



Kii

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A YEAR IN REVIEW

Message from Liat

Kii cofounder



A teacher asked her class to write an essay about what they would do if they had a million dollars.

Bobby handed in a blank sheet of paper. “Bobby!” implored the teacher. “You’ve done nothing. Why?”

“Because if I had a million dollars, that’s what I would do!”

Each year we are challenged anew to consider our ideal lives. Rosh HaShana means “head of the year” because it’s the beginning and because it’s the time of thought and processing. We reflect and appreciate the gifts in our lives; our abilities, disabilities, and our personalities. We ask: “How can I better myself? What challenge can I overcome? What can I strive to achieve?”

We do not dream of doing nothing. We each have dreams and aspirations that in part depend on overcoming our own limitations.

Watching the Paralympics makes me laugh and cry. I’m amazed by what people are capable of despite, and maybe because of, their challenges. Every obstacle is overcome

when people focus on their abilities despite disabilities.

Sir Dr. Ludwig Guttmann, a Jewish refugee from Nazi Germany, arrived in Britain to direct a hospital for spinal injuries. The war brought many young men to him who could have died due to neglect. To motivate his patients, the doctor established a sporting event for people with disabilities that evolved into the Paralympic Games.

Dr. Guttmann focused their minds on what they could do rather than what they could not do.

His mission to better the lives of those with spinal cord injury developed into a legacy of self-empowerment: “What do I need to do?” and “How can I do it?”

Our team at Kii is committed to maximizing young professional Jewish life in NYC. We celebrate Jewish heritage and wisdom to best facilitate personal growth and spiritual clarity. In a vibrant, focused, fun-loving community we all flourish. We can each achieve so much. Let’s keep dreaming.

A collage of promotional cards for various events at Kii NYC. The cards include: 'SUMMER BBQ' with the tagline 'Finally we can all be together!'; 'BUILD A BOARD' for assembling and donating skateboards; 'Cool down NYC' for sharing ice pops; 'Shabbat in an hour' for a cooking masterclass; and 'Yom Hashoah' for a Holocaust Memorial Day screening of the film 'Never Again'.



 **twelve**
months



 **840**

attendees at events



 **395**

shabbat guests



 **82 431**

social media views





Jonathan Tran

Kii attendee



Kii feels nothing short of home. When I moved to the city in March 2020, Moshe & Liat embraced me with open arms and gave me the opportunity to help build upon a new exciting chapter in NYC. From Shabbat dinners, social events and educational programming, Kii has connected so many and have introduced to us what it means to have a Jewish home away from home.



Marla Friedson

Kii attendee



Joining Kii has made my experience living in NYC so much fun and meaningful. It's a great place to meet new people, make friends, and connect with my Jewish identity in a way I wouldn't have been able to otherwise.



Clara Menuhin Hauser

Parent of Kii attendee



Dear Rabbi and Dear Liat,

How wonderful it was to meet you both and your absolutely fantastic children and friends! Your home is a sanctuary from the superficiality and awkwardness that often greet a visitor! I enjoyed your company so much and the time spent in the heart of your household. I learned a great deal during that delicious meal; from the great conversation, the relaxed vibe, your firm dedication to sharing knowledge, and the enormous warmth, wisdom and life-force that was present. And it was so much fun!

You continue to be a strong inspiration in my son's life, perhaps more than you could imagine. He carries a more serious, but also a more joyous understanding of the beauty and mysteries of Judaism, of what family can be, and his relationship to who he is in the world.

With love and admiration,



Your friend, Clara

128 people at Jewish Festival programs



LEADERSHIP programs

27 attendees



1050 hours of learning Jewish Wisdom



SHABBAT gifts to isolated students **30** packages



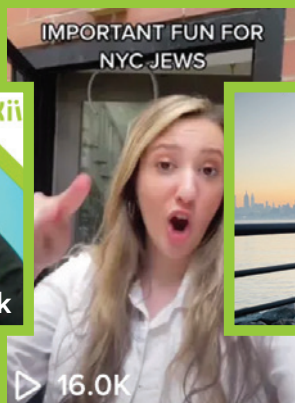
SOCIAL action **1245** packages delivered to homeless and vulnerable people in NYC



WEDDING preparations for 9 couples



1000% increase in social media following



Message from Moshe

Kii cofounder



Dip the apple in the honey...

a classic Jewish song and famous custom on Rosh Hashana, the Jewish New Year. There is, however, a specific prohibition of engaging with superstition and divination. How can we take various foods and expect that because we eat them that God would bless us in ways that are connected with the name of that item? Although very tasty, this doesn't sound in accordance with classic Jewish law!

If we aren't careful we will only see the "ritual" without understanding the meaning. Kii was founded with a vision to allow every Jew to see the depth, relevance and meaning of their own personal Judaism. Let's look beyond the food and tap into the essence behind this custom.

This practice is mentioned in the Talmud and explained that these "signs" obviously cannot create any reality of goodness rather their purpose is to have an physical object to remind us to make the request, to pray about

something that relates to the object. The main thing is the prayer and the symbol is just a prop to accompany it.

Rosh Hashanah is the birthday of Creation. We rejoice and celebrate. It is also a yearly reminder that our life should not be taken for granted. Every year it is being built and rebuilt through our development and actions that we plan in our New Year. The lessons of living with such sensitivity and focus help to set us up to inspire us all for a truly blessed year ahead.

So let's eat, let's also connect to greatness within this wonderful world and within ourselves.

May we all be blessed and inscribed in the Book full of Life.





Apples and Honey

Baruch atah Ado-nai Elo-heinu melech ha'olam borei pri haetz.

God, you are the source of all blessings, King of the Universe, Who creates the fruit of the tree.
(Take a bite of the apple.)

Yehi ratzon milfanecha Ado-nai Elo-heinu v'elo-hei avoteinu, she't'chadesh aleinu shanah tovah u'metukah ka'devash.

May it be Your will, Hashem, our God and the God of our forefathers,
that You renew for us a year which is good and sweet like honey.

Pomegranate

May it be Your will, Hashem, our God and the God of our forefathers,
that our merits should be as numerous as the seeds of a pomegranate.



Carrots

(From the Aramaic: "Rubia", meaning increase or abundance.)

May it be Your will, Hashem, our God and the God of our forefathers, that
our merits shall increase.



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.

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

Please join us and partner with our efforts

www.kii-nyc.com/donate

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Judaism on a first name basis