

Infusing Israel with Jewish Peoplehood



Engaging young adults in Tel Aviv to be the national pride of Israel.



# Jewish life in Tel Aviv is flourishing

Since 2007, Am Yisrael Foundation has changed Tel Aviv living for thousands of young adults. By creating a supportive, vibrant Jewish community, Tel Aviv becomes a viable long term option for these talented professionals.

**Tel Aviv represents the core of Israel. AYF is building the largest Jewish community organization in the city.** The Jewish character of the future of the State of Israel is in question. If you invest in young professionals in Tel Aviv today, you invest in the values and Jewish culture of the future leaders of Israel.

Through Shabbat dinners, ongoing classes on interesting topics, boardroom study, holiday events, and by lending a helping hand to others, AYF is reaching out to young Jews of every background and has created a large, active community of people who want to connect with their Jewish heritage.



# Our Goal

AYF aims to create a vibrant, meaningful Jewish communal experience for young sabras and internationals in Tel Aviv, strengthening their connection to Zionism, Am Yisrael, and their Jewish heritage. AYF seeks to build Israel's Jewish character through learning, volunteering, and belonging.

## Demographics

AYF caters to all young adults based in Tel Aviv and surrounding areas between the ages of 21 and 39. Tel Aviv is one of the most international cities in the world and many young adults find fulfilling work there yet seek to enhance their lives through significant experiences beyond work. AYF is dedicated to offering meaningful programs and events for the population based on Jewish and Zionist ideals and education. **AYF has made Jewish life massively popular and attractive at a crucial time in young people's busy lives.**



# Investing in Jewish Tel Aviv

Tel Aviv is one of the youngest cities in the world per-capita, with 25% of all Jews living its metropolitan area.

As the geographic, cultural and social heartbeat of Israel, it is crucial to ensure young adults connect with their Jewish values in a relevant, meaningful capacity to secure the Jewish future of Israel.

AYF has a following of 60,000 people. Together, we build community through leadership, education and Jewish action in Israel. Hospitality and communal Shabbat dinners are where community begins to form, and spreads across every part of the city, attracting all young Jews. **White City Shabbat** brings together people from all walks of life for a dose of traditional chicken soup and good company, into a unified, non-denominational community.



*White City Shabbat -  
Guinness Record for largest  
Shabbat dinner in June 2014.*

# AYF Leadership

AYF is an umbrella organization embodying many grassroots initiatives. Its success is the result of hundreds of volunteer hours invested in programming each week. Thousands of people are touched by AYF's activities every year. Founder **Jay Shultz** is the American born visionary behind the concept.

Jay has a knack for attracting talent, creating new initiatives and launching them so that they morph into successful, ongoing programs.

The easily approachable **Rabbi Shlomo Chayen**, is an Israeli-American who served in the IDF and as a community Rabbi in Jerusalem and Tel Aviv. As the AYF bilingual spiritual leader, he holds the Rabbinical post in the 126 Ben Yehuda Synagogue (North Central), produces Jewish content daily, provides couples counseling before and after marriage, conducts weddings, and brings Judaism into the corporate boardroom where he studies with CEOs. Rabbi Chayen is the Rabbi of the Jewish revival across Tel Aviv, both inside the Synagogue, in offices and throughout the city.



**Rabbi Shlomo Chayen**  
*Educational Director*



**Jay Shultz**  
*Founder*

# Impact Tel Aviv!

## 120,000+ participants over 10 years...

### Weekly



**16** One-on-One study sessions  
*Rabbi's Impact Tel Aviv*



**7** classes open to the public



**350-400** Synagogue attendance

### Yearly



**11,000** White City Shabbat participants



**80-100** Weddings



**467** Shabbat/holiday house guests



**27-35** Couples counseling



**250** Lone Soldier sponsorships

### Annual events



**700** Yom Kippur



**1,000+** Shavuot



**900** Simchat Torah, Purim



**600** Challa bake



**1,000** Shabbos Project dinner

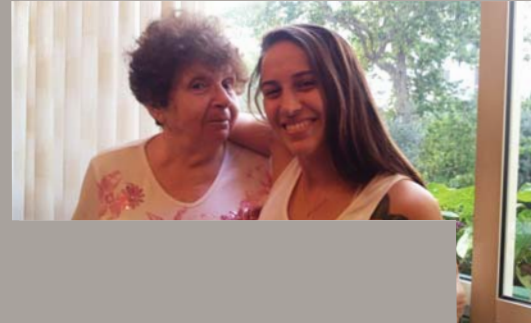
# Some of our Local Social Initiatives

**Adopt-A-Safta** is a pairing initiative between young adult volunteers and lonely Holocaust survivors, for the benefit of both.

**Shomer Israel** connects people living in Tel Aviv with the land of Israel through monthly lectures and volunteer opportunities to help Jews in the periphery.

**The Tel Aviv International Salon** is the largest speakers forum in Israel.

**ProjectT.A.** runs in partnership with the municipality. It is an opportunity for internationals to get involved in improving the city.







Am Yisrael Foundation  
is Tel Aviv's Fastest Growing Jewish Community

**Get involved today and directly  
impact Israel's future**

**Donations by check should be made payable to:**

"Am Yisrael Foundation"  
c/o A. Rubin  
400 Chambers Street, Suite 10H  
New York, NY 10282

**Donations by bank transfer should be sent to:**

Am Yisrael Foundation, Inc.  
JP Morgan Chase Bank  
Account #857253517  
Routing #111000614

The Am Yisrael Foundation is a 501(c)(3) not-for-profit organization. Tax ID 46-0664089.  
Contributions are always received with enormous amounts of gratitude  
and are tax deductible to the extent permitted by US law.

[www.AmYisrael.com](http://www.AmYisrael.com)

