanced training for mentors	2,005	7,420	833	3,039	803	2,930
Dead Sea group program			1,039	3,791	47,251	172,466
Department chief activity					3,082	11,250
<u>Bat Mitzvah Program</u>						
Salaries for mentors	1,081	4,000	3,635	13,267	3,562	13,000
Activities and programs	811	3,000	3	10	822	3,000
<u>ONGOING COSTS</u>						
Office maintenance	61,073	225,970	68,049	248,379	68,518	250,090
Overhead 10%	51,351	190,000	62,870	229,475	66,923	244,268
TOTAL COST	564,865	2,090,000	691,570	2,524,230	736,149	2,686,945
<u>INCOME</u>	USD	NIS	USD	NIS	USD	NIS
Income from services	216,216	800,000	229,866	839,010	273,973	1,000,000
Income from donors	133,784	499,500	369,575	1,348,950	151,646	553,510
Income from unrestricted funds / Needs to be raised	214,865	795,000	92,129	336,270	310,530	1,133,435
TOTAL INCOME	564,865	2,090,000	691,570	2,524,230	736,149	2,686,945

Appendix B: List of Participants (Bar Mitzvah boys)

	Town	Bar Mitzvah Teen	Tzohar Guide
1	Petah Tikva	Denis Sebek	Moshe Avraham Harish
2	Ashkelon	Yuval Shneiderman	Itamar Raziel
3	Ashdod	Yonatan Noy	Amati Fuchs
4	Rishon LeZion	Vital Gershtur	Yaniv Diner
5	Rishon LeZion	Arbel Zitzer	Daniel Kamper
6	Ariel	Alexander Stanavsky	Daniel Yakubovich
7	Tel Aviv	Eitan Kedem	Moshe Ze'ev Cohen
8	Petah Tikva	Guy Rakebushik	Idan Goldberg
9	Netanya	Leroy Voronov	Idan Goldberg
10	Ramla	Lior Leshem	Daniel Kamper
11	Netanya	Daniel Gorinstein	Idan Goldberg
12	Petah Tikva	Ilay Gal	Ori Rozenblatt
13	Rishon Lezion	Elon Zeslovski	Pini Gabriel
14	Netanya	Lior Mizrahi	Yaniv Mendelberg
15	Rishon Lezion	Yuval Zeev Schneiderman	Shai Dinar
16	Kiryat Ono	Daniel Yufa	Dvir Roznikoff
17	Ashdod	Natanel Shkolnick	Lakialo Bezazo
18	Na'aleh	Alexander Kuzhokin	Yigal Levi
19	Yavne	Yair Epstein	Natan Samson
20	Givat Brenner	Yonatan Barkan	Yoni Uzieli
21	Kiryat Motzkin	Ronel Zerzhovski	Shai Segev
22	Haifa	Adam Chorney	Elkana Wortzman
23	Beer Sheva	Daniel Lifshitz	Avinoam Sabato
24	Ashkelon	Guy Rait	Yuval Strauss
25	Beer Sheva	Daniel Borochoy	Lakialo Bezazo
26	Rosh Ha'ayin	Yanai Shadlovski	Aharon Schreiber
27	Beer Sheva	Itay Kaplan	Avinoam Sabato
28	Beer Sheva	Guy Rubinstein	Avinoam Sabato
29	Rosh Ha'ayin	Refael Shleker	Aharon Schreiber
30	Ashdod	Sagiv Levinthal	Amati Fuchs
30	Petach Tikva	David Dimenti	Ori Rozenblatt
31	Petach Tikva	Itay Paul Soloveichik	Ori Rozenblatt

Appendix C: Feedback from Families



"Thank you for making it so that we weren't intimidated, and our son joyfully had his Bar Mitzvah, sat and studied with Yuval, and took it seriously. Everything was done so beautifully and without any coercion. And thank you to the amazing Yuval who invested his time and taught Guy (and us too!) what really matters, and reconnected us all to the Judaism we had lost along the way...I'll also mention that we felt so connected, that Guy's father decided to purchase tefillin for himself—maybe he'll even have an aliyah to the Torah too :)"



"Our guests told us it was a unique ceremony... Matan added so much depth and meaning to the event. The mother's blessing was especially touching, as were the prayers for the safety of our soldiers and the return of the hostages."



"Thank you for your amazing organization! Thank you so much for making Judaism accessible, for turning it into something interesting, full of values and holiness, even for Jews like us, who are very, very distant from religion."