



Phi i i

Judaism on a first name basis

NYC

Judaism on a first name basis



Kii is both the Hebrew word for 'because' and the English word 'key'. It's a call to rationale, to reason, and to knowing and a reminder to focus our attention on that which is truly crucial.



We believe that every Jew deserves to know their Judaism on a first name basis. Kii was founded to meet today's young Jews wherever they are on their own journey, offering them an honest relationship with lived wisdom rooted in ancient Jewish thought.

Kii shares a Judaism that is alive, relevant and personal, inspiring connection now and lasting for the future. We combine intellectually rigorous teaching with a deep respect for people's individuality to explore issues that actually matter in the lives of young Jews in NYC.

Building on our connections with over 1,500 young professionals in the city we will do this via:

- Weekly classes & discussion groups
- One to one learning
- Live online content & podcasts
- Weekly Friday night dinner
- Monthly social events
- 4 social action events per year
- 2 flagship community events per year

Xavier Westergard



“Moshe & Liat opened the door to a relationship with Judaism that i’d never even considered before.”



Madeline Bloch

“Moshe and Liat make Judaism fun, accessible, and engaging. I didn’t really know how cool being Jewish could be until seeing the beauty of Jewish ritual, philosophy, and celebration.”

The Team

Grounded in over 50 combined years of front-line Jewish education and senior organisational leadership, Rabbi Moshe & Rebbetzen Mayerfeld's unique experience, in-depth knowledge and contemporary approach provide the incomparable skill set needed for a new chapter in empowering Jewish education.



Rebbetzen Liat
Mayerfeld

Rabbi Moshe
Mayerfeld

Rebbetzen Liat Mayerfeld

- World renowned educator and sought after speaker
- Degrees in Jewish Studies & Special Education
- Over 2 years working for Israeli Military Intelligence
- Superb hostess with an open door policy

Rabbi Moshe Mayerfeld

- Director of Aish UK and NY for over 20 years
- International educator and speaker at business world's highest profile firms, Executives and Company Directors
- Officiated at over 60 weddings



HOW? THREE YEAR PLAN

We are committed to supporting young Jews in New York city and beyond. Over the next 3 years we will continue to build our connections with YPs and expand our ability to support them in their Jewish journey.



Year	People Impacted	Events	Online Engagements	Target Budget
1	1000	60	50,000	\$350k
2	1500	100	100,000	\$550k
3	2200	120	200,000	\$800k

Year One Budget Breakdown

Lower East Side Center: **100k**

3 Educators: **150k**

Programming: **100k**

Total: **350k**

Join us as we build on our established track record in Jewish Education and become a founding partner of a new, critical resource for the Young Professional community of NYC



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