



MACCABI WORLD UNION

IMPACT REPORT 2025

מכבי תנועה עולמית



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A MESSAGE FROM THE PRESIDENT



Dear Friends,

This past year, 2025, has certainly been a year of challenges. Maccabiah 2025 was postponed due to missile attacks from Iran. While we are excited for the Games to take place in July 2026, the postponement has created planning and fiscal issues. Our phenomenal staff is preparing an exciting program, and our responsibility is to stand with pride and show up in solidarity.

As I write this letter, the horrific attack has just taken place in Australia. Can we challenge ourselves to be resilient enough and proud enough to show our solidarity with our global family by making these the greatest Games ever? I believe we can.

This year, we brought solidarity missions and CEO delegations to Israel to build knowledge, connection, and pride in our accomplishments. MWU Women's Forum continues its important global activity, strengthening unity across the movement. The year 2026 will build on these gatherings to further reinforce our shared strength.

The preparation and work on a new strategic plan continued throughout the year, and it is now ready to be adopted at the next Congress. Jeff Sher has been instrumental in this process, and I extend our sincere thanks to him and to all those who dedicated countless hours to developing the plan.

With sadness, we have accepted the resignation of our CEO, Amir Gissin, and wish him success in all his future endeavors. He was a great partner to

me over the past few years, and I will miss his counsel. At the same time, I am very excited about the appointment of Roy Hessing as MWU's new CEO. His experience and enthusiasm for the Maccabi movement are infectious, and his ideas will drive us forward while honoring our history. I look forward, as we all should, to working with Roy in his new role.

I would also like to acknowledge the contributions of David Beesemer of the Netherlands, who has stepped down as Chairman of Maccabi Europe. His leadership and dedication will be missed. Michael Ziff of Great Britain, a long-time leader of the movement, now steps into this role, bringing with him a strong commitment to expanding participation across Europe. Replacing Michael as MWU Vice President will be Claudia De Benedetti of Italy, serving on an interim basis until her confirmation later this year. I also wish to thank our other Vice Presidents, Marcos Metta Cohen, Lisa Borowick, and Lou Moyerman, for their advice and counsel throughout the year.

Once again, Kfar Maccabiah was of assistance this year to both hostages and their families. We are deeply proud to continue serving as a place of respite for these people during their recovery from the horrendous tragedy of October 7. Our thoughts and prayers remain with the final hostage, the fallen Ran Gwili, who must be returned to his family and his loved ones for a dignified burial in Israel.

Kfar Maccabiah has had an outstanding

year under the leadership of Galil Itzhaki. The grounds look better than ever, the Sports Club continues to grow its membership, the hotel has enjoyed strong occupancy, and overall, it remains a positive and meaningful contributor to our movement.

Lastly, I wish to thank Amir Peled, MWU Chairman, for his partnership, and the entire staff at the Ramat Gan offices. Without their dedication and support, my role would not be possible at all. I look forward to seeing all of you at the opening of Maccabiah 2026 on July 1.

LET THE GAMES BEGIN!

Michael Siegal
President, Maccabi World Union



Dear Chaverim,

There are years in which a movement is measured by the scope of its activity, its numbers, and its work plans. And there are years in which it is measured by its ability to make difficult decisions, act responsibly, and remain true to its values - even when reality challenges everything familiar. The past year was undoubtedly such a year.

Since the outbreak of the war, the State of Israel and the Jewish People worldwide have faced ongoing pain, loss, and uncertainty. Within this reality, Maccabi World Union acted with full force - not only as a movement of sport and education, but as a communal, values-based, and human anchor in Israel and across the globe.

In Israel, Kfar Maccabiah became far more than a sports complex. It served as a space of support and gradual return to life for evacuees, security forces, the wounded, and hostages who returned from captivity and found there a safe, sensitive, and respectful environment. These moments underscored how infrastructure and community built over decades acquire their deepest meaning precisely in times of crisis.

At the same time, 2025 was marked by renewal and adaptation at Kfar Maccabiah. The complex was upgraded, new conferences and events were launched, and operations were adjusted following the postponement of the Maccabiah. In parallel, the Sports Club experienced significant growth, strengthening Kfar Maccabiah as a vibrant community hub.

Throughout the year, the movement continued its intensive preparations for the Maccabiah. The decision to postpone the Games by one year was complex and difficult, but it was made out of responsibility for safety, quality, and the evolving reality. The global Jewish community stood with us, demonstrating understanding, solidarity, and trust, helping turn postponement into opportunity. Today, anticipation for Maccabiah 2026 is stronger than ever.

The educational center in Maccabim represents infrastructure with significant potential, and MWU continues to examine ways to develop it as a values-based educational hub. At the same time, the movement's shlichut network expanded, particularly in North America, with dedicated shlichim strengthening partnerships with key organizations and serving as a living bridge between Israel and the Diaspora.

A central pillar of the movement's work this year was the strengthening of the MWU Women's Forum, which became an established platform for leadership, influence, and values-based dialogue, connecting women leaders worldwide and advancing women's participation across sport, education, and community life - while reflecting Maccabi's deep commitment to equality.

The Jewish Sports Museum expanded its impact in Israel and globally through exhibitions and educational content, including the "Unbroken" exhibition, presenting Jewish sport as a story of identity, resilience, and perseverance.

Alongside this, MWU led solidarity programs creating meaningful encounters between young people, community leaders, boards, and CEOs from across the Maccabi world. The movement was also active in international advocacy efforts in cooperation with Israel's Ministry of Diaspora Affairs, addressing rising antisemitism through education, sport, and a proud Jewish narrative. This year also marked the launch of the Israelis' Forum, fostering a sense of belonging and connecting Israelis living abroad with local Maccabi communities.

All of this took place alongside a comprehensive strategic process examining the movement's mission and future direction, ensuring that Maccabi World Union remains relevant and meaningful in the years ahead.

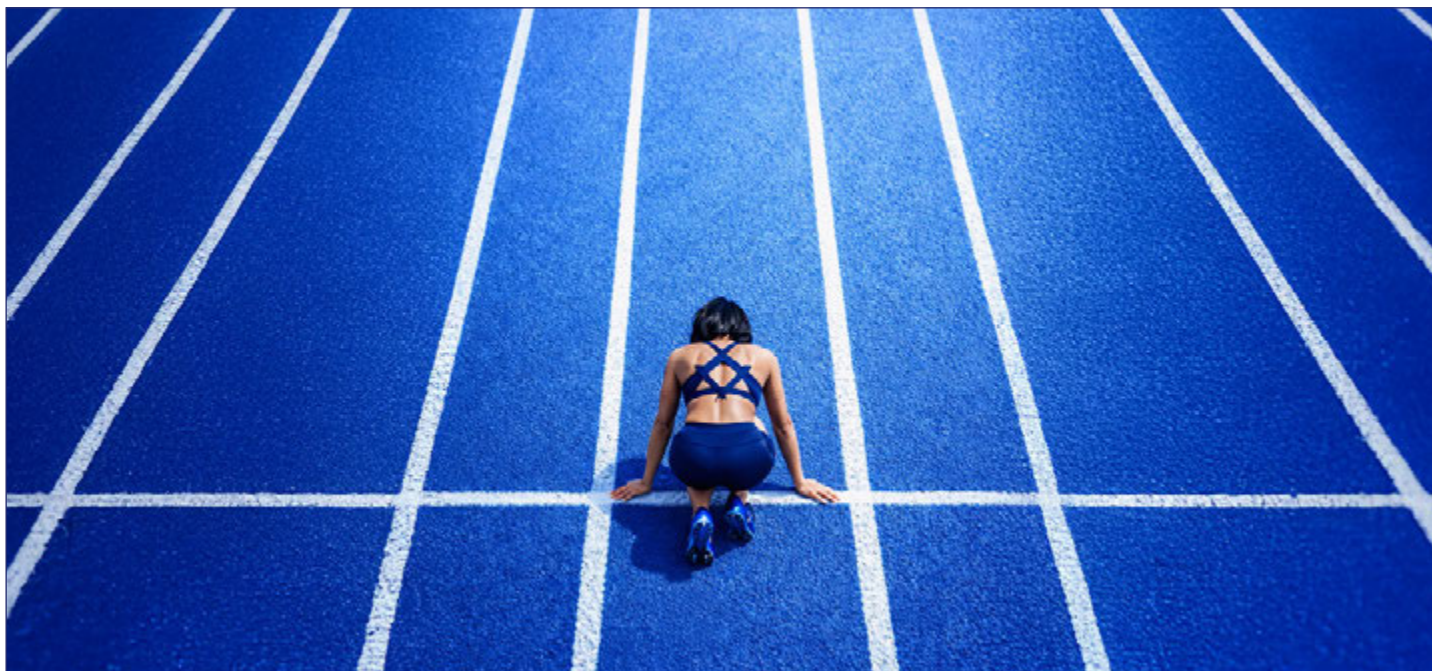
This Impact Report tells the story of an extraordinary year - one of courageous leadership, resilience, and a community that chooses to act, even when the path is complex.

We look forward with humility, responsibility, and hope - continuing to write our story together.

Chazak Ve'Ematz,

Amir Peled
Chairman, Maccabi World Union

MIKI'S STORY



If you met Miki for the first time, you might not immediately understand why people connect with her so naturally. Yet there is something about her - a rare balance between quiet inner strength and the unmistakable spark in the eyes of someone who has already run distances others can only imagine. She doesn't need to say it out loud, but you can feel it: she lives on the track. Not one track - but the many tracks of life.

If Maccabi World Union were an athlete, it would be Miki. It's hard to place her in a single discipline. At times she is a sprinter; at others, a marathon runner. Sometimes she clears hurdles, and sometimes she is part of a relay team. In truth, she runs one race that contains them all - a race that demands strength and wisdom, partnership and patience, determination and above all, a big heart.

Her path has never been a straight line.

Just like that of Maccabi World Union.

She carries an energy that inspires those around her. Along the way, hurdles appear - high, sudden, unexpected. At times, she nearly stumbles, but then comes that small, familiar smile, and she keeps going. Not because it's easy, but because she believes the next leap will lead somewhere new - and that she will bring others with her.

And beyond all the running, Miki is part of a relay. Before her, generations of pioneers, athletes, and leaders carried the torch - passing on not only tradition, but values: a deep connection to Israel, to the Jewish people, and to the belief that sport and community have the power to connect hearts across the world. This is the Maccabi spirit - and Miki carries it forward. In recent years, she has faced challenges no training plan could have prepared her for.

A global pandemic - and she kept running. Then came the war. The kind that shakes the ground beneath your feet.

And this time - she stopped.

She stopped because something greater than herself demanded action. And from that fracture, a new path emerged

- wider, deeper, and more meaningful. Like Maccabi World Union, which opened its gates and became both a physical and spiritual home: a place of support, healing, and strength for Israelis and Jews from around the world.

When she returned to the track, she was no longer the same runner - but a stronger one.

Even when the crowd doubts, when boos rise from the stands, when the road grows harder - she straightens her back and keeps moving forward. This is resilience: the ability to continue in a changing reality without letting go of who you are and what you believe in.

And Miki, like Maccabi, never runs alone.

Around her stands a global, connected, supportive community. And her home in Israel is always wide open.

At her core lives curiosity - the desire to ask what else is possible. How far one can go, and how wide a single path can grow - until it connects communities, continents, and generations.

Miki - or Maccabi - is not just a runner.

She is a journey.

That journey continues throughout the pages of this report: reflected in the people, the work, the challenges, the achievements, and the impact we create together.

And now, the track opens to you as well.

We invite you to run with her.

With Miki.

With Maccabi.

2025 IN NUMBERS

MACCABI WORLD UNION

IMPACT AT SCALE: PEOPLE, PROGRAMS, AND GLOBAL ENGAGEMENT

5 Continents
60+ Countries
450,000+ members

SCALE & REACH

9,000 Athletes
Maccabiah 2026
50+ Countries

25,940 Visitors
Jewish World Museum

89,237 Guests
Kfar Maccabiah

3,300 Campers
Maccabiah Camp Experience
21 Camps | **8** States

PEOPLE & COMMUNITY IMPACT

224 Individuals Hosted
Former hostages and their family members

700 Participants
Israelis in the Diaspora Project
3 Events

2,100 Participants
Interfaith events fighting antisemitism
3 Countries

GLOBAL FORUMS & PROFESSIONAL EXCHANGE

5 Days | **200** Delegates
MWU & M25 Congress
30 Countries | **55** Sessions

25+ Communities
Maccabi Women's Forum
20+ Countries

30 Israeli Athletes
JCC Maccabi Games
Pittsburgh and Tucson

LEADERSHIP & FUTURE BUILDING

850 Leaders in Training
Maccabi Tzair
Worldwide

9 Maccabi Shlichim

914 Participants
Programs to Israel
16 Countries

33 Leaders
Maccabi European Future
Leadership Forum
10 Countries

16 Participants
CEO Forum
11 Countries

DIGITAL ENGAGEMENT

36.5K Interactions
Facebook

14.2K Interactions
Instagram



MACCABI WORLD UNION HOUSE OF BRANDS



MACCABIAH YEAR – MASSIVE PREPARATION AMID WAR



**MORE
THAN
EVER.**

The 22nd Maccabiah, also known as M25, has become one of the most historic editions of the Jewish Olympic Games - shaped by global unity, resilience, and unprecedented logistical preparation against the backdrop of war. Originally scheduled for July 2025, decisions made throughout the year - from international torch relays and cultural events, to diplomatic engagements, and, finally, the postponement of the Games - demonstrated both the global reach of the Maccabiah and the deep communal support surrounding the movement.

What began as a year of uncertainty and extraordinary challenges evolved into a powerful expression of preparation, unity, and resolve. In the shadow of war, the Maccabiah did not pause - it adapted, strengthened, and reached across continents.

ANNOUNCING M25 AMBASSADORS

In March 2025, during the Maccabi World Union Annual Congress - dedicated entirely to the Maccabiah and attended by representatives from delegations around the world - the Maccabiah leadership unveiled a distinguished group of M25 Ambassadors. This group brought together Olympic and world-class athletes alongside influential voices from across the Jewish world.

The ambassador team included Olympic judo medalists Peter Paltchik and Raz Hershko, Paralympic champions Asaf Yasur and Moran Samuel, Olympic gymnastics champion Artem Dolgopyat, and American advocate and influencer Montana Tucker. Together, they carried the spirit of the Maccabiah far beyond competition - serving as leaders, role models, and ambassadors for Jewish pride, identity, and community engagement worldwide.



Photo: Ronen Topelberg

GLOBAL TORCH RELAY & NEW YORK PARADE



**MORE
THAN
EVER.**

In the spring of 2025, Fifth Avenue in Manhattan became a powerful stage for Jewish pride and global solidarity. A special delegation of Maccabiah representatives, Maccabi USA leaders, Olympic athletes, and partner organizations marched together in the Israel Day Parade.

At the heart of the procession stood the Maccabiah float, carrying the official M25 torch - a symbol of continuity and resilience that had begun its six-month international journey months earlier at the graves of the ancient Maccabees in Israel.

Walking proudly alongside the float and carrying the torch were philanthropist Stuart Weitzman, Paralympic champion Asaf Yasur, and Maccabiah Ambassador Montana Tucker, embodying leadership, excellence, and advocacy. Joined by senior leadership - including the Maccabiah Chairman, the CEO of Maccabi World Union, and Israel's Minister of Culture and Sports, Miki Zohar - the torch became a moving symbol of unity as it continued its journey across continents, connecting Jewish communities before its return to Israel.

International Torch Journey:

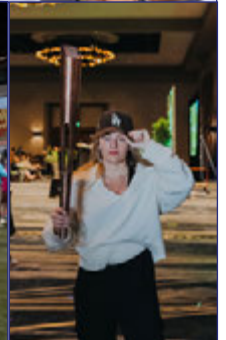
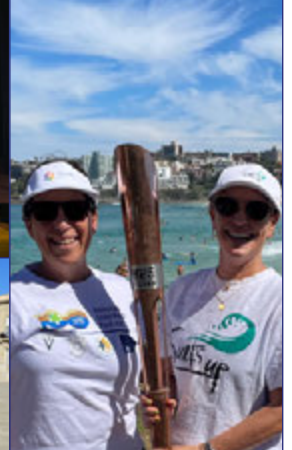
Beyond New York, the Maccabiah torch continued its journey across continents, lighting its way through Jewish communities in Argentina, Australia, Denver (CO), Mexico, and London. At each stop, the torch became a gathering point. More than a relay, the journey strengthened bonds across the Jewish world and reinforced unity and solidarity ahead of the Games.

M25 OFFICIAL LAUNCH EVENT AT KFAR MACCABIAH

In June 2025, the Maccabiah officially launched the M25 year of events with a festive ceremony at Kfar Maccabiah, attended by approximately 100 guests, strategic partners, and members of the Maccabiah ambassador team. The event marked the formal beginning of an ambitious and symbolic journey toward the Games.

During the launch, it was announced that Paralympic champion Asaf Yasur and Olympic medalist Raz Hershko would carry the Maccabiah torch onto the stage at the Opening Ceremony in Teddy Stadium, Jerusalem, representing excellence, resilience, and unity. The evening also featured leading Maccabiah ambassadors, including Peter Paltchik, Moran Samuel, Asaf Yasur, and Raz Hershko.

Key announcements underscored the national scale of the Games, including the return of the Maccabiah to Tel Aviv-Jaffa nearly a century after its first edition, alongside competitions in Herzliya, Haifa, and additional cities. For the first time, the Games will also feature "Expo Maccabiah City – The City of Sport in Israel," an experiential sports hub offering interactive activities, innovation showcases, entertainment, and family-friendly programming.



Asaf Yasur | Paralympic Champion, Paris 2024, and world champion | para taekwondo
Raz Hershko | Olympic silver medalist, Paris 2024, and European champion judoka.

M25 POSTPONEMENT & CHALLENGES

Despite months of extensive preparation, national security considerations significantly impacted the 2025 edition. Maccabi World Union and the Maccabiah leadership, with the support of Israel's Ministry of Culture and Sports, made the decision to postpone the 22nd Maccabiah Games to summer 2026 due to heightened security risks related to the escalation with Iran and the temporary closure of Israeli airspace.

This unprecedented postponement in modern Maccabiah history reflected a clear commitment to safety and the well-being of athletes, staff, and international delegations.

LOOKING FORWARD TO MACCABIAH 2026

From June 30 to July 14, 2026, Israel will host the second-largest sporting event in the world - and the most meaningful Maccabiah yet. **9,000 athletes**, from **50+ countries**, competing in **44 sports** across **15 municipalities**, will transform Israel into one vibrant arena of sport, culture, and Jewish pride.

The Games will open in Jerusalem, with **32,000 participants** in the Opening Ceremony and **2 million viewers** worldwide, while Maccabiah City in Tel Aviv is expected to welcome **250,000 visitors**. With an estimated **\$100 million economic impact**, Maccabiah 2026 will be felt far beyond the fields of play.

More than ever, this will be a celebration of unity, resilience, and global Jewish strength.

As the Jewish world looks ahead to Maccabiah 2026, the message is clear:
together, we move forward, stronger, united, and ready - More Than Ever!

WORLD JEWISH SPORTS MUSEUM – ACTIVITY REVIEW, INSTITUTIONAL DEVELOPMENTS, AND PLANNING FOR 2026

מוזיאון הספורט היהודי העולמי
THE IRIS SMITH מ"ש איריס סמית
WORLD JEWISH SPORTS MUSEUM



The year 2025 marked a significant turning point in the development of the World Jewish Sports Museum. Throughout the year, the museum expanded its knowledge infrastructure, deepened international engagement, strengthened professional processes of documentation and preservation, and developed exhibitions and content that enriched the historical and educational narrative of Jewish and Israeli sport.

The museum continues to consolidate its position as a leading institution dedicated to researching, presenting, and making accessible the Jewish story through sport - integrating education, community, and excellence, and establishing itself as a meaningful center of knowledge on both the local and international stages.



ACTIVITY REVIEW 2025

International Flagship Exhibition

UNBROKEN: Israeli Sport in Times of War

The exhibition "UNBROKEN: Israeli Sport in Times of War," presented in Israel between October 2024 and March 2025, showcased powerful and moving stories of athletes, fans, and sports clubs impacted by the events of October 7. Alongside them were members of the Jewish Diaspora who continued to represent Israel during this challenging period.

Through personal artifacts, testimonies, and firsthand accounts, the exhibition conveyed a compelling message of resilience, identity, and national pride, highlighting sport as a source of strength, community, and hope.

Following its success in Israel, the exhibition was transformed into an international traveling exhibition. It has since been presented in Berlin, Munich, New York, Miami, Pittsburgh, Kansas City, with many additional cities and communities expressing interest in hosting it.

Audiences, Visitors and Educational Activity

Shortly after the Paris Olympic Games, the museum was honored to host several of Israel's Olympic and Paralympic medalists, including Asaf Yasur, Artem Dolgopyat, and Israel's Artistic Gymnastics team, among others, who will also be featured in upcoming exhibitions.

Throughout 2025, the museum welcomed diverse audiences from Israel and abroad, including:

- School pupils of all age groups
- Educational staff and school principals
- Youth delegations and young leadership missions from overseas
- IDF soldiers and commanders
- Senior citizens and community delegations
- Families and the general public
- Professionals from the fields of culture, diplomacy, and sport

In addition, the museum hosted special visits around Jewish and national holidays and developed dedicated tour tracks designed to deepen visitors' connection to the museum's historical, educational, and identity-driven narrative.

Together, this broad educational and cultural activity positions the museum as a key player in the pedagogy of sport, identity, and community resilience.



18,660



2023

23,782



2024

25,940



2025

INSTITUTIONAL INFRASTRUCTURE

Progress Toward Official Recognition as an Accredited Museum

During 2025, the museum made substantial progress toward receiving formal recognition from the Ministry of Culture as an accredited museum. This process included:

- The formulation of professional work procedures and conservation standards
- Comprehensive mapping and management of the collection
- Adapting exhibitions to the required professional standards
- Expanding educational programming
- Systematic documentation of visitor audiences and the implementation of evaluation tools

By the end of 2025, the museum had reached the final stage of the official review process. Accreditation is expected to enable the museum to expand its resources, further develop its collection, and strengthen its public engagement and impact.



KEY PLANS AND PROJECTS FOR 2026

Exhibition: Jewish Sport in Poland on the Eve of the Holocaust

A large-scale exhibition focusing on Jewish sports clubs in Poland in the years preceding World War II. The exhibition will open with a formal ceremony and will be accompanied by an educational program tailored to diverse audiences.

Exhibition: István Tóth – Choosing the Good

An exhibition dedicated to the life and legacy of István Tóth, a football player and coach known for his humanitarian actions during World War II. The exhibition explores his moral courage, the choices he made, and his role in rescuing Jews - presenting his story as a universal example of integrity, responsibility, and humanity in times of moral crisis.

New Exhibition: The Evolution of Basketball

An exhibition presenting a rare collection of balls, uniforms, shoes, and additional historical items documenting the evolution of basketball over time. The exhibition is expected to attract a wide audience, from researchers and students to sports enthusiasts.

The Israeli Sports Hall of Fame

In summer 2026, the Israeli Sports Hall of Fame will be integrated into the museum, adding hundreds of original artifacts and the stories of legendary athletes to a new, dedicated gallery. This expansion will further strengthen the museum's role in preserving and showcasing the history of Israeli sport.

CONCLUSION

The year 2025 marked a period of dynamic growth and momentum for the World Jewish Sports Museum. New exhibitions, expanded educational programs, and meaningful institutional development transformed the museum into a vibrant space that brings the stories of Jewish sport to life.

Today, the museum stands as a leading cultural destination - inviting visitors of all ages to experience inspiration, heritage, and impact firsthand.

Looking ahead, 2026 will build on this momentum with new exhibitions, an expanded collection, and increased international engagement, further strengthening the museum's educational and public impact.

MACCABIAH CAMP EXPERIENCE 2025



In the summer of 2024, Maccabi World Union and Maccabi USA joined forces to launch an exciting new initiative: The Maccabiah Camp Experience. The project was designed to bring the spirit, values, and energy of the world's largest Jewish sporting event to as many Jewish youth across North America as possible.

Seven summer camps hosted the inaugural program, introducing campers to key elements of the Maccabiah - an event that has shaped and inspired tens of thousands of Jewish athletes around the world for more than 90 years. Campers took part in a dedicated Maccabiah Day, featuring a torch-lighting ceremony, sports clinics led by athletes from Israel, the United States, and South America, and a vibrant Maccabiah celebration. At the end of the day, each camper received a specially designed Maccabiah Camp Experience medal.

In 2025, the initiative expanded significantly, reaching 21 summer camps across 8 states. The program also broadened its athletic offerings, adding rugby, tennis and baseball to the existing basketball, soccer and karate clinics. As this important initiative continues to grow in scope and impact, it is already touching the lives of thousands of Jewish campers, strengthening Jewish identity, connection, and community through sport.

Looking Ahead | Future plans

Looking toward summer 2026, the vision is to expand the program even further - growing to four delegations, establishing a presence in Canada, and reaching a total of 30 summer camps. This next phase will continue to deepen the Maccabiah Camp Experience's impact across North America and beyond, bringing the values of sport, excellence, and Jewish connection to even more communities.



MACCABIAH CAMP EXPERIENCE 2025 IN NUMBERS:

- 3** delegations
- 10** athletes
- 198** sports clinics
- 6** different sports
- 21** camps
- 8** states
- 3,300** campers



Watch the Maccabiah Camp Experience

KFAR MACCABIAH – A HOME OF RESILIENCE, SOLIDARITY, AND RENEWAL



Since October 7, 2023, Kfar Maccabiah has stood at the forefront of Israel's emergency response, serving as a central hub for hosting, rehabilitation, and resilience - while continuously adapting to a rapidly changing reality.

Hosting Evacuees – A Temporary Home in Times of Crisis

Between October 9, 2023 and July 7, 2025, approximately 1,000 evacuees were hosted at Kfar Maccabiah. Evacuees from southern Israel remained until August 2024, while those from the north stayed until July 2025. Throughout this period, Kfar Maccabiah provided accommodation, meals, community services, and personal care - all while preserving dignity, privacy, and a sense of routine during times of uncertainty.

Former Hostages and Their Families – A Protected and Sensitive Space

Kfar Maccabiah was designated as a protected and rehabilitative space for former hostages returning from captivity, together with their families.

In total, 424 individuals were hosted at the Kfar:

- **200 in 2024**
- **224 in 2025**

This hosting required exceptional sensitivity, discretion, and flexibility, transforming Kfar Maccabiah into a place of initial recovery, compassion, and renewed hope.

Hosting IDF Soldiers and Military Programs

Throughout the fighting, Kfar Maccabiah operated an extensive hosting framework for Israel Defense Forces (IDF) soldiers. A total of 47 battalions, comprising 16,261 soldiers, were hosted - 9,740 in 2024 and 6,521 in 2025 - as part of our ongoing support for Israel's security forces.

The Iran Escalation – Continued National Support

During the escalation with Iran, Kfar Maccabiah continued to serve as a national anchor, hosting an additional 350 evacuees from Ramat Gan as part of broader emergency preparedness efforts.

The Home of Maccabi World Union Leadership

This year, Kfar Maccabiah once again hosted the Annual Congress of Maccabi World Union, bringing together leaders and community representatives from Israel and around the world, and reinforcing Kfar's role as the central home of the movement's global leadership.

Visit of the Mayor of New York City – International Solidarity at a Critical Moment

This year, Kfar Maccabiah was honored to host a meaningful and emotional visit by outgoing New York City Mayor Eric Adams, who came to express solidarity with the State of Israel and the Jewish people during a time of profound challenge.

During his visit, Mayor Adams met with former hostages currently staying at Kfar Maccabiah with the support of Maccabi World Union, including Yarden Bibas, Bar Kuperstein, and Sagi Dekel Chen, alongside the leadership of Maccabi World Union.

In his remarks, Mayor Adams reaffirmed his commitment to the Jewish people, warned of the rising threat of antisemitism, and praised Kfar Maccabiah as a place of security, warmth, and healing. The visit underscored Kfar Maccabiah's role as far more than a hospitality venue - but as a space of deep human, moral, and international significance.



KFAR MACCABIAH BY THE NUMBERS

89,237 Total Guests

78,395 Israelis

1,756 Tourists

4,945 Military bookings

6,521 Total soldiers hosted

224 Former Hostages and Families

2025 – A YEAR OF RENEWAL

The year 2025 marked a period of renewal, adaptation, and growth, alongside the continued fulfillment of a national role during times of emergency. Conference spaces were upgraded, new multimedia systems and catering services were introduced, and a strategic conferences and events project was launched, offering a comprehensive and elevated hosting experience.

The postponement of the Maccabiah required swift adjustments, leading to alternative programming and the engagement of new clients throughout the summer.

Sports Club – Accelerated Community Growth

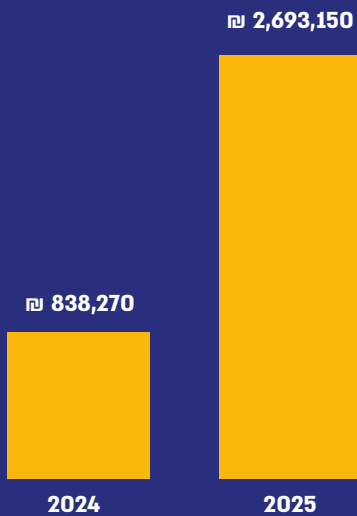
The Kfar Maccabiah Sports Club experienced significant growth, including a 20% increase in membership and ticket revenue and a more than 200% rise in summer memberships. Expanded programs for families, children, and youth further strengthened Kfar Maccabiah's role as a vibrant community hub - both in times of crisis and in everyday life.

Much More Than a Place

For decades, Kfar Maccabiah has served as a second home in Israel for members of the Maccabi Movement from around the world - a place of sport, culture, and belonging. But over the past year, in the face of extraordinary challenges, it became far more than that: A space of compassion. A place of safety. A symbol of mutual responsibility. A home for all Israelis.



SPORTS CLUB REVENUE GROWTH SUMMER SUBSCRIPTIONS MAY-AUGUST





Yachad, MWU's Israel program department, creates powerful, life-changing experiences in Israel that bring together participants from diverse backgrounds, languages, and cultures across the globe. These programs strengthen Jewish identity, develop leadership skills, and forge deeper connections to Israel and the Maccabi movement through shared, meaningful moments.

Solidarity in Action: Strengthening Ties with Israel

In 2025, in response to the evolving situation in Israel, Yachad expanded its solidarity programs, welcoming leadership delegations from across the Maccabi world, including the USA, Uruguay, Mexico, Great Britain, Argentina, and beyond. These missions offered participants a rare and authentic glimpse into Israel's daily reality – a nation that continues to thrive, build, and progress, driven by its unshakable spirit of resilience and growth.

Many participants arrived with the intent to support Israel, but left deeply moved and transformed. Through powerful encounters with soldiers, released captives, and members of Israel's diverse communities – combined with volunteer efforts and visits that stretched from the north to the south of the country – they experienced firsthand the strength and determination of the Israeli people. Learning about the events of October 7 and witnessing Israel's ongoing renewal fostered deep personal connections, leaving participants with a heightened commitment to supporting Jewish communities and the State of Israel worldwide.

From Training to Leadership

After nearly two years of challenges, Yachad's youth programs are also returning. These initiatives bring young leaders who have completed their madrichim (leaders) training to Israel for one final step before returning home to educate the next generation. Over the course of three weeks, these future leaders deepen their Jewish identity, strengthen their connection to Israel, and reinforce their ties to the Maccabi movement. They return to their communities with renewed purpose, ready to inspire and lead.

Looking into 2026

This past year, despite ongoing conflict, the programs proudly welcomed dozens of passionate participants from San Diego, Mexico, Colombia, Guatemala, and Chile. In 2026, over 100 chanichim (leaders in training) from Panama and more than 300 chanichim from Argentina will join, continuing the tradition of growth, solidarity, and leadership.

**ANNUAL SNAPSHOT:
GROUPS VISITING
ISRAEL THROUGH
MACCABI**

8 Total solidarity missions

186 Total Participants

3 Total short-term programs

515 Total Participants

3 Total short-term programs

213 Total Participants

16 total countries

Argentina | Australia | Brazil

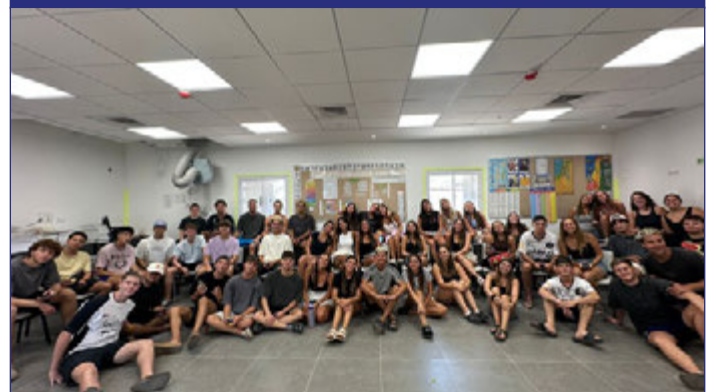
Canada | Chile | Colombia

Costa Rica | Guatemala Hungary

Mexico | Panama | Spain

Great Britain | Uruguay

USA (Miami, San Diego, Baltimore) | Venezuela





Maccabi Tzair (MTZ) is MWU's global youth movement, active across Israel, the United States, Europe, and Central and South America. Through a wide range of events, exchanges, and international collaborations, MTZ delivers meaningful educational, leadership, and personal development programs. With a strong emphasis on sport, well-being, and Zionist values, the movement nurtures deep and lasting connections among Jewish youth around the world.

Throughout the year, MTZ brings together young people from across the globe through impactful initiatives and close collaboration with Maccabi World Union, strengthening Zionist identity and fostering meaningful relationships between Israeli teenagers and their peers worldwide.

**Maccabi Tzair Israel –
Joint Activities with Maccabi World Union | 2025**

- Summer programs with Maccabi Tzair International Teens - Approx. 50 teens
- 81st Torch Relay to England with Maccabi Great Britain - 10 teens
- BMore Leadership Program (Baltimore & Maccabi Tzair Nes Tziona) - 30 Teens
- Shnat Sherut Delegation to Maccabi Australia's CARNIVAL - 2 madrichim
- JCC Maccabi Games (Pittsburgh & Phoenix) - 2 madrichim
- Betar Elichai – Joint educational activity with a delegation from Italy - 40 teens
- Jewish Festival in Brno, Czech Republic - 1 madrich
- Maccabiah 2025 & Maccabi Tzair Memorial Day Kit ("Candle, Postcard & Tie") - Hundreds of participants

Maccabi Tzair Olami (World Branches)

In 2025, MWU's Educational Department continued to strengthen Jewish leadership within Maccabi Tzair worldwide by training madrichim from Israel, Latin America, North America, and Europe, while advancing leadership development across the movement.

European Maccabi Tzair Seminar – Madrid

Participants: **~40 educators** | **Speakers: 6** | **From 5 countries:** Spain, Germany, Hungary, the Czech Republic, Finland.

19th North American Maccabi Tzair Seminar – San Diego

Participants: **~200 madrichim** | **Speakers: 14** | **6 delegations:** Fort Lauderdale, Guatemala, Mexico, Israel, Miami, San Diego.

Seminar for Maccabi Tzair Guatemala Madrichim – Guatemala

Participants: **15 madrichim**

14th Continental CLAM Maccabi Tzair Seminar – Chile

Participants: **400 educators** | **20 branches** from Argentina, Brazil, Chile, Guatemala, Mexico, Uruguay, USA.

Argentinian Madrichim Gathering – Buenos Aires

Participants: **200 madrichim** | **5 Organizations:** CISSAB, Maccabi La Plata, BAMI, Brit Ajim, Maccabi Buenos Aires.





Global Educational and Sports Center

The Maccabim World Educational Center operates as a developing global hub that integrates education, sports, leadership, and community engagement, leveraging existing assets to drive unique growth for the Maccabi World Union.

The Educational Center

The Educational Center serves as a hub for educational activity, professional training, and international hosting.

The center includes 36 on-site guest rooms overlooking the Jerusalem Hills, providing accommodation for families, organized groups, delegations, and international visitors. In addition, the facility offers classrooms and halls that support seminars, educational programs, and conferences.

Educational and Professional Activity

In 2025, the campus served as a permanent base for the Court Security School of the Israeli Courts Administration and hosted professional groups from Israel Aerospace Industries, alongside international youth delegations, strengthening its role as a global educational hub.

Sports and Physical Excellence

The Sports Center is a central pillar of the campus, featuring tennis courts, a basketball court, a synthetic grass futsal field, and a developing padel complex. The nearby Country Club offers other sports and wellness services, together supporting both community and professional sports activity.

Community and Local Engagement

The campus primarily serves the residents of Maccabim and the surrounding area, while simultaneously hosting national and international groups. This dual role enables a meaningful connection between local community life and global Maccabi activity.

Looking Ahead

The coming year will focus on expanding educational activity, strengthening collaboration, and advancing an integrated global campus.

MWU EDUCATIONAL & LEADERSHIP FORUMS



Photo: Ronen Topelberg

In 2025, more than 200 Maccabi leaders and representatives from around the world gathered at Kfar Maccabiah for the Maccabi World Congress, held in the lead-up to the M25 Maccabiah Games. Beyond its role as the movement's formal decision-making body, the Congress served as a global educational and values-based forum - strengthening leadership, resilience, and community connection.

Participants reviewed the 2024 Impact Report, discussed MWU's strategic direction, and received updates on preparations for the Maccabiah Games, now scheduled for 2026.

The opening evening of MWU Congress was a moving celebration of Jewish sport, unity, and resilience, and was honored by greetings from President Isaac Herzog and Israel's Minister of Culture and Sports, Miki Zohar. Through powerful performances and personal stories of loss, courage, and recovery following October 7, the event highlighted the unifying role of the Maccabiah as a symbol of hope and continuity. The evening also marked the launch of the global journey toward the Games, with the introduction of the Maccabiah Ambassadors and the ceremonial passing of the Maccabiah Torch.

Alongside these moments, the Congress placed strong emphasis on learning, shared responsibility, and the exchange of best practices across continents.

A central focus of the Congress was its educational programming, designed to translate values into action and ensure that insights and tools would reach Maccabi communities worldwide. Delegates participated in sessions addressing contemporary challenges facing Jewish and

CONGRESS IN NUMBERS

200 Delegates

30 Countries

5 Days

55 Sessions

15 Guest Speakers

7 Sport Experiences

3 Evening Events



Watch Congress 2025 Recap

Zionist communities, leadership in times of crisis, combating antisemitism, and strengthening organizational capacity. These discussions were complemented by practical tools for managing Territorial Organizations (TOs) and building sustainable, values-driven communities.

Experiential education played a significant role throughout the Congress. Delegates visited rehabilitation centers and Beit Halochem, where they met IDF veterans wounded in the war, heard their personal stories, and participated in wheelchair basketball. These encounters powerfully connected the Maccabi's core values of sport, dignity, and perseverance with the lived realities of Israeli society.

In parallel with the Congress sessions, a dedicated one-day Maccabi Women's Forum was held, bringing together women leaders from across the Maccabi world to highlight women's leadership and their vital role in strengthening communities during times of crisis and recovery.

Together, the Maccabi World Congress and Maccabiah-related programming reflected the movement's holistic approach: combining governance and strategy with education, values, and lived experience.

By investing in leadership development, shared learning, and meaningful encounters, the Congress ensured that its impact extended far beyond the gathering itself - reaching communities, youth, and future leaders across the global Maccabi network.



Who We Are?

The MWU Women's Forum was established to advocate women's voices and perspectives globally, advance women's leadership, and increase their representation in key decision-making roles within the movement.

The Forum aims to strengthen ties between Israel and Jewish communities worldwide, fostering a global network of empowered women leaders connected by shared values, purpose, and action.

Ongoing Activities

In 2025, the Maccabi Women's Forum significantly expanded its global leadership network, strengthened its working frameworks, and deepened cross-community dialogue and communications in support of women leaders worldwide.

Global Activity Map

Throughout the year, the Forum connected Jewish communities worldwide through shared values of leadership, resilience, and a deep connection to Israel.

In Europe, the Forum was active in both established and emerging communities, including Italy (Turin), Germany (Berlin), the Netherlands, Sweden (Stockholm), Hungary (Budapest), and Ukraine. Activities included Forum launches, leadership gatherings, sports initiatives, and public engagement.

In North and Central America, activities took place in Canada and Mexico City, focusing on community strengthening, awareness, and solidarity with Israel. In South America, the Forum operated in Argentina (Buenos Aires), Colombia, and Chile, working in close collaboration with local Maccabi organizations, Jewish communities, and Zionist institutions.

In Australia, activities were held in Perth and as part of the centenary celebrations marking 100 years of Maccabi Australia - connecting women's leadership, sport, and community in a meaningful way.

Across all regions, these efforts contributed to the growth of a single global women's network - local in action, global in impact.

ONGOING
ACTIVITIES

37 chairs and representatives
(up from 24 at the end of 2024)

Presence in **25+** communities
across **20+** countries

12 annual Zoom meetings

107 women in an active WhatsApp group

Newsletter distribution to
500+ women

Monthly dedicated coverage
in the global Maccabi newsletter

GLOBAL
ACTIVITY MAP

Activity in **15+** countries

Presence across **4** continents

Dozens of community events and initiatives

Hundreds of active women across communities

Ongoing cross-border collaboration
with Jewish and Israeli organizations

Activity in Israel

In Israel, the Maccabi Women's Forum strengthened connections between women worldwide and Israeli society through educational and values-based programming focused on leadership, resilience, and community. This work was highlighted by a full-day Women's Forum Conference held in advance of the Maccabi Congress.

Additional activities included holiday programming, leadership Zoom sessions, community volunteering, promotion of Catchball ahead of the Maccabiah, and a women's solidarity delegation from Argentina to Israel's northern communities.



Looking Ahead to 2026

In 2026, the Maccabi Women's Forum will advance a dedicated annual project focused on Israel's northern communities, connecting Jewish women worldwide through a values-driven, community-centered approach. Plans also include the third annual Women's Forum Conference, held ahead of the Maccabi Congress, alongside dedicated Maccabiah programming highlighting women in sport and leadership.



Scan to watch Maccabi women pass the flame worldwide

ACTIVITY IN ISRAEL

Women's Forum Conference:

3 segments, **127** participants

6 major events and gatherings (in Israel and via Zoom)

23 women participated in
a solidarity delegation from Argentina

88 participants in a leadership event with Sheryl Sandberg

Involvement in **3** sports and community initiatives

PLANS FOR 2026

One cross-community annual project

Third annual Women's Forum Conference

Dedicated programming within the Maccabiah

Continued expansion of the Forum into

additional communities and countries

MACCABI SHLICHIM

In 2025, nine Maccabi shlichim served across North America and Mexico, acting as key representatives of Maccabi World Union's mission to strengthen connection, identity, and community through sport and Jewish education. Working closely with local Jewish communities and partner organizations — including the JCC Association and BBYO — the shlichim identified community needs, developed leadership and volunteer initiatives, and coordinated regional programming that deepens ties between Israel and the Diaspora.

Through leadership development, educational initiatives, community engagement, and strategic partnerships, the shlichim advanced Maccabi's core values of peoplehood, solidarity, and Jewish continuity across diverse communities in North America.

In December 2025, all of MWU shlichim gathered in Philadelphia for a four-day seminar focused on strengthening their professional roles and expanding their tools for effective community engagement. The program addressed the key challenges of the current period - including the impact of October 7, the rise in antisemitism, and the growing need for values-driven leadership - while integrating organizational learning, educational dialogue, and experiential learning through sport. The seminar further reinforced the shlichim's role as a vital bridge between Israel and Maccabi and Jewish communities worldwide.

MWU CEO FORUM 2025 – ISRAEL (Ramat Gan / Jerusalem / North & South)

The 2025 Maccabi World Union CEO Forum was held in Israel, bringing together senior executives and professionals from across the Maccabi world. As the movement's highest-level professional forum, the CEO Forum serves as MWU's primary operational engine —leading key projects, implementing strategic decisions, and translating the movement's vision into action through Territorial Organizations (TOs) and local communities worldwide.

Hosted at Kfar Maccabiah and complemented by visits to Jerusalem, northern Israel, and the south, the Forum addressed the central challenges of the current period, including:

- Responding to the ongoing war and the rise of global antisemitism
- Strengthening communal leadership, tools, and partnerships
- Integrating strategic dialogue with professional exchange
- Reinforcing leadership, resilience, Jewish identity, and solidarity with Israel

The Forum combined professional depth with powerful experiences, including educational programming, site visits, and meaningful community encounters - reinforcing Maccabi's role as a global movement connecting sport, values, and community.

The CEO Forum: Leading with Impact

- Peoplehood Through Resilience
- Zionism in Action
- Unified Public Leadership
- A Stronger, Connected Movement

MWU SHLICHIM GROWTH



Shlichim Locations:

- MUSA - Philadelphia, PA
- JCCA - New York City, NY
- BZD - Baltimore, MD
- BBYO - Washington, DC
- DP JCC - Fort Lauderdale, FL
- JCC Maccabi Games - Tucson, AZ
- JCC Maccabi Games - Pittsburgh, PA
- JCC Maccabi Games - Kansas City, MO
- CDI Mexico - Mexico City, Mexico



CEO FORUM IN NUMBERS:

16 Participants

14 Speakers

11 Delegations

Argentina (incl. La Plata), Australia, Canada, Czech Republic, Guatemala, Hungary, Paraguay, Spain, Ukraine, USA, Venezuela.



MACCABI EUROPEAN FUTURE LEADERSHIP FORUM (FLF) – BUDAPEST, HUNGARY

In April 2025, the Maccabi European Future Leadership Forum (FLF) convened in Budapest, bringing together 33 young leaders from over 10 countries, including Austria, France, Germany, Ukraine, Italy, Spain, the Netherlands, the USA, Great Britain, and Hungary, for an intensive leadership development experience.

The program focused on cultivating the next generation of Maccabi Europe's leadership through hands-on training, meaningful dialogue, and cross-border networking, all rooted in the core values of Zionist heritage, Jewish continuity, and responsibility-driven community leadership.

Through shared learning and collaboration, participants formed a strong transnational peer network, strengthening regional cooperation and reinforcing the future leadership capacity of Maccabi Europe.



THE ISRAELIS IN THE DIASPORA PROJECT

In recent years, the number of Israelis living outside Israel has grown significantly. Current estimates indicate that nearly 1 million Israelis - approximately 10% of Israel's population - now reside in the Diaspora. As these communities continue to expand - often faster than local Jewish communities - Maccabi World Union, under the leadership of Chairman Amir Peled, launched a dedicated initiative to support them and strengthen their ongoing connection to the State of Israel through community, culture, and sport.

Project Mission

To preserve Israeli identity and foster a lasting connection to Israel among Israeli communities in the Diaspora, through sport, Hebrew language, and community-building - while creating direct links to local Maccabi infrastructures and to the Movement's global network and activities.



Activities Implemented in 2025

- Sports Peak Days – Barcelona | 300-350 Participants | A community sports day held in partnership with ICE (Israeli Community Europe) and local Maccabi branches.
- Sports Peak Days – Athens | 250-300 Participants | A community sports day held in partnership with ICE (Israeli Community Europe) and local Maccabi branches.
- Beit Ha'Am Community Programming (Pilot) – Vienna | 40 participants | Community-based programming developed in partnership with the World Zionist Organization (WZO).

Planned Activities for 2026

- Beit Ha'Am Pilot Expansion – Europe: Expansion of community-based pilot programs combining sports, culture, and Israeli identity-building.
- Live Online Fitness Training in Hebrew – Online: Live-streamed fitness classes delivered in Hebrew, strengthening connection and accessibility across communities
- "Second Home" Initiative – Kfar Maccabiah, Israel: Sports-focused homeland visit experiences for Israelis living in the Diaspora, centered at Kfar Maccabiah.
- Israeli Student Home Partnership (under review) – Czech Republic & Poland: Training programs and healthy lifestyle activities for Israeli students abroad.
- GIL – Global Israeli Leadership Partnership (under review) – Germany: A sports-centered weekend program for Israeli teenagers, focused on leadership and identity.
- Community Sports Day Model Expansion – multiple cities (TBD): Replication of the community sports day model through training and empowering local leaders.



ARGENTINA



AUSTRALIA



AUSTRIA



BRAZIL



DENMARK



FRANCE



GERMANY



GREAT BRITAIN



ISRAEL



ITALY



LITHUANIA



MEXICO



SLOVAKIA



SOUTH AFRICA



SPAIN



SWEDEN



GLOBAL MACCABI ACTIVE



CANADA



CHILE



COLOMBIA



CUBA



GREECE



HOLLAND



HUNGARY



INDIA



NEW ZEALAND



PARAGUAY



PERU



ROMANIA



SWITZERLAND



UKRAINE



USA



VENEZUELA



VITY SNAPSHOT - 2025

MACCABI AFTER OCTOBER 7TH

KFAR MACCABIAH — A PLACE OF HOME AND HEALING FOR THE RELEASED HOSTAGES

Since the tragic events of October 7, Maccabi World Union has opened the doors of Kfar Maccabiah as a sanctuary of care, comfort, and recovery for those most deeply affected by the conflict.

Kfar Maccabiah has become far more than a physical space — it has served as a true home away from home for evacuees from across Israel, survivors of the Nova music festival, displaced civilians, thousands of IDF soldiers, and, in 2025, 224 released hostages and their families following years of captivity.

During their stay, the released hostages and their loved ones received comprehensive, 360-degree support designed to allow full focus on recovery and rebuilding. This included safe and comfortable accommodation following treatment at Sheba Medical Center, alongside professional care from mental health specialists, medical staff, and dedicated support teams.

This initiative reflects MWU's core values of unity, resilience, and mutual responsibility — principles that guide the organization's global work and commitment to the Jewish people in Israel and the Diaspora. Kfar Maccabiah stands not only as a hospitality venue, but as a space of healing, community, and shared national identity—demonstrating how sport and communal frameworks can foster renewal and resilience in times of profound challenge.



Bar Kupershtein during a rehabilitation activity at Kfar Maccabiah after 738 days in Hamas captivity.

THE SHUALIM OF KFAR AZA – HEALING THROUGH SPORT IN URUGUAY

In October 2025, the Kfar Aza Shualim (the Foxes), survivors of the October 7 attacks, traveled from Israel's Gaza Envelope to Uruguay to compete in the Masters Maccabiah Games. More than a football tournament, the journey became a powerful expression of resilience, healing, and hope - on the field and beyond.

Supported by Maccabi World Union, the initiative reflected MWU's belief in sport as a bridge for connection, personal growth, and community rehabilitation—using its universal language to share stories and strengthen bonds across continents.

For the Shualim, many of whom lost family members on October 7, the experience was deeply transformative. Prior to departure, the team met with MWU leadership at Kfar Maccabiah, reinforcing their sense of belonging and readiness to share their story with the world.

"Sports strengthen us, deepen our bond, and help us heal," said the team captain, who re-established the team alongside fellow players after profound personal losses. "It gives us a way to bring our story to the world - and to show how important it is to bring everyone home."

In Uruguay, the Foxes were warmly embraced by Jewish communities in Montevideo and Punta del Este. Welcomed into homes and shared spaces, the team experienced genuine solidarity and support. What began as a tournament evolved into a powerful international embrace and a reminder of shared humanity.

The Games highlighted sport's unique power to build bridges across cultures and transform challenges into collective strength. The Foxes returned home with renewed energy and purpose, carrying friendships that will continue at Maccabiah 2026 in Israel.

COMMEMORATING OCTOBER 7 AT THE 2025 MWU CONGRESS

At the Maccabi World Union Congress held in March 2025 at Kfar Maccabiah, the global Maccabi community came together to honor the impact of October 7 through moments of remembrance, reflection, and resilience.

Highlights included the screening of Oz's List and a powerful testimony by Oz Davidian, alongside visits to rehabilitation centers and the UNBROKEN exhibition —emphasizing sport's role as a source of healing and strength.

The evening reception deepened the commemoration through deeply moving personal moments. Among them was the appearance of Sasha Troufanov and his mother, Yelena, reunited after years of captivity - a powerful symbol of resilience, unity, and renewal, honored by MWU leadership for their courage and strength.

The Congress concluded with singing Hatikva, honoring those still held hostage and expressing collective hope and solidarity. This moment reaffirmed the global Maccabi community's commitment to stand with Israel—More Than Ever—through shared memory and unity.



Watch the story of the Kfar Aza Foxes' journey to South America



Photo: Sasha Troufanov

FIGHTING ANTISEMITISM

Interfaith Advocacy & Global Hasbara in Action

In 2025, MWU's Educational Department focused its global efforts on advocacy and public education to counter rising antisemitism and anti-Zionist delegitimization. Through international conferences, strategic partnerships, and outreach to non-Jewish audiences, MWU strengthened leadership capacity and provided practical tools for effective public engagement.

Rome | Advancing Policy & Education Against Antisemitism and Anti-Zionism

Participants: **100**

A historic ceremony at the Italian Chamber of Deputies, honoring Deputy Prime Minister Matteo Salvini, in partnership with UAII, the Milton Friedman Institute, and Alleanza per Israele.

Impact

- Policy: Cross-party backing for legislation defining anti-Zionism as antisemitism.
- Systems: National antisemitism education introduced in 22,000 Italian schools (2025) via MWU partnerships.
- EU Scale: Italian model positioned for broader European adoption.

Guatemala City | "Guatemala Blesses Israel" – Interfaith Gathering

Participants: **1,000**

Including delegations from Honduras and El Salvador.

Impact

- Countering delegitimization: Interfaith affirmation of Israel's legitimacy.
- New allies: Engagement of non-Jewish leaders as credible advocates.
- Education: Positioning delegitimization as a moral challenge.
- Reach: 1,000+ Christian leaders mobilized; broadcast to millions across Latin America.

New York | "New York Blesses Israel" – Interfaith Gathering

Participants: **1,000+** attendees

Held during the 25th anniversary of the Aliento de Vida Church.

Impact

- Public response: Visible stand against misinformation and anti-Israel narratives.
- Partnerships: Strengthened Jewish–Evangelical alliances across the Americas.
- Reach: Broadcasts reaching millions in the Americas and Europe.

IN NUMBERS:

1000+ New York

1000 Guatemala City

100 Rome

COMBATING ANTISEMITISM & THE DELEGITIMIZATION OF ISRAEL

In response to the sharp rise in antisemitism and efforts to delegitimize Israel since October 7, Maccabi World Union - in partnership with the Israeli Ministry of Diaspora Affairs and Combating Antisemitism - launched a strategic, action-oriented initiative to strengthen Jewish resilience and Israel's standing worldwide.

Operating within a NIS 50 million framework, the initiative funded nearly 30 concrete projects across Israel, Europe, and the Americas. These efforts address real-world challenges across media and digital spaces, education, academia, culture and society, and interfaith engagement—combining rapid response with long-term capacity building.

Focused on coordination, effectiveness, and measurable impact, the initiative works to reduce antisemitism and disinformation online, strengthen pro-Israel networks, improve international discourse, and equip organizations with tools, training, and technology needed to act decisively.

Looking ahead to 2026, the initiative will deepen collaboration among partner organizations, fostering a unified, professional ecosystem capable of delivering sustained impact where it matters most.

Global Remembrance, Shared Hope

Ahead of October 7, marking two years since the Iron Swords War, the global Maccabi community gathered for a memorial event that united participants from five continents in remembrance and solidarity.

The gathering offered space for reflection on loss, resilience, and the enduring strength of Israeli society. A central moment featured remarks by Rear Admiral (Res.) Daniel Hagari, former IDF Spokesperson, who spoke about Israel's younger generation - highlighting their courage, commitment, and unbreakable spirit in the face of war.

The event reaffirmed a shared belief in renewal, hope, and the Maccabi movement's continued unity and responsibility toward Israel's future.



TACKLING ANTISEMITISM THROUGH EDUCATION AND SPORT



Alongside engaging the Jewish community through sports programs, events, and education on contemporary antisemitism, one of Maccabi GB's core strategic objectives is its 'Contribution to British Society'.

Maccabi GB plays a significant role in engaging non-Jewish audiences across the UK through education, sport, and community-based initiatives aimed at combating antisemitism, discrimination, and hate, while fostering positive interfaith relationships. By working with mainstream schools, professional and grassroots sports clubs, young people, and interfaith partners, Maccabi GB delivers impactful programs that reach tens of thousands of participants beyond the Jewish community.

This work promotes understanding, inclusion, and shared responsibility, while highlighting Maccabi GB's meaningful and lasting contribution to British society.

Tackling Antisemitism in Sport (TAS) - 2025 Highlights

- **2,200 participants** reached in 2025
- **91 workshops** delivered
- **35 clubs** engaged (**10 Premier League**, **25 EFL**) and **27** County FAs
- Training delivered to all **20 Premier League clubs**
- Workshops held with Championship and EFL academies, including Nottingham Forest, Fulham, Huddersfield, Coventry, Bournemouth, Ipswich, Birmingham City, Chesterfield, and others
- Engagement with County FAs nationwide, including Durham, Northumberland, Herefordshire, Sussex, Essex, Gloucestershire, Worcestershire, and Liverpool
- Pre-match steward briefings at major stadiums, including Anfield, St Mary's, The Den, and Loftus Road
- First-ever antisemitism workshop delivered to a Barnet FC First Team

Tackling Antisemitism in Sport Symposium

- The Tackling Antisemitism in Sport Symposium, hosted at Arsenal FC, brought together clubs, regulators and international partners to address antisemitism in sport
- **120 representatives** from football clubs in attendance
- Panels discussions featuring leaders from governing bodies and Jewish athletes
- A working-group session focusing on developing a practical toolkit to tackle antisemitism in sport
- A symposium bringing together 120 football professionals - QR to read more



STAND UP! EDUCATION AGAINST DISCRIMINATION

WWW.STANDUPEducation.ORG

Over **17,000** students reached across the UK

441 workshops delivered in **69** mainstream schools nationwide

In London alone, **340** workshops reached **13,218** students



ALAN SENITT UPSTANDERS LEADERSHIP PROGRAMME (ASULP)

10 school-based seminars delivered across **10** schools

100 young people participated

A year-end graduation event in July celebrated remarkable student-led social action initiatives, with over **200** students and parents in attendance

LONDON INTERFAITH WELLBEING FESTIVAL

1,000 participants

36 charity and community partners



MACCABI AROUND THE WORLD – SPECIAL PROJECTS AND COLLABORATIONS:

Maccabi Australia 100th Anniversary

In 2025, Maccabi Australia proudly marked 100 years of continuous activity with a series of high-profile events celebrating a century of impact across sport, education, community life, and Jewish identity.

The centenary celebrations - including flagship gala events at some of Australia's most iconic sporting venues - showcased Maccabi's unique ability to unite sporting excellence with values-driven education and a sense of belonging.

Throughout the celebrations, Maccabiah's core values took center stage: excellence, partnership, Zionism, and a deep connection to Israel, alongside a strong commitment to community building, leadership development, and inclusive participation. Particular emphasis was placed on advancing women and strengthening women's leadership in sport and communal life.

While honoring the athletes, volunteers, and leaders who built Maccabi over the past 100 years, the centenary also looked confidently to the future - deepening ties between Maccabi Australia and Maccabi World Union, and reaffirming Maccabi's role as a global movement that inspires resilience, Jewish continuity, and a living connection between sport, heritage, and community.



MACCABI ISRAEL

Maccabi Israel, the umbrella organization uniting all Maccabi sports clubs across the country, plays a central role in assembling Israel's sports delegations for major international events within the Maccabi movement. Over the past year, Maccabi Israel delegations proudly represented Israel at the JCC Maccabi Games in Tucson, Arizona, and Pittsburgh, Pennsylvania.

The Israeli delegation participated in the Games with a total of 30 athletes and four staff members. It included boys' basketball teams from Maccabi Kiryat Motzkin and Maccabi Bat Yam, alongside a girls' basketball team from Maccabi Ramat Gan. The girls' team recorded a notable achievement, winning the bronze medal in the Under-17 basketball competition in Tucson.

We extend our sincere appreciation to the JCC Association for their partnership and support in hosting the Israeli delegation and fostering meaningful international sporting connections. We look forward to the upcoming JCC Maccabi Games, to be held in Toronto and Kansas City in the summer of 2026.





The year 2025 marked a significant turning point. The Evolve process concluded with the submission of a strategic framework shaped by lay leaders and professionals from across the Maccabi world, representing different regions, roles, and levels of leadership. This collective effort laid the foundation for MWU's future direction. Much of the strategic thinking, refinement, and alignment took place throughout 2025, and it is from this work that we now move forward into a focused year of action.

Maccabi World Union is entering its next phase of evolution – transitioning from a “good movement” into a comprehensive, global Jewish-Zionist movement with clear and measurable impact. By integrating Sport, Education, and Wellness, MWU strengthens Jewish identity, builds community resilience, and deepens the connection between the Diaspora and the State of Israel.

Our strategy is anchored in six integrated foundational pillars that together provide a clear roadmap for global growth and impact:

Global Belonging & Community – Fostering enduring relationships between Israel and the Diaspora through a “Maccabi Life Journey,” creating a continuum of engagement from youth through adulthood.

Brand Growth & Influence – Establishing MWU as the leading global voice for Jewish sport and well-being, unified under a consistent brand that inspires pride and actively confronts antisemitism.

Education for Identity & Leadership – Investing in the next generation of diverse Jewish leaders through education, mentorship, women's leadership initiatives, and values-based sport curricula.

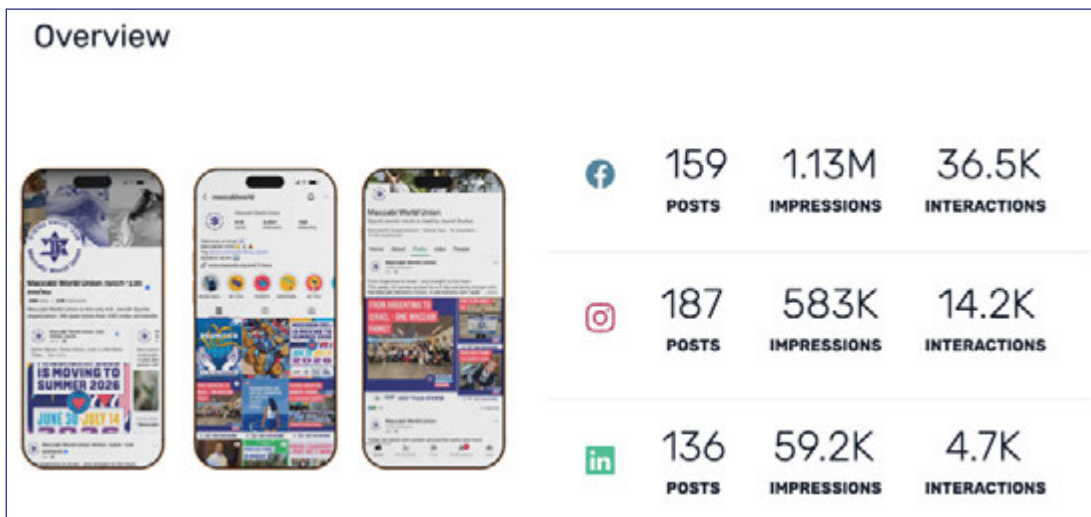
Sustainability & Growth – Ensuring long-term financial resilience by diversifying revenue streams, professionalising fundraising, and leveraging global assets.

Sport as a Universal Connector – Securing the prominence of the Maccabiah Games while developing strong, year-round sporting pathways for all ages, including adaptive sport.

Wellness as a Lifelong Commitment – Advancing a strategic focus on physical and mental well-being, positioning MWU as a global centre for lifelong wellness, including the development of a Maccabiah Wellness Hub.

**GROUNDING IN GLOBAL
PARTNERSHIP,
SHARED VALUES,
AND COLLECTIVE
LEADERSHIP, MWU
MOVES INTO 2026
WITH CLARITY OF
PURPOSE, A UNIFIED
DIRECTION, AND A
STRONG COMMITMENT
TO ACTION.**

IN 2025, OUR MEDIA PRESENCE REACHED NEW HEIGHTS. HERE IS A LOOK AT THE YEAR'S KEY HIGHLIGHTS:



MACCABIAH BRINGS PROMISING BASKETBALL PLAYER TO ISRAEL



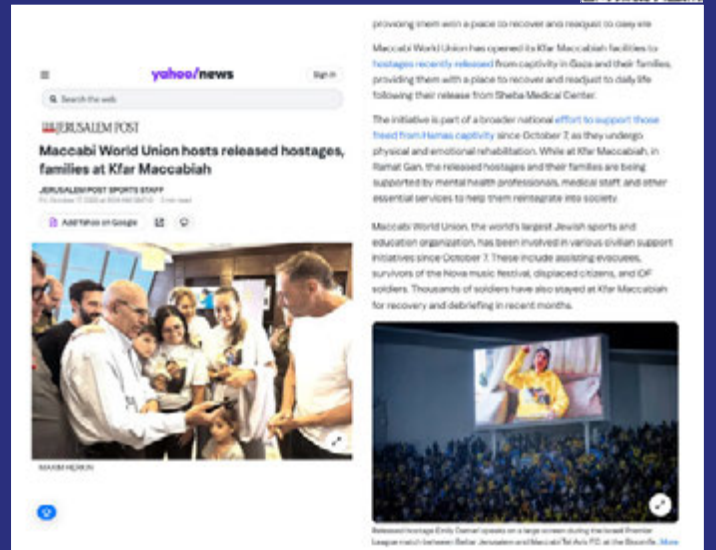
THE JERUSALEM POST



INTERVIEW WITH MICHAEL SIEGAL



YAHOO NEWS



2025 IN NUMBERS:

50 Articles Published

25 Media outlets across the Jewish World



בואו להיות
סליחי מכבי
בצפון אמריקה!
מקום - מקום

REUNITED
MORE THAN EVER.

MACCABIAH 2025 IS MOVING TO SUMMER 2026
JUNE 30-JULY 14 2026
MORE THAN EVER.

YOU KNOW?
MWU - OVER 70 COUNTRIES WORLDWIDE.
MORE THAN EVER.

MWU NEXT GEN
ALL THE WAY FROM ARGENTINA TO THIS VIEW.
MORE THAN EVER.

FROM Kfar MACCABIAH
POWER. IDENTITY. COMMUNITY.
MORE THAN EVER.

HAPPY

MWU IN THE MEDIA
"SPORT CAN PROVIDE A PATH TOWARD HEALING"
MORE THAN EVER.

PANAMA AND ARGENTINA ARE BACK
MORE THAN EVER.

TAL BRODY!
MORE THAN EVER.

AN UNFORGETTABLE MOMENT WITH THE LEGENDARY
TAL BRODY!
MORE THAN EVER.

MACCABI GOLD COACH PROFILES
MORE THAN EVER.

his memory be a blessing
MORE THAN EVER.

EACH OF US IS A SMALL LIGHT, AND TOGETHER, WE ARE A STRONG AND ENDURING LIGHT.
MORE THAN EVER.

PLY NOW! AND KSTART YOUR PROFESSIONAL SKILLS!
MORE THAN EVER.

THE KEPER MACCABI HOUSE
MORE THAN EVER.

GIVE HOPE. GIVE STRENGTH. GIVE TO MACCABIAH 2026.
MORE THAN EVER.

FROM ARGENTINA TO ISRAEL - ONE MACCABI FAMILY
MORE THAN EVER.

@MACCABIWORLD

INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN
MORE THAN EVER.

FACCMA ARGENTINA WOMEN'S FORUM AT MACCABI CAMPUS
LAUNCHING A SOLIDARITY MISSION
MACCABI WOMEN'S FORUM
MORE THAN EVER.

THE TIME IS NOW.
MORE THAN EVER.

K FAR AZA FOXES IN URUGUAY!
MORE THAN EVER.

JEWISH LEADERSHIP IN A POST OCT. 7 WORLD
SHERYL SANDBERG & DONNA ORPNER
MORE THAN EVER.

A SPECIAL DAY ON THE PADEL COURT!
MORE THAN EVER.

WAITING FOR YOU TO COME HOME
MORE THAN EVER.

732 WE REMEMBER. WE PRAY. WE HOPE.
MORE THAN EVER.

CHAG SUKKOT SAMEACH!
MORE THAN EVER.

GMAR CHATIMA TOVA.
MORE THAN EVER.

NOTHING WILL STOP US FROM RACING FORWARD
MORE THAN EVER.

NOTHING WILL STOP US FROM RACING FORWARD
MORE THAN EVER.

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MWU and the JCC Association share a long-standing and highly valued partnership that amplifies the reach and impact of two of the Jewish world's most powerful engagement platforms.

In 2025, the organizations marked 43 years of partnership through the JCC Maccabi Games, highlighted by the inaugural JCC Maccabi Campus Games in Pittsburgh and the Games in Tucson. These events proudly included JCC Maccabi Access - a program for young athletes with cognitive and developmental disabilities - and together brought nearly **10,000 teen athletes, coaches, spectators, and volunteers from 85 communities.**

International delegations from Maccabi TOs - including Argentina, Ukraine, Mexico, and Great Britain - took part in the Games, alongside a special delegation from Israel that included youth from the Gaza Envelope and northern border communities, all of whom received a particularly warm welcome.

Planning for the JCC Maccabi 2026 is already well underway in Toronto and Kansas City, where more than 3,000 Jewish teen athletes and over 11,000 total participants are expected to gather.

JCC Maccabi is about far more than competition; it cultivates Jewish pride, peoplehood, and a deep connection to Israel. The partnership with the JCC Association strengthens this mission through the integration of Maccabi Shlichim, who embed meaningful educational and Israel-focused experiences throughout the Games in host communities. These representatives support Games planning, engage Israeli delegations, facilitate mifgash encounters, and lead HangTime (Israel Center) programming - enriching the overall participant experience.

Beyond North America, MWU and JCC Maccabi continue to expand Israel engagement opportunities. Building on the success of the 2023 JCC Maccabi Games in Israel, discussions are underway to return in 2027. Looking ahead, the partners also aim to develop a Maccabi Israel Sports Tour, creating an annual Israel experience for JCC Maccabi teens.

MWU and the JCC Association further collaborate through a shared Central Shlichah, further strengthening global Jewish connections. The Central Shlichah supports 22 JCCs, enhances Israel and Maccabi-focused programming, and ensures that Maccabi values remain central to the JCC Maccabi Games experience.

This collaboration has been further deepened through consistent leadership engagement, including MWU presentations on the Maccabiah and MWU initiatives to the JCC Association Board in May, as well as JCC Association participation in the MWU Congress and the recent CEO Forum. Together, MWU and the JCC Association continue to reinforce Jewish identity, global connection, and youth engagement through sports, education, and shared experiences.

Founded over 101 years ago, BBYO is the world's largest Jewish youth movement in the Diaspora, with more than 730 chapters across 60+ countries. It is also the largest Jewish youth movement in North America. Since its establishment in 1929, Maccabi Tzair has been sponsored by its parent organization, Maccabi World Union (MWU), with its strongest presence across Latin America and Israel.

Both MWU & BBYO are deeply connected to metropolitan Jewish communities, Jewish Community Centers, and communal institutions across three continents. Maccabi Tzair's General Zionist ideology aligns naturally with BBYO's values and mission. Together, the two movements lead joint initiatives and programs that provide thousands of Jewish and Israeli teens with meaningful identity-enrichment and leadership-development experiences.

IC – International Convention

The BBYO International Convention (IC) is the largest Jewish teen gathering of its kind in the world, bringing together more than 5,000 participants from across the globe for a weekend of Jewish pride, learning, and celebration. IC also hosts the annual elections for the International Teen Board.

IC 2025 took place in Denver, Colorado, with a delegation of 30 Israeli teens from Maccabi Tzair proudly representing Israel and the Movement. During the convention, MWU shlichah Tal Maymon brought the new Maccabi exhibition "Unbroken" to the gathering, sharing it with both teens and adults participants, and led special educational programs.

In addition, several Maccabiah and MWU speakers and shlichim represented MWU throughout the event. Among them was Chelsey Goldberg, a professional ice hockey player, Maccabiah silver medalist, and Jewish Sports Hall of Fame inductee, who inspired teens by sharing her personal journey and passion for sport and Jewish identity.

Expanding Maccabi's Global Reach

Over the past year, Tal exemplified the role of an international shlichah for the Movement. She visited Jewish communities across Spain, Poland, and Argentina, bringing Maccabi values and spirit to teens and educators worldwide, while strengthening their connection to Israel. Throughout her shlichut, Tal played a key role in staff training, worked closely with teen leadership, and served as a personal role model and source of inspiration.

Summer Camps

With the support and close guidance of the central MWU shlichah, six additional summer shlichim - proud graduates of Maccabi Tzair - embarked on a meaningful journey to three BBYO summer camps. Through dynamic programming and personal engagement, they infused camp life with Israeli culture, values, and stories, reaching nearly 800 Jewish teens from across the globe.



Maccabi Tzair Delegation to BBYO Kallah Summer Camp

This year, in partnership with BBYO and additional collaborators, a delegation of 26 Maccabi Tzair teens participated in BBYO's International Kallah summer program - a unique and immersive experience that brings together Jewish teens from around the world to explore Jewish identity, shared heritage, and leadership in an open and meaningful environment.

Through deep dialogue, creative electives such as music, cooking, photography, sports, and communal living in a vibrant camp setting, participants discovered their voices and strengthened their connection to global Jewish life.

Maccabiah Camp Experience

During the summer, Tal spent two weeks visiting six summer camps across Pennsylvania together with three Maccabiah athletes. Together, they brought the spirit of the Maccabiah Games to hundreds of campers through engaging sports activities, clinics, and meaningful interactions. The initiative was highly successful, and plans are in place to return to these camps in the coming year.

Global Shabbat

Every December, thousands of Jewish teens worldwide participate in Global Shabbat - BBYO's largest annual Shabbat experience. The program brings together teens, community leaders, and inspiring speakers for a meaningful, teen-led Shabbat that strengthens Jewish identity and global unity. This year, Maccabi Tzair played a significant role in Global Shabbat, marking the largest Maccabi Shabbat celebration to date.

Delegation Visits to Israel

BBYO's International Presidents visited Israel and joined Maccabi Tzair teens for an immersive experience that deepened

BMore Israeli & BYachad – Teen-to-Teen Program

A core Teen-to-Teen collaboration between BZD and Maccabi that brings together Israeli and American teens through shared programming, leadership development, and people-to-people connections.

Looking ahead to 2026, the program will expand into a dedicated summer experience, with niche programming developed by Maccabi and recruitment led by MWU shlicha Ido Mizrahi in coordination with BZD. At the same time, strong emphasis will continue to be placed on building meaningful relationships between Israeli and American teen groups - both before and during the trip - as a central pillar of the overall experience.

Teen Leadership & Mentorship

Ido plays an active role in mentoring and supporting BZD teens, helping them develop leadership skills, confidence, and a strong connection to Israel and Jewish identity. Through both structured programming and informal engagement, Ido serves as a trusted presence and role model for teens across BZD initiatives.

Collaboration with the Israel Programs Department

Throughout 2025, BZD and MWU maintained close coordination on youth and adult Israel programming. While two planned trips were postponed due to the war, partnership, communication, and future planning remained active and ongoing.

Shlichim Program

Through the Shlichim program, BZD's work is significantly enriched by Ido's role within the organization. Ido supports all Israel-related programming and activities, integrating Israeli culture, values, and the Maccabi spirit across youth, teen, school-based, and broader community initiatives.

Community Visibility & Engagement

The collaboration extended to major community moments, including BZD's Yom Hazikaron and Yom Ha'atzmaut programming, as well as virtual events. Ido played a key role in identifying and connecting relevant Israeli speakers and content, deepening community engagement with Israel.

Maccabiah in Summer Camps

A joint BZD-Maccabi initiative focused on planning and leading the Maccabiah Camp Experience project across four Jewish summer camps in the community. The program brings the spirit of the Maccabiah into camp life through values-based sports programming that emphasizes Jewish identity, teamwork, leadership, community building, peoplehood, unity, and a shared connection to Israel.

Looking ahead, the initiative serves as a powerful platform for experiential Jewish engagement, strengthening ties between camps and the broader community while using sport as an impactful tool for education, connection, and inspiration.

ACKNOWLEDGMENTS

To our funders, partners, volunteers, leadership, and communities around the world – thank you.

Your continued trust, commitment, and belief in the Maccabi Movement sustain both our work and our vision. Over the past year, as we navigated complex challenges, both within and beyond our organization, your dedication, guidance, and consistent support have been a vital source of strength and stability.

Your leadership, sense of responsibility, and shared purpose enable us to move forward with clarity and confidence, even in the most demanding times. Together, we continue to advance our shared mission and create meaningful, lasting impact across Israel and the global Jewish community.

**AND LAST, BUT TRULY NEVER LEAST
— TO OUR EXTRAORDINARY MWU TEAM.**

This impact report is, above all, a testament to you. Your professionalism, perseverance, and unwavering commitment carried the organization through an especially intense and complex period. Again and again, you rose to the moment with resilience, care, and a deep sense of purpose.

Your hard work makes a real difference – in Israel and around the world – and for that, we are profoundly grateful.

תודה
THANK YOU
GRACIAS

THE ASPER
MACCABI HOUSE
בית מכבי
ע"ש קרן אספר



מזד"און הספורט היהודי העולמי





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