

StandWithUs

ISRAEL

EDUCATIONAL EXPERIENCES

DAY TOURS AND PRESENTATIONS



TOURS

All StandWithUs tours are guided by our in-house team of field educators.



YONI ZIERLER is the StandWithUs director of tourism and leading field educator. Raised in Cleveland, Ohio, Yoni immigrated to Israel for his last year of high school and then served, with excellence, in the IDF's Kfir Brigade as an infantry squad commander. Upon completing his service, Yoni enrolled in the official Ministry of Tourism tour guide course to better understand the connection that drew him to Israel at such a young age. Since passing the rigorous Ministry exams, he has dedicated his work to sharing Israel with visitors of all backgrounds – from college students and families to personalities like Harvey Keitel and Alan Dershowitz. Yoni is happily married to Yochi and the proud father of Golan Noam and Klil Eden.



OLD CITY OF JERUSALEM

JERUSALEM

OLD CITY OF JERUSALEM

Holy to Judaism, Christianity, and Islam, Jerusalem is built upon many layers of history and tradition. Discover how these layers contradict and complement each other, and their effect on today's political considerations as you walk through the Christian, Muslim, and Jewish Quarters, visiting the various sites that have made Jerusalem a — if not the — focal point of the world.

Duration: minimum of three hours, maximum of eight hours

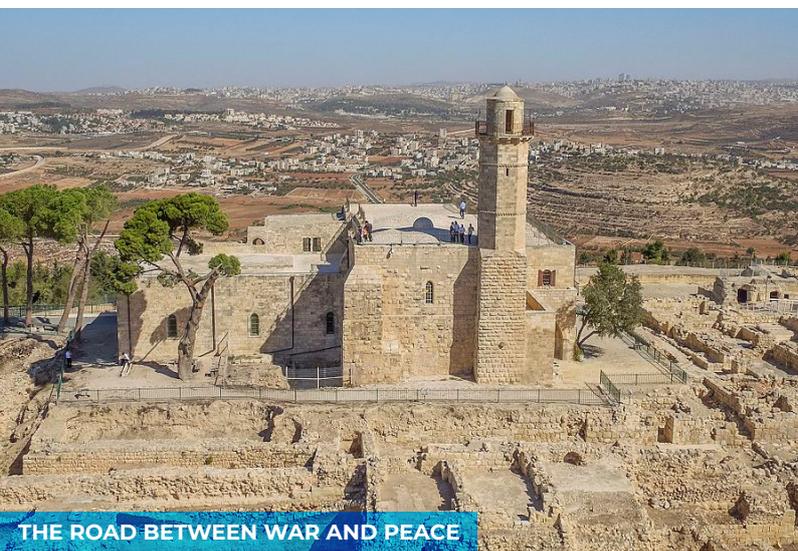


JERUSALEM STRATEGIC TOUR

JERUSALEM STRATEGIC TOUR

Visit Israel's security barrier and tour along the lines between Eastern and Western Jerusalem as we explore the role of the Holy City in the Israeli-Palestinian conflict. Together, we will examine the reasons behind the building of the security barrier, the security issues, strategic threats, and the religious importance of the famed city.

Duration: minimum of two hours, maximum of four hours



THE ROAD BETWEEN WAR AND PEACE

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The roads leading to Jerusalem serve as a historic, religious, and strategic testimony to the city's importance to all faiths and sovereigns throughout Israel's history. Tour the Nebi Samuel National Park, discover the story of the Abu Ghosh village, relive the battle for Jerusalem in 1948, and understand the corridor's effect on Jerusalem's past and future.

Duration: minimum of six hours, maximum of eight hours



A NATION REBORN: THE STREET OF THE PROPHETS

A NATION REBORN: THE STREET OF THE PROPHETS

A tour exploring the roots of modern-Israeli culture through some of the lesser-known streets of downtown Jerusalem. Participants will discover some of the incredible figures who once made their home around HaNevi'im Street—the center of Jerusalem's early 20th-century intelligentsia—and their continuing influence on Israel's language, religious thought, and the art world today.

Duration: minimum of two hours, maximum of four hours

JERUSALEM

HOP-ON HOP-OFF JERUSALEM

Get oriented! Learn to navigate the light-rail line through Jerusalem while discovering the history of Israel and its capital city hidden along the train tracks. Examine Theodor Herzl's vision of a Jewish state, understand the country's democratic system, discover the mosaic comprising Israeli culture, and learn about the country's many layers of history. This tour is a crash course on Israeli society as you maneuver through Jerusalem.

Duration: four hours

JERUSALEM SEAM LINE

From 1948-1967, Jerusalem was a city divided between Jordan and Israel. Follow the border that once split Jerusalem into east and west, learn about life under these strange circumstances, and discover the bravery of the Israeli soldiers who reunited the city.

Duration: minimum of two hours, maximum of four hours

SHUK TASTING TOUR

Stroll through the colourful alleyways of Jerusalem's beautifully eclectic neighborhood of Nachlaot, reach the famous stalls of the Machane Yehuda Market, and taste the culinary and cultural 'chamin-pot' that Israeli immigrants have created here over the years.

**Pricing note — this tour includes an additional per-person tasting menu cost.*

Duration: minimum of two hours, maximum of four hours



HOP-ON HOP-OFF JERUSALEM



JERUSALEM SEAM LINE



SHUK TASTING TOUR



WEST BANK / JUDEA & SAMARIA

GUSH ETZION

Located on the main road connecting southern Israel to Jerusalem, the Gush Etzion region has served as a key historic and strategic point for thousands of years. Travel to this flourishing region to explore its ancient and more modern history as well as the fascinating and perspective-changing conversations held between local Israelis and Palestinians.

**Pricing note — this tour includes an external speaker cost.*

Duration: four hours

HEBRON

Part Israeli and part Palestinian, the ancient city of Hebron is one of the most challenging areas in Israel today. Walk in the footsteps of Abraham and discover the ancient traditions that make Hebron so important to Jew and Muslims alike. Hear about the unique mission of the IDF humanitarian unit, the dilemmas it faces, and discover the real-life story of the locals whose roots are firmly planted in the thousands-year-old soil as they raise their eyes to the future.

**Pricing note — this tour includes an external speaker cost.*

Duration: eight hours



GUSH ETZION

HEBRON

TEL AVIV – JAFFA

FROM SEA-PORT TO USB PORT

How did Israel become the “Start-Up Nation?” Retrace Tel-Aviv’s rise from dunes to “Silicon-Wadi.” This tour explores the legends filling the Jaffa Port alleyways, the birth of the State of Israel, and the burgeoning tech scene that has come to define the city that never stops.

Duration: minimum of two hours, maximum of eight hours



NORTHERN ISRAEL

DAY OF DIVERSITY IN THE CARMEL

High above the Mediterranean Sea, the Carmel Mountain Ridge served for years as a haven for those fleeing religious persecution. Today, it is home to many diverse populations and offers an incredible opportunity to discover the mosaic of cultures within Israeli society. Discover Elijah the Prophet's role in Judaism, Christianity, and Islam, take in the stunning beauty of the famous Bahá'í Gardens, meet with a local Ahmadi Muslim, and enjoy Druze hospitality – all in one day.

**Pricing note — this tour includes an external speaker cost.*

Duration: minimum of two and a half hours, maximum of eight hours



SOUTHERN ISRAEL

EXPLORING THE GAZA ENVELOPE

Since Hamas' rise to power in 2006, the Gaza Strip has been a hotbed of terror and the center of the conflict. Gaze into Gaza during a historical security briefing, visit the Israeli communities living within rocket range of the Gaza Strip, and discover how they live a life of positivity in the face of constant threat.

Duration: minimum of two and a half hours, maximum of four hours



PRESENTATIONS

High-energy talks packed with critical knowledge about Israel, delivered in an engaging, entertaining, and educational fashion.

CHARLOTTE KORCHAK is the senior educator and director of international student programs at StandWithUs Israel, where she educates and trains students from around the world in Israeli history and activism. Charlotte grew up in both the United States and Israel, spending her formative years living in Jerusalem during the second intifada, giving her an internal and external perspective. She graduated with a bachelor of arts in Middle Eastern history from the University of Southern California, where she also took part in the StandWithUs Emerson Fellowship. Charlotte has since worked for StandWithUs, having initially served as the West Coast campus coordinator based in Los Angeles. She then immigrated back to Israel, transferring to the StandWithUs Israel office. Charlotte works with over 10,000 students a year from nearly every continent, educating them about Israel and training them to be effective activists in high schools, universities, and communities worldwide. She has quickly become one of the foremost public speakers in her field.



THE FUNDAMENTALS OF ISRAEL ACTIVISM

This up-to-date presentation introduces the world of Israel activism and will cover current trends and the basic tools needed to tackle the challenges we face. The challenges include an active global BDS movement and its on-campus activity, and the increase in antisemitism on both the right and left—specifically through the rise of white supremacy and the use of intersectionality, respectively. We will discuss how to decipher when criticism of Israel is legitimate and when it becomes antisemitic. We will also learn how to tell Israel's compelling story and lay the foundation for effective dialogue.

BECOMING AN ACTIVIST/EDUCATOR IN THE SHADOW OF TERROR

Charlotte Korchak, born in Los Angeles, moved to Israel with her family in 1997. At the time, the situation in Israel was relatively calm, but that changed in September 2000. Charlotte had just turned 13, and her world turned upside down as she found herself living amid the worst terror wave in Israel's history. Two years of constant violence, the loss of friends to terrorism, and a near miss left Charlotte with mild PTSD and hate in her heart. This talk will take you on her journey from hate and confusion to believing in peace and achieving clarity through educating herself and others.

PRESENTATIONS

Captivating audiences through storytelling and people to people diplomacy



NOA RAMAN was born in San Francisco as a first-generation American to Israeli parents. She received her bachelor's degree in international affairs from Lewis & Clark College, where she concentrated her coursework on the Middle East. Noa received a grant to visit Israel to research her thesis *Causes of Territorial Disputes: How Uncertainty and Resources Contributed to the 1967 Six-Day War* and made Aliyah—by herself—in June 2018. Today, Noa is the Director of Partnerships at StandWithUs, where she directs efforts and educates students from around the world about Israel's true reality on the ground. She is concurrently pursuing her master's degree in disaster management and humanitarian aid from Tel Aviv University. Noa is passionate about telling Israel's story, helping others, and making a global impact.



PRESENTATIONS



UNDERSTANDING THE HISTORY OF ISRAEL'S CONFLICTS

This fast-paced presentation covers all the basics about the different conflicts facing Israel. We will go over the conflicts and their origins, focusing on root causes, major turning points, and ideological themes. As we trace the historical events and facts from ancient history to modern times, we will see how, why, and when tensions began and how these conflicts have evolved. This presentation serves as a great foundation for developing your understanding of Israel's complex reality.

DIVING DEEPER INTO THE WEST BANK: HISTORY, LEGALITY, AND POLICY

The West Bank/Judea & Samaria is one of the most disputed territories in the world today. This informative presentation will examine control over the territory, how it has changed in the last 100 years, resolutions and agreements that were passed or signed, settlement communities and the controversies surrounding them, possible solutions, and proposed compromises. This fact-based and content-driven presentation does not push anyone's political agenda but allows the participants to decide for themselves how they feel about this complex and disputed area.

CONCEPTS AND MISCONCEPTIONS ABOUT ISRAEL, ZIONISM, AND JEWS

This practical presentation discusses core concepts and misconceptions regarding Israel, Zionism, and the Jewish people. It provides the audience with the tools needed to explain these topics to those less informed. We will also tackle the core claims made against Israel's right to exist, providing the necessary knowledge and skills to challenge those arguments and ultimately show how these expressions of anti-Zionism are, in fact, antisemitism.



PRESENTATIONS



DUELING NARRATIVES

The Israeli-Palestinian conflict is deeply rooted in the narratives of each party involved. This presentation will attempt to share the competing narratives, show the major differences in how each side views the history and current events, and highlight the divide that needs to be bridged to achieve a lasting peace between the Israelis and Palestinians.

GRILL THE EXPERT — ANSWERING TOUGH QUESTIONS ABOUT ISRAEL

Students on campus are consistently challenged with questions about Israel, and they often struggle to respond. This practical workshop will allow the audience to ask the most difficult questions they have faced and receive answers rooted in facts. The attendees will be given the tools to respond effectively to the different personalities they may encounter. Topics covered include the claim of stolen land, apartheid, occupation, settlements, roots of the conflict, and many others.

ANTISEMITISM THEN AND NOW

Understanding antisemitism and how it has manifested throughout history is not an easy task. This presentation will explore the current definition of antisemitism, how it has been expressed historically, and how it presents itself today. Specifically, we will discuss how anti-Zionism can be a form of antisemitism and how scapegoating has been a core feature of this hatred from time immemorial.

PRESENTATIONS ON OTHER TOPICS

Charlotte is a proficient speaker on Israel-related topics. If you have a subject in mind that is not listed above, Charlotte will tailor a program for your specific request. Please provide the level of Israel education of the audience to prepare the program properly.

WORKSHOPS

Hands-on, impactful workshops offer participants the practical tools they need to be a part of Israel's story.

THE POWER OF YOUR VOICE ON SOCIAL MEDIA

In a digital world that has incited the rise in antisemitism, social media has become the most effective tool being used on the front lines of Israel activism. This workshop will introduce you to the world of social media and how it has impacted society around us. Together we will explore a variety of practices for each platform, the importance of your voice, and focus on effective methods for organic content creation.

HOW TO A.R.M. YOURSELF FOR DIALOGUE: ACKNOWLEDGE, REFRAME, AND MESSAGE

It is becoming increasingly challenging to engage in civil dialogue on most of today's hot-button issues, and the conversation about Israel is no exception. This workshop will teach communication methods that encourage dialogue and give you the ability to respond thoughtfully and steer the conversation. This is achieved by finding common ground, encouraging respect and civility, using techniques to hold someone's attention, and helping them remember your points. This method will produce more productive and educated conversations about Israel. We will then practice the A.R.M. method in groups, allowing the participants to role-play and employ and practice the techniques themselves. Practice makes perfect!



WORKSHOPS

Hands-on, impactful workshops offer participants the practical tools they need to be a part of Israel's story.



BUILDING YOUR PERSONAL STORY

Your personal story is your superpower. Learn to tell Israel's story while integrating yours. This session focuses on a “people-to-people” diplomacy approach. We empower participants to take their experiences and relationships with Israel back to their campuses, communities, and organizations, so they have more informed conversations about Israel. In a world where the battle for hearts and minds is sometimes based more on emotion than rationale, personal encounters and experiences significantly impact the engagement with others about Israel.

CONFLICT AND CONVERSATION SEMINAR

Conflict and Conversation is a dynamic, interactive experience that engages participants in a balanced in-depth discussion about the complex realities of the Israeli-Arab/Palestinian conflict, as well as possible options for resolution.

The multi-faceted program exposes participants to key facts, perspectives, and issues surrounding the Israeli-Palestinian conflict and culminates in a group-wide discussion on prospects for peace. It consists of five sessions: a conflict crash course, a strategic tour in Jerusalem, discussion groups on the conflict, group presentations, and a debrief.

Our expert team of Israel educators will modulate each session, ensuring the participants are not lectured at about Israel, but empowered to join the conversation.

Duration: four hours



PRICING

TOURS:

*Between 1000 – 1500 NIS**

*Additional fees may exist for external speakers and/or entrance fees. A special discount for educational groups (schools, youth groups, etc.) may also be available.

PRESENTATIONS AND WORKSHOPS:

800 NIS per session + travel

Package discounts are available for groups booking more than one presentation or workshop.

CONFLICT AND CONVERSATION SEMINAR:

1500 NIS

Includes presentation, tour, and interactive activity.

PRESENTATION AND TOUR PACKAGE:

1250 NIS

Our presentations and tours can be paired together for the perfect combination of frontal and experiential learning. The package includes one presentation/workshop plus a four-hour Jerusalem area tour.



A STANDWITHUS ISRAEL EDUCATIONAL EXPERIENCE is the beginning of a meaningful discussion about Israel, which continues and deepens when participants return home. Our international team spans five different continents and is ready and able to facilitate follow-up sessions, advise students, provide informative materials, and offer further educational and hands-on opportunities — both in-person and virtual — to groups and participants alike.

StandWithUs

Dr. Shmuel and Evelyn Katz
StandWithUs Israel
Education

WELCOME TO THE
StandWithUs
OPENING HOURS
Sundays - Thursdays

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