



MEMORABLE MOMENTS WITH LASTING IMPACT

AREYVUT

**building
commUNITY**

**Engaging Jewish
Youth Programs**

**Rich Resources for
Learning and Action**

**Innovative
Programming**

Our Partners

IS...





“By teaching kindness and providing students an opportunity to experience the impact of their kind efforts, they experience moments that demonstrate their learning and propel them forward in life.”

Rabbi Joshua Lookstein, M.A., School Rabbi, Head of Spiritual and Community Life and Learning, Ramaz School, New York, New York and Former Areyvut Board Chair



A MESSAGE FROM THE FOUNDER & DIRECTOR

Areyvut was founded in 2002 from a strong belief as an educator that chesed, acts of kindness, must be taught and experienced for lasting impact. Now two decades later, more than 260 organizations across the US, Canada, Europe, Israel, and Australia have organized programs and affected positive change among young people, our future leaders.

In two decades, we have:

- Meaningfully engaged more than 35,000 program participants.
- Provided nearly 50,000 copies of Areyvut's A Kindness a Day Calendar used to facilitate kindness daily.
- Worked with more than 350 students to personalize Bnai Mitzvah Projects that enhanced their celebration.
- Trained 600 Mitzvah Clowns to actively bring joy, laughter and smiles to those in need.
- Inspired 250 participants in our Jewish Teen philanthropy programs to allocate nearly \$50,000 to local and Israel-based agencies.
- Guided 50 students through a Summer Internship program to educate participants about the non-profit sector, launching many who now serve as Jewish leaders around the world.

Today, as we reflect on Areyvut's impact, we remain committed to our fundamental belief that when we spark a passion for service and communal responsibility through engaging programming among Jewish youth, we inspire a lifelong commitment to actively give back to the community.

More than 90% of Areyvut's budget comes from individual donors, and over 80% of our budget is spent on programming. We invite you to learn more and join us in our important work creating memorable moments.

With gratitude and appreciation,

A handwritten signature in black ink that reads "Daniel Rothner".

Daniel Rothner



A MESSAGE FROM THE BOARD CHAIR



As we celebrate Areyvut's 20th year of unique, engaging programs that support educators and inspire Jewish youth to practice kindness, I'm moved by the impact – tens of thousands of program participants across more than 260 organizations worldwide.

I believe in Areyvut's foundational principle that chesed, or kindness, must be taught, modeled, and experienced; for me, the impact starts at home. I've had the joy of seeing my own children, from preschool through high school, engage in meaningful Areyvut programs with both their peers and our family. All of my children have enjoyed the opportunities to give back to our community together with their siblings, and my oldest child values the unique opportunities provided by serving on Areyvut's Teen Board and playing a leadership role in programming. Areyvut has been able to provide these valuable experiences by leveraging its far-reaching connections with varied organizations to facilitate programming and resources that teach kindness.

At Areyvut, dollars raised are truly used for programming. We are a small organization with a big impact, and with the potential to achieve even more. The Areyvut Board of Directors joins me in extending a mazel tov to Daniel Rothner and Areyvut for two decades of important work and exceptional outcomes.

Please join us in our next chapter, and give and support our vibrant COMMUNITY, one that unifies us all with children and future leaders dedicated to community service steeped in kindness.

Thank you,

Sara Weinberg



Richard Joel,
President-Elect of
Yeshiva University,
spoke at Areyvut's
community-wide
lecture



A Kindness a Day
Calendar published
with daily suggestions
to infuse kindness into
everyday interactions



2002

September 3, 2002:
Areyvut founded to
actively educate,
engage, motivate,
and inspire Jewish
youth in the core
Jewish values of
chesed, tzedakah,
and tikkun olam

2003



2004

Inaugural Bnai Mitzvah
and Chesed Fair with
hands-on projects to
benefit community
organizations

2005



2006

Annual Mitzvah Day
actively involves
children, teens and
adults in chesed and
community service



Hosted fairs to
help vendors from
Southern Israel
recoup losses
incurred during
Operation
Protective Edge



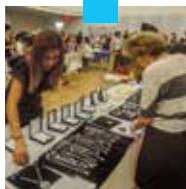
Led 5 Days/5 Ways,
a one week summer
chesed camp



2013

Family education
program kicks off

2014



2015

Tikkun Olam Tour
introduced

2016



2017

Redesigned
areyvut.org and
introduced new logo

Facilitated speaking tour to engage children from a young age in actively doing good



Mitzvah Clowning debut to bring joy and laughter to those in need



Areyvut participant, Ari Hiller, selected among Ten Young Jews, Making a Difference



2007 2008 2009 2010 2011 2012



First Jewish Teen Philanthropy program launched



Hosted seminar to help colleagues learn best practices

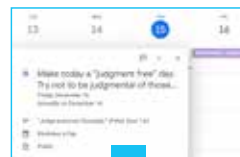


Mitzvah Clowns marched in the Celebrate Israel Parade for the first time

You Matter Cards debut with 100,000 cards. More than 250,000 cards distributed since launch.



Meals for Heroes disaster relief programming to support those who served our communities



Chicago Chesed Tour for Jewish community leaders to support capacity building in their communities. It has already led to several new efforts and to meetings to discuss ways to work together to enhance chesed in the community.

2018 2019 2020 2021 2022



Posted weekly infographics related to the weekly Parsha (Torah portion)



Partnership with Hebcal digital calendar introduces 25,000 users to daily A Kindness a Day content





THE INSPIRATION FOR AREYVUT

The source for naming Areyvut comes from the Talmud Tractate Shavuot 39a where it states, “kol yisrael arevim zeh bazeh” - meaning all Jews are accountable and responsible for one another. Areyvut means accountability or responsibility. It is this sense of purpose that inspires our mission.

“Teach a child to perform a mitzvah, and they are more likely to do it.”



AREYVUT'S WHY AND WHO WE REACH

Sparkling passion, communal responsibility, reaching youth, families, and communities

Areyvut's fundamental belief is that sparking a passion for service and communal responsibility will inspire a lifelong commitment to actively give back to the community. Through year-round youth and teen engagement with learning resources and hands-on, meaningful programs designed for impactful outcomes, young Jewish people actively make a difference.

"Children remember what they do, and what happens to them, more than what we say," says Shira Hochberg, Ph.D., Areyvut Board Member, Adjunct Professor of Psychology at Yeshiva University's Stern College of Women, and mother of five. The field of adolescent research, Dr. Hochberg explains, confirms that teaching and practicing kindness from an early age creates lasting learning and behavior that stays with young learners throughout their lives.

Young and old, people want to practice mitzvot, or do good in the world, and it is often more challenging than it should be to find the right opportunity.

ENGAGING JEWISH YOUTH PROGRAMS

Areyvut's impact is felt through a multitude of programs and resources for young people centered around the core Jewish values of chesed (kindness), tzedakah (charity), and tikkun olam (social action).



TEEN PHILANTHROPY PROGRAM

Designed to teach fundraising skills to teens. Teens can use those skills throughout their lives to support important causes and organizations in their communities and worldwide.



ANNUAL NATIONAL MITZVAH DAY

Held for 16 years in partnership with Good Deeds Day. During COVID-19 pivoted to a rewarding Virtual National Chesed Day, with ideas and actions to show kindness to others.



CHESED FAIRS

Offered by Areyvut nationally in close coordination with community leaders and service organizations, chesed fairs feature a variety of local organizations with volunteer and community service project opportunities. Participants meet representatives to learn about ongoing and one-time volunteer opportunities including fundraising. They may also engage in hands-on service projects.



MITZVAH CLOWN TRAINING PROGRAM

A signature program which is uniquely Areyvut since 2009. The program attracts hundreds of teens who are enriched by learning to create laughter and then joyfully deliver laughter and smiles to individuals facing medical, physical, and emotional challenges.



HANDS-ON PROJECTS VIDEO SERIES

Showcases hands-on projects where participants can use their time, talent, and creativity to make gifts that will be donated to people in need of chesed. This initiative, along with Meals for Heroes which provided meals to healthcare workers, are among many that directly serve the community.

RICH RESOURCES FOR LEARNING AND ACTION



A KINDNESS A DAY CALENDAR launched in 2005 with the belief that kindness should be thoughtful, deliberate and built into our daily lives. Downloadable from areyvut.org and

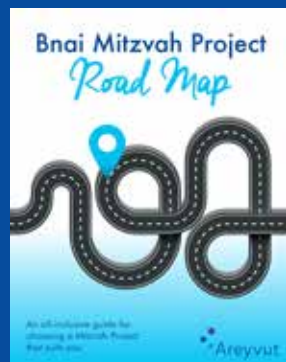
hebcad.com for display in your online calendar, each day features one of 365 actionable ideas connected to a Jewish text to remind us to actively practice chesed daily.



YOU MATTER CARDS

are created for the recipient and the giver to affirm the value of a life in a simple, yet extremely

powerful way. Distributed to friends, family members, colleagues, and strangers, You Matter Cards remind the recipients how much they matter in this world.



BNAI MITZVAH ROAD

MAP is designed to help Bnai Mitzvah celebrants, their parents, and educators craft a Mitzvah Project that is both personally meaningful and profoundly impactful to humanity.



VOLUNTEER OPPORTUNITIES DATABASE

Areyvut aggregates volunteer opportunities from partner organizations on

areyvut.org so that educators and participants can easily search and find matches that best meet the interests of each child, teen, and family. Organizations can complete an intake form, also available on Areyvut's website, to be added to the database.

JEWISH HOLIDAYS AND VALUES CURRICULUM

is available on-demand so that organizations can easily leverage as lesson plans or programming. Custom curriculum can be developed and crafted to meet an organization's specific needs for Jewish content for programming and instruction.

DATABASE OF JEWISH TEXTS is a valuable resource for anyone looking to incorporate Jewish texts into a speech, presentation, or program.



PARSHA INFOGRAPHICS

highlight the Parshat HaShavua, the weekly Torah portion, and is used as a tool to meaningfully engage in discussion at the Shabbat table.



SHIRI ROZENBERG

Director of Community
Advancement, Gesher
Jewish Day School

From Areyvut Intern to Jewish Professional

As an intern for Areyvut in 2006, I created program brochures, learned how to write a mission statement and elevator pitch, and collaborated with my fellow interns. That winter, I graduated from college and was thrilled to receive an offer for a full-time role at Areyvut as Outreach and Marketing Coordinator.

Areyvut as a Career Launching Pad

My time at Areyvut molded me into the professional and mother I am today. In the Areyvut office, I learned graphic design, how to run a Bnai Mitzvah fair, mass email marketing, database management, conference presentation skills and so much more! It was because Daniel and Areyvut believed in me, that I am where I am today.

Over the years, I have taken the skills I learned at Areyvut to the Manhattan Jewish Experience, to synagogues as a religious school teacher and youth director, to the American Diabetes Association and the American Cancer Society, and most recently to Gesher Jewish Day School in Fairfax, VA where I am currently the Director of Community Advancement and Development.

Living My Jewish Values

Since my time as an intern with Areyvut, I have integrated chesed, tzedakah and tikkun olam into everything I do. Not only have I chosen to make a living and career in nonprofit fundraising, but I spend much of my time teaching my own children the importance of giving back to the community.

Practicing A Kindness A Day

My favorite holiday tradition in my home is Chanukah. Each year, I ask my children to choose 8 charities that are important to them and we find ways to give back. From bringing cookies to the sheriff's office, to donating toys and blankets to the animal shelter, food to the food pantry and clothes to the homeless, we spend our 8 days of Chanukah doing "a kindness a day."

**Thanks to Areyvut and
Daniel Rothner for not
only enriching my life, but
for enriching the lives of
everyone they touch! Kol
Hakavod on 20 amazing
years!**

Areyvut's Influence Impacts Young Lives

In 1996, our small Solomon Schechter Day School in Jacksonville, Florida, initiated its Mitzvah Program as part of the Middle School curriculum. Still today, with the influence of Areyvut programs and resources, every week students have the opportunity to participate in hands-on projects that put their classroom learning into action from food pantries to cemeteries, synagogues and mosques, and visiting with seniors at the Jewish Home for the Aged. The programming is developed to help students understand that what they are learning is important and has a place in their daily lives.

Chesed that Challenges Creates Moments that Endure

Student Sadie H. shared, "While participating in the Mitzvah program, I have seen and worked with people much less fortunate than me including at a school for disabled children. It was not easy work, but in the end, it was extremely rewarding. I have learned to be thankful for all that I have. Gratitude is a huge part of Judaism. Every morning when we wake up, we say Modeh Ani, which is simply thanking God for living another day. Being thankful is much more difficult than being unthankful, but it is so much more rewarding."

Our School's Connection with Areyvut is Meaningful

One of the first projects we embarked on, inspired by Areyvut, was Mitzvah Clowns. Students found this to be a wonderful way to overcome their own inhibitions while reaching out to others. Our students have had fantastic experiences as part of National Mitzvah Day and proudly wear their "Doing Good" shirts for the fall mitzvah projects.

One of the most exciting connections with Areyvut was when one of our students won a prize for her Bat Mitzvah project, a yellow, smiley face band-aid she designed. The band-aids were donated to a children's hospital in Israel and another in Jacksonville. We were all so proud that a project designed and developed by one of our students was recognized on a national level by Areyvut!

We Share the Same Goal

Together with Areyvut, we share the same goal of making mitzvot a meaningful part of the daily lives of teens. As Allie B., a recent graduate shared, "We have learned about many mitzvot and how to make them part of our daily lives. Although we won't be participating in weekly mitzvah trips, we will always remember to do an act of kindness every time we see an opportunity."



EDITH HOROVITZ

Mitzvah Project
Coordinator Emeritus,
Martin J. Gottlieb
Day School

Mitzvah Programming in Action



600

Mitzvah Clowns trained

10,000

balloons and smiles

Nearly **200** sites

Bringing joy to

12,000+
people



35,000 Children and Teens Meaningfully Engaged

50,000



A Kindness a Day Calendars
distributed



260+

Agencies and
Organizations
worldwide
leveraged
programs and
resources

50



Summer Intern participants

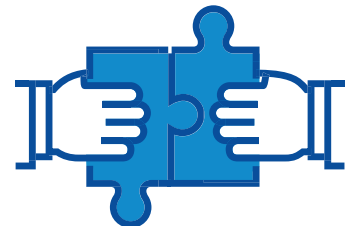
\$50,000

Allocated



By **250**
Jewish Teen philanthropists

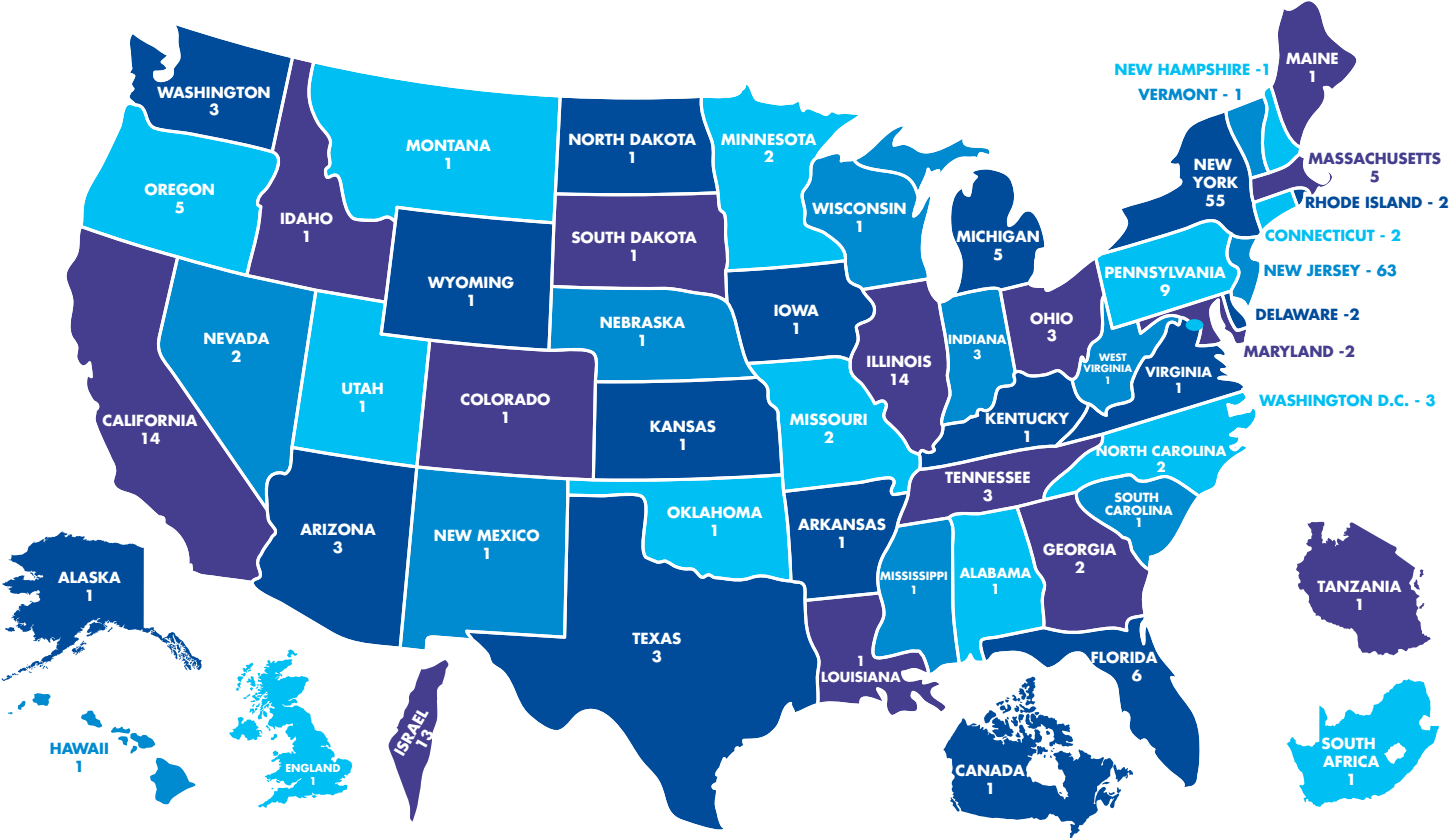
350



Facilitated Bnai Mitzvah projects

AREYVUT'S IMPACT

260+ AGENCIES | 2020 - 2022



OUR PARTNERS

Areyvut helps educators, communal leaders, and families make it easier to connect with projects steeped in kindness, charity, and social action.

Each year Areyvut works closely with:

- Jewish day schools, synagogues, camps, JCCs and other community agencies seeking guidance, learning materials and activities.
- Families across the Jewish spectrum of observance, with children of various ages looking for charitable activities to perform as a family or to support individual children with their peers.
- Individuals in the broader community across denominations, communities, ages and at every stage of life.

Areyvut has been described as a “local Little League team playing in the Majors,” with a deep bench through its wide array of programs and comprehensive resources focused on chesed, tzedakah, and tikkun olam.

Together with our partners, we actively bring unity to the commUNITY and infuse youth and teens with Jewish values that they will warmly embrace and carry forward.



WHAT OTHERS SAY



“From witnessing and participating in Areyvut programming, I’ve learned how important it is to give back to your community. Giving even an hour of your time can have a huge impact.”

Our participants report positive outcomes through their engagement with Areyvut.

CONFIDENCE

Teen confidence is boosted because of their participation in the Mitzvah Clown program.

LEADERSHIP

College students once involved with Areyvut’s personalized mitzvah projects and Jewish Teen Philanthropy program are now actively engaged in leadership positions on campus.

PARENTING

Parents are better prepared to discuss Jewish values with their children and family because of our A Kindness a Day Calendar and family Areyvut programs.

LAY LEADERS

They are now equipped to give a Dvar Torah or lead a program with Jewish content because of resources Areyvut developed.

EDUCATORS

By utilizing Areyvut resources, educators meaningfully educate, engage, motivate, and inspire their students or campers.

INNOVATIVE OFFERINGS TO COMMUNITY ORGANIZATIONS

As we look ahead to our next decade, we are well positioned to grow. With the support of our donor community, we will expand our reach and impact through innovative, capacity-building programs and resources.

Chesed is a core Jewish value that is central to every community. By working together across Jewish communities, community leaders are exposed to best practices and more equipped to grow chesed initiatives at home to better support those they serve.

On May 23, 2022, Areyvut was honored to lead an esteemed group of Jewish leaders from outside Chicago on a daylong tour of Chicago-based Jewish community services organizations. Chicago has an impressive chesed infrastructure with a vast array of agencies who complement each other and actively work together to nurture the community. By touring facilities and meeting with leaders at The Ark, The Chicago Center, Chicago Chesed Fund, and Chicago Mitzvah Campaign visitors gathered knowledge and experiences to bring back and apply locally.



AREYVUT'S THREE AREAS OF FOCUS

Areyvut's mission is to strengthen the culture of chesed, tzedakah, and tikkun olam in contemporary Jewish life. We offer programs, services, and resources that infuse these core Jewish values into all stages of the lifecycle, across the entire spectrum of affiliation and observance, and throughout the full range of communal institutions.

Our three areas of focus accelerate our work to better service communities and increase the impact for each and every community.

1

TAILORED PROGRAMMING

Educational programs, events, planning and curriculum development to meet a specific need

2

CHESED CAPACITY-BUILDING

Partnering and consulting with communities and organizations to enhance local infrastructure, best practices, and programming

3

EDUCATIONAL MATERIALS AND PUBLICATIONS

Print and online resources that support experiential learning and active engagement by students, families, educators, and communities

We can expand our reach and impact with your active partnership and generous support.

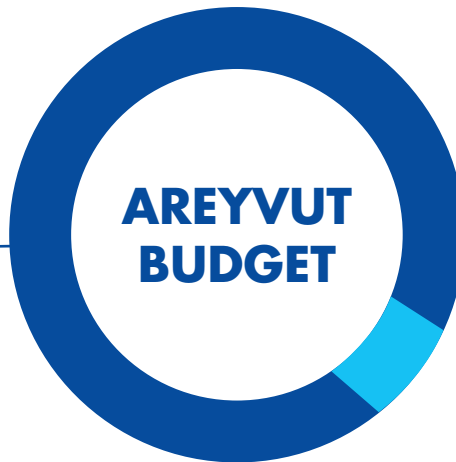


YOUR SUPPORT WILL MAKE A DIFFERENCE

More than 90% of Areyvut's budget comes from individual donors, and over 80% of our budget is spent on programming. At the current level of staffing and financial resources, Areyvut will not be able to meet its potential and extend our important mission of chesed, tzedakah, and tikkun olam to additional organizations or participants.

With the support of the Areyvut Board of Directors and added donors, Areyvut's leadership will be able to add staff to conduct substantially more outreach, establish a development plan, write grant proposals, and invest in effective marketing and publicity. With investments from generous individual donors plus new major gifts from organizations and grant sources Areyvut will extend the mission and message much further.

90% from _____
individual donations



We appreciate and value every donor, every level, and every gift. We highlight Areyvut's generous donors to illustrate our hakarat hatov (gratitude) for enabling us to reach this point.

FOUNDER

Meyer Koplow
Omnicare Charitable Foundation
Eric Rothner

PATRON

Ewa and S. Daniel Abraham
Shira and Yisroel Hochberg
Jennie and Avi Rothner
Amy and Daniel Rothner

BENEFACTOR

Joyce and Fred Claar
Melissa Rothner and David Levine
Morton Terrace Care Center, LLC
Elizabeth and Yosef Rothstein
Targum Shlishi
Debbie and Ezra Tuchman

PARTNER

AA Healthcare Management
Annie and Yale Baron
Debra and Mark Hirschberg
Michal and David Kahan
Special Assets LLC

Sara and Josh Weinberg
Tova and Howard Weiser

SUPPORTER

Leah and Jonathan Adler
Gayle and David Aronin
Robin and Michael Baer
Bryan Barrish
Shira and Dudi Berkowitz
Lisa and Sidney Glenner
Arlene and Joel Goldberg
Shira and Barry Hammerman
Etta and Isaac Novick
Pines Acres Living and
Rehab Center
Adeena and Yaakov Pultman
Elizabeth and Gidon Rothstein
Rachel and Ezra Stark
Arianne and Moshe Weinberger
Yitzy Weiss
Zimmer Family Foundation

FRIEND

Shira and Ronald Abrams
Atied Associates
Bellows Family Foundation

Nancy T. Beren & Dr. Larry S.
Jefferson Foundation
Care One Pharmacy Services, LLC
Lois Kohn-Claar and Gary Claar
Jay Feinberg
Janet and Lior Hod
Alan Levine
Rita and Sam Lipshitz
Cindy and Bruce Lish
Litwin Foundation
Georgie and Josh Lookstein
Sabrina and Abraham Maleh
Dawn and Arnold Markowitz
Yossi Meystel
Loretta and Marc Paley
Harriet and Barry Ray
Judy and Binyamin Schmutter
Sari and Yaakov Sheinfeld
Leah and Jonathan Silver
Rachel and Michael Stein
Sterling Park Group
Traurig Family in memory of
Mitzi and Edward Traurig
Harley and Eli Ungar
Eva and Ben Weinschneider
Leah and Josh Wisotsky

HOW YOU CAN HELP AREYVUT GROW

We invite you to partner with us in the important work of bringing more chesed into the world.

INVEST

- Consider a donation to fund Areyvut's important work and significantly extend our impact.
- Honor your family or a community member by sponsoring an Areyvut program in their name such as Mitzvah Clowning, Teen Philanthropy, learning resources, kindness curriculum, and A Kindness a Day Calendar. Custom opportunities are also available to align with your specific interests.
- Make introductions to those who may wish to support our organization.
- Share your ideas to expand our reach and resources.

LEARN MORE

- Reach out to Daniel Rothner at 201-244-6702 or info@areyvut.org to schedule a conversation, coffee, Zoom, or phone call to learn more about Areyvut and to discuss plans for growth.
- Meet with Board members and friends of Areyvut for their insights.
- Ask about opportunities to serve on our Board or volunteer even if you are outside the NY/NJ region. We are looking for passionate voices in every region and across the globe.

GET INVOLVED

- Connect us to your local community – individuals and organizations with whom we can explore partnerships.
- Visit areyvut.org and share available resources.
- Participate in our social media platforms and share with your network.

AREYVUT STAFF



Daniel Rothner
Founder & Director



Elana Kaplan
Hands-on Project Facilitator



Yehuda Arenstein
Development Associate



Talia Rapps
Office Manager

Join Areyvut on our transformative journey. With your support, Areyvut will expand its reach to include more participants and beneficiary organizations. As a result, Areyvut will play a vital role creating even more confident, young Jewish leaders well prepared to positively impact their communities today and into the future.

Contact Daniel Rothner at Areyvut at (201) 244-6702 or info@areyvut.org, or visit areyvut.org.

AREYVUT BOARD MEMBERS



Sara Weinberg
Board Chair



Michael Baer



Jordan Goldsmith



Mark Hirschberg



Shira Hochberg



Benjamin Hooper



Caren Levine



Bruce Lish



(201) 244-6702 info@areyvut.org areyvut.org

