

## Appendix B12

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# “Lapid – Afikei Da’at” Sderot Hesder Yeshiva

This entry was posted in [Recipient Agencies](#) and tagged [Education](#) [Religion](#) [Yeshiva](#) on December 25, 2012 by [jonnyc](#)



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**The Sderot Hesder Institutions'** three branches comprise Israel's **largest Hesder Yeshiva** with 700 students. Headed by Rabbi David Fendel, originally from the United States, the Yeshiva's heroic stand under fire – in the IDF and in its tireless devotion to the community during the waves of missile attacks, has had a fundamental impact on Sderot, Kiryat Gat and the entire Northwestern Negev Region.

One of the most beautiful Hesder campuses in Israel, the main Sderot campus is totally rocket proof. In the recent **“Pillar of Defense” Campaign**, while local colleges, schools and Yeshivot all closed down, Sderot's armored campus enabled all the students to

stay on site, providing the only local reservoir of manpower. Hundreds of students and staff were a source of strength, inspiration and assistance to the entire area. The elderly and the infirm were constantly visited, shopped for and helped by the students, who also ran the municipal emergency control center. As medical and technical first responders they were first on the scene, to extend medical aid, clean up debris, comfort the victims and provide a sense of security and pride to the entire town in the face of repeated missile attacks.

The other two branches – **Lev LaDaat in Sderot** and **Derech Chaim in Kiryat Gat** are “second chance” Hesder programs geared to students who did not have the benefit of a Yeshiva high school education. These programs are in dire need of new construction of armored buildings – dedications are available.

Another major project is a new state-of-the-art visitors center and museum of heroism called the **Sderot Heritage Center**. In tribute to Sderot's unique heroic role in modern Israeli society, this project has already been officially recognized as an official National Heritage Site, even though the building has not yet been completed!

**Other projects include: Sderot Community Religious Court, Kollel Dayanut, Kollel Halacha, Senior Citizen's Kollel, Teacher's Institute, Youth, High School & IDF Outreach Programs and the Chessed Charity Fund.**

<http://www.sderot.org/english/>



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## **UK Toremet Partners with Top Crowdfunding Platform**

This entry was posted in [News](#) and tagged [charity crowdfunding](#) [Crowdfunding](#) [Indiegogo](#) on February 16, 2013 by *jonnyc*

UK Toremet has partnered with Indiegogo, the leading global crowdfunding platform on the internet, enabling supporters of the 130+ charities listed on the UK Toremet website to use Indiegogo for fundraising campaigns using social media and save 25% of Indiegogo's platform fees. Based in the U.S., Indiegogo only recognizes the [...]



## **The Garin HaTorani of Lod**

This entry was posted in [Recipient Agencies](#) and tagged [Education](#) [Israel](#) [Religion](#) [Urban Renewal](#) [Welfare](#) [Youth at Risk](#) on January 17, 2013 by *jonnyc*

THE DENVER COMMUNITY CENTER IN LOD In 1986, the Denver Community Center was built by the Denver community and the Jewish Agency. Five years ago, the Community Center's chain in Lod was shutdown. After so many years that the Denver Community Center was an integral part of Lod – this [...]

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## Atzum – Justice Works

This entry was posted in [Recipient Agencies](#) and tagged [Ethiopians](#) [Israel legal](#) [Israeli justice](#) [social action](#) [terror attack survivors](#) on January 13, 2013 by [jonnyc](#)

ATZUM was established in 2002 to remedy injustices in Israeli society, and encourage individuals to become social activists and agents of change. The organization was founded on the belief that Israel should serve as an example for the rest of the world in regards to combatting and resolving social problems [...]



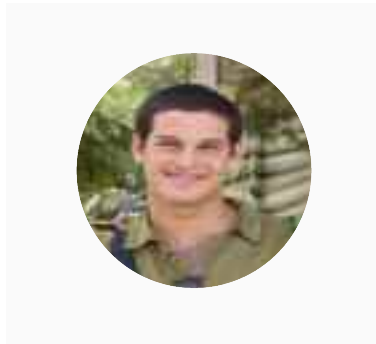
## A Society for Indigents in Tira

This entry was posted in [Recipient Agencies](#) and tagged [Arab Israelis](#) [Co-Existance](#) [poverty](#) on January 13, 2013 by [jonnyc](#)

A charity for the poor citizens of Tira, an Arab village in Israel, helping those families who are poor and have urgent needs. For example, distributing food, school uniforms, books and many other necessary things to the poor of Tira town.

## Ohel Moshe Community Center – Hatzor HaGlilit

This entry was posted in [Recipient Agencies](#) and tagged [Education](#) [Israel](#) [Youth at Risk](#) on January 10, 2013 by [jonnyc](#)



## Yashar Lachayal

This entry was posted in [Recipient Agencies](#) and tagged [Israel](#) [Welfare](#) [Youth at Risk](#) on January 3, 2013 by [jonnyc](#)

Yashar LaChayal – Bringing Israel’s Soldiers What They Need, When They Need It All Donations Directly Benefit Soldiers Yashar LaChayal is a unique organization, working tirelessly to provide combat soldiers in the Israel Defense Forces with the goods they lack – warm winter wear, toiletries, personal goods, water [...]

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## Neeman Stroke Survivors Association

This entry was posted in [Recipient Agencies](#) and tagged [Health](#) [Israel](#) on January 2, 2013 by [jonnyc](#)

Ne’eman Association for Stroke Survivors Raising public awareness re extent of stroke in Israel, possibilities of prevention and recognition of warning signs. Activitate change in public policy to minimize prevalence and after-effects of illness. Creation of clubs, support groups and recreation for stroke survivors and family members. Newsletter including innovations in treatment and contributions by [...]

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## GIFT

This entry was posted in [Recipient Agencies](#) and tagged [Philanthropy](#) [UK](#) on January 2, 2013 by [jonnyc](#)

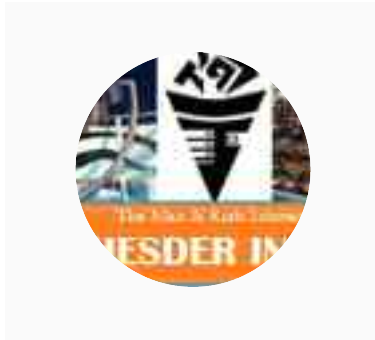
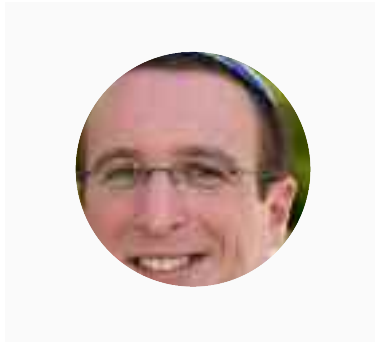
Founded in May 2003. Constantly seeking niches to fill in the community. Promoting a culture of giving. Charity status in UK granted. Charity No. 1107334. Ambitious plans to expand and lead a fundamental change in attitudes amongst potential volunteers.

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## Jonny Cline

This entry was posted in [People](#) on December 25, 2012 by [jonnyc](#)

Jonny Cline founded UK Torem Ltd in 2010 in order to fill a void in the skyline of the international and local philanthropic scenery. With over 15 years of public sector and social sector management experience, Jonny took the plunge to fix just a little of what was wrong in [...]



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# AMERICAN FRIENDS OF SDEROT

The Max & Ruth Schwartz  
Sderot Hesder Institutions

# Imagine

## The New Face of Sderot

For many, Sderot brings to mind a neglected, primitive development town, rife with unemployment and despair for the future. It is our duty to present to the world a different vision – a Sderot you never imagined existed.

Originally established as a Jewish refugee camp near the Gaza strip over 60 years ago, Sderot has become one of the most significant national symbols of Israel's resurrection. Sderot's brave determination in the face of continuous Palestinian terror has revealed to the Israeli public and the entire world, a model of courage that has almost disappeared from the Israeli scene:

- Obstinate Jewish/Israeli self-sacrifice;
- Stubborn commitment to values and faith;
- Brotherly love and camaraderie in the face of great danger and difficulty;
- Shouldering pioneering Zionism's greatest challenges – making the desert bloom, absorbing new immigrants and standing up to Israel's enemies.

Sderot and the area embody a new spirit with many aspects of courage and fortitude including:

- The determination of the original residents of the Sderot Refugee camp who built a city in the wasteland;
- The bravery of the surrounding Kibbutz residents who made the desert bloom while fighting for the fledgling state;
- The fortitude of the Ethiopian immigrants who experienced extreme hardship and suffering on their way to the Land of Israel;
- The heritage of the Caucasian Mountain Jews whose story played such a major role in the annals of Zionism, aliya, settlement and defense in the "Hashomer" movement;
- The daily courage of today's residents of Sderot who with their bodies and souls defend the borders of the Land of Israel and with the courage of their hearts set the tone of our collective stamina as a nation.

Rabbi David Fendel and Mayor Alon Davidi  
with newly elected president Rubi Rivlin ▶▶

"My job as Mayor of Sderot is to continue promoting the dream of settling the Negev and fostering Zionist values!"

Mayor Alon Davidi



Alon Davidi, 40 years old and father of 7, was born and raised in Beersheva and educated in Karnei Shomron's Hesder Yeshiva. In 1998 Alon brought his young bride to live and teach in Sderot as part of the "Garin Torani Torah Seed Group". Soon thereafter he assumed the position of director of Sderot Hesder Yeshiva founded by West Hempstead native Rabbi David Fendel.

When a rocket fell right outside their home in 2008, Alon ran outside and was ambushed by a group of reporters who asked him for his reaction. His eloquent and impassioned response caused a stir which led to his founding of the Sderot Security Committee and his entry into local politics, serving as head of the opposition on Sderot's City Council.

In the recent municipal elections, Alon Davidi, unseated the incumbent mayor in a landslide 58% victory running against 14 other parties!

Alon Davidi: "We are the nation's bullet-proof vest! We will persevere here in the face of aggression for as long as it takes to get the job done!"





"Your willpower gives us so much strength to deploy the force necessary to get the job done!"

Prime Minister Netanyahu to the people of Sderot

# Heroism

## What Makes Us So Special?

### Picture this:

- An air raid siren sends residents running for bomb shelters in the 15 seconds (or less) of cover allotted before the rocket falls. Children tremble; elderly may not find shelter in time. The episode ends and Sderot Hesder students/soldiers take to the streets, singing and dancing in the face of terror, defying those who try to break them.
- The all clear sounds. Our students man the phones, calling the elderly and alone to make sure they are all right.

We are not just a network of schools – we are about providing communal leadership, social empowerment and religious services so desperately needed in the area.

Many dozens of our graduates have settled in Sderot and taken up leadership roles in all walks of life.

The giant Kassam Rocket Menora on our roof is an inspiring symbol of heroism - turning the darkness of terror and destruction into the joyous light of victory and growth. We are a beacon of light which has drawn so many leaders to visit with us and tap into our special spirit - Presidents, Prime Ministers, Defense and other ministers, the highest ranking IDF officers, Chief Rabbis as well as community and religious leaders from all over the world have come to experience this miracle of dedication and perseverance.







# Vision

## Sderot is home to Israel's Largest Hesder Yeshiva!

In addition to close to 500 students who study at our main campus, we have established two satellite programs which allow for youth from all over southern Israel to find their place in the Hesder world of excellence in learning and army service.

We have expanded to leadership training and providing Jewish services in the periphery. We are there for the lonely when rockets fall; we work with senior citizens and reach out to disaffected youth. We have changed Sderot and the peripheral communities of southern Israel through Jewish and social outreach, through our students' joy and hope, and through their commitment to Jewish identity and heritage.

## What We Stand For

Lapid means "Beacon". We are a beacon of hope, light and Zionist ideals in Israel as a whole - and specifically in southern Israel.

- There are palpable rifts in Israeli society: the rift between "secular" and "religious" as well as between European and Oriental Jews. It is our faith and practice that we are all one nation. We believe that Jewish heritage and culture belong to us all. We espouse this philosophy in Israel and produce Jewish leadership that brings the face of "religious Zionism" and real world Jewish culture to Israeli society.
- Peripheral southern Israel - and Sderot in particular - has been the target of terrorist rocket fire for years. Now, more than ever, in the aftermath of Operation Protective Edge, the residents of Sderot and of southern Israel have a strong need for hope in the face of fear. We provide that hope with community support, joy and an all-inclusive approach to Jewish culture.
- Outreach - The Torah we study is not meant to be kept to ourselves. The roof of our main study hall is open to the heavens, symbolizing our hope that the sounds of Torah will permeate the entire area. A plaque at the campus entrance proclaims that the Torah belongs in the marketplace and not just in the study hall. Our community "Beit Din" or religious court affords the public at large with intimate access to our age-old heritage.



The Max & Ruth Schwartz Sderot Hesder Institutions were named after the legendary Max & Ruth Schwartz of blessed memory by Henry & Pari Schwartz of Great Neck, NY who were able to see the potential in investing in Torah & Zionism in Sderot many years ago!

# Courage

Again and again, war strikes our area: "Cast Lead", "Defensive Pillar", "Protective Edge" – the names change, but the challenges are the same. It is our armored campus which enables our boys to stay on and be of such invaluable service to the IDF and the community when other institutions close down. During the most recent conflict we were at the forefront of so many important wartime endeavors:

- We served as the home base of the Gefen Special Forces Battalion, hosting 600 soldiers who dormed with our students, ate and relaxed on our campus.
- During the war, almost 150 of our own boys were out on active IDF service - over 50 inside the Gaza Strip.
- We served as a central depot for receiving & distributing toiletries, snacks and supplies to soldiers throughout the area – delivered via our network of students in and around the Gaza Strip.
- Our Armored Senior Citizen's Kollel kept the elderly in a bomb-proof environment, crucial in view of the difficulty of running to a protected room – and they get lunch in addition to Torah lessons.
- Children's programs and day camp activities were held in our armored facilities.
- Our students ran the Sderot Emergency Command Center and served in first response teams.
- We visited the elderly and the infirm as well as shopping and running errands for them.
- Weddings & Simchas cancelled at non-protected halls were held in our bomb-proof dining room.









# Beacon

The Max and Ruth Schwartz Hesder institutions supported by American Friends of Sderot is a network of Zionist educational programs which combines Jewish heritage and the world around us (study and IDF service, etc.).

We promote an authentic Jewish approach to Israeli society and spread Jewish culture and hope in the war-battered development towns in Israel's Negev.





# Operation Protective







# Our Projects



and with us

וכל בניך לימודי ד' ורב שלום בניך, בצדקה תכונני!  
(ישעיהו נ"ד)

May all your sons be learned of G-d, thus will they  
have peace - for with charity shall you be established!  
(Isaiah 54)

With each round of violence in Israel it becomes so apparent - the Jewish People are one body, one soul. There is no greater expression of Jewish Unity than charity - than caring for one another. There is no place which proves this more than Sderot. The outpouring of support and love has brought about so many miracles. One would expect Sderot to be a downtrodden, despairing example of defeat, but due to a partnership between world Jewry and the Israeli government, Sderot is a beautiful, thriving town imbued with optimism. Sderot is home to Israel's largest Hesder Yeshiva, housed in a beautiful, armored campus which has hosted so many weary soldiers but has also hosted guests and tourists from around the world.

Giving to Sderot has proven to be the best investment ever. Supporting Sderot and encouraging her people has proven to be the most rewarding type of partnership - the kind of giving which gives back again and again. Choose for yourself from the many projects detailed here. See how you can continue to stand with us in shared joy and hope for the bright future ahead!





## Rocket-Proof Dormitory & Study Campus



Over the years, subjected to constant rocket terror, our students were often forced to crowd into small shelters under impossible studying and sleeping conditions. As a result we have had to dismantle the former pre-fabricated, unprotected campus in stages and replace it with armored study and dormitory facilities.

During the most recent conflict, our protected dormitories hosted close to 1000 IDF soldiers on their way into or out of the Gaza strip. In addition, our armored campus allows all our students to remain on site during every round of terror, allowing them to take part in many emergency activities for the benefit of the community.

We are now at the end of the third and final stage of construction of armored classrooms and dormitories. This latest and final building has 15 dormitory units (6 students each) and 5 classrooms – all being constructed as actual bomb shelters meeting all official standards required by the Homeland Security Command including a thick reinforced concrete envelope and thick armored windows. As can be expected, armored construction is much more expensive than conventional construction (almost 30% more), creating an extreme burden on our budget.

We are working hard to finish our campus and are seeking to dedicate this awesome campus.



### Dedications

Naming of Rocket-proof Campus (as per our model) .....	\$2,500,000
Dedication of Rocket Proof Dorm .....	\$1,500,000
Dedication of Smaller Protected Dorm.....	\$360,000
Dedication of Classroom .....	\$54,000
Dedication of Dormitory Unit .....	\$36,000



## The Sderot Heritage Visitors Center



Our most ambitious undertaking yet is the construction of the Sderot Heritage Center - a sorely needed visitors and media center, an innovative, hands-on, multimedia tourist extravaganza and a place for the in-depth study and contemplation of the role of courage in our lives. Throughout all aspects of the project, the banner of courage will be held aloft as the central motif of the story of Sderot as well as both a universal and a Jewish-Israeli value which is the basis for our continued existence as a nation and a people. Although the project is still under construction - the Prime Minister's Heritage Sites Authority has already granted it official recognition as a National Heritage Site!

Thousands of visitors come to Sderot each year even without being members of organized groups or being drawn to a specific tourist attraction. They come in order to tap into the special spirit which flows through the streets of the city, to commune with the quiet and natural courage of the residents and to rediscover these same strengths within themselves while facing the challenges of the future - both personal and national.

The heroic message of Sderot's courage must be taught as a very personal lesson to young and old, to local residents as well as to tourists from abroad. We need courage everywhere: In settling the land, in defense, in aliyah and on every front line against every challenge that we have faced. Courage is the legacy of Judaism, of Zionism, of the people who live today in the Negev. It is part of our heritage which is being written day by day by the residents of Sderot in the annals of our people.

Many are the monuments to heroes, but the Center will be a unique monument to Heroism itself!

The city of Sderot has become an icon of Zionist pioneering, fortitude and courage. We are convinced that Sderot has a stirring and vital story to tell of great national significance and has carved out a unique niche in the pantheon of Israel's miraculous stories of renewal and redemption.

### Dedications

Dedication and naming of this major building and project...	\$1,250,000
The Jewish Hero's Hall .....	\$360,000
The "Many Paths of Courage" Exhibit .....	\$300,000
Roof Top Observatory .....	\$180,000
Model of Western Negev .....	\$72,000



## The Dr. Irving and Cherna Moskowitz Sderot Park of Courage



### One of our latest projects is the establishment of the Sderot "Park of Courage".

This park is a real dream and opportunity to turn Sderot into a tourist attraction and present Sderot as a thriving, progressive community. The planned park is part of a 200 acre green area in the southwestern part of Sderot adjacent to the Sderot Visitor's Center (under construction) and near the main entrance to the city and the new train station.

While the park is primarily for use by Sderot residents, it will also serve as a lodestone for visitors from Israel and around the world. The park's goal is to provide a challenging educational, values-based experience in addition to recreational, cultural and athletic activities for both residents and visitors to Sderot.

The park's planned facilities include provisions for the following activities:

- Sports - hiking and running, work-out equipment and bicycle paths
- Play Activities - unique playground installations for all ages
- Recreational activities - wading pools splashing fountains, seating areas, observation points and picnic areas.
- Cultural events - conferences, fairs and performances.
- Social Interaction - workshops and group dynamic games in conjunction with the Visitor's Center.

Due to the challenging security situation, shelters will be erected throughout the park.

As mentioned earlier, this park is being built adjacent to and as an integral part of the Sderot Visitor's Center now in advanced stages of construction. We envision that the Center's projected tens of thousands of annual visitors will continue on to avail themselves of the challenging educational, social and recreational facilities provided by the park.

First and foremost, we are focusing on the needs of the local residents who will be rewarded with a first rate, cutting-edge "green" recreational facility for fun and relaxation.

This project will hopefully be a joint project of J.N.F. Israel & America, municipality of Sderot and American Friends of Sderot.

### Dedications

Many Dedication available, large and small

Please contact us!



## Our Educational and Outreach Programs



### The Central Hesder Yeshiva: Afikei Daat

This, our main institution, prepares the next generation of religious Zionist leaders with a five-year program which combines Jewish study and regular army service. These close to 500 students serve in elite IDF units. Many become commanding officers, while others choose to engage in an advanced course of leadership and religious training.

### Satellite Hesder Academies for Jewish Identity:

These two "Second Chance" programs in Sderot and Kiryat Gat serve close to 300 high school graduates who are on a quest for meaning in their Jewish identity. The schools focus on Jewish heritage. They strengthen students' understanding of their identity and culture. The schools also provide physical training in preparation for army service. The students mainly come from weak educational backgrounds and disadvantaged homes.

### "Kollel" Programs - Advanced Leadership Training:

Many of our students commit to a life of Jewish leadership and remain in the yeshiva after the five years of Hesder. They study to be community Rabbis and leaders with a religious Zionist vision focused on values and community service.

### "Hesder Goes To College" Programs:

Our joint programs with Herzog College and the Sami Shamoun School of Engineering allow our students to combine study in our institutions with study for a BA or BS degree.

### Senior Citizens Outreach:

A group of 20 seniors join our students every morning for inspirational Jewish study in a bomb-proof classroom – crucial for seniors who can't even get into their own protected rooms at home within the allotted 15 seconds. The seniors and students forge meaningful relationships beyond study hours – bonds that are a source of hope and inspiration in the seniors' lives.

### Youth & IDF Outreach:

Our students study with Sderot youth after school, contributing to their Jewish identity and keeping youngsters off the streets during the afternoon. As with the seniors, our students develop personal relationships with the youth and their families. Our students serve as a strong connection to Jewish life.

### Community Religious Court for Monetary Affairs

Local residents who found it inconvenient to travel out of the area pressed for this service which is now the only such Beit Din in the area. Presiding on the court are the ordained Dayanim (Judges) Rosh Yeshiva Rabbi David Fendel, Rosh Kollel Rabbi Dror Tawil and Rabbi Ariel Bar-Eli. The questions to the Court are regarding many facets of life, but are primarily monetary related. The Rabbis receive and answer questions concerning financial issues through the "Kipa" internet site.

### Chessed Fund

In addition to providing spiritual and direct physical assistance to Sderot's needy, we also act as a pipeline for donations for them, in cooperation with the municipal welfare department.

#### Dedications

Kollel Scholarship (married couples active in Sderot).....	\$7,500
Students Scholarship.....	\$3,600
Welcome to I.D.F program.....	\$5,400
Sponsor a Community Shabbaton.....	\$500







The Sderot Visitors Center, the Moskowitz Park of Courage and three staff apartment buildings now form our third major campus in Sderot. The addition of new buildings on this site is crucial for developing additional formal and informal educational programs. We are looking to establish a new post high school program for young women as well as a Midrasha "Field School" with youth hostel facilities.

Women's Torah study, while a relatively new revolution, has taken root quite nicely in Israel. The problem is that almost all the programs are in Jerusalem, Raanana, Beit Shemesh and the Tel Aviv area. This is also almost exclusively an Ashkenazi phenomenon. One cannot understate how revolutionary and how important this project is for the Negev.

Another problem we are looking to solve is the total lack of hotel or youth hostel space in Sderot. This will become an absolute necessity once the Visitors Center begins hosting seminars and conferences.

We envision a complex which will combine both a youth hostel and young women post high school study. That will be an exciting addition to Sderot and all of Israel.

**Dedications**

Initial funding for planning and securing the property.....	\$36,000
<b>Dedicating Name of New Women's Institution .....</b>	<b>\$1,250,000</b>
Dedication of each building.....	\$540,000
Study Hall Dedication.....	\$180,000
Apartment dedication.....	\$36,000



## Our "Water-Tower" Library



Our main library is located in a real Sderot landmark - a unique round structure, which once was Sderot's main water tower! The library has grown over the years but it needs many new books to serve our readers (mainly on Jewish topics). The library serves students and community members with Jewish cultural materials, and also hosts educational programs. For example, the library recently served as venue for a nationwide legal conference and for a community service course that encouraged students and residents to help seniors - Sderot's first residents - locate archival and historic material in their own homes.

In order to accommodate the growth of the library, we have prepared plans to install a gallery throughout the entire building, which will enable us to continue our library expansion - installing hundreds of new books and many new shelves.



Dedication of the Library Gallery..... \$250,000



## Synagogue Construction in Sderot



Newly elected Sderot Mayor Alon Davidi and his city council have together with the Yeshivat Hesder given top priority to community projects which foster ethnic pride and development as a means of keeping the youth off the streets and involved in their own culture. The construction of a number of different synagogues which also serve as community centers is crucial to Sderot's social and religious development.

### The Sderot Bukharian Synagogue Center

A Community Devastated by Tragedy - Mordechai Yosopov, a leading member of Sderot's Bukharian community, was one of the first victims of Kassam rocket terror back in June 2004. Prime Minister Ariel Sharon came to console the community by promising construction of a synagogue and community center, which ten years later has still not been built. The community was struck by yet another tragedy when in January 2013, their beloved spiritual leader, Rabbi Yehuda Haimov was killed in a car accident.

This heroic community of 450 families has a tiny shack as its synagogue and community center, with the overflow of worshippers gathering outside in the courtyard. Construction has begun - please help us finish off this crucial project!

We are eager to finish the Bukharian Synagogue so we can begin another two important such projects - The Ethiopian Synagogue & Community Center and the Bar Yochai Community Synagogue

We are in dire need of \$250,000 - proper recognition of the donation to the Bukharian Synagogue will be provided for.



## Help Spread The Light Of Torah In The Negev!



Wouldn't it be great to burn the midnight oil studying Torah in the sun-drenched Negev without having it cost anything?

We spend more than \$100,000 on electricity annually and this is where you can make the difference!

The government has offered us a special deal: For an initial investment of almost \$500,000 we can install a solar electric generating system which will provide us with free electricity for 30 years!

Our Kassam Rocket Menora on the Yeshiva's rooftop observatory has become an international symbol of the light of Torah and courage we spread on Israel's Negev front line, visited by thousands of tourists every year.

Let's light up all of Sderot and the entire Negev!

Let our neighbors in Gaza see for themselves how we turn their hate and terror into a beacon of light, hope and devotion!



### Dedications

We are now prepared to dedicate this unique and famous treasure of Judaica in return for the much needed investment of **\$500,000** in our solar energy plant.

## The Tree of Life ! עץ חיים היא למחזיקים בה! If There's a Will, There's a Way!

What we have built here in Sderot will be a center of Torah, Army & Community for many generations a responsibility which requires us to think and plan ahead.

Another unique piece of Judaica fashioned from Kassam Rockets is our new "Tree of Life" on the Yeshiva roof. At the moment it doesn't have a single leaf on it, but you can change that - free of charge. All you have to do is include us in your will and a new inscribed leaf will sprout on this tree! If you wish, we would be happy to advise you on how to prepare a proper, halachic addendum to your will.

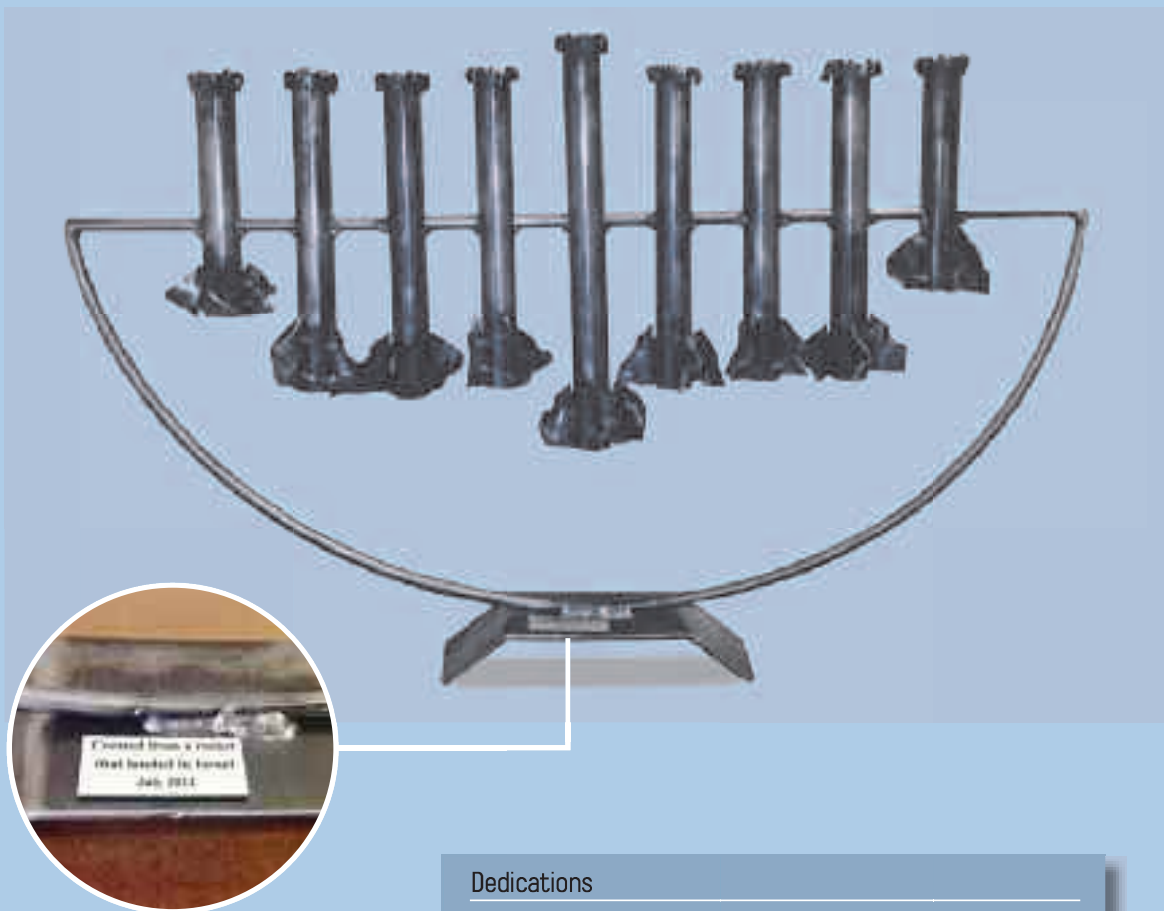




## Bring the Light of Torah Into Your Own Home!

Our rooftop Kassam Rocket Menora has become our trademark of responding to terror with the light of Torah and Jewish solidarity.

We can now offer our senior partners the special opportunity of bringing this inspiring, limited edition Judaica treasure into their own homes. This authentic 24" x 14" replica of our rooftop Menora is made from an actual Kassam rocket that fell in the recent war.



### Dedications

In addition to the Minister of Defense and other dignitaries, now our major donors can also be awarded this unique Menora.

"The Palestinians thought to turn Sderot into a ghost town. We won't let them - instead we are turning it into a capital of Torah & Zionism. They thought to destroy us, but they just can't keep up with the pace of all the building going on. They try to break our spirit but they just don't realize that our spirit is unbreakable and invincible!"  
- Rabbi Fendel

# Sderot Rosh Yeshiva, Rabbi David Fendel

A native of West Hempstead, Long Island, New York, Rabbi Fendel graduated from the Hebrew Academy of Nassau County (HANC). He later studied at several yeshivot in Israel including Yeshivat Mercaz Harav, Yeshivat Mir and Yeshivat Shaalvim, where he spent 17 years and also served and taught. Rabbi Fendel has semicha (rabbinical ordination) from the Rabbinat of Israel, as well as personal ordination from Rav Simcha Kook and Rav Zalmen Nechemiah Goldberg. He is also ordained as a dayan (rabbinical court judge). Rabbi Fendel served in the Israel Defense Forces. He is married to Mechi (nee Friederwitzer) of Staten Island and is the father of 7 children.

20 years ago Rabbi Fendel founded the Sderot Hesder Yeshiva, now Israel's largest Hesder Yeshiva with about 700 students at 3 locations in Sderot & Kiryat Gat. The other two satellite programs - "Lev LaDaat" also in Sderot and "Derech Chaim" in Kiryat Gat are unique "Second Chance" Hesder programs.

Living in Sderot, very near to the Yeshiva affords many excellent opportunities for Rabbi Fendel to reach out and become close with the students. Rabbi Fendel delivers many weekly classes and is personally involved in all aspects of life in the Yeshiva. His dynamic style, combined with his dedication to every student, makes a deep impression on the entire Yeshiva.

Rabbi Fendel's dynamic leadership reaches far beyond the confines of his educational institutions. In and around Sderot, he is referred to as "the go-to guy". People and institutions in the area know that he is the one to provide both practical solutions and inspiring leadership in day to day life as well as in times of crisis.

Rabbi Fendel: "Sderot has taught us all that when our enemies pick on a small Israeli development town, the entire country and the entire Jewish world will stand up together for us!"





# Sderot. Building. Growing

CONTACT



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718-673-4945 · [info@sderot.org](mailto:info@sderot.org) · [www.sderot.org/english](http://www.sderot.org/english) · IRS #01-0553431  
Yossi Baumol, Executive Director

The image is a screenshot of a Facebook page for the organization 'American Friends of Sderot'. The page layout includes a top navigation bar with a Facebook logo and the text 'visit us on facebook'. Below this is a 'News & Events' section with four news items, each with a small thumbnail image and a 'Read More' link. The largest image on the page is a photograph of a gymnasium with the text 'FORGING AHEAD ON THE FRONTLINE' at the top and 'Mermelstein Sports Center serves as Battalion Dorm' at the bottom. Below the main image are two sections: 'Campaigns & Partnerships' and 'Videos and Photo Galleries', which contains links to '2014 Diner Humsim Videos'.

**visit us on facebook**

**News & Events**

-  Share in the Miracle of Chanukah with American Friends of Sderot  
[Read More](#)
-  MK Bennett visits Yeshivat Hesder in Sderot  
[Read More](#)
-  Shabbat Shuva Direct Kassam Hit in Sderot  
[Read More](#)
-  No Tunnel, no Kassam, and no sniper will stop us!  
[Read More](#)

**FORGING AHEAD ON THE FRONTLINE**

*Mermelstein Sports Center serves as Battalion Dorm*

**Campaigns & Partnerships**

**Videos and Photo Galleries**

- [2014 Diner Humsim Videos](#)