

HOW DID WE REACH 130 YEARS?

“MACCABI WORLD UNION (MWU) EXISTS AS A CORNERSTONE OF JEWISH IDENTITY, SPORTSMANSHIP, AND COMMUNITY. ITS IMPORTANCE LIES IN ITS MISSION TO FOSTER A GLOBAL SENSE OF BELONGING, PROMOTE JEWISH AND ZIONIST VALUES, AND UNITE PEOPLE THROUGH SPORT, CULTURE, AND EDUCATION.

IN A WORLD WHERE COMMUNITIES OFTEN FEEL FRAGMENTED, MWU OFFERS A UNIFYING VISION. IT NURTURES A SENSE OF BELONGING, RESILIENCE, AND PRIDE AMONG JEWS, ENSURING THAT NO MATTER WHERE SOMEONE IS, THEY REMAIN CONNECTED TO THEIR ROOTS AND TO A GLOBAL FAMILY.”





Maccabi World Union has reflected on its past achievements, envisioned future possibilities, and defined a clear vision for the years ahead.

In May 2024, Maccabi World Union (MWU) leadership launched a strategic planning process to shape a shared vision for the next decade. Partnering with the Evolve Giving Group, MWU invited leaders from around the globe to engage in a vision-setting process. A Strategic Taskforce was established and co-led by Maccabi World Union's President, Chairman & CEO. The task force's objective was to craft a new mission statement, define the movement's core purpose, establish a set of values, and generate strategic pillars that would guide the organization into the future.

The newly created Mission, Core Purpose, and Values noted here are intended to unite our global community, strengthen our movement, and inspire the next generation.

OUR MISSION

Maccabi World Union (MWU), a global Zionist movement, fosters unity and connection between Jews around the world and Israel, using the transformative power of sports, education, and well-being.

OUR CORE PURPOSE

Maccabi World Union envisions being a force in the global Jewish community, fostering unity between Israelis and the Diaspora through the power of sports, education, well-being, and a shared commitment to Jewish values. Anchored by the Maccabiah Games, MWU strives to create lifelong connections, building stronger links with Israel, and inspire a shared sense of purpose among Jews worldwide. By providing leadership, sharing resources, and promoting best practices, MWU will empower local Maccabi organizations to flourish.

OUR VALUES

These Values will define our identity and drive our success by fostering a strong culture:

- Jewish Continuity, Zionism & Solidarity (Arvut Hadadit)
- Development of Sport & Wellbeing
- Collaboration & Teamwork
- Responsibility & Accountability

MESSAGE FROM THE PRESIDENT



Dear Maccabi Friends,

It has been my honor to continue to serve as President of Maccabi World Union. It has been an extremely volatile year for us, and in this second-ever Impact Report, you will see the amazing progress we have made and the many contributions we are making to Israeli society and the global Jewish community.

We are excited to be able to introduce our **strategic plan** in 2025, and, of course, the **Maccabiah** in July 2025 has taken an all hands- on deck approach this past year to ensure outstanding games, education, and experiences this coming summer.

The entire staff is working tirelessly on continue to challenge us as we enter 2025. The Middle East remains unpredictable, and we have lost so many brave soldiers in the fight against the enemies of the Jewish people and our nation-state Israel. We also recognize the sacrifices of those injured and affected by missiles and attacks, lost homes, businesses, and family.

Only the **resiliency** of the Israeli people

keeps us from the insanity of our times as antisemitism rises in all spheres across the world where our people live and work.

Like many Jewish organizations, we face the challenge of long-term financial stability. To that end, we have established an **endowment fund** in the United States. The intention is to build that endowment to help defray the costs of the Games as we go forward. I hope all of our leaders will consider a legacy gift to the endowment, as our passion for the movement could help us be sustainable for the next 130 years. Please let our development team know if you wish to know more details.

We think of the hostages every day, and I am so proud of the amazing ability of our people at the **Kfar Maccabiah** to transition some of our facilities from hospitality to a place of respite, care, and compassion for returning hostages, their families and IDF soldiers.

We continue working with our **partners**, the Foundation for Jewish Camping, the JCCA, the Jewish Agency for Israel, among others with new programs and ideas to increase our unique recognition

and value to help build a more resilient global community. Some highlights of 2024 were the successful games in **London**, presenting at the Jerusalem Post Conference in **Florida**, and seeing a Maccabi delegation at the **Paris Olympics**.

We do this all with a very small staff, and I can't **thank** them enough for their accomplishments this past year. I look forward to a very exciting 2025 with all of you.

Chazak V'ematz

Michael Siegal
President, Maccabi World Union

MESSAGE FROM THE CHAIRMAN



Dear Maccabi Family,

The past year has been incredibly challenging and complex, yet it has also been filled with action, resilience, and a strong communal spirit. The events of October 7th left a deep impact on all of us, and MWU was even more committed to strengthening the bonds between our communities worldwide, driven by a profound sense of solidarity with Israel.

Preparations for the 22nd **Maccabiah**, which will take place in July 2025, are in full swing, and we are determined to hold it at all costs. Despite the challenges, we continue to work tirelessly to ensure its success, driven by an unwavering commitment to maintaining the Maccabiah as the world's largest and most significant Jewish sports event. We have secured extensive **governmental support**, collaborated closely with Maccabi TOs, and navigated the familial, communal, and organizational challenges of hosting such a large-scale event.

At the same time, we are investing in our movement's **future leadership**, aiming to empower the next generation

of Maccabi leaders—both in Israel and worldwide. One of our key initiatives was the establishment of the **Maccabi Women's Forum**, which has already proven its great importance in strengthening female leadership, advancing women's status in sports, and addressing global challenges, particularly the fight against antisemitism.

Kfar Maccabiah has become a home for hostages who came back and their families and IDF soldiers. We continuously work to deepen the connections between our communities and partners worldwide, reinforcing our sense of mutual responsibility and solidarity.

Over the past year, we have come together to develop a **strategic plan**, an international collaborative effort that reflects our values and strengthens our commitment to the future of the Maccabi world.

We are proud to see **Maccabi Tzair Olami** (Maccabi Youth Movement Worldwide) continue to grow, expanding our movement's **Shlichut** (emissary) project, increasing its reach,

and strengthening our ties with our partners worldwide.

Our close cooperation with the **Ministry of Diaspora Affairs** in the global fight against antisemitism marks another significant step in fulfilling our commitment to protecting our communities and promoting our values.

This year, we expanded our activities among Israeli communities in the Diaspora, strengthening their connection to Maccabi, Israel, and the Jewish people through cultural and communal initiatives.

As we enter the coming year, we remain **determined** and **committed** to strengthening the Maccabi movement and ensuring its **continued growth**.

With the spirit of the Maccabees – Chazak Ve'ematz!

Amir Peled

Chairman, Maccabi World Union

MACCABI WORLD UNION HOUSE OF BRANDS



MACCABIAH 2025

The **Maccabiah**, that will take place in July 2025, is a celebration of unity, resilience, and the enduring spirit of our people.

In 2024, we were getting ready for our gathering, which will take on a deeper meaning as we come together in the wake of the events of October 7th. These events remind us of the strength we draw from our shared heritage and unwavering connection to one another.

The **Maccabiah** is more than just a competition; it is a testament to the values that bind us as one global Jewish family. Through the universal language of sport, we deepen the ties between Jewish communities worldwide and Israel, create unforgettable moments that will last a lifetime, and honor the enduring legacy of our people.

We, in the **Maccabiah**, are committed to exceeding expectations and making the Maccabiah an unforgettable experience for all its participants and visitors.

The **Maccabiah** will be a shining beacon of the power of community and the resilience of the Jewish spirit – more than ever.

Chazak V'Ematz, Assaf Goren
Chairman Organizing Committee
Maccabiah 2025



MACCABIAH BY THE NUMBERS

- 10,000** Athletes
- 70+** Delegations from abroad
- 20+** Hotels
- 44** Sports
- 75** Sport Venues
- 20,000** Visiting Spectators



LAUNCH OF THE MACCABIAH TORCH

The journey of the 2025 Maccabiah Torch began in 2024 with a touching ceremony honoring Israel's wounded soldiers and marking a strategic partnership with the IDF Disabled Veterans Organization. Carried by Evyatar Zaituni, a disabled IDF veteran who was injured during the Iron Swords War, the torch embodies the strength and perseverance that define both the Maccabiah Games and the Jewish sporting community. It also serves as a shining symbol for Maccabiah's commitment to bring sports and rehabilitation to the forefront as a major theme of the Games. Since then, the Torch Relay has embarked on a global journey, visiting Maccabi communities, and making its way toward its final destination—the Opening Ceremonies of the Maccabiah Games in Jerusalem.

This July, 2025, in the heart of Teddy Stadium, before 35,000 spectators and millions watching in Israel and around the world, the torch will be lit to mark the official commencement of the Maccabiah Games.

This year, **MORE THAN EVER**, sports has become a powerful force for rehabilitation and resilience, making the 2025 Maccabiah Games the perfect platform to honor and support our heroes.

RECRUITING MAJOR INFLUENCERS

'More than a sporting event': Jewish star Montana Tucker will perform at Maccabiah 2025.

"I'm excited to join Maccabiah 2025!", Tucker shared. "This is more than a sporting event - it's an opportunity to show the world the unity and resilience of the Jewish people. Through sports, we can fight antisemitism and present Israel for what it is: a beautiful, diverse, and peace-seeking country. As the granddaughter of Holocaust survivors, it is important for me to promote Jewish solidarity and unity, thus demonstrating our resilience as people in these turbulent times. I believe together with the Maccabiah team, we can connect Jews worldwide and strengthen the sense of community and belonging".



SCAN TO
VIEW ARTICLE



מוזיאון הספורט היהודי העולמי
THE IRIS SMITH WORLD JEWISH SPORTS MUSEUM

THE WORLD JEWISH SPORTS MUSEUM: A LEGACY OF TRIUMPH AND RESILIENCE

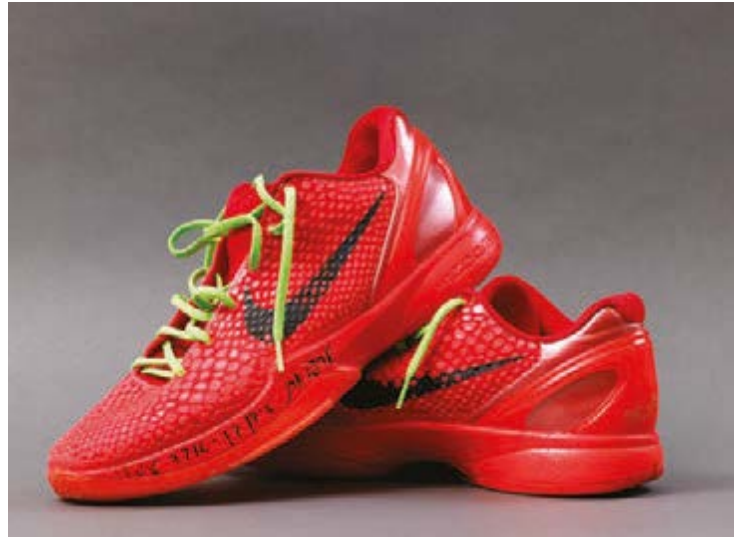
Since its founding in 2022, the Iris Smith World Jewish Sports Museum has stood as a powerful tribute to the history, perseverance, and achievements of Jewish athletes. Located in the Asper Maccabi House, this one-of-a-kind institution spans 1,500 square meters, housing over 1,000 rare artifacts, multimedia exhibits, and interactive experiences. From Olympic victories to historic struggles, the museum tells the extraordinary story of Jewish sports and spirit across generations.

Despite a two-month closure due to the war, the museum saw its most impactful year to date, welcoming over 18,000 visitors.

EXHIBIT: UNBROKEN: ISRAELI SPORTS DURING TIMES OF WAR

To mark one year since the October 7 attacks, in partnership with the World Jewish Congress and Israel's Ministry of Culture & Sports, MWU hosted a special memorial ceremony at the Jewish Sports Museum. The event also served as the official opening of the UNBROKEN exhibition. Among the artifacts on display were Olympic champion Artem Dolgopyat's gold medal, won on that fateful Saturday, and NBA player Deni Avdija's basketball shoes, dedicated to Idan Amedi, who was severely injured in the war. MWU and M25 leadership were in

This powerful exhibition explores the stories of athletes and fans who experienced the Hamas attacks firsthand. It confronts the issue of anti-Semitism in international sports, shedding light on how athletes and sports organizations responded to the crisis. Beyond the tragedy, UNBROKEN highlights the unwavering spirit of Jewish and Israeli perseverance—the determination to overcome adversity, rebuild, and restore hope, from grassroots athletics to the Maccabiah Games, the Olympics, and the Paralympics.



"I DEDICATE THIS MEDAL TO ALL THOSE WE HAVE LOST, TO THE FAMILIES WHO CARRY THE PAIN EVERY DAY, AND TO EVERYONE WHO STILL BEARS THE SCARS OF THAT DAY. BUT I ALSO ASK THAT WE REMEMBER — FROM THIS DARKNESS, WE WILL GROW. WE HAVE NO OTHER CHOICE."
– Peter Paltchik, Israeli Bronze Medal Olympian



MACCABIAH CAMP EXPERIENCE: A SUMMER TO REMEMBER

Launched in the summer of 2024, the Maccabiah Camp Experience, in collaboration with Maccabi USA, brought the world's largest Jewish sports event to camps across North America.

Elite Maccabi athletes led sports clinics helping campers train like professionals while connecting to the rich history of the Maccabi Movement. The day ended with a traditional torch ceremony, where each camper received a commemorative medal recognizing their achievements and connection to the Maccabiah legacy. It was a celebration of heritage, perseverance, and unity.

BY THE NUMBERS

7 Camps
46 Clinics
1000+ Campers
5 Sports



SCAN TO WATCH

"IT BONDS US TOGETHER, CONNECTS US IN HELPFUL WAYS AND ALLOWS US TO BECOME LIKE ONE."

– Aaron Lembersky, Participant

MACCABI WOMEN'S FORUM: A YEAR OF GROWTH AND IMPACT

Since its launch in May 2024, the Maccabi Women's Forum has grown rapidly, now boasting 27 local chairs across Australasia, Europe, the U.S., and South America.



This network connects women globally through monthly Zoom meetings, a WhatsApp group, newsletters, and social media posts fostering collaboration and leadership within Maccabi.



Sheryl Sandberg, internationally acclaimed businesswoman, philanthropist, and executive producer of the documentary Screams Before Silence, addresses the attendees of the 2024 MWU Congress.

MAY 2024

Establishment of the Maccabi Women's Forum, 50 attendees, 5 chairs, 17 counties, 26 communities

OCT 2024

10 Communities commemorated October 7th with over 1000 women participants

DEC 2024

30 additional women joined the forum online for National Forum Expansion

SEPT 2024

Rosh Hashanah Event, 40 attendees

NOV 2024

Launch of the Women's Forum in Argentina (FACCMA) with over 50 new members

DEC 2024

17 day candle lighting ceremony around the world



HOTEL • CONVENTION CENTER • SPORTS CLUB

KFAR MACCABIAH: A SECOND HOME IN ISRAEL

Since 1960, Kfar Maccabiah in Ramat Gan has been the heart of the Maccabi movement. Originally built as an Olympic-style village for Maccabiah participants, it has since grown into the movement's operational headquarters.

In 2024, Kfar Maccabiah underwent a significant transformation, uniting its hotel, conference center, and sports club into a seamless hospitality experience. This revitalization introduced new growth engines, including specialized programs in health, culture, and sports, along with tailored offerings for families, business professionals, and athletes. These initiatives have solidified Kfar Maccabiah's status as a premier hub for sports, leisure, and business in Israel.

KFAR MACCABIAH: A PLACE TO RECHARGE

Kfar Maccabiah provides active-duty and reserve soldiers with a much-needed break from the front lines. Here, they can rest, reconnect, and feel the unwavering support of the Maccabi family.

Through professional-led workshops, they share experiences, unwind, and regain strength for the challenges ahead. This initiative is our way of giving back to those brave men and women who give so much.



2024 BY THE NUMBERS

13,689 Reservations

2,256 Total Rooms

33,952 Guests

32,251 Israelis

1,701 Tourists

38 Total Units of Soldiers

9,740 Total Soldiers



YACHAD ISRAEL PROGRAM

Our program department, Yachad, organizes impactful programs in Israel, uniting participants of all ages and languages from around the world to show unwavering support while strengthening their Jewish identity and connection to Israel.

In 2024, our solidarity missions made a powerful impact. Volunteers supported agriculture, visited October 7th attack sites, prepared meals on military bases, and met survivors and wounded IDF soldiers, offering comfort and strength.

“This was one of the most meaningful and memorable programs I have ever attended. Every speaker and every place we visited was incredibly inspiring. I can’t begin to express my gratitude for the opportunity to witness the aftermath of October 7 firsthand and to share these experiences with my community.”

MACCABI ISRAEL BASKETBALL EXPERIENCE: A GAME-CHANGER

Amid ongoing conflict, the inaugural class of young athletes from the **U.S.**, **Canada**, **Mexico**, and **Australia** arrived in Israel for the Maccabi Israel Sports Experience at Kfar Maccabiah. This year-long basketball program offers world-class coaching, high-level competition, and a deep connection to Israel. Athletes competed in Israel’s IBBA B League while exploring the country, volunteering, interning in hi-tech, and bonding with host families. The program is set to evolve into a premier global sports academy, combining elite training with Jewish values to empower athletes in basketball and life.



SCAN TO MEET THE PLAYERS

BY THE NUMBERS

- 16 Countries
- 11 Total Solidarity Missions – 334 Participants
- 3 Long Term Programs – 204 Participants
- 1 Adult Program – 38 Participants





MACCABI TZAIR ISRAEL: STRENGTHENING ZIONIST CONNECTIONS THROUGH DELEGATIONS

MWU's global youth movement, Maccabi Tzair (MTZ), operates in over 70 countries on 6 continents. Through events, exchanges, and collaborations, it provides education, leadership, and personal development programming. By emphasizing sports, well-being, and Zionist values, the movement fosters deep connections among Jewish youth worldwide.

Despite ongoing challenges, 2024 saw MTZ gathering globally through impactful events and partnerships with MWU, strengthening Zionist connections and fostering meaningful relationships between Israeli teenagers and their peers worldwide.

2024 NOTABLE ACTIVITIES INCLUDED:

- Summer Camps with participants from abroad
- Great Britain – Torch Relay Delegation
- Mexico – MTZ delegation to the CDI
- Baltimore – Establishment of B'Yachad Program
- Detroit & Houston – JCC Maccabi Games Delegation
- Finland – Joint Summer activities
- Maccabi Tzair Global Seminar
- Launching MTZ Gap Year
- Italy – Memorial service at the grave of a fallen Maccabi member
- Global Yom HaZikaron Ceremony
- Maccabi Tzair Global Week – Activities focused on Maccabi World Union
- Mexican Delegation Visit at Purim Carnival in Maccabi Tzair branches
- Educational Unit on Maccabi Tzair Israel for the Gap Year Program
- Fort Lauderdale – Hadera Package Exchange Activity
- Hadera & Brno – Rosh Hashanah Zoom Event
- London – European Maccabi Youth Games delegation



MACCABI TZAIR BY THE NUMBERS

Israel – **27** Branches – **6000** Members

Worldwide – **31** Branches – **25,000** Members

2024 MACCABI CONGRESS

Our 2024 Annual Congress brought global Maccabi leaders together for 5 days of solidarity, strategic planning, and Maccabiah preparations. In light of the profound events of October 7, this year stood apart as more significant than ever, deepening our resolve and uniting us with renewed purpose. The Congress officially opened with a moving ceremony honoring the memory of the over 1,200 lives lost on October 7th, as well as those who sacrificed their lives in defense of our nation. Participants spent an emotional day traveling to October 7 attack sites, including Kibbutz Kfar Aza, Kibbutz Nir Oz and the Nova Festival Massacre site.

“WE WILL BE HERE FOR ALL THOSE THAT WON'T BE ABLE TO. WE HAVE TO STAY TOGETHER TO BE UNITED AND TO BE REUNITED AS MANY TIMES AS WE CAN AND THE MACCABIAH WILL GIVE US THAT AMAZING OPPORTUNITY.

– Jessica Kanonitsch, Maccabi Chile



SCAN TO WATCH

BY THE NUMBERS

200 MWU Representatives

30 Countries


40 Maccabi Future Leaders

10 Events

32 Sessions



KFAR MACCABIAH: AFTER OCTOBER 7TH

A row of white tents with colorful cushions (red, blue, purple) set up in a grassy area under large trees. The tents are arranged in a line, and the scene is set in a park-like environment with many large, leafy trees. The ground is covered with fallen leaves, suggesting an autumn setting. The overall atmosphere is peaceful and supportive.

In response to the devastating attacks on October 7, 2023, which led to the displacement of over 200,000 Israelis, MWU transformed its Kfar Maccabiah complex in Ramat Gan into a refuge for nearly 1,000 evacuees. The facility offers free accommodations, daily meals, educational programs, emotional support, and various activities for children and teens. A dedicated team coordinated donations, volunteer efforts, and rehabilitation services, ensuring that each resident's needs were met. This initiative provides a supportive environment for families as they heal and prepare to return home.



A NATIONAL MISSION OF SUPPORT – KFAR MACCABIAH HOSTS RELEASED HOSTAGES AND THEIR FAMILIES

We are honored to share that in 2024, Kfar Maccabiah Hotel was chosen to take part in a vital national mission—hosting the families of returning hostages and, later, the hostages themselves. It was a privilege and a profound responsibility, and we were fully committed to supporting these families during this significant time.

Our team carefully balanced providing top-tier hospitality with respecting our special guests' privacy and emotional needs. We ensured a welcoming, compassionate, and discreet environment for those who had endured so much.

EDUCATION

By the third day of the war, the need for an educational framework for evacuated children at Kfar Maccabiah became clear. A school was quickly established with Maccabi Tzair volunteers and alumni, offering structure, stability, and a sense of security for children and parents. Led by a principal from Sderot, it served children from age four to high school, with a youth center created for social support beyond school hours.

BALANCE: A PLACE TO BREATHE

Thanks to generous donations from the Chicago Jewish Federation and in partnership with Glow Glamping, the Balance Glamping complex at Kfar Maccabiah was created to provide emergency support for survivors of the October 7th attack. Partnering with Safe Heart, a network of 400 trauma specialists, and Brothers in Yoga, the program offers therapy, yoga, and holistic healing to those suffering from PTSD.



SCAN TO WATCH

450,000 WORLDWIDE MEMBERS



INDEX

- 2024 HIGHLIGHT EVENTS
- OTHER ACTIVE TO'S



Sweden
Pierre Gildesgame
Tournament

Great Britain
Maccabi GB
Community FunRun
& Israel Festival

Holland
Maccabi
Women's
Circle

Germany
Sukkot
Großlehrgang

Lithuania
Fun Run

Czech Republic
Viktorcup Summer
Games

Ukraine
Leadership seminar, Lviv

Switzerland
Football & Golf Tournament

Hungary
Solidarity
Mission to Israel

France
Maccabi Soccer Cup

Slovakia
Maccabi Summer
Games, Pochov, 2024

Spain
Yom Ha'Azmaut
Celebrations

Italy
Youth Sports
Tournament

Israel
The Eilat Maccabiada

India
Badminton and Cricket
Tournament

South Africa
Maccabi Tikkun Sports Day in
celebration of Mandela Day



Australia
The Junior Carnival

New Zealand
Walkie Talkie

PARTNER PROJECTS WORLDWIDE



MACCABI ISRAEL

Maccabi Israel is the main organization that unites clubs from all over Israel. Today, Maccabi Israel includes 90,000 athletes in over 450 sports clubs in 45 different sports.

In addition to its role as the umbrella organization, Maccabi Israel plays a key role in assembling Israeli sports delegations for major international events within the Maccabi movement. Over the past year, two delegations proudly represented Israel: one at the Maccabi Youth Games in London and another at the JCC Maccabi Games in Detroit and Houston.

In the United States, the Israeli delegation expanded its presence for the JCC Maccabi Games in Detroit and Houston with 38 delegates, receiving a particularly warm welcome. It included 10 boys' and 10 girls' basketball team and their coaches from Bat Yam, as well as a special soccer team of 14 people (11 players and 3 coaches) from Maccabi Sderot, representing the Gaza Envelope region.

Without the invaluable partnership and support of the JCC Association and the leadership and guidance of Sam Cohen, our efforts to bring this unique group of athletes from Sderot, especially after the October 7th events, would not have been possible.



EUROPEAN MACCABI YOUTH GAMES, LONDON 2024 (EMYG)

Young Maccabi athletes, ages 14-18, from 14 countries gathered in London for the 2024 EMYG. Participants competed in basketball, football, futsal, hockey, tennis, and table tennis. With MWU's expertise in implementing games worldwide, we assisted with the registration, marketing, and planning processes of these extraordinary games.

The 65-member Israeli delegation to London demonstrated outstanding performances across various sports. Highlights included a silver and bronze medals from Israeli athletes, including those with special education needs. Additionally, a U16 boys' football team from Ofakim—one of the communities affected by the events of October 7—participated with financial support from Maccabi GB and Maccabi Israel.

Each delegation honored an October 7 hostage through moving ceremonies, including a Kabbalat Shabbat, reinforcing solidarity and community.

EMYG featured cultural activities, tours, lectures, and inspiring speakers with a focus on the mind-body-spirit connection for all of the youth present.



SCAN TO WATCH

BY THE NUMBERS

10 Days
6 Sports
14 Countries
800 Participants
400 Spectators



MACCABI AT THE OLYMPIC GAMES



In conjunction with Maccabi USA, MWU was proud to stand with Jewish and Israeli athletes on the ground in Paris during the 2024 Olympic Games through our inaugural Olympics Mission, marking a historic milestone for our organization. The program featured an inspiring session with Israeli flag bearer and Maccabi USA alum Andi Murez, a poignant visit to the Olympic Exhibit at the Memorial de la Shoah, and an insightful dinner with Israeli Ambassador to France Joshua Zarka and Paris Basketball Co-Owner David Kahn.

Our delegation included representatives from Australia, Argentina, France, Israel, Poland, and the United States, reflecting the truly global spirit of Maccabi. Through this initiative, we celebrated athletic excellence, Jewish pride, and international unity on one of the world's biggest stages and look forward to gathering again in Los Angeles in 2028.

MACCABI COMMUNITY UNITES AFTER AMSTERDAM RIOTS



On November 8th, chaos erupted in Amsterdam following the football match between Ajax and Maccabi Tel Aviv, leading to what became known as the "Maccabi Riots."

In response, Maccabi World Union and Maccabi Israel Center, in coordination with Maccabi Netherlands, swiftly mobilized to support Maccabi Tel Aviv fans caught in the unrest. Maccabi Netherlands immediately established a crisis center at the offices, offering aid to stranded, injured, and frightened supporters. Volunteers stood by, ready to transport fans to safety if needed.

A single message to the Maccabi Women's group sparked an overwhelming wave of support. It was a powerful reminder that our bonds extend far beyond social gatherings—when it truly matters, we stand together.



SCAN TO READ MORE

ENSURING OUR CONTINUITY

MACCABI SHLICHUT: STRENGTHENING JEWISH IDENTITY AND ISRAEL CONNECTIONS



Maccabi Shlichut, a joint mission of Maccabi World Union and the Jewish Agency for Israel, plays a vital role in promoting Jewish and Zionist identity across North America and Mexico. Currently, 8 MWU Shlichim (young Israeli adults) serve in **Philadelphia, New York, Washington DC, Baltimore, Fort Lauderdale, Pittsburgh, and Tucson**, with one Shlichah in **CDI Mexico**.

WHAT DO THEY DO?

- Promote Maccabi Values**
- Strengthen Maccabi's Presence**
- Support Maccabi Tzair**
- Organize Special Events**
- Build a Bridge between Israel and Jewish Communities**
- Collaborate with Jewish Institutions**
- Enhance Cooperation with Partner Organizations**

TIMELINE

2018

3 Shlichim

2020

4 Shlichim

2023

6 Shlichim

2024

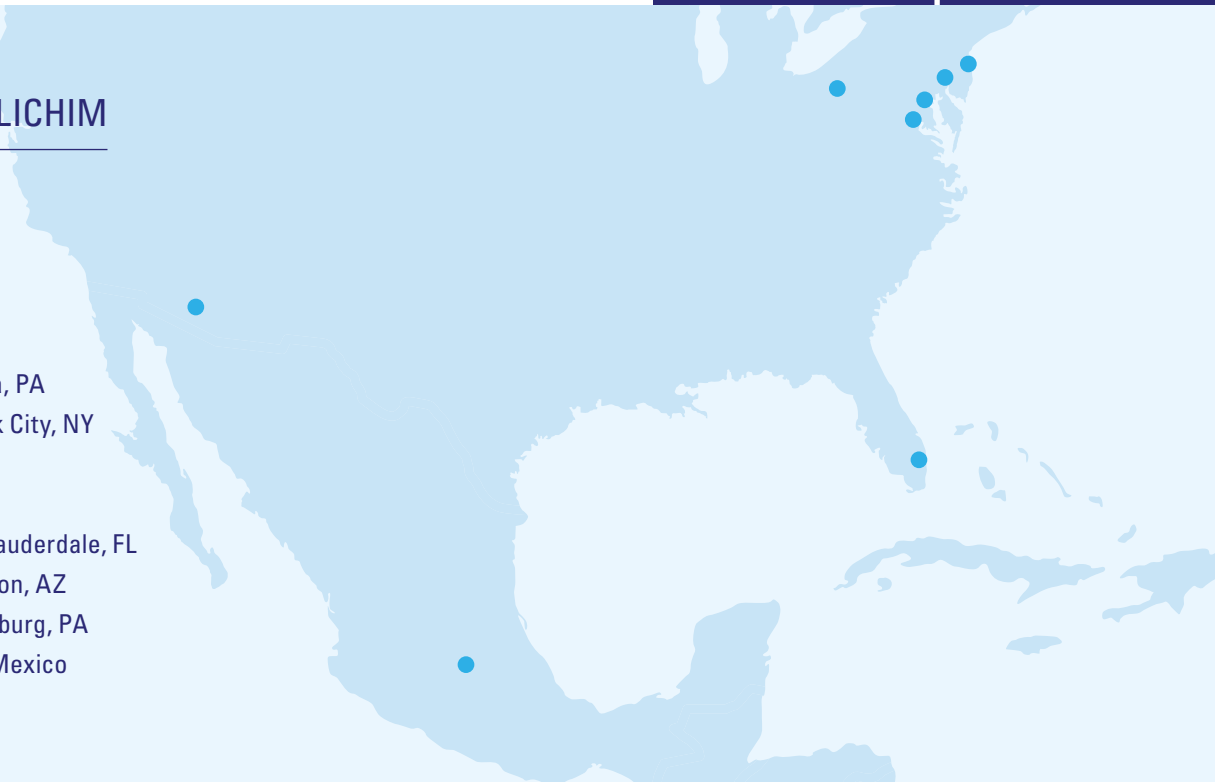
7 Shlichim

2025

8 Shlichim

OUR MACCABI SHLICHIM

- Maccabi USA** Philadelphia, PA
- JCC Association** New York City, NY
- BZD** Baltimore, MD
- BBYO** Washington, DC
- David Posnack JCC** Fort Lauderdale, FL
- JCC Maccabi Games** Tucson, AZ
- JCC Maccabi Games** Pittsburg, PA
- CDI Mexico** Mexico City, Mexico



MACCABI WOMEN'S FORUM: 100 WOMEN IN 100 CITIES

The 100 Women Leaders in 100 Cities campaign was initiated by our team to create a global network of active women's leadership. The goal is to build a Local Maccabi Women's Forum that will promote the forum's objectives and issues in their countries & cities and will take part in international projects.



SCAN TO READ MORE



LEADERS IN THE MAKING: MACCABI FUTURE LEADERSHIP FORUM (FLF)



45 future leaders from 12 countries joined MWU's Global FLF Program in Israel, enhancing their leadership skills, volunteering, and engaging in discussions on Zionism. They visited sites like Sderot, the Nova Memorial, and the Maccabi Jewish Sports Museum. In partnership with Taglit/Birthright, the program provided valuable tools and unforgettable experiences.

"It was truly transformative," shared a program participant. "I gained invaluable knowledge, built meaningful connections, and deepened my connection to Israel."

YESHIVA UNIVERSITY ACTIVITY OVERVIEW



This past year, students were highly active in starting the MWU Israeli Business and Sports Club at Yeshiva University. They successfully hosted 9 independent events and collaborated on 7 additional events, totaling over 15 impactful engagements. The club now has 450 active student participants and has built a strong network of 130 alumni, whom they are working to keep engaged with the mission. The interactive nature of the events allowed for meaningful discussions, with many students leaving feeling more connected to MWU's global network and mission.

EDUCATION, ISRAEL'S PUBLIC DIPLOMACY, THE FIGHT AGAINST ANTISEMITISM



IN 2024, MWU DEPARTMENT OF EDUCATION TRAINED OVER 2,000 EDUCATORS & LEADERS ACROSS NORTH AMERICA, LATIN AMERICA, AND EUROPE. THESE INITIATIVES REINFORCED MACCABI'S MISSION OF JEWISH CONTINUITY AND ZIONISM, STRENGTHENING GLOBAL JEWISH LEADERSHIP.

Topics included Jewish education, the Holocaust, Israel's current challenge, post-October 7, antisemitism, Maccabi heritage, leadership, geopolitics, innovation, and Jewish ethics.

OTHER KEY EVENTS INCLUDE:

MACCABI TZAIR (MTZ) NORTH AMERICAN SEMINAR, SAN DIEGO (FEB):
220 educators

MTZ GUATEMALA SEMINAR (JUL):
17 educators

MTZ GLOBAL (OLAMI) GATHERING, ISRAEL (AUG):
32 educators, 8 MTZ Confederations' branches

MTZ CLAM SEMINAR, URUGUAY (SEP):
337 educators, 19 MTZ branches

MTZ EUROPE SEMINAR, MADRID (DEC):
28 educators, 6 MTZ branches





“AMBASSADORS OF TRUTH” PROGRAM

The 15-year-old "Ambassadors of Truth" Program had a successful 2024. We worked on two different projects:

1. In partnership with Unione Associazioni Italia-Israele, we introduced a law to Italy's Deputy Prime Minister to combat antisemitism and anti-Zionism. He pledged support, presenting it on International Holocaust Remembrance Day. In June 2024, we promoted it at the Italian Parliament, with backing from The Milton Friedman Institute.
2. In partnership with Unione Associazioni Italia-Israele, MWU met Italy's Minister of Education to discuss an educational program against antisemitism and anti-Zionism. The Minister committed to adding it to the national curriculum after a successful pilot. The program combats these issues as threats to democracy and Italian values.

In 2024, the Department secured an agreement with Israel's Ministry of the Diaspora, strengthening our Movement's role in 2025 in the fight against antisemitism and the delegitimization of Israel.

ISRAEL'S CASE AFTER OCTOBER 7

After the October 7 attack, the Department launched initiatives to educate on the massacre, Hamas terrorism, and Israel's right to self-defense, reaching millions of Christian leaders across the US and Latin America via Zoom classes and seminars in partnership with the Evangelical Alliance. During the Pan-American Maccabi Games, Romina Shvalb shared her testimony on the horrors of the Hamas attack on Kibbutz Nir Oz, appearing on major TV and radio programs and delivering lectures to the Games' participants.



SOCIAL MEDIA AND PR IMPACT AND GROWTH

In 2024 we saw exponential growth in our media presence thanks to the newly established MWU Marketing Department and the work of the International Media and Marketing Committee of the movement.

STATS FROM MAY–DEC 2024

	37.28K	210	4.71M	72.03K
@MACCABIWORLDUNION	+ 1.17% FOLLOWERS	+ 98.11% POSTS	+ 604.62% IMPRESSIONS	+ 12.52% INTERACTIONS
	4,439	214	7.3M	16.11K
@MACCABIWORLD	FOLLOWERS	+ 164.2% POSTS	+ 1934.57% IMPRESSIONS	- 76.17% INTERACTIONS
	767	187	30.06K	4,156
@MACCABIWORLDUNION	+ 31.56% FOLLOWERS	POSTS	IMPRESSIONS	INTERACTIONS

OUTSTANDING POSTS

The collage features five social media posts from the Maccabi World Union. Each post includes a profile picture, a caption, and a main image. The posts are:

- Post 1:** Celebrates a judo athlete competing at the 2024 Paris Olympics. The image shows the athlete with a medal.
- Post 2:** Celebrates a victory by the North Stars hockey team. The image shows the team on the ice.
- Post 3:** Congratulates a judo athlete on a medal. The image shows the athlete with a medal.
- Post 4:** Celebrates a victory by the North Stars hockey team. The image shows the team on the ice.
- Post 5:** Celebrates a victory by the North Stars hockey team. The image shows the team on the ice.

MEDIA HIGHLIGHTS

UNBROKEN

THE JEWISH SPORT REPORT

Monday, October 21, 2024

A new exhibit highlights the role of sports in Israel after Oct. 7



Israeli bronze medalist judoka Peter Palichik, center, with the parents of Inbar Haiman, a Maccabi Haifa fan who was killed by Hamas. (Ronen Topelberg)

A ceremony in Ramat Gan, Israel, on Tuesday marked the opening of "Unbroken," a new museum exhibit that spotlights the role Israeli sports have played during the Israel-Hamas war, including the experiences of Oct. 7, 2023, victims and survivors.

The exhibit is a partnership between the Maccabi World Union, Israel's Ministry of

MICHAEL SIEGAL AT THE JPOST SUMMIT

'This year's Maccabiah Games will be the largest gathering of Jews to Israel post-October 7'

Maccabi World Union President, Michael Siegal spoke at the Gala event on Monday evening launching the 2024 Jerusalem Post Summit in Miami.

By ALAN ROSENBAUM DECEMBER 10, 2024 12:21



SCAN TO READ

SCAN TO WATCH



ASSAF GOREN – GLOBES



Features MARKET ECONOMY ENERGY HEALTHCARE TECH REAL ESTATE START UPS

"Maccabiah 2025 will be the biggest-ever"



Maccabiah chairman Assaf Goren credit: Ronen Topelberg



Maccabiah chairman Assaf Goren expects next summer's 'Jewish Olympics' to be an important demonstration of Zionist solidarity in the face of rising antisemitism.

The 22nd Maccabiah, which will be held in Israel next summer, is expected to be the largest ever - in terms of the number of countries and competitors taking part, and the variety of sports. More than



SCAN TO READ

HONORING OUR PARTNER ORGANIZATIONS



JCC ASSOCIATION

MWU and the JCC Association have a valued partnership that maximizes the impact of two major Jewish engagement platforms.

In 2024, we celebrated 42 years of partnership in the JCC Maccabi Games, hosted by Detroit for a record seventh time and Houston for the sixth time, including the Access program for young athletes with developmental disabilities. Over 11,000 participants from 79 communities took part. International delegations from Maccabi TOs, including Argentina, Ukraine, Hungary, Mexico, Great Britain, and Israel, participated, with a special Gaza Envelope team receiving a warm welcome. Planning for JCC Maccabi 2025 is well underway in Tucson, AZ, and Pittsburgh, PA, bringing 3,000 Jewish teen athletes together.

JCC Maccabi is more than sports—it fosters Jewish pride and connections. Our partnership with the JCC Association enhances this mission through Maccabi Shlichim, who integrate educational experiences into the Games in all JCC Maccabi Host Communities. These representatives support planning, engage with Israeli delegations, and lead 'Hangtime' (Israel Center) activities.

Beyond North America, MWU and JCC Maccabi are expanding Israel experiences. After the successful 2023 JCC Maccabi Games in Israel, discussions are underway for a return to Israel. The 2026 JCC Maccabi Israel Sports Tour pilot aims to establish an annual Israel experience for JCC Maccabi teens.

MWU and JCC Association also collaborate through a shared Central Shlichah, strengthening global Jewish connections. The Central Shlichah supports 22 JCCs, enriches Israel & Maccabi related programming, and ensures Maccabi values remain integral to the Games.

JCC Association has facilitated leadership visits to MWU, including solidarity missions to Kfar Maccabiah, where MWU provided essential support for evacuees from southern & northern Israel. JCC Association praised MWU's rapid transformation of its facilities to accommodate and support displaced families.

This strong MWU-JCC Association partnership continues to reinforce Jewish identity, global connections, and youth engagement through sports, education, and shared experiences.



BBYO

After the October 7th, 2023 attack, BBYO teens launched a **global fundraising effort** for **MWU's Emergency Campaign**. They organized calling parties and created spreadsheets to provide supplies for MWU's headquarters at Kfar Maccabiah, which became a safety zone for evacuated families from Gaza and the north of Israel, as well as for wounded IDF soldiers' families receiving treatment at Sheba Medical Hospital.

The support extended beyond funds, with BBYO ensuring weekly activities at Kfar Maccabiah and investing in extra staff to run these programs. BBYO and Maccabi Tzair collaborated to run the **Teen Club at Kfar Maccabiah**, providing a safe space for relaxation. Chapters worldwide held donation drives, volunteered, and raised awareness about the hostages' release.

Each December, BBYO celebrates **Global Shabbat**, its largest Shabbat experience, with Maccabi Tzair from Israel and worldwide, alongside Holocaust survivors, business professionals, faith leaders, and entrepreneurs. They join BBYO teens for inspiring stories and a teen-led Shabbat experience. This year's Global Shabbat brought the community together in a meaningful way. BBYO's International teen presidents attended the MWU Annual Congress, bringing the voices of the teens to the sessions. In the summer, BBYO hosted the "**Maccabiah Camp Experience**," where they met 500 BBYO teens. In August 2024, **MWU's new Shlichah** joined BBYO HQ to bring Israeli and Maccabi spirit to the chapters worldwide.

Born 100 years ago this year, BBYO is the world's largest Jewish youth movement in the Diaspora, with over 730 chapters in more than 60 countries. It is also the largest Jewish youth movement in North America. Sponsored by Maccabi World Union (MWU) since its creation in 1929, Maccabi Tzair is a classic Zionist youth movement, with its primary strength in Latin America and Israel. Both movements are closely linked to Jewish Community Centers and communal institutions across three continents.



BALTIMORE ZIONIST DISTRICT (BZD)

BZD Solidarity Missions have been central to our partnership with MWU, providing immersive experiences that allow participants from both organizations to engage with the current realities in Israel and our communities. The post-October 7 mission was especially significant, embodying our shared commitment to support during crises. This mission highlighted the resilience and unity of our communities, reinforcing our collaborative efforts to provide relief and fostering mutual understanding.

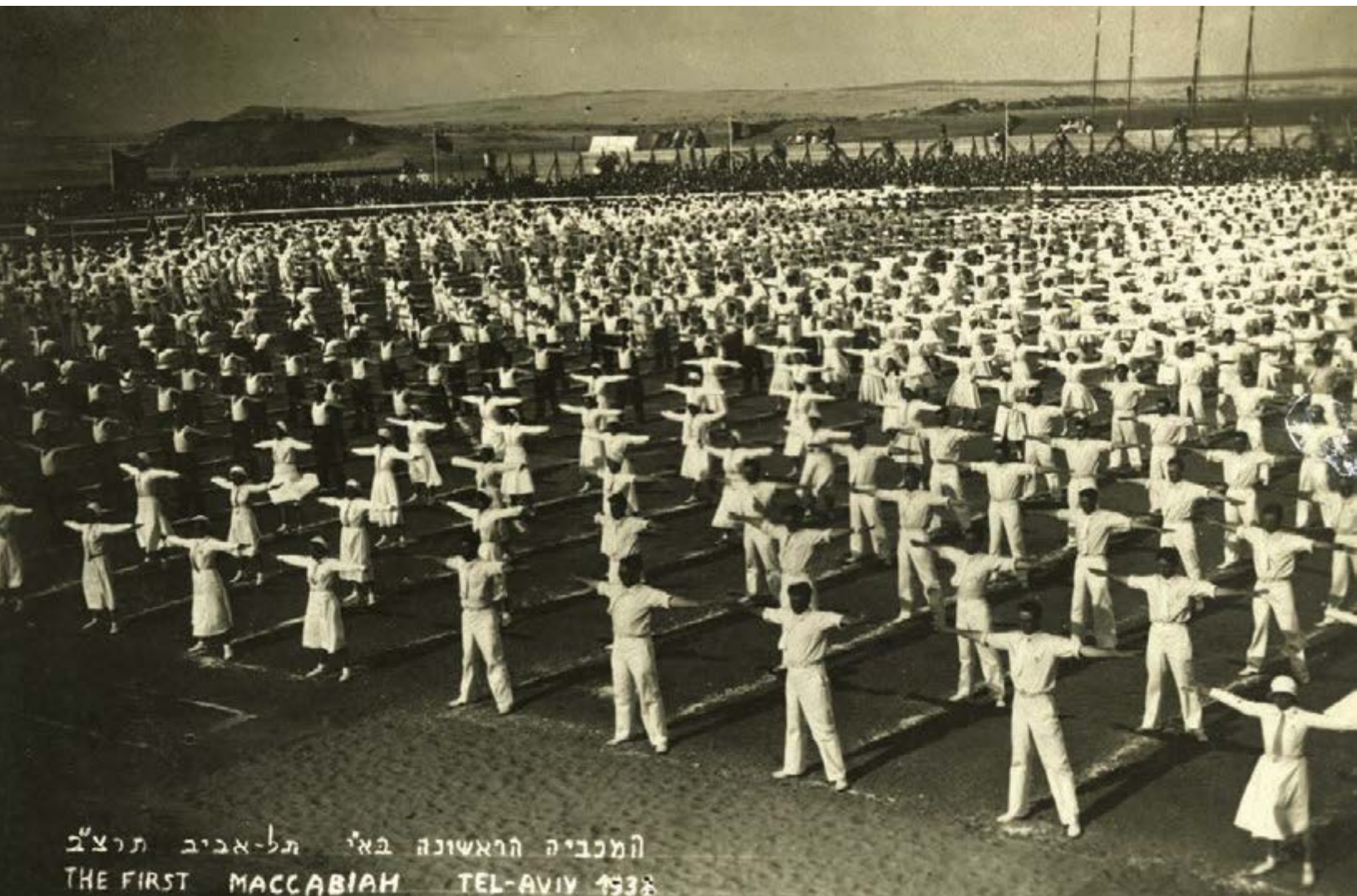
BZD's Shlichah has played a key role in deepening our connection to Israel. Her dynamic approach to cultural exchange has enriched our educational programs, making the Israeli experience more tangible and meaningful. She actively participates in every initiative, bringing a strong Maccabi and Israeli spirit to our community's activities, ensuring that Israeli culture and values are integrated into everything we do.

The "**BMore Israeli - BYachad**" program, a collaboration between BZD and Maccabi Tzair, was conceived and developed by BZD's Shlichah. It engages youth and promotes cultural integration, providing BZD teens and Maccabi Tzair participants with a platform for learning and connection through educational sessions, cultural outings, and workshops. The 3-week summer program in Israel is the highlight, where participants from both organizations come together to experience Israeli culture, history, and landscape. This initiative fosters lasting friendships and deeper understanding, promoting Jewish identity and cross-cultural exchange.

The 2024 initiatives have strengthened the bonds between BZD and Maccabi World Union, advancing our shared goals of fostering Jewish identity, supporting Israel, and promoting intercultural understanding. Each program has left lasting impacts that resonate far beyond the immediate participants. We are grateful for the opportunity to collaborate with Maccabi World Union and look forward to expanding these efforts in the future.

THANK YOU | GRA

TO OUR BOARD MEMBERS, PARTNERS, COMMUNITIES, AND VOLUNTEERS: THANK YOU FOR YOUR UNWAVERING SUPPORT AND DEDICATION TO OUR SHARED MISSION. TOGETHER, WE ARE MAKING A LASTING IMPACT — MORE THAN EVER.



המכביה הראשונה בא"י תל-אביב תרצ"ב
THE FIRST MACCABIAH TEL-AVIV 1932

ACIAS | תודה

AND LAST BUT CERTAINLY NOT LEAST, A HUGE THANK YOU TO THE HARDEST-WORKING TEAM IN THE BUSINESS! EVERYTHING YOU SEE ON THESE PAGES IS A RESULT OF YOUR HARD WORK, DEDICATION AND COMMITMENT TO THE MACCABI MOVEMENT. YOUR PERSEVERANCE, RESILIENCE AND PROFESSIONALISM —ESPECIALLY DURING CHALLENGING TIMES—IS TRULY INSPIRING. AS YOU CAN SEE, YOUR EFFORTS MAKE A DIFFERENCE RIGHT HERE IN ISRAEL AND AROUND THE WORLD, AND WE ARE DEEPLY GRATEFUL!





**MORE
THAN
EVER.**



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