

PARTNER WITH
PROJECT
SHEMA



www.projectshema.org
partnerships@projectshema.org

WHO IS PROJECT SHEMA

TRAINING & SUPPORT

Project Shema is the leading training and support organization focused on addressing contemporary antisemitism with an emphasis on how anti-Jewish ideas and implicit biases can surface in conversations about Israel & Palestine.

BEYOND BINARIES

Built by progressive Jews, our programs focus on depolarizing difficult conversations around anti-Jewish harm to strengthen

allyship for and within the Jewish community. Guided by our namesake, *shema*, the Hebrew word meaning “to hear”, **we center empathy, compassionate listening, well-being, and safety** to foster pluralistic institutions and societies that transcend rigid binaries to cultivate understanding, trust and inclusion

NAVIGATING COMPLEX CONVERSATIONS

Our team bring diverse, intersectional experiences and perspectives to complex conversations, and we actively listen to our partners to learn the best educational approaches for their communities. As we invest in listening to and uplifting vulnerable populations, we help others understand the varied stories and lived experiences of Jewish people.



ANTISEMITISM IS A SYSTEMIC BIGOTRY

THAT IMPACTS
ALL OF US



NO ONE IS IMMUNE TO ANTI-JEWISH IDEAS

No person, group or movement is immune to anti-Jewish ideas; they are woven into our social fabric. **Each of us has a responsibility to unpack and challenge this conspiratorial bigotry**, especially in mainstream spaces and in conversations about Israel and Palestine. Regardless of intent, these ideas **threaten the safety and inclusion of Jewish communities** and contribute to wider systems of harm.

BINARY THINKING CREATES HARM

Reductive narratives and binary thinking allow anti-Jewish harm to go unchecked. We must name and confront antisemitism while recognizing how its intersections with other forms of oppression, including Islamophobia, anti-Arab racism, and white supremacy, weaken democracy and pluralism.

OUR STRENGTH IS IN SOLIDARITY

In this critical moment, we must reject all forms of dehumanization and acknowledge the intersecting oppressions that shape these conversations. By fostering **curiosity, empathy and relationship-based dialogue**, we create greater **safety and dignity for everyone**, including Jews, Palestinians, Muslims and Arabs.



WHAT WE DO

BUILD

deep partnerships to support organizations committed to ensuring Jewish inclusion & safety

EDUCATE

tailored groups of stakeholders through in-person and virtual workshops

PROVIDE

resources to help stakeholders address ideas that undermine Jewish **inclusion & safety**

NURTURE

non-binary, empathetic discourse around Jewish identity and antisemitism within networks

SUPPORT

key stakeholders with **strategic guidance** to support inclusive policies and culture

We use data, deep listening & collaboration to shape every program we deliver

Grounded in impact metrics and your specific goals, we co-create spaces with you, tailoring content, format, and facilitation to your community's needs. This commitment to listening first, then building together, is what makes our work distinctive.

PARTNERSHIP PROCESS

DISCOVERY CALL

initial conversation to discuss **our approach and partners' needs**, capacities and objectives

PROPOSAL

Project Shema offers a **custom partnership proposal** draft outlining programs, audiences, additional services and costs

CUSTOMIZATION

We meet with organizational stakeholders, Jewish and non-Jewish, to better understand the climate and **tailor the content**

IMPLEMENTATION

As we deliver programs there is ongoing **feedback loops** with leadership, iteration, and rapid response support

NEXT STEPS

After the programs are complete, we **assess our success**, explore future needs, and continue to offer resources and support

OUR IMPACT

PARTNER TESTIMONIALS

I wanted to commend you on the **thoughtful, empathetic, and intentional responses**. I felt like I was participating in a **master class on effective dialogue**. More than anything, I was studying how you both validated the audience members' comments while staying true to the mission of Project Shema - reducing anti-Jewish hate and harm.

- DIRECTOR OF DEI, **IVY LEAGUE UNIVERSITY**

Thank you for the **compassion centered, trauma informed training**. I had experienced Project Shema's work and was moved by how much it helped my senior colleagues **rethink approaches to dialoguing**. Your approach landed like a really great work of art that wants to be shared once it's been experienced.

- BOARD MEMBER, **JCRC**

Project Shema explained the **history of antisemitism and the ethnic & ideological diversity of Jews in the US, Israel, and everywhere else**. The **presentation & ensuing conversation made me feel understood & hopeful** for the guests who may be less acquainted with the difference between legitimate criticism of the actions of the current government in Israel & making demonizing statements about Jews and Israelis as a whole, which constitutes antisemitism.

- FACULTY DIRECTOR, **LIBERAL ARTS COLLEGE**

OUR IMPACT

PARTNER TESTIMONIALS

Project Shema has **broken down the essential elements of antisemitism** in a way that has allowed me to **internalize the core messages and apply them in casual conversations with peers**, and in interventions with leaders in our community. I now feel informed, confident and strategic, all of which means I feel empowered to take action.

- JEWISH PARTICIPANT, **COMMUNITY JCRC**

Project Shema made participants feel comfortable asking any and all questions. The content of the presentation exposed participants to thinking about exclusion and marginalization from a Jewish perspective, **and our Jewish faculty and staff felt “seen and heard.”**

- STUDENT SUCCESS & DIVERSITY, **PRIVATE UNIVERSITY**

Project Shema has been a tremendous source of support and strength. I've often felt the minimization or complete erasure of my community in spaces where I tirelessly advocate for the rights and humanity of others. The first time I no longer felt completely alone was after attending their workshop. **They gave me the tools & confidence to contextualize & demystify the antisemitism & anti-Zionism I face** within my progressive social circles, academic institutions, and in conversations with friends. Their work provides the urgent resources progressive, diaspora Jews need to protect the future of our community.

- PRESIDENT, **ELECTIONS COMMISSION OF LARGE US CITY**

OUR IMPACT

PARTNER TESTIMONIALS

Project Shema provided our agency leaders with a training on antisemitism & racism, and we were very impressed. It was relevant both to our work as the state K-12 education agency, as well as to each of us as individuals. **The training was informative and, most importantly, actionable.**

- CHIEF OF STAFF, **OFFICE OF SUPERINTENDENT OF PUBLIC INSTITUTION**

We used the Project Shema tool kit to explain why a campaign was troublesome, problematic, and could perpetuate antisemitic attitudes & beliefs. For the first time, they began to **understand the Jewish experience and what antisemitism looks like.** Project Shema is **transforming how we address incidents of antisemitism in progressive communities, one relationship at a time.**

- **DIRECTOR OF JCRC & GOVERNMENT AFFAIRS**
JEWISH FEDERATION OF LARGE US CITY

OUR EDUCATION & INNOVATION TEAM

Our Education & Innovation team lies at the heart of our mission combining deep subject-matter expertise with empathy to transform challenges and complexity into opportunities for growth, connection, and transformation. They are the creative minds and guiding voices behind our trainings and workshops, continually innovating new ways to equip participants with the **language, tools, and context they need to deepen understanding.** Through thoughtful, values-driven education, they demonstrate **how learning can reshape cultures and communities for the better.**



JONATHAN
SENIOR FACILITATOR



MICHAEL
SENIOR FACILITATOR



ARIEL
SENIOR FACILITATOR



SOPHIA
DIRECTOR OF
FACILITATION



JILL
DIRECTOR OF
EXPERIENTIAL
LEARNING



DANIEL
DIRECTOR OF
EDUCATIONAL CONTENT



ELI
VP OF EDUCATION &
INNOVATION



KARA
CHIEF STRATEGY
OFFICER