

בס"ד

Vision & Partnership proposal for
SICHOSONLINE.ORG





THE CHALLENGE OF LOOKING OUT

Lubavitch Mosdos are achieving remarkable feats in הפצת המעיינות חוצה, producing essays, articles, publications and programs that are bringing Chassidus to the world outside.

But to achieve this mass-market appeal, Mosdos such as Chabad.org, JEM and JLI are forced to package the מעיינות in the language of the חוצה.

In the end, thousands of people within and outside of Lubavitch feel locked out: they crave “authentic Rebbe”—the שיחות, מאמרים and אגרות קודש in their original format and depth—and do not know how to study these sources.

THE PEOPLE LOOKING IN



- > Many **university students** are fascinated by the Rebbe—the most famous Jewish Rabbi in the world. They want to consult his scholarly opinion and study his “shiurim”.
- > **Lubavitcher students**, from the 770 Bochur to the post-seminary girl, want to learn the “likuttim” but know it will take hours because they were never taught how.
- > Hundreds have unfortunately “fallen **out of the system**” but love the Rebbe and often have an “*isarusa deleila*” that they cannot bring to fruition.
- > Lubavitcher **businessmen and Shluchim** who want to live with the Rebbe, often do not have the time it will take them to thoroughly explore a Sicha.
- > **Jewish communities** and individuals would like to learn the Rebbe’s Torah on a weekly basis but don’t have a mentor to study with.
- > **Daf Yomi learners** may learn a certain topic and be interested in what the Lubavitcher Rebbe says about it, or in the Rebbe’s Hadran (completion) of that tractate.

A LUBAVITCHER BOCHUR MIGHT NOT LEARN A SICHA INSIDE—EVEN IF HE’D LIKE TO—FOR FEAR IT WILL TAKE HIM SEVERAL HOURS TO DECONSTRUCT. INSTEAD, HE’LL SETTLE FOR ANY VIDEO LECTURE THAT CARRIES SOME FLAVOR (EVEN FROM NON-LUBAVITCH SOURCES) BUT UNFORTUNATELY LACKS THE ESSENCE.

THE COMMON BARRIERS

Many Jewish students, laymen and even academics interested in the Rebbe's revolutionary approach to Torah cannot access it. Common barriers include:

Time. A single Parsha may have more than 20 edited Sichos devoted to it, in addition to hundreds of un-edited sichos, thousands of letters and dozens of ma'amorim that can bring light to the same topic.

Scope. An average Sicha can reference dozens of *Maamorei Chazal, Gemoros, Sodos Hakabbala* and *Piskei Din* that require thorough scholarship to find, study and apply to the context.

Language. The Rebbe's teachings are primarily in a rarely spoken Yiddish and in Lashon Hakodesh. Even someone familiar with these languages may find it difficult to punctuate and pace.

Context. The Rebbe addresses myriad topics in different ways at different times. Without studying the relevant affairs surrounding an address, it can be difficult to draw a definitive lesson for a current challenge.

History. The Rebbe's teachings often begin with declarations such as "*Kimedubar Kama pe'amim*" (*as has been discussed before*), hinting at extensive volumes of the Rebbe's talks and demanding careful research on the part of the student.

Index/Mafteach. Many people want to know what the Rebbe says on a certain topic but there is no encyclopedia or index available that provides a way to search.

IN THE PAST, AN INTERESTED PERSON COULD DIAL CHASSIDUS ON THE TELEPHONE TO HEAR A LIMITED MENU OF SHIURIM. ONLY A HANDFUL OF PRESENTATIONS ARE OFFERED EACH WEEK, AND PRIMARILY IN YIDDISH.



LET'S OPEN THE DOOR

SichosOnline.org is a project to film lectures on vast portions of Likkutei Sichos, Igros Kodesh and selected Maamorim, providing the tools for personal access to the Rebbe's unique analysis of Torah and Avodas Hashem.

In the process, SichosOnline.org will produce an indexed treasury of practical guidance based on the Rebbe's teachings on hundreds of topics—including the history and Minhogim of Chabad—researchable on demand.

STARTING WITH SICHOS

SICHOSONLINE.ORG CURRENTLY FEATURES:

- > A weekly Sicha/shiur that delivers the Rebbe's message methodically, with sources, backgrounds and related references. The sources and the speaker are displayed side-by-side on the screen.
- > A "comment" feature on each lecture page, which allows listeners to ask question and get answers as the shiur progresses, often on-the-spot.
- > A seasonal "Tizkoret" reference of Halachos, Minhogei Chabad and reminders before each Yom Tov, written with the whole family in mind, in a very clear and concise format. Thousands of families worldwide are benefitting from this project.

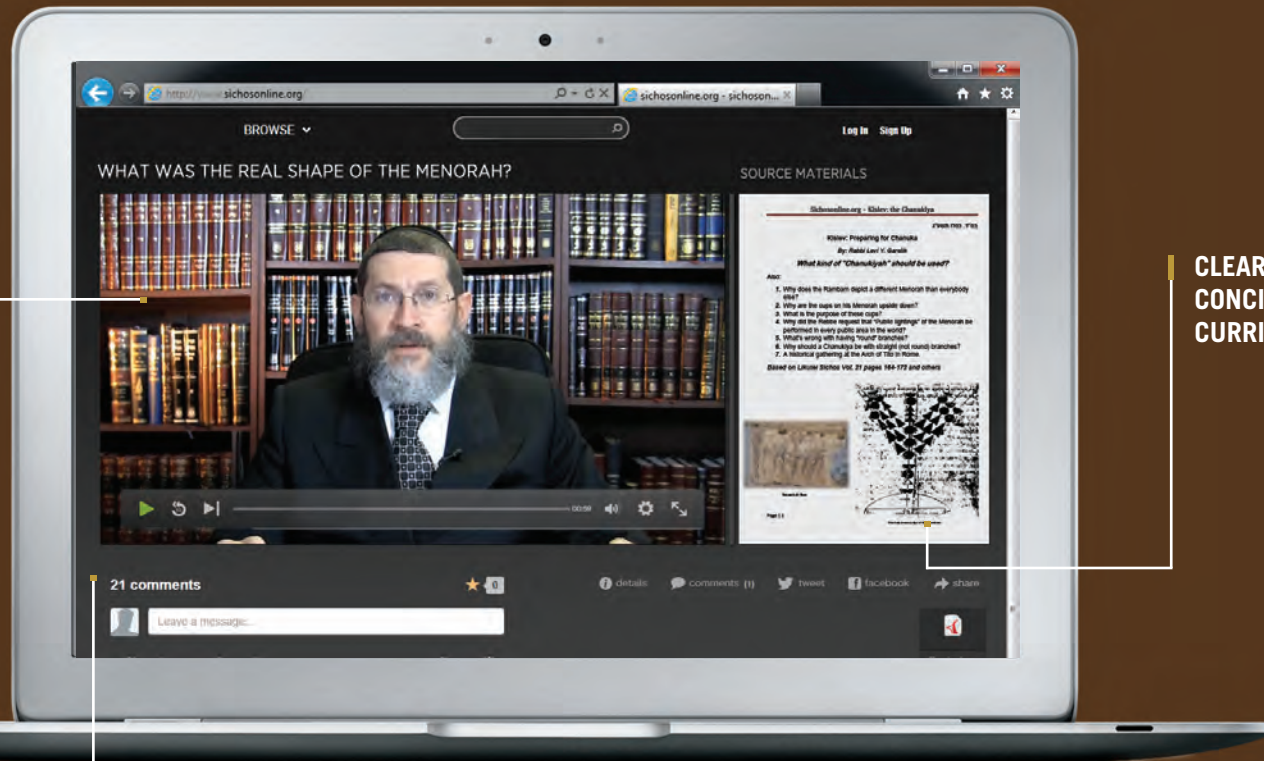
WHEN FULLY LAUNCHED, THIS PHASE WILL FEATURE:

- > A "Chavrusa Video" featuring Sichos taught from the text so visitors can study the original Sichos at their own pace.
- > "The Weekly Word", a concise and complete Sicha that may be used by rabbis and Shluchim as a sermon or foundation for a sermon.
- > A Wikipedia-style index on the Rebbe's sichos, with full entries by topic that are added to as the knowledge-base grows.

SICHOSONLINE.ORG WILL BE AN ONLINE UNIVERSE OF LIMUD HACHASIDUS AND DARCHEI HACHASIDUS FOR INDIVIDUALS AND GROUPS WHO WANT TO CONNECT TO THE SOURCE BUT DO NOT HAVE ON-DEMAND ACCESS TO A MASHPIA, TEACHER, SPEAKER OR EVEN A SEFER.

STRUCTURE & PRESENTATION

RECORDED IN A
STATE-OF-THE-
ART STUDIO
ENVIRONMENT



CLEAR AND
CONCISE
CURRICULUM

OPTION FOR
COMMENTS

HOLIDAYS, HISTORY & HANHAGOS

The life of a Jew is filled with rich history, complex Halacha and beautiful Minhogim. Phase II will address the many Jewish and Chassidisher observances, providing deepened understanding of their significance.

EXPOUNDING ON HALACHA

EXAMPLES:

- > How often and how much must a woman Daven or learn?
- > What is the meaning of “The Alter Rebbe’s Eruv?”
- > Who initiated Hakofos on Simchas Torah?

DISCUSSING CHABAD MINHOGIM

EXAMPLES:

- > Why do some people put on two pairs of Tefillin?
- > Why don’t we eat gebrochts?
- > Why is it important that a “Lubavitcher Menorah” have straight branches?

ANSWERING COMMON LIFESTYLE QUESTIONS

EXAMPLES:

- > How do Chabad and Chagas Chassidus differ?
- > What are the proper attitudes toward pregnancy, birth and raising children?
- > Did the Rebbe distinguish between “Shlichus” and “frum community” standards?

MULTIPLE LANGUAGES

The response to our launch has excited scholars and donors alike. We have already been approached with requests for expansion—including complete SichosOnline.org projects for the Hebrew and Italian-speaking publics.



**WHY ENGLISH?
ENGLISH IS THE SECOND-
MOST SPOKEN LANGUAGE IN
THE WORLD (AFTER
MANDARIN-CHINESE).
SICHOSONLINE.ORG IS
CURRENTLY TAILORED TO
ENGLISH-SPEAKING VISITORS,
CATERING TO AS MANY
PEOPLE AS POSSIBLE. IT WILL
EVENTUALLY GROW TO
INCLUDE HEBREW, ITALIAN
AND OTHER LANGUAGES.**



ABOUT THE DIRECTOR

SichosOnline.org is a project of Rabbi Levi Yitzchok Garelik ^{ר"ש}, an internationally-acclaimed orator, rabbi and author, known in Lubavitch circles as an excellent teacher of the Rebbe's Sichos.

Born and raised in Milan, Italy where his parents were sent by the Rebbe over 50 years ago, Rabbi Garelik studied in Italy and the United States. He received individual Semicha and Dayanus from Rabbi Piekarsky at the Central Lubavitch Yeshiva in New York.

Rabbi Garelik has served as spiritual guide of the Lubavitch community in Boston; as Rabbinic Coordinator of OK Kosher; and currently as spiritual leader of the European Synagogue at the EU in Brussels. He lectures extensively in the US, Israel, Europe and South America. He is fluent in English, Yiddish, Hebrew and Italian.

He also authored his two-volume "Madrich" (guide), one on the Jewish life-cycle and one on the laws of Aveilus (mourning); has edited the "Kitzur Dinei Tahara" (Kehot Publication) and several other works.

ABOUT THE PROJECT

While sitting in a routine meeting one day in 2007, Rabbi Garelik suddenly slumped over in his seat. A colleague recognized the signs of a stroke. Hatzalah rushed Rabbi Garelik to the hospital where doctors went to work trying to save his life.

Though unable to communicate, Rabbi Garelik was completely conscious through the trauma and chaos. His thoughts turned to every chossid's source of courage. In his mind, he spoke to the Rebbe and pleaded for strength. He promised the Rebbe that if, with G-d's help, he walked out of this hospital, he would double his dedication to the Rebbe's work by spreading Torah and Chassidus.

Through the miracles of G-d, Rabbi Garelik did survive. He walked out of that hospital healthy and ready to fulfill his promise. Now, four years later, SichosOnline.org is one of the fruits of that experience.

TESTIMONIALS

“Your Chassidische stories and observations on Chinuch left us with much to think about and to grow in while raising our children.”

—**CHEDER LUBAVITCH PTA, MORRISTOWN, NJ**

“The ‘Evening of Tribute’...comprised a crowd of over 1,200 people. Your fine-tuned delivery, pleasant personality and very apparent warmth for the Rebbe was truly inspiring and anchored the entire evening... [The Rebbe] spent countless hours speaking to and about our youth, and how important it is for them, the future generations, to be properly educated... During your remarks, you managed to captivate the audience, as well as imbue in everyone the importance of our Rebbe and why we mean so much to him. Because of this, those who attended now know why the Rebbe means so much to them.”

—**RABBI MOSHE PINSON,
THE SHLUCHIM OFFICE, BROOKLYN, NY**

“Rabbi Garelik, your explanation of the Rebbe’s Takana of why we learn Rambam every day (and the different cycles), was just amazing! My family and I have one question to you: where were you for the last 20 years when we needed this information? B”H at least now we have it! Thank you, thank you, thank you.”

—**SIYUM HORAMBAM**

“Thank you very much for your great inspiration. You touched the hearts of so many of The Rebbe’s daughters.”

—**N’SHEI U’BNOS CHABAD OF CALIFORNIA**

“...Thank you for taking your time and addressing the teachers of Beis Rivkah...Your talk was relevant, inspiring and effective. The teachers will apply your concepts and ideas to their Chinuch work.”

—**MRS. TIECHTEL,
BETH RIVKAH SCHOOLS, BROOKLYN, NY**

YOUR PARTNERSHIP

The project at hand is monumental: The scope of the Rebbe's Sichos, the effort to research and present the lectures and the effect that this project will have are immeasurable.

Your partnership in structuring and financing SichosOnline.org will open the door to the Rebbe's Torah for thousands (and perhaps millions) of Jews and will provide a platform for learning that is waiting to be shared!

A single printed book is seen by an average of 10 people; a class is limited to its participants and both are a one-time deal. A shiur on the internet is anytime, anywhere and for thousands (and perhaps millions of) people.

As the Rebbe emphasized many times, (especially in Likutei Sichos Vol. 15) that by utilizing modern technology, we can reach every corner of the globe and every single individual, simultaneously; and this is clearly the prelude to the coming of Moshiach.

Partnership Invitation

PROJECT NAMING (main sponsor) **\$250,000**

THE WEEKLY SICHOS PROJECT \$50,000 *per year*

Virtual community project \$40,000 *per year*

Weekly Halochos and Minhogim, holiday reminders \$25,000 *per year*

Reminders for Gaboim and Shuls (coming soon)

Weekly sponsor (sichosonline.org) \$1,800

Office Space and Studio \$18,000 *per year*

Research Library \$12,000 *first year*

Salaries \$110,000 *per year*

Audio/Visual Equipment — (Stage 1) \$3,500

Computers and Video Editing Software (stage 1) \$7,000

YEARLY BUDGET

Office Space and Studio	\$18,000*
<i>Rented location for recording classes, editing videos and managing project</i>	
Research Library	\$12,000
<i>Seforim and bookcases, online libraries including Otzar HaHochma</i>	
Audio/Visual Equipment — (Stage I)	\$3,500
<i>Cameras, lighting and microphones</i>	
Audio/Visual Equipment — (Stage II)	\$11,000
Computers and Video Editing Software (stage I)	\$7,000
Salaries	\$110,000*
Content Editor — (Part-time position)	\$32,000*
<i>Scholar to research and fact-check sources on every class</i>	
Technical and Administrative Staff — (Part-time positions)	\$55,000*
<i>Cameraman, film editor and project manager*</i>	
Website designing, maintaining and storage	\$14,000*
Marketing	\$10,000*
<i>Print and Online Advertisements</i>	

*Per Year

אימתי קאתי מר? לכשיפוצו מעיינותיך חוצה!



BUENOS AIRES

“I would first like to thank you for two special days you have granted us, the feedback we have received from the 3 events has been amazing. I met today Marcelo the director of Yeladeinu who arranged the event Tuesday and was Monday night at the Farbrengen, he loved both speeches and pointed out how clear and enjoyable the speeches were. Yasher Koiach”

—RABBI LEVI SILBERSTIEN, ARGENTINA

BARCELONA



GERMANY

 **ORD**
Orthodoxe Rabbinerkonferenz Deutschland
ועידת הרבנים האורתודוקסים דמדינת אשכנז

Rabbinical Center of Europe
- Jerusalem Branch -
Att. Rabbi Arie Goldberg
Deputy Director-General
12 Beit Hadfuss (Beit Hashinhav)
Givat Shaul
95-483 Jerusalem
Israel

אי חנון ה'תשע"ב
11 Cheswan 5772
08. November 2011

לכבוד
הר"ר אריה גולדברג שליט"א
מרכז רבני אירופה
לאחדושריט.

כינוס הרבנים שאורגן לעילא ולעילא על ידיכם אתמול בעיר אופנברג י"א בו כנסו רבני ועידת הרבנים האורתודוקסים ויחידו עם שלוחי חבד ליום של לימוד תורה והתמקצעות בתחומי היסוד של חיי המשפחה וכה להצלחה רבה.

שיעורי הרב גרליק שליט"א בענייני הנידה והמקואות ריעננו את ההלכות התיזומיות. הרב שמחה כהן שליט"א כמו בספריו גם בדיבורו היו בעל הבחנה דקה ויכולת העברה ויצאת מן הכלל בעניינים הנוגעים לכל אחד מאיתנו וכן בחייו האישיים והן בעבודתו עם חברי הקהילה.

חוב תודות וברכות
בשם ועידת רבני גרמניה

הרב ירון אנגלמיר הרב אביחי אפל הרב יעקב אברט

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AMSTERDAM



Sholom Uvrocho!
First of all a groisher yeyaser koigago with the lecture and farbrengen afterwards. It was a big hatsloge.

—ZWI SPIERO,
AMSTERDAM, NETHERLANDS

TESTIMONIALS



ומלאה הארץ דיעה את ה' כמים לים מכסים



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