

EDUCATING THE NAMELESS & FACELESS

Countering Missionaries in the Modern Age

By **Yisroel Frankel**, Information Technology Intern at Jews for Judaism, 2013

This past summer I had the distinct privilege of joining the noble effort to keep Jews Jewish. As the summer intern at Jews for Judaism, I had a truly eye-opening and educational experience, one which completely changed my sensitivity toward the challenges to Jewish continuity that exist today.

During my short tenure, among my main tasks was the preparation of video and audio lectures, many of them by Rabbi Michael Skobac and recorded over many years, for availability on the Internet. In addition to being highly enjoyable, the work was very fruitful. We now have a plethora of multimedia lectures, covering a broad range of topics, which can be presented to the world at large over the Internet.

As an example of what I worked on, the videos I prepared were of a special six-part series of presentations given earlier this year to the Jewish deaf community of Toronto. The Jews for Judaism Counter-Missionary Survival Seminar was taught by Rabbi Michael Skobac and simultaneously communicated to the eager audience through sign language by Dr. Mitchell Sutton. With the recordings of these sessions available on the Internet, information never before obtainable, yet so



Yisroel Frankel, Information & Technology Intern, 2013

badly needed, will now be accessible to the Jewish deaf community worldwide.

It is my belief that having educational materials available online is of paramount importance. We live in a world where the Internet is regarded as a place where one can find answers to questions both trivial and

existential. It is thus imperative that the Jewish opinion on theological matters can be accessed by anyone on a religious quest. This need becomes even more urgent when the vast majority of outreach done by missionaries happens on the Internet. As once described to me by Rabbi Michael Skobac, the Internet is now the frontlines of the battle against missionaries targeting Jews for conversion.

The statistics we have collected show that Jews for Judaism videos on YouTube are getting 1,000 views a day. Some of the viewers have written comments expressing their deepest gratitude for the positive effects the lectures have had on their lives. (You can read these comments below each video when opened.) These facts just illustrate the wonderful impact that the online presence of the Jewish viewpoint has had and will continue to have on so many nameless and faceless individuals, from all over the world and from all types of backgrounds, all with life stories and religious journeys of their own.

It is my hope that Jews for Judaism will continue to harness the immense power of technology and only grow in its success of reaching people far and wide with its wonderful message of truth. ■

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JEWISH HOMES TARGETED

Five Missionary Groups Engage in Major Summer Blitz

By Julius Ciss, Executive Director, Jews for Judaism

To be confronted by Christian missionaries on a street corner is very annoying. However, it's far more irritating to have missionaries knock on your door and eagerly await a face-to-face confrontation. If you're not home, they leave their materials at your doorstep or mail them in a personalized envelope. These determined evangelicals believe that all Jews, including you, must convert to Christianity or burn in hell forever.

This summer, missionary groups are targeting Jewish homes in the Greater Toronto Area (GTA) with mailings to persuade Jews of all backgrounds to accept Jesus as their messiah. Some of their mailings contain proselytizing books and DVDs that feature Jewish converts to Christianity and challenge us to follow their example.

While it's preferable to avoid giving these missionary groups any publicity, we must identify these enemies of the Jewish people so we can familiarize ourselves with their tactics and understand their weapons designed to destroy Jewish souls.

The following organizations are just five of over 1,000 Christian missionary groups that spend \$300 million annually targeting Jews worldwide. They have converted more than 350,000 Jews in recent years. Over 150 such groups operate in Canada!

California-based **Israel Restoration Ministries** mails millions of personalized packages to Jews across North America, including the GTA. Countless uninformed Jews are receiving a 100-page evangelical book deceptively titled "Frequently Asked Questions by Jewish People" and a DVD in English and Russian titled "A Message of Hope and Gladness for Jewish People" describing the conversion of Tom Cantor, the group's Jewish founder.



Julius Ciss, Executive Director, Jews for Judaism, outside the Barbara Frum Library in Toronto, informs a local Toronto Jewish resident of the Christian nature of the deceptive missionary program that he was considering attending.

Thornhill-based **City of David Messianic Synagogue** is hand delivering its book "Twelve Sons of Israel" to Jewish homes throughout Thornhill and Toronto. The book, edited by "messianic rabbi" Jeffrey Forman, touts the "dramatic accounts of 12 rabbis who [allegedly] searched for the Messiah... and found him." One glaring problem with these testimonials is that most, if not all, of these 12 rabbis, born in the 1800's and early 1900's, are dead. A century ago, only a few thousand Jews believed in Christianity, yet this book miraculously identified 12 rabbis who then believed in Jesus. So, where are today's counterparts? With more than 350,000 Jews worldwide proclaiming to be Christians, logic dictates that there should be hundreds or even

thousands of such converted rabbis. Who and where are they?

Sid Roth, a Hebrew-Christian televangelist on "It's Supernatural" aired on CTS Network, has operated several missionary outreaches including the radio show "Messianic Vision." Roth has mailed a slick 240-page book aimed at over one million Jewish homes titled "They Thought for Them" that highlights 10 assimilated Jews who converted to Christianity.

The **Light of Israel**, based in Saskatchewan, mails envelopes clearly directed at Jews with a letter that boldly states, "If you are not Jewish, then please accept our sincere apology for sending you this letter in error." At the end of their enclosed pamphlet "An Honest

continued on page 2



Julius Ciss, Executive Director, Jews for Judaism confronts missionaries distributing proselytizing literature at Lawrence Ave W and Bathurst St in Toronto. The previous night they ran a deceptive program at the Barbara Frum Library.

Question?" Jewish readers are asked, "Won't you now believe and receive Jesus Christ as your Messiah?" Using the Internet, this ministry finds Jewish-sounding surnames and personalizes their envelopes with elegant handwriting.

To advertise a free lecture at the Barbara Frum Library titled "Moshiach Tzidkenu: A Public Forum on the Divinity of Moshiach by Israeli Rabbi, Tzahi Shapira," thousands of deceptive flyers were sent door-to-door and inserted under car window wipers. However, Shapira is not a rabbi! He is the founder of **Ahavat Ammi Ministries**, a Christian missionary organization that targets Jews for conversion. On his website Shapira states, "We, at Ahavat Ammi, are committed to focus on God's agenda for... the Jewish people... in three areas. Sharing the Good News [the Gospel of Jesus] by going to 'the end of the earth' for any Jew. Teaching and sharing about the Jewish Messiah in accordance with Romans 1:16 [...to the Jew first...]. Lastly, by strengthening the Messianic congregations all around the world starting in Israel." No doubt, Shapira has Toronto's **Congregation Melech Yisrael**, the lecture's sponsor, on his agenda.

Why can missionaries, such as Tzahi Shapira of **Ahavat Ammi**, call themselves "Rabbi"? Shapira claims to hold full rabbinic smicha (rabbinical ordination) from the International Alliance of Messianic Congregations and Synagogues (IAMCS). The Hebrew-Christian movement, also known as Jews for Jesus or Messianic Judaism, has become very large and powerful. As a result, Protestant Christian umbrella organizations, such as IAMCS, that oversee "Jewish evangelism" no longer ordain their clergy as "Minister, Pastor or Reverend." Instead, they choose the "Rabbi" designation! Therefore, Jewish-Christian missionaries dedicated to converting Jews to Christianity use "Rabbi" with impunity, believing their actions are divinely sanctioned. Nevertheless, the reality remains. Their ordinations come from Protestant, Evangelical, Christian organizations and have no relevance or authority in Judaism.

In their effort to win Jewish souls, these missionaries camouflage themselves to appear Jewish and lessen the innate Jewish resistance to conversion. They call their churches "messianic synagogues" and celebrate Jewish holidays with a Christian spin, claiming that the three matzos on the Passover Seder table represent the Father, Son and Holy Ghost. They hold Shabbat services, complete with Torah reading and Kiddush, and wear Jewish skullcaps and prayer shawls to demonstrate that a Jew can become a Christian and still maintain his/her Jewish identity.

Yet, many Jews report that the person who initially urged them to embrace Jesus wasn't even a missionary, but instead was a Christian friend, neighbour, fellow-student, business associate or even a relative. With intermarriage at 75% in some North American cities, it's commonplace to find Evangelical Christians married into Jewish families.

Missionaries reach out at work, hospitals, and retirement homes; operate effectively over the Internet; evangelize through television, radio and newspapers; and organize public events in Jewish neighborhoods. Each year, the **Friends of Jesus Christ Church** hosts an annual Jewish music concert in Earl Bales Park, and City of David Messianic Synagogue performs a Chanukah concert at the West Don Seniors Residence at Bathurst and Steeles.

Throughout the summer, JEWS FOR JUDAISM received many anxious calls and emails about this deluge of missionary propaganda. People wanted to know how to fight this invasion. Aside from discarding these materials, we advised that when Jews are aware of the spiritual depth inherent in Judaism and cherish its unique wisdom, beauty and tradition, they cannot be threatened by aggressive missionaries. For this reason, 24 years ago when we launched our organization, we

named it "Jews for Judaism" and not "Jews against Christianity."

Unfortunately, countless Jews remain vulnerable to missionaries and other spiritual predators. Why? Their knowledge of and commitment to even basic Judaism is very limited and shaky. JEWS FOR JUDAISM believes that it is never too late for Jewish learning. Thankfully, Toronto has tremendous educational opportunities to enhance the panorama of Jewish life. People of all ages and stages – teens, parents, grandparents, even great-grandparents – can easily make their Jewish observance far more meaningful and enriching.

JEWS FOR JUDAISM's highly acclaimed counter-missionary work unites the entire spectrum of the Jewish community in a common cause. We are endorsed by synagogues, teachers and rabbis from the Reform, Conservative, Orthodox movements, and organizations including UJA Federation of Greater Toronto, CIJA (Centre for Israel and Jewish Affairs), and B'nai Brith Canada. Over 500,000 Jews world-wide have been touched and empowered by JEWS FOR JUDAISM's programs and activities, which include lectures, educational materials, speakers' bureau, one-on-one counselling, campus programs, TV and radio programs and more.

Our most effective outreach today is on the Internet through our website jewsfor-judaism.ca. Every day, we receive over 1,000 views of our educational videos on YouTube.com and KosherTube.com, and we engage hundreds more through Facebook and Twitter.

For help to combat this unprecedented surge of missionary activity throughout the GTA, JEWS FOR JUDAISM urges the Jewish community to contact us at 416-789-0020 or visit us at www.jewsforjudaism.ca to receive our materials, free of charge, or arrange a free confidential discussion. ■



These missionary materials that target Jews for conversion were sent to Jewish homes in Toronto in Summer 2013.

FROM COUNTER-LEAFLETTING TO COUNTER-TWEETING

Adapting to a Whole New Battle Field to Save Jewish Lives

By Angie Leigh, Social Media Coordinator, Jews for Judaism

With dreams of becoming a Broadcast Journalist someday and more immediate hopes of finding an entry-level position in Journalism or Communications, I graduated university with a ton of expectations and even more misconceptions. I had always thought that Journalism was all about newspapers and television and that reporting must be done “on location” or in a studio. Oh, how wrong I was.

Once I discovered the world of Social Media, I was completely floored at how large an impact could be made and how many people could be reached simply from one’s computer. Social Media is essentially virtual communication – the ability to send public or private messages via text, video or pictures to millions with the touch of a button. I’m sure you’ve seen icons for the more popular ones like Facebook, Twitter, Youtube and LinkedIn. The differences between Social Media and other media (TV, radio, newspapers etc.) are cost (none); the amount of people that can be reached at once; marketing frequency; permanence (there is no “run time” for ads) and unbelievable ease. Truly it is the new age, innovative, exciting avenue of Journalism I had been looking for.

When I started managing Jews for Judaism’s Social Media platforms in the spring, I had to first identify the problem. In order to use these platforms successfully, it’s imperative to figure out what’s the issue, what message do we want to get across and what is our proposed solution.

In my experience both as a Jewish woman in a secular environment and as an employee of Jews for Judaism, Christian Missionaries, our major focus, are not the main problem – but rather a frightening symptom of a more serious crisis. The bigger picture to which I’m referring is the loss of Jewish identity - who we are as Jews and what it truly means to be Jewish, as individuals and as part of such a beautifully meaningful religion. Our faith as Jewish people is not a part, piece or fraction of us... but rather the core of who we are.

It is true that Christian Missionaries are the aggressor, the “villain” so to speak. But without a victim (a prey) they have nothing, no angle from which to hunt.

My role at Jews for Judaism is to reach out to an audience who perhaps is not even looking for us directly and show them Judaism. Show them the value, vitality and significance of being informed, educated and confident in what it is to be Jewish and



Angie Leigh, Social Media Coordinator

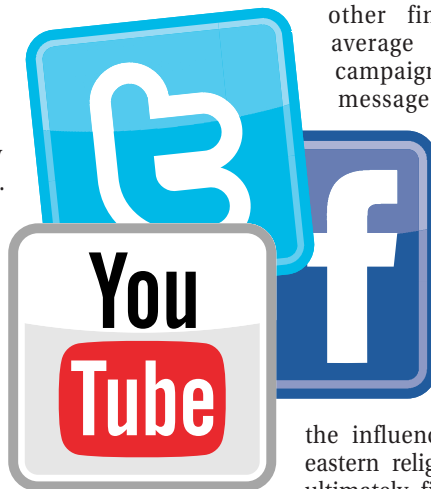
to have a knowledge of and relationship with G-d.

Ultimately, the success of Christian missionaries depends on the vulnerability of those they target. I use Rabbi Michael Skobac’s teachings, along with many resources, including rabbinic and biblical texts, and launch them into a society full of people of all ages, hobbies, interests and personalities to affect as many Jewish lives as possible. I put out information about the true motives of these missionaries, as well as counter-claims to their most “popular” arguments in converting Jews in order to show “our side,” the “other side” in this battle to keep Jews Jewish. I also post some of the deeper aspects of Judaism – things about spirituality, Shabbat and Jewish proverbs – in an effort to go deeper than just combating the Evangelists and actually getting Jews, young and old, excited about being Jewish again. For me, this exploration of what it is to be Jewish is such a fulfilling and rewarding experience. I am determined to reach as many Jews as possible so they will be moved to take part in that fantastic, life-changing journey.

The reason social media is so important for non-profit organizations is that organizations like Jews for Judaism rely heavily on donations from the community. We are not putting millions of dollars into advertising and marketing. While we produce great educational materials and publications and present inspiring lectures, our primary goal of bringing lost Jewish souls back to Judaism, and keeping other Jews Jewish, comes from word of mouth or social advertising. Getting people to get other people to view our website: jewsforjudaism.ca, Twitter and Facebook pages and YouTube channel, is vital to our success and continuity. What Jews for Judaism has to offer is the most beautiful gift any Jewish person can ever have the privilege to receive – and that is a sense of self, history, belonging and purpose. We remind Jews who they are, where they come from, and most importantly, about their destiny. However, as wonderful as this is, our “product” is not necessarily material and it doesn’t have a monetary value. So, we must market our unique Jewish knowledge base in ways that don’t offer a discount or savings or any of the other financial angles that an average company puts into its campaigns. It is crucial that our message is delivered as loudly, often and inspiringly as possible to as many Jews as we can reach.

My goal is to have a few “lost Jewish souls” come across one of our social media pages each day, be touched by the message that Jews for Judaism delivers, be saved from the influence of missionaries, cults, eastern religions or assimilation, and ultimately find their way back home to Judaism. Thank G-d we’re seeing amazing results.

But in order to continue we need your help. We need our followers, donors, volunteers and friends to help us get our vital message out there. So, please like us on Facebook, re-tweet our Tweets, watch and share some of the videos on our YouTube channel and visit us at www.jewsforjudaism.ca. You’ll help keep Jews Jewish and save Jewish lives. ■



RABBI JACOB IMMANUEL

Helped Inspire The Creation Of Jews

Rabbi Dr. Jacob Immanuel Schochet, a highly regarded scholar and an authority on Jewish philosophy, law and mysticism, as well as missionaries and cults, passed away Shabbat 20 Av (July 27, 2013), after battling a long illness. He was 77. Rabbi Schochet was the spiritual leader of the Kielcer Congregation in Toronto for 36 years, and then Beth Joseph Lubavitch from 1996. He was Professor of Philosophy at Humber College in Toronto for 25 years and also taught Medical Ethics at the School of Medicine at the University of Toronto. Rabbi Schochet used his formidable knowledge to draw young Jews away from the snare of Christian missionaries in the 1970's and 80's. He wrote numerous books and essays on matters related to Judaism and Chassidic philosophy, and he was widely sought out as a lecturer and an authority on classical Jewish sources and their application to contemporary Jewish issues, as well as rescuing Jews involved in missionary and cult groups.

What many don't know is the enormous impact 35 years ago that Rabbi Schochet had on both Rabbi Bentzion Kravitz and Julius Ciss, the founding and current directors of Jews for Judaism, International (Los Angeles) and Jews for Judaism (Canada), respectively.

Rabbi Bentzion Kravitz

As a young rabbi in the mid 70's, I was involved in Jewish outreach on campus in southern California and encountered a large number of Jewish students who had converted to Christianity. They considered themselves "fulfilled Jews" or "messianic Jews" because they had accepted Jesus as the Jewish messiah. I felt anger, pain, sorrow and frustration at not being well-equipped to respond confidently to their many proofs for belief in Jesus. I was outraged by the entire concept of "Jews for Jesus" and felt sad and helpless that thousands of Jews were abandoning Judaism for Christianity. I decided to dedicate my life to responding to missionaries and offering help to Jews who had been swayed. However, in those years there was no Internet and very few written resources available to help me in my mission to search for responses to missionary claims. Where could I get training?

I will be eternally grateful to Rabbi Schochet for inspiring me to launch Jews for Judaism...to save Jewish lives.



Julius Ciss (L) and Rabbi Bentzion Kravitz (R), Directors of Jews for Judaism (Canada and Los Angeles respectively) with Rabbi J. Immanuel Schochet z"l on Feb. 27, 2011 at a Gala Tribute in honour of the Rabbi and Rebbetzin Jettie Schochet

I had heard about Rabbi Schochet, a world-renowned expert in Jewish-Christian polemics. In 1978, I called him and asked if I could visit him in Toronto so he could teach me how to respond to missionaries. He told me that his schedule was too busy and that he would not have time to teach me. Then, an unusual opportunity arose. A family from the east coast wanted me to speak with their daughter in Denver to help her leave Christianity and return to Judaism. I was able to coordinate that Rabbi Schochet would

meet me at the Denver Airport, we'd rent a car and meet with the young woman. The counselling was an amazing success. I was stunned and in awe to experience Rabbi Schochet patiently and sensitively engage her and help her realize that she never made an informed decision when she had accepted Jesus. After many hours, she renounced her Christian beliefs and we were able to make referrals for her to receive Jewish follow-up. We then flew to Los Angeles for another counselling session and several speaking engagements for Rabbi Schochet.

It was a privilege to be able to witness Rabbi Schochet in action and to absorb his

wisdom. I credit him for guiding and helping me to develop the tools and knowledge that I use today to help Jewish families in need and individuals in trouble.

In addition to being my teacher and Mashpia (mentor), Rabbi Schochet and I became close friends. Over the years, he would always take my phone calls and methodically answer my many questions. He also helped me develop a healthy and balanced approach to the practice of Judaism and counseling others. I used much of his teaching to develop an 8-week counter-missionary course called "What Every Jew Should Know About Missionaries." He encouraged me to write "The Jewish Response to Missionaries" handbook, a summary of that 8-week course, with 350,000 copies in print in eight languages.

In 1984, when thousands of missionaries descended on Los Angeles during the Summer Olympics, I organized a large rally where together, Rabbi Schochet and I presented to 800 parents, students and members of the community. In February 2011, I was invited to address a Gala Dinner in Toronto honoring Rabbi and Rebbetzin Schochet. Despite his ailing health, he greeted me with a huge smile and warm hug. I will be eternally grateful to Rabbi Schochet for inspiring me to launch Jews for Judaism and helping me to attain the wisdom to effectively save Jewish lives.

SCHOCHET Z"l

ews For Judaism

Julius Ciss

In 1979, a group of 25 Jewish protesters were outside Congregation Melech Yisrael (CMY), a Hebrew-Christian church, protesting this "Messianic synagogue's" deceptive tactics in Toronto. I was one of the "Messianic Jews" inside the building that cold winter evening. I went outside to take photos of the protesters. One of the protesters whose photo I took was Rabbi J. Immanuel Schochet, the spokesman for the group and for the Jewish community of Toronto on missionary matters. *The Canadian Jewish News* reported on the event, pitting Rabbi Schochet's name against mine in the newspaper.

A few years later in 1981, after a 5-year involvement with CMY, as a result of serious study and much introspection, I began having doubts about my "messianic" faith. While I could no longer believe that the New Testament was true, the veracity of the Old Testament, or "Tanach," captured my soul. Chaya Sarah, an old friend in whom I confided about my doubts asked me, "Why don't your speak to a rabbi about your misgivings?"

I told her that Rabbi Immanuel Schochet was the rabbi who always represented Toronto's Jewish community whenever the newspapers wrote of my notorious activities in the Jews for Jesus movement. I said, "I feel that if I were to speak to any rabbi, then it must be Rabbi Schochet, but I didn't think he would believe I was sincere."

"Well, he'll believe me. I know him," said Chaya Sarah. Within an hour, she arranged for an appointment to meet Rabbi Schochet. That evening, we talked for hours. He answered many questions I had and offered answers to questions I didn't think of.

When I told him of the tremendous guilt that I felt about my years of involvement with CMY and other missionary organizations, Rabbi Schochet said, "You should feel guilty."

"What can I do about it?" I asked him. Rabbi Schochet went on to explain the Jewish concept of Teshuva (repentance). I should stop the sin, confess my transgression to the Almighty, have sincere regret and remorse for what I had done and

resolve in my heart to never do it again. He added that when one commits a serious sin, the ultimate formula for repenting for that sin is to do the very opposite good deed to counter that wrongdoing. "If you spent so much effort to convert Jews to Christianity, the greatest form of repentance is to help rescue Jews back from belief in Jesus." In the core of my being, I felt that was what I ultimately had to do.

He cautioned that it would be wise for me to sever contact with all of my "Hebrew Christian" friends of the last five years. I had forged such deep emotional bonds with many of these individuals that seeing them would have made me very vulnerable to their overtures. I quit the "messianic movement" cold turkey.

Rabbi Schochet offered a final challenge to me. "After spending five years of your life studying and practicing Christianity, and trying to convert Jews," the Rabbi said, "Why don't you devote the same passion to spend just five months studying and experiencing the Judaism that you never knew? You will have no regrets."

Rabbi Schochet was right. Within a short time after my foray into Jewish studies, I embraced the Judaism of our ancestors...

and that helped fuel my desire to fight the missionary movement that had ensnared me. I quickly got involved in counter-missionary activism... speaking, counseling and publishing literature. Eventually, I established Jews for Judaism in Canada in 1989.

The evening of June 14, 1987, was the celebration of my wedding. It was also the same time that Rabbi Schochet and his family were celebrating the Bar-Mitzvah of one of his sons. Even so, he found time to come briefly to my wedding, quietly walk up on the dais as one of our guests was addressing the audience, and give me a warm kiss on the cheek and a hearty "Mazel Tov."

I owe Rabbi Immanuel Schochet tremendous appreciation for giving me the strength and courage to help me become a Jew for Judaism. May his name be a blessing for all Klal Yisroel. ■

I owe Rabbi Immanuel Schochet tremendous appreciation for giving me the strength and courage to help me become a Jew for Judaism.



JEW'S FOR JUDAISM LIFELINE is a free publication of JEWS FOR JUDAISM (Canada). JEWS FOR JUDAISM is the only international educational, outreach and counselling organization exclusively dedicated to counteracting the efforts of evangelical Christian missionary and cult groups that specifically target Jews for conversion.

JEWS FOR JUDAISM's two primary goals are to strengthen Jewish pride and identity and to win back those Jews who have been influenced by Christian missionaries, cults and other religions.

JEWS FOR JUDAISM works to achieve these goals and promote Jewish continuity through the following highly acclaimed programs and activities:

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Executive Director: Julius Ciss

julius@jewsforjudaism.ca

Education Director: Rabbi Michael Skobac

rabbiskobac@jewsforjudaism.ca

Board of Directors:

Michael J. Halbert • Frank Mayer • Charles Glina

JEWS FOR JUDAISM Branches:

Toronto (416) 789-0020 Baltimore (410) 602-0276
Los Angeles (310) 556-3344 Sydney (04) 1051-3770
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WATCHING A RIPPLE TURN INTO A WAVE

By Julius Ciss, Executive Director, Jews for Judaism

Sometimes we can't foresee the impact of the small things we may say or do. Numerous people have had an enormous impact on Jews for Judaism – their simple initiatives and actions are helping to change the Jewish world. A kind gesture, deed or comment had a ripple effect that became a tsunami. All it took was the initial effort to express oneself and act.

A few years ago, the Silvers, one of Jews for Judaism's supporters, invited my family for a Shabbat meal. They were excited about having me at their table so I could talk about Jews for Judaism. Jacqueline, their eldest daughter, a university student, after hearing about cults and missionaries, asked, "What is Jews for Judaism doing about intermarriage? It's a huge problem." I explained that we usually dealt with intermarriage issues when it was really too late to help. We were reactive, not proactive. But at that moment, all changed. The momentum created by the lively discussion around that Shabbat table was the catalyst needed to do much more, to help pre-empt the problem of intermarriage. Thanks to Jacqueline's concern, Rabbi Michael Skobac soon presented a well-attended community lecture called *Intermarriage: Is There Light at the End of the Tunnel?* That lecture was so well received that we published it as a booklet, with over 7,000 copies distributed to date, available free online at JewsForJudaism.ca. A video recording of the lecture is also featured on our YouTube channel, now being viewed by Jews worldwide... all because Tracy was concerned about Jewish survival and challenged me.

Just over two years ago, Jews for Judaism (Canada) didn't have its own website. Being naïve about the Internet, I assumed that our international website www.jewsfor-judaism.org served all our needs. However, Andrew Brooke, an IT professional, Jews for Judaism supporter and volunteer for 20 years wasn't satisfied with the lack of Internet presence for our Canadian Jewish

constituency. At our Meet n'Greet Dinner in February 2011, he offered his professional help. So I asked him what he had in mind. He said, "I want to help you launch your own Canadian website." I responded, "Let me think about it," and then did the best I could to avoid the topic for the rest of the evening. My lack of knowledge and experience with the Internet made me uncomfortable thinking about launching a website. However, the next day, Andrew called and said, "I'm not letting you off the hook. You must have a website." I told him I was very busy. He said "I won't take no for an answer"

and that he would come over Wednesday evening at 8:00. "By 9:00 o'clock you'll have a website up and running", he promised. So, on Wednesday night, just after 9:00 p.m., we said "Mazal Tov" on the birth of a new website – www.jewsfor-judaism.ca. He gave me some instructions, showed me how to add on pages and then left the rest up to me. I was hooked. Today, Jew for Judaism's website receives up to 300 visits a day and is having an impact on Jews all around the world. This couldn't have been possible without the help and passion of Andrew Brooke.

Similarly, about two years ago, Rabbi David Ostriker, founder of KosherTube.com, took the initiative to meet with me to ask that I start video-recording Rabbi Michael Skobac's lectures for his website, which features thousands of Jewish educational videos. He came by one afternoon with some very simple camera equipment and instruction sheets and gave me an intense, two-hour workshop on video-recording for the Internet. Although I have a background in photography, Rabbi Ostriker enlightened me on many aspects of video photography that I wasn't aware of. He left me with a wealth of knowledge and suggested we connect in a few weeks. I got started right away, following Rabbi Skobac, our Director of



Andrew Brooke

Education, and recording all his lectures.

A few months later, Shmuel Spicer, a donor and volunteer for two decades, dropped by and asked what's new. I told him that we'd started video recording our lectures. When he saw the simple camera we were using, he offered to loan us his new HD video camera and helped launch us into an even better quality

of video lectures.

Last summer, Roy Alkin, a supporter for 18 years, approached Jews for Judaism with an offer to fund a special project through The Miriam Alkin Memorial Fund. We proposed launching our Jews for Judaism (Canada) video channel – and the rest is history. With the help of this much-needed funding, we were able to start editing and producing videos of many of our lectures and programs. We now have 42 videos on our channel with another 20 under production and to be uploaded in the next few months. With thanks to Mr. Alkin, Jews for Judaism's videos are viewed over 1,000 times a day from spiritual seekers worldwide.

As a result of our growing Internet presence, Jews for Judaism is having a profound effect on countless Jews caught up in cults, missionary groups, eastern religions and the sea of assimilation. That impact would not have been possible without the concern of the above individuals.

There is a teaching in Judaism that when a Jew does a mitzvah or kind deed, it is like a little pebble that drops into still water, sending a ripple endlessly in time to infinity. People like the Silvers, Andrew Brooke, Rabbi David Ostriker, Shmuel Spicer, and Roy Alkin have helped to create little ripples that grew into huge waves, and we are very grateful. Thank you. ■



Shmuel (Bob) Spicer



Rabbi David Ostriker

VOLUNTEERS HAVE IMPACT

Every year, in Montreal and Toronto, when thousands in the Jewish community march to celebrate and show their solidarity for Israel's independence, numerous Hebrew-Christian missionaries descend upon the proceedings. They seek to take advantage of and target the large crowds of Jewish people attending the Montreal Israel Day Rally and the Toronto UJA Walk with Israel. This past spring, 18 missionaries representing five different missionary organizations came to ply their trade at these community events.

In order to minimize the potential influence these interlopers might have on people

attending these celebrations, Jews for Judaism staff and 20 intrepid volunteers shadowed and kept a close eye on the missionaries. These committed volunteers made it very difficult for the missionaries to operate freely and really cramped their style. Many of the missionaries sported T-shirts emblazoned with phrases such as "Ask Me About My Rabbi" that could be misleading and attempted to strike up conversations with people in the crowd. Our volunteers, clad in "Jews for Judaism" shirts, let people know the true identity of these marchers and their real agendas. ■



1) Julius Ciss counters Jews for Jesus on the Walk with Israel. 2) (L-R) Rabbi Michael Skobac, Gershon Pick, Ruth Glatter, Sybil Levine, Alex Katz, Len Golberg, Shara & Miriam Kleiman, Julius Ciss, Aliza & Benjamin Lowell and Rob Walker. (Missing: Marty Abeles, Marla Powers and Ronda Wunch). 3) (L-R) Shmuel Spicer, Eli Newman and Steven Lee Rachel. 4) 12-year old Shara Kleiman (R) was on the heels of Jews for Jesus the entire 8-Km walk shouting "These are Christian missionaries trying to convert Jews on the walk for Israel." At times the frustrated missionaries tried to run to escape, but Shara and her mom would just run and catch up.

Rabbi
Michael Skobac
Director of Education for
Jews for Judaism
presents:

Raising the
Next Generation to
THRIVE,
Not Just Survive
- as Jews



We live at a time when there are tremendous challenges to Jewish continuity. Alongside our synagogues and educational institutions, the Jewish home plays a critical role in the transmission of our tradition to the next generation. This special program will explore ways in which we can equip ourselves to effectively communicate the spiritual richness and beauty of Judaism to our children and grandchildren.

Sunday, Oct. 20 • 10 AM • FREE Admission

Schwartz/Reisman Centre
Lebovic Jewish Community Campus
9600 Bathurst Street, Vaughan
905-303-5471 • shalom@beitrayim.org

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KEEPING JEWS JEWISH

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