



Club Z

Creating a Network
of Educated Teen
Advocates for Zionism
and Israel

2021 **IMPACT REPORT**

Club Z: Zionism for Teens

“Everything I learned about the Jewish people was nothing short of a miracle. We survived, we endured, we fought, we grew, we battled, and we won. I will continue to always fight for this land and for these people because they are the missing piece to who I am as a person.”

Liz Giterman, Club Z Alumna

“There is no more effective pro-Israel, pro-Jewish organization on the planet, and I have worked with many. Thank you for all you are doing for the Jewish people, for Israel and for civilization.”

Colonel Richard Kemp

"Very impressive, inspiring, and motivated students!"

David Harris, AJC CEO

"It has been 5 years since Club Z and Students Supporting Israel were working together. During these years I had the chance to attend 3 Club Z conferences and see hundreds of young passionate high school students that are proud in their love and support to Israel. When they graduate, we are ready to welcome the students to SSI on colleges and we know that Club Z students are the finest activists and candidates for SSI and Israel on campus!"

Ilan Sinelnikov, President and Founder of SSI -- Students Supporting Israel

“Club Z is one of the best Jewish organizations around – unabashedly pro-Israel, pro-Jewish. Club Z makes no excuses for what it supports and trains young people to stand up for and be proud of our people, our ancient homeland, and for Jews. So many organizations have today lost their way. What Masha and her team have created gives me hope for the future. Meeting some of the incredible Club Z teens gives me the confidence that whatever happens, we will persevere and be here long after our adversaries and enemies bite the dust.”

Harold Rhode, Distinguished Senior Fellow, Gatestone Institute

Message from Masha Merkulova

Chief Zionist Officer

Let's face it, you are not really looking forward to reading yet another Impact Report. And you probably won't, but at least, you'll look at the pictures, right? In that case, I can totally be myself in this welcome letter. Hang on to your hats, you are in for a great ride!

Dear Friends,

I am very proud to present to you this **first ever** Club Z Impact Report! As the famous song goes, we've come a long way!

It was 2011 when I firmly understood that our children are not being prepared to live their lives as proud, articulate and knowledgeable Jews. As I watched more and more Jewish students turn away from the idea of Jewish self determination, and instead become prominent anti-Israel activists, I rang alarm bells with anyone who would listen. What the collective Jewish pro-Israel community was doing wasn't working.

Equally important, is the fact that we can't wait to start with this kind of work until our kids get to college — it is too late and is deeply unfair to them. We don't expect our kids to take calculus in college if they have not taken the prerequisite courses in high school. We spend the time and resources to make sure that they are prepared. The same is true for Jewish and Israel education.

We are spending hundreds of thousands of dollars sending our kids to Jewish day schools, summer camps and youth movements, only to have them come home for Passover freshman year and listen to complaints about "occupation, Jewish colonialism (of Judea... yes, you can roll your eyes), and apartheid." At the same time, we prioritize sports, music, dance, skiing weekends – literally any after-school activity – over meaningful Israel education that is essential to their lives.

Ten years ago I distinctly saw what needed to be done — **we must start earlier, go deeper, over a longer period of time and not shy away from difficult issues. We need a transformational approach. And that is Club Z.**



Club Z's curriculum is built upon **one clear idea** – **Jews are from Judea.**

Club Z builds, shapes and enriches our students' Jewish identity and connects them intrinsically to the Land of Israel and Zionism. **Club Z students see themselves as Jews first.** They understand that they are part of the Jewish people who have the same history and will share the same destiny, whether they live in California, Brazil or Israel. It also means that our students recognize what an honor, what a special privilege it is to be a Jew in today's world and have the power to speak and advocate for themselves and their people.

In these pages you'll read about how our teens are showing up and standing up for the Jewish people, Israel and Zionism. They are on the frontlines, defending Israel in their classrooms, online and in public. Club Z teens are armed with in-depth knowledge, public speaking and debate skills, and an unbreakable connection to their identity and heritage. **Club Z teens are unstoppable,** because we don't tell them what to think, we teach them how to think.

I invite you to learn more about our incredible teens and to be a part of the Club Z movement. Whether you are a student, parent, educator or community member, we welcome you to join us in our efforts to create a strong, proud network of Jewish teen advocates for Israel and Zionism.

I'd like to leave you with the words of one of our incredible teens:

Everything that has ever happened in the history of the Jewish people is a sign that you come from a resilient, proud, immortal nation, and that it is an honor, not a burden to partake in the continuation of that nation. So next time someone asks, you aren't Jewish, you are a Jew. The Jew in your blood deserves more than to be tacked on as an adjective in front of your 'real' identity.

With your help, we will continue to provide Club Z's life-changing experience for Jewish teens across the U.S. Thank you for your support,

Macka Mackelorn



Club Z: Creating a Network of Educated Teen Advocates for Zionism and Israel

With antisemitic acts on the rise, Jewish teens across the U.S. are ill-prepared to deal with the hatred and anti-Zionism they routinely face, from online forums to classroom settings.

Club Z is creating a network of educated teen activists with a commitment to Zionism who advocate for Israel.

Our teens learn how to articulate that Israel has a right to exist and stand up to anti-Zionist rhetoric, the new form of antisemitism. We educate teens on Israel and Jewish history, hone their leadership skills, and arm them with a supportive network.

Join us in our efforts to cultivate young leaders who embrace their Jewish identity, are proud of their heritage, and address issues of bigotry and antisemitism head-on.

“The Club Z curriculum, while terribly important, is only the surface of what Club Z accomplishes. The deep part, the transcendent part of Club Z’s impact, is in creating exceptional young men and women. **I know now my life’s mission; my life’s work. I am devoting the full measure of my time, talent, and treasure to fulfilling Masha’s vision of blanketing Club Zs throughout America.**

That way every Jewish parent will have the opportunity to enroll their teenagers in a program that will have the life changing, the ever-lasting impact, of exceptionalism on their children.

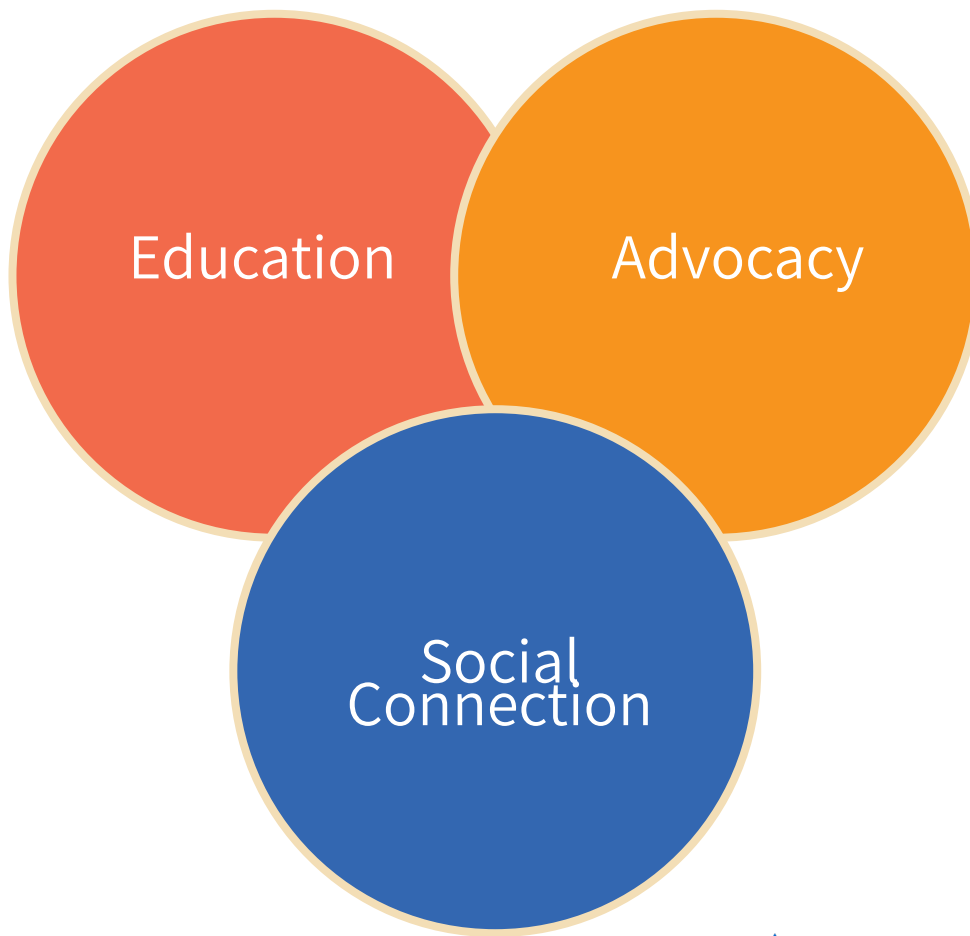
Sheldon Kay, Club Z Supporter



Club Z Rimon Leadership Program

Learn fact-based,
pro-Israel narrative ...

... Master advocacy skills



... Form deep friendships



Club Z educates Jewish teens on how to advocate for Israel while creating a strong network of Zionist leaders

Club Z by the Numbers



7

Communities



200

Teens



80+

Events



30+

Partnerships



16

Media
appearances



45

Hours of
education per
student



10-15

Hours of
leadership skills
and professional
development
per student



51

Alumni in 21
universities



54%

Avg rise in
memberships in
2021

Club Z Institute

Over the course of two years,
Club Z teens receive:



90

hours academic
instruction



16

hours of public
speaking
training and
practice



8

hours of
debate training



6

full days of
Zionism training
at the National
Conference



6

full days of Israel
experiential
education at
the Regional
Retreats



16-20

social events
rooted in Israel
education

"Israel on Campus Coalition (ICC) is proud to partner with Club Z. I have had the opportunity to lead several training sessions with Club Z students. At a time when college campuses are fraught with antisemitism and anti-Zionism, **Club Z teens arrive on campus with the knowledge, confidence, and tools to be fearless in their support of the State of Israel.** Masha and her team understand that combining education and advocacy is the best way to create the next generation of proud, courageous student leaders."

Megan Nathan, COO, Israel on Campus Coalition (ICC)

2021 Activism

Demonstration Against Ethnic Studies

(Bay Area)

United Against Terrorism Rally

(LA)

We Are Israel Rally

(San Diego)

Shame on You Ben and Jerry's Rally

(NY)

Bay Area Support for Israel Rally

Club Z Support for Israel Rally

(Charlotte)

March Against Antisemitism

(NY)

Club Z also hosted the “**Israel-Gaza War Emergency Hotline**” to provide facts and context and to answer questions from teens across the country about how to defend Israel during the recent conflict.



Club Z Teens Making a Difference

Shaya K. and **Joey K.** are both juniors and co-presidents of their high school's Israel Club. Shaya and Joey used the curriculum and lesson plans they experienced in **Club Z** to teach concepts of **antisemitism and Jewish indigeneity to Israel** to other teens in the Israel Club.

Masha K., an eighth grader, asked her school to **recognize International Holocaust Remembrance Day** in their school assembly. The school agreed, and Masha helped educate fellow students on the Holocaust.

Edan S., a senior, presented a lesson on anti-Zionism to one of her high school classes. With the help of her Club Z educator, Edan successfully delivered the **urgent message that anti-Zionism is today's most powerful form of Jew-hatred.**

Shaya K. organized a school-wide learning day featuring a Club Z educator who addressed why anti-Zionism is antisemitism. As an incentive, Shaya asked teachers in the school to offer students who attended extra credit in their classes. As a result, **170 teens participated in the Club Z learning day.**

Natalie A., a senior, is editor-in-chief of her high school's newspaper and wrote an article on the rise of antisemitism. The **faculty advisor accused Natalie of using her Jewish identity to further her "Jewish cause."** Natalie defended her article and asked school administrators to bring proper training on antisemitism to faculty. Together with Club Z, **Natalie is working to get teachers to sign up for a professional development workshop on antisemitism.**

Jennifer K., a senior, was invited to be a **speaker at the 2021 Republican Jewish Convention**, where she spoke about the **need to fight Jew-hatred** wherever it exists. Jennifer also delivered a talk on antisemitism to a community in Philadelphia. Together with her educator from Club Z, Jennifer was able to effectively highlight problems in how the **Jewish community addresses and misunderstands antisemitism.**

Andrew V., a high school freshman in Manhattan, noticed that the **comedian brought to his school for Muslim Awareness Week had a history of antisemitic and anti-Israel comments** in his social media. With the help of his Club Z team, he wrote emails and spoke to the principal and head of the school, and **worked with them to cancel the assembly and promise to be more vigilant in vetting future speakers.**



Michal V., a junior, was alarmed that her history teacher announced in class that America got involved in fighting during WWII due to Kristallnacht. She approached the teacher and asked if she could give a presentation to the class on the history of the Holocaust and the rise of anti-Zionism, which she did the following week.

Sabina S., a junior, was preparing for AP exams and noticed biased and antisemitic tropes in a unit on the Middle East. Together with staff from Club Z, Sabina wrote a letter to the AP Board of Directors.

Ami B. and **Sam L.** spoke up at a local assembly in California on ethnic studies and antisemitism. Ami and Sam asked assemblyman Marc Berman what he will do in order to ensure that antisemitism does not make its way into the classroom via ethnic studies.

During the recent Gaza-Israel conflict in May 2021, **Jennifer K.** and **Natalie A.** in California were featured speakers at pro-Israel rallies, and **Evan B.** and **Aliya M.** were featured speakers at the Charlotte rally.

Yoav, a teen in Albany, noticed an alarming trend of rising antisemitism in his high school. He approached the school administration and has had several meetings with the principal in order to bring education and awareness to his classmates.

Daniel L., a Brooklyn teen, refuted a presentation called “The Proximity of Zionism to White Supremacy and Colonialism” in his English class. He provided facts and evidence as a learning experience for his classmates and to disprove the biased and racist lecture material.

Eva S. started the first Israel club in her high school, with over 80 participants joining this year.

Alumni Spotlight

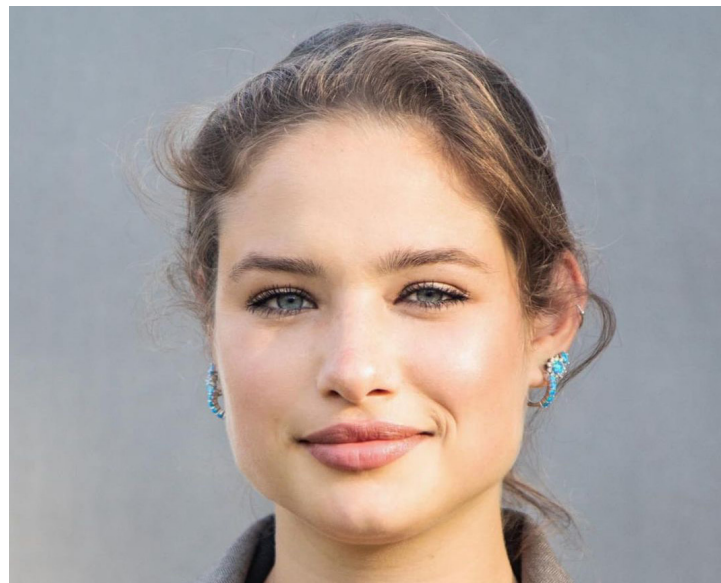
Our alumni are taking on vital leadership positions at their universities, using their knowledge, passion and confidence to affect change.

Sandra S. is president of Tikvah, a pro-Israel student group at UC Berkeley. She has been at the forefront of Israel activism on her campus.

Ron B. joined Sandra at Berkeley. Together, Sandra and Ron have brought proud Zionist voices to their campus. In fall of 2021, Sandra and Ron collaborated with other campus organizations to bring Bassem Eid to talk about the dangers of BDS.

Avital R. is a senior at UC Santa Barbara. She is president of the student senate and in 2021 used her passion to stand up for the Jewish people. Together with her network of Zionists, Avital was able to defeat a BDS initiative at UCSB.

Club Z alumni have also defeated BDS on the Santa Clara University and Cornell University campuses.



Digital Activism 2021

1.3 Million total reach on social media

20% Rise in Facebook followers

50% Rise in Instagram followers

155K Instagram reach

585K Twitter Impressions

90% Social media retention rate

“Though at times you may feel small, alone,
and afraid, the truth is on our side and in the
end truth will prevail.”

Valerie Rutenberg, Club Z Alumna

Digital Activism Case Study - Guardian of the Walls

As the IDF and Iron Dome defended Israel during Operation Guardian of the Walls in May 2021, Club Z teens and staff were on the frontlines of public opinion here in the U.S., defending Israel against the misinformation spread on social media and in the classroom and hosting rallies across the country.

The Club Z National Teen WhatsApp Chat continued to be a source of much-needed support. Club Z teens shared how they were bombarded with propaganda memes online and false narratives in schools.

Throughout the conflict, Club Z's expert team of educators organized multiple workshops for teens all across the country, briefing them on the situation in Israel and providing them with resources for how to address the growing antisemitism that took place.

Like, Comment, Share!

Club Z social media analytics during the conflict:



Reach:
Up 37%



Visits:
Up 108%



Reach:
Up 196%



Pageviews:
Up 50%

2021 Club Z Highlights

Club Z 2021 “Break Free” Summit (Virtual)

Annual conference celebrating Zionism, justice and action and featuring leading voices on antisemitism and advocacy

“Zionist Ideas After Dark” (Virtual)

Online parent master classes on Zionism

Club Z Retreats (NY, Charlotte, CA)

Four-day retreats for teens to build community, participate in experiential Zionism education and have fun!

Community conversation with legendary Prof. Ruth Wisse discussing her book “Jews and Power”

Club Z Teens’ conversation with Ambassador Michael Oren

David Harris, AJC CEO

Harris met with graduating seniors and discussed Israel advocacy.

Ramaz High School (New York City)

Launched an after-school advocacy club in partnership with Club Z

Club Z Boot Camp

Four-part Zionism intensive for college-bound students



Chapter Highlights

Southern Region – Charlotte, North Carolina

Now entering its second year, the Charlotte Chapter has grown by more than 30%. **In May, the chapter single-handedly organized and ran the Support for Israel Rally in Charlotte.** More than 100 people attended, and the rally was featured on local TV and newspapers. The Charlotte teens also participated in a joint Club Z Graduation with the New York chapters, further demonstrating how Club Z fosters a strong network and nationwide movement of teen advocates.

San Francisco Bay Area

The Bay Area Chapter worked tirelessly to combat the Ethnic Studies Model Curriculum, also known as AB 101. The bill was ultimately passed, and the Bay Area teens are now even more committed to combatting antisemitic and anti-Zionist rhetoric in California schools. The teens also received valuable public speaking and debate training with professional coaches and hosted numerous community-building activities throughout the year.

"What you have done is nothing short of miraculous."

Scott Abramson, Club Z Donor



Chapter Highlights

Los Angeles

The LA Chapter more than tripled its members since its launch in 2019. The teens participated in a joint webinar with the Israeli Consulate called Anti-Zionism Equals Antisemitism, and the chapter partnered with the Simon Wiesenthal Center and the Museum of Tolerance on a three-part series entitled "Jew Hatred Exposed." The LA teens also participated in numerous rallies during Israel's Operation Guardian of the Walls.

Northeast Region – Brooklyn, Manhattan, Westchester, Boston

The New York Chapters experienced incredible growth in 2021: Brooklyn increased from 25 to 50 teens, and Manhattan grew by 100%. **Club Z proudly opened a third New York chapter in Westchester**, and teens from all three areas came together for numerous social and educational events, creating a strong network in the state. Club Z also launched a pilot program in Boston, after experiencing significant demand in that region.

"My son's participation in Club Z has given him an invaluable set of skills, the strength to fight for what is fair, and the self-assurance to leave his mark on the world."

Lona Lebengrub, Club Z Parent



Club Z Partnerships





The Club Z Impact

We surveyed teens who had been with Club Z for six months to two years, and their responses show the power of Club Z's impact.

- 80%** feel they have the confidence to step up to defend the Jewish people and Israel
- 75%** said they would lead a pro-Israel group on campus
- 95%** said they are involved in pro-Israel activism on social media
- 97%** would recommend their friends join Club Z

Responses to the question: "What does Israel mean to you?"

- Jewish homeland
- Equality, heritage, justice
- My home and my identity

Responses to the question: "What does Zionism mean to you?"

- Jews are indigenous to Israel and have a right to make it their home
- Jewish self-determination
- Jews have a right to a Jewish state
- Zionism is Judaism

The Club Z experience gave my daughter the powerful tools and vast knowledge to combat antisemitism in high school and in college and the understanding that she is not alone, she is part of a community of people that think like her, and who will always support her."

Olga Strongin, Parent of Club Z Alumna & former President, Tikvah UC Berkeley

A Club Z Story - Ilan Eisenberg

“When I joined Club Z as a freshman, I hoped to learn more about Zionism, to gain a political understanding of Israel, and to vent about current events every once in a while, and Club Z has definitely delivered on all three.

But amid the foundational knowledge of soldiers and settlements, of nationalisms and Nakbas, I was finally able to learn what it truly means to be a Jew, and I remember the moment, at one of the conferences, that our story as Jews is worth hearing, that our message as a people is just and righteous, that those who, throughout the generations, have tried to silence our voices did so precisely because they were afraid the world would hear our words. I was shaken — there are a lot of platitudes and clichés going around in the Jewish community about being proud of one’s Judaism, but nowhere else was I told unequivocally that...I matter as a Jew. I was told that being a Jew isn’t a story of darkness, but that it’s the very light in a dark world.

To say that this invigorated me is an understatement: I quickly came to seek the topics that aren’t neatly wrapped up in a bow, the ones that make me realize the magnitude of this fight, and it’s sometimes difficult to swallow. But when it gets tough, I look at what Club Z is and what it’s become, and I know there’s no better place to be.”

Ilan Eisenberg, Club Z Senior, Yale Class of 2025



Club Z's Future

Club Z is inundated with requests to establish new chapters across the country. Because of a lack of financial resources, it is becoming increasingly difficult to meet the growing demand for Club Z education. We need your help to realize our vision.

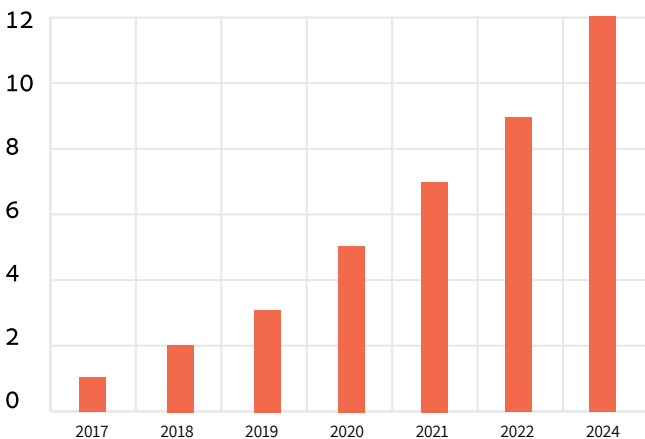
Club Z Vision for 2031

- To be a trusted Jewish/Israel educational brand in 10 major Jewish communities
- To make Club Z a prerequisite for students before going to college

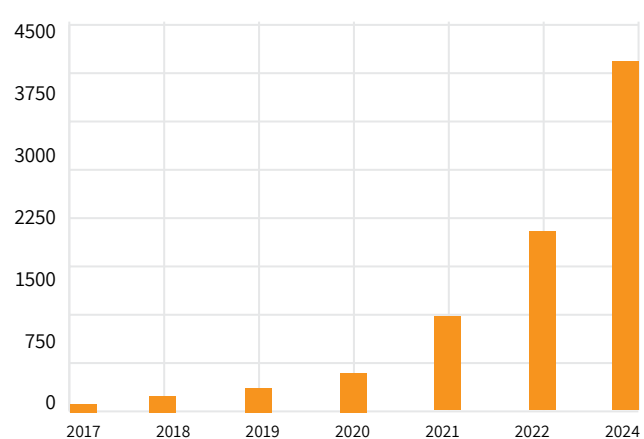
Club Z Growth Plan

Historical Growth and Planned Expansion

Club Z Cities



Number of teens reached



Current and Future Locations

Current Cities:

California

SF Bay Area and Los Angeles

New York

Brooklyn, Manhattan, and Westchester

North Carolina

Charlotte

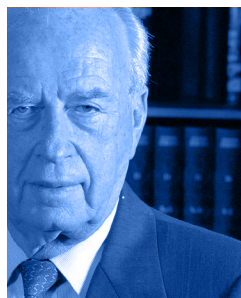
Massachusetts

Boston

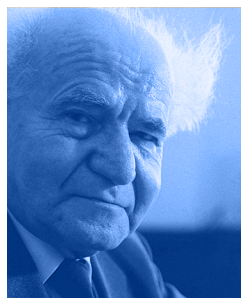
Future Locations:

San Diego, Houston, Philadelphia, Long Island, Raleigh/Durham, Minneapolis, Chicago, Atlanta, Miami, Fort Lauderdale, Northern and Central New Jersey ...

With your support, we can empower the next generation of Zionist leaders to proudly advocate for the Jewish people and Israel.



Yitzhak Rabin
\$360



David Ben Gurion
\$540



Chaim Weizmann
\$1,800



Golda Meir
\$3,600



Menachem Begin
\$5,400



Theodor Herzl
\$10,800



Changemaker
\$20,000+

"At a critical time in their social and political development, Jewish teens in middle and high school can face antisemitism and anti-Zionism from peers, teachers, and other groups. Club Z provides a network and resources for teens who embrace their heritage to advocate confidently for their Jewish identity and Israel, and thus prepare to combat the hostile bigotry that Jews encounter on college campuses and beyond. Club Z educates the teens with historical and geopolitical facts, and develops their skills for critical thinking, proactive leadership, effective activism, and well-researched debate. As a result, Club Z teens are energized, informed promoters and defenders of Jewish civil rights. It is a privilege to support Club Z and these future American Jewish leaders."

Club Z Donor, after participating in and observing Club Z Institute sessions



To learn how you can make an impact and support our commitment to connect teens to Israel, Jewish history and one another, visit

www.clubz.org/donate

or contact Ella Shteingart, Chief Partnership Officer, at

ella@clubz.org or 917-444-0629



Club Z is a federally tax-exempt 501(c) 3 organization. Your donation is tax deductible to the full legal extent.