

LEARN IT. FEEL IT. LIVE IT.

PARENT'S
BROCHURE

PIRKEI
AVOS

DECEMBER-MARCH
2020 - 2021



"Introducing our children to the wisdom of Pirkei Avos...will undoubtedly prove to be a spiritual asset accompanying them throughout their lives."

— Dayan Ch. Ehrentrau

IS YOUR DAUGHTER GETTING THE MOST OUT OF HER SCHOOL YEARS?

Our high-school girls are at a formative stage of their lives.

Our shared hope is that our daughters enter adulthood prepared to lead meaningful, beautiful lives, and that they build homes based on the values of *chesed* and *middos*, and founded on a sense of the *chashivus* of *Yiddishkeit*.

You want your daughter to:

- Be excited about *Yiddishkeit*
- Have a well-rounded knowledge of *limudei kodesh*
- Appreciate the relevance and beauty of Jewish life
- Understand the importance of *chesed*, *middos tovos*, and sound *hashkafos*

ENTER
DARKEI AVOS

DARKEI AVOS IS A GROUNDBREAKING PIRKEI AVOS PROJECT THAT BRINGS THE LESSONS OF PIRKEI AVOS TO LIFE THROUGH AN ENGAGING AND MEMORABLE PROGRAMME,

A JOURNEY OF LASTING INSPIRATION

Pirkei Avos is filled with the ever-relevant wisdom, direction, and guidance of *Chazal*. While it's the one *masechta* that girls are encouraged to learn, it's not taught in most schools.

Our exciting, two-month project offers girls in Years 7-11 the golden opportunity to learn Pirkei Avos in-depth and by heart, in an enjoyable, stimulating way.

Darkei Avos will help your daughter become:



Knowledgeable.

She'll develop a well-rounded knowledge of Pirkei Avos and the concepts surrounding them.



Inspired.

She'll be inspired and excited by the lessons and develop a greater appreciation for *Yiddishkeit*.



Guided.

She'll internalise what she learns so it will impact her everyday life.



Connected.

She'll feel proudly connected to Pirkei Avos, *Yiddishkeit*, and Jewish girls all over.

THE DARKEI AVOS DREAM: A message from the founder

Dear Parents,

When I was a teenager, my school offered a one-off competition to learn Pirkei Avos in-depth. I grabbed the opportunity, and it proved to be a turning point in my life.

I'm immensely grateful for the opportunity I was given as a high-school girl and feel obligated to share that privilege with others.

The lessons of Pirkei Avos continue to guide and inspire me towards a life of upward growth as a wife, mother, and businesswoman. Pirkei Avos serves as my guiding light for all matters related to *hashkafos*, *middos*, and interpersonal relationships.

Darkei Avos was born from a dream.

It began with the dream to inspire other girls to live inspired lives — to let the beauty, meaning, and relevance of Pirkei Avos touch their lives as it touched mine.

This exciting programme is designed to appeal to high-school girls of today. It's loaded with learning incentives and rewards to help maintain the girls' enthusiasm and ensure they enjoy every minute of learning.

Looking forward to partnering with you in educating and inspiring your daughter.

Sincerely,

Mrs. Esther Reich

DARKEI AVOS CHINUCH & STAFF BOARD

CHINUCH ADVISOR: Rabbi Y. Weitz

RABBINICAL ADVISOR: Rabbi S. Y Bixenspanner

PROGRAMME DIRECTORS: Mrs. Esther Reich, Mrs. Baila Ellinson

ADMINISTRATOR: Mrs. Noemi Freedman

AVOS-A-THON COORDINATORS: Mrs. Hindy Salzman, Mrs. Nomi Sorotzkin

**OUR PROGRAMME:
TEEN-INSPIRED.
PARENT-ENDORSED.**

SINCE WE'RE GEARED TO TODAY'S TEENS, THE GIRLS WILL GET MORE THAN A FABULOUS EDUCATIONAL EXPERIENCE. THEY'LL ENJOY THE PROGRAMME, STAY MOTIVATED, AND FEEL ACCOMPLISHED THROUGHOUT. FOR THIS PURPOSE, WE HAVE LACED OUR PROGRAMME WITH EXCITING INCENTIVES & REWARDS, AND SPICED IT WITH TEEN-STYLE SPIRIT.

This year, your daughter can benefit from these amazing perks:

**AN OUTLET FOR TOGETHERNESS, FRIENDSHIP,
AND FUN**

Your daughter will have the opportunity to spend her free time in a warm, friendly and growth-oriented environment. We amp up the spirit and encourage positive peer pressure with:

CHAVRUSAHS: The *chavrusah*-style learning will motivate and engage them.

FARHER, FRIENDS, AND FUN: Getting tested along with friends, music, and snacks at our upbeat test centre will energise them.

A NIGHT TO UNITE: The Avos-a-thon, where members unite under one roof to share successes, will inspire them.

**A FEELING OF ACCOMPLISHMENT, EVERY STEP
OF THE WAY**

We'll cheer the girls on and recognise their mini milestones, even if they don't manage to finish the whole Perek.

Your daughter will be rewarded with:

- An invitation to the Avos-a-thon, the Darkei Avos splash event of the year, after passing the halfway learning mark.
- Plus, a reward ceremony with more prizes for winning girls, classes, and schools!

AN EXCITING, MEMORABLE LEARNING EXPERIENCE

Your daughter will taste the sweet pleasure of learning! The lessons will come to life through engaging learning aids like a full-colour *sefer*, a CD, magnets, and calendars.

THE THRILL OF A CHALLENGE

We jacked up the excitement by offering even more prizes to those who thrive on a challenge! Girls who aim high can win prizes for themselves, their class, and their school.

CONFIDENCE FOR THE FUTURE

Some of the greatest feedback from last year's mothers was the confidence it gave their daughters. Your daughter will swell with pride at the Avos-a-thon, and she'll emerge knowing that she's capable of rising to a challenge.

A PERFECT PRE-SEMINARY PREP

Up your daughter's game before seminary. The vast knowledge she'll gain plus the self-learning structure will help to prepare her for seminary.

NEWSFLASH:

EXCITING NEWS:

THIS YEAR WE ARE LAUNCHING AN EXCITING
EDUCATIONAL DARKEI AVOS HOTLINE.

STAY TUNED FOR MORE INFORMATION

ONE FABULOUS PROGRAMME, THREE WORTHY GOALS

Darkei Avos members will accomplish these three things:



They'll LEARN Pirkei Avos by mastering the *mishnayos*

They'll master most or all of Pirkei Avos *ba'al peh*.



They'll FEEL IT by learning in depth

They'll gain an understanding and appreciation of Pirkei Avos by using the *sefer* and other learning materials provided.



They'll LIVE IT by applying the lessons to life

Real-life stories and practical lessons from the *sefer* bring the Mishnayos into the girls' everyday lives.

THIS IS A CUMULATIVE PROGRAMME, SO YOUR DAUGHTER HAS THE OPTION TO JOIN EVERY YEAR TO LEARN A NEW PEREK. THE FIRST YEAR SHE'LL MASTER פרק א', AND EACH SUBSEQUENT YEAR, SHE'LL MASTER THE FOLLOWING PEREK WHILE REVIEWING THE MATERIAL FROM THE YEAR BEFORE – UNTIL SHE'S MASTERED ALL OR MOST OF PIRKEI AVOS.

A peek at the learning schedule for Pirkei Avos mastery:

Year 7 – פרק א'

Year 8 – פרק ב'

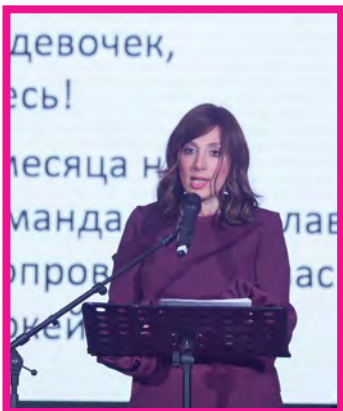
Year 9 – פרק ג'

Year 10 – פרק ד'

Year 11 – פרק ה'

Last year's programme, in numbers:

- 6 schools united for the journey
- 221 members shared the Darkei Avos experience
- 50% more girls joined than the previous year
- 80% learned + memorised at least 10 Mishnayos from the Perek
- 40% completed the entire Perek





THE DARKEI AVOS JOURNEY

Here's what your daughter will do to reach the finish line:

APPLY

To apply, please fill out and sign the enclosed form. We request a nominal membership fee of £30 for first-year members and £15 for returning members.

IMPORTANT NOTICE: Since we're offering a limited number of slots per class this year, we can't guarantee that we'll accept all applications. Send in the form ASAP to avoid disappointment.

GET KITTED OUT

New members will be warmly welcomed with a Darkei Avos bag filled with these enticing learning tools:

- A stunning, easy-to-use *sefer* with pictures, explanations of the *mishnayos*, and bite-size inspirational take-aways.
- Audio recordings of all the *mishnayos* to help the girls memorise them in a cinch.
- On-the-go laminated *mishnayos* learning cards.
- A Darkei Avos pen.
- Plus these other incentives to help the girls stay on top of their game: An adorable parking lot magnet, a beautiful *chazarah* calendar and a chavrusah chart.

Total value: More than £50. Free with membership!

GET TESTED

This year, the girls will have the convenience of self-learning, testing and tracking on different aspects of the mishnah via our interactive hotline. The multiple-choice trivia questions will ensure that the girls understand the literal translation, deeper meaning, and relevance of the mishnah (See the leaflet about the hotline for more details.)

If your daughter missed any questions, she can call in again and our automated system will repeat anything that was missed.

Please note: The fabulous end-of-program Avos-A-Thon caters to those who applied themselves and scored 45% or above on their quizzes.

PICK A PARTNER

The girls can pick *chavrusahs* to keep them engaged and driven.

PLEASE NOTE: We know that some girls learn better on their own! This aspect of the programme is for those who work better in pairs.

ATTEND FARHER, FRIENDS, & FUN

This year, we've added more structure while increasing the fun and reducing the stress. Your daughter will have a chance to review the material and get tested each week in a relaxed environment.

- **GET NOTIFIED:** You'll receive email updates about the location and time of each study session.
- **REVIEW & GET TESTED:** The girls will have a chance to review the *mishnayos* with their friends. Next, they'll get tested orally on the *mishnayos* and with a written multiple-choice quiz on the material from the *sefer*. To lower the pressure, we let the girls take an open-book test to help jog their memories.
- **ENJOY!:** The girls will enjoy music, refreshments, and the company of other Darkei Avos members.

JOIN THE AVOS-A-THON FOR AN EVENING OF EXHILARATION AND A LIFETIME OF INSPIRATION

We want your daughter to feel special. She should feel proud of her accomplishments and recognise the value of her learning.

To this end, our programme will culminate with an unforgettable, not-to-be-missed evening to acknowledge the girls' achievements. They'll join hundreds of members from schools all over for an exhilarating night of inspiration, celebration, and recreation.

The girls will attend the celebration of a lifetime, featuring:

- A lavish meaty banquet, tastefully decorated to the last detail.
- Inspiring messages from renowned speakers, educators, and *Rabbanim*.
- A fast-paced Pirkei Avos trivia game.
- A stunning song and dance performance by the Kalifa Sisters from Israel.
- An award ceremony where each girl receives a certificate for her accomplishments.

Does your daughter thrive on a challenge? Ambitious girls can win these prizes for themselves, their class, or their school at the Avos-a-thon:

- A plaque for the school that has the highest overall score.
- A box of pampering soap and bubble bath for the class that scores the highest on the tests, collectively.
- A surprise gift for girls who complete almost the entire Pirkei Avos.
- A winning prize for the girl that scores the highest on all the tests.
- A top prize for girls who complete the entire פרק א'.
- A grand prize for returning members who complete their current Perek, and review the previous year's Perek, plus an extra mention for all returning members.

TESTIMONIALS FROM PARENTS AND TEACHERS



*"Introducing our children to the wisdom of Pirkei Avos... **will undoubtedly prove to be a spiritual asset accompanying them throughout their lives.** I have been impressed with the innovation and professionalism of Darkei Avos and I have no doubt that the programme will be adopted in time both nationally and internationally."*

— Dayan Ch. Ehrentreu

*"Normally, a new project starts off with baby steps, but Darkei Avos started with a big explosion that will certainly be heard around the world... **Darkei Avos will soon be a household name in the same way that Veshinantom and Shasathon have become world-famous.** It is humbling to have been able to have a small part in such a groundbreaking project, and I look forward... to introducing Darkei Avos to many more kehillas around the world."*

— Rabbi Y. Weitz



*"I would like to add my recognition of the **enormity and far-reaching impact of your project.** Thank you for contributing to Chinuch in the Kehilla."*

— Miss Simonsson

Director of Learning for Girls' Kodesh Hasmonean High School

*"The girls who participated benefitted unbelievably. It started with the learning of the mishnayos, and ended with being part of something so much bigger... **The girls realized the enormity of what they were part of.**"*

— Mrs Debbie Paster



"We can see our daughter has benefited so much from your fantastic program, by giving her the confidence to learn פה בעל פה and socially, through your weekly activities at Hendon Adass.

*Most importantly, you have enabled our daughter to learn and internalize the messages of פרקי אבות which, אי"ה **will remain with her and she'll use throughout her life.**"*

— Ricki and Daniela Noimark



*"My daughter who is in Year 7 enjoyed it and learn a lot and came away with **a sense of pride at her accomplishments**"*

— Mrs. Gluck

Success speaks for itself

We're expanding and going international! Darkei Avos welcomes another school, Tiferes High School Manchester to the programme this year. We also pull out the red carpet for the new Russian Beis Yaakov schools and Torah Umesorah USA that will be joining!

THE WHENS, HOWS & WHERE'S

Our programme will run for **Years 7, 8, 9 and 10** from **December 1st to 15 February**. Registration will be open from November 15 until December 10. That means that on December 10, doors to new members will close, *without exception*.

WORD TO THE WISE: Since we have a limited number of slots, applications will be accepted on a first-come-first-serve basis. Send in the form ASAP to secure your daughter's spot!

**Will your daughter gain a
lifetime of knowledge?**

**Send in your form to save your
spot!**

Got questions? Please reach out!

We welcome all feedback and enquiries.

For all communication, please contact Darkei Avos at:

Darkei Avos Centre
33 Shirehall Park
London NW4

Tel: +44 203 868 1591

Email: info@darkeiavos.org

Website: www.darkeiavos.org

Registered Charity No: 1180711

PARTNERING SCHOOLS:



Beis Aharon veYisroel – Kiev
Beis Yaakov – Kiev



Beis Aharon – Pinsk



Beth Jacob Grammar School



Beis Yaakov – Pinsk



Hasmonean High School for Girls



Menorah High School for Girls



Reshit Chochma – Moscow



Tiferes High School



Tiferes High School - Manchester



Torah U'mesorah

LEARN IT. FEEL IT. LIVE IT.

DADVEI
AVOS