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2019 Annual Report

PLUS SPECIAL REPORT:
ANSWERING OUR NEWEST CHALLENGE
ADAPTING TO COVID-19

JEWISH HERITAGE PROGRAMS
and LUBAVITCH HOUSE AT PENN
JEWISH HERITAGE PROGRAMS’ MISSION:
Using peer-to-peer programming to engage and energize individuals not normally involved in Jewish communal activities. JHP inspires students to participate in activities that celebrate Jewish pride and tradition. It helps each individual understand their own ability to have an impact in making the world a better place.

OUR INSPIRATION
“Each individual has the capacity to build communities and endow communities with life... So that every community member becomes a source of inspiration.”
— The Lubavitcher Rebbe

When I saw your post for Seders-to-go I started to cry.
— Penn grad student
Dear Friend,

This is a tumultuous, and for many, frightening time on so many levels. We must fulfill our obligation to reach out to help the Jewish community and the world, on campus and in general. We must connect people to the strength and comfort of their Judaism. We are not alone and we are here to help during this crucial time. Whether that involves dealing with emotional aspects, encouraging community and peer leadership, teaching and counseling, we are working tirelessly every single day to make sure that when we come out on the other side of this, there is a stronger world and a stronger Jewish community.

We at JHP and Lubavitch House at Penn are fully engaged during this difficult time. We have addressed the situation head on and have adapted all of our efforts accordingly (mainly via Zoom).

- JHP has continued weekly meetings, classes, made a hilarious not-a-seder guide, and we are working on an adapted version of Shabbat for 2000.
- Rabbi Levi led an effort with students and alumni to write a Penn Haggadah.
- There are many classes offered online for students, alumni and community members.
- Continuing our leadership seminars and working with all student and alumni boards to increase our activities.
- CogWell, our mental health program, is meeting every week and actively reaching out to the entire campus community.
- Jewish Women’s Resource Center is continuing weekly meetings.
- Our team is checking in with hundreds of students to make sure everybody is safe and coping.
- We sent out hundreds of shmurah matzahs and Haggadahs and made Passover meals and food available to hundreds more
- National efforts for JHP are continuing.

Rabbi Menachem Schmidt
Executive Director,
JHP/Lubavitch House at Penn
and Rebbetzin Chava Schmidt

Rabbi Ephraim Levin
Associate Director
and
Rebbetzin Flora Levin

Rabbi Levi Haskelevich
Lubavitch House
Campus Rabbi and
Rebbetzin Nechama Haskelevich
ORGANIZATIONAL REACH

400,000+ Students Engaged by JHP since 1993

500 Events Hosted by JHP since 2000

25,000 Shabbat for 2000 Guests have participated since 2000

2019 HIGHLIGHTS

1,750 Jewish Students at Penn JHP Reached 64%

- 7% attend 8+ JHP events
- 37% attend at least 2 JHP events
- 20% attend at least 1 JHP event

4,627 Participants join 328 hosted dinners via Shabbat for 2000

see page 15

148 Students participate in 3 JHP Mentoring Retreats

see page 27

502 Students trained in mental health awareness via CogWell

see page 23

20 Guest Speakers via JHP, JBN and Lubavitch House

see pages 7, 33

80 Students attend each Israel BICEP event on average

see page 31

15 Exhibitions featuring 60 artists at the Old City Jewish Arts Center

see page 34
JHP continues to lead the way in peer-to-peer on-campus programming. Through a variety of innovative initiatives, including new holocaust education programs and outreach to non-Jews, JHP programs engage individuals, invest in their development, and add value to society. See pages 23 to 35

JHP continues its development on campuses across the US, with an eye to expanding the reach by adding more campuses in the coming years. See page 37

The emergence of Maayan Collective as an incubator that develops and scales programs, will extend the level of engagement and enable the rapid and stable expansion of JHP to even more campuses. See page 21

The creation of a JHP National Student Board will institute a peer-based leadership where students enjoy the benefits of prestigious positions, gain valuable leadership skills, and work on furthering the deployment of JHP among their peers on campuses nationwide. See page 39

JHP IMPACT STUDY

see page 8

+89% increase in Jewish Pride

+79% increase in Jewish Identity

+61% increase in Connection to Israel
JEWISH LEARNING

Lubavitch House at Penn and Jewish Heritage Programs offer a wide range of Jewish Learning in many different forums:

• Lunch and Learns or lectures held in various Grad Schools, Vet School, Dental, Med School, Law, Wharton

• One-on-one chavrusa learning by all rabbis and rebbeznins with tens of students in talmud, chassidus, chumash, Rambam, Kuzari... literally any topic of interest

• Tanya shiur in Hillel@Penn

• Bearded Wisdom (i.e., dvar torah) at every JHP event

• JHP Leadership Seminar

• Weekly “Ask the Rabbi” dinners
JHP POWER

Exceptional peer to peer programming creates Jewish sector leadership. Penn’s JHP students are educated, responsible and now have a Jewish agenda. We are training them and activating them on campus. By the numbers: 1,750 of Penn’s 10,183 undergraduates are identified as Jewish. Out of that number, a minimum of 1,000 attend at least one JHP event per year, 650 attend a minimum of 2 JHP events per year and 130 attend a minimum of 8 JHP events per year. Last semester 2,376 students attended 177 individual Shabbat dinners in one night at Penn. Penn’s graduates have power and influence. It is an “outsized role” and it has a different type of impact. The fact is that Wall Street’s Jewish influence is not a positive for the rest of the world. We are guaranteeing the future of Jewish sentiment on Wall Street. If the tide were to turn how would it be? Besides the fact that they are powerful, they need to be examples. Teaching ethics and goodness together with leadership skills creates a whole different level of wholeness and a long-term result.

We pioneered peer-to-peer engagement. Our mission is to engage Jewish students who are uninvolved in Jewish life on campus or disconnected from their Jewish heritage, through relatable and engaging student-led programming. Our model for success and expansion includes selecting a core group of student leaders each school year who, in turn, reach out to their own various social groups that might otherwise be difficult to access. JHP’s four pillars are Social Engagement, Mentoring, Community Service and Jewish Content. Each of our student programs, events and activities are centered around these.

Ten Years of JHP: 2010-2019 Highlights
• Events: 500
• Interns: 950
• Shabbat for 2000 hosted dinners: 1,500
• Shabbat for 2000 dinners served: 25,000

2019 Guest Speakers:
• David Cohen, VP, Comcast
• Stanley Middleman, CEO, Freedom Mortgage
• Bassam Eid, Israeli Palestinian and human rights activist
• Justin Rosenberg, CEO, Honeygrow
• Michelle Pasternak, Inspirational Speaker
• Jodi Roth-Sachs and Marianne Salz, Jewish Relief Agency
• Lauren Collier, SVP of Brand and Marketing Strategy, Finch Brands
• Jonathan Mandel, Mosaics artist
• Dr. Shlomo Minkowitz, Vaccines and Religion
JHP ROI:

- 130 interns in 2019
- Cost: $1,395 per intern per year
- We offer a quality experience.

Our minimum expectations for JHP interns is that they attend at least 8 events. Every event includes Jewish content as well as a Dvar Torah.
- 2 Israel speakers
- 3 Shabbos dinners
- 2 community service projects
- 1 mentoring program or guest speaker

But these numbers don’t tell the whole story. Interns reached out to their peers with the following results:

- 1,000 additional Jewish students attended one event
- 650 Jewish students attended at least 2 events

This is only the beginning of the effect on the entire campus.

A STUDY OF JHP ON CAMPUS

As a by-product of our association with Professor Philip Wexler, a comprehensive study of JHP was conducted in 2019.

Professor Wexler is Executive Director of the Institute of Jewish Spirituality and Society, and emeritus Professor of Sociology of Education at the Hebrew University of Jerusalem, where he held the Unterberg Chair in Jewish Social and Educational History. He was formerly at the University of Rochester as the Scandling Professor of Education and Sociology, where he was also Founding Dean of the Warner Graduate School (1989-2000). He received his Ph.D. in Sociology and Anthropology from Princeton University, where he was a Woodrow Wilson Fellow and Woodrow Wilson Dissertation Fellow. He has published eighteen books on sociology, education, postmodernism and religion.

Results: JHP impacted students’ lives “to some extent” or “very much” in the following areas: Jewish Pride: 89%; Jewish identity: 79%; Emotional Connection to Israel: 61%.

Professor Wexler’s impressions:

The students are looking for an alternative mechanism to relate to their Jewishness through sociability. They are imploded; many come from Jewish backgrounds (standard Conservative Jewish backgrounds). They’re tired of the “same old”; Hebrew School is a drag to them, they want to be cool and they want “Jewish” to be cool. This program gives them a chance to be Jewish and cool, but not too Jewish. At the same time, some want more learning and some more mentoring, but on the whole they want to socialize with successful Jewish people.

The mentoring program is key; they love it. They love seeing successful people who are Jewish.

CASE STUDY: JEWISH HERITAGE PROGRAMS

Excerpts from a course paper presented by Ally Schoenberg, JHP Student President

The original goal was to sustain the Jewish community on campus through mentorship, education, and outreach to disengaged individuals. Since then, the JHP community has grown exponentially, and the mission has become even more significant. The flexibility built into this curriculum allows for the “core experiences and values[to]be “taught” in a variety of ways, depending upon time, place,
and the individual pace of each learner,” which is a crucial aspect to IJE (Chazan, 2003). According to Chazan, group learning is not just about transmitting information to all individuals in a room, but, “is very much about the dynamic role of the collective in expressing and reinforcing values that are part of the culture of the society that created the group.” (Chazan, 2003). This reinforces JHP’s goal to instill Jewish values in each of the students. One of the central goals of creating a tight-knit community is to allow for adequate socialization. Sales and Saxe (2004) claim that “If community is at the heart of the Jewish enterprise, and if the future of Judaism and Jewish life reside in strong communities, socialization becomes the core task of the collective” (Sales and Saxe, 2004). Since JHP targets kids who are less likely to be engaged in Judaism, the idea is to expose these students to new experiences that they otherwise would not have. JHP has several events that are meant to demonstrate the richness that can bring to one’s life.

Furthermore, each of the events is rooted in experience. Chazan explains the idea “that participating in an event or a moment through the senses and the body enables one to understand a concept, fact or belief in a direct and unmediated way;”

If you had asked me four years ago what I expected to be involved in on campus, I would have never predicted that I would be the president of a Jewish organization. However, through JHP’s work, I have been able to understand and connect to a new part of Judaism that I never imagined I would have. I have learned a tremendous amount about the Jewish religion, and I feel much closer to it than ever before. I know that I will take this knowledge and connection with me after I graduate, and I look forward to finding new Jewish communities to participate in.

I am a clear example of how JHP’s informal Jewish education approach has transformed someone’s college experience and outlook on Judaism.

### FIVE YEARS OF JHP AT PENN (2014-2019)

<table>
<thead>
<tr>
<th>SEMESTER</th>
<th>INTERNS</th>
<th>EVENTS</th>
<th>IMPRESSIONS</th>
<th>SHABBAT FOR 2K HOSTS</th>
<th>SHABBAT FOR 2K DINNER PARTICIPANTS</th>
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<tbody>
<tr>
<td>2014 Fall</td>
<td>60</td>
<td>31</td>
<td>2,357</td>
<td>40</td>
<td>1,100</td>
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<td>2015 Spring</td>
<td>37</td>
<td>12</td>
<td>1,285</td>
<td>45</td>
<td>1,200</td>
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<tr>
<td>2015 Fall</td>
<td>61</td>
<td>31</td>
<td>2,477</td>
<td>95</td>
<td>1,735</td>
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<tr>
<td>2016 Spring</td>
<td>79</td>
<td>12</td>
<td>1,382</td>
<td>93</td>
<td>2,006</td>
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<tr>
<td>2016 Fall</td>
<td>25</td>
<td>31</td>
<td>1,707</td>
<td>83</td>
<td>1,484</td>
</tr>
<tr>
<td>2017 Spring</td>
<td>45</td>
<td>40</td>
<td>1,707</td>
<td>71</td>
<td>1,433</td>
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<tr>
<td>2017 Fall</td>
<td>24</td>
<td>13</td>
<td>915</td>
<td>62</td>
<td>944</td>
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<tr>
<td>2018 Spring</td>
<td>52</td>
<td>14</td>
<td>1,760</td>
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<tr>
<td>2018 Fall</td>
<td>63</td>
<td>16</td>
<td>1,865</td>
<td>163</td>
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<tr>
<td>2019 Spring</td>
<td>93</td>
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<td>2,103</td>
<td>152</td>
<td>2,175</td>
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<tr>
<td>2019 Fall</td>
<td>139</td>
<td>35</td>
<td>2,280</td>
<td>178</td>
<td>2,386</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td>678</td>
<td>260</td>
<td>19,838</td>
<td>1,088</td>
<td>18,317</td>
</tr>
</tbody>
</table>
JHP STUDENT BOARD

Ally Schoenberg
President, Class of 2020,
Major: Communications;
Minor: Consumer Psych
Joined JHP Board her
sophomore year as social
action VP. Ally, now in her
senior year, is serving as
President. Ally also served
on TAMID student board
as the VP of marketing and
VP of internal affairs. After
participating in Chabad’s
BICEP Birthright Trip,
Ally lived in Israel while
participating in the TAMID
summer program.

Taylor Freeman
Co-Vice President, Class
of 2020, Major: English/
Creative Writing; Minor,
Consumer Psych
Joined JHP Board her
sophomore year as Social
Action VP. Taylor is currently
serving her second term as
Vice President. Taylor spent a
semester abroad at Tel Aviv
University and previously
served as BICEP Israel
Fellow. Taylor also serves as
recruitment chair for Kappa
Alpha Theta Sorority.

Raquel Levitt
Co-Vice President,
Class of 2020, Major:
Communications, Minors:
Spanish, Consumer Psych
Joined JHP board her
sophomore year as Jewish
Content Vice President.
Raquel is currently serving
as co-Vice President.
Raquel is a tour guide for
Kite and Key, a consultant
for Muse Marketing, and
has previously served as
Philanthropy Chair of SDT.

Julia Greitzer
President, National Board,
Class of 2020. Major:
Economics
Joined JHP Board her
sophomore year as Jewish
Content VP. Julia is now
serving as the President
of JHP’s first National
Student Board. Julia has
previously served as alumni
engagement chair of Sigma
Delta Tau Sorority, and
served on the board of the
Upstander Initiative and
Swipe Out Hunger.

Eliza Reinisch
Vice President of Alumni
Engagement, Class of
2020, Majors: Finance and
Management
Joined JHP Board her
freshman year as VP of
Jewish Content. She then
went on to serve as Vice
President of Membership,
and is currently serving as
Vice President of Alumni
Engagement. Eliza is a
member of Wharton Women,
and serves as the president
of Swipe Out Hunger.
Hank Katz
Co-Vice President of Membership, Class of 2023, Major: Communications
Joined JHP board his second semester freshman year. Hank is currently serving as our Co-Vice President of Membership. Hank is also a tour guide for Kite and Key and is a member of TAMID. Hank is a brother of APES fraternity.

Lily Druker
Co-Vice President of Membership, Class of 2022, Major: Creative Writing, Consumer Psych
Joined JHP her freshman year. Lily joined JHP board her sophomore year as co-Vice President of Membership. Lily is also a Sponsorship Chair and Marketing Events coordinator on TheWalk, a member of the layout team for Penn Appetit, and a member of OAX sorority.

Caroline Kaplan
Vice President of Marketing, Class of 2023, Major: Marketing
Joined the JHP board her freshman year. Caroline is currently serving as our first ever Vice-President of Marketing. This position was specifically created for Caroline after we witnessed her passion for the field as well as her enthusiasm for JHP at Penn. Caroline also serves as the Marketing Events Coordinator for TheWalk and is a sister of Kappa Alpha Theta sorority.

Rachel Markowitz
Vice President of Jewish Content, Class of 2022, Major: Philosophy, Politics and Economics
Joined JHP board her sophomore year as Vice President of Jewish Content. In addition to serving as Vice President of Jewish Content, Rachel is also the philanthropy director of Kappa Alpha Theta sorority. Rachel is a writer for 34th Street Magazine, as well as a member of the Penn Figure Skating Club.

Alex Rand
Co-Vice President of Social Action, Class of 2022, Major: Engineering Systems
Joined JHP his freshman year. Currently, Alex is serving his first term as Co-Vice President of Social Action. He is the Philanthropy Chair of Phi Delta Theta Fraternity, is a mentor in the DREAM program, and plays on Club Ultimate Frisbee.
Gabi Rahmin
Co-Vice President of Social Action, Class of 2022,
Majors: Communications, Consumer Psych
Joined JHP her freshman year. Gabi is currently serving her second term as Vice President of Social Action. Gabi is a strategy project leader for the Marketing Undergraduate Student Establishment and is a tour guide for Kite and Key. She is also a member of the Nominations and Elections Committee of Penn Student Government and is a member of the Wharton Undergraduate Consulting Club.

Josh Marks
Co-Vice President of Mentoring, Class of 2022
Joined JHP his freshman year. Josh is currently serving his first year on the JHP Board as Co-Vice President of Mentoring. Josh is also the Director of Funding for TAMID and is a brother of Sigma Alpha Mu fraternity.

Madelyn Finger
Co-Vice President of Mentoring, Class of 2022,
Major: Biology
Serving her first year on the JHP Board as VP of Mentoring. Madelyn is also the Risk Manager on Sigma Delta Tau’s Executive Board, as well as the Wellness Manager for SDT. Madelyn is also on the Marketing Team for the Penn Quantum Computing Club.

Daniel Winston
Co-Vice President of Mentoring, Class of 2022,
Major: Business Analytics
Joined JHP Board his freshman year. Daniel is currently serving his second year as Co-Vice President. Daniel is also a BICEP Israel Fellow, and after attending JHP’s BICEP Birthright trip, Daniel lived in Israel for the summer TAMID program. Daniel is an intern for the Wharton Venture Initiation Program, an analyst for the Quaker Finance Group, a tech consultant for TAMID, a mentor to 7th graders through the Big Brothers Big Sisters Program, as well as a player for Penn Ping Pong.
Our student leaders are represented in the following clubs at Penn:

<table>
<thead>
<tr>
<th>CLUB - PARTICIPATION LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>34th Street Magazine - Contributor</td>
</tr>
<tr>
<td>A Moment of Magic - Board Members</td>
</tr>
<tr>
<td>Advancing Women in Engineering - Member</td>
</tr>
<tr>
<td>AIOCE - Board Members</td>
</tr>
<tr>
<td>APES - President, Members</td>
</tr>
<tr>
<td>Camp Kesem - Members</td>
</tr>
<tr>
<td>CitStep - Member</td>
</tr>
<tr>
<td>Club Soccer - Player</td>
</tr>
<tr>
<td>Club Squash Team - Player</td>
</tr>
<tr>
<td>Club Tennis - Player</td>
</tr>
<tr>
<td>Club's Men Soccer - Player</td>
</tr>
<tr>
<td>Committee in Swede - Members</td>
</tr>
<tr>
<td>Counterparts - Members</td>
</tr>
<tr>
<td>DREAM - Board Member</td>
</tr>
<tr>
<td>Figure Skating Club - Board Member, Members</td>
</tr>
<tr>
<td>Fossil Free Penn - Member</td>
</tr>
<tr>
<td>GlobeMed - Members</td>
</tr>
<tr>
<td>HerCampus - Editor, Events Director, Writer</td>
</tr>
<tr>
<td>IAA - Board Members, Members</td>
</tr>
<tr>
<td>IR Affairs - Deputy Director of Staffing</td>
</tr>
<tr>
<td>Kappa Alpha Theta - Recruitment chair, Philanthropy Director, Members</td>
</tr>
<tr>
<td>Kite and Key - Tour Guides</td>
</tr>
<tr>
<td>M &amp; T - Board Member</td>
</tr>
<tr>
<td>M&amp;T Innovation Fund - Investment Partner</td>
</tr>
<tr>
<td>Mock Trial</td>
</tr>
<tr>
<td>Model UN - Business Director, Members</td>
</tr>
<tr>
<td>MoneyGirls - Members</td>
</tr>
<tr>
<td>OAX - Finance Chair, Recruitment Chair, Recruitment Committee, Members</td>
</tr>
<tr>
<td>OWNit - Programming Committee Chair</td>
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<tr>
<td>Oz - Members</td>
</tr>
<tr>
<td>Penn Environmental Group - Member</td>
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<tr>
<td>Penn Model Congress</td>
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<tr>
<td>Penn Quantum Computing Club - Founder, Board Member, Marketing Team</td>
</tr>
<tr>
<td>Penn Quest - Leaders</td>
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<tr>
<td>Penn Women’s Biomedical Society - Members</td>
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<tr>
<td>Phi Delta Theta - Members</td>
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<tr>
<td>Quaker Finance Group - Quantitative Opportunities Team Members</td>
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<tr>
<td>Sammy - Members</td>
</tr>
<tr>
<td>SDT - Recruitment Chair, House Manager, Philanthropy Chair, Apparel Chair, Members</td>
</tr>
<tr>
<td>Shelter Health Outreach Program - Members</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CLUB - PARTICIPATION LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Society for Women Engineers - Member</td>
</tr>
<tr>
<td>Student Government - Undergraduate Assembly Members</td>
</tr>
<tr>
<td>Swipe Out Hunger - President, Members</td>
</tr>
<tr>
<td>Tamid - Upperclassman Engagement Chair, Members</td>
</tr>
<tr>
<td>The Daily Pennsylvanian - Head Copy Editor</td>
</tr>
<tr>
<td>TheWalk Fashion Magazine - Marketing Director, Corporate Sponsorship Chair</td>
</tr>
<tr>
<td>USB - Member</td>
</tr>
<tr>
<td>West Philly Tutoring - Members</td>
</tr>
<tr>
<td>Wharton Alumni Relations Council - Member</td>
</tr>
<tr>
<td>Wharton Ambassadors - Members</td>
</tr>
<tr>
<td>Wharton Investment and Trading - Members</td>
</tr>
<tr>
<td>Wharton Undergrad Entrepreneurship Club - Members</td>
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<tr>
<td>Wharton Undergraduate Energy Group - Member</td>
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<tr>
<td>Wharton Undergraduate Fintech Club - Board Members</td>
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<td>Wharton Undergraduate Healthcare Club - Member</td>
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<td>Wharton Venture Capital Club - Members</td>
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<tr>
<td>Wharton Women - Marketing Committee</td>
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<tr>
<td>WhartonEurope - Members</td>
</tr>
<tr>
<td>WITIG - Members</td>
</tr>
<tr>
<td>WPEVC - Members</td>
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<tr>
<td>ZBT - President, Members</td>
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<tr>
<td>Phi Gamma Delta - Member</td>
</tr>
<tr>
<td>Psi Upsilon - Member</td>
</tr>
<tr>
<td>Best Buddies - Member</td>
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<tr>
<td>Penn Reading Initiative - Member</td>
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<tr>
<td>Wharton Real Estate Club - Member</td>
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<tr>
<td>Dean’s Advisory Board - Student Board Member</td>
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<tr>
<td>Cogwell - Board Member, Members</td>
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<tr>
<td>Stories That Live - Members</td>
</tr>
<tr>
<td>Club Baseball Team - Player</td>
</tr>
<tr>
<td>Women in Leadership Series - Board Member</td>
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<tr>
<td>Penn Engineering Council - Member</td>
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<tr>
<td>Upstander Initiative - Board Members, Members</td>
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<tr>
<td>Wharton Retail Club - DVP of External Communications, Member</td>
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<tr>
<td>PennSEM (Social Entrepreneurship Movement) - Consulting Committee, Member</td>
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<tr>
<td>Penn Ping Pong - Player</td>
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<tr>
<td>Wharton Venture Initiation Program - Intern</td>
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<tr>
<td>Club Ultimate Frisbee - Player</td>
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<tr>
<td>Theta Tau Engineering Fraternity - Members</td>
</tr>
<tr>
<td>Penn Appetit - Members</td>
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</table>
Being a part of JHP has shown me how truly easy it is to seek Jewish learning and connect with the Jewish community. It’s assured me that you don’t have to be extremely observant or religious, but you can still be part of the organization and expand your Jewish horizons. Shabbat for 2000 shows how easy it is to connect with Jewish friends and observe our religion together.

– Katie Schepps, class of 2015

JHP is a family. It has allowed me to connect to my Jewish identity with other like minded individuals in a casual setting, providing me with one of my best co-curricular experiences at Penn. I love JHP!

– Annabel Singer, class of 2019
2019 was a banner year for our biggest, most popular and most iconic JHP event, with a total of 328 hosted dinners and 4,627 dinners served throughout campus in dorms, student apartments, sorority and fraternity houses.

Spring 2019: 151 hosted dinners and simultaneous 2,251 dinners served
Fall 2019: 177 hosted dinners and simultaneous 2,376 dinners served

49% of hosts had previously hosted Shabbat for 2000 dinners
652 were repeat participants
4,493 participants were not JHP interns

Our amazing student leaders, along with our Penn Program Manager, Becca Feldman, worked tirelessly to spread the word through JHP interns and to coordinate the process.

When you suddenly see a large number of students walking through campus on the same day carrying blue Ikea bags, everyone at Penn knows it JHP’s Shabbat for 2000 day!
I didn’t expect that an evening in a freshman dining hall would change my life substantially. But when I connected with Rabbi Levi and Nechama for the first time, something sparked.

– Victoria Kalbacher, class of 2019

Chabad has allowed me to explore my Jewish identity while helping others on campus explore their own”

– Holden Caplan, class of 2019
LUBAVITCH HOUSE AT PENN

A BRIEF HISTORY OF THE LUBAVITCH HOUSE AT PENN

Lubavitch House at Penn is now in its 40th year. Our current building, the Perelman Center for Jewish Life, was dedicated in 2016 upon completion of a $5.5M renovation that doubled our capacity and allowed us to update our Lubavitch House at Penn and Jewish Heritage Programs headquarters. Ambassador Jon Huntsman, Jr. was our honored keynote speaker.

Lubavitch House was started by Menachem and Chava Schmidt in 1980 when Rabbi A. Shemtov brought them to Philadelphia as shluchim of the Rebbe NA at that time for this project. Menachem also helped found Chabad on Campus, where he is President, co-founded JHP, co-founded JRA and founded OCJAC, among other initiatives.

Ephraim and Flora Levin joined the team in 1990, co-founded JHP, founded CogWell, and presently work with the Alumni Leadership Circle and JHP, with special focus on UPenn mental wellness initiatives/suicide prevention.

Levi and Nechama Haskelevich joined us in 2000 and are program and educational Directors for Lubavitch House at Penn, hosting shabbos and holiday hospitality for undergrads and grads, classes, and young alumni engagement. Nechama’s home cooked meals are a highlight for students.

LUB STUDENT LEADERS

- Jaime Moreinis, class of 2020. Major: Economics
- Danielle Collins, class of 2021. Major: Political Science
- Victoria Kalbacher, class of 2019 (and now a UPenn grad student). Major: Psychology
- Elana Forston, class of 2020. Major: Finance and Real Estate
- Eleanor Shemtov, class of 2022. Major: Art/Design
- Oliver Gross, class of 2022

ALUMNI LEADERSHIP CIRCLE
The Leadership Circle, formed to create a foundation of support for the Perelman Center For Jewish Life/Lubavitch House at Penn, continues to be the underpinning of this support for our center, staff and programs. We currently have 76 members:

- David Adelman, Philadelphia
- Nissim Antebi, Panama
- Samuel A. Assis, Panama
- Samuel S. Assis, Panama
- Jon Aufzien, NYC
- Seth Berkowitz, NYC
- Jared Bernheim, NYC
- Sandrine Bernstein, Israel
- Sara Bleier, Philadelphia
- Aaron Cohen, Florida
- Ezra Cohen, NYC
- Joe Cohen, NYC
- Raphael Cohen, NYC
- Meir Cosiol, Florida
- Josh Crane, NYC
- Jon Cutler, Maryland
- Shlomo Dalfin, Maryland
- Isaac Dayan, NYC
- Raymond Dayan, Panama
- Bradley Dock, NYC
- Patrick De Piccotto, NYC
- Jacob Doft, NYC
- Cefi Eskinazi, Panama
- Zeke Faham, NYC
In May 2019 we held our annual alumni event in NY, with 25 members attending and Ken Moellis as our guest speaker.

Ken Moelis is Founder, Chairman and Chief Executive Officer of Moelis & Company, a global independent investment bank that provides innovative strategic advice and solutions to a diverse client base, including corporations, governments and financial sponsors.
## LUB ATTENDANCE HIGHLIGHTS

### Spring/Summer 2019

<table>
<thead>
<tr>
<th>OUTREACH</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grad student Shabbos dinner</td>
<td>150</td>
</tr>
<tr>
<td>Mishloach manos to students</td>
<td>150</td>
</tr>
<tr>
<td>NY Alumni Shabbos dinner</td>
<td>42</td>
</tr>
<tr>
<td>MBA Shabbos dinner</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>372</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IN THE CENTER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Safra Shabbos meals</td>
<td>450</td>
</tr>
<tr>
<td>Purim Debate: Latkes vs Hamentashen</td>
<td>40</td>
</tr>
<tr>
<td>Pesach seders and luncheons</td>
<td>126</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>636</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEARNING</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch and Learn across campus</td>
<td>21</td>
</tr>
<tr>
<td>Tefillin wrapping</td>
<td>21</td>
</tr>
<tr>
<td>Shabbos services</td>
<td>103</td>
</tr>
<tr>
<td>Megillah readings across campus</td>
<td>58</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>203</strong></td>
</tr>
</tbody>
</table>

### Fall 2019

<table>
<thead>
<tr>
<th>OUTREACH</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Shofar blowing on the quad</td>
<td>80</td>
</tr>
<tr>
<td>Lulav shaking on the quad</td>
<td>260</td>
</tr>
<tr>
<td>apples and honey distribution</td>
<td>200</td>
</tr>
<tr>
<td>Mikvah dedication</td>
<td>80</td>
</tr>
<tr>
<td>NY Alumni Shabbos dinner</td>
<td>33</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>372</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IN THE CENTER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Safra Shabbos meals</td>
<td>266</td>
</tr>
<tr>
<td>Rosh Hashana meals</td>
<td>96</td>
</tr>
<tr>
<td>Sukkot in the sukkah</td>
<td>38</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEARNING</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch and Learn across campus</td>
<td>18</td>
</tr>
<tr>
<td>Shabbos services</td>
<td>51</td>
</tr>
<tr>
<td>Chanukah services</td>
<td>24</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>93</strong></td>
</tr>
</tbody>
</table>

## JHP ATTENDANCE HIGHLIGHTS

### Spring 2019

<table>
<thead>
<tr>
<th>OUTREACH</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Shabbat for 2000</td>
<td>2,251</td>
</tr>
<tr>
<td>NYC mentoring retreat</td>
<td>44</td>
</tr>
<tr>
<td>Downtown social</td>
<td>35</td>
</tr>
<tr>
<td>Card making for soldiers (mitzvah wk)</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,360</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IN THE CENTER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PB&amp;J-A-Thon (1,500 sandwiches)</td>
<td>48</td>
</tr>
<tr>
<td>Women’s Panel</td>
<td>47</td>
</tr>
<tr>
<td>Guest speaker David Cohen</td>
<td>24</td>
</tr>
<tr>
<td>Guest speaker Bassam Eid, Activist</td>
<td>72</td>
</tr>
<tr>
<td>Guest speakers from JRA</td>
<td>42</td>
</tr>
<tr>
<td>Guest speaker Michelle Pasternak</td>
<td>47</td>
</tr>
<tr>
<td>Matzah pizza making</td>
<td>52</td>
</tr>
<tr>
<td>Stories that Live</td>
<td>30</td>
</tr>
<tr>
<td>Bearded Wisdom with Menachem</td>
<td>28</td>
</tr>
<tr>
<td>Hamentashen making</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>440</strong></td>
</tr>
</tbody>
</table>

### Fall 2019

<table>
<thead>
<tr>
<th>OUTREACH</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Shabbat for 2000</td>
<td>2,376</td>
</tr>
<tr>
<td>NYC mentoring retreat</td>
<td>54</td>
</tr>
<tr>
<td>Dance fundraiser</td>
<td>19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,889</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IN THE CENTER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PB&amp;J-A-Thon (2,093 sandwiches)</td>
<td>99</td>
</tr>
<tr>
<td>Pizza party</td>
<td>50</td>
</tr>
<tr>
<td>Upstanders initiative</td>
<td>30</td>
</tr>
<tr>
<td>Card making for soldiers</td>
<td>38</td>
</tr>
<tr>
<td>Guest speaker Justin Rosenberg</td>
<td>71</td>
</tr>
<tr>
<td>Guest speaker Lauren Collier</td>
<td>84</td>
</tr>
<tr>
<td>Sushi in the sukkah</td>
<td>60</td>
</tr>
<tr>
<td>Social event</td>
<td>90</td>
</tr>
<tr>
<td>IDF panel</td>
<td>65</td>
</tr>
<tr>
<td>pickle making</td>
<td>57</td>
</tr>
<tr>
<td>Shabbos dinner</td>
<td>25</td>
</tr>
<tr>
<td>End of semester brunch</td>
<td>43</td>
</tr>
<tr>
<td>BICEP shabbos dinner</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>732</strong></td>
</tr>
</tbody>
</table>
Some of the initiatives developed by the incubator/accelerator which is becoming Maayan:

<table>
<thead>
<tr>
<th>Organization</th>
<th>Founded</th>
<th>Reach</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>COG WELL @Penn</td>
<td>2006</td>
<td>700 Students trained</td>
<td>Created Crisis intervention hotline at Penn in 1980. Still at the forefront of training students in active listening and referral skills.</td>
</tr>
<tr>
<td>Jewish Heritage Programs</td>
<td>1993</td>
<td>400,000 Students on 13 Campuses</td>
<td>The pioneer in peer-to-peer campus programming. Positioned to help dozens of Chabad houses in engaging new groups of students.</td>
</tr>
<tr>
<td>JAC</td>
<td>2006</td>
<td>80,000</td>
<td>OCJAC serves as an exhibition space for Jewish artists. Using the arts as a springboard, OCJAC advances and promotes the universal messages of Judaism and spiritually to the broadest possible audience</td>
</tr>
<tr>
<td>Institute of Jewish Spirituality and Society</td>
<td>2015</td>
<td>400 academics</td>
<td>The first organization that has brought together academics, scholars of Chabad Chassidut, and academic practitioners to tackle some of society’s most pressing issues. 4 books, 5 conferences hosted.</td>
</tr>
<tr>
<td>Chabad on Campus</td>
<td>1999</td>
<td>150,000 Students/yr on 270 Campuses</td>
<td>The original vision and many of the resulting programs, and the formation of the office of COCI, initiated in Philadelphia.</td>
</tr>
<tr>
<td>Philly Friendship Circle</td>
<td>2003</td>
<td>10,000</td>
<td>Provides organized physical and social structures to support inclusive friendships, connections, respite, and fulfillment for youth with special needs, young adult volunteers, their respective families and the Jewish community at large.</td>
</tr>
</tbody>
</table>
Since the launch of Maayan last summer, things have been progressing well.

The overall campaign is $2,000,000 over three years. The first phase of $500,000 will enable us to achieve the first step — hiring a COO and a Development Manager. We have raised $325,000 so far for this phase.

This can help us identify and deploy the resources that we have and raise additional assets. It must be done in consideration of the present climate. Thank G-d we do have a wonderful board in place. The active board right now is Paul Germain, Zoya Raines, David Schneid and David Steinhardt.

We have been interviewing many candidates for the COO position and are ready to make an offer in the next month, depending upon the financial situation in this current world situation. We are examining different ways to expand JHP and possibly spin that off. The process for finding a COO and for raising the money has been lengthy, in part because we needed to be careful not to cannibalize support for our other projects.

We took the following steps:
1. Hired a consultant to help us establish structure and develop process
2. Hired a designer, printed and mailed the 2018 Annual report introducing Maayan
3. Hired a designer to create the Maayan Power Point deck used for all presentations
4. Officially introduced Maayan at TONY 2019
5. Devoted a portion of pertinent staffs’ salaries to Maayan development
6. Received, reviewed and narrowed down approximately 90 resumes submitted for the COO position
   • Initial phone conversations were held with further narrowing down of candidates
   • Substantial phone interviews were conducted with additional narrowing down of candidates
   • In-person interviews were conducted by Rabbi Schmidt
   • Interviews were conducted by Zoya Raynes and David Schnied
   • Currently awaiting one final interview with our #1 candidate
Everyone likes to talk so much that we often forget to listen; we want to help out our friends and yet we are not trained to effectively do so. CogWell fixes that, and in just an hour, I walked out feeling empowered to aid my friends in figuring out their problems for themselves.

– Dan Winston, class of 202

CogWell in general has definitely revolutionized the way that I listen and the way I try to support my friends”. This event was really beneficial for me because they gave so many real tangible experiences that I could understand and use as examples and find ways that I can take that information that we talked about and apply it to other situations.

– Ally Schlager, class of 2021, CogWell President
CogWell @ Penn is a student group committed to building a campus-wide support network through providing Active Listening Skills Trainings. The training sessions are offered to Penn student groups and help strengthen the students’ ability to cope and be resilient with the challenges of college life and help support their friends. CogWell is a Student Activities Council (SAC) recognized student group, a member of the Penn Wellness organization and the Penn Undergraduate Health Coalition.

Our one-day, four-hour training consists of an interactive learning session of important skills associated with Active Listening and also provide campus resources such as CAPS. This training allows students the opportunity to become CogWell student leaders. For the past 10 years, the training has been created and conducted by our Training Director, Barbra Berley-Mellits, MSW.

Spring 2019: 278 students were trained at the following Penn groups: STD, Theta, JHP, AEpi, OCP, Asian American Women, M & T, Penn Wellness, Tri Delta, ChiO, SAE

Fall 2019: 224 students were trained at the following Penn groups: Penn Glee Club, Men’s Basketball team, Zeta Tau Alpha, SPECTrum, APO, OAX, Newman Center, ZBT, OCP.

We are on track to train 1,000 students in 2020.

In April 2019 CogWell Student President Sammy Gold and Student Leader Maddie Zuber met with Dr. Judith Beck, founder and executive director of the Beck Institute, which provides the world’s leading treatments for mental health issues through Cognitive Therapy.

Sammy Gold’s sorority KAPPA ALPHA THETA won the 2018 Professional Development Program of the Year Award for their work with CogWell in presenting Active Listening Training to Greek Life.

Additionally, CogWell students hosted recording artist and viral sensation Daphne Willis to perform at the FRIENDS REACH OUT concert, which was co-sponsored by the following outside and campus groups/orgs: Undergrad Assembly, CAPS, T-Change, PUHC, SPEC, Penn Reflect, GAPSA, Minding Your Mind, Penn Bens, the Chaplain’s Office.

Our new student leaders are:

- Allie Schlager, Co-President, class of 2021
- Allison Goldfarb, Co-President, class of 2021
- Claire Marucci, VP, class of 2022
- Matt Tomaselli, student leader, class of 2021
- Samantha Linn, Treasurer, class of 2022
- Carolina Salazar, student leader, class of 2021
- Madie Zuber, student leader, class of 2022
- Simay Ipek, Outreach Chair, class of 2022
- Sara Klausner, Secretary, class of 2021
- Daphne Wiredu, student leader, class of 2021
Students covered the Love Statue on Monday with colorful sticky notes displaying messages of support to honor former Counseling and Psychological Services Director Gregory Eells, who died on Sept. 9.

The all-day event was hosted by CogWell@Penn, a student group which promotes active listening and suicide prevention. Students gathered near the statue and wrote messages of positivity and support on the notes before placing them on the statue in an effort to increase mental health awareness at Penn. CogWell co-president and Nursing junior Allison Gelfarb said the group organized the initiative in response to Eells’ death.

“Mental health awareness is an important topic to address, so I was very excited to see that CogWell was encouraging students in a positive and unique way through a Post-it note display,” said Wharton freshman Lori Feng, who left a note on the statue.

CogWell members placed a sign at the base of the Love Statue that read, “Give Love & Take Love,” and encouraged students to read each other’s messages throughout the day. Members also urged students to take notes home with them as a positive reminder.

Messages on the statue included short, positive affirmations such as, “Keep Going!” “You are Beautiful,” and “Much love to all — reach out, someone will reach back!”

The group wanted the event to be something they could put together quickly and make accessible to all students, Gelfarb said.

“We wanted it to be interactive, so students could come by, leave a quick note on their way to class or meetings, and then also something that could spread a good message,” Gelfarb said.
“After recognizing the suicide rates on Penn’s campus were increasing, I decided to join CogWell. CogWell’s goal is to help students better support themselves and one another through learning active listening skills. Working as the president of CogWell has helped me to disassemble the “Penn Face” and give students the tools they need to deal with the many challenges of being a college student. More personally, CogWell has helped me strengthen my own relationships, for it has given me the necessary tools to communicate more effectively. It is imperative that college students learn these active listening skills because it helps to decrease the mental health stigma on many college campuses while also creating a space for Penn students to speak openly about the things they are struggling with.”

– Samantha Gold, 2019 CogWell President

“We figured that a lot of people could use it right now, but people can always use it,” said College junior Matt Tomaselli, a member of CogWell. “We are just encouraging people to pass along positive messages and reminding them that people are here for you for support when you need it.”

Since Eells’ death, CAPS has released a statement honoring his compassion and leadership.

Plans for a campus vigil for Eells are still being discussed among staff, Penn spokesperson Stephen MacCarthy said. A memorial service for family and close friends took place on Sept. 14.

Eells was the director of Cornell’s counseling center for more than 15 years before he came to Penn in March. Cornell Health closed for a day so Eells’ former colleagues and friends could attend the service.

“Active Listening to me is you experiencing what they are experiencing now and that you can relate it to what they are doing and what they could do. It has to be active and current. It is very important because when you are dealing with a person in active crisis you need to be active. As a person who has been through PTSD and anyone who has experienced something similar to that it seems people don’t listen and things go in one ear and out the other. You have to make sure you are focusing on what the issue really is and not opinions of something you have nothing to do with like why this or why that. I was raised to leave the earth better than you found it. I believe it’s important to let students know they should choose life over suicide. CogWell is a bridge that brings together people who are compassionate without forcing anything so that you know there are people out there that can help you. I consider it a gentle intervention because if you push too hard or too fast someone will shut down. It’s the whole generalization of cognizant wellness.”

– Excerpts from an interview with one of CogWell’s proud partners, Louis Piatetsky, a Decorated Purple Heart Veteran of the United States Navy
JHP has been an influential part of my college experience. It has given me a larger Jewish community and provided me with many different mentorship opportunities!
– Eliza Reinisch
class of 2020

JHP has been a great experience, in that I’ve made new connections to other Jews on campus, which has increased my awareness of fun Jewish-related activities and allowed me to find mentors in the community.
– Sam Stavis, class of 2016
MENTORING RETREATS

Our Spring NYC retreat was held at the offices of Paul, Weiss, Rifkind, Wharton and Garrison and was attended by 44 JHP students.

Our Fall NYC retreat was held at the office of Elliot Management and was attended by 54 JHP students.

Participating 2019 NYC mentors:

- Todd Arfman, Principal, Silver Lake. Former JHP student leader
- Stacy Berns, Founder, President and Creative Lead, Berns Communications Group
- E.J. Bliner, Predictive Intelligence Expert
- Daniel Borkenstein, Investment Banking Analyst, PJT Partners. Former JHP student leader
- Mark Cohen, Founder and President, Stone House Partners. Former JHP student leader
- Bradley Dock, Assistant General Counsel, Refinitiv. Member of Lubavitch House Leadership Circle
- Alex Goldberg, Founder and Managing Director, Canary Ventures
- Ira Greenstein, Sr. Advisor to the Founder and Chairman, Qrypt
- Susan Gross, President and CEO, The ObG Project
- Dan Haroun, Investment Associate, Meadows Partners. Former JHP student leader
- Jeff Horowitz, Private Equity Associate, H.I.G. Capital. Former JHP student leader
- Terry Kassel, Counsel and Head of Strategic HR, Elliot Management
- Jane Kizhner, Head of Product Development, Leumi USA
- Michael Korzinstein, Sr. Principal, Cinven. Former JHP student leader
- Ryan Josephson, Investment Banking Analyst, Morgan Stanley. Former JHP student leader
- Liel Leibovitz, Sr. Writer and author, Tablet Magazine
- Ian Lentnek, Cardiologist and Health Care Advisor, Westchester Institute for Human Development
- Robert Lobel, Founder and President, Bellrock Development Group.
- Katie Morel, Psychologist
- Will Morel, Business Operations Manager, Facebook. Former JHP student leader
- Jessica Morgan, VP of Development, Departure Films
- Yitzchak Moully, Conceptual artist
- Madeline Penn, Equity Sales Analyst, UBS Group
- Laura Rapaport, Managing Director, L & L Holding Company. Former JHP student leader
- Michael Ridloff, Director and Chief Investment Officer, Vanke Holdings. Former JHP student leader
- Lee Rittenberg, Management Consulting Associate, Teneo. Former JHP student leader
- Sue Rodney, Vice President, Berns Communication Group
- Jesse Roth, Co-Founder/CEO, PwrPods; law student at Fordham. Former JHP student leader
JHP has afforded me the opportunity to become part of an accepting and positive community that helped make Penn my new home. Through JHP, I have gained valuable friendships, knowledge, and professional connections all while having a great time!"
– Blake Meritz, class of 2022
MENTORING RETREATS

- Adam Rothenberg, Partner, Boxgroup. Former JHP student leader
- Rob Ryman, Managing Director, Bellguard Capital
- David Sable, Global CEO, Y & R
- Matthew Salloway, CEO, GSI Venture
- Justin Schanzer, VP, Leanne Schanzer Promotions. Former JHP student leader
- David Schneid, Director, BlackRock. Former JHP student leader
- Tatania Segal, Partner and Head of Risk Management, SkyBridge Capital
- David Shapiro, VP, Assistant General Counsel, CBS Corporation
- Joe Shapiro, Co-Founder and Chairman, Frontier Global Technologies
- Matthew Sherman, Analyst, GSAM Private Real Estate. Former JHP student leader
- Michael Tisch. Managing Member, MJT Capital, LLC
- Adam Tuckman, private investor. Former JHP student leader
- Rebecca Winston, Brand Group Director of Strategy and Planning, Horizon Media
- Hope Winters, Career Counselor, Baruch and Brooklyn Colleges
- Barry Zamore, Managing Director and Head of US Loan Trading, UBS Group
- Roman Zelichenko, Founder and CEO, LaborLess/Immigration Compliance. Former JJHP student leader

Our 2019 Philadelphia mentoring retreat, held on campus at Huntsman Hall, was attended by 50 JHP students

Participating Philadelphia mentors:
- Martin Angert, Technical Investor and Partner, Susquehanna Growth Equity
- Jennifer Birch, Director of Client Services, MVP Interactive
- Roger Braunfeld, Partner, Royer, Cooper, Cohen, Braunfeld
- Holly Cohen, Executive Director, The Kohelet Foundation
- Gary Erlibaum, President, Greentree Properties Corp.
- Rich Gottlieb, President and COO, Keystone Property Group
- Richard Grossman, President and CEO, SFM
- Boris Kalandar, Partner, SVM Israel LLC and MentorTech Ventures
- Seth Lehr, Partner, LLR
- Jillian Lieberman, Sr. Project Manager, Klick Health
- Bill Luterman, President and CIO, Forbes Family Trust and LGL Partners
- Bart Mellits, Real Estate Attorney, Ballard Spahr, LLP
- Jay Minkoff, Entrepreneur of innovative marketing solutions
- Steve Piltch, Director of School Leadership Program, Penn GSE
- Howard Rosen, Attorney, H. Rosen Law, P.C.
- Shari Saiman, Principal and Architect, Saiman Design, LLC
- Lisa Schoenberg, Consultant, Brand Management and Development
- Douglas Shoenberg, CEO and Co-Founder, SofterWare
- Jon Schwartz, President and COO, New Spring Capital
- Craig Sherby, Leasing Manager, MarketPlace PHL
- Phil Wachs, VP, Glenmede
JHP represents a community and family at Penn where I can be comfortable being the Jew I am. The people that make the group make it so special and the group helps revive and confirm my Jewish values I’ve always held so dear to me.

– Ben Heller, class of 2021

After being a student at Penn for three years, it was so nice to open up and talk about my IDF service in a warm and comfortable environment. Although my experience as a combat soldier is very different than what most 18-20 year olds experience in the states, it was cool to put things into perspective for my friends. I loved giving them a window into “a day in the life” as well as learning about the other Penn undergraduate students who used to be soldiers. I am so thankful for JHP and the BICEP grant for allowing me to engage with Penn students in a constructive, positive, and exciting way through events like the IDF panel as well as the unique opportunity to travel with Chabad last year on Birthright.

– Gabe Low
ISRAEL/BICEP

Through BICEP Israel Strategy Grant funds we are able to offer Israel-related events at Penn and to enhance our Birthright trips with special, BICEP-only excursions. Upon return to Penn, post-trip events keep BICEP students engaged in the Israel conversation as well as in their Birthright community.

In 2019 we held numerous events connected to our BICEP experience. We hosted speaker Bassem Eid, a Palestinian Human Rights Activist with a unique Pro-Israel perspective. We held an Israeli wine tasting where students learned about the various terrains of Israel and the elements of kosher wine. In the Fall 2019 semester we held several trip reunion events — an Israeli-themed Shabbat, a “Friendsgiving” dinner in November, and an IDF Panel discussion. Our IDF Panel was made up of current and former college students that have served or are currently serving in the IDF. Over 80 students attended each event.

Our 2019 was so successful and our post-trip events so inspirational that in Spring 2020 semester we have 4 JHP interns who participated in our 2019 trip now studying abroad in Tel Aviv, along with 11 other JHP interns.

JEWISH WOMEN’S RESOURCE CENTER

The Jewish Women’s Resource Center, founded in loving memory of Miriam Masha’a”h Dexter (Kalandar), aims to empower Jewish female students at Penn to become proud leaders by connecting them to their heritage through mentorship, learning, and fostering a sense of community on campus.

JWRC’s social engagement includes activities that are framed to engage the students’ minds and bodies, such as cooking and baking nights and fitness activities. These events place an emphasis on teaching female students the importance of real self care: time management, boundaries, healthy interpersonal relationships, and nourishing their bodies through healthy eating and exercise. JWRC’s mentoring program, which is a core element of JHP, aims to match students with female mentors and role models who can guide them on their professional and personal journeys. Mentoring creates professional, personal, and emotional support for students. JWRC’s community service is centered on women helping women. Events such as packing feminine care packages for local women’s shelters foster a sense of empathy and community, and teach students to look out for their peers, and the community at large. Each event is enriched with both a modern and a traditional take on Jewish topics, helping female students understand themselves in the context of the greater...
Jewish community. Discussions and learning programs are centered around hot button topics such as feminism, politics, the Arab-Israeli conflict, mental wellness, and healthy relationships.

“The Jewish Women’s Resource Center has provided me with exactly the tools I needed to make it through this semester. It’s been great to meet and hang out with other girls who I wouldn’t otherwise have a chance to meet through events and coffee chats, and learn about Judaism in a new and unique way.”
– Sophie Rodney, class of 2021

INSTITUTE OF JEWISH SPIRITUALITY AND SOCIETY

Since its inception in 2016, the Institute of Jewish Spirituality and Society has held five conferences and published four books, including Social Vision: The Lubavitcher Rebbe’s Transformative Paradigm for The World by Philip Wexler, Executive Director of the Institute and Professor Emeritus of Sociology of Education at Hebrew University of Jerusalem. This summer 2020, the Institute will hold a sixth conference in Israel where academics from diverse disciplines will convene to discuss concepts in Social Vision and their application to current societal issues, including education and prison reform, geopolitics, solar energy and interpersonal relationships.

Social Vision is the first volume to seriously explore the Lubavitcher Rebbe’s social ideas and activism. The Rebbe not only engineered a global Jewish renaissance but also became an advocate for public education, criminal justice reform, women’s empowerment, and alternative energy. From the personal to the global his teachings chart a practical path for the replacement of materialism, alienation, anxiety and divisiveness with a dignified and joyous reciprocity. Social Vision delves into the deep structures of social reality and the ways it is shaped and reshaped by powerful ideologies. Juxtaposed with sociologist Max Weber’s diagnosis of “inner worldly asceticism” as “the spirit of capitalism,” the Rebbe’s socio-mystical worldview is compellingly framed as a transformative paradigm for the universal repair of society. The library of the Rebbe’s talks and writings is voluminous, but critics have described this distillation as artful, engaging, ambitious, bracing, relevant, and imperative.

JEWISH BUSINESS NETWORK AND YOUNG PROFESSIONALS

JBN offers direct business networking, mentorship opportunities and professional development events. JBN hosts exciting monthly power lunches featuring prominent corporate, political and organizational leaders who share their professional and personal experiences.
2019 Guest Speakers
- Roger Levenson, CEO, WSFS Bank
- Dr. Patrick Harker, President and CEO, Federal Reserve Bank
- Jim Kenney, Mayor of Philadelphia
- Ed Herr, President and CEO, Herr Foods, Inc.
- Ralph Miller, CEO, UPenn Health Systems
- Valerie Camillo, President of Business Operations, Wells Fargo Center and the Philadelphia Flyers
- Dr. Larry Kaiser, President, Temple Health Systems
- Terry Egger, CEO, Philadelphia Media Network
- Richard Green, CEO, Firstrust Bank
- Justin Rosenberg, Founder and CEO, Honeygrow
- Robert Zuritzky, CEO, Parkway Corp.

Our Young Professionals group is a community of young JHP alumni who build and perpetuate the Jewish community through community service, networking, and the arts, with social events, holiday celebrations, and Shabbos dinners. It also offers classes, networking and mentoring opportunities.

In 2019 our YP members enjoyed a number of events:
- Shabbos dinners
- JBN - YP business mixer, mentoring and happy hour with Roger Braunfeld
- Artists’ reception and art schmooze at OCJAC
- Mikvah event at OCJAC
- Menorah lighting at the Betsy Ross House in Philadelphia
- Chanukah Happy Hour
- Challah bakes
- Simchas Torah Sushi and Stoli
- Purim Party at Barcade

JACOBSON FAMILY COMMUNITY SERVICE CENTER

The Jacobson Family Community Service Center, a volunteer initiative launched in Spring 2019, connects Jewish values to JHP social action projects and is the mainstay of JHP’s 4th pillar. We believe that one of the greatest things in life is to fulfill mitzvahs and to give tzedakah. JHP programming includes opportunities for students to perform acts of kindness and generosity.

In 2019, our students made 3,593 PB&J sandwiches for St. John’s Homeless Shelter and for Women of Change, collaborated with Philly Friendship Circle to pack food for the Jewish Relief Agency, made cards for Israeli soldiers and held a dance class fundraiser for Sunrise Day Camp.
OLD CITY JEWISH ART CENTER (OCJAC)

Since 2006, OCJAC, directed by Rabbi Zalman (Zash) and Emunah Wircberg, has been a platform to build Jewish Community through the arts in Philadelphia. The gallery has become a much sought-after exhibition space and is now a landmark gallery in the Philadelphia art scene. In addition to new exhibit receptions, Zash and Emunah hold monthly First Friday art receptions with a Jewish twist, as well as providing holiday programs and events for Jewish young professionals.

This past 2019 alone the OCJAC hosted over 15 exhibitions with over 60 Artists Participating. As in matters of holiness, we always continue to ascend and add, thus it’s our aim to double that number of artists to 120!

A highlight of 2019 was a Thanksgiving Shabbat, co-hosted with YJP Philadelphia, for local Jewish young professionals. World renowned Israeli artist Igal Fedida’s work was the galleries featured exhibit.

HOLOCAUST EDUCATION/STORIES THAT LIVE

JHP at Penn was chosen from hundreds of schools to participate in Stories that Live in spring 2019. Founded by Director Rabbi Eli Gurevitz at the Rohr Center for Jewish Life TriChabad, the program aims to connect college students with local Holocaust survivors—to create meaningful relationships, to learn from them, and to retell their stories through independent creative projects.

Penn students are matched with a Holocaust survivor in the area and visit with them throughout the semester. During these meetings the students record the survivor’s story and then present the story at a JHP intern meeting through a medium of their choice, along with the survivor as honored guest speaker. Whether an art piece, a podcast, or an essay, through these connections and story re-telling, we can ensure that the stories of Holocaust do not die with those who experienced it.

COMBATTING ANTI-SEMITISM

Chabad Houses across the country and around the world are stressing the idea of bringing more positive light into the world, inspired by the Rebbe’s views about acts of goodness and kindness. That is certainly one way to combat anti-Semitism and anti-Israel sentiment, in addition to making Jews feel prouder and more vigilant.

Here at Penn we are utilizing three innovative ways that work to create more understanding about and more affinity towards Jews within the non-Jewish community.
SHABBAT FOR 2000
50% of hosts in 2019 were Jewish and 50% were non-Jewish
60% of all students that participated in S2K dinners in 2019 were Jewish and 40% were non-Jewish
43% of repeat hosts were non-Jewish

“This is my third year hosting a Shabbat for 2,000 dinner and I’ve always loved my experiences with friends! The people who help out with food distribution make everything so easy and I love the opportunity to teach friends each year about Shabbat and this community. “ - Gloria Ellis

“Shabbat for 2,000” is a program that I’ve participated in every semester that I’ve been at Penn so far, and it has been an incredible opportunity to bring interfaith work into my friendships.” – Husnaa Hashim

“I don’t have any experience yet with Shabbat for 2,000 or JHP, but I would love to host a dinner for friends so we can learn about other religious customs and traditions.” – Jenna Liu

THE OLD CITY JEWISH ART CENTER
OCJAC holds a monthly First Friday “Shabbos Gallery”, featuring new artists each month, with as many as 1,000 visitors coming through the gallery at every event. Many stay for a late-evening Shabbos dinner, led by a Rabbi, who offers a Dvar Torah and intersperses explanations about the Shabbat experience and about Judaism in general. This encourages discussion about mutual understanding and creates a platform for promoting Jewish affinity and appreciation of Jewish culture.

“This gallery creates some very unusual opportunities for people who aren’t Jewish to understand Judaism, and it creates opportunities for people who are Jewish. You have your pierced, tattooed art students, you have your Main Line art enthusiasts, tourists - all kinds of different people. It’s a lot of fun.”

“Those that work in the gallery are incredibly warm, and the gallery itself is incredibly generous to its visitors. It welcomes guests with open arms, sharing Jewish tradition with all who enter through its doors. ...A visit to the Old City Jewish Art Center on First Friday isn’t really just a visit; it is an experience in every sense of the world. Jewish tradition is infused throughout the gallery, in an electric and inviting way —it is impossible to feel unwelcome!”

UPSTANDERS INITIATIVE
JHP at Penn has integrated the Upstanders Initiative into our programming. Penn students teach lessons from the Holocaust to high school students in the West Philadelphia area, some of whom may never have previously met a Jewish person. Through the curriculum, Penn students catalyze positive behavioral change and awaken the “Upstander” in these high school students, with the aim of reducing anti-Semitic sentiment, encouraging sympathy and compelling them to both recognize and confront the problems in their own communities and to empower them with the knowledge that through individual action, change is possible. Additionally, this program builds important leadership skills amongst the Jewish students who participate.

This spring semester, The Upstander Initiative is training 5 classes at the Philadelphia Charter School. 140 students are involved, with 28 tutors at each class. The final session includes a Holocaust survivor speaking directly to the students.
What made JHP most attractive to me was its presence on campus in that it is known for being able to incorporate socialization with learning more about Judaism and delving deeper into an involvement with the Jewish community on campus. They create a space where students can learn about their Judaism in a fun, social setting. JHP also incorporates community service into its platform.”

– Taylor Salomon, class of 2020

As an incoming freshman, JHP gave me the Jewish Community and social circle that I needed to feel welcome in a new environment. Finding a place where I could partake in Jewish learning, fun events and serve the wider community was instrumental to my first year at Penn.

– Gabrielle Rahmin, class of 2022
JHP ACROSS THE US

EVENT HIGHLIGHTS

TEMPLE
• Shabbos dinners
• Sushi social
• PB&J-A-Thon
• Guest speaker Stanley Middleman, CEO, Freedom Mortgage
• Guest Speaker, Steve Katz, Premier Brokerage
• Purim party
• Falafel fest
• Sukkah social
• Challah bake
• Networking Night

PENN STATE
• Babka bake
• Mega Shabbat
• STD de-stress ladies night social
• Networking Night
• AEPi Shabbat music night
• Latke making
• Bagel brunch and discussion about feminism in Judaism
• Purim party
• Matzah pizza making

AUSTIN
• Shabbos dinners
• Sukkah social
• Banana social

PITTSBURGH
• Pizza making
• Ice cream social
• Shabbos dinner
• Friendsgiving dinner
• Bowling night
• Movie night
• Purim can collection
• Bagel brunch

VANDERBILT
• Shabbos dinners
• NCY mentoring retreat
• Purim party
• End of semester brunch
• PB & J-A-Thon
• Challah bake
• Latke palooza

MICHIGAN
• Community service card making
• Escape the Room
• Sukkah social
• Sukkah Shabbos dinner
• Challah bake
• Networking night
• Latke cook-off
• Bowling night
• Hamenstashesh making

OHIO UNIVERSITY
• Falafel fest
• Shabbat across campus
• Jewish cooking lessons
• PB & J-A-Thon
• Fondue and fun Jewish facts
• Challah bake and bake sale
• Smoothies social
• Shabbos dinner
• Cupcake wars
• Mezzuzah, menorah and hamsa bracelet making
• Sukkah social
• Chanukah and Purim parties
• Israeli movie night
• Guest speaker Sami Steigman, Holocaust survivor

MIAMI AT OHIO
• Purim social
• Matzah baking
• Honeycake bake
• Rosh Hashana dinner
• Sukkot in the sukkah
• Challah bake
• Blood drive
If we truly believe in reaching out to every Jew on campus…
I believe we need to inspire and empower students to fulfill that mission… Bottom line is, I believe actually that JHP is the most critical, important, movement on campus. I personally am invested and want to see it go national. I think every Chabad house really needs this in the nation. I think it can happen!
– Rabbi Zev Johnson, Executive Director, University of Texas Chabad

JHP serves as my safe place on campus. It is where I go to seek comfort, security, happiness, and fun. It teaches me how to incorporate Judaism into the social, professional, and philanthropic aspects of my life. For that I am forever grateful!
– Sophia Rodney, class of 2021
STUDENT LEADERS

TEMPLE
- Lindsay Muraskin, President, Class of 2020. Major: Media Studies and Production
- Hannah Blank, VP, Class of 2022. Major: Public relations
- Max Weinberg, Networking, Class of 2020. Major: Criminal justice
- Jonny Vessal, Jewish content, Class of 2021. Major: Graphic design
- Rachel Holzer, Community Service, Class of 2022. Major: Advertising

MICHIGAN
- Jamie Zuckerman, President. Class of 2022. Major: Information Studies
- Ben Garonzik, Vice President. Class of 2022. Major: Political Science
- Talia Rubina, VP of Networking. Class of 2022. Major: Psychology
- Gabrielle Solowiejczyk, VP of Community Service. Class of 2022. Major: Psychology
- Alexis Ash, VP of Social Engagement. Class of 2022

VANDERBILT
- Sara Buklan, President. Class of 2022
- Ethan Laney, CO-VP of Social Engagement. Class of 2022
- Jason Kohanmay, VP of Jewish Content. Class of 2023
- Eli Lapkin, VP of Community Service. Class of 2023
- Jordan Ekstein, CO-VP of Social Engagement. Class of 2022

MIAMI AT OHIO
- Kenzie Bernstein, Major: Biomedical Engineering. Class of 2021

PITTSBURGH
- Samantha Sherman, Major: Biological Science. Class of 2022

TAKING JHP TO A WHOLE NEW LEVEL

The combined Jewish student population for the twelve current JHP campuses is 21,200 (University of Pennsylvania, Ohio University, University of Miami Ohio, Temple University, Penn State, University of Pittsburgh, University of Texas at Austin, Vanderbilt, University of Michigan, University of Kansas, NYU, Towson University).

At Penn alone, there are 1,750 undergrad and 1,800 graduate students. We are reaching more than 60% of this total population. With proper time and support to develop and adapt the program, the potential on other campuses is immense.

ABOUT THE NATIONAL STUDENT BOARD

Our goal is to create a national student board, where students utilize their personal networks to recruit for campus engagement and motivate each other so that each chapter of JHP realizes their potential. The history of JHP and our innovative peer-to-peer model has proven that when students work together, they can create real and measurable change.

One dramatic example: This past year, JHP opened at the University of Michigan Ann Arbor. It is a great school with great potential. We started off with about 15 students in our core. When the recruitment chair of JHP at the University of Pennsylvania reached out to his friends at Michigan, that number of core students rose to 50 in the second semester. Through networking across campuses – reaching out to friends from high school, camp and beyond – the possibilities are endless.
While we have lots of kids who are currently involved with our Chabad, we are aware of hundreds more who are simply not engaged. Over 90% of the Jewish kids who come to KU come from very un-involved Jewish backgrounds. These kids don’t seek to connect with Judaism during college and we have a harder time getting them in. JHP has some very unique elements to it that will draw these kids in.

– Rabbi Zalman Tiechtel, Executive Director, Kansas University Chabad

“JHP means a lot to me. Coming to Penn, I wanted to keep Judaism a part of my life without having to attend weekly services. The traditions and culture of Judaism resonate stronger with me than things like prayer and beliefs. JHP provides me with not only a place to meet Jewish people like me but also a place to think about Judaism from the perspective of friends from around the US.”

– Josh Mendelsohn, class of 2015
In 2007-2008 we redefined and enhanced our model to be more sustainable. It took some time to work out the details. In 2016 JHP began a step by step “rollout”. With the national board, we are in a position to do this with greatest impact and efficiency. In addition, the board has many other potential applications on campus.

We will achieve this success in 3 ways.

1. A national leadership retreat, held at an accessible and “attractive” location and within their available time frames. The retreat will be an opportunity to share ideas and offer tangible goals that will encourage excitement and responsibility for strategizing and developing this organizational concept. The social aspect of these retreats will also encourage long term relationships between student leaders.

2. Visits from national board officers to various campuses to aid in recruitment and encourage activity upgrading.

3. Hiring full time staff who will monitor these initiatives and be the catalyst for success.

A WORD FROM OUR NATIONAL BOARD PRESIDENT

“JHP has continued to flourish across campuses. It is so amazing to see the impact it continues to make on students’ lives. What the students put into the program is what it gives back. This continuous cycle allows for programming to become stronger and more impactful and therefore encourages students to engage even more. I know that this organization has so much room to grow and continue to create powerful communities on campuses and I am excited to see exciting new developments in the coming year.”

– Julia Greitzer, Penn Class of 2020, JHP National Board President

EXAMPLES OF JHP STUDENTS WHO HAVE BECOME JEWISH COMMUNAL LEADERS, SHOWING THAT EXCEPTIONAL PEER TO PEER PROGRAMMING CREATES JEWISH SECTOR LEADERSHIP.

- Ron Dermer, Israeli Ambassador to the United States
- Ilya Bratman, Executive Director, Hillel, Baruch College
- Dave Segal, Executive Director, Hillel, Hofstra University
- Zoya Raynes, President, Jewish Communal Fund
- Joy Prevor, Director, PJ Library, Miami, former UJA Wall Street Director
- Amanda Abrams, Executive Director, Zalik Foundation
- Ed Miller, National Deputy and Political Director, AIPAC
- Jeff Gimbel, Executive Committee, Youth Renewal Fund
OUR TEAM

OUR STAFF

Rabbi Menachem Schmidt, Executive Director
and Rebbetzin Chava Schmidt

Rabbi Ephraim Levin, Associate Director
and Rebbetzin Flora Levin

Rabbi Levi Haskelevich, Lubavitch House Campus Rabbi
and Rebbetzin Nechama Haskelevich

Chana Colin, Director of Special Initiatives

Rebecca Feldman, Program Manager, JHP at Penn and BICEP Israel Fellow

Molly Weinberg, Program Manager, Campus Expansion

Jamie McNulty, Assistant Program Manager, Campus Expansion

Leigh Hershkovich, Director, Jewish Womens’ Resource Center and CogWell Associate
JHP has been an incredible way to connect to my Judaism through a network of Jewish peers while on and off campus. It has provided me with a community that I know I will have long after I graduate!
– Raquel Levitt, class of 2020

I love JHP because it allows me to learn about and connect with my Judaism in exciting and creative ways.
– Katie Oppenheim, class of 2021
Dear Friend,

It is our pleasure to present this report of JHP and Lubavitch House at Penn activities. The depth and breadth of what we are able to accomplish here is, I think, something quite remarkable. Of course, it is only through the inspiration of the Lubavitcher Rebbe NA that this would all be taking place and his teachings are a wellspring we draw from on a constant basis.

Every person is a whole world. Every person is unique and has so much to contribute. Both individually and collectively, we need to create a community Jewishly, as citizens of the world and as people in one world with one G-d. Everything we do tries to help each person we lovingly engage with to realize their potential to make the world a better and more G-dly place.

Rabbi Menachem Schmidt  
Executive Director,  
JHP/Lubavitch House at Penn  
and Rebbetzin Chava Schmidt

Rabbi Ephraim Levin  
Associate Director  
and  
Rebbetzin Flora Levin

Rabbi Levi Haskelevich  
Lubavitch House  
Campus Rabbi and  
Rebbetzin Nechama Haskelevich

Thank you for your friendship and support.