

ENERJEW

presents the

START of 5778

EnerJew 5778 Kicks Off Bigger & Better!

40 Cities and over 2,500 participants – the new EnerJew season opens across eight FSU countries and becomes a powerful force on the region's Jewish map.

City in the Spotlight: Samara

Interview

Lena Glazova – EnerJew mentor for six EJ cities.



Highlights

- Jewish Heritage
- Creativity and Art
- Fun Activities
- Personal Growth
- Volunteering



EnerJew 5778 Kicks Off Bigger & Better!

EnerJew began the new 2017-2018 season in 40 cities of eight FSU countries, with over active 2,500 participants. Cherkassy, Oryol, Krasnodar, Krasnoyarsk and Alma-Aty in Kazakhstan joined the movement in September, with long-awaited Kiev joining in December. Besides physical growth, this season EnerJew is set on shifting paradigms, on entering a new quality stage of its development. →

Perm took a sports route for the opening event, gathering at an obstacle course. After the club introduction and a few ice-breakers, the participants had to complete an obstacle route that tested their thinking and logic, not only sports abilities. The new members also received EJ memorabilia and everyone got a tasty treat.

Vinnitsa. This Ukrainian city wanted to reflect on its club's past and future. They organized a chronological photo exhibit from last year's activities and prepared symbolic 'time-capsules' where each participant wrote themselves a note to their future self with their dreams and expectations.

Riga. "We invited a professional drummer. Together we drummed away, tuning in to each other's beat."

Bryansk. This club had a **mystery-set opening**, with games of **“Mafia”** and a card **tricks** show.

Nikolayev took advantage of the last few days of summer and invited everyone to an EJ-style picnic that **set** a warm family atmosphere for the season to come.

Mariupol. “We waited for this day the entire summer and finally it arrived! Games, souvenirs, **barbeque** by the **river** and a lively and interesting discussion with our young **rabbi Mendel Moskovich.**”

Ufa. A **musical opening “Karaoke Battle”** event was hosted by this city. The participants were divided into teams that challenged each other on their **music** trivia and singing skills. **On** top of **musical fun**, the club members **also** designed **personal EnerJew cups.**

“The attitudes are changing,” **said** Kostia Shulman, the movement’s director. “We are moving away from pure consumption, focusing more on action, on doing, on volunteering. This is the year we start giving back.”

Shulman says EnerJew is becoming the main activities operator for Jewish communities across the FSU, whether it be organizing events for younger children and the elderly or going into other formats entirely. “Also, the amount of **sub-projects**, these satellites that surround the movement, is incredible – they span a full range of community needs,” he says. **Amongst** the new projects are volunteering initiatives, cooperation with global Jewish movements, educational **projects** and more.

“EnerJew is becoming a moving force, a network that brings real changes into the regions, modernizing Jewish communities. And this year we’ll take it even further,” Shulman concludes.

After the summer vacation EnerJew participants eagerly awaited the new season and the **kick-off** opening events. Every city came up with a different way to start, **with** sky being the limit for the variety of the events.



EJ Celebrates the fall High Holidays

Just as the new season began, EJ Clubs across the FSU started preparing for the High Holidays of Rosh Hashanah, Yom Kippur, Sukkot & Simchat Torah. Enerjewers worked hard learning about the holidays and preparing community activities and gifts. And as the holidays came, everyone was in for the fun and action: sounding the Shofar, making the customary Rosh Hashanah treats and endless gatherings in the sukkah with good food and music.



Volunteering

This year EnerJew is introducing volunteering as a specific format for its weekly meetings, creating project-based programming for it called **“Be the Change”**.

“We have a problem in that we live in a society **built** on consumption – and we have also come to expect giveaways all the time. We would like to try fostering other qualities, grow in a different direction,” says **Moscow’s** coordinator Dan Shneider, one of the new program’s activists.

EJ Moscow is leading the way on the new project. Club activists sorted and delivered IFCJ food packages to the elderly for the **Fall Holidays** even before the season started. “We researched: a third of our club members are really interested in volunteering, they are **ready** to come **two-three** hours ahead of time to help,” Shneider says. Once the season started, the club helped out in another important initiative – they went through the archives of the local Jewish publishing house to help categorize and sort its books and documents. In the next few months the club plans to conduct one-day volunteering events, among them creating presents for hospice workers, Shneider **said**.



Personal Growth

Personal growth is one of EnerJew's core values and almost every learning activity organized at the clubs **carries** this important element. Sometimes personal growth also becomes the focus of the activity itself:

Mogilev: The Right **question**

An important skill that helps an individual grow is effective communication. **E** club in Mogilev created an activity focused on learning how to ask questions correctly, a skill that all the participants found very useful. They learned about the basis for different types of questions, **practiced** and even played games mastering the new skill. "We have long gotten used to taking questions for granted, but when we think about it in more detail we see that knowing how to ask the right questions in a correct way is a powerful tool that opens a lot of doors," — was the conclusion the participants came to at the end of the activity.

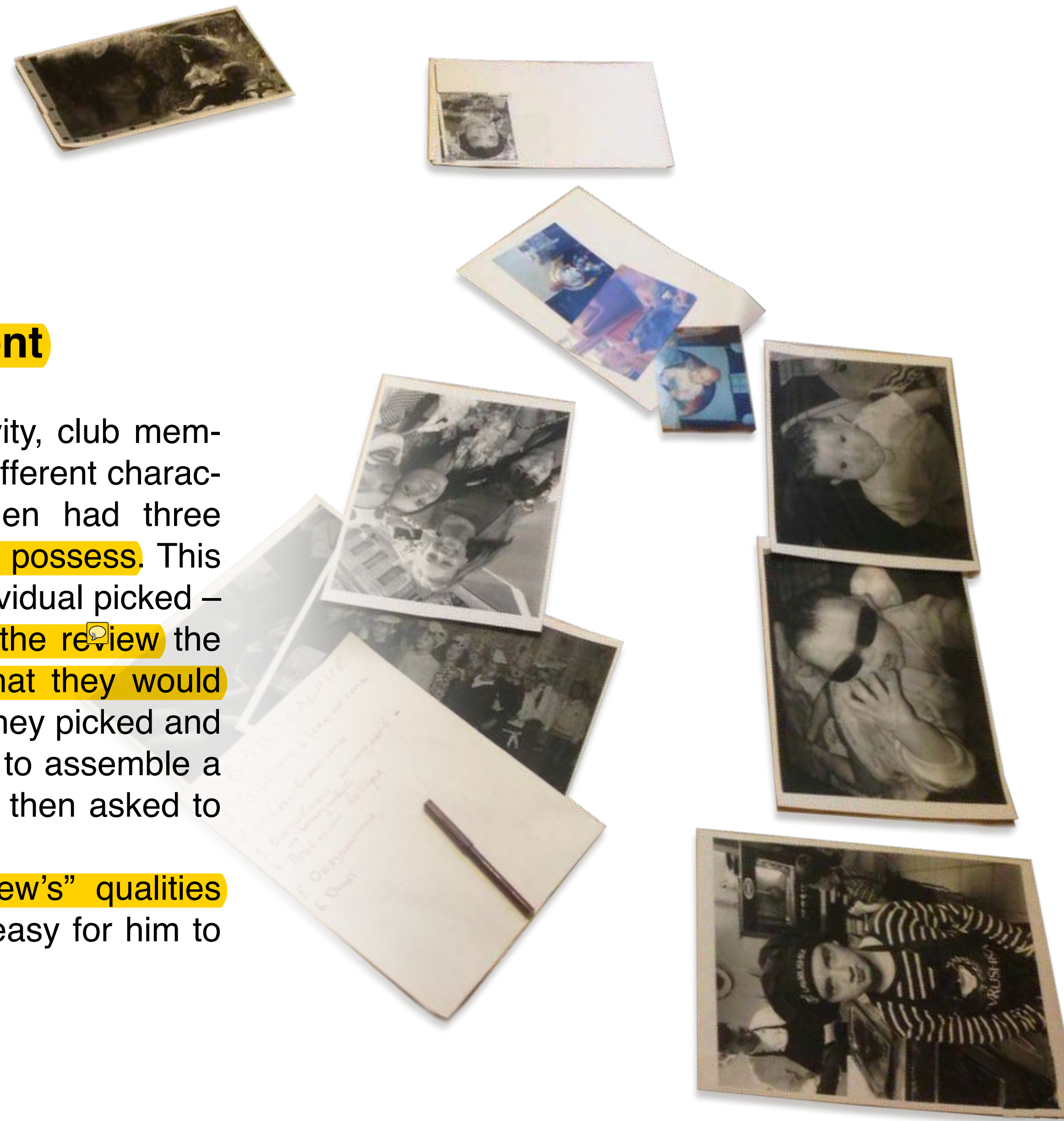


Personal Growth

St. Petersburg: Character development

Upon entering the EJ space for their weekly activity, club members found themselves surrounded by signs with different character traits, **positive and negative ones**. They then had three minutes to **pick those traits, which they believed to possess**. This was followed by a discussion of the traits each individual picked – their meaning and their effect on a person. After **the review** the participants were asked to remove **those traits that they would prefer to improve**. **Afterwards**, based on the traits they picked and **discussed** the participants divided into two groups to assemble a profile of an “ideal modern Jew,” whom they were then asked to draw on large posters and present to others.

Following the **presentation** the **“ideal modern Jew’s” qualities** were also discussed – did **they** think it would be easy for him to **adopt** to the world?





Tallinn



Moscow



Ekaterinburg

• RUSSIA

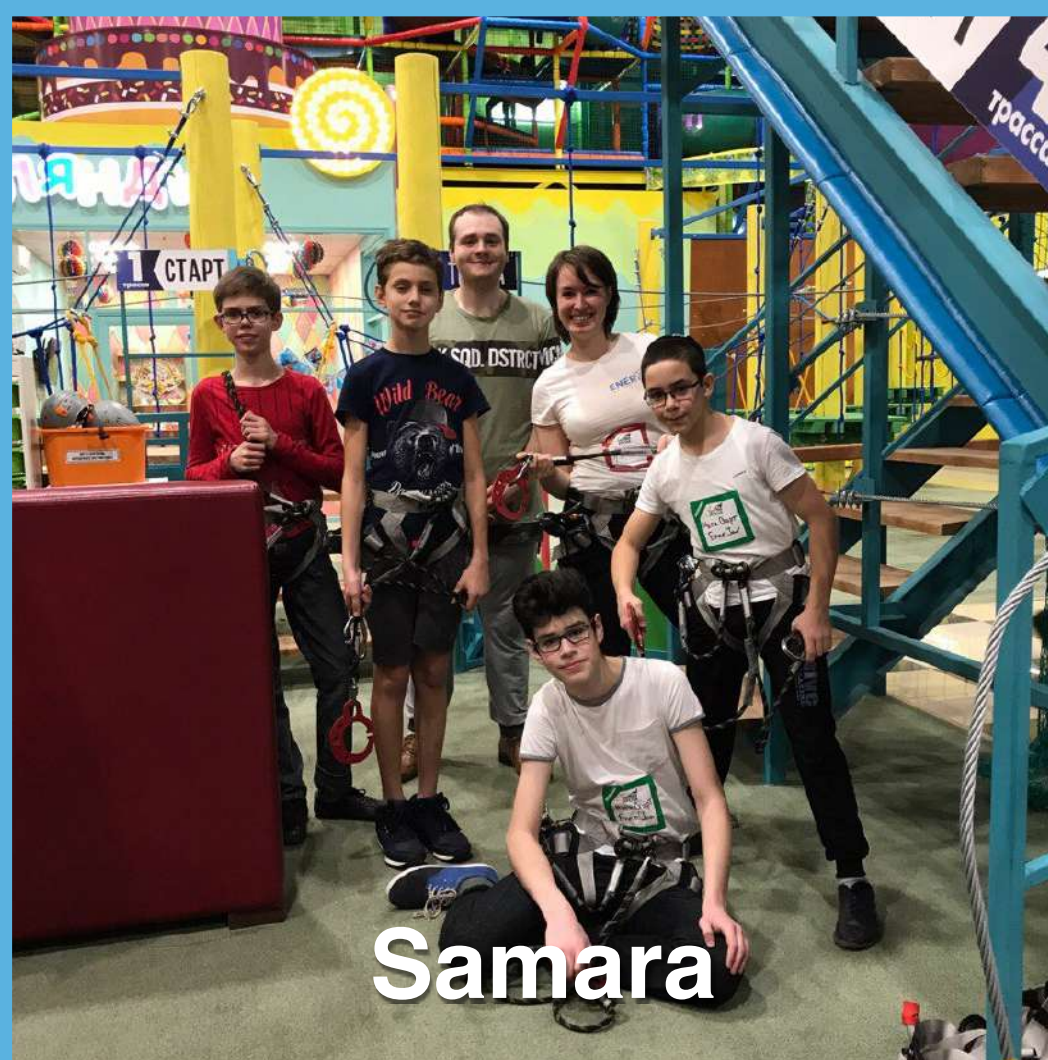


Khabarovsk

• K



Minsk



Samara

• GEORGIA



Almaty

Fun Activities

Lena Glazova

EnerJew mentor

Krasnoyarsk, Orel, Volgograd,
Nizhny Novgorod, Bryansk, Novosibirsk



EnerJew mentors are the youth movement's pillars that provide the structure, support and content needed for seamless work of the large organism that EnerJew has become.

Lena, describe your job in one sentence.

The mentor carries full responsibility for their city and even though we have helpers in Jewish content and programming, the club is in our hands.

So how does it start, how does EnerJew come to a new city?

We begin from scratch, that is to say that usually, before we open up in a city, there is nothing there in terms of proactive Jewish youth programming. We do an installment seminar where we meet with the coordinators of the new club and tell them everything we can about the way EnerJew works. In the next few months we follow them very closely to make sure the development is going in the right direction.

Theoretically, the mentor is responsible for EnerJew's informal education side of programming, making sure the weekly meeting is an interesting and interactive event.

But in practice we handle everything, from the kids in the club to the communication with the city rabbi. This job goes far beyond its definition – we're working with real people, with teenagers, who are a vulnerable and

Lena Glazova EnerJew mentor

conflicted population. They have a lot of challenges in their lives and these are also our challenges in a way – we are working hard to keep them in the community, **get** them involved.

How often are you in touch with your cities?

We're always in touch, 24 hours a day – **for example** I have six cities and they are all over the region, so when I go to sleep Siberia is just waking up. We see each other about once **if** two months.

What is the main challenge of this job?

No stopping in your personal development. It's a job where you constantly have to transfer knowledge, and so you have to keep learning more. On the other hand, the world of youth is changing so fast – new trends, new hobbies that we have never even heard of – we have to keep up to date with them. So that's the main challenge – growing personally and at the same time being **in-the-know of** the teenage world.

What ideas do you focus on in city development?

Developing Jewish identity is always relevant **to** most of the kids come knowing very little about what it means. Also, **this** there is a focus on volunteering **this year** – and that's something that **has** not from us but from the kids themselves – we have several cities that have been in the project for a while and they want to give back now. We'll start by helping the people in the community, those close to the club.

Will you be working at the School of Madrichim?

I'm very interested in that project. I haven't worked there **yet**, because I had a second job, which I just quit this year. The school of informal education is a school where we are fully responsible for the information our students retain, unlike in a regular school. This job gives us a chance to get into someone's soul and leave a positive trace there – for me that's the most important thing.

Jewish Heritage: Jewish Birthday

One of the several Jewish **Heritage** themes discussed at the beginning of the season was the structure of the Jewish calendar and the significance of a birthday from a Jewish perspective. Several cities came up with activities focused on the theme:

Saratov

“In the beginning of the weekly session we discussed the differences between the Jewish calendar and other calendars. We also talked about traditions of the Jewish birthday celebrations, such as the custom for the birthday boy or girl to bless their friends and relatives on this day, as opposed to **receive well-wishes** and the significance of that difference.”

Volgograd

In this activity EJ Volgograd started by **determining** Jewish birthday dates of all the participants and creating a calendar with all the special dates. They also discussed the special birthday in Jewish tradition – one’s bar or bat mitzvah, which many teenagers have celebrated **not so long ago**. In conclusion the club held a celebration for all the participants whose Jewish birthdays were in the summer.

Novosibirsk

This club focused on the philosophical significance of a birthday: Is it a celebration? Why and what are we celebrating? The participants also discussed which of their birthdays they liked most of all and why. Based on the discussion, the club members came up with a birthday celebration ceremony to be held for EJ participants on their Jewish birthdays.

Vinnitsa

No birthday discussion would be complete without a cake! EJ Vinnitsa filled the gap by making personal cardboard cakes, which they decorated and filled with birthday **expectations** that they then **passed over** to their friends.

Yekaterinburg

This city took an existential route to birthday discussions: how does a soul join the body and what is the significance of being born? The club invited a special friend – a rabbi from the local Or Avner **school**, who **recently became** a father. After a long and interesting discussion the teenagers also got down to a practical side of the question – a **presents master-class!** This very useful session taught them how to choose the best **presents** for someone and make sure **it's** a great fit.

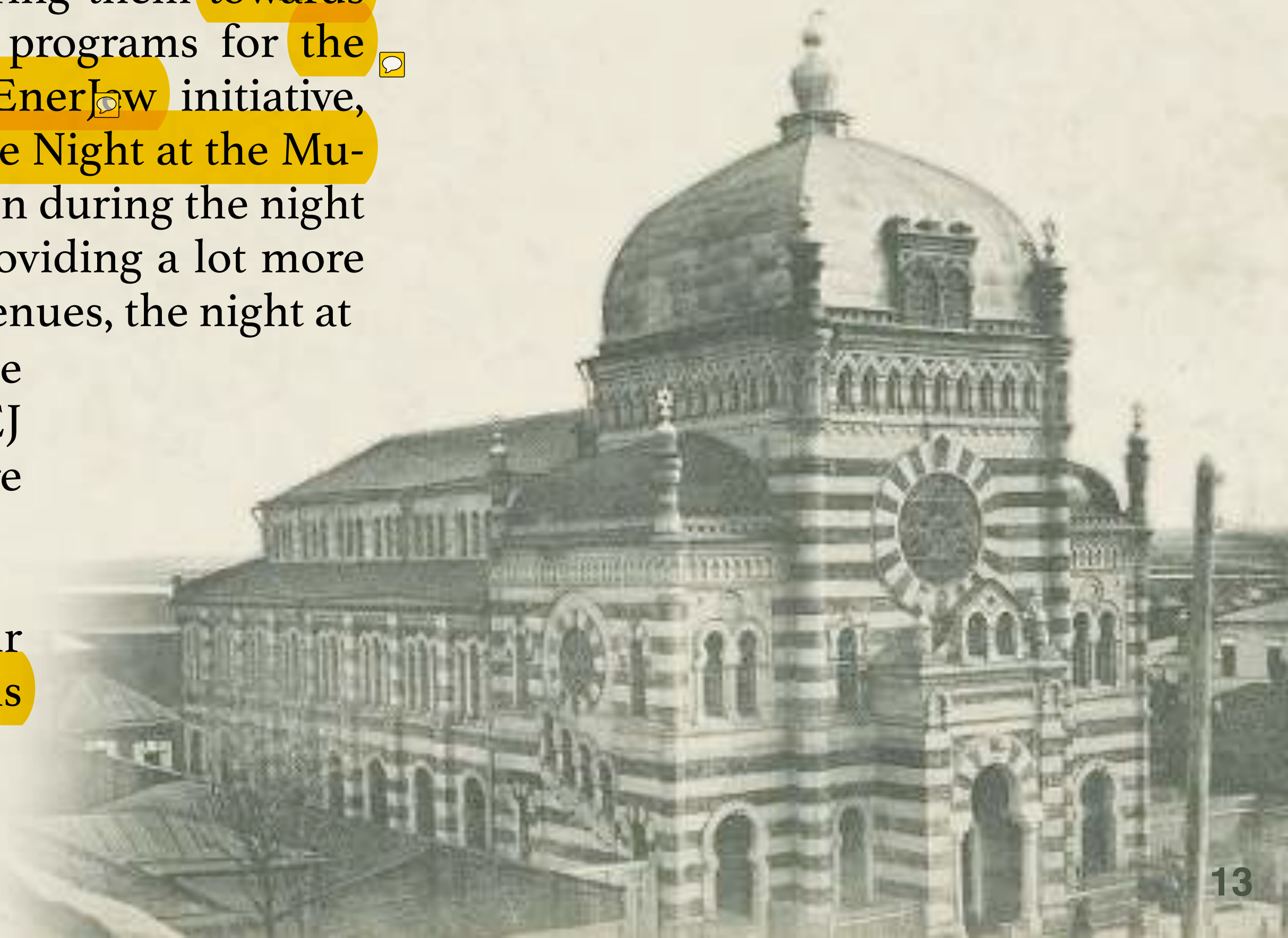


City in the Spotlight: Samara

Samara, the city in central Russia on the Volga river joined EnerJew in March 2015, when the movement spanned 16 cities all together. “Our community rabbi was convinced that attracting younger generations of Jews to community activities was imperative to its survival, thus he made every effort to help us develop the club,” says Bella Boyarkina, one of Samara club’s coordinators. “We still hope to get our own EnerJew Place, as for now we only have a corner in the communal dining room, but other than that we enjoy full community support.”

EJ Samara is a large club, with 15-20 regular members. It develops youth analogues of all community activities, gearing them towards younger children and their parents, as well as programs for the seniors and the general public. Last year, on EnerJew initiative, Samara’s synagogue joined the nation-wide “White Night at the Museum”, when museums and public spaces stay open during the night and welcome visitors. Superbly organized and providing a lot more unique and hands-on activities than regular city venues, the night at the synagogue was a big success, with entrance queues lining up around the block. This year EJ Samara plans to repeat the event, with even more visitor treats.

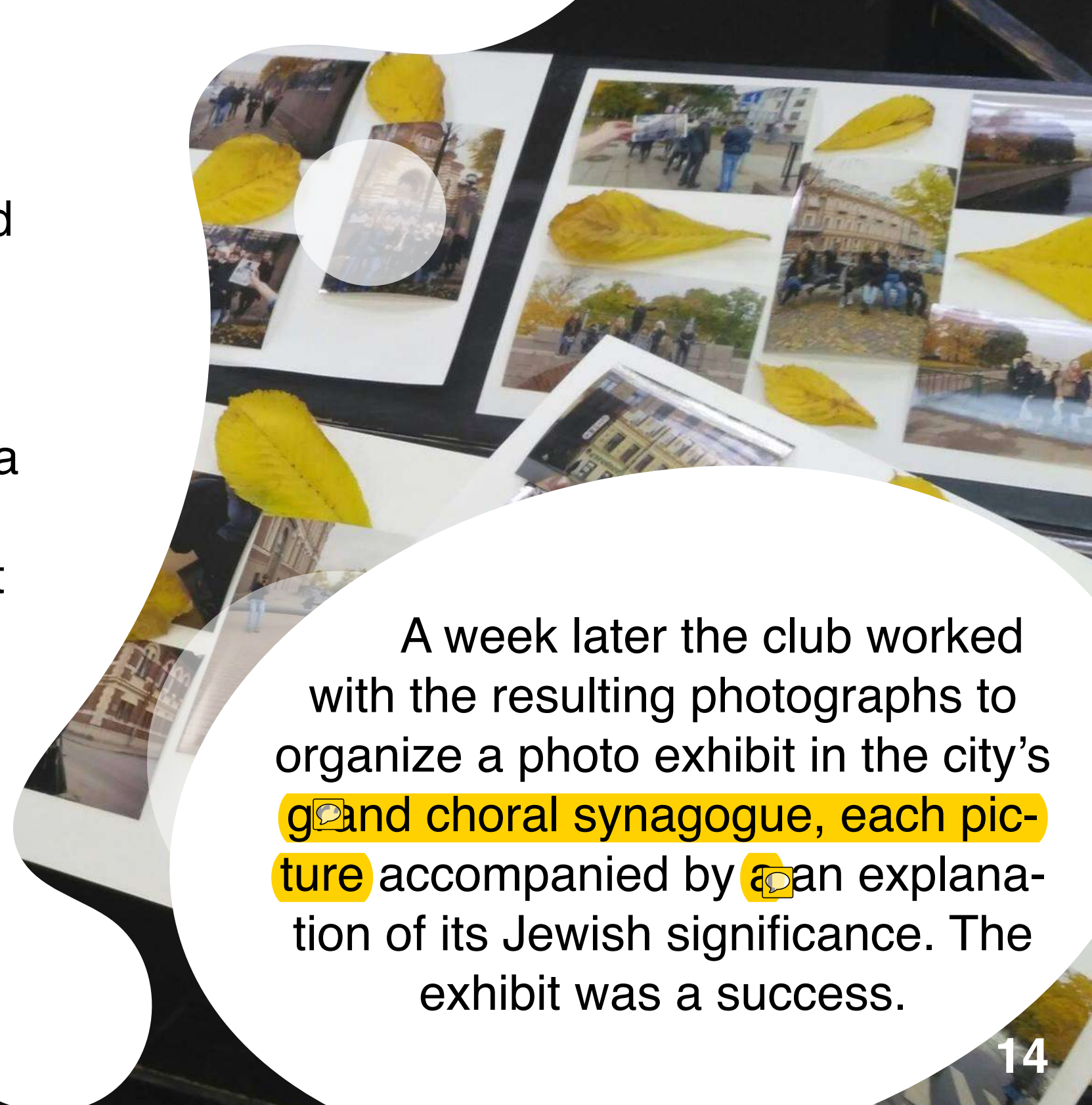
“Every club is the face of its members. All our members are complex, talented, deep individuals and we are learning from each other at every meeting,” Boyarkina said.





Creativity & Art: **“Jewish Petersburg in the Fall”** photo exhibit

Fall is a beautiful season, especially **so** in the **northern “Venice”** of Russia – the city of St. Petersburg. EJ Piter could not ignore the kaleidoscope of colors around them and decided to go on a photographic mission that would let them enjoy the beauty of the city and also learn more about the city’s Jewish history. The group divided into three teams, each accompanied by a professional photographer, and followed their own route around Jewish places in the city, past and present. They discovered many Jewish connections previously unknown to them and learned about the basics of landscape photography along the way.



A week later the club worked with the resulting photographs to organize a photo exhibit in the city’s **grand choral synagogue**, each **picture** accompanied by **an** explanation of its Jewish significance. The exhibit was a success.



EJ NEWS

EJ Petersburg – “Bar Mitzvah” Project

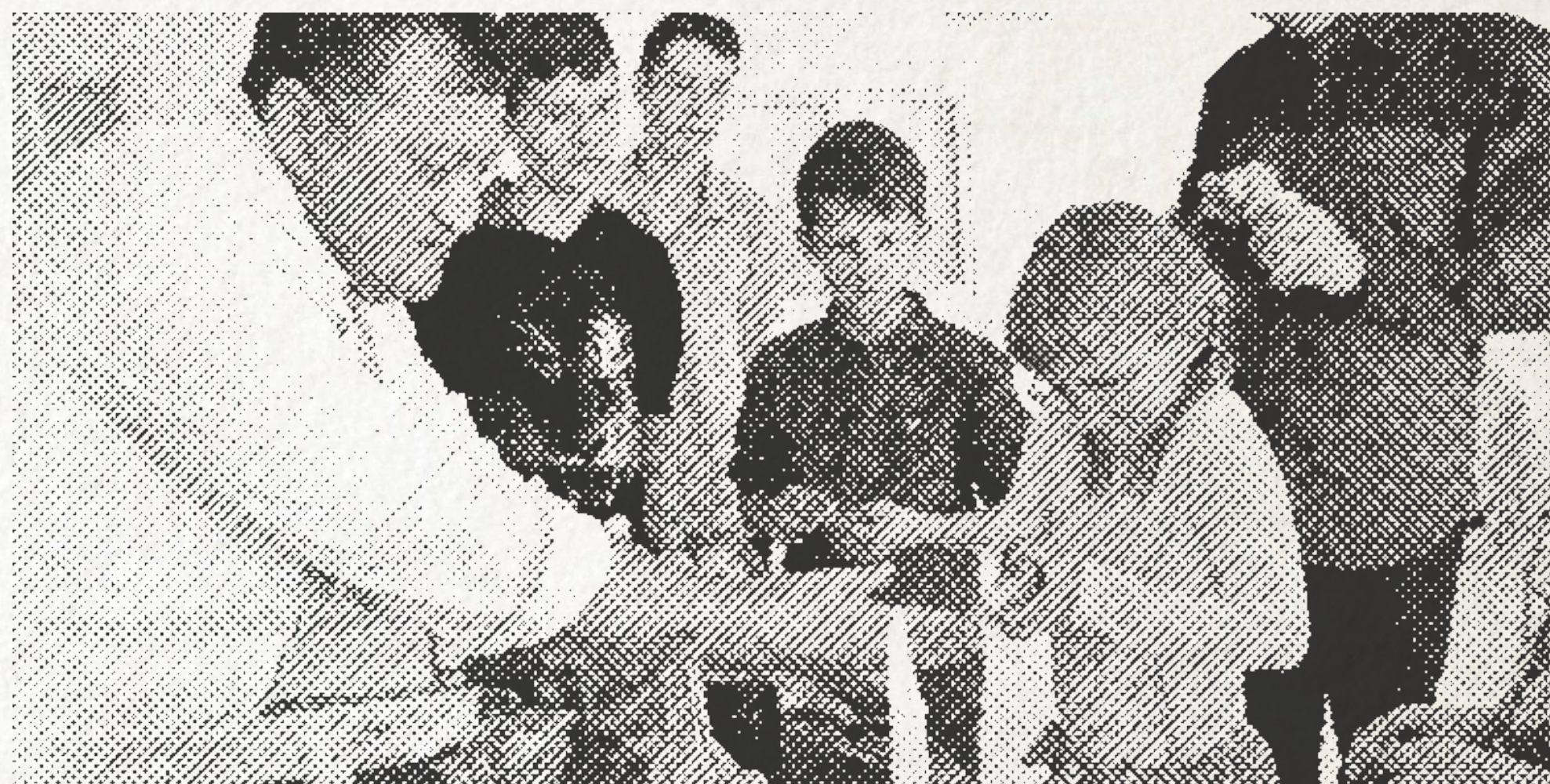
Every year EnerJew undertakes sub-projects that come to diversify the movement and provide new avenues for its influence and development. Sometime sub-projects come as a pilot initiative in a single city that later becomes implemented on a project-wide scale. This was the case with the “Bar Mitzvah” project that EJ Petersburg tried out last year. “The community reached out to the local EJ club for help in preparing children for their bar- and bat-mitzvahs in terms of Jewish content and meaning. The pilot was a success so this year we are officially implementing it in other clubs as well. We have cities on the waiting list for it,” says Kostia Shulman, EnerJew director.

Baku Tries a New Format

The EJ club in Baku tried a new format – they divided the members into two age groups, 13-15 and 16-17, which made a big difference in club involvement and programming relevancy for the city.

EnerJew Seeks New Partnerships

EnerJew hopes to begin partnering up with other international Jewish youth movements such as C-Teen to pick up the dialogue in the global Jewish community on behalf of the FSU region. “The prospect of connecting with Jewish teens internationally is very exciting for all EJ members, who are growing up in an interconnected world and yearn for such experiences,” said Kostya Shulman, EnerJew director.



Local Shabbatons Get a Go

In early september two EnerJew clubs have already organized local shabbaton seminars for their teens, which brought their members closer together and really gave the clubs a head start onto a great year.

In Novosibirsk, this was the first group shabbaton since the club started and it became an eye-opener. “We enjoyed all the programs and learning sessions with the young rabbi, and especially the fact that we were treated as equals in all the discussions,” the teens said in post-seminar feedback.

“All the fun activities were a huge plus, while Shabbat was

unlike anything I ever experienced, very different from what we see in the synagogue,” said another participant.

Besides spending the Shabbat together the group enjoyed the pool, airhockey and walks in the autumn forests by the Ol river, where they rented cottages for the seminar.

In Mariupol, Ukraine another shabbaton took place, this time in the city itself. It was also filled to the brim with programs, games and activities. On Sunday the group went to an ECO-park, where everyone had fun.



EJ Staff Kick-Off Seminar

In the beginning of September EnerJew staff got together in Minsk for a three-day staff seminar to kick off the new season. The staff, about twenty all together, discussed the upcoming annual program, yearly goals and practical organizational issues. “We have two staff seminars a year, one analytical and evaluation-based in May and one strictly workflow-oriented, in September,” said Kostia Shulman, EnerJew director.

“We divided into work groups for different sub-projects and large events, such as activists’ seminars and the School of Madrichim,” he said. “There

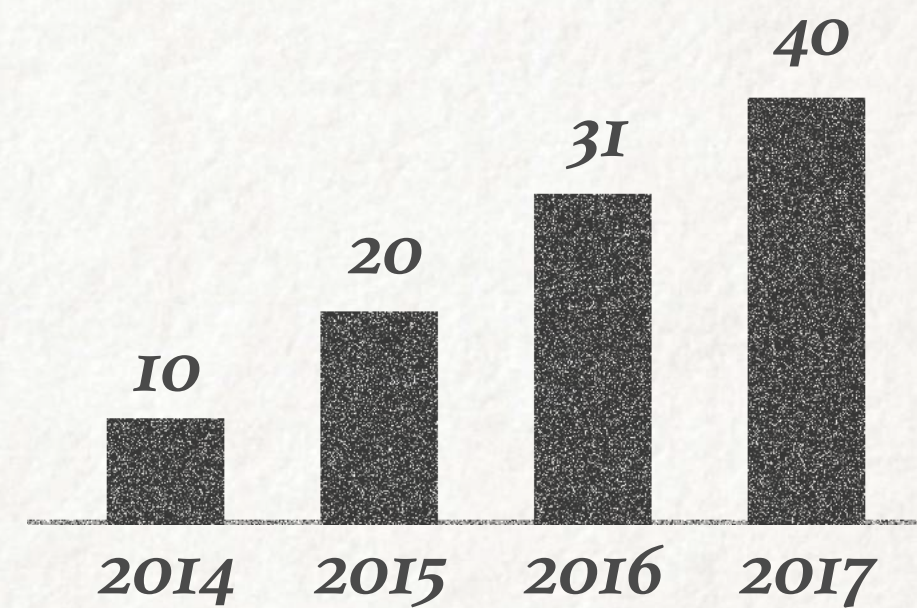
was a lot of decision-making for practical issues, just really intense teamwork and planning.”

Last May, during the season’s closing staff seminar, the group took time to work through many organizational and interpersonal questions, and this time the seminar was a no-thrills steady work routine, Shulman said. “Our work has to be very well organized to keep up our high standards and rhythm. We have even commercial organizations coming to EnerJew for advice and consultations, because they see the effectiveness of our work.”

Five New Cities

Five new cities joined the EnerJew family in the beginning of the new season: Krasnoyarsk, Krasnodar, Oryol in Russia, Cherkassy in Ukraine and Almaty in Kazakhstan.

Number of EJ cities per year



Community Involvement

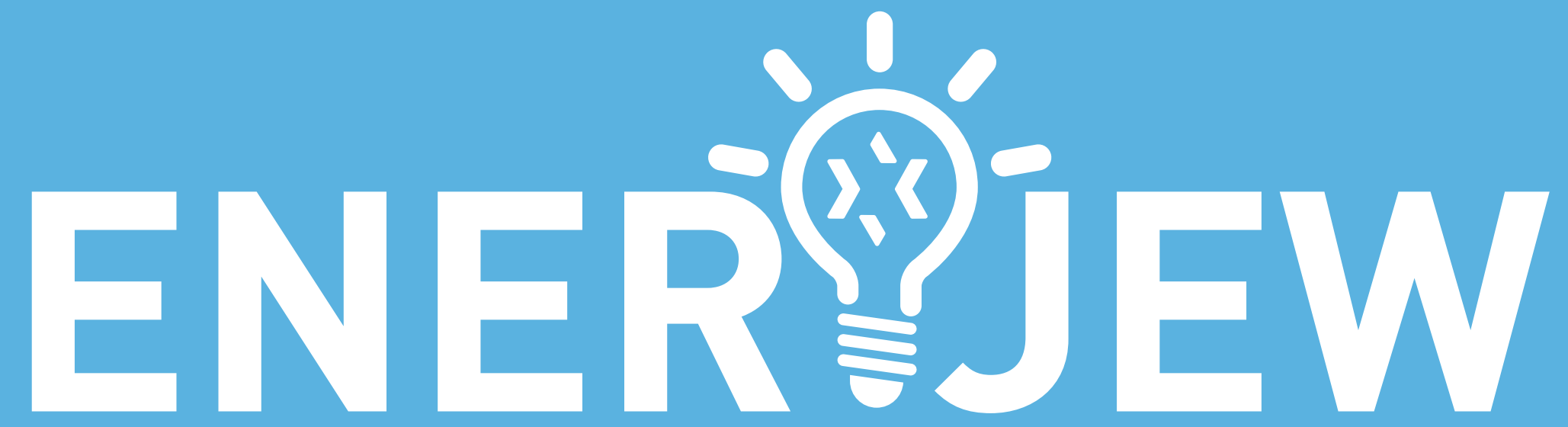
EnerJew is also rolling out a bunch of new movement-wide projects this year. There will be three special regional projects, also aimed at community involvement – matzah-baking events for Passover, shofar factory for the next Rosh Hashanah and olive-oil pressing for the next Chanukah. These projects will supply local communities with top notch Jewish events.

Online Jewish Education Course Launched

This September EnerJew has launched a new online Jewish education course for coordinators and club activists. “The course will provide the coordinators with enriched and systemized knowledge about Jewish heritage and tradition, which should spark their imagination and inspiration in creating club programs,” says Julia Katzva, EJ mentor and project coordinator. The course is categorized into several levels, providing official certification and bonuses, it also fitted to work with EJ’s School of Madrichim qualification program.

“EJ kids” is piloting

“EJ kids” is piloting this year as a result of high community demand for younger kids’ programming. The project will provide a good chance for EJ activists to try out their skills in leadership and group management.

The logo for ENERJEW features the word "ENER" in a bold, white, sans-serif font, followed by a stylized white lightbulb icon with radiating lines above it, and the word "JEW" in the same font. The entire logo is centered on a large, dark blue, irregularly shaped background. The background is surrounded by a light blue, wavy border and several semi-transparent blue circles of various sizes scattered across the white background.

ENERJEW