



Blessed with a new spirit
of growth and energy

Emanuel

A TORAH COMMUNITY WHOSE HEART BEATS AS ONE



Emanuel was born of a vision

A vision to create the first ultra-Orthodox town in the Shomron. Nestled atop the majestic Shomron mountains, Emanuel sits on a major east-west thoroughfare connecting Kedumim to Ariel.

A vision to create a community that would flourish with Torah, as its counterparts in Jerusalem and Bnei Brak. Today, the town boasts some 4,000 residents, and with a new burst of interest throughout Israel, Emanuel prays for continued growth.

A vision to create a community whose heart would beat as one. Within Emanuel throbs a spirit of growth and energy. A spirit that has galvanized the town to plan a future that is based on genuine Torah values and provides for the well being of all its residents.



A new spirit at work

Emanuel, whose name means "Hashem is with us" is the story of a town whose faith has been tested, and whose citizens have reaffirmed their belief in their future.

In 1983, when Emanuel existed only on paper, all one could see on the Biblical border between the tribes of Efraim and Menashe, were expanses of olive trees, aged stone walls and ibex perched on the hilltops.

For the town's first residents, streaming from the ultra-orthodox neighborhoods of Jerusalem and Bnei Brak, Emanuel was a pioneer's dream.

They built homes and schools, kollels and synagogues, and planted trees and flowers.

Emanuel quickly grew to 650 families. Then, within a period of six months, Emanuel suffered two terrorist attacks, and one-third of the residents left.

Those remaining decided to shape a new future.

They formed the "Emanuel Development Fund" comprising individuals dedicated to investing in Emanuel's future.

Since then, Emanuel has witnessed growth that is enviable. Today, with numerous educational institutions and kollels, bustling summer tourism, the sprouting of cottage industries, and a flurry of new programs, services and activities that have attracted many new families, Emanuel has surpassed its previous population highs.

Emanuel is a success. Thanks to a mixture of faith, commitment and a desire among the residents to shape their future together.



Shaping the future

“To change our image, we had to do something dramatically different. After much consultation, we decided to invest in tourism exclusively for the ultra Orthodox community. This has been a boon for us. In the summer of 2007 we hosted 25,000 summer tourists, and provided income for some 150 Emanuel families. For the ultra-Orthodox, Emanuel is a summertime paradise. Overnight, the press stopped bashing Emanuel and began praising us.”

Rav Yeshayahu Ehrenreich, Mayor

Rav Ehrenreich, one of Israel's youngest mayors and father of five, has been Mayor since 2004. He is a graduate of Yeshivat Sfat Emet, Yeshivat Amri Emet Gur and the Shas Dayanut track. As a member of the Sha'arei Olam organization, he was instrumental in establishing numerous religious and educational institutions in Emanuel.



The Emanuel Development Fund, working hand-in-hand with the Emanuel Council, have literally turned their town around. They provide a level of aid and services that is rare elsewhere in the country.

But, there is still much more to do. With the increasingly growing needs of the populace, there is an urgent call to both enhance and augment these services.

Emanuel has outlined a number of vital programs which demand additional investment funding from friends and supporters:

- ▶ Emergency Care & Medical Center
- ▶ Child Development Center
- ▶ Employment Training & Consulting Center
- ▶ Security & Defense Center

We are asking you to join with us so we can take the next step forward.



Emergency Care & Medical Center

With the closest hospital center 45 minutes away and the town's high percentage of economically distressed families, illness or medical emergencies can be life-threatening for many of Emanuel's residents.

How has Emanuel coped to date?

Unlike other towns in Israel, Emanuel took upon itself to fill a number of medical voids.

One, by engaging a physician, who sees patients when the clinics are closed.

Two, by supporting a core group of fourteen Hatzalah-affiliated volunteer medics, headed by veteran medic Rav Moshe Eichler. Emanuel supplies the volunteer core with some of their equipment, but the volunteers often pay for their training and expenses out of their own pockets.

While Emanuel has managed many of its emergencies with great skill, compassion and care, our needs are growing and our

resources are extremely limited.

We now need a fully equipped Emergency Care & Medical Center. This Center would operate around the clock, treating all emergencies that occur in town and in the nearby region. And, we need to provide supplementary equipment for our volunteer medics, often the first on the scene during any emergency.

We ask you to help us take this next step forward to provide superior emergency medical care and assistance for Emanuel's residents.



Emergency Care & Medical Center



Monthly Budget

Emergency Clinic (maintenance and rent)	\$ 1,500
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Basic Equipment (bandages, dressings, pads, burn kits, tourniquets, heating/cooling packs, infusion kits, medicines, creams, resuscitation kits, gloves, disinfectant kits)	\$ 1,200
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Physician	\$ 2,500
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Ambulance Drivers* (*MADA only pays for the ambulance, not for the drivers.)	\$ 2,600
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Monthly Total:	\$ 7,800
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Annual Total:	\$ 93,000

Budget for Equipment for Medical Center and Ambulance

12-lead diagnostic ECG monitoring, multi-parameter defibrillator and recorder	\$26,000
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Fetal Monitor	\$ 700
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Spot Vital Signs Blood Pressure Equipment	\$ 2,500
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MIR Laboratory Blood Testing Kit for Clinics	\$12,700
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Total:	\$ 47,900

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Child Development Center

More than 50% of Emanuel's residents are under the age of 18, and some 15% are in need of therapeutic intervention. To date, there was no Child Development Center in town. Therapeutic intervention was only available in some neighboring towns, making it both unaffordable and unrealistic for many parents.



"If children don't receive the help they need when they're young, then the damage is irreversible and long-term."

Rachel, Director of Education

Emanuel launched, during the 2006-2007 school year, a pilot Child Development Center program. The program offered screening, occupational therapy, speech therapy, and parenting classes. Initial screening tests conducted by qualified individuals in several of the town's pre-school programs identified 20 young learning challenged children who then benefitted from professional therapeutic intervention. Parents also participated in parenting groups.

The results were astonishing. *"In five minutes of your training program, you helped enlighten me on my child's learning difficulties that I did not understand before."* Parent

Budget

Tutoring Program

Screening & Evaluation	\$ 400
Tutor (per month)	\$ 120
Annual Program per Child (based on 10 months)	\$ 1,600
Annual Program for 50 Children	\$ 80,000

Therapeutic Program

Screening & Evaluation	\$ 400
Therapeutic Intervention (per month)	\$ 150
Annual Program per Child (based on 10 months)	\$ 1,900
Annual Program for 50 Children	\$ 95,000

Child Development Center

Based on the success of this pilot program, we would like to:

- ▶ extend the screening program
- ▶ provide home tutors for school-aged learning challenged children
- ▶ enhance therapeutic intervention to include physical and art therapy

We ask you to help us take this next step forward in providing therapeutic intervention for Emanuel's children.



▶ Budget

Integrated Therapeutic Program

Screening & Evaluation	\$ 400
Monthly Therapy	\$ 150
Monthly Tutor	\$ 120
Annual Therapy Program per Child (based on 10 months)	\$ 1,500
Annual Tutoring Program (based on 10 months)	\$ 1,200
Tutoring, Therapy & Screening (per child)	\$ 3,100
Annual Program for 50 Children	\$155,000

Administration & Infrastructure

Insurance, maintenance, equipment and office expenses (monthly)	\$ 2,500
Annual costs (based on 10 months)	\$ 25,000

**Total Cost of Child Development
Center and Tutors \$ 355,000**

Employment Training & Consulting Center



“In 2000 the Emanuel Development Fund was established, with the goal of attracting young couples to move here. We created a number of projects, but one of the important steps we took was to support the establishment of small businesses that would provide parnassah.”

Rav Moshe Zinger, Chairman, Emanuel Development Fund

Moved to Emanuel in 1992. Graduate of Yeshivat Slonim and Beit Midrash for Teaching of Rav Ohrbach. Largely responsible for Emanuel's turn-around through his manifold activities with the Fund. Entrepreneur and father of five.



government-sponsored small business consultants. Their first task will be to conduct an in-depth marketing study to assess needs and capabilities. The Center will then focus on creating:

- ▶ training courses in designated fields of study
- ▶ hi-tech training courses for women
- ▶ Torah Institute, to employ and train avreichim in the book production/publishing field

We ask you to help us take this next step forward in creating new opportunities for Emanuel's residents.

Today, the town is proud of the entrepreneurs who have created employment opportunities for many residents. And, we're also proud of the Fund's scholarship fund which supports talented young men, who combine learning in promising field of studies with Torah studies.

An Employment Training & Consulting Center, will enable us to greatly further these activities. The Center will be jointly mentored by Manpower, a professional employment company, and MATI,

Annual Budget

Scholarship for Retraining Program: \$ 8,200

Academic Scholarship* \$ 3,000

(*Emanuel has identified 20 residents who are eligible for academic scholarships)



Security & Defense Center

Several years ago, Emanuel agreed it was imperative to supplement the government's security arrangements. As such, a core group of resident volunteers, none possessing professional military experience, were carefully recruited and selected. Initially, under the supervision of the Israel Defense Forces, they underwent an intensive training program.

Referred to in Hebrew as a "preparedness class," these 15 volunteers regularly train four times a year and also participate in special courses and lectures.

Today, this dedicated group is an integral element in providing enhanced security and defense services to this town of 4,000 residents.

We ask you to help us take this next step forward in ensuring the safety of Emanuel's residents.



Annual Budget

Annual Training Sessions \$ 20,000

Special Package of Benefits
Awarded to the Volunteers
and their Families in Gratitude
for Their Volunteerism \$15,000



עמותה מס' 4-081-038-58

To Whom It May Concern

Re: Emergency Room, Emmanuel

On December 4, 2007 I had the privilege of visiting the town of Emmanuel. During this visit I had the opportunity to learn about the emergency medical needs of the town. In addition I met the Mayor and several of the people dedicated to this project, and we discussed in detail many aspects involved with providing after hour emergency care in rural Israel.

The town of Emmanuel has unique characteristics relating to its need for an emergency facility of this type. These include, a large population of infants and children and the fact that the population of Emmanuel is of a lower socio-economic income bracket resulting in a greater need for emergency services. This population is far less likely to have access to transportation as well. The nearest hospital is over 30 minutes drive away.

The town leaders are very well aware of all the complexities related to establishing a facility of this type and are committed to making sure that it is a success. They are aware of both the capital budgetary expenses as well as the operational financial constraints.

As one who is very familiar with emergency medicine in Israel I feel there is a clear need for after hour emergency care in a town like Emmanuel and I feel that any support provided towards this life saving endeavor is very worthy. I was most impressed with those involved with the project that they have a good grasp for this undertaking and have remarkable integrity.

Sincerely,

Yitzchak A. Glick MD
Diplomate,
American Board of Emergency Medicine
Director, Efrat Emergency Medical Center



Emanuel: A Reversal Of Fortunes

Emanuel, the first ultra-Orthodox town in the Shomron, wrapped up its summer program exclusively for the ultra-Orthodox, having hosted 25,000 visitors—sixfold what they anticipated. Already, organizers are expecting 40,000 to attend next summer.

Emanuel wasn't always a summer attraction. Ask just about anyone in Israel what Emanuel was renowned for, and most people will recount the two terrorist attacks that ravaged the town within a period of six months in 2000–2001. What caused the town's fortunes to undergo a complete turnaround—its population has swelled to 4,000 residents, passing its pre-2000 population high—was the residents' genuine faith in their future combined with the admonition by the *Slonim Admor* not to abandon the town, which galvanized a group of dynamic local leaders who could teach corporate crisis management consultants a thing or two.

A Pioneer Vision

In 1983, when Emanuel existed only on paper, all one could see on the Biblical border between the lands desig-

nated for the tribes of Ephraim and Menashe were expanses of olive trees, aged stone walls, and ibex perched on the hilltops. For the town's first residents, streaming from the ultra-Orthodox neighborhoods of Jerusalem and Bnei Brak, Emanuel was a pioneer's dream.

After some initial bumpy starts, the town began to flourish, with hundreds of homes dotting the majestic hilltops, *kollels* and synagogues, and nurseries and schools for the swelling ranks of young children. Those early halcyon days came to an end with the two explosions on Emanuel's main bus line in late 2000 and early 2001. Shortly after, some one-third of the town's residents abandoned Emanuel.

But today's picture of Emanuel is quite different.

Sitting in his office as head of the Emanuel Local Council, Rav Yeshayahu Ehrenreich looks back upon those days with a mixture of sadness and relief. As one of Israel's youngest mayors, he can take pride in the enormous success that his administration has blessedly achieved. And this success, he freely acknowledges, came with the untiring efforts of many other people, including Rav Moshe Zinger, head of the Emanuel Development Fund. Rav Zinger, in close contact with the *Slonim Admor*, was instructed to stem the flow of people leaving Emanuel and encourage others to move there.

Ensuring Safety

Where does one begin? "We knew that we had to do something drastic to change our image," Rav Ehrenreich explained. With the joint efforts of the Local Council and the Emanuel Development Fund, they created a virtual revolution in the town on nearly every level of life. "The first step to

gaining an individual's confidence in an emergency situation is to make him feel safe," Rav Yehoshua Eichler, head of the local volunteer medics force, said. Rav Eichler, who was at the scene of the first terrorist attack, is a veteran volunteer and one of Emanuel's most highly trained medics. He has gathered around him a team of 13 volunteer medics and ambulance drivers. They coordinate many of their efforts with Dr. Pinsky, who was hired by the local council to provide medical services for Emanuel's citizens when the local clinics are closed. During the morning hours, one can find Dr. Pinsky learning in a local *kollel*.

Volunteerism is not restricted to Emanuel; these teams also handle cases from the nearby towns and villages. Nor is volunteerism restricted to medical emergencies. Today the town is proud of its 15-member civil defense and security team which, without having any previous military experience, underwent a grueling training program developed by the Israel Defense Forces and provide enhanced security services throughout the town.

Creating Opportunities

Rav Moshe Zinger, who moved to Emanuel in 1992 from Tiberias, is a soft-spoken father of five and the moving force behind the Emanuel Development Fund. His sparkling, smiling blue eyes belie the seriousness of his mission. He is often referred to as "the spirit who has brought new life to Emanuel." As an entrepreneur whose *sheitel* business employs several women residents, he understood that people also need *parnasah* opportunities. The Emanuel Development Fund's scholarship fund supports talented young men who combine aca-

demie learning with Torah studies.

Shlomo grew up in Emanuel, moved away and returned about two and a half years ago. One of several of the fund's scholarship recipients, 23-year-old Shlomo studies architecture several times a week, and is in the *beis midrash* the remainder of the time. "Studying architecture is a real challenge, but I am enjoying it and looking forward to applying my skills to Emanuel when I graduate."

The newest project that the fund is undertaking, an employment training and consulting center, hopes to provide employment opportunities for many more of Emanuel's residents. The center, to be jointly mentored by Manpower and MATI, government-sponsored small-business consultants, will begin by assessing the residents' needs and capabilities. Then, they plan on developing a series of training courses in promising fields of study, including hi-tech training for women, and a Torah Institute that would employ and train *avreichim* in the book production and publishing field.

Changed Thinking, Changed Image

Rav Ehrenreich's mobile phone rings incessantly. A call comes in from a local resident about a bus that didn't arrive, and the next call is from an Israeli government official. "Being the mayor of a small town is different than being the mayor of a big city. Here the residents expect the mayor to deal with everything." Which explains why the Emanuel Local Council provides a level of aid and services that is rare elsewhere in the country.

But perhaps the biggest expectation of the residents was for Rav Ehrenreich and his staff to turn the town around. To do so, Ehrenreich gathered together a



"creative team" to help reshape the town's future. "There was a group of us who met over a period of many months, and after a lot of brainstorming, thinking, and marketing research, we decided to invest in tourism."

Investing in tourism was a radical departure from anything the town—or any other ultra-Orthodox community—had ever done. But they were confident that this could work. Construction of two *kasher Y'mehadrin* swimming pools—one for women and one for men—began, as several million shekels were gathered for the construction costs and invested in beautifying the parks and gardens, a boardwalk, a tourist train that travels around the town's perimeter, and several children's attractions. The Israeli government's Ministry of Housing, the Emanuel Local Council, and the Emanuel Development Fund subsidized these projects. Local families were encouraged to rent their homes to summer tourists, local businesses geared up to provide goods and services, and a bevy of kids' shows were lined up for local appearances.

"I told the team that I was working with," Rav Ehrenreich said, "that I thought we could attract 20,000 tourists. Their response was, 'If you bring 4,000, we'll be happy.' Last summer, we counted more than 25,000 tourists." Overnight, Emanuel became



a paradise for the ultra-Orthodox tourist. "The press stopped bashing Emanuel and began praising us," Rav Ehrenreich recalled, grinning broadly.

The summer tourist industry has also been a windfall for many of the families who rented out their homes or provided goods and services.

There is a new burst of interest in Emanuel throughout many of Israel's ultra-Orthodox quarters, and already the town has added another 200 fami-

lies to its town roster, surpassing its previous population highs. The town has many more projects it wants to develop, including a child development center and an emergency care and medical center, which would help provide enhanced services and care for the growing population.

What is perhaps most encouraging about the town's spirit, though, is that so many feel part of the mission. Yitzhak Chazin, a longtime resident of

Emanuel and internationally renowned artist whose hand-painted *Megillos*, *Haggadahs*, and prayer books adorn the homes of Jews around the world, says that for him and his family "Emanuel is a place where we find serenity and peace and are able to fulfill our creative spirit—a place where we really feel we can be part of something important." ♦

Contact info@emanuel-city.org.il for more information.



Communities

The Revival of Emmanuel

Terror attacks in 2001 and 2002 turned the chareidi center into a ghost town — until Rabbi Yeshayahu Erenreich was elected local council head and turned things around

By Yehudah Marks

Emmanuel, the pastoral chareidi town in central Shomron, enjoyed more than 20 years of growth, attracting families who preferred its spacious grounds, slower pace and breathtaking view over the hustle and bustle of the big city.

But then came two suicide attacks in 2001 and 2002, killing 17, *Hy"d*, and leaving over 100 wounded. Not only did the attacks personally touch just about every family in Emmanuel, it scarred the town, as up to 40 percent of the residents left the city. Those who stayed behind felt like they were living in a ghost town.

Following the mass exodus of Emmanuel residents, the prices of apartments dropped, hitting rock bottom and being rented out for free — the tenants only needed to pay municipal taxes.

Now, however, this situation has changed. Emmanuel numbers over 4,000 residents and every apartment in the city is inhabited — rents have jumped to over \$200 a month, with the price rocketing to \$100 per night during the summer!

Local council head Rabbi Yeshayahu Erenreich, the man behind this turnover, explains what caused the amazing change in Emmanuel.

"To change our image, we had to do something strategically dramatic," he explains. "So after consulting with the experts, we decided to launch a tourism project for chareidi society — and the results can be seen all over."

In the three years since his election, Rabbi Erenreich has brought over 200 new families to Emmanuel, thanks mainly to his summer tourism program.

With full-page advertise-



In just three years, Rabbi Erenreich has brought over 200 new families to Emmanuel, thanks mainly to his summer tourism program.

ments in the chareidi press featuring two huge separate swimming pools for men and women, a large pond with swans and geese, an open-air park train, a magnificent promenade and lots more, Emmanuel's chareidi atmosphere lures the wary chareidi public from the city.

And after visiting the city and enjoying the clear air, the wide-open spaces and the spotlessly clean roads, many decide to stay.

"Many people are afraid to

visit Emmanuel because of the security situation," Rabbi Erenreich admits. "We therefore have to bring them to Emmanuel to experience its unique tranquility and to see for themselves that it is a normal town with normal people."

"Last summer, over 25,000 visitors came to Emmanuel, which not only provided income for 150 families, it also boosted Emmanuel's reputation." Rabbi Erenreich adds that the council is planning a

hotel and *tzimerim*, privately run vacation cottages, to accommodate visitors.

So the mass emigration is over?

Baruch Hashem, the residents are happy here and don't want to move out anymore. Of course, there are naturally one or two families a year who have to move for various reasons, but the emigration that we witnessed several years ago is over.

The Slonimer Rebbe has a

flourishing *kehillah* in Emmanuel with a large *beis medrash*, and even after the terrorist attacks he didn't allow his chassidim to leave. Instead, he encouraged them to move to Emmanuel. We are also negotiating with another *kehillah* to move to Emmanuel, but it is still too early to release any details.

The dramatic change can be noticed in the school classes — while there are only 20 students per class in the upper



Emmanuel's civilian response team has been trained by the IDF.



Emmanuel operates a medical clinic, which includes basic equipment and a full-time doctor, but wants to expand with more sophisticated equipment, like an ECG defibrillator.



grades, we have up to 100 children in the younger grades.

And as the town grows bigger, so do its needs. ...

Certainly. After being elected, the first thing I realized we needed was a medical clinic. The Kupat Cholim [health fund] closes at around five, and from then until the next morning Emmanuel had no medical care for emergencies. The nearest hospitals are Kfar Saba or Petach Tikva's Beilinson, which are both a drive of at least three-quarters of an hour. Since most of our residents are not that financially well-off and do not own cars, they used to call an ambulance for every little thing so as to not take any chances, but the ambulance costs three times the amount, since they only send bullet-proof ambulances to the Shomron. ...

In addition, the time and energy involved in traveling to the hospital and back for what were usually minor complaints was very draining for the residents.

We therefore decided to take the plunge and, without many financial resources, established a medical clinic that is open until late at night, and the doctor answers calls at all hours of the day and night.

This clinic, which includes basic equipment and a full-time doctor, costs us nearly \$100,000 annually. A burden on the council, but a necessity for the residents.

And this clinic meets the needs of your community?

Not at all! We want to expand the clinic with more sophisticated equipment, like an ECG defibrillator, but we are still lacking \$50,000 for such essential equipment. We are dreaming of one day building an emergency care center that will provide for all the residents' medical needs, but first things first. ...

What is the situation as regards education?

Emmanuel has Chinuch Atzmai and El Hamaayan Talmudei Torah [associated with Shas], as well as girls' schools, kollelim and yeshivos. But in addition to these facilities, we have opened a new child development center for children with learning difficulties who need therapeutic treatment.

early detection, which identified 20 children with learning difficulties who benefited from professional therapeutic treatment.

And the results?

One parent approached me with tears in his eyes, saying that after only five minutes of training he now understood his child's learning difficulties.

We have seen the progress of many children who would have been lost without this help, and we therefore hope to extend the screening program, to enhance therapeutic treatment to include physical and art therapy, and to provide home tutors for children who need extra lessons.

So what is stopping you from expanding the program?

The usual problem — funding! Although the Kupat Cholim does participate in some of the costs, we still need at least another \$12,000 for these vital projects, and we are already running low on resources. Remember, the residents of Emmanuel don't live on a high standard. Most of them are kollel *ungefeir*, and they don't have the means to provide this type of help for their children. The responsibility therefore falls on the council and its head.

The more resources we have — the more children can be saved.

You mentioned earlier the security situation. How has that changed?

First of all, the IDF has increased its presence in Judea and the Shomron over the past few years. However, we realized the need to supplement the government's security arrangements, and we therefore established a security and defense center where 15 *aveichim* volunteered to be trained by military experts in an intensive IDF program that brought them to the standards of combat soldiers.

These dedicated volunteers, who are on alert at all hours of the day and night, and are an integral element in providing security and defense to Emmanuel, continue their training four times a year, also participating in special courses and lectures.

And this project is also funded by the Emmanuel council.

We realized that some children needed special treatment, but their parents couldn't afford it. Even those who could pay for it, were put off by the long journeys to education centers in the larger cities.

Emmanuel's director of education warned that these children must be helped, since neglecting these problems until the child is 7 or 8 results in irreversible, long-term damage. In addition, statistics show that many of these children who were deprived of treatment later rejected Judaism.

We established a pilot child development center program, offering screening, occupational therapy, speech therapy and parenting classes. In addition, we launched a campaign of

But aren't the neighboring towns in the same position?

That's where you are wrong. One of the reasons the residents of Emmanuel chose this town is its low standard of living; the residents are not financially well-off, nor do they have wealthy parents or family, and that is the difference between Emmanuel and its neighbors.

For example, when the neighboring Alon Shvut needed a security fence, the citizens made a few telephone calls to parents, family and friends abroad, and after the residents themselves chipped in, the whole amount was ready.

But we can't count on our residents to contribute to any of these community needs since they are all struggling, nor do they have any connections with philanthropists. So the whole project falls on the town council.

How does the security situation affect your lives?

Not in a big way, but there are a few problems, like bus service — since we are only allowed to travel in bullet-proof buses, we have a problem when there is a need to add buses to the service, since Egged doesn't have enough armored buses.

Apart from these few hitches, the security situation doesn't have much of an effect on our lives. Even if the government surrenders parts of Judea and the Shomron to the

Palestinians, Emmanuel probably won't be included, since it is on the Israeli side of the security fence.

Any more plans for the future?

Since there are no more apartments available in Emmanuel, we are negotiating with a private contractor to complete a building that was stopped in the middle after the contractor went bankrupt, and has been standing empty for some time.

Emmanuel is an hour's drive from Yerushalayim and only three-quarters of an hour from Bnei Brak, so I believe that with publicity and tourism, we will be able to bring many more chareidim to the town.

When I came to Emmanuel, the joke was that this is a town that you can enjoy twofold; first, to enjoy life here, and second, to enjoy complaining about. ... My goal is that the residents should have no reason to complain!

A Young, Dynamic Leader

Before being elected head of Emmanuel's local council, Rabbi Yeshayahu Erenreich was a serious kollel *yungerman* studying in the Choshen Mishpat Kollel of Mifal HaShas in Bnei Brak.

However, he was involved in *askanus* — taking care of the city's *miyu'os* — and he was brought up in a home of *askanus*. He therefore easily understood the difference between being the mayor of a big city and the head of a small one.

"The mayor of a big city has to deal with big problems, while the head of small town has to deal with the small problems as well as the big ones," Rabbi Erenreich says. "The mayor of a big city has to deal with the important issues, while the less important issues he leaves for the councilors or council clerks."

"But the head of a small town, apart from dealing with the important issues like council budgets, security and building projects, also has to deal with the more trivial issues like bus routes, broken benches in parks, etc."

In fact, Rabbi Erenreich

says that being a mayor of a small town is a nonstop job. "The residents meet me in shul and at the neighborhood grocery. ... My working day therefore starts long before I even reach the council building!"

In addition, every family has his home and cellular numbers, and whenever they have even the slightest problem, they don't hesitate to call. People looking for work or collecting for those who can't make ends meet are only some of the many issues that fall on Rabbi Erenreich's shoulders, as well as health and education matters.

"Just the other day," Rabbi Erenreich recalls with a smile, "a resident called me in the middle of the night, saying that their child had a high temperature and they wanted to know if they should take him to hospital."

Rabbi Erenreich is the address for all of Emmanuel's concerns, with its residents' eyes and hopes turned to him to continue the Emmanuel revolution, raising their standard of living and making the town an even more pleasant place to live.



Rabbi Erenreich: Everyone in town has his cell phone number, and feels free to use it.



Haredi Settler Town On The Rebound

BY ELLIOT RESNICK
Jewish Press Staff Reporter

"A Torah community whose heart beats as one" is the advertising campaign of this Israeli locality.

Mea Shearim? Bnei Brak? Beitar?

None of the above. This haredi enclave is Emanuel, situated in the hills of the Shomron.

Founded in the mid-1980's, Emanuel was abandoned by a third of its population after two terrorist attacks in 2001 and 2002. Today the town has recouped its losses and is looking to expand and attract even more residents and businesses.

The catalyst, according to Benny Gur, a consultant for Emanuel's development campaign, is Rav Yeshayahu Ehrenreich, mayor of the town.

"Thanks to his leadership the whole community now is at a point of rebuilding itself and thank God can hardly find an apartment because of the massive demand," Gur said.

One of Israel's youngest mayors at age 32, Rav Ehrenreich told *The Jewish Press* that he envisions a doubling of the 600 family-strong population in the next five years and a major expansion of its business sector.

The son of one of Emanuel's founders and the father of five, Rav Ehrenreich, in tandem with other local officials, conceived a four-point plan to improve the town and attract new residents. He and Gur were in the United States last week to raise money for the projects, which are in various stages of development. Rav Ehrenreich was also a

guest at the Agudath Israel convention in Stamford, Connecticut.

The plan calls for establishing an Emergency Care and Medical Center (the closest hospital is a 45-minute drive) and an Employment Training and Consulting Center; expanding its Child Development Center; and maintaining its Security and Defense Center volunteers.

"If you will find other projects of this magnitude," Gur said, "you will find that people in these communities are *olim* and can easily reconnect with families back home and get support and funds. Emanuel is absolutely not this type."

Also, Gur stressed, Emanuel is more isolated and cannot rely on major nearby cities as can Beitar or Modi'in Ilit.

Gur is a consultant by profession. But he said he takes particular pleasure in working for the Shomron's only haredi community.

"I feel that there is a great challenge here from my perspective as a *mizrachi*, *kipa serugah* type in helping the haredi community to integrate the whole concept of *Eretz Yisrael* and Yehudah V'Shomron.

"I believe *Eretz Yisrael* should be a true melting pot between the communities. Elsewhere you have such a difference and distance between the haredi community and the *kipah serugah* community and I think dealing with Yehudah V'Shomron settlement is a platform of bringing the communities together."



Rav Yeshayahu Ehrenreich, mayor of Emanuel, Israel



Emanuel

A TORAH COMMUNITY WHOSE HEART BEATS AS ONE

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