

# Empowering *Chareidi* Women to Maximize Their Potential as Breadwinners

*Temech at the forefront of parnassah revolution among chareidi women in Eretz Yisrael*

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Mrs. Cheftzi Halevi was the quintessential *kollel* wife. A graduate of Bais Yaakov in Yerushalayim and married to a *kollel yungerman*, she had embarked on living her dream life — building her own *bayis ne'eman b'Yisrael* while using her teacher's certificate as a teacher of English language to support her husband. But somehow things did not proceed as planned.

Teaching is a very competitive industry in Eretz Yisrael, and Mrs. Halevi could not find a permanent teaching job.

As her young family began to grow, she realized that she needed a more stable *parnassah*; she needed job security in order to ensure both that her husband could continue learning with *menuchas hanefesh* and that her family would be able to be self-sufficient.

She considered her options and recognized that, as a meticulous person with a creative spirit and flair for design, she could take a course in interior design.

After three years she completed the course. That is when the real work started. She was qualified, talented and motivated, but how would she get customers?

As a *chareidi* woman who tried to minimize her contact with the outside world, she felt very isolated and alone.

"I remembered hearing about an organization called Temech that helps *chareidi* women realize their potential as breadwinners. In truth, I had known about Temech and I had known that their singular goal was to help *chareidi* women in all areas of *parnassah*, with a special emphasis on helping *chareidi* women entrepreneurs, but it never even occurred to me that their organization was relevant to me!

## Temech Transformation

"Temech is located in a large building in central Yerushalayim. When I realized that they had an option for *chareidi* women to rent office space at their Hub, I decided to take the plunge and rent an office for one day a week.

"This conveniently placed my office in close proximity to women who had businesses related to mine. For example, my office was right near that of an architect. I can't describe how much we learned from each other! We shared tips and networked together, and doors to a whole new world of clients were open to me. I



Harav David Lau, Ashkenazic Chief Rabbi of Israel.



Mr. Avi Schron, president of Temech, speaking at the conference.



L- R: Mr. Yaakov Virzbinsky, member of Temech's Israeli board; Mr. S. Hasenfeld, a presenter at the conference; Mr. Avi Schron, president of Temech; Rabbi Moshe Gafni, member of Knesset and chairman of its Finance Committee; Rabbi Shmuel Bloom, founder of Temech, and Mr. Itche Rosenbaum, a board member of Temech.

was also located near a number of graphic artists. I learned how I could use graphic artists to better advertise my business.

"Temech served to empower me to utilize my abilities to be *mefarnes* my family honorably and, most importantly, to continue to support my husband in learning. They have done all of this while ensuring that the *chareidi* woman will never have to sacrifice her deeply held values, *tznius* and refinement as a *bas Yisrael*."

## The Secret to Immeasurable Gain: Sharing 'Industry Secrets'

Mrs. Halevi adds one more very important point: "Shaindy Babad, the director of Temech, is a phenomenal woman who so deeply wants to help all women reach their potential. She constantly reiterates, 'Ladies, don't ever think that if you keep this or that 'industry secret' to yourself you will be doing yourself a favor. On the contrary, share your knowledge, your know-how, your ability to connect with other women... and you will see — not only will you not lose but you and the others will immeasurably gain, both in this world and in the next as well.'"

## Learning to Take Their Businesses to the Next Level

Mrs. Halevi's story and message were heard recently by more than 1,000 women at Temech's Annual Conference, held at the Binyanei Ha'umah Convention Center in Yerushalayim, which has become the go-to event for *chareidi* women interested in *parnassah*. The Temech Conference offered a unique, multifaceted program that empowered *chareidi* women to maximize their potential as breadwinners and opened doors that many didn't know existed — so that they can earn *parnassah b'kavod*, without compromising their deeply held religious values.

The conference featured top tier informational seminars from some of the most prominent industry leaders in various fields. These speakers presented new concepts and ideas on how people can grow their businesses, all in a *frum* atmosphere. There were also innumerable networking sessions and roundtable discussions with women in similar fields, deemed by many to be the highlight of the conference. Rabbi Shmuel Bloom, founder of Temech, said, "The most valuable part of the

conference is the woman sitting next to you! The relationships remain long after the conference ends."

## Bridging the Gap

Mrs. Shaindy Babad, director of Temech, explained: "Temech acts as a bridge between the *chareidi* community in Israel and major companies both in Israel and abroad. Temech explains the advantages that their companies can gain by accessing the *chareidi* workforce of dedicated, responsible and talented women."

## Harav Dovid Cohen, *Shlita*: 'Today's Women Are the Backbone Of the Torah World'

Perhaps Mr. Avi Schron, president of Temech, put it best at the conference when, in his heartfelt remarks, he quoted the great *Gaon* Harav Dovid Cohen, *shlita*, *Rosh Yeshivah* of the Chevron Yeshivah, who told him, "Today's women are the backbone of the Torah world. It is their *mesirus nefesh*, *ehrllichkeit* and commitment to supporting their families with honor that enables the Torah world to thrive in our times. These women enter the workforce and have remarkable success, not because they seek fame and fortune but because of their deep desire to achieve the ultimate goal of perpetuating *Klal Yisrael* as a Torah nation!"

In a powerful address to the conference, Harav David Lau, Ashkenazic Chief Rabbi of Israel, said, "*Chareidi* women working in myriad areas of business and commerce bring with them wherever they go a profound *kiddush Hashem*. They are prototypes of *tznius*, *pashtus* and *yiras Shamayim* upon which the Jewish home is built. They don't bring the values of the workplace to their homes, they bring the values of their homes to the workplace!"