

# NAOMI PROJECT

JH ISRAEL & THE  
NATIONAL  
LEADERSHIP CENTER





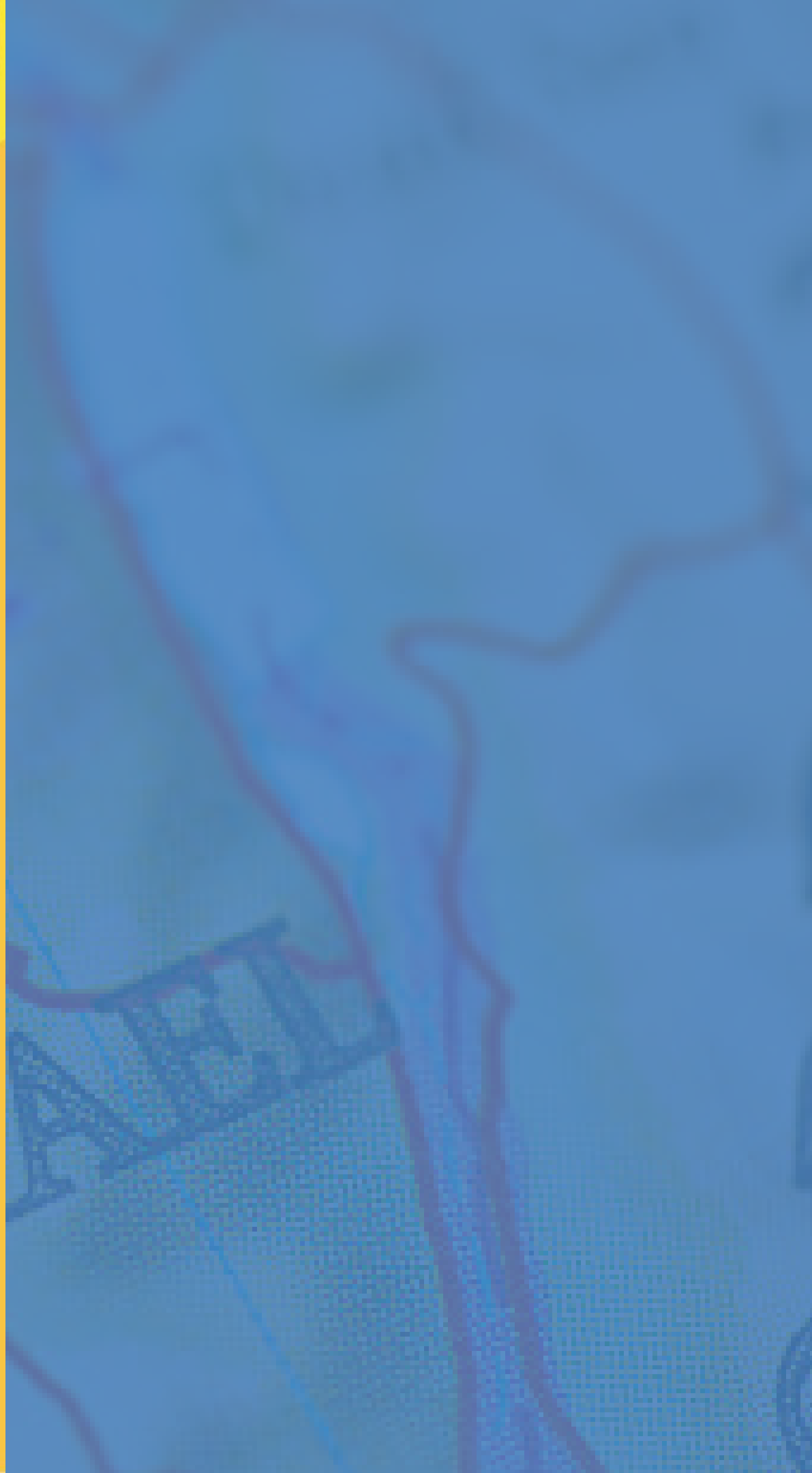
# JH ISRAEL

**Our mission is to collaborate with Israeli leaders to develop and support innovative educational initiatives via a biblical (Tanakh), values-based educational curriculum to impact Israel's next generation of leaders.**

**The vision of JH Israel is to inspire and impact Israel's next generation of leaders to live out their life purpose and biblical identity.**



Petaah  
Tel Aviv, Y



# ABOUT US

## Organization History

### Where we have come from

In 1997, when Bruce and Heather Johnston met Ron Nachman, Mayor of the City of Ariel, a vital friendship formed and developed into a creative partnership to strengthen Israel. Mayor Nachman allotted land within the City of Ariel to develop the National Leadership Center and introduced them to Israel's top leaders. This friendship also led to the partnership between JH Israel and Israel's Ministry of Education and the development of the values-based leadership curriculum focusing on Israel's biblical/cultural heritage.

### Where we are today.

With the strong and visionary leadership of NLC Executive Director Eran Glazer, we have strengthened relationships, expanded programs, and expanded outdoor education facilities to make a national impact. We have been invited into schools to help students prepare for and internalize their on-site NLC experience. We are positioned for the next level of impact.





# IMPACT

## National Leadership Center

Approximately 3.2 million Jews have immigrated to Israel since 1948. The migration of Jews to Israel for ideological, economic, or family reunification purposes is called Aliyah. Many of the immigrating youth lack a national identity or cultural heritage/values of their ancestors. To address this issue, in collaboration with Israel's Ministry of Education and the Israel Defense Forces, the NLC developed:

- A leadership curriculum to teach life purpose and Biblical identity in schools throughout the country. We use the biblical patriarchs of Abraham, Moses, Joseph and David.
  - 100,000 participants since 2010.

The Naomi Project provides hope in this dark time. The Israel Ministry of Defense and the Ministry of Education recognizes and honors the sacrifices IDF soldier families make. In partnership with JH Israel, we all believe that no military widow should feel alone in their grief. Every grieving spouse deserves the opportunity to help rebuild their life and support their children.

Grief is not linear, and without support and healing, it can linger indefinitely. Because of the proven programs we have developed for the IDF, the Ministry of Defense has asked us to create a new program that will provide a platform for IDF widows & orphans to heal together, finding support and hope for a brighter future. To demonstrate their commitment, the Ministry of Defense is offering a matching grant of \$300,000 to launch this program.






# STAFFING

While all group activities at the NLC have been canceled, NLC Director Eran Glazer and his team will need to continue operations and planning activities. The NLC had just signed contracts with five Master Trainers who were to be paid from revenue provided by the City of Ariel. The city planned to send approximately 1,000 students through the NLC program.

Although all programs were canceled, the NLC still has \$20,000 in monthly financial commitments for the core team and trainers through the end of 2023 due to the wartime lockdown.





# LIFE SHELTER INFRASTRUCTURE

The NLC will source and place two strong, all-steel reinforced shelters in strategic areas on our campus. The shelters are air conditioned, above-ground, fully-accessible structures, and meet the strictest standards of the IDF Home Front Command. Life shelters are transported by truck and can be re-located to meet changing security needs.

At a cost of \$65,000 per unit, plus installation, these structures are a pre-requisite for gatherings in the post-war environment.



# IDF FAMILY PROGRAM, INCLUDING WIDOWED SPOUSES, ORPHANS & HOSTILITY VICTIMS

The Ministry of Defense has offered a \$300,000 matching grant incentive to adapt our Parent-Teen program.

The Ministry of Defense has asked the NLC to create a national multi-day program for IDF families, including widowed spouses and orphans of IDF soldiers killed in the conflict, along with other victims of hostilities. The program, based on our Parent-Teen program and content, will be led and staffed by the NLC.

Because of its unique nature, it will have an added element of trauma counseling. This element will require us to add mental health professionals to our team and to adapt our program to further strengthen the dynamics of parent-child relationships with grief, trauma, reintegration and PTSD modules.



# JH ISRAEL & NLC EDUCATIONAL PROGRAM EXPANSION

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## ISRAEL DNA & IDENTITY

JH Israel is dedicated to the development and implementation of new prayer and biblical based educational models, methods, and technologies that enhance the learning experience in the U.S. and in Israel. Our expanded curriculum and digital content is essential to shaping culture while preserving biblical ideals.

Regional Post-War School Program - In the aftermath of the war, there will be increased opportunities for local students to come to the National Leadership Center free of charge. This program is based on our existing leadership curriculum, while emphasizing what it means to be Jewish, strengthening their cultural and spiritual heritage while facilitating emotional and spiritual healing. Ministry of Education officials have called this their Jewish DNA & Identity program.

National Post-War High School Program - Through state-of-the-art multimedia productions and a traveling workshop, our Ministry of Education curriculum will become mobile. The NLC mobile team will travel to various high schools to conduct our leadership program on location across the country. Enhanced curriculum will also include emotional and spiritual healing components, similar to the inaugural Widow-Orphan program sponsored by the Ministry of Defense. A matching grant opportunity with the Ministry of Education is being pursued. Logistics need: mini-van to take the program on the road across the country.

# BY THE NUMBERS

The Naomi Project is a general fund with these identified priorities. Funds may be used for other emergency response needs that may arise as warranted by the crisis.

**\$120,000**

## **STAFFING**

Fund the entire NLC team from now until January 2024 as they revamp our programs to include grief, reintegration, resilience, trauma and PTSD modules.

**\$180,000**

## **LIFE SHELTER INFRASTRUCTURE**

Protect participants and staff at the NLC and to enable eventual overnight guests.

**\$600,000**

## **NATIONAL PARENT-CHILD PROGRAM**

Targeting IDF families, including widowed spouses and orphans, and other victims of hostilities.

- **Ministry of Defense matching grant of \$300,000**
- **Includes: new hires of mental health professionals**

**\$900,000**

## **JHI & NLC EDUCATIONAL PROGRAM DEVELOPMENT**

Content development for the U.S. and Israel in the areas of spiritual growth and topics focused on Israel. Strengthen post-war regional and national programs that forge Jewish bonds, resilience, identity and healing.

- **Includes digital module development and mini-van**