



Vegan Rabbi Proposal

Amplifying the Jewish Values of Compassion, Health, and Sustainability

Vegan Rabbi is more than a social media platform—it's a transformative mission to align ancient Jewish wisdom with modern solutions for today's most pressing global challenges. By supporting Vegan Rabbi, you're not just funding a project; you're becoming a partner in creating a healthier, more compassionate, and sustainable world for all.

Why Your Support Matters:

1. **Impactful Legacy:** Your donation will amplify the teachings of compassion, responsibility, and sustainability rooted in Jewish tradition, influencing thousands of lives globally.
2. **Empowering Education:** Your funding helps us educate both the younger and older generations in the Jewish world about the interconnectedness of Judaism, animal welfare, human health and environmental stewardship.
3. **Tikkun Olam (Repairing the World):** Judaism teaches us to be stewards of the Earth. Your support ensures that Jewish values lead the way in repairing our relationship with the environment.
4. **Global Outreach:** With your help, we can reach even more people—through professional content production, engaging social media campaigns, and transformative programming.

This is a unique opportunity to combine your passion for ethical, healthy and/or environmental living with the timeless values of Judaism. Together, we can inspire action, create meaningful change, and leave a lasting impact.

Mission:

To inspire a worldwide Jewish embrace of compassion for animals, healthy living, and environmental stewardship through traditional and modern teachings of the Jewish tradition and the ethos of veganism.

The Journey So Far

1. Building Community

Vegan Rabbi has become a vibrant online space that connects Jewish vegans and vegetarians globally. Through social media, virtual gatherings, and unique initiatives, Vegan Rabbi has been building and nurturing a supportive community that aligns Jewish values with ethical, healthy and sustainable living.

- **Social Media Growth:**
 - Facebook: 3,000 followers
 - Instagram: 4,000 followers
 - **The Vegan Shul:**
 - Weekly classes on Judaism and veganism.
 - Shabbat preparation gatherings featuring music and Jewish spirituality.
 - **Jewish Vegan and Vegetarian Singles Network:**
 - Online events bringing like-minded individuals together.
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2. Educating and Empowering

Vegan Rabbi is connecting ancient Jewish teachings with modern-day issues like animal welfare, human health and environmental stewardship. The Vegan Rabbi masterclass, speaking engagements, and outreach initiatives have reached diverse audiences within the Jewish world, inspiring meaningful change.

- **Vegan Rabbi Masterclass:**
 - Six-part video series exploring Jewish teachings on:
 - Animal welfare
 - Human health
 - Environmental stewardship

- **Speaking Engagements:**
 - Shared insights at synagogues and Hillel chapters across the U.S.
 - **Supporting the Vulnerable:**
 - Raised \$40,000 to provide vegan food for:
 - IDF soldiers
 - Nova survivors
 - Evacuated families after October 7th
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Future Vision: Turning Passion into Action

1. Publications and Media Expansion

Through books, cookbooks, and video content, Vegan Rabbi aims to elevate awareness of veganism and ethical practices within Jewish communities and beyond.

- **Book:**
 - An exploration of Judaism's deep commitment to animal welfare and its strong support of going vegan in our world today.
 - **Vegan Cookbook:**
 - Featuring recipes by known Jewish vegan chefs with Torah teachings woven throughout.
 - **High-Quality Videos:**
 - Launching a **YouTube Channel** to broaden the audience with visually engaging content.
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2. Innovating Programs

By creating new educational resources and interactive experiences, Vegan Rabbi will help make Jewish values of compassion, health and environmental stewardship more accessible to younger generations and wider audiences.

- **Educational Materials:**
 - Teaching Jewish laws and values related to compassion, health and sustainability in day schools and Hebrew schools.
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3. Rebranding and Outreach Growth

A refreshed visual identity and expanded social media presence will help Vegan Rabbi engage more followers and spread its message more effectively.

- **New Visual Identity:**
 - Modernized logo and cohesive Instagram style.
 - **Expanding Community:**
 - Grow social media following and engage followers with dynamic content.
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4. Unique Experiences

Planning trips to Israel that highlight the country's vegan innovations and environmental initiatives, providing inspiring learning opportunities and experiences for participants.

- **Trips to Israel:**
 - Explore Israel's vegan culture and environmental innovations, including:
 - Vibrant vegan food scene in Tel Aviv and around the country
 - Environmental organizations focused on combating local, regional and global problems with forward thinking solutions
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5. Tangible Impact

Vegan Rabbi's projects will leave a lasting impression on the Jewish world and beyond by disseminating Jewish teachings (through online, in-person and written mediums) that promote ethical and compassionate living; creating curriculum resources for individuals, students and communities; and planning experiences and events that leave participants inspired by Judaim's wisdom and values to make positive change in their lives.

Your Support: Fueling Our Mission

Fundraising Goal: \$100,000

Your contribution will help Vegan Rabbi create professional content, grow its online presence, and implement innovative projects that bring Jewish values of compassion, health and sustainability to life.

Supporting the Vegan Rabbi initiative means advancing ethical living and sustainability through the lens of Jewish teachings. Together, we can inspire widespread change, improving lives and protecting the planet.

Where Your Funds Will Go:

- **Digital Media Specialist:** Support for managing social media growth, content creation, and outreach initiatives.
- **Professional Content Production:** High-quality videos and photography for global outreach.
- **Equipment:** High-quality camera and editing tools for video production.
- **Curriculum Creation:** Creation of written educational materials and resources for use in Jewish schools and communities worldwide.

Donations can be made via Zelle or PayPal to akivagersh@yahoo.com or at www.akivagersh.com/donate. If you prefer a different method to make a donation, send an email to akivagersh@yahoo.com.

How You Can Help:

We invite you to join us on this journey to align Jewish values with meaningful action.

- **Donate:** Every contribution brings us closer to achieving our mission.
 - **Collaborate:** Partner with us to reach new audiences.
 - **Spread the Word:** Share our story with your community.
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Why Now?

The urgency for compassionate, sustainable living has never been greater. By leveraging Jewish wisdom, Vegan Rabbi is poised to lead this transformation.

Join us in shaping a future grounded in tradition, innovation, and care for all creation.