

2013



JEWISH CHILDREN'S MUSEUM



UPDATE

Annual Report

THE JEWISH CHILDREN'S MUSEUM IS DEDICATED TO THE MEMORY OF ARI HALBERSTAM



THIS MUSEUM IS GOING TO BE ON WHEELS!

From the creators of the Jewish Children's Museum comes The Great Jewish Big Rig; a 53 foot expandable trailer, housing innovative Jewish exhibitions.

The Great Jewish Big Rig program is being developed by leading educators and will be modeled on the technology that has wowed over 1 million Jewish Children's Museum visitors. The rig will be customized to expand into a full Jewish theme park experience to anyone with a parking lot in the contiguous United States and Canada.

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FROM THE DIRECTOR...

Dear Friend,

It is with great pride and pleasure that we share the success of the past year and, eagerly anticipate an exciting year ahead.

Since the all new 4th Floor opened last year, tens of thousands of museum visitors are better informed, more enlightened and greatly inspired. A truly one-of-a-kind experience, the Museum continues to amaze new and returning visitors daily, and the 4th floor additional exhibits have served to recapture the minds and imagination of our youngsters.

At the JCM, not only do the Museum exhibits educate, but themed family fun days, FBI Day, and Kosher Day have taught families about safety and Jewish life, and demonstrate difficult concepts and bring them to life in a memorable way for our children.

Looking ahead, we couldn't be more excited about The Great Jewish Big Rig. We know what an incredible impact this will have on children throughout the country, and are immensely proud of its creation.

Like everything the Museum has done in the past, the Big Rig will be designed and crafted to the highest standards, with hands-on, interactive exhibits and loads of fun.

This growth has come during rough times, as many organizations have been forced to curtail programming for lack of funding. The Museum is grateful for the generosity of our supporters who have enabled us to continue at full pace even during these tough days.

We thank you for continued support of the Jewish Children's Museum, and look forward to continuing our partnership with you to fulfill our most vital mission.



Rabbi Y. Benjaminson
Executive Director

Rabbi Mendel Spalter, the Jewish Children's Museum's Director of Development, was honored with delivering the invocation at the Bronx-Manhattan Association of Realtor's 2012 Gala, in recognition of the educational work done by the Jewish Children's Museum.



(Left to right) Steve Sibrizzi, Castle Oil Corp.; Joseph Colonel, Castle Oil Corp.; Gary Jacobs, F & F Supply; **Rabbi Mendel Spalter, Jewish Children's Museum**; and Matthew Engel, Langsam Property Services Corp.

JEWISH CHILDREN'S MUSEUM STAFF

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Shterna Weiss
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Friendship Circle

Bluma Rapoport
Data Systems

Raiza Malka Gilbert
Librarian

Rabbi Mendel Nemes
Itta Simon
Mailing Department

Rabbi Mendel Cohen
Rabbi Herschel Scheiner
Special Funding Directors



EXCLUSIVE DREIDEL CLUB LAUNCHES

The Jewish Museum launched its exclusive Dreidel Club in May, 2012, with its inaugural event bringing together 15 families for a fun filled day at

the Museum. The families enjoyed a behind-the-scenes tour of the brand new 4th floor exhibitions given by a tambourine playing King David, dinner, an acrobatic show, and then had their pictures taken in front of the Western Wall.



A similar pre-Chanukah event was held later in the year, where another 15

families enjoyed a latka taste-off with the renowned Executive Chef of Basil Restaurant, created various arts and crafts such as olive oil lip balm and enjoyed a Chanukah juggling Show.

"It's a family experience," says Rabbi Sholom Simon, who directs the Club along with his wife Dina. It is rare that children are invited to philanthropic events, he says. "Usually benefit dinners and galas are for adults only. But the Jewish Children's Museum is not your average nonprofit; we're here for the children, and that expresses itself in everything we do."

The parties are held by invitation only, and Rabbi Simon says he will increase the number of events and participating families this coming year. "More than a Chanukah event, there will be yearlong benefits and perks for being a member of the Dreidel Club.

"There is no experience in the world like the JCM, and the Dreidel Club takes that experience to an even deeper level. Plus, the children and parents are taking the unique tour among friends and peers, and our unique activities not only give the kids a fun time, we teach them valuable life lessons in the process.

"For the festival of Purim, not only did we send the Dreidel Club kids a gift, we sent them another to give to a friend or neighbor. What better way to teach the ideals of giving and sharing?"



SPECIAL JCM VISITORS!

CORY BOOKER, NEWARK MAYOR

Cory Booker took a break from rescuing women from burning buildings, housing hurricane victims and shoveling snow from driveways to visit the Jewish Children's Museum, where he was visibly impressed and offered his support and encouragement.

CURTIS SLIWA

Renowned talk radio host, outspoken personality and founder of the Guardian Angels, Curtis Sliwa, was another of the Museum's noteworthy visitors in 2012.

DALIT STAUBER

After visiting the JCM last year, Israel's Education Ministry Director-General noted the innovative ideas incorporated in the Museum, saying they should be implemented by other educational institutions around the world.

STACY KESSLER

Actress and model Stacy Kessler visited the Jewish Children's Museum to see a full body cast of her on display as the Israelite prophetess and judge, Devorah.

CANTOR YITZCHAK MEIR HELFGOT

The acclaimed cantor, performing on tour alongside award winning violinist Itzhak Perlman, stopped by to savor the sights, sounds and experiences of the Museum.





Golf Day

PUTS THE FUN IN
 in FUNdraising

A Rabbi, a lawyer and a real estate agent were playing a round of golf. There is no punch line; it was the 6th annual Golf and Tennis Celebration to benefit the Jewish Children's Museum. More than 150 friends and supporters gathered last year at the Cold Spring Country Club in Huntington, NY, for a full day of good food, better company and a great time, all for a worthy cause.

"Our goal is to create a fun, relaxing atmosphere on the greens," says Mendel Spalter, Director of Development at the JCM. "It is a day for our supporters to simply have a good time; have a bit of food at the barbecue, say L'Chaim on some wonderful beers or vodka or simply enjoy a game of tennis or a round of golf."

Despite the rough economic climate, the event managed to raise 20% more funds than the previous year, and organizers plan on increasing that number at this year's 7th annual Golf Day on August 12 at the same location.

"It's an honor to take this opportunity to support the Museum," said Mark and Matt Engel of Langsam Property Services, Chairmen of the event. "It's a great way for us to meet fellow Museum supporters, and it's a wonderful experience all round."

The Golf and Tennis day also features a brunch, a day-long lunch barbecue on the green, cigars, cocktails and a dinner reception following the event. Alan Green, the founder of the event says he still reaps much nachas from it. "It's a great day to spread awareness about what is being accomplished at the JCM, and I'm honored to have played a part in getting it going."

"It is great to see the enthusiasm from all the participants and sponsors," said Rabbi Yerachmiel Benjaminson, Executive Director of the Jewish Children's Museum. "We're especially grateful to our corporate sponsor, Investors Bank."

Said Spalter, "I'm already looking ahead to August, it promises to be yet another relaxing, fun time with everyone. Don't miss it!"

Chanukah deLight

The Museum celebrated Chanukah in style with a fantastic Chanukah deLight program featuring a magical fire spinning show by dancing Djinn, the Soil to Oil olive press workshop - a JCM favorite, Chanukah themed game shows and a unique Judah Maccabee meetup opportunity.

"Our goal was to bring the fun and meaning of the Festival of Lights to the entire family," said Rabbi Nissen Brenenson, director of education and family programming. "Not only did kids have an absolute blast with these activities, their parents did too!"

Kids were also given the opportunity to win sled and snow playsets by guessing how many dreidels filled the giant "chocolate gelt Menorah" in the Museum lobby. at the end of each day, the Giant Menorah was lit amid much song and fanfare, leaving a lasting impression on the participating families.

Like most Museum programming, the Chanukah deLight festival engaged children with multisensory games and activities, and highlighted the joy and fun that lies within ancient history.



YUM & FUN

What's your favorite part of Chanukah? You'll be forgiven for answering that with "donuts!" For hundreds of kids who came to the Museum for the festival, they had the added fun of decorating their own jelly donut with different frostings, sprinkles and other colorful, delicious, artistic treats. Their beaming faces showed just how much children enjoy getting their hands sticky.

Kids in the KITCHEN

Chanukah is all about the oil; oil lit Menorahs, donuts, latkas and... deep fried cookies! Children were able to decorate their own cookies, and then enjoy a cookie frying demonstration - all while discovering the meaning and relevance of the greasy customs.

Just another in a long line of fun, innovative ways the Museum teaches Jewish culture and traditions.

JEWISH MUSEUM TURNED Art Gallery

For one short week in the winter, hundreds of kids were enthralled by a variety of artists who demonstrated their talents in live showings at the Jewish Children's Museum. Children and parents were able to enjoy Art Week during their school winter break to watch closely as four different artists created beautiful original designed works.

Dena Levie created complicated and intricate designs from paper in the paper cutting sessions, while renowned chef, G Wong, used fruit carving to create his masterpieces. Maria D captivated the crowds with her glass beading and Dean Millien sculpted away using only aluminum foil. "I loved what they guy made with the pineapples and watermelon," said Jason, aged 8. "That was cool."

Art Week demonstrated JCM's willingness to explore individual talents and capabilities, and inspire our children to tap into their own creativity and imagination.



PUBLIC SCHOOL KIDS AND TEACHERS JUST LOVE THE MUSEUM

This year more than 3,000 public school children visited the Jewish Children's Museum thanks to a generous grant from JPMorgan Chase. The young children not only get to tour the world class facility, but teachers are given pre and post tour study materials with

which to augment the experience, and help further instill the values and lessons taught in the Museum.

Following the lessons and tours, many teachers and students fill in surveys describing their experience, and providing great feedback.



JEWISH CHILDREN'S MUSEUM
UPDATE



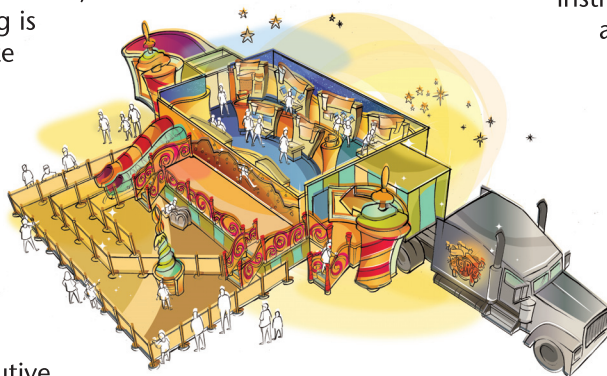
Continued from cover

Conceived by Mendy Weg, a bubbly redhead born and bred in Tulsa, Oklahoma, the Rig combines a small town mindset with big city ideas. "In NY, everything is a big deal. Imagine we brought one of those "big deals" right to the doorstep of a child in Anywhere, USA, and made a tremendous splash about Jewish culture. That would be the most incredible thing to ever happen to a Jewish kid there!"

It's not just for Jewish kids, though. The Big Rig is designed to educate and enlighten children of all faiths and backgrounds about Jewish heritage and culture.

According to Rabbi Yerachmiel Benjaminson, Executive Director of the Jewish Children's Museum, such exhibits serve to increase tolerance and interfaith relations.

"Increased knowledge equals less bigotry," says Benjaminson. "Racism and prejudice are sourced in ignorance. The Museum and Big Rig won't eradicate anti-Semitism, but it does foster greater understanding between peoples, and reveals to children that the old cliché is indeed true; there is more that unites us than divides us."



The Big Rig is on track for a 2013-2014 school year launch. Once the Rig has arrived at its destination, it will unfold before your eyes into a spectacular mini-city of interactive, hands-on displays about Jewish history and culture. Schools and educational institutions will be given pre and post visit study materials to augment their Big Rig experience and children will be able to follow the Rig online, and connect with fellow "Riggers" all over the country.

The Rig is being designed by the Roto design team, along with other industry leaders. Roto's award winning designs can be seen in dozens of zoos, aquariums, museums, science centers and more across the country, and, indeed, around the world.

"We're going all out to make sure we have the best team possible," says Weg. "Our goal is to make sure that whoever walks into the Rig immediately gets that 'wow!' feeling."



FBI UNCOVERED

A special event took place at the Jewish Children's Museum on June 10, providing a firsthand glimpse into the different law enforcement forces. The free day out, attended by over 4,000 people, also showcased many hands on exhibitions allowing children and adults to interact with members of some of the country's most elite security agencies.

Children enjoyed climbing aboard a real coast guard boat, learning how agents take fingerprints at crime scenes, and even got to pose with the presidential limousine. Grown-ups were fascinated by talks on real life criminal cases including the failed Times Square bombing and the events that led up to the capture of the perpetrators.

Organizer Devorah Haberstam, Director of Foundation and Government Services at the Jewish Children's Museum, feels that this was an important day for children of all walks of life and that "kids are able to walk away from this event knowing that there are people out there who are willing to help them." Devorah lost her son to terrorism when the van he and other rabbinical students were traveling in was shot at whilst passing over the Brooklyn Bridge 18 years ago. The Jewish Children's Museum is dedicated to his memory.

FBI Assistant Director in Charge, Janice K. Fedarcyk, was on hand to greet attendees and answer questions. "We are so pleased to be able to arrange this event for the community, and build bridges between the people who live in our cities and local law enforcement."

Rabbi Y. Lustig of the Oholei Torah Yeshiva brought his excited class of boys to the event.

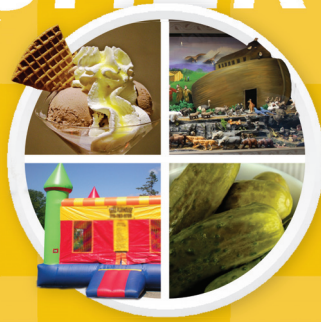


"Most museums are covered in signs asking children not to touch, the Jewish Children's Museum encourages children to learn and explore on their own, the lessons that they learn here today will stay with them for the rest of their lives."

NYPD 71st Precinct Captain, John Lewis and members of the local precinct were also in attendance, and the crowds were delighted by a quick visit from Commissioner of the New York City's Police Department, Raymond Kelley.

"This really was a fabulous day out, thank you to all involved," said Jennifer Brandley, who came to the event from nearby Park Slope with her two children.

THOUSANDS ENJOY KOSHER DAY AT MUSEUM



Lines of people wound up and down Kingston Avenue and Eastern Parkway, as more than 7,000 visited the Jewish Children's Museum for an experience dubbed "Kosher Day," featuring food, fun and family entertainment.



Kosher Day provided the opportunity for Kosher food companies from around the world to present their products for tasting, with delectable spreads of baked goods, ice cream, pizza, cheeses and more.

Participants also enjoyed special workshops in pickle making and cheese making, and sampled the latest in reading materials from The Jewish Press, Bitayavon/Joy of Kosher and Hamodia magazines. Kids had a blast at special Kosher



themed game shows, a Noah's Ark petting zoo and a kosher castle moonbounce.

Natural and Kosher Cheese sponsored the event, together with Manischewitz, Mendelshon's Pizza, Kedem, Osem, Klein Ice Cream, Setton Farms, Garden Lites, Natures Own, Streits, Reisman's, Gombo's, Jelly Belly, Joy of Kosher/Bitayavon, The Jewish Press, COLive.com, Binah Magazine, Hamodia, jDeals and OK Labs.

Candles FOR Newtown

Following the horrific murders in Newtown, CT, the Jewish Children's Museum hosted Art Week and incorporated a Craft-a-Candle workshop in which participants sent a handmade candle-gram with well-wishes and messages of support to those affected.

"We wanted to show the people there that we felt their pain, and are with them in their time of need," said Sharon Klein. "The candle-grams were a great opportunity to do that."

Kids were able to melt, dip and shape beeswax to form their very own traditional braided havdallah candle. Aside from the fun of the candle making, they also learned the value and fulfillment of caring for others, and their warm wishes were greatly appreciated by the recipients in Newtown.



YOUNG LEADERSHIP COMMITTEE



You could have mistaken it for a stylish wedding reception. The Jewish Children's Museum filled with

upscale guests from New York City's finest as the Young Leadership Committee hosted its Fourth Annual Gala & Ribbon Cutting Ceremony on June 7, 2012. Over 350 young Jewish professionals gathered to host a celebration of their efforts to inaugurate the Noah's Ark Toddler Play Space.

With events such as an elegant Chanukah dinner party, a Purim party & Megillah reading, boat ride along the East river, and Sukkot event, the Young Leadership Committee achieves its goal to expand awareness of the Museum's mission to teach tolerance and understanding to children and adults.

The Young Leadership Division continues to be a strong social and philanthropic force within the Museum, encouraging much growth and success in all aspects.



New Directors

BREATHE NEW LIFE INTO FRIENDSHIP CIRCLE



2012 was a banner year for Friendship Circle of New York, and plans for further expansion in 2013 are well underway. Rabbi Berel and Chani Majesky were appointed as new directors of the program, and they enthusiastically jumped into coming up with new, exciting ideas to help children with special needs and their families.

"We already had a tremendous platform to work off," said Berel. "Friendship Circle had already been running dozens of successful programs, and we wanted to make sure those continued at full strength." Indeed, there were more than 300 volunteers visiting special needs children each week, respite events for mothers, holiday programs and a weekly Sunday Circle for these children to enjoy singing, fun and games.

"One of the new programs we're most proud of is Teens and Twenties," say the Majeskys.

"Our kids join for bi monthly events to learn a new life skill, such as making a salad, cooking chicken or buying something in a store."

Like many Friendship Circle initiatives, Teen and Twenties helps integrate special needs children into mainstream society, helping break boundaries and increase understanding and acceptance. "The results have been phenomenal, people have been more open to this than we could have ever imagined."

"There was one area that we saw needed improvement, which was programming for boys," said Chani. "We immediately set up a volunteer drive in the local high schools, and already signed up more than 150 volunteers." Friendship Circle has also created a new program which allows the young men to run their very own Shabbat Synagogue services once a month.

"Many parents can't bring their special needs kids to Synagogue because they aren't necessarily able to be quiet at the right times, and they definitely aren't able to involve themselves in the prayer as other kids their age would," explains Berel. "Here, they lead the services themselves, set up the table and chairs, pick the songs and they set up the "Kiddush" (post-services refreshments). We have volunteers on hand to help out, but it is the children of Friendship Circle who run the show."

Based on the success of this model, the new directors will be hosting services on holidays and other special events, and plan to increase the services shortly to more than just once a month.

"I can't thank Friendship Circle enough for how they have changed my life," says Sarah Schapiro, mother of a Friendship Circle child. "It's not just the volunteers that come spend time with Leah, it's also the events they make for me as a mother. I get to come and relax, get pampered, and enjoy chatting with fellow mothers who face the very same challenges I do."

Most important, she says, is the knowledge that there is someone who cares about her.





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