GLOBAL IMPACT REPORT

STARTS AT HOME

THE BEGINNINGS OF A TRANSFORMATION 28 NISSAN - 3 TAMMUZ



"Tut Altz Starts At Home" is a multifaceted project, by the Moshiach Office at Merkos Suite 302, focused on inspiring and educating Chassidim about the core purpose of our unique generation.

FROM OUR INBOX

3 TAMMUZ, 5781

Dear Staff of The Moshiach Office,

For six weeks now, I have been learning and Koching in the D'var Malchus thanks to the Tut Altz initiative.

It is hard for me to describe the impact it has made on me personally, and more importantly the shift I feel it has made to the family of Chassidim at large.

The material was accessible for Baalebatim, age appropriate for kids, advanced enough for Lamdanim and available for those on the go. Indeed, thousands of men, women, and children from every category, background and level, participated and got involved.

Yet the impact was so much greater than the numbers, details, and reach of demographics.

The gradual shift from where we stood as Chassidim six weeks ago to where we are today is enormous.

We have proven to ourselves that Inyonei Geulah U'Moshiach, a topic of utmost importance, can be teachable, relatable, and appealing for every single Jew.

I feel that we have crossed a bridge. Together.

It is evident that putting this project together required tremendous Koichos from the producers, organizers, donors, and of course users and beneficiaries of the content.

I imagine that the various mosdos that banded together to make this happen are seeing first-hand the success of all the Koichos they invested.

Let us not overlook the power of this moment and commit in a unified way to continue heeding the Rebbe's call to bring Moshiach by learning Inyonei Geulah U'Moshiach.

Avraham G.

With gratitude to our donors who united thousands of Chassidim and hundreds of Mosdos in Learning Inyonei Moshiach in the Rebbe's Torah.



THE GOLDHIRSCH FAMILY MELBOURNE, AUSTRALIA

MACHON STAM

לע"ג שלום רובער בן שניאור זלמן ע"ה & THE GENEROUS DONORS OF KEREN HASHLUCHIM



YOU CAN STILL BE PART OF THIS INITIATIVE! VISIT TUTALTZ.COM/DONATE

26 HOUR FARBRENGEN

LAUNCH OF THE PROJECT, 28 NISSAN, 5781

26-HOUR FARBRENGEN TO MARK 30 YEARS SINCE 28 NISSAN 5751





Our family has been talking about the Mega Zoom for a week now; which speaker said what and what inspired them. We will be going to the replay very often, that's for sure!"

MRS. T COHEN, YERUSHALAYIM



70 COUNTRIES 56 Speakers I 26 Hours

5 offshoot Farbrengens for women and children, in English and Hebrew, as well as a Q&A.

RESOURCES

LEARNING MATERIAL PRODUCED FOR THIS PROJECT. SOMETHING FOR EVERY AGE AND ANY STAGE!



exclusively for this project. A glimpse into the Rebbe's explanations on the Rambam's Hilchos Moshiach.

ETO

The Sichos and footnotes with an extensive interpolated translation and explanation, enabling thorough comprehension and a smooth read within the authentic text.

60

Full booklet given out by the Rebbe on 15 Iyar, 5751 containing four foundational Sichos on the Rambam's Hilchos Moshiach - both in original and new formats.

> SIX WEEKS OF LEARNING DVAR MALCHUS 15 IYAR -3 TAMMUZ, 5781

Brand new children's curriculum on the Rambam's Hilchos Moshiach, replete with stories, lessons and key explanations of the Rebbe. Thanks for all your great work! Just wanted to let you know that I have a daily 15 minute session with my biggest Bal Habos in your JLI booklet! Keep up your amazing work!"

RABBI L. Y. GREEN, TORONTO, CANADA

I just finished teaching the Sicha to a group of mekurovim and I'm on a high! It's such a "geshmake" Sicha! It's an intellectual pleasure for them too... and of course a spiritual pleasure! They were so grateful! And I really believe it's for every level student (even if they are not yet fully frum...)"

MRS. R. WILANSKY, MOSCOW

Thank you so much! Everything looks amazing with so many options of resources. Much appreciated!"

MRS. K. WHITE, MIAMI

COMMUNITIES LOCAL WEEKLY GATHERINGS ACROSS THE GLOBE

My name is Ezra Horowitz. I live in Houston, Texas, and work in the kosher deli there.

My community benefited greatly from the booklets you made. We made a sushi and learning gathering and had over 30 community members there. Also, we were learning the kovtzim on Shabbos and on Sunday morning.

There definitely was a lot of time put into organizing all the material.

My son was so excited to learn the kid's curriculum that we finished the last two perokim of Rambam inside using the kovetz. He was so excited to be able to learn an inyan on Moshiach through the אותיות of the Rambam and the short parts of the sichos.

I personally benefited from the JLI course as it gave me a new perspective on the first three sichos and I shared all four Dvar Malchus sichos on my status, finishing tonight, through questions and short videos explaining some concepts.

I hope you continue to make Moshiach learning exciting through more mivtzas to keep Lubavitch on fire about Moshiach."

150 ANASH COMMUNITIES AND 65 SHLUCHIM GROUPS IN CITIES AND COUNTRIES ALL OVER THE WORLD



Albany Atlanta Aventura Baltimore Boca Raton Brunoy **Buenos Aires** Buffalo Chicago Cincinnati **Coral Springs Crown Heights** Dallas Detroit **Eretz Yisroel** Aubervillier, France **Clichy, France** Levallois, France **Neuilly, France**

Frisco Hallandale Hillside Houston Inverrary Johannesburg Kingston Las Vegas Lille, France London Long beach Los Angeles Manchester Melbourne Miami Monaco Monsey Montreal Morristown Moscow

New Haven **New Orleans** North Hollywood Offenbach Paris Parkland Philadelphia **Phoenix** Pittsburgh Pomona Postville Rio de Janeiro S. Paul Sao Paulo Sydney Toronto Walnut Creek West Hartford









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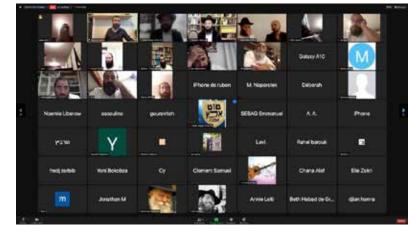








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YESHIVOS



Thank you so much! The learning material for week one just arrived at our door in Crown Heights. Wow! The work and thought that went into this and the entire project is inspiring on so many levels. It's so helpful! It makes it so much easier for us to learn what we know we should be learning ... It is especially inspiring and encouraging to see the tremendous effort by your office to reach and include the Crown Heights community in this peula.

May we see the result of these efforts quickly!"

MRS. E. ROSEN, NEW YORK



Bais Toras Menachem of LA Hadar Hatorah Los Angeles Mesivta Cincinnati Mesivta Coral Springs Mesivta Istra Moscow Mesivta Los Angeles Mesivta Melbourne Mesivta Monsey Mesivta Moscow Mesivta New Haven Mesivta Postville Mesivta Tzfas Oholei Torah Tiferes Morristown Yeshiva Gedolah Yeshiva Gedolah Melbourne Yeshiva Gedolah Miami Yeshiva Gedolah Morristown Yeshiva Gedolah Poconos Yeshiva Gedolah Toronto Yeshiva for Balei Teshuvah Sofrina Moscow Hi, I was just in Miami for a day, and I was very happy to see the Tut Altz booklets all over yeshiva. After Shacharis, a chabura got together and learned the sicha. Kol hakavod!"

RABBI M. G. STERN, NEW YORK

SEMINARIES

Beis Rivka Alef Beis Rivka Beis Emunah Program Moscow Machon Moscow Machon Shoshana Yerushalayim Oryah Seminary Yerushalayim Beis Chana Tzfas Seminary Chaya Mushka Tzfas



We have had **Dvar Malchus in** our curriculum on and off over the years. It was always difficult for the students and we had to devise many incentives for them to actually do it. For the first time ever, your resources have changed the picture entirely! Every level student was able to learn it well and enjoy it too!"

RABBIS. LEVINE, ERETZ YISROEL

AN ESTIMATED 3,000 KIDS PARTICIPATED IN THE LEARNING USING THE KIDS CURRICULUM



Bais Chaya Mushka Los Angeles Bais Chaya Mushka Postville Iowa Bais Chaya Mushka Toronto **Bais Rebbe Los Angeles Bais Rivkah Crown Heights** Beis Chaya Mushka High School **Beth Rivkah Ladies College** Melbourne **Beth Rivkah Montreal Beth Rivkah Primary Melbourne Bnos Menachem Crown Heights Boys Cheider Beit Menachem** Rio de Janeiro Brazil **Boys Cheider Moscow Chabad Wellsprings School** Santiago Chile **Cheder Chabad Baltimore Cheder Chabad Florida Cheder Chabad Girls** of Long Island **Cheder Chabad Monsey Cheder Chabad New Haven Cheder Chabad Sydney Cheder Chabad Toronto Cheder Chabad of Philadelphia Cheder Levi Yitzchok Melbourne**

Cheder Lubavitch Arizona **Cheder Lubavitch Chicago Girls Cheder Lubavitch Nice France Cheder Menachem Los Angeles Cheder Menachem Luzerne, PA** Cheder Menachem North Brunswick, New Jersey Cheder at The Poconos Cheder at the Ohel **ChnéOr School France** Darchei Menachem **Crown Heights Gan Academy Crown Heights** Girls Beit Chaya Mushka Rio de Janeiro Brazil **Girls Elementary School Moscow Girls High School Moscow** Girls Middle School Moscow **Hebrew Academy Orange County, California** Kesser Torah College Sydney Lamdeni Hebrew School **LGHS** Chicago London Girls Lubavitch **London Boys Lubavitch** Louisville Jewish Day School

Lubavitch Cheder Day School Lubavitch Junior Girls School London Lubavitch Senior Girls School London Oholei Menachem Postville Iowa Oholei Yosef Yitzchak Lubavitch Crown Heights Ohr Temimim Buffalo Boys Ohr Temimim Buffalo Girls Shluchim Online School Boys Shluchim Online School Girls Stars Intensive Moscow Boys Stars Intensive Moscow Girls **TH Vancouver** Tomchei Tmimim Lubavitch **Ocean Parkway, New York Torah Academy Primary School** Johannesburg **United Lubavitcher Yeshiva Crown Heights** Yeshiva College Yeshiva Schools of Pittsburgh Yeshiva Tomchei Tmimim Lubavitch Montreal **Yeshivah College Primary** Melbourne

We added Tut Altz in our curriculum from grade one through eight. The boys are fully involved in the program, so much so that we skipped week three because of Shavuos and the boys begged me to print them the booklet! We made a school-wide raffle every week and at the end we had a grand event!"

RABBI S. GNIWISCH, NEW YORK





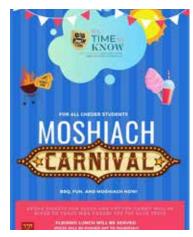
















7 LANGUAGES



ENGLISH, HEBREW, YIDDISH, SPANISH, RUSSIAN, FRENCH AND PORTUGUESE

KIDS CURRICULUM translated into French, Hebrew, Russian, Spanish and Yiddish

JLICURRICULUM

translated into French, Hebrew, Russian, and Spanish

The Mivtzah in France was phenomenal! I got a phone call about it, and within a day we found a translator, and a group willing to work on it. It started with true"Lichatchilah Ariber". And it was absolutely wonderful!

A lot of Shluchim were very excited, as is evident from the many Zoom recording they sent us of their Shiurim! We also had a nationwide weekly Zoom for the entire France (every Thursday night) that was consistently more than a hundred people participating together, with many views later on! Before this Mivtzah there was nothing really available in French on Inyonei Moshiach, and now, six weeks later, we have the Sichos, JLI course and Kids Curriculum entirely in French! There are some schools who produced a Kahoot game and were able to communicate many deep concept through it.

You have certainly revitalized the Koch in Moshiach, and that Koch should bring about the coming of Moshiach now!"

RABBI MEIR SHLOMO LUEBECKI, SHLIACH, PARIS





The Rebbe wanted us to learn Inyonei Moshiach. It is so nice to see what the Tut Altz campaign accomplished! I see so many people are learning and teaching it."

RABBI AVRAHAM MIZRACHI, BUENOUS AIRES

"We had older girls take charge of the grand Mivtzvah in the younger classes. They did a phenomenal job keeping up the enthusiasm. All of our mosdos united to make a citywide Moshiach Chidon for girls! As principal of the girls school and as a mother of daughters, I saw first hand how the girls left each lesson eagerly waiting for the next one already. Of course, the greatest nachas of all was when my 16 year old daughter was first place at the grand Chidon and won a dollar from the Rebbe, provided so graciously by Shlucha Mrs. Wilansky who brought the Mivtzah to Moscow!

MRS. DEVORAH HALPERIN, PRINCIPAL OF GIRLS SCHOOL, MOSCOW

Thank you for the Material prepared for us and for keeping us in mind when you advertised the Farbrengen. I used the Ohr Hachassidus to help me prepare for the Shiurim I gave in the Sichos."

- RABBI H. KAPLAN, ASHDOD

WEBSITE

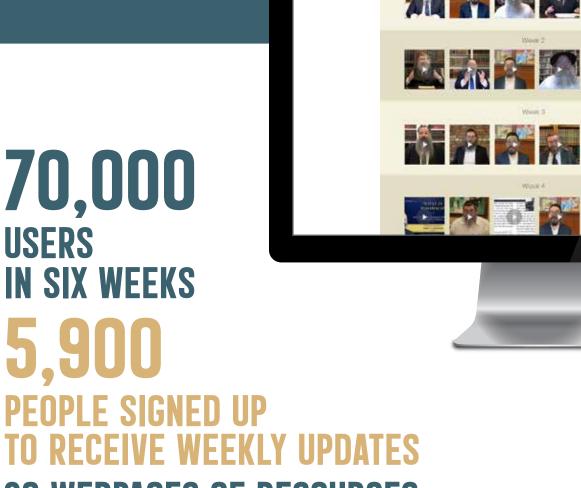
MAKING MOSHIACH LEARNING AND FARBRENGING ACCESSIBLE TO EVERY CHOSSID

The resources on the website were incredible for our Anash community in Atlanta. We had a shiur every week, sitting together and learning all the Sichos. The six weeks were truly transformative. My seven year old son sat every week for hours going through the children's program. I'm ready to start over now and learn it again and again!"

RABBI Z. LIPSKIER, EMORY UNIVERSITY

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USERS IN SIX WEEKS 5 PEOPLE SIGNED UP **RECEIVE WEEKLY UPDATES 20 WEBPAGES OF RESOURCES. SPANNING SIX LANGUAGES**

I want to just congratulate you on the website. It is clear and user friendly. It is so packed with all the resources in such an appealing format. Thank you!"

MR. J. GORDON, SYDNEY

SHIURIM & DOCUMENTARY MAKING DVAR MALCHUS UNDERSTANDABLE FOR EVERY LEVEL

A TOTAL OF **90 SHIURIM** AVAILABLE ON TUTALTZ.COM

a total of **16,800 VIEWS** on our pre-recorded shiurim

AN AVERAGE OF **2,500 PARTICIPANTS** IN THE SUNDAY MORNING LIVE SHIUR BY RABBI YY JACOBSON

2,000 VIEWERS ON OUR POPULAR PANEL ON MOSHIACH

LEARNING AND EDUCATION

One of my Bale Batim has been watching these Shiurim on a constant basis and sent me a message in the sixth week: 'Rabbi, thank you for the shiurim on Dvar Malchus. They were extremely interesting and enlightening!"

RABBI M. GOURARIE, TOMS RIVER, NJ



START YOUR WEEK WITH GEULAH CONSCIOUSNESS

WHY DOES THE RAMBAM NEGATE ALL THE MOSHIACH MIRACLES?

SUNDAY MORNING WITH RABBI YY JACOBSON 19 SIVAN, 10AM ET

SESSION FOUR

Live via Zoom, at TutAltz.com/Live, TheYeshiva.net/Rambam and your local news sites





To launch the six weeks of learning, TutAltz.com produced a documentary describing the events of 15 lyar 5751, the day the Rebbe handed out the Dvar Malchus to every Chossid.

15,000 VIEWS of the 15 iyar documentary



1,000 LISTENERS ON OUR TUT ALTZ PODCAST

I just listened to a Tutaltz Shiur on Spotify. It's very practical! I was able to continue driving with the GPS on with the Shiur playing in the background!" Mr. T. Bitton, Paris

KIDS CONTEST

CREATIVE CONTEST FOR KIDS ON THE MATERIAL LEARNED IN THE KIDS CURRICULUM



WEEKLY PUBLICATION ALL THE RESOURCES IN HARD COPY

7,500 COPIES of the weekly learning material was printed and distributed to every home in crown heights and to 75 anash communities world-wide.





4,000 SIYUMIM W@RLD-WIDE

"SIYUM IN A FILE" IS NOW AVAILABLE FOR DOWNLOAD!



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רמב"ם הלכות יסודי התורה פרק א הלכה א:

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very try tring trac goes on a two encoded ight now, just before Moshich comes, is the most excellent time to increase our length of the Assidus, ist like on erev. Shabbos, when aring of Chassidus, arise the Shabbos food, we are now "tasting" in deepest secrets of the Torah twill be evalued openly and for all, in their entirety, through others.











FEEDBACK

I appreciate how thoroughly Rabbi Jacobson is explaining the sicha. I tried over the years learning it on my own. Now I'm understanding it so much better BH."

MRS. B. R., CROWN HEIGHTS

Thank you so much for putting this together, it's truly incredible how accessible these sichos have become! I love the Sichos In English track because it enables me to learn the original sicha, yet have support if I don't understand something. It's made very well!"

MRS. C. M. G., CALIFORNIA

Thank you, I found the Ohr Hachassidus clear and lucid, magnifying many parts of the sichos. Yasher Kochachem."

RABBI S. Y. O., FLORIDA

Boruch Hashem, it is really special to be part of a global learning and feel that each week we are learning the same Sicha as thousands of Yidden worldwide. Definitely gets you thinking and discussing more about Moshiach"

MRS. M. M., UKRAINE

I have learned all the tracks. It's beautiful to see the incredible collaboration going on to bring Inyanei Geula and Moshiach to the world." Rabbi Gourarie is great to listen to and to learn the Sichos with. He is very clear and the little nuances of a sicha which can leave you scratching your head are seamlessly explained in the course of the Shiur. A big Yasher Ko'ach."

My wife and I learn together and we are using the kids track with our children. It has changed the day to day conversations in our home to be more Geulah oriented. My hope and prayer is that the program doesn't stop here (especially for the kids). If there is any way to keep up the shiurim, even if it is just one Sicha on Moshiach and Geula a month which can be learned by the adults and adapted for the children, it will change the reality for so many homes on a long term basis."

Y. S., CHICAGO

My father told me about this program, and I feel very strongly about Moshiach and that we must live by 'tut altz vos ir kent' so I was really happy to hear that there is a program being put together specifically on this idea! I chose the children's track since it's the most practical for me and I really enjoyed learning it

I am really grateful to all those that worked so hard to put this all together, it makes me feel that I ought to take advantage of what there is and use it as an excellent opportunity to learn more about Moshiach and make it a part of our lives today!"

R. C., MANCHESTER

Y. K., CHICAGO

THIS PROJECT WAS PRODUCED BY THE MOSHIACH OFFICE AT MERKOS 302

RABBI MOSHE KOTLARSKY

Vice-Chairman of Merkos L'inyonei Chinuch

RABBI MENDY KOTLARSKY Executive Director, Merkos 302

RABBI NOCHUM SCHAPIRO RABBI SHMULY BENDET RABBI DUVI FELDMAN Central Services, Merkos 302

RABBI SHLOMIE NAPARSTEK

Moshiach Office

RABBI MENDEL CHAITON Director of Tut Altz

TUT ALTZ TEAM

RABBI CHAIM FEIGELSTOCK RABBI MENDEL EHRENREICH RABBI CHESKY VOGEL RABBI BEREL GRONER RABBI BERRI WOLOSOW RABBI MENDEL CUNIN RABBI MENDEL LERMAN MRS. CHANA LERMAN

SPECIAL THANK YOU TO THE SHLUCHIM ON THE VAAD OF THE MOSHIACH OFFICE



SUITE|302

CONTRIBUTING MOSDOS



VISIT OUR BRAND NEW RESOURCE SITE AT

TUTALTZ.COM