



Social Action and Tikun Olam Seaboard USY 2017-2018

A Guide for Chapter SA/TO Vice Presidents and SA/TO RGB Members



**Written by Gabrielle Zwi
Seaboard's SA/TO VP 2017-2018**



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What is SA/TO?

SA/TO is an acronym we use here in USY (we do like our acronyms) to stand for Social Action/Tikun Olam. As the SA/TO vice presidents, we are responsible for both of these separate but related parts. Social Action refers to direct action. This includes awareness campaigns, volunteerism, donation drives, education, and many other hands on activities. All Social Action activities are directly helping or raising awareness. Tikun Olam is a Hebrew phrase translated to English as “repairing the world”. In USY, Tikun Olam is the charitable fund fed by all the regions and chapters internationally. At the end of the year, the Tikun Olam money is allocated by teens to charities and organizations around the world. It is an incredible fund and you have the privilege to work to grow it and decide where parts of it are donated. Both Social Action and raising money for Tikun Olam are vital parts of our jobs. Our goal should be to inspire USYers to take action – both by getting involved directly and by donating money.

“How wonderful it is that no one need wait a single moment to start to improve the world.” - Anne Frank

This section was created using materials written by Hannah Smith.

A Message From Your SA/TO VP

Shalom! My name is Gabrielle, I also go by Elle, and I use she/her/hers pronouns. I'm passionate about music, the environment, and Ability Awareness, and I love helping people help people. In that, I strive not only to create change, but to catalyze it. As your Social Action and Tikun Olam Vice President, I hope to provide the tools and resources that you may use to build and share your own mitzvot. I believe in the power of people, and the impact of chain reactions.

How do we work together? I am so glad you asked! There are a lot of you, and one of me. I want to be involved in every one of your chapters and be in sync with everything wonderful you are doing as SA/TO (Side note: please send me your chapter calendars so I can stop by at some events). Therefore, I will be contacting you every now and then throughout the year just to check in. But here is the thing: I can't track down each of you asking if you need help. I will be checking in, but I don't know when you are struggling. Only you know when you need help. If you want me, I am ecstatic to help you. But please let me know! To reach me:

Phone: 301-793-6054

Email: sato@seboardusy.org

Facebook: Gabrielle Zwi (wow really??)

Skype: ellezwi

This is going to be a fantastic year. I can't wait to work with you and see all the amazing things you are doing. The bottom line is that I am here for you. No question is too stupid, no message too serious, no program too creative. Let's make it a great year!

Gabrielle Zwi

Seaboard SA/TO VP 2017 - 2018

International SA/TO Engagement Chair 2016

International NOAM Olami Partnership Coordinator 2017

Social Action

The 5 “A”s of Social Action

Awareness - knowledge or perception of the world around you.

What do you see in your everyday life? What bothers you? What sparks your interest?

Assessment - the evaluation or estimation of the nature, quality, or ability of someone or something. *Who? What? Where? When? Why? How?*

Action - the fact or process of doing something, typically to achieve an aim.

What can you do? What is your goal? How can you help?

Alliance - a union or association formed for mutual benefit.

Who else is trying to achieve the same goal? Where can you find resources to help?

Advocacy - public support for or recommendation of a particular cause or policy.

Show your support and SPREAD THE WORD!

Examples of Social Action Programs

Drives - collecting non-perishable food items, starting a clothing or book drive, etc.

Community Service - organizing a park clean up, volunteering at soup kitchen, etc.

Creation-based projects - painting murals at a community center, making dog toys for a local animal shelter, sewing blankets for hospital patients, etc.

Advocacy - writing letters to your congressmen, taking a chapter trip to Capitol Hill to lobby, joining forces with a pro-Israel organization, attending a HIAS event, etc.

Social Action Program Bank

You can find Social Action programs written and run by other USYers here:

<http://usy.org/progbank/available/>

Social Action Committee:

Tova Besalel (tovabesalel@gmail.com)

Sarah Eisenberg (sjeisenberg100@gmail.com)

Tikun Olam Fund

Traditionally, Tikun Olam (Repairing the World) is any act of social justice or charitable giving. In USY, we define it as the concept of donating to tzedakah. USY has a Tikun Olam Fund from which we donate to various Jewish charities in the United States, Israel, and all over the world.

Chapters and regions plan specific events and drives in which their members actively raise money for this fund.

Our Tikun Olam Fund supports around 60 Jewish organizations each year. We see this as an inherent value of USY: ***If we are not supporting Jewish organizations, who will?***

*** Tikun is spelled with one k in USY. It is spelled with two of them everywhere else. ***

The Tikun Olam Fund is split into three sections:

40% Tzedakot approved by the Tikun Olam Allocations Committee

40% Scholarships for USY Israel Pilgrimage, USY on Wheels, and the NATIV College Leadership Program

15% Operations This portion is in place to cover the operating expenses of the fund, including the printing and authoring of source materials dealing with Tzedakah and Klal Yisrael. Without this money, the program cannot run. This portion of the money also provides funds for the Center On Campus Israel Outreach Program run by the Fuchsberg Center for Conservative Judaism. Whatever is unused from this portion will be added to the Tzedakah portion of the fund.

The remaining 5% is to be allocated by the International Allocations Committee amongst the three established sections (listed above).

I've been on the International Allocations Committee for two years, so if you have any questions regarding International Allocations, let me know!

This section was created using materials written by Katie Hamelburg and Josh Eiger.

Tikun Olam: Fundraising

- You can (and should!) put the message out about your chapter's Tikun Olam fund in your synagogue's newsletter or e-mail blast. Simply letting people know why you are raising money is usually enough incentive to donate.
- At the beginning of the year, chose 1 or 2 charities off the T.O. Allocations list. Educate your members on those charities, and teach them how to advocate on behalf of those charities when selling things for Tikun Olam.
- Always mention who you're helping by donating. Show your passion and why T.O. is meaningful to you!
- See if your synagogue will allow you to have a booth during holidays or special events. For example, you can sell boxes of mac and cheese to use as groggers during Purim and then re-collect them at the end to donate to a food bank.
- Before Hebrew School (especially on Sunday mornings), you can set up bagels and coffee for parents to purchase! You can also run a "snack shop" during hebrew school and sell snacks to the kids.
- Have a tzedakah box in your youth lounge. Every time a board member interrupts during a meeting, have them pay a quarter.

Chapter Success Story: T.O. Concession Stand

"Every year, Adas Israel hosts Kol HaOlam, the National Collegiate Jewish A Capella Competition. It's a really awesome event with hundreds of college students and a huge audience that almost fills up the 1600 person sanctuary. **Our chapter really helps facilitate the event, fitting into any role they need**, whether it is running to get groups for sound check, or setting up groups' CDs to be sold during intermission. However, the main thing our chapter does is **sell concessions for our T.O. fund**. We get to the event early to help set up, and we bring down a huge cart full of snacks which we set up for intermission. We then set up a bunch of candies, chips, and drinks, and **put out signs saying where the proceeds were going**. We had one USYer and one staff member stay at the snack table at all times, while the rest of us went in to watch the show. Right before intermission, we all ran back out and got ready. Soon enough, there was a massive crowd lined up. We probably went through 500 snacks in total, and **we raised around \$650** that night. All leftover snacks were sold the next day, and at the annual Hebrew School carnival, for our T.O. fund." (Submitted by Ilan Cohen, Adas Israel USY)

This section was created using materials written by Hannah Weiss.

Tikun Olam: Allocating

Tikun Olam money can be allocated on three levels: chapter, regional, and international.

Chapter Allocations

When you allocate the money you raised to a specific organization, that ensures that 40% of your raised money will be sent to that organization. By allocating your chapter's money, you and your chapter get to pick organizations that you feel connected to. If people know where their money is going to, they may feel more willing to donate. They will realize that they are not just giving up their money, rather they are actually making a difference and helping an organization.

If you need help allocating or choosing a place to allocate to, please ask me!

Regional Allocations

Any Tikun Olam money that is left unallocated by the chapters is allocated at Spring Convention. In previous years, we held this allocations meeting during the 613 late-night. This year, we plan to hold the meeting during a chofesh or another daytime programming period, so that USYers who attend other late-nights will still have the chance to attend allocations. Only members of 613 Mitzvah Corps (*page 8*) will be allowed to vote during the allocations meeting.

International Allocations

Although Seaboard allocates all of our Tikun Olam money, many other regions do not. Any money left unallocated by all of the chapters and regions in USY, plus any money raised at international programs such as International Convention, is allocated at Fall Boards Weekend by the International Allocations Committee.

Tikun Olam Committee:

Talia Armoza (tjarmoza@netzero.net)

Rachel Long (ralong811@gmail.com)

Zoe Bayewitz (zozybomb@gmail.com)

613 Mitzvah Corps

613 Mitzvah Corps (commonly referred to as 613) is USY's SA/TO club.

This club was designed for any and all USYers who wish to be more involved in social action and learn more about social activism within the context of Judaism.

There is an annual fee of \$6.13 to be a member of 613 Mitzvah Corps. You can also donate a generous \$61.30 to become a lifetime member! Your membership fee goes to support USY's *Tikun Olam* Fund, which supports people all over the world.

There are two ways to join:

- When you register for a Seaboard regional convention through RegPacks, there is an option to add "613 Membership" to your cart.
- When you're at a Seaboard regional convention, you can give me \$6.13 in cash.

Perks of being a member include:

- A cool sticker on your name tag!
- 613 late-night programming at regional events!
- You get a vote at Seaboard's T.O. Allocations meeting!
- Special programming and 613 bracelets at International Convention!

Here's what \$6.13 could buy for those in need:

Food:

- 6 Boxes of Pasta
- 4 Loaves of Bread
- 4 Cartons of Milk
- 2 *Challot*
- 6 Cans of Tuna Fish
- 12 Apples

Toiletries:

- 2 Bottles of Shampoo
- 5 Bars of Soap
- 6 Toothbrushes
- 24 rolls of toilet paper
- 3 boxes of Band-Aids

Children's Supplies:

- 20 Diapers
- 5 Jars of Baby Food
- 2 Baby Bottles
- 4 Notebooks for school
- 4 Coloring books

613 Mitzvah Corps Chair:

Jordana Sweeney (jordanasweeney@icloud.com)

Mitzvah Mentors

What is the Mitzvah Mentors program?

This program enables USYers to partner with Bar and Bat Mitzvah students and help them create a meaningful Bar or Bat Mitzvah project. The USY chapter will assist with the students' Mitzvah projects by turning them into chapter Social Action programs. Alternatively, if a student wants to raise money, the chapter helps them to fundraise and to allocate their funds to an approved organization through USY's Tikun Olam program!

Why participate in the Mitzvah Mentors program?

If we partner our USYers with Bar and Bat Mitzvah students in their synagogues, to help them develop their Mitzvah projects, we immediately establish a lasting connection between the students and the USY chapters. What better way to introduce someone to USY than by helping them through a meaningful project? Involvement in this program will:

- Create opportunities for Social Action programming in the chapter
- Provide leadership/mentorship opportunities for USYers without board positions
- Raise money for the Tikun Olam Fund
- Spark an interest in USY and SA/TO ideals
- Form new connections and new friendships!

What is the USYer's role in the Program?

The USYers will be working one-on-one with the Bar and Bat Mitzvah students to make their project a success. The USYer will essentially be their mentor, but also give them the freedom they need to make their mitzvah project their own.

We currently have two "pilot" chapters participating in Mitzvah Mentors, and plan to add more chapters as the year goes on. If this is a program you are interested in implementing in your chapter, please let me know!

Mitzvah Mentors Chairs:

Sydney Kirsch (123sydneyk@gmail.com)

Ari Loggia (aloggia22@gmail.com)

NOAM Olami Partnership

NOAM Olami is USY's sister organization that unites Jewish teens throughout the world. Each USY region is paired with a country of NOAM Olami, and we are paired with Chile. This year we will be working on ways to bring our NOAM Olami friends into our SA/TO picture. Stay tuned for more updates on these projects!

NOAM Olami and Global Activism Chair:

Lila Schandler (lila@schandler.com)

International Stuff

SA/TO Scoop

Previously a monthly publication, the SA/TO Scoop is now a Remind101! Text @satoscoop to 81010 for updates on all things SA/TO.

SA/TO Spotlight

Know someone that is a social action hero? Each month, one person will be recognized for their work through USY's international newsletter. They will then make an episode of the "SA/TO Spotlight" explaining why they were nominated and what they are doing to be a social action hero. Nominate them (at <http://bit.ly/2eTQo7Z>) to be internationally acknowledged for their experiences and knowledge they gained through social action.

This is due by the 30th of every month!

IC Coin Challenge

At International Convention, all of the regions will compete against each other in a Tikun Olam Fundraising Competition known as Coin Challenge. The Mighty Seaboard Region is going for first place this year, so bring coins to IC if you're coming!