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ConnectionPoint

תורה צוה לנו משה

### MISSION STATEMENT

There were many areas of Yiddishkeit that the Rebbe revolutionized, and of the most notable ones, was the Rebbe's close relationship with, and care for, young children. This began with simple things like handing out coins to them for *tzedakah*, their special placement right at the Rebbe's feet during *tefilos* and *farbrengens*, and many other such special "privileges."

In 5741 (1980) the Rebbe took things to an entirely new level with the launching of Tzivos Hashem. This initiative covered so many areas in the life of a child, with the focus on instilling in the child a desire to achieve the ultimate goal -- bringing *Mashiach* now!

One area that was extremely powerful and innovative was the "rallies" for children which the Rebbe himself led.

The most unique and revolutionary thing about these rallies was how the Rebbe *himself* addressed the children and delivered talks geared uniquely to the level and comprehension of the child!

By addressing the children in this manner, a feeling of closeness towards the Rebbe was created. The children felt how, "The Rebbe didn't only speak to my parents, but directly and particularly to *me!*"

This empowered and energized these children on an entirely new level, and built a very unique and close relationship between the child and the Rebbe. A feeling that he is "*my Rebbe*" and that I, as a child, can relate to him on my own level.

This relationship obviously didn't stop at childhood, but grew and developed as the child became a *bochur*/older girl, and eventually married and had children of their own. The close relationship with the Rebbe grew along with the individual.

Today, after Gimmel Tammuz, when we no longer see the Rebbe at *farbrengens* or rallies, *tefilos* or dollars, a younger child doesn't physically experience the Rebbe's close attention, and

much more thought and effort needs to be invested -- by parents and *mechanchim* -- in order to manifest this relationship. A short video of the Rebbe might be presented in class or at rallies, but there is often an insufficient emphasis on hearing and comprehending directly from the Rebbe. An individual or “child-friendly” video might explain the Rebbe’s message, but the direct connection of the child with the Rebbe without anything in between is often inadequate.

The experience of the Rebbe communicating directly with the “me” as an individual boy or girl is not nearly as present as it was. And as the boy turns into a *bochur*, and the young girls move into high school and beyond, this “distance” had the potential to increase I”n.

It is these thoughts, along with others, that encouraged us to aim to solve some of these challenges:

*What can we do to assist a child today to relate directly to the Rebbe even more than before?*

*How can we bring the feeling of this relationship -- that they are so closely connected to the Rebbe -- in a way that can grow with them as they grow into adulthood?*

*How can we help the child feel ownership over the relationship; a sense of power that enables the child to be able to nurture, grow, and express it?*

Naturally, the answers to these questions are multifaceted, and they require healthy guidance from *chasidische* and wise educators, parents, and friends. Additionally, they necessitate multiple points of entry for children from varied backgrounds, various types of learning and experiences for children of varied ages and learning-types, etc., etc.

But when we looked at what *we* could do to help face up to this challenge, it was clear that the Rebbe’s very *own* solution -- the one he began in 5741 (1980) with his addresses directly to the children, was the starting point. We asked ourselves: Can it be that far-fetched to expect a 10-year-old boy or girl to sit down, focus, and hear the Rebbe speak directly to them even today?

In any relationship -- a connection between any two people is felt most when there is a tangible expression of the connection between them.

**We believe that if we *can* figure out the solution to this basic but critical challenge, then the resulting feelings of connection and empowerment can have an outsized effect on the entire trajectory of the child’s life.**

This is the goal of **Connection Point**, its *raison d'être*, the outcome we are seeking, and that we are confident we can achieve. We believe that this program, when applied with attention, care, and **סיעתא דשמיא**, can help us develop children who will feel a tangible and direct connection to the Rebbe -- a feeling they will take with them into their teenage years and beyond.

Mashiach will soon come, and our children will be in the front row, paying attention to the Rebbe, listening directly to his words -- and ***understanding*** him! The Rebbe whom they will already feel so closely connected to.

### **OUR GOAL**

- **Connection:** When children watch videos of the Rebbe speaking to adults in Yiddish, it is very difficult for children to stay focused, and understand what the Rebbe is saying. The Rebbe is speaking concepts they don't relate to, and in a language, they find it difficult to understand. The children feel a distance between them and what the Rebbe is saying, and are missing the important connection Chassidim felt to the Rebbe when the Rebbe spoke to them by Farbrengens.

The goal of **Connection Point** is to create that connection between the child and the Rebbe. When a child watches a video of the Rebbe and understands what the Rebbe is saying, **it creates a very strong connection**, and bond, between the Rebbe and the child. The child hears and feels how the Rebbe talks, and relates, to him on their level.

- **Building for the future:** When children begin at a young age watching and understanding the Rebbe, this trains them for the future, to be able to sit through and watch a farbrengen of the Rebbe. Watching the Rebbe will not be something foreign and difficult - it will be something they will look forward to and enjoy.
- **Making it personal:** During these Rallies that the Rebbe held specifically for children, the Rebbe addressed the children on their level, discussing issues that related to them. The Rebbe guided and educated the children to be better Yidden, by increasing in their Torah and Mitzvos and portrayed to them important lessons to be implemented into their lives. When children watch these Rallies and understand what the Rebbe is saying, they can take these lessons and apply them to their own lives. The children will feel that they received these messages directly from the Rebbe who they **relate to and feel so close to**.



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