

# PROJECT BOOKLET

MASA & Educational Department of the Jewish Agency

## Leadership Seminar 2008/9

B.F.L.-Building Future Leadership



MAP - Masa Activities  
B.F.L.-Building Future Leadership  
MASA Leadership

MAP-Masa Activities for Participants





## MAP – MASA Activities for Participants

**Dear MASA leadership seminar participants,**

Throughout the last three months we have spent a few weekends together – a group of 50 participants, representing Jewish communities in Argentina, Brazil, France, Chile, South Africa, Russia, Uzbekistan, Australia, Uruguay and many communities in the USA.

What made this course so fascinating and enjoyable, aside from the lectures, the workshops and the personal projects, were the encounter and the dialogue created within this group of young Jews, who care about the education and future of world Jewish communities.

I hope you have learned from each other and acquired knowledge for implementation of your personal projects. Still, I invite you to continue this dialogue and the connections between the course members in the future.

Dear leadership course participants – your participation in this course demonstrates one of the MASA project goals: to create opportunities for encounter and cooperative learning of young Jews from all over the world throughout their stay in a long term program in Israel. By doing that, we give meaning to the term "Jewish Peoplehood". You are the example of Jewish Peoplehood.

I have no doubt that soon enough you will all be leading projects in various organizations in the Jewish world.

I would like to thank members of the stirring committee of the Educational Department in the Jewish Agency and MASA project, for the thought invested in development of the course over the last couple of years.

I would like to thank the staff, who gave their professional and personal support throughout the course.

Thank you – for the serious effort you have put into the course.

We are all here at your service any time, and we hope to hear from you in the near future.

Bivracha,

Avi Steinberg

MASA-MAP Director

Enrichment activities for MASA participants





## MAP – MASA Activities for Participants

**Dear MASA leadership seminar participants,**

When we were first asked at Mashkochit to develop the MASA leadership seminar for Jewish students from all over the world, we knew we were facing a challenge of meeting a heterogeneous, intelligent and experienced group of people. As Mashkochit staff members, developing and leading professional programs leadership seminars, the BFL (Building Future Leadership) seminar was a unique experience for us.

Perhaps it is no coincidence that the Torah Parashot of our weekends together dealt with the three fathers and four mothers - Avraham and Sara, Yitzhak and Rivka, Ya'acov, Rachel and Leah - the first leaders of the Jewish people. Each one of them with his or her strengths and weaknesses, challenges and joys, and most importantly – a sense of belief and responsibility for the future.

Like any other leader, each one of you will face challenges on the way. Hopefully, you will be able to get through by your talents and the skills you have acquired, and with the support of your colleagues and the wonderful connections you have formed with each other here. Don't forget to remind yourselves of your vision. As we saw throughout the seminar, a strong belief and a powerful vision can help overcome many obstacles. Always remember *"where you came from, where you are going, and know how to do it."*

Thank you all for a wonderful experience and for the opportunity to learn that such promising young leaders exist all over the Jewish world.

**Yours,**

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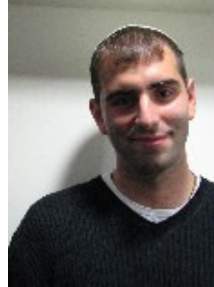


## MAP – MASA Activities for Participants

**Ethan Witkovsky**, Madison, WI, USA

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### **Shnat Mitzvah**

Traditional life-cycle neglects a Jew from the time of their Bar/Bat Mitzvah until the time of their wedding, and it is in this period of neglect that young Jews are most likely to move away from their Judaism and the Jewish community. This time period nowadays may take over ten years – hence, there must be a new life-cycle event to act as another point of gravitation in a Jew's life.

This event will be the Shnat Mitzvah, a year of service, learning and Jewish engagement for every Jew at the age of 18. In coordination with their community, participants will construct a Shnat Mitzvah that reflects their values and desires. The implementation of Shnat Mitzvah as a Jewish life-cycle event will supply young adults the opportunity to engage with Judaism at a critical time in their development, and will ensure the sustainability of Jewish development for the life of the individual and community.

As a life-cycle event, Shnat Mitzvah will reach Jews of all denominations and locations and will serve to link a person to his/her Judaism, as well as to other Jews. By occurring at the age of 18 the Shnat Mitzvah meets the intellectual maturity of young adults, and challenges them to incorporate Judaism into their new adult life. It will give people a chance to engage with the world and with Judaism in a variety of ways and allow in-depth learning and experience.

Touching on elements of service, learning and heritage, one's Shnat Mitzvah will reflect the values and challenges that he/she and the community choose to focus on: Torah study, community service, Hebrew, leadership training, Israel, inter-generational dialogue, the arts, religious observance, formal and informal education, etc. It is our belief that this event will be an effective weapon to combat Jewish disillusionment, disempowerment and disunity. All Jews will find new outlets for creativity and action, whether participating - or helping enrich the years of those participating. The youth who go through the Shnat Mitzvah will also come away with a deeper sense of what it means to be Jewish and the enormous variety of ways through which one's Judaism can be expressed. Whatever approach one has to Judaism, whatever values one wants to impart; the Sh'nat Mitzvah will be the best platform to impact Jewish values on Jews.





## MAP – MASA Activities for Participants

**Brett Chatz**, Johannesburg, South Africa  
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**Anne Alexander**, Fairfax VA, USA  
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**Amit Rozansky**, Durban, South Africa  
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## MAP – MASA Activities for Participants

### Team Media Watch

It is the purpose of this organization to empower the citizens of the world media with access to factual information. This information will allow for careful scrutiny of the oftentimes unfair reports emerging from the Middle East. Team Media Watch strives to maintain levels of excellence in its professionalism, ethics and attention to detail. This will be showcased in all reports published by its contributors and external agencies. We will be defined by our commitment to reporting the facts. We will extol the virtues of the good public citizen, on a global scale. Team Media Watch is a dynamic, public-service news organization. Our contributors are energetic, young professionals interested in re-shaping the face of the world media through the use of digital multimedia and the internet.

We will counter the impact of heavily-biased reporting on the Middle-East situation. These misrepresentations of reality have the dual effect of obscuring fact from fiction and setting a dangerous precedent in terms of international relations.

We have at our core a desire to unravel the blatant fabrications and provide the reader with a more balanced and factual account of news, reviews and topical interest stories. Our success will be measured by the number of subscribers to our reports, our fundraising events and our diverse networking capability.

The electronic age has ensured that we will be global in reach. Our primary objective is to provide enough factual information to cast doubt on current media propaganda. These fabrications which have come to be accepted as holy-writ need to be exposed for what they are.

Team Media Watch will strive to provide a professional forum for all interested parties to tackle the challenges of the day in a civilized and dignified manner. We will provide up-to-the-minute reports and opinions on breaking stories, events and actualities on a 24-hour-a-day basis, year round. We will be pooling resources from North America, South Africa and the Middle-East in a balanced manner for the public good.

We will remain vigilant in the face of growing opposition, defending the rights of all people to free speech and press freedom. We welcome criticism and will endeavor to highlight the harsh realities that nations in the Middle-East are facing today.





## MAP – MASA Activities for Participants

**Diana Diner**, New York, NJ, USA

Name of Program in Israel: **ISC Ramla**

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### **Jewish Education for Russian Jews**

In my home community, I see a need for basic Jewish education for Russian Jews, ages 18-30. These are children of immigrants and in many cases, immigrants themselves. Our parents are the "Lost Generation" - a whole generation who, because of Communism, could not practice a Jewish life. Our grandparents could not pass along their Jewish faith and traditions to our parents, and as a result, we too are lost. Unlike our non-Russian peers, many of us did not go to Hebrew school or attend Jewish summer camp, did not have Bar/Bat Mitzvahs or life-cycle events, did not take part Jewish youth movements, etc. I find that my peers desperately want to learn what it means to be Jewish: We take classes in college, go on Birthright trips to Israel– yet, we are lost. Not having a Jewish education growing up, we do not know where to go to get one. Most young adults programs are for expanding knowledge, not for those who lack the basics.

I propose holding bi-monthly Jewish education classes for Russian-origin Jews, to have a working knowledge of Judaism, and be able to apply it to their lives

These classes are meant for people who have very little to no previous education about Judaism. Therefore, they would get the "basics" – usually, information that one would learn at a younger age. Each class will have both a summary and an in-depth lesson on a particular topic: History, Culture, Practices and Communities – and how did these customs, prayers, songs and holidays become enmeshed in modern Jewish life.

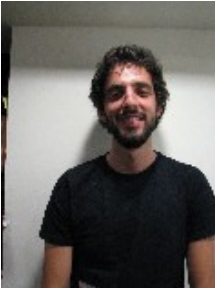
Different streams of Judaism will be presented, as well as survey of the world Jewry nowadays (communities in various parts, chief organizations, etc.). Israel would be one of the core topics, presenting key people, places and events - and Israel today.

These classes should not be affiliated with a certain movement of Judaism, in order that people will be free to take what is relevant for them without suspecting a hidden agenda.





## MAP – MASA Activities for Participants



**Vitor Goldenberg**, Sao Paulo, Brazil

Name of Program in Israel: **HIT**

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### "Joogle"

My project is directed to the Sao Paulo Jewish community, with possibilities to be expanded to all Brazil and to other countries. The base of the project is a website that combines all subjects that matters to the Jewish community, a portal in which one can find all the information about cultural events in the community, information about all the Jewish institutes and how they work, about programs, courses, classes, synagogues, clubs, Tnuot, Israel and Judaism.

The web site will be divided into subgroups: the first thing you will see when you open the page is the search bar; there you can make your search in the site. For example a person who want to find the closest synagogue to his house, will hit the "search" bar and find the synagogues addresses, phones, times of Tfilot, etc. The same with Tnuot, Jewish Institutions, job hunting, events, news etc.

There will also be students groups, an Online Ulpan, an online library and center of information.

For the social part there will be Blogs, Facebook, and more. Taglit and Masa programs will be published in the site as well.

The site will organize events, like sports competitions, cultural events and parties. It will become the connection between the communities around Brazil and around the world. It is a good tool to connect the Jewish community within itself and with other communities. Social events will enable Jews to spend more time with each other and connect to Judaism, in a way that perhaps could lessen assimilation. Joogle can really make the difference.





## MAP – MASA Activities for Participants

**Amy Shafran**, Denver, Colorado, USA

Name of Program in Israel: **WUJS Arad**

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### Art Powered Encounters

*“Art does not solve problems but makes us aware of their existence. It opens our eyes to see and our brain to imagine.” [Magdalena Arbakanowicz, Polish sculptor]*

This art program encourages youth living in Israel and the US to explore the power of art as a way to connect to their own identity and community culture, as well as those of peers in a different country.

As a leader and facilitator of youth art and poetry therapy programs, I have found the role of the arts in the lives of young people highly important; it not only enhances their experiences and opportunities, but also teaches valuable skills about communication and self-expression. The arts provide a safe and nonjudgmental environment for youth to explore their own identities, as well as new aspects about personalities and situations. Through the arts, one may break down stereotypes and judgments. This initiative will enhance the quality of life of the participants with specifically tailored art/poetry programs designed to help youth tap into their self-awareness and creative potential, while increasing cultural awareness. The youth are encouraged to work with the objective of learning more about not only themselves, but also about peers in a different country.

Initially, the youth will exchange letters (or emails). As a class they will create friendships and increase their understandings of youth outside their own comfort zone. They will work as group on an art project on the same theme as the youth in the other country. As a result, they will realize the similarities and common interests they share with their peers across the ocean. After completion, the artwork will travel to the other country, and so will participants (3-6 weeks stay). By traveling abroad, they will experience first hand another culture, challenging stereotypes and judgments they may have had hitherto.

Through this program, the participants will emerge with an appreciation for each other's cultures, experience triumphs and struggles, and overcome cultural and socioeconomic diversities. This program will also establish a support system and sense of camaraderie among youth from different backgrounds and countries. The Art Powered Encounters will serve to develop and strengthen the understanding and acceptance of youth from different backgrounds and communities, as well as building identity and personality.





## MAP – MASA Activities for Participants



**Elena Krulevich**, Moscow, Russia

Name of Program Israel: **Career Israel**

Contact info: [krulevich@list.ru](mailto:krulevich@list.ru)

### **The IDF exhibition in Moscow**

The exhibition materials demonstrate the values and atmosphere of modern Israeli army. The exhibition presents IDF-photos with explanations, IDF-songs, movies, evidences and diaries, personal stories and a section dedicated to the abducted soldiers. The event will give the Russian population the new angle on the modern Israeli army breaking stereotypes and opposing to such characteristics of IDF implanted into public opinion as “aggressors” and “inhuman invaders”.

**Emmy Stup**, Philadelphia, USA

Name of Program Israel: **Pardes**

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### **Well-round, diverse view of the Arab-Israeli conflict**

Project Description: To implement an educational program in all long-term high school, college, and post grad programs in Israel that provides well rounded, un-biased information regarding the Arab-Israeli Conflict. The project would be lead by teachers and political professionals from both the Israeli government and Palestinian authorities and would include visits to the Israeli settlements and Palestinian territories in the West Bank. The goal of the project is to provide non-Israelis living in Israel with a well-rounded, diverse view of the Arab-Israeli conflict so that future leaders are able to make informed decisions based on first hand experience and education.





## MAP – MASA Activities for Participants



**Sara Levy**, Connecticut, USA

Name of Program in Israel: **ISC Ramla**

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### **Ramla Peace Players**

Ramla Peace Players program will be linked to the Peace Players International Middle East program. The PPI-ME program focuses on facilitating positive dialogue and fostering tolerance and multiculturalism between Jewish and Arab youth and young adults. Meaningful interaction between Arab and Jewish children in Israel is achieved through joint basketball activities and life skills sessions which take place regularly throughout the entire school year. Specialized programming is created with input from the local communities, by PPI Program Directors and local coaches (for details, see: [http://www.peaceplayersintl.org/dsp\\_middleeast\\_background.aspx](http://www.peaceplayersintl.org/dsp_middleeast_background.aspx))

Ramla is a city that is in desperate need to be unified. The Arabs and the Jews that live in this community have long-lasting historical prejudices against one another. Many places in Ramla, because of this divide, are not safe for children to wander and play. The aim of this program is to recruit the Ramla youth (Arabic and Jewish) to play on mixed basketball teams and learn leadership and team building skills. This program will break prejudices and hopefully establish life-long friendships among the nations.

PPI-ME with the Municipality of Ramla and its community center will hire a Program Director to run Ramla Peace Players, and Program Coordinators. These people will attend PPI-ME training camps and seminars to learn how to operate in Ramla. They will then begin recruiting and creating the teams, their practices and the special events.

This program will help the Ramla community grow in pride by centering around an outstanding teamwork building program. The youth will learn that they are part of something bigger than only playing basketball. They will have the opportunity to travel to other Israeli towns, meet their peers, and attend special events created by International Peace Players. The programs' supporting factors will see the growth that this city undergoes and the motivation the staff and youth have in this program's success.





## MAP – MASA Activities for Participants

**Taty Stahl**, Sao Paulo, Brazil

Name of Program in Israel: **Bezalel**

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### **Conflicts without Violence**

The idea of this project is to educate youth and students to manage different kinds of conflicts non-violently through art, and enable people to deal with conflicts without violence.

This Project consists of a few meetings with Madrichim of youth movements and students of the Jewish Schools. Throughout these activities they will learn about different kinds of conflicts (Personal conflicts, Conflicts between Social Classes, Conflicts in Israel) and about the ways to manage them peacefully, without violence, through various types of arts: visual art, cinema, photography, music, dance and more.

The Madrichim of the youth movements will then get the support of the Project with materials and guidance to develop activities for their own Chanichim according to their ages.

The students in the Schools will have a playful activity in the school environment, so that they will learn a lot and also have fun in the same time.

There is no similar project in the communities around Sao Paulo, and hopefully this idea can help diminish the violence in Brazil. It's a seed that can grow and blossom.





## MAP – MASA Activities for Participants



**Anabelle Harari**, Philadelphia, PA, USA

Name of Program in Israel: **Career Israel**

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### *Israel is Real*

My educational project is a systematic series of events that can introduce any university student in Philadelphia to what Israel and Israeli people are really like. This project aims to increase exposure of Jews who have no connection to Israel, abridge cultural gaps, and educate people who are only aware of the Israel that is presented in the media.

By bringing in Israeli students and Israelis of various professions that one would not necessarily think of when thinking of Israel (including Arab-Israeli), I hope to succeed in showing people the 'real Israel.' I would also bring in recently released soldiers to speak about their experiences, as it is very important for people to realize that the IDF soldiers are in fact the same age as most of the university students, and are quite relatable.

I hope to attract not only Jewish students, but rather anyone interested in learning more about Israeli life, culture, science and various aspects.

The events will be held for all universities at the same venue and time, to unite students from all of the Philadelphia campuses.

This social and educational project will benefit its participants by encouraging them to attain knowledge about Israel, and it will benefit the Jewish world because Israel is the Jewish homeland, and for there to be 45% of American Jews feeling no connection to their country (as was recently published) , is not acceptable. I hope people will begin to understand that Israelis are quite like us, and their lives have many similarities to ours -despite the known complications. By bringing people directly from Israel we can try and abridge gaps and educate people who have no desire to visit Israel: We would be bringing Israel to them.





## MAP – MASA Activities for Participants

**Dima Lazarev**, Tashkent, Uzbekistan

Name of Program in Israel: **HIT**

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## **MASA alumni services for Jewish communities and businesses**

The younger Jewish generation is at risk, and now is the time to engage the next generation and secure the future of the Jewish people!

MASA enables thousands of young Jews to spend a semester or a year in Israel in over 150 programs, helping them build a life-long relationship with Israel and a firm commitment to Jewish life. Studies have shown that one of the most effective ways of doing this is by building a strong connection to Israel through long-term Israel programs. Academic studies through MASA programs especially help young Jews get useful knowledge and skills which can be and should be implemented not only for individual benefits but also for the collective – Jewish Nation.

The idea is to establish an organization of young Jews by MASA alumni who will provide services and support for Jewish communities around the world, by using the knowledge and skills they got in Israel. In their communities MASA alumni will organize educational activity about Israel (history and modern time, “Jewish Identification”, language courses, personal experience), execute services for community centers, kindergartens, hospitals. MASA alumni can take an active part in the “information war” against Israel in their countries, communities, campuses. The new Jewish generation can also become a bridge between business in Israel and their countries. And these are just several fields of implementation of MASA Alumni potential in Jewish Communities.





## MAP – MASA Activities for Participants



**David Lipton**, Manhaten, NY, USA

Name of Program in Israel: **Pardes**

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### **Tzedakah Contest Shabbaton**

The Tzedakah Contest Shabbaton consists of a couple days of fun “volunteering Olympics” in which teams compete in different aspects of a volunteer project, followed by Shabbat, when all participants reunite, learn from Jewish sources, and reflect on the events of the previous two days. Aimed at young Jews, the Tzedakah Contest Shabbaton’s central idea is that Jewish service that is fun, exciting, and challenging will be more enjoyable and will therefore attract more volunteers than Jewish service that does not possess these qualities. By combining Jewish study, Shabbat observance, fun competition and volunteering into one intense three-day program, it is an opportunity for Jews to engage in Judaism and Jewish service in a way that is both meaningful and enjoyable.

The Tzedakah Contest Shabbaton is intended to be a system of Jewish service and learning that can be applied to any chosen cause, whether it be feeding the hungry or housing the homeless. The organizers will work in conjunction with an existing charitable organization to create a service project, which helps achieve the goals of that particular organization. It is hoped that this organization may be able to help provide facilities in overseeing the project.

*The format of the Shabbaton:* Volunteers will be recruited months before the shabbaton begins, and will be asked to raise money for the selected charitable project through becoming sponsored by their communities. At the beginning of the shabbaton, they will be divided into teams, after which each team’s total amount of funds raised will be recorded; fundraising will be one part of the competition. In the next two days leading up to Shabbat, volunteers will compete in every aspect of the community service project. They will be encouraged to be as creative as possible. The whole program will be infused with a festive atmosphere; creative, funny challenges would be organized throughout the contest, and music may be played to enliven the mood. The competition will end Friday night; on Shabbat volunteers will come together, reunified, to reflect on the events of the previous days. As part of this reflection, volunteers will study issues of competition, Tzedakah, and other relevant topics from a Jewish perspective. It is envisioned that volunteers will raise enough money to cover all costs of running the program and still have enough funds to donate to the cause supported. However, a loan or donation should be secured in order to pay for the program in advance. Two experts are needed to oversee the shabbaton. One is needed to supervise the volunteering project, and another must be obtained to direct the Jewish learning component of the program.

I am confident that the Tzedakah Contest Shabbaton will re-invigorate Jewish service and study, especially among young Jews. The shabbaton has the potential to reach Jews who may not be otherwise engaged with their Judaism, and to get those who are already engaged in Jewish study to apply learned Jewish values to the real world, in the form of Tikun Olam. Finally, the shabbaton will make Judaism, and Jewish service in particular, more enjoyable and encourage further engagement of Jews with their tradition.





## MAP - MASA Activities for Participants



**Maria Ginzburg**, Birobidzhan, Russia

Name of Program in Israel: **HIT**

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### **International educational culture exchange program (Israel-Birobidzhan,Russia-China)**

In modern life, in order to keep traditions, knowing our nation history is very important. The history of Jews consists of many parts, some less-known but not unimportant in the least. If you are interested in learning about the history of Jews in China, in Russia and in Israel, in addition to obtaining an experience of living in a different culture and learning important foreign languages - Russian, Chinese or Hebrew - we can provide all of that! The goals of the project are to provide information on Diaspora in Russia and China; to teach foreign languages (Russian, Hebrew and Chinese); to supply information about Israel for potential Olim; to provide a chance to look into future opportunities in Israeli society for young Jews from Russia; to create friendly relationships between Israel, Jewish Region and China; and to create International educational culture exchange! Our program has both a historical and linguistic contents. We work with each customer individually; accommodate our programs to your needs and opportunities. We have a wide range of choice of possible programs in frame of our educational program.

It consists of two main directions:

1. For young Jewish people from Russia, Jewish Autonomous Region.

step	linguistic content	historical content	optional
1. studying in China	Chinese language in linguistic environment	history of Jewish Diaspora in China, attending Jewish museums, monuments and historical places connected with history of Jews in China.	
2. studying in Israel	Hebrew in linguistic environment	history of Zionism, of establishing the Israeli State, attending museums, monuments and historical places of Israel.	working experience (connected to Israeli-Russian-Chinese trade).

2. For young Israeli

step	linguistic content	historical content	optional
1. studying in Russia, Jewish Autonomous Region	Russian in linguistic environment	history of establishing JAR, attending museums and other monuments and historical places	entry level of Chinese
2. studying in China	Chinese language in linguistic environment	history of Jewish Diaspora in China, attending Jewish museums, monuments and historical places	continuing of learning Russian





## MAP – MASA Activities for Participants

**Sabrina Aponte**, Manassas, Virginia, USA

Name of Program in Israel: **ISC Ramla**

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### ***Jewish Culture through Food: A Festival of the Diaspora***

For my project, I intend to hold a festival in celebration of the ethnic backgrounds of Jews in my home community, Fredericksburg, Virginia. The population is small and struggling, and like every Jew in the world, they too have been affected by the Diaspora; each has a story- whether it be personal, of grandparents or of great-grandparents, from this global dispersion of our people. I want to create an event that would capitalize on the one certain commonality among participants: the plurality of the Jewish people. In the hopes that the festival will bring new faces to the existing community, the international theme of the event will highlight the common bond Jews from all corners of the world can share in their own neighborhood.

To make the festival appealing to all ages, ethnicities, active and non-active Jewish community members, food will be the main attraction of the event, accompanied by music and decorations. I will invite participants to bring a favorite dish from their particular ethnic leanings. For example: Ashkenazi Jews may bring foods from Eastern European recipes or people of Sephardic lineage may bring Moroccan or Spanish recipes.

Because most people are fairly passionate about food, I feel that this would be a good way for people to express or even become closer to a heritage that they are proud of and that also has a link to Judaism. By asking each person/family to share an element of his Jewish roots, I hope the event will spark a genuine interest in perhaps a lost connection to Judaism or a deeper understanding of what it means to be part of the global Jewish community. Perhaps through this international experience, the bonds of Jewish community members, friends, neighbors and strangers can be strengthened as well.



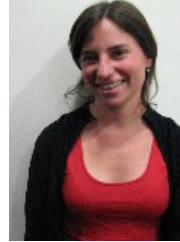


## MAP – MASA Activities for Participants

**Orly Lev**, Buenos Aires, Argentina

Name of Program in Israel: **Maslul Ishi**

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### **Traveling Jewish Museum**

I intend to set up a traveling Jewish Museum that tells the story of the Jewish Community of Argentina. The Argentinean Jewish Community is the biggest of Latin America, with approximately 200,000 members and a large amount of institutions. Throughout the years many expositions have been organized, that showed different aspects of Jewish life in the country, yet there isn't a Jewish museum that tells the rich history of the community in a comprehensive way. The project aims to organize and set up a Jewish Museum that tells that story: from the first immigrants, the cooperative Jewish colonies, the contributions of Jewish community to Argentinean society, its bond with Israel, up until the attack towards the central building of the Kehilá (AMIA) in 1994.

In its first stage, the goal would be to set up a traveling exhibition that might be placed in different buildings and institutions; a long-term goal would be for the museum to have its own building.

The plan is to start from setting up an educational program offered to Jewish schools, as well as synagogues that have bar/bat-mitzva preparation courses. On the program students will investigate the history of Jewish immigration in Argentina –the history of their own ancestors- and as a final task they will be asked to elaborate their own family history, genealogic tree, and to search for meaningful objects related to their family history. They will then be invited to donate their productions and objects to the traveling museum. This way, they will become a valuable resource about the Jewish community, and it will have been produced directly by the members of the community themselves. This resource, together with resources compiled at the same time by the museum staff, will make up the exhibition, which will go around the different institutions of the Jewish Community in the country.

At this stage, as a traveling museum, the aim is to reach children and youths, so that they are able to know their common background, their grandparents and great-grandparents history, and in that way might be able to better understand their present: where they are and what is their legacy. Furthermore, the museum will go beyond the exhibition itself and the traditional idea of what a museum is by offering together with the exhibition a wide arrange of cultural and educational activities, such as workshops, lectures, special activities, etc, in such a way that the museum will be built more as a comprehensive educational space right from the beginning.

In conclusion, the idea of a Jewish Museum in Argentina is to strengthen our sense of belonging as a nation; to identify with the richness and particularities of our culture. Such an important Jewish Community as the Argentinean should have its own museum that tells its own history - it is essential to guarantee that its own origins aren't forgotten, and thus have the necessary basis to keep on building its continuity in the future.

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## MAP – MASA Activities for Participants

**Lisa Stella**, Wausau, WI, USA

Name of Program in Israel: **Pardes**

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### **Inter-Connecting Small Communities Through Israel**

The community I grew up in had a small and scattered yet vibrant and dedicated Jewish community, but offered only few options for the Jewish population to interact with each other and grow in their Jewish identity to be active leaders. One aspect of Jewish Identity that is not given the opportunity to be explored is connection to Israel. Through interactive, innovative and informative educational experiences with Israel geared towards the interests of a young adult community, this three step project culminating in Israel aims to inform and connect young Jewish adults to Israel, to their peers, and their Jewish identities, and to foster their activity and leadership in their home community.

The goals are to provide Israel education to a community that includes a small and diverse Jewish population; to bring a group of young Jewish adults to Israel for an experiential trip and ownership and development of Jewish identity through a connection to Israel; to connect young people in a scattered and small Jewish community; to create a stronger connection between the Federation and larger institutions to small Jewish communities.

I believe this intensive exploration of Israel will ignite the Jewish identity of the young people in this small community and foster their interest and desire for leadership in their Jewish community at home.

**PHASE 1: Education seminars** [**Timeline:** Over a two month period, 1.5-2 hour evening seminars, based on topic.]

**Audience:** all interested post college 35 years old members of the Jewish community.

Each seminar will include a lecture, and an experiential workshop. Seminars are open to all members of community, held in a neutral, easy to reach location. The seminars will be presented as much as possible from a neutral, informational stand point. Lecturers will come from various backgrounds, with expertise in their specific field.

**PHASE 2: Preparatory Shabbaton** [**Timeline:** 2 months before trip to Israel].

The Shabbaton will include some informational sessions about Israel, but will be much more tailored to the trip itself and include an accessible Shabbat experience. It will also supply the members with a deeper acquaintance of their travel companions, and start the group creation for the trip.

**PHASE 3: Actualization: The Israel Experience** [**Timeline:** 1-2 weeks in Israel, touring the country]





## MAP – MASA Activities for Participants

This is most likely to be a first time trip to Israel for the majority of the target population participants. The framework for the trip would be similar to that of a Taglit trip, tailored to the interests of this age group and the community. Trip would include a service project, visits to important sites as well as interactions with current Israeli life, and a mifgash with Israelis of similar age. Hopefully organized in conjunction with Taglit/JAFI/Federation ties and materials, details of the trip would be set as the marketing for the educational seminars begins and even before.

Fundraising will take place to subsidize the trip for participants. Marketing for the trip would be tied to the educational seminars, and would be advertised through local Jewish and non- Jewish publications.

Follow-up after the trip would include reunions and continued educational opportunities. The goal would be to appoint trip participants to head continued programming and educational experiences and recruiting for future trips, as well as facilitating sessions in the coming years. Depending on the interests of the group, Israel education could branch out further, social action projects can be created, personal and professional relationships can continue to develop.

The impact that this Israel experience has in helping to propel the development of an informed and committed position in the adult Jewish community is priceless. Financial difficulties should not be a deterrent in keeping this experience from an interested and eligible participant.

***Evgeniya Tesler***, Moscow, Russia

Name of Program in Israel: **Master**

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### ***A Business Hebrew School***

A Business Hebrew School for Olim Hadashim from Russia will be established in Tel-Aviv. Immigrants who come to Israel with a university degree and want to get involved in the Israeli business world, aged is 21-55, will be able to apply.

Ulpan will be a part of the school plan for people who want to enter the business world or work for a big company, where the knowledge of business Hebrew is a crucial. In the Ulpan, business Hebrew will be emphasized.

Through the business knowledge participants are bound to feel more comfortable in Israeli society, and to wish to become a part of an Israeli community – business community or otherwise.





## MAP – MASA Activities for Participants

**Ella Spivack**, Whitman, Massachusetts, USA

Name of Program in Israel: **WUJS Arad**

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### **Etzel**

Etzel is a unique organization providing young Jewish people with exposure to Palestinian life. As tensions between Israelis and Palestinians continue to grow, it becomes increasingly more important for neighbors to better their understanding of one another. Etzel addresses this need by encouraging new Olim to cross boundaries in their new communities. Currently, the interaction between the communities in East and West Jerusalem is extremely limited. Etzel attempts to change this reality one personal experience at a time by breaking down stereotypes and allowing for face-to-face interaction.

Etzel is a program specifically for new Olim from the United States. This target audience was chosen with the idea that there is a unique advantage of seeing a situation from the viewpoint of a non-native. Often someone from the outside has the ability to see a difficult situation more objectively than someone who has grown up living immersed in the situation. By participating in Etzel, young people are recognizing that their "right of return" does not come without responsibility. The program cultivates responsible citizens by emphasizing the necessity of social justice in participants' new lives in Israel.

I, Ella Spivack, own and operate Etzel. Ideally, the program will run trips of 40 people at once. We will hold a pre-trip informational meeting in West Jerusalem, ensuring that participants have a general itinerary and to ease any anxiety. The trip itself will be a 2 day excursion, including a home stay with a Palestinian family. We will visit neighborhoods, places of work and worship, schools, the security barrier and organizations. The trip will conclude with a debriefing activity back in West Jerusalem and a follow-up refection meeting a week later.

The current situation between Israel and the Palestinians is neither sustainable nor beneficial. We continue to grow further apart as we separate ourselves with physical, emotional and spiritual boundaries. To ensure a better future for the state of Israel, we must reverse this trend and work to improve our relations with our neighbors. Etzel is founded on the desire for a secure, dignified and respected Jewish state that is only possible by granting others that same security, dignity and respect.





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**Jonathan Franks**, Florida, USA

Name of Program: **ISC Ramle**

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**Football academy**

I would like to propose a football academy to serve talented and aspiring Israeli youth. The make-up of this academy would resemble any proper football club at the grassroots levels worldwide. I want to serve as recognized channel for developing and producing top Israeli talent who will go on to play professionally in Israeli leagues as well as abroad. Although such a program services those young individuals learning their trade on the football pitch, my customers would actually be their parents. In order to attract parents and their children high quality services are a necessity. This can be broken down into two facets. The first is the facility itself. Before players are ever brought to the academy a proper training facility is required. This will not only serve as a marketing tool, but create the environment in which can bring the very best out of the players themselves. Grass pitches are preferred that which will separate the academy from the concrete surfaces that all Israelis are used to playing on in their neighborhoods. An alternative to grass can be the latest in artificial field turf, which is a blend of synthetic fibers and soft rubbers which create a sponge-like surface that is safe and cost effective. It would not require the constant maintenance that is needed on grass. The second facet to the academy is in the coaching. It is crucial to their developmental process that they are taught by adults who have a firm knowledge and understanding of the game. In order to achieve this I would first rely on myself to run training sessions but an active search to recruit and hire quality coaches. In doing so, I would like to seek coaches who have experience in the game outside of Israel. This would give an added level of prestige and demand to the academy. And on the field it would benefit the players by teaching them different styles of play. The game of football often referred to around the world as the “beautiful game” is followed, supported and played all over the world. This is no different in Israel as Israelis are passionate about their football at home and abroad. Its Israeli First Division boasts clubs that have competed against the best in European football competitions such as the UEFA Champions League and Cup. Its national team is recognized as tough fixture and always offers hard competition to other countries. Its players are becoming sought after assets as three now play for two of the best clubs in English football and have had others playing abroad over the years.

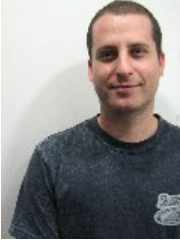
European club football is the most desired football in the world for players. For this reason, there is much to be proud and optimistic about football in Israel and its future both in Israel as well as abroad. For many, there seems to be few ways out into the world and into functioning societies. Sport has proven over the years to be a positive and effective channel for those looking for fulfillment in their lives. It is my hope and dream to give youth in Israel one more opportunity to realize their dreams. I started playing soccer at an early age and competitively up to the age of nineteen as a semi-professional. This football academy would also help me to realize my dreams and passions by continuing a life within the “beautiful game.”

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**Sebastian Schurmann**, Buenos Aires, Argentina

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**Lycia Stahl**, Sao Paulo, Brazil

Name of Program in Israel: **Bezalel**

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## Human-Rights Awareness in Jewish Communities

The project aims towards one of the fundamental values of Judaism, that of “ve’ahavta lere’acha kamocho” (Vayikra 19:18), specially in the sense that Hillel understands it, “do not do unto your neighbor as you do not want to be done unto yourself”. One of the most common analysis that is usually made in regards of the Shoa, is to point at the lack of concern that most of the nations showed on the rumors that were circulating about what was happening to the Jews in Germany and Poland. We possibly can’t prevent that to happen again in the rest of the nations, but we certainly can assume the responsibility of doing what we can to prevent that our own people, the Jewish people, doesn’t show the same lack of concern towards other nations that we have suffered upon ourselves during the Shoa. In this sense, what this project seeks is, on one hand, to generate awareness and commitment in the majority of the community towards the different non-Jewish-related humanitarian crisis that might be happening around the globe (and that perhaps many people don’t know much about); on the other hand, what the project also seeks is to build a more solid and unified community, in the sense that there is a chance that, by providing a common, positive and external goal situated outside of the Jewish community itself, it might prove easier and less problematic for institutions of different ideological positions to try to get together and participate in common activities and events, generating thus channels of communication and dialogue that might have not been present before .

There are several different stages contemplated in the project, in such a way that it can be started with something relatively simple and easy to accomplish, and then it can slowly grow to more difficult and high-level goals. On its first stage, it will aim towards organizing a net of synagogues of the local area (in this case, Buenos Aires) that agree to present in Rosh Hashana 5769-2008 the situation of a current case of humanitarian crisis (for example, the situation in Darfur – other possible cases to be handled could be the situations in Myanmar, Sri Lanka, Haiti, and others), and to keep on mentioning it –at least with a short sentence– sometime during their kabbalat shabat every week (for





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example, among their community announcements or at the end of their sermon) until Passover (and at that time another case would be presented, that would be mentioned every week until Rosh Hashana, and so on). The idea also is that each of the synagogues will be aware that all the other synagogues of the net are mentioning the same case at the same time, building thus a bigger sense of community-belonging.

Along with the weekly mentioning of the case, we will seek to accompany it with informative brochures that will give more information about the subject, as well as ideas of things that can be done about it and how to accomplish them. Other activities and actions that will be added on the different short-to-medium-term stages of the project development, to be done in the 6-month period in which each case is handled, are: \* Giving out ideas and planning of activities that the different Madrichim and educators can carry out regarding the subject, in order to bring the subject to their Chanichim or Talmidim; \* Workshops for Madrichim, community volunteers and/or community directives regarding the subject, what things can be done and how to achieve them; \* Talks and lectures with experts and people that might have been in the actual situation; \* Fundraising events (and many more).

The idea is to give a global, profound and enduring approach to each of the cases that will be handled, in such a way that human-rights awareness and commitment starts to be a central and permanent element in the community. Other high-level goals include the building of an internet site that gives updated comprehensive information and resources regarding each of the situations that have been worked on, the organization of massive intercommunity events, and sending intercommunity volunteer groups to the place of events.

**Deborah Frenkel**, Australia

Name of Program in Israel: **Career Israel**

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## PROJECT-TIYUL

PROJECT-TIYUL is an online forum through which young, mobile, global-oriented Jews, from countries as diverse as Costa Rica, Canada and Kazakhstan can meet, learn about each other, and research each other's communities with a view to traveling there.

PROJECT-TIYUL is founded upon the notion that Jews, especially young Jews, are mobile, adventurous, and want to discover each other and the world.

PROJECT-TIYUL is about bringing the Diaspora together, one traveler at a time.

PROJECT-TIYUL is about facilitating ways to strengthen Jewish identity and continuity through the discovery of unity in communal diversity.





## MAP – MASA Activities for Participants

**Matt Bar**, Iowa city, Iowa, USA

Name of Program in Israel: **Pardes**

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### **The Bible Raps Project**

The Bible Raps Project will be an album of raps, where each rap will be based on a prominent Biblical story or Jewish figure. Alongside the album, the initiative will use a curriculum aimed at young Jews from all religious backgrounds and streams. The Bible Raps Project will include curricular materials for each track. The curriculum, relating directly to the rap's subject matter, will further the innovative nature of the initiative through the use of Talmudic page construction, with the following components:

- modern and ancient commentary about the relevant Jewish texts
- discussion questions
- access to the Bible Rap website which will contain a deeper examination of the concepts.

After the album, the curriculum and the website are completed a tour will be arranged with Jewish day schools , Hebrew schools, summer camps, Jewish organizations at universities and other forums for Jewish/Biblical education. Beyond spreading the music, the ultimate purpose of the tour will be the refinement and expansion of the curriculum by having each educational institution incorporate the Bible Rap curriculum into some of their classes. After each performance, feedback will be ascertained, artnerships cemented, and pilot possibilities considered. After incorporating the input of literally hundreds of teachers and thousands of students, a refined and expanded Bible raps curriculum will be created: One that contains 40-60 hours of material that can be used as a positive tool for Jewish educators, injecting needed excitement into the Jewish educational experience without compromising the content. In short, Bible raps will be a bridge between the overt curriculum of Jewish education with the covert curriculum of what's coming through the students' ipod many hours each day. Instead of kids, singing to themselves, "booty, booty, booty everywhere," they'll be singing "ha shomer achi anoki," thus providing an access point for Jewish education. This access point will be exploited by a curriculum and a website and sold as product to the Jewish educational world.





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**Jennifer Kirsch**, Northbrook, IL, USA

Name of Program in Israel: **WUJS Arad**

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***Do it Right, Do it Israel***

The future of the Jewish people is at stake. Even though our history tells us of the great obstacles we have overcome, today we Jews are facing a major challenge. According to Moshe Ya'alon, former Chief of Staff of the IDF, Jews today are lacking vision of Zionism and lacking vision of the state of Israel. How do we change this? We bring young Jews to Israel, show young Jews what Judaism has to offer through Israel, help them develop a connection to the land of Israel and we help them understand the importance of an independent Jewish state. The youth today will be our next leaders and if we want Jewish communities to continue to thrive, if we want to continue to have an independent Jewish state in Israel, it is necessary to get our youth involved within the Jewish community now. Many Israel and Zionist organizations exist for Jews in the United States. However, our youth today does not seem to be taking advantage of these organizations. Therefore it is important to start at the community level with programs that are specific to a particular community.

I grew up in the Northern suburb of Chicago called Northbrook. There are many Jewish families in Northbrook and most attend synagogues with their children. However, after one's Bar or Bat Mitzvah Jewish youth seem to "dropout" of the Jewish scene. I believe it is important to engage our youth in Judaism in order for them to start to develop a Jewish identity that with time will grow stronger. A strong Jewish identity will help our youth understand what it means to be Jewish, the importance of being Jewish, and the importance of remaining Jewish. So, how do we start this process? Trips to Israel.

There are many Israel trips available for young teenagers. Most of these trips are affiliated with a specific Jewish movement; however, they all offer the same type of trip-touring and hiking Israel, some offering volunteering as well. "Do it Right, Do it Israel" will also offer touring, hiking, and volunteering. However, the main difference in this Israel program is its Partnership 2000 component. Partnership 2000 was established in 1994 through the Jewish Agency and it partners Jewish communities from around the world with communities in Israel. Chicago's partner city, or sister city, is Kiryat Gat. Through "Do it Right, Do it Israel" teenagers will have a pen pal from Kiryat Gat that is around their age. They will communicate with each of their pen pals prior to going to Israel. Once in Israel, the teenagers will meet and will have time to get to know each other, face-to-face. While in Kiryat Gat, the teenagers will also see the affect





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Chicago has had on this community.

"Do it Right, Do it Israel" is a three-week Israel trip for young, secular Jews. This program will be available for Jewish high school students who have finished their freshman, sophomore, or junior years and are affiliated with a Reform or Conservative synagogue in Northbrook. "Do it Right, Do it Israel" will not only enable teenagers to visit ancient Jewish sites, but it will give them the opportunity to actually connect with the land through meeting their pen pals in Kiryat Gat and learning about how their home community helps make a difference in an Israeli community. Having the opportunity to go to Israel is a life changing experience. I know, because it changed my life. I came to Israel for the first time when I was 20 through Birthright. When I got home, I started making changes in my life because I felt that Jewish connection. I started going to synagogue more, observed Yom Kippur for the first time, learned Hebrew, had an adult Bat Mitzvah, returned to Israel and was a counselor for a Israel trip, and I have returned again to learn for five months in Israel. All of these experiences have deepened my love for Judaism and my connection to Israel. However, if I never came to Israel, my love for Judaism and my connection to Israel would not nearly be as strong as it is today. This is the purpose of "Do it Right, Do it Israel", to introduce secular Jews to Israel and Judaism. To help them form a connection with Israel and Judaism and help them grow as a young, Jewish adult. "Do it Right, Do it Israel" has the potential to change young teenagers lives. It has the ability to deepen Jewish identity and allow for future Jewish leaders, which according to Issac Herzog, the Israeli Minister of Welfare and Social Services of the Diaspora, Society, and Fight against Anti-Semitism, is the only way the Jewish people will survive.



**Rebecca Linden**, Virginia, USA

Name of Program in Israel: **Pardes**

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My family - the Lifchitz Family is large, well organized (see: <http://home.earthlink.net/~lifchitzfamily>) and blessed with prosperity - though we have not always been so fortunate. These factors combined are the perfect ingredients for a successful family foundation. I am working with my brother to start this foundation with an endowment that will give annually to an organization or organizations that fight for social justice through a Jewish lense. Family members will donate to the foundation at reunions, at designated points of the year, and/or at family gatherings/family simchas. The vision is to support the Jewish fight for social justice via foundation with an endowment that will give annually to an organization or organizations that do so. Family members will donate to the foundation at reunions, at designated points of the year, and/or at family gatherings/family simchas.





## MAP – MASA Activities for Participants



**Galina Makarenko**, St. Petersburg, Russia

Name of Program in Israel: **HIT**

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### **New Generation**

As the situation in the Jewish life of St.Petersburg is rather complicated because of the separation between different Jewish organizations, my idea is to try to join these parts of the community through working with little children.

Goal: To involve little children and their parents in Jewish life of the community and to introduce them to Israeli life and culture.

Place: St.Petersburg, Russia

#### Plan principles:

- Having madrichim gain an experience of working with little children, by celebrating Jewish holidays for children in Jewish kinder-gardens of St.Petersburg in cooperation with their tutors and professional staff. Candidates will be found through advertising in Israel Cultural Center, Jewish Agency and Hillel in St.Petersburg.
  - Contacting “Eshkol”, working in Moscow (and started working in St.Petersburg); and organizing children parties – offer them working together in St.Petersburg.
- An appropriate place for these parties has to be found. As for the financial aspect, it can be initially volunteering and afterwards partnership/cooperation.
- Send madrichim to organize the same programs in different cities and towns of North-West Russia, as done by Israel Cultural Center and the Jewish Agency.
- Training seminars for madrichim from North-West region will be held as well.





## MAP – MASA Activities for Participants

**Joanna Lieberman, USA**

Name of Program in Israel: **Career Israel**

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### **Students' online network**

My vision is to create an online network that would connect Jewish students currently preparing to graduate from American Universities with recent Jewish graduates of American Universities in order to provide advice, counseling and networking opportunities; the ultimate goal being to ease the transition out of University life and into the working world. The hope would be that this online network would allow young Jewish adults who have been out of school for between one to five years to provide advice, resources and networking opportunities to Jewish university seniors on such topics as career counseling, graduate school, social and community involvement opportunities and specifically involvement opportunities within Jewish communities across the United States. This would be a website that would provide ways for Jewish students to get in contact with recent graduates through on-line chat sessions, e-mails or postings that would provide an easy "one-stop-shop" for help with the transition from student to adult life. The website would be member-based, where students would be able to log in to search for mentors (recent graduates) based on geographical, industry specific or hobby-based criteria and once members, in addition to being paired with an individual mentor, students will also have the opportunity to access information on pertinent topics, receive news headlines directly affecting the young adult population and link to other helpful websites from the main page. By creating a community of people close in age, not only do the students being mentored benefit, but the mentors themselves benefit by forging relationships with their peers that, in the future, could provide beneficial connections both career-wise and socially; therefore, also addressing the need for more programming within the Jewish community for young adults who have finished college. Further, the students, once they graduate, will be able to become the next generation of mentors; therefore creating a system for a constant supply of mentors. Especially for those who have been active in their Jewish communities as youth and would like to continue that involvement into their adult lives, this website provides a support network of peers helping peers smoothly transition away from student life and into the adult, working world.





## MAP – MASA Activities for Participants



**Daniel Romano**, Argentina

Name of Program in Israel: **Career Israel**

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### **Israel Experience**

The aim of my project is to take the experience that I am having In Israel back to the place I came from.

My name is Daniel Romano and I am from Argentina, all my life I went to Jewish schools where I had Hebrew and Judaism classes, but as most of the kids that age , school wasn't important to me. However, when I think what were the reasons that made me take this decision of coming to Israel for a long period of time, the first thing that comes into my mind is my camping experience among so many summer holydays. Looking back, I remember myself waiting for my scholar year to finish so I could go to camp Ramah that for me were the best weeks of every year, sharing, exploring and living with my best friends far away from adults and responsibilities. Even though I know that those experiences made of my Jewish identity solid and well developed, I feel that all those years were just one of the influences to make be here, plus another one even more defining, My mother. She lived in a Kibbutz here for a whole year and was the one in my family to educate us to feel deep and strong love to the land of Israel, and growing with that love brought me here.

This is the moment when I wonder why is it that out of all my friends that grew up so deeply involved with my community in Argentina none of them but me decided to live this type of experience, and the first explanation that comes to my mind is that maybe they weren't raise back at home as I've been towards this land, and maybe all those summer camps weren't enough.

So in my projects I will try to bring young Israeli people, soldiers or volunteers, to those three weeks of summer camp back in Argentina, with responsibility to organize and develop this undeveloped issue on the program of these camps: Zionism through the eyes of the real actors of Israeli reality.





## MAP – MASA Activities for Participants

**Anna Berezina**, St. Petersburg, Russia  
Name of Program in Israel: **WUJS Arad**  
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### **St. Petersburg Jewish Treasure Hunt**

St. Petersburg was always a city of communities: Swedens, Finns, Greeks, Frenchmen and Englishmen, each with their own districts. Contemporary topography still keeps their traces and a number of tourist itineraries have been developed in order to keep this unique flavor.

Due to historical reasons, Jews as a community came to the city much later. The only evident Jewish landmarks on the city map are a huge synagogue downtown and a Jewish cemetery in the outskirts of the city. Nonetheless, St. Petersburg has a rich and diverse Jewish heritage. Educational institutions, charity projects, splendid houses in the very center – all these traces of community living go unmentioned but remain preserved.

St. Petersburg Jewish Treasure Hunt will be a tool to explore and promote Jewish heritage in St. Petersburg, to offer an exciting way to discover Jewish roots and history, to popularize Jewish heritage in St. Petersburg.

With a set of clues and a map in hand, teams will start a Jewish treasure hunt designed to challenge their minds, explore Jewish heritage and have a lot of fun. The object is to work together to solve as many clues as possible, and still get back on time.

Cultural programs for youth arranged by Jewish Agency or Israel Cultural Center in St. Petersburg would be the best framework for promoting and launching a quest of this kind. This game will enrich existing programs without any additional costs.





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**Shirli Roizman**, Santiago, Chile

Name of Program in Israel: **HIT**

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### **Journey: MASA experience**

My objective is to implement the experiences I gained on MASA into Maccabee HaTzair of Chile, my home youth movement, through a "MASA Experience" course.

Goals:

- Increase Chilean Jewish community participation in Israel programs.
- Motivate a large number of young adults to go through an Israel experience.
- Encourage and enhance the bond with Israel.
- Educate and Increase willingness to lead the community,
- Establish knowledge of Judaism, Zionism, Jewish communities and Peoplehood.
- Communicate the importance of such programs, and the opportunities it supplies.
- Integrate graduates of Israel programs into the young leadership of Chilean Jewry.
- Strengthen Jewish continuity in Chile, and combat assimilation.

The project consists of two stages, subdivided into 3 classes each.

Step 1: for all participants (obligatory) – Judaism, Zionism and leadership issues. Explanations of MASA and Israel Programs (based on facilitators' personal experience).

Step 2: voluntary for participants, an opportunity to have a more personalized vision and finally choose the track in which one would like to participate. Discussion of community problems and possible solutions, leading to a program in Israel as key factor in helping answering many of those problems. Meeting with JAFI reps., answering participants' questions about specific tracks and programs.





## MAP – MASA Activities for Participants

**Jane Yamaykin**, Cary, North Carolina, USA

Name of Program in Israel: **WUJS Arad**

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### **Understanding Immigrant Communities in Israel and the US**

Objectives:

- To increase awareness of immigrant communities in Israel and the US
- To identify and acknowledge the challenges faced by these communities
- To understand the ethical dilemmas faced by immigrant absorbing countries
- To draw parallels between Israeli and US societies

Historically, large waves of immigration have brought much diversity to their adopting countries while also creating challenges around issues such as absorption, assimilation, and integration of new cultures and languages into existing society. This can be seen in the Hispanic communities in the US as well as with Russian communities in Israel. In studying immigrant communities, similarities and differences are revealed between the situations of immigrant community relationships in Israel and the US. This discussion allows for further dialogue and greater understanding of both immigrant communities and their absorbing countries, with an emphasis on Israel.

The project proposed here is a program to be run by teens for other teens at camps and in youth group settings, to introduce and discuss the abovementioned issues. The program itself will incorporate research about immigrant communities, governmental agencies set up to handle immigration, and personal accounts of people living in the communities with some attention given to historical perspectives on immigration. By relating immigrant issues happening in Israel to those teens are more familiar with in the US, teens will gain a greater understanding about Israeli society and be able to explore similarities in challenges faced by Israel and the US. Additionally, teens will develop a heightened awareness of and sensitivity towards the struggles of immigrant communities in adapting to their new homelands.





## MAP - MASA Activities for Participants



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### **The Israel Connection**

The goal of The Israel Connection is to give Jewish children between the ages of 8 and 10 a chance to get to know Israel in a fun, non-religious setting. It is my belief that a positive association with Israel at a young age will make American children more conducive to visiting and supporting Israel as they get older.

The Israel Connection is a series of six one and a half hour classes after school for Jewish children. There they will learn about Israeli culture and a bit of conversational Hebrew.

After the first 6-week session, I hope to have created a program that can be repeated either over the summer or during the next semester in Amherst, MA. If the next three or four sessions are successful, the next step will be to contact Jewish groups at other colleges and have them hold sessions in their respective towns. If the first session is well attended and well received, it will be easy to create a second session. After that, once we have the formula down, we can begin discussions with other college students.





## MAP - MASA Activities for Participants

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## MAP - MASA Activities for Participants

### Shiri Rosenfeld



The seminars were very intensive and full of fascinating lectures, workshops and visits. The most impressive ones were the visit to the Student's Village and trip to Hertzel Museum . Above all, the most wonderful and enrichment experience was meeting and knowing young Jewish people that were brought up in other countries.  
It was great knowing you all! Keep in touch!! ☺

### Yuval Sanders



As an Israeli citizen and an officer in the IDF, I thank BFL for giving me the opportunity to meet great ambitious and valuable Jewish people.  
I'm certain we will all succeed in the future and serve a role model for tomorrow's Jewish youth.





## MAP – MASA Activities for Participants

**Mutzi (Moshe) Shwiger**



From my experience at BFL I learned that leadership is part as our life in every field: army, university, politics and even everyday life. For me, it's amazing to see that even though we are Jews from all over with different background, we do have a lot in common and lots to discuss. I am impressed by the participant's seriousness and from the fact that they really want and interest to make their project work, even though sometime it looks impossible, but if we won't hope and aspire we wouldn't get to anywhere.

**Benjamin Morse**



It was extraordinary experience for me: coming to the BFL and learning and hearing about people from all over the world and their communities. As a Jew who lives in Israel, it makes me feel good to hear all these things. The lectures and the workshops were excellent and very interesting- I am glad I was there. I truly hope that the fruit of this process will make a change and an effort in the future.





### MAP - MASA Activities for Participants

#### Yedidya Paris



It was an interesting gathering of people from all over the world and special experience for me. The fact that each of us came from a different background of Judaism was added to my interest. The seminar made me think about leadership in a way of actions, beyond thoughts. It focused me on being active for the Jewish community in Israel and around the world.

#### Dina Taober



As an Israeli it's easy to see yourself as the center of the Jewish and Zionist world. By join Parallel Lives I met people with visions, Zionist leaders with the power to create a change, and most of all I met good friends. It's gave me the fate and made me believe in the Jewish an Zionist ability to create a change, not only here in Israel, but also all over the world- as one unit of the global Jewish world.





## MAP - MASA Activities for Participants

### Daniel Fidler



It has been a wonderful experience meeting all you amazing people from all corners of the world, and it's amazing that no matter where you come from everybody has come for the same purpose! I hope and would love to help you out in any way I can on your new projects and that each will be successful in bringing more Jews together. So thank you very much I learned a lot and had a lot of fun!

