

*MATANEL FOUNDATION*

*ACTIVITY REPORT*

**Program:** *OLAMI MARSEILLE THE HOUSE'S CHABAT*

**Year:** 2025

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: OLAMI MARSEILLE

Year of activity: 2025

Name of the report's writer: AVRAHAM OHANA

Function of the report's writer: PRESIDENT AND DIRECTOR

Mail: admin@olamimarseille.fr

Phones:

Website / Facebook address of the organization: www.olamifrance.fr

Number of active participants in the program: 1500 students

Estimated number of impacted participants: 2000 students

Give the actually state of the program (where the program stands at the date of the activity report, no more than ten lines):

The Maison du Shabbat program is currently fully active and represents an important pillar of our student activities

Two major Shabbat weekends are organized each year, bringing together approximately 300 students per event, from Friday through Sunday, with meals, lectures, community activities, and a festive "Havdalah Project" on Saturday night. The program also includes a free 20-bed dormitory for students who are isolated or away from their families, allowing them to experience Shabbat in a warm and supportive community environment.

In addition, once a month, we organize a Friday night Shabbat gathering for 60 to 70 students, including a Shabbat meal, a guest speaker, and guidance provided by a Mekarvim couple.

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

This year marked a major step forward in the growth and structuring of Olami .Marseille

Due to the expansion of our student activities, we became an independent organization on an administrative level, with our own management and financial .structure, while remaining morally connected to Merkaz Halimoud

At the same time, we completely redesigned our educational model around a clear .pyramidal structure

At the base level, our “Portals” programs reach around 1,500 students through accessible and engaging activities such as sports, business events, comedy clubs, café .gatherings, and social activities

The second level, called “Explore,” introduces students to major Jewish concepts as .well as contemporary social and existential issues in an open and interactive format  
Finally, we developed more advanced and targeted programs: “WE” for women, .“Connect” for men, and a dedicated program for couples

This new structure allows us to work with far greater precision and effectiveness while supporting a growing number of students in their personal and spiritual development.

Our educational structure reaches nearly 1,500 students each year  
800 through our “Portals” programs (J-Sport, Cafet, JBiz, Comedy Club, etc.), 350 through the “Explore” program, 120 through “WE”, 120 through “Connect”, and 110 through our Couples Program.

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

This year, we significantly changed our methodology by moving from a “one-size-fits-all” model to a progressive and pyramidal approach adapted to each student’s .level and needs

We begin with neutral community activities (sports, business, café gatherings, social events, etc.), then introduce students to the “Explore” program focused on major Jewish concepts and contemporary issues, before guiding them toward more advanced .programs such as “WE”, “Connect”, and Couples

Our results show steady growth

students recruited in 2024 (794 intensive participants), 1,117 in 2025 (805 1,041 intensive participants), and already nearly 1,300 students and 1,000 intensive .participants in 2026, even though the year is not yet finished

This evolution reflects growth both in recruitment and in student engagement within .our programs

This new methodology allows us to provide more relevant and personalized content while increasing both recruitment and participant engagement across our different programs.

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

Our goals for next year are to continue this growth dynamic by further developing the “Portals” in order to reach a wider student audience, while strengthening the advanced programs with more targeted and relevant content

Two major areas of development are also emerging: the expansion of our online presence (YouTube, Instagram, educational content and conferences) and the integration of artificial intelligence into the creation of educational materials and teaching methods, in order to offer more innovative and student-adapted learning experiences.

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

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

Please join a 5 minutes movie which presents your institution and the particular project supported by the Matanel Foundation. The movie should be accessible to the philanthropic world and to other potential donors.