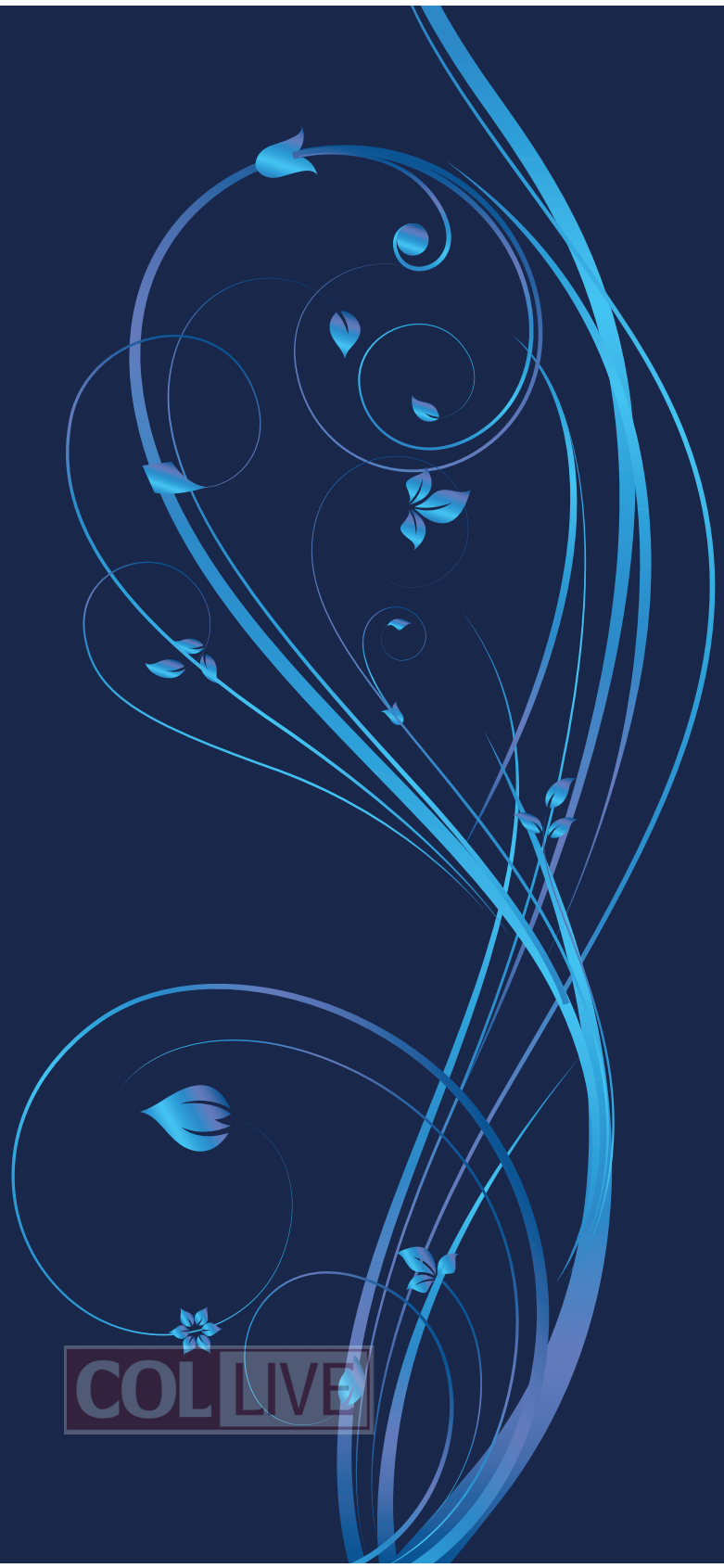


Jewish Children International

TZIVOS HASHEM



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Dear Friends,

Completing four decades and entering our fifth, Tzivos Hashem has reached a true milestone. Looking back, it's inspiring and empowering how we have grown in ways we could have never imagined possible. Starting out small, in the early 1980s we had but a few programs to cater to the needs of Jewish Children around the world. Today, a phenomenal number of Tzivos Hashem initiatives are taking place for hundreds and thousands of Jewish Children. The newly revamped International Chidon Mitzvos grew to 5,000 contestants in the year 2020, from 437 contestants four years prior. A new website was launched to make programs more available to those already involved, and more accessible to those who don't yet know about this organization. Enrollment numbers shot up to more than 100,000 boys and girls. Bar and Bat Mitzvah programs were designed to help the boys and girls learn the importance of Jewish values. Hachai Publications added 50 new titles to their impressive children's books, all of high literary and artistic quality. Of course, the world renowned Jewish Children's Museum, which has been visited by over three million visitors, and most of all Tzivos Hashem continues to develop, creating endless opportunities for children around the world to strengthen their Jewish identity.

The number 40 is very symbolic, connecting to many events in the Torah and discussed at length in Kabbalistic teachings. For example, the Great Flood lasted for 40 days and 40 nights and is compared to a spiritual water pool (mikvah), which must have 40 measurements of water in it. Jews also wandered in the desert for 40 years before they entered the land of Israel.

We also find that before G-d decided to give the Torah to the Jewish people, G-d requested a guarantor. When Moses replied, "the children will be Your guarantor," only then did he ascend the mountain. He was there for 40 days and nights before coming down with the Tablets. Why not 39 or 41 days on the mountain? Because it was 40 that was needed to bring this awesome event to fruition.

This ensures the eternal survival of the Torah through our Jewish children. Our children are the Jewish leaders of tomorrow, and are the continuity of the Jewish Nation. With the strength of 40, Tzivos Hashem will charge forth and make every effort to engage every child who is not yet associated with Tzivos Hashem, to involve them and motivate them to recruit their friends and neighbors to be part of the world's largest children's organization: Tzivos Hashem.

Sincerely,



Rabbi Yerachmiel Benjaminson
Executive Director

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Our Mission

Tzivos Hashem: Jewish Children International serves the physical and spiritual needs of Jewish children around the world. Youngsters under the age of bar and bat mitzvah – of all backgrounds, social and economic status – participate in Tzivos Hashem programs. Headquartered in Brooklyn, New York, Tzivos Hashem is both an idea factory and a rescue operation.

Tzivos Hashem's staff of educators and innovators uses technological advances, entertainment options and one-to-one outreach to nurture Jewish children's understanding and appreciation of Judaism. Where children exhibit need, especially in the former Soviet Union, Tzivos Hashem steps in to offer food, shelter and medical care. These efforts prepare today's children for a seamless transition into Jewish adulthood, ensuring continuity of time-honored Jewish values and traditions.

Our Children

A belief in the limitless potential of each child is at the heart of Tzivos Hashem's activities. Each child is precious, a microcosm of the world. The challenges of modern society call upon everyone to lend their strength to guide children around pitfalls toward a purposeful life.

To children growing up in the open society of the United States, Tzivos Hashem presents the beauty and moral values of Jewish life; Penetrating shallow goals with a deeper understanding. In countries where being born Jewish means tiptoeing around an undercurrent of anti-semitism, Tzivos Hashem offers a logic and motivation to continue the traditions and stay the course. Wherever Jewish children piece together an existence across a gulf of need, Tzivos Hashem fills in the gaps. In Australia, South America, Eastern Europe, Western Europe, South Africa, the United Kingdom: Wherever Jews are found, there are Jewish children who need to strengthen their ties to their people and learn more about their heritage. Tzivos Hashem is ready to reach out to them.

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The Rebbe's Vision

World leader, Rabbi Menachem M. Schneerson, the Lubavitcher Rebbe, was sought after by top political figures, successful business people and the finest professionals for his sage advice on matters of grave importance. He was mentor and spiritual leader to hundreds of thousands of everyday people in all corners of the globe, no one was turned away. Yet, amidst his awesome schedule, the Rebbe busied himself with the lives of children, and set out to harness their great potential.

With a vision that has been unfolding for 40 years, the Rebbe called for the establishment of Tzivos Hashem in the fall of 1980. Children were a top priority for the Rebbe. Rather, each Jewish child was a top priority for the Rebbe. From his vantage point as world leader and spiritual giant, he understood the intrinsic promise held by children, and he founded Tzivos Hashem to cultivate and nurture them so that they could grow to be strong and healthy in body, mind and soul.

The Rebbe himself would hold communal meetings, which he called rallies, with thousands of children at a time. And it was the Rebbe himself who spoke to the children directly and put great responsibilities on their shoulders. Not only did the Rebbe see children as the promise of a better tomorrow, the Rebbe saw children as the promise for a better today.

Judaism stresses that chinuch, Jewish education, should begin at an early age to prepare for adulthood. The Rebbe emphasized that not only are children's mitzvot for the sake of practicing for the future, but that their mitzvos, now, while they are young, have significance in and of themselves. Through his confidence in them and his expectations, the Rebbe actually confirmed a child's self esteem and challenged children to use their inborn strengths and talents for good.

The Tzivos Hashem relationship did not flow in just one direction, of commander to commandee. The soldiers of Tzivos Hashem gave nachas to the Rebbe as he watched them increase their mitzvot and perform them with greater care. And it was the children who were able to identify with and express the Rebbe's passion to bring the world to peace and goodness, as they would sing for him their theme song:

We Want Moshiach Now.



Tzivos Hashem Timeline

1980 • 5741

- Establishment of Tzivos Hashem activities.
The Lubavitcher Rebbe, Rabbi Menachem M. Schneerson encourages Jewish children to enlist in Tzivos Hashem. Enrollment pours in from many countries. Registration is recorded in pencil on cards.
- The Tzivos Hashem emblem is designed under the scrutiny of the Rebbe
- Soldiers go up in rank
- The Rebbe hosts rallies for Tzivos Hashem
- Children begin learning twelve Torah passages selected by the Rebbe



1981 • 5741

- Youth Groups
- Tzivos Hashem Choir adopted the theme song 'We Want Moshiach Now'
- Tzivos Hashem enrollment reaches 60,000 boys and girls



1982 • 5742

- The Moshiach Times Magazine
- The comic character the Shpy is created for Tzivos Hashem
- Pesach Experience
- Tzivos Hashem Radio Show
- Rallies with the Rebbe



1983 • 5743

- Registration reaches 100,000 in North America and 250,000 children worldwide.
- Tzivos Hashem Newsletter
- Lag B'Omer Parade
- Sukkos Experience



1984 • 5744

- Tzivos Hashem Pen-Pal Program Dial-a-Jewish Story
- Tzivos Hashem visits schools presenting a Matzah baking program
- Schools tour the Matzah Bakery
- Tzivos Hashem visits children in hospitals
- Tzivos Hashem records soldiers' rank in a computerized database



1985 • 5745

- The Matzah Ball Race
- 'Jewish Heroes' and 'Good News' columns in Newsletter
- The Moshiach Times is published in Italian
- Traveling Tzivos Hashem Programs visit schools, camps, JCC's, and youth groups



1986 • 5746

- The Wonderful World of Shabbos
- After school tutoring programs
- Child's Hotline
- The Summer Experience
- The Tzivos Hashem Bookstore
- The Dreidel House



1987 • 5747

- Sergeant Shmulke appears in the Tzivos Hashem Newsletter
- Tzivos Hashem Summer Camp
- Tours with entertainer Moshe Yess



1988 • 5748

- 'We Want Moshiach Now' bumper stickers
- Tzivos Hashem rooms
- Project Identity: Canarsie
- The Jewish Birthday Club
- HaChai Publications is founded to honor the memory of the Rebbe's wife, Rebbitzin Chaya Mushka
- The Jewish Expo opens in the Javits Convention Center



1989 • 5749

- The first Shomer Shabbos baseball team
- A big brother/big sister program named 'Achim'
- The Shpy records a cassette tape



1990 • 5750

- Jewish Chaplaincy Program for Boy Scouts of America
- 'Step Up' Bar Mitzvah program



1994 • 5754

- National Rambam Contest
- Yeshivas Erev
- Educational publications translated into six languages



1995 • 5755

Established in the former Soviet Union:

- Summer, Winter, and Pesach Camp
- Russian language newsletter
- www.tzivos-hashem.org
- Israeli and Russian children join the Shomer Shabbos Little League



1996 • 5756

- Torah Knowledge contest in Russia. Winner of Russian contest visits New York
- Project Second Chance



2000 • 5760

- The Joseph Papp Children's Humanitarian Fund
- Chayolei Bais Dovid Club for Kids
- Bat Mitzvah Club operates in 100 cities
- 15th Youth Club opens in the former Soviet Union
- Staffweek for girls
- Jewish Theme Series
- Winter Camp
- jewishkidsonline.com features animated Chanukah website
- Building in Zaporoshe, Ukraine purchased for medical center



2005 • 5765

- Jewish Children's Museum welcomes 10,000 visitors during its first month
- Printing press in Ukraine publishes 350+ page prayer book
- Worldwide Tehillim Club surpasses 11,000 members
- 220 Bat Mitzvah Clubs worldwide
- Website tzivoshashem.org debuts as information clearinghouse
- Friendship Circle brings social opportunities to hundreds of special children
- Orphanages in Ukraine begin expansion
- Wheels for Life bus saves children from street life



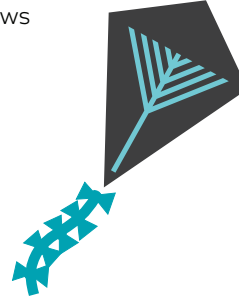
10 YEARS OF TH 1991 • 5751

- The Jewish Family Expo exhibited in Moscow & Paris
- Enrollment in Tzivos Hashem exceeds 300,000 children
- Dial-a-Jewish Story becomes internationally syndicated
- Shomer Shabbos Little League expanded to four teams



1992 • 5752

- Animated Chanukah windows on Fifth Avenue
- Chanukah House
- The International Jewish Camp Scholarship Fund



1993 • 5753

- Jewish Craft Workshops
- The Jewish Children's Fund
- The Jewish Expo takes semi-permanent residency in the Yale building
- Plans begin for The Jewish Children's Museum
- Youth Clubs in Russia
- Project Keep Warm



1997 • 5757

- Plans for orphanages in Russia
- Land purchased and cleared for The Jewish Children's Museum
- Jewish Craft Workshops tour Israel
- HaChai Publishers produces its 50th book



1998 • 5758

- The Esther and William Benenson Homes for Jewish boys and girls in Ukraine
- The Marcia Wilf and Ira Yavarkovsky Jewish Children's Clinic in Ukraine
- The Bat Mitzvah Club
- Staffweek for boys
- TH Craft Workshops Tour Russia
- The 100th Issue of The Moshiah Times



1999 • 5759

- Gwathmey Siegel Architects Associates design The Jewish Children's Museum
- Douglas/Gallagher design exhibits for The Jewish Children's Museum
- Ground breaking ceremony for The Jewish Children's Museum
- HaChai publication wins prestigious children's book award
- Food Pantry in Ukraine
- Craft Workshops in India



2010 • 5770

- The Great Parade
- Attara Publishing
- Hachayol Magazine
- Tzivos Hashem Kids Magazine in 9 languages
- Raksin's Children's Tehillim
- JCM Golf Event
- The Great Jewish Big Rig
- Jewish Kids Got Talent
- Siddur with Pirush Hamilos



2011-2016 • 5771-5776

- Crown Heights Safety Day
- Kosher Day
- Yahadus Curriculum
- Haggadah
- Kids' website together with Chabad.org
- Hakhel rally
- JCM Summer Soirée
- Rebbe Redt Tzu Kinder published in Yiddish
- Living Jewish Handbook



2017-2020 • 5777-5780

- The Chocolate Makery
- New Game Show
- Toybrary
- Science Labs
- New Jewish Children's Museum website
- Explanatory Siddur
- Explanatory Tehillim
- Illustrated Pirkei Avos
- Brand New Fourth Floor



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Growing Up with Tzivos Hashem

The Bat Mitzvah Club

The BMC phenomenon has touched more than six continents, 35 countries and more than 4,000 girls. With more than 450 BMC chapters worldwide, it's safe to say that you have Jewish friends across the globe, and you can connect with them in a real way. Our cultures may differ, but our hearts beat as one BMC.

Founded in 1993 by a mother and educator with a passion for teaching tween girls, BMC empowers you to become a strong, smart, spiritual individual who understands there's more to a Bat Mitzvah than a party.

Bar Mitzvah Academy

Why should the girls have all the fun? Taken from the Bat Mitzvah Club experience, Tzivos Hashem launched an all-boys club. The club incorporates exciting, activity-filled programs that bring youngsters together with other Jewish boys to

learn all about the challenge of Jewish adulthood and have tons of fun.

Staff Week

Staff Week is an intensive training program that provides hundreds of counselors, specialty instructors and activity directors with the tools to make the Jewish camping experience the best it can be. Through workshops, skits, discussions, guest speakers and strategy sessions, Staff Week participants grow in their understanding of leadership techniques, child development, and effective communication.

Tzivos Hashem's International Jewish Camp Scholarship Fund

Providing a summer camp experience to children living in cramped urban settings is not a luxury—it's a necessity. When camp tuition



is beyond a family's budget, Tzivos Hashem's Camp Scholarship Fund strives to help. Each summer, hundreds of children attend the Jewish camp of their choice thanks to the Camp Scholarship Fund.

Friendship Circle

While many organizations address the issues of children with special needs, most are focused on goal-oriented therapeutic care. The Friendship Circle Brooklyn brings another dimension—unconditional love and friendship.

Children with special needs often endure loneliness and isolation because of a lack of friends and social opportunities. By developing friendships between youthful, spirited teenagers and children with special needs, the Friendship Circle Brooklyn has yielded incredible results. The volunteers have been able to reach the children in ways that professionals, or even family members, have not.

Furthermore, the program has had a profound effect on the teenagers themselves, instilling within them the values of giving and gratitude, as well as a sense of connection and responsibility to the Jewish community.

Boy Scout Chaplains

Boy Scout Camps are as American as apple pie, attracting many unaffiliated Jewish boys.

Tzivos Hashem representatives act as chaplains at the camps to infuse the experience with true Jewish flavor. At the Boy Scout Jamboree and the quadrennial International Jamboree, Tzivos Hashem's craft workshops introduce all scouts to authentic Jewish experiences. More than a few boys have had their bar mitzvahs in Tzivos Hashem's Jamboree tent.

Project Step Up

Tzivos Hashem offers Jewish boys from unaffiliated homes the opportunity to prepare for and celebrate their bar mitzvah. From Torah-reading instruction and tutoring, to purchasing tefillin and a new suit, Tzivos Hashem provides everything necessary for the big day.

Children's Sefer Torah

Letter by letter, word by word, Jewish children from around the world are sponsoring the writing of a Torah scroll all their own. When a child sends in a nominal, allowance-friendly donation, they sponsor a letter in the Torah and receive a beautiful personalized certificate from Israel that acknowledges their participation in the project.

Birthday Club

Tzivos Hashem grasps just how large birthdays loom in the thoughts of young children. It's why Tzivos Hashem sends out birthday greetings to



children on their Hebrew birthday. This demonstrates how much Tzivos Hashem cares about its members, and it encourages children to the great spiritual potential open to them on their special day. When a child gives charity, says a chapter of Psalms or makes a commitment to do a good deed in honor of their birthday, they are sent a birthday gift from Tzivos Hashem!

A new project that Tzivos Hashem has implemented is assisting neighborhood children in Crown Heights to experience a dignified birthday celebration that their parents could not afford otherwise.

This new project includes a complete birthday package on their Hebrew birthday, including a \$20 gift certificate to a local toy store to choose whatever toy they would like. In addition, they will receive a birthday cake, beverages, birthday certificate, coins for $\eta\eta\eta$, and the 12 Pesukim booklet. We are hoping to expand this project to other communities in the near future.

Shabbatons

Explaining and teaching about the Shabbat experience is like trying to explain the taste of chocolate. That is why Tzivos Hashem arranges Shabbaton weekend retreats to allow children to experience the wonderful world of Shabbat... chocolate treats included.

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www.TzivosHashem.org

Tzivos Hashem's website is here to provide easy access to all the organization's departments and programs. The site includes events, information about Tzivos Hashem and more.

Chabad.org/Kids

A brand new mega-site created together with Chabad.org is the place for children to click and enjoy the best of Tzivos Hashem in cyberspace. Visitors to the site can download holiday games, enjoy animated holiday stories, send e-cards and enter Tzivos Hashem's popular contests. Jewish fun has a new address on the web.

Superphone

All over the world, children dial in to the Superphone to hear Jewish stories, Torah mystery minutes, Torah thoughts and candle-lighting times. Through a special Superphone function, they can even find out the date of their Jewish birthday.

Children's Videos

Tzivos Hashem has produced 'My Aleph Bais,' 'Professor Pella's Place,' and several other carefully composed and professionally produced educational videos to entertain and teach young children.





Tzivos Hashem CKids

Tzivos Hashem CKids is the Jewish boys' and girls' brigade of Hashem's army, made up of kids who do acts of kindness, show care and concern for others, learn Torah, and fulfill mitzvos.

When you enroll in Tzivos Hashem, you start out

as a Private, but as you do more good deeds and complete missions, you'll earn Mitzvah badges. After collecting enough badges, you'll be awarded medals. When you get enough medals, you'll be promoted in rank. If you keep working at it, you just might become a general!

CKids is sponsored and run by Merkos 302.

HaChai Publishing

HaChai Publishing has been a source of quality Jewish children's literature for more than a quarter century.

More than 200 books now fill HaChai's catalog, each maintaining HaChai's goals of printing beautiful books, on quality paper, with wonderful illustrations and fabulous story lines. As always, they are without violence and other unhealthy topics. Each one has a message, a lesson in life, from which young readers can benefit.

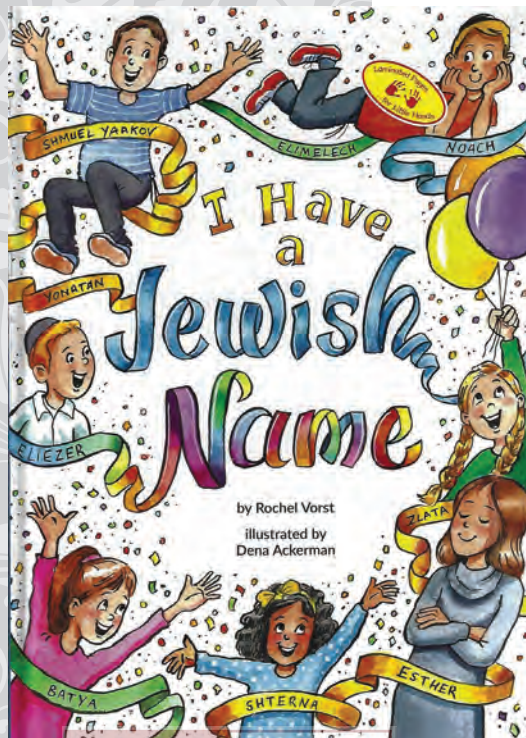
HaChai continues to reach higher. HaChai's publication Perfect Porridge won the 2000 Parents' Choice Recommended award.

In 1998, HaChai's publication 'Nine Spoons' received the prestigious Sydney Taylor Award for the Best Children's Picture Book.



The book was reviewed and praised by US News and World Report, Horn Book, School Library Journal and others.

Selected HaChai Publications have been translated into more than 12 different languages.



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Tzivos Hashem Magazines, Periodicals & Manuals

Moshiach Times Magazine

Illustrated by famous cartoon artists and written by professional writers, the Moshiach Times is a Jewish children's magazine of the highest quality, packed from cover to cover with stories, games, jokes, puzzles, and comics.

In every issue, the popular cartoon character "Shpy," fumbles his way to a victory of good over evil. "Heroes of Old" features stories of real life Jewish people who have overcome difficult obstacles. Subscribers to Moshiach Times have spent many happy hours reading the magazine written just for them.

Teaching Manuals

Tzivos Hashem has developed several manuals for teachers, counselors, and youth leaders. The manuals are complete with lessons on Jewish topics with appropriate arts and crafts project

suggestions, puzzles and songs that reinforce the lessons. Educators have welcomed these resources, and they are used in day schools and after-school Jewish programs around the world.

The Rebbe Speaks to Children

Published in Yiddish, Hebrew, and English, the books feature speeches of the Rebbe, which he addressed to members of Tzivos Hashem. Even when the thoughts are deep, the messages are crystal clear. Organized by topic, these volumes speak volumes.

The Tzivos Hashem Kids Magazine

Children across the world experience the Jewish holidays in a completely new and invigorating way with the exciting Tzivos Hashem Kids





Magazine. Published four times a year, each full color holiday issue captivates its readers with educational and stimulating entertainment such as stories, history, fun facts, puzzles, comics, and fun pages. There are also attractions for adults in the family with the 'Holiday Guide for Dummies!' The magazine is currently printed in nine languages including Farsi with over one million readers.

Hachayol

HaChayol's journey started eight years ago. From a 20-page monthly magazine in honor of Shnas Hakhel 5768 to the 12-16 page weekly publication, it now serves as the means toward hiskashrus and Chassidishe chayus for today's youth, and expresses hakoras hatov to the one standing behind it.

HaChayol is not just a regular magazine. It is the weekly farbrengen for today's young soldier.

Living Jewish Handbook

Living Jewish is a guide to Judaism just for kids. Explore the many holidays on the Jewish Calendar; master basic prayers and blessings; educate yourself on some important concepts in Torah; learn how to do mitzvot; get to know a host of historic heroes and so much more!

Jewish Theme Series

Taken from The Jewish Theme Series is an innovative set of eight manuals to be used in Jewish summer camps. Each volume focuses on one topic, such as the Jewish Identity, and brims with suggestions for activities, stories, crafts, puzzles, comics and more to reinforce the concept in a thoughtful, fun way.

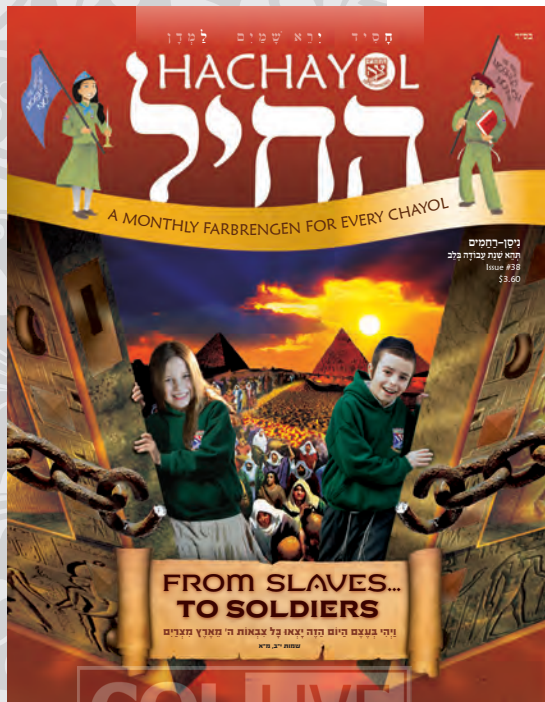
Living Lessons

Living Lessons was created by Tzivos Hashem to produce high-quality Torah learning materials for children.

Benefiting from the latest educational methods, and without compromising our rich Mesorah, a group of dedicated individuals have undertaken the monumental task of preparing materials to make Torah engaging, meaningful and exciting to learn and teach.

Our name says it all – Living Lessons empowers our children to bring the lessons of the Torah to life.

The first result of this effort is the state-of-the-art Yahadus curriculum, designed by a team of Mechanchim and Mechanchos, Rabbonim, researchers, writers, designers, parents, and children. Sponsored by George Rohr in memory of his mother Charlotte Rohr.



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Following the success of the Yahadus series, Living Lessons created a series of products that will revolutionize the way youth (and adults!) can connect with some of our classic texts. Teaming up with Rabbi Moshe and Ruti Weiss, The Weiss Edition Living Lessons has published beautiful seforim and sponsored tens and thousands of seforim to the children in the Chayolei Tzivos Hashem program.

Haggadah

The beautifully illustrated Living Lessons Haggadah features a unique and clear explanation blended into the Haggadah's translation; plus, over 100 fascinating tidbits from classical sources. This one-of-a-kind Haggadah contains the complete original Hebrew text (in the classic Nusach), rendered in a custom Seder-table-friendly size of 6 x 11 inches and over 125 pages. This Haggadah has proven to keep children (of all ages) engaged all night long!

Pirkei Avos - Ethics of Our Fathers

The beautifully illustrated Living Lessons Pirkei Avos features a unique commentary blended into the translation and conveys meaningful messages from every mishnah. Throughout its 240 pages, each mishnah is accompanied by multiple tidbits, biographies of the tannaim, commentaries, insights, and stories.

Siddur - Prayer Books

Davening means much more than just saying words. It means thinking about Hashem and your connection to Him. Tefillah is the 'Heart' of serving Hashem. Living Lessons' unique Siddurim are bursting with explanation and inspiration, and transform mere participation into connection and communication.

Tehillim - Psalms

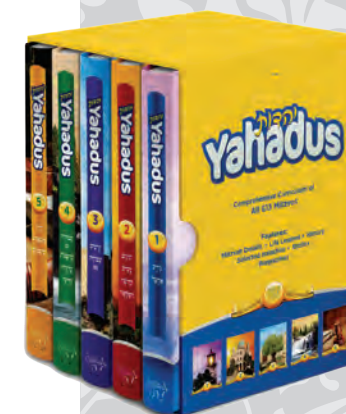
Featuring a unique explanation integrated into a relatable translation of the text, written in a crystal-clear format so that readers can understand the entire flow of each chapter. This includes an introduction to every perek, as well as explanatory notes and insights on the verses.

This Tehillim is groundbreaking in its ability to help readers truly comprehend and appreciate the psalms they are saying!

Parshah

The newest addition to the Living Lessons "Weiss Edition" series is a fully illustrated book My Parshah. The 300-page book culls inspiring and relatable life-lessons from every parshah and Jewish Holiday, presented in the form of stories, insights and meaningful messages.

Beautifully illustrated by renowned artist, Boris Shapiro, the book is as engaging and enjoyable as it is educational and inspirational.



Strengthening Tomorrow's Leaders

Chayolei Tzivos Hashem

Tzivos Hashem has bases in over 90 schools around the world, with over 10,000 soldiers. In the current age of media addiction and general apathy, Tzivos Hashem is giving students an opportunity to challenge themselves in new ways and experience success in learning, awakening their inner spark of life and inspiring them in ways that are life-changing. Children world-wide take on the identity of soldiers. Every Lubavitch school has been turned into a base. Students are empowered to work hard to fulfill their missions. They are extremely enthusiastic and involved in the Rebbe's mission to bring Moshiach now.

Each child proudly earns medals as they reach their goals, saving them in a beautiful rank book. Children gain confidence growing at their own pace. Participating schools create custom-made mission programs to help their students advance in Hashem's army. Chayolei Tzivos Hashem hosts monthly raffles where children earn prizes. There is also an online prize store where children can use their points.



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Chayolei Tzivos Hashem's goal is to continue to develop the program in Hebrew schools and camps for children of all backgrounds across the world. The Program is sponsored in part by Rabbi Moshe Kotlarsky of Merkos L'Inyonei Chinuch and Rabbi Shaya Smetana of Anash.org.

Chidon Sefer HaMitzvos

Chidon Sefer Hamitzvos is an international program that encourages children to study the six hundred and thirteen mitzvos of the Rambam. The vision and dream for Chidon was originally geared for Lubavitcher children, grades 4-8, by providing them with the opportunity to learn the Mitzvos of the Rambam in a clear and easy to read manner. This vision has been fulfilled and far surpassed our expectations.

Tzivos Hashem recently launched a new website specifically for the Chidon Sefer Mitzvos. This allows easier access, a smoother process for those already involved, and assists in bringing this initiative to those who aren't yet a part of it.

Every year the boys and girls have a Shabbaton rewarding their hours of hard work, and invested time in study. The highlight of this incredible weekend is the competition gameshow. Children have the opportunity to show their passion with the amount of knowledge they've amassed over the couple of months. The unforgettable trips, delicious food, the games and fun, and of

course the friendships formed over this time, creates an experience that will only motivate the children to go home, and start studying for next year's Chidon competition.

In addition to the Chabad Schools worldwide who have instituted the Chidon Sefer Hamitzvos, this unique curriculum has become popular to both observant and secular Jews, and is being studied in Jewish schools across the globe. Special programs and events reward these students for their time and effort, as well as the opportunity to compete against their friends and show their wealth of knowledge they gained from their hours of hard work.

Adults have also started learning the Chidon curriculum, re inspired by the depth of knowledge as they celebrate their mastery of Torah, and experience a whole new level of learning. The Chidon Sefer Hamitzvos International program is sponsored by George Rohr in loving memory of his mother Sara Charlotte Rohr A"H.

Power of Jewish Children

Do you know the Power of Jewish Children? This unique award celebrates the achievements of Jewish youth and the impact they can have on the world. This encourages children to share their accomplishments and inspire others to use their skills and talents to make the world a better place.



Jewish Holidays with Tzivos Hashem



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Jewish Craft Workshops

- Olive Pressing Workshop for Chanukah
- Menorah Building Kit for Chanukah
- The Model Matzah Bakery for Passover
- The Torah Factory for Shavuot
- The Shofar Factory for Rosh Hashana and Yom Kippur
- The Sukkot Workshop
- Shabbat Workshop
- Havdalah Workshop
- Tzitzit Factory
- Tefillin Workshop

Stimulating, fascinating, fun, and best of all, hands-on, Tzivos Hashem Jewish Craft Workshops delight children all over the world while teaching them about special ritual objects used in celebration of the Jewish holidays. At Tzivos Hashem Workshops, children create Jewish artifacts to use

and enjoy at home.

Crews of craftspeople from Tzivos Hashem work tirelessly to bring workshops to schools, camps, youth groups, and synagogues of all types across the country and around the world. Workshops have been held just about everywhere from New Jersey to Vancouver Island, from Ukraine to Chile to Siberia. Tzivos Hashem trains the craftspeople and supplies them with all the trimmings for the projects. Who else but a Tzivos Hashem craft workshop staff member travels with caseloads of raw rams' horns, untreated parchment, and olive oil presses?

Before Rosh Hashana, for instance, children participate in the Shofar Factory. They saw, measure, drill, sand then b-l-o-o-w as they transform a raw ram's horn into a traditional Shofar.

In the spring, at Matzah Bakery Workshops hosted before Passover, children thresh and grind wheat, measure, mix, knead, roll, and perforate

matzah dough. As they work, the children absorb the lore and traditions of Passover. In a hot stone oven, their handiwork bakes into a munch-able, crunch-able, and altogether memorable Exodus experience.

Slideshows

As if by magic carpet, the Jewish Craft Workshop slideshows whisk children to a real Shofar factory in Israel and to a Torah scribe's workshop. The slideshows make the connection between the craft workshop and its real-life counterpart.

Mitzvah Craft Workshops

Among the other workshops in high demand among the pre-teen set are the Torah factory, Tzitzit factory and Tefillin craft workshops. At these workshops, the theoretical understanding of becoming a Jewish adult takes on a dimension of tangible reality.

Torah Factory

In this fascinating workshop, children learn how raw animal hides are made into parchment. Volunteers sand and buff the dried parchment and prepare it for writing. Participants learn to make special Torah ink and use old-fashioned goose feather quills to practice the Torah's distinctive Hebrew calligraphy.

Tefillin Workshop

After his bar mitzvah, a Jewish boy begins putting on Tefillin each morning. At the Tefillin workshop, the contents of the mysterious black boxes are revealed. Participants find out everything there is to know about these special objects, including how they are made and used.

Tzitzit Workshop

Jewish boys over the age of three wear Tzitzit—a special garment that has specially knotted strings on each of its four-corners. Participants learn about Tzitzit and their significance, and try their hand at tying the intricate knots.

Holiday Brochures

The traveling Holiday Craft Workshops put Tzivos Hashem in touch with hundreds of thousands of Jewish children; Tzivos Hashem's holiday brochures continue the relationship. Specially written, colorful, and clever by design, the brochures provide extra information about the upcoming holiday and inform children about Tzivos Hashem's holiday contests and activities.

Chanukah House

When all the windows on Fifth Avenue wink and blink with holiday cheer, the animated Chanukah House is a comforting sight for Jewish children.





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Chanukah artifacts and videos are on view. And, unlike other holiday displays, children can enter the wonderland to play Chanukah games and taste potato latkes. Best of all, Chanukah house is hosted by none other than Chanukah-hero Judah the Macabee.

Chanukah Tanks

In the days leading up to Chanukah, members of Tzivos Hashem travel around New York City in specially outfitted recreational vehicles decorated for Chanukah. Festive music plays from on-board speakers. Tzivos Hashem members distribute thousands of menorahs, candles and pamphlets with information about Chanukah.

Chanukah Challenge

The Chanukah Challenge offers children a clear, concise, and colorful retelling of Chanukah's history, customs, and observances. A brochure containing a board game and humorous comic relate important Chanukah information through a medium of fun. Children who participate in the Chanukah challenge also have a chance to win great prizes.

Dreidel House

In malls across the United States, Dreidel Houses are built as larger-than-life exhibits that provide a Jewish alternative to other holiday activities. In

Dreidel House, children eat latkes, receive menorahs and—of course—spin dreidels.

Dreidel Making

"I have a little dreidel, I made it out of clay..." Everyone loves the popular Chanukah song, but it takes Tzivos Hashem's specially designed "Presto Dreidel Mold" to bring the lyrics to life. Once dry, the dreidels may be painted and, best of all, they really spin.

Traveling Chanukah Theater

Macabees are in the spotlight, teaching Chanukah lessons with drama and lots of laughs. With plots that mix the ancient Chanukah story with modern day asides, the Chanukah theater delights children in New York, New Jersey, Connecticut, and Pennsylvania.

Purim Slideshow & Coloring Book

Tzivos Hashem's Purim slideshow retells the holiday story in vivid color and in sequence with the reading of the Purim Megillah. The slideshow—now a holiday tradition in more than 200 congregations—has a new wrinkle: a fresh voiceover by famed storyteller Yitzy Erps. Children who receive the matching coloring book recreate the magic of the Purim slideshow on their own.

Traveling Purim Productions

Purim's narrative has built-in drama, pathos, and nail-biting excitement...along with an eternally important spiritual message. The whole megillah leaps into life when Tzivos Hashem's holiday players, who are members of Tzivos Hashem themselves, bring Purim cheer to hospitals and senior centers. A fine time is had by all.

Traveling Megillah Reading

Tzivos Hashem members and leaders travel through shopping malls and schoolyards to read the Purim Megillah to Jewish children and adults. Taking Purim to the streets is Tzivos Hashem's way of satisfying the holiday's call for Jewish unity and unconditional acceptance.

Matzah Bakery Tours

Wherever possible, Tzivos Hashem arranges guided tours of functioning Matzah bakeries. Children see firsthand how scrupulously the water is kept separate from the flour to avoid leavening, and how the fast-paced action—mixing, kneading, perforating, and baking—yields old-fashioned circular loaves in less than eighteen minutes.

Matzah Ball Race

In the pre-Passover rush, when spring cleaning takes on a distinctly Jewish flavor and fervor, the

Matzah Ball Race is on to keep children in touch with the meaning behind the frantic activity. There are prizes to be won for helping prepare for Passover and participating at the Seder table.

Lag B'Omer

Each Lag B'Omer, Tzivos Hashem throws a bash. Singers, jugglers, and clowns step up the joy as the life of the holy sage Rabbi Shimon Bar Yochai, author of the Kabbalah, is celebrated. When Lag B'Omer falls on a Sunday, Tzivos Hashem continues its decades-long tradition of helping to host a grand parade with floats, marching bands, signs, and banners for the special day.

Shavuos

Shavuos recalls giving of the Torah on Mount Sinai. Everyone, young and old, is called upon to hear and re-experience the moment that sealed the eternal bond between G-d and the Jewish People. To sweeten the children's Shavuos experience, Tzivos Hashem invites youngsters to partake in a special post-service ice cream party.

"A Celebration with the Torah" Slideshow

How is a Torah made? What does it say in the Torah? What can we learn from the Torah today? In this delightful presentation, children discover the answers to these questions and come to an



understanding of the bond between the Torah, G-d, and the Jewish nation.

Shavuos Competition

Motivation and inspiration are the aims of the Shavuos contest. When prizes are up for grabs, the must-dos of the holiday like listening to the reading of the Ten Commandments become wanna-dos.

Three Weeks Booklet

In the summer months, the three-week period preceding the fast of Tisha B'Av is full of sad significance. Understanding the message of the Three Weeks is the aim of the booklet that introduces key concepts of these days with Tzivos Hashem's trademark creativity.

Tishrei Slideshow

Children are invited to join little Chaim and his grandfather, Meir, for an entertaining exploration of the joys, traditions, mitzvahs and significance of Rosh Hashanah, Yom Kippur, Sukkot and Shemini Atzeret-Simchat Torah in this educational slideshow presentation.

Sukkot Experience

Tzivos Hashem has transformed traditional family outings during the intermediary days of Sukkot into a time where fun, in the form of carnival-style rides and games, go hand-in-hand with the performance of holiday mitzvahs. Some years, Sukkot Experience hits the high seas with family cruises on Circle Line tours.



The Jewish Children's Museum

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A place of learning and wonder, the Jewish Children's Museum is a unique institution where children and their parents—from all segments of the community—can explore Jewish history and heritage in a stimulating, interactive environment.

With hands-on exhibits focusing on Jewish holidays, biblical history, the land of Israel, contemporary Jewish life, and more, the Jewish Children's Museum celebrates and explores many aspects of Jewish culture. Through innovative multi-media technology, Jewish history, values, and culture come to life at the Museum. The Museum features multi-media marvels, an art gallery, two state-of-the-art computer labs, a game show studio, a 75-seat audiovisual theater, a miniature golf course, and a craft workshop. These are but some of the wonders within the museum's 50,000 square foot multi-media wired structure.

Dedication

Beloved by all who knew him, Ari Halberstam was an outstanding child, raised in the intimate surroundings of the Lubavitcher Rebbe, Rabbi Menachem M. Schneerson and his wife, Rebbetzin Chaya Mushka.

On March 1, 1994, Ari was mercilessly gunned down by a Lebanese terrorist on the Brooklyn Bridge, while returning from the hospital where he had been praying for the Rebbe's recovery. Ari passed away five days later.

Ari will always be remembered as a gifted, charming, athletic, studious, and caring sixteen-year-old, a humble and G-d fearing teenager with a deep love for his family and his community. At the time of his death, he was a promising young rabbinical student, devoted to his religious principles, and deeply committed to helping others.

In Ari's memory, Rudolph Giuliani, the Mayor of New York City, named the Ari Halberstam Memorial Ramp to the Brooklyn Bridge; a private ambulance was dedicated by the Ari Halberstam Memorial Fund; the Kingsway Jewish Center established the Ari Halberstam Sportsmanship Award; a Torah Scroll was written in Ari's memory; Ari's Law was signed by Governor Pataki as part of a comprehensive New York State gun safety bill.

The Jewish Children's Museum is dedicated in Ari's memory, to provide future generations of children with a clear message of inspiration, joy, and hope, to promote harmony and understanding through knowledge and education, the things for which Ari lived and died.

The Building

The multi-media Jewish Children's Museum, the first of its kind in the world, opened in 2004 on Brooklyn's Museum Row, at the corner of Eastern Parkway and Kingston Avenue in Brooklyn, New York. Gwathmey Siegel Architects was engaged by the Executive Director of the Jewish Children's

Museum, Yerachmiel Benjaminson, to design an original “wired” structure versatile enough to act as both a museum and as a place of hands-on learning and wonder.

Visitors enter the lobby and information area on the ground floor, which also houses a cafeteria and coffee shop. The interactive computer training labs on the lower level are devoted to hands-on learning. They are home to dozens of creative workshops, as well as an arts and crafts center where children bake challah or matzot, carve shofars, make menorahs and braid havdalah candles.

On the second level, a flexible 5,000 square foot area serves as a gallery, concert hall or banquet room depending on the scheduled event.

The heart of the museum is in the galleries, which occupy the third and fourth of the building’s six floors. There, visitors encounter an array of exhibits and displays covering Jewish history and heroes, holidays and customs, the Holocaust, and contemporary Jewish life. Some 100 life-like dioramas add a concrete visual dimension to the exhibits in conjunction with multi-media presentations designed to capture the attention of the museum’s young visitors. The top two floors of the Museum hold administrative offices, a conference room and support services.

Gwathmey Siegel Architects’ design utilizes sustainable, contemporary materials and a high-

tech infrastructure to offset and complement the Museum’s narratives of ongoing tradition.

With a building by the award-winning architecture firm Gwathmey Siegel, and exhibits designed by the renowned firms Douglas/Gallagher and Nash Brookes and created by Maltbie and Watson Productions, writer and consultant Paul Rosenthal, and a team of talented educators, the museum is amply prepared to delight children of all backgrounds, their parents and teachers, providing information about the upcoming holiday, as well as holiday contests and activities.

Our Mission

The Jewish Children’s Museum provides exhibitions and programs for all children in an educational and entertaining format. Through contemporary technology and a hands-on approach to learning, visitors experience Jewish history, values, and traditions in a manner that inspires an increased interest in Jewish culture. Primarily, the museum serves elementary school-age children and their families, and is a resource and model, nationally and internationally, for interactive education on Jewish themes.

The museum is a setting for children of all faiths and backgrounds to gain a positive perspective and awareness of the Jewish heritage, fostering tolerance and understanding.



New Game Show

Fun and excitement will merge with competition and thrill at JCM's new game show experience. Children visiting the museum will be invited to compete while answering questions on the topic of Jewish life in a high-tech light-and-sound equipped game show room. The games have various difficulty levels and are customized according to age and tour group.

Science Labs

A new special program for children ages 8-12 will use science experimentation as a medium to learn various Talmudic passages and quotes from our Sages. The kids in the Science Lab will have the opportunity to take on the role of "real" scientists, donning white lab coats and goggles and gearing up to uncover all sorts of new and exciting lessons in Torah. Lemon volcano experiments, learning about DNA and creating invisible ink enable these exciting learning opportunities.

The Chocolate Makery

The Chocolate Makery, a mouthwatering, eye-opening experience, came to JCM this year. Students discovered the process of chocolate making and its unique connection to the holy day of Shabbat! Everyone present gained a wealth of knowledge on this exciting journey and joined in the fun as they harvested cocoa pods, ground up

and roasted beans, and molded their very own delicious chocolate creation!

Toybrary

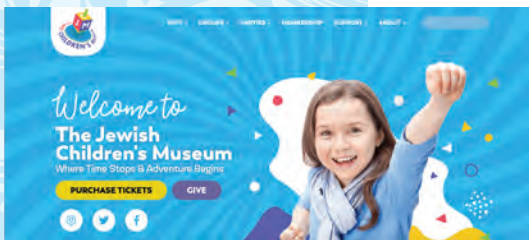
Everyone has been to a library, but have you ever heard of a toy library? The JCM offers children ages 2-5 years old an expansive library of new, educational and high quality. With the large variety available, children will have the opportunity to learn new skills and be entertained for hours. With membership, families can borrow two new toys and play with them for two weeks; then the borrowed toys are returned and can be replaced with something new and educational.

New Website

A new, modern website has been created with user-friendly, easy access to make viewing pages a new experience. Now children will be able to navigate faster to plan their visit to the Jewish Children's Museum.

Virtual Workshops

A new virtual workshop has been designed to offer an educational, interactive experience so children will channel fun activities and look forward all week to new ways to engage! A variety of workshop options include Mizrach Kotel Wall Art, Confetti Challah Covers, and much more with easy video tutorials to help you along the way.



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Tzivos Hashem Activity in the Former Soviet Union

Years before the Iron Curtain rusted into memory, the Rebbe carefully guided Tzivos Hashem to reach out to Jewish children. Through the political and cultural revolutions that followed, the Rebbe encouraged Tzivos Hashem to initiate and expand activities that addressed the need for spiritual revival and physical assistance to families who had been long denied expression of their Jewish identities.

Tzivos Hashem's central office in the CIS, as many states of the former Soviet Union are now known, is located in Dnepropetrovsk, Ukraine. It was from this city that the Rebbe's father was expelled, some 80 years ago, for upholding his faith and his commitment to teaching Jews about their heritage.

Weekly Youth Clubs

Tzivos Hashem creates materials for weekly youth clubs that bring Jewish teens off the streets in cities across the CIS. In a region where anti-Semitism is commonplace, Tzivos Hashem's weekly

after-school clubs make it cool—even fun—to be Jewish. Club members enjoy listening to Jewish music, eating kosher snacks, hanging out with each other, playing computer games, and learning about Jewish life.

Passover Camp

Each year, 500 lucky children enjoy celebrating Passover and exploring their Jewish identities for 10 days at beautiful campgrounds in the outskirts of Dnepropetrovsk. During camp, giant festive Seders are held. Over the intermediate days of Passover, the children are treated to trips to the circus, zoo, and ice-skating rinks. Nutritious food is served at every meal—something the campers don't always get at home. Camp gives children the know-how to continue Passover traditions on their own.

Yeladim Magazine

Four times a year, Jewish children in 14,000 households from Kiev to the steppes of Siberia



receive copies of Yeladim, a magazine expressly for Jewish kids who read Russian.

International Student Sponsorship

Through Tzivos Hashem, caring families connect with talented, but economically disadvantaged youths and sponsor their high school or college tuition and living expenses.

Careful matching of students with sponsors encourages the development of warm, enduring relationships between the student and his or her American "family." Sponsored students have graduated from Stern College, Yeshiva University High School, Rabbinical College of America, and other institutions of higher learning in the United States and Israel.

National Torah Competition

Each year, 10,000 Jewish children across the CIS spend hours studying Jewish concepts and traditions motivated by a chance to win one of Tzivos Hashem's 10 grand prize trips to the United States. While gaining Jewish knowledge makes every child a winner, 10 grand prize winners experience a life-altering U.S. trip. Along with sight-seeing tours, the children are introduced to their American peers and émigrés from the CIS. The competition winners see how Jewish pride and

success go hand in hand.

Bris Milah Clinic

At Tzivos Hashem's Circumcision Clinic in Dnepropetrovsk, men and older boys who wish to enter the covenant may do so for free, with minimal pain, in a safe hospital setting. Each bris is conducted with the utmost concern for the individual's spiritual and physical well-being.

After the procedure and a Jewish naming ceremony, Tzivos Hashem provides a special gift, gentle transportation back home, and arranges a follow up visit from a local doctor.

Jewish Publishing House

Tzivos Hashem has begun to sate the hunger for Jewish literature with its printing operation in Ukraine. The press has churned out Jewish children's books translated into Russian, a special transliterated and annotated prayer book, and other educational materials.

Shabbat Parties

In order to introduce Ukrainian and Russian children to the joys of observing Shabbat, Tzivos Hashem youth directors organize special Shabbat gatherings that feature games, snacks, and other fun activities that convey the warmth and pleasure of Shabbat.



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Shabbaton Retreats

Every month, Tzivos Hashem organizes a week-end-long Shabbaton getaway in a different CIS city, touching the lives of thousands of Jewish children each year. After being immersed in an atmosphere of wonderful Shabbat food, lively singing sessions, games, and beginners' prayer services, the children have the means and the motivation to share the wonder of Shabbat with

their own families.

Holiday Rallies

From Purim costume parties and giant Chanukah menorah lighting ceremonies to Lag B'Omer parades, Tzivos Hashem's famous holiday rallies strengthen Jewish pride and knowledge in the CIS. They put joy into the definition of what it means to be Jewish.

Tzivos Hashem CIS Humanitarian Division

Esther & William Benenson Homes for Jewish Children

The Benenson Home for Jewish Boys and Benenson Home for Jewish Girls, both in Dnepropetrovsk, Ukraine, provide warmth and security to nearly one hundred Jewish children who would otherwise suffer abject poverty or neglect. With the help of an on-site psychologist and caring counselors, the children make strides toward lives as productive adults and proud Jews.

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Marcia Wilf & Ira Yavaorsky Jewish Children's Clinic

The Jewish Children's Clinic in Zhitomer, Ukraine, offers free medical diagnosis, treatment and medication to children of all backgrounds. The care given at the medical clinic has won accolades from international humanitarian groups and has become a resource for the entire Zhitomer region.



Wheels for Life

The “Wheels for Life” Bus is a rolling safe haven for homeless children—some as young as six years old—who live in alleys, abandoned buildings, and apartment lobbies of Dnepropetrovsk, Ukraine.

The bus, which is outfitted with perimeter seating to create a warm environment and facilitate conversation, is staffed with specially trained counselors who offer the children food, medical care, and the chance to get off the streets and into programs where they can live better, safer lives.

Joseph Papp Food Pantry

Each month, 800 people receive wholesome food, vitamins and medication through the Joseph Papp Food Pantry.

Not only does the Papp Pantry keep food on the table, it keeps families, who would otherwise be forced to turn to orphanages to care for their hungry children, together.

Kid-to-Kid Clothing Drive

Warm sweaters, coats and mittens make their way to Jewish children in the CIS as special gifts from American children. Parents and clothing manufacturers also participate by filling the shipping containers with clothing to keep the children warm along with goodies, toys and food.

Eye Care Center

In 2001, the Tzivos Hashem Eye Care Center opened in the Marcia Wilf and Ira Yavarkovsky Children’s Medical Clinic. Thanks to the center, thousands have begun to see clearly for the first time, enabling adults to seek better paying jobs and children to succeed in school.

Joseph Papp Memorial Children’s Humanitarian Fund

The memory of Broadway impresario Joseph Papp, creator of Shakespeare in the Park, lives on by placing a spotlight of help and hope on children in need in the CIS and Ukraine.

With the help of celebrities like Meryl Streep and James Earl Jones, who have contributed their time at Papp Fund dinners, the Papp Fund helps support the Children’s Medical Clinic in Zaporoshe, the Papp Fund Food Pantry, the Eye Care Center, Wheels for Life, Food on Wheels, the Marcia Wilf and Ira Yavarkovsky Jewish Children’s Clinic, and the Esther and William Benenson Homes for Jewish Children.

Our Children, Our Future

Time and again, the Lubavitcher Rebbe proclaimed that members of Tzivos Hashem have the ability and the obligation to influence others for the good; to shine as beacons. While the existence of this guiding light, this spark of G-dliness, is inherent in each child, Tzivos Hashem helps children fan that spark into a blaze of goodness and purpose.

It is our job to give children access to the richness that is theirs by birthright. It is our mission to introduce them to the traditions, the legacy of sage Jewish minds. The rote and the regular are poor vehicles for such a precious treasure. Reliance on old methods is a recipe for neglect. Today's children are hungry for meaning, but their palettes are more sophisticated than previous generations. Your involvement provides the means for Tzivos Hashem to motivate children to access the treasure within them through workshops, cyberspace, wizard-like museum exhibits, and of-the-moment clubs.

Together, you and Tzivos Hashem touch the souls of Jewish children, connect them with their heritage, and ignite their potential so that they may light the way to a time that the Rebbe envisioned when we will follow our children and elders to greet the righteous Moshiach, may it be speedily in our time.

Tzivos Hashem refuses to rest. It remains an organization unique for its multitude of platforms, and its relentless pursuit to touch the lives of an ever more diverse group of children. Wherever they are, whatever their background or affiliation, in the eyes of Tzivos Hashem each Jewish child has the right to claim his/her inheritance and Jewish identity, and a right to learn Torah.

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Jewish Children International

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