



Launch Plan Fall 2021

[Shieldofdavid18.com](https://shieldofdavid18.com)

Never Again Means Taking Action Now

Shield of David was founded by Eli Ben Moshe and Brian Blacher. Shield of David was inspired by the upsurge of anti-Semitic incidents that have occurred in the past few years. Both Eli and Brian were disappointed by people saying NEVER AGAIN, and not doing anything about it.

The goal is to educate Jewish students with pride and self-empowerment through our tailored courses on every campus; this is facilitated by an organization that believes in the cause and is already on campus.



EDUCATE

Identify Antisemitism & know when to help other Jewish students.
Learn about the contemporary forms of antisemitism, such as anti-Zionism.



ACT

Know and act on hate speech and when it should call out.
Know and act when a Professor is biased.
Know how to be vigilant & help other students.



DETER

Build a community that responds & protect each other against antisemitism.



How It Began

Founded in 2020

OUR VISION: 10,000 SHIELD OF DAVID
EDUCATED FOOT SOLDIERS "GRADUATES"
IN 5 YEARS

Our mission: Providing spiritual, mental, and
physical training to inspire you to be a
modern-day Maccabe

2020

Shield of David was founded

2020

Kickstarted our 6-week
program at 2 Colleges
before the pandemic

2021

Major impacts in pushing
back on Jew-hatred in
California and beyond

Organized the largest rally
ever in San Diego to stand
against Jew-Hatred

Launching our tailored 6-
week trainings at 10-15
College campuses



Impact Report

FIGHTING JEW-HATRED



- **"WE ARE ISRAEL" RALLY UNITING JEWS & CHRISTIANS GARNERS OVER 3,000 SUPPORTERS**
- **OVER 3,000 UNITE IN SOLIDARITY WITH ISRAEL IN LOS ANGELES**
- **UC PROFESSOR PEDDLES ANTI-SEMITIC CONSPIRACY THEORIES**
- **PLANE WITH SWASTIKA SPOTTED AT TORREY PINES GLIDERPORT**
- **ZOOM CANCELS TALK BY PALESTINIAN HIJACKER LEILA KHALED AT SAN FRANCISCO STATE UNIVERSITY**

A large crowd of people is seated outdoors at a rally. In the foreground, a man in a white shirt and cowboy hat holds a microphone. Next to him, a woman in a red 'MAGA' hat and a man in a 'got freedom?' t-shirt are visible. An Israeli flag is held up in the crowd. The background shows more people and trees under a clear sky.

"WE ARE ISRAEL" RALLY UNITING JEWS & CHRISTIANS GARNERS OVER 3,000 SUPPORTERS

The Problem

Anti-Semitism is at an all-time high in the United States with no consequences for violent and physical harassment against innocent Jews, synagogues, and private property.

Impact

We wanted to call on our allies to publicly condemn the ongoing and normalized Jew-hatred. Over 3,000 Jews and Christians who boldly reject anti-Semitism and support Judeo-Christian values, joined us.

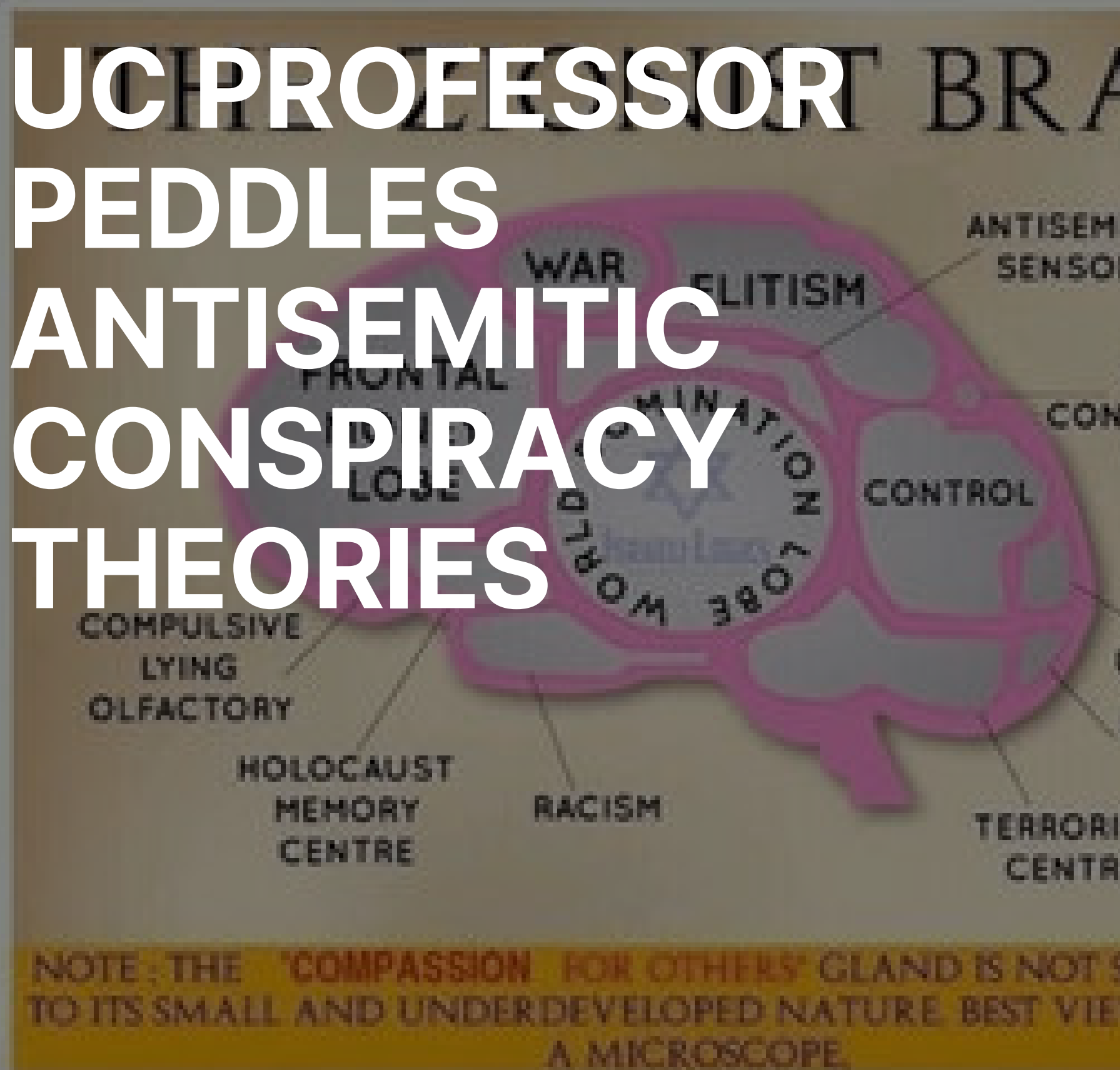
Former State Secretary, Mike Pompeo, Larry Elder, Dumisani Washington, and other prominent speakers supported our event with his presence and assured us that the work of Shield of David is a project he firmly believes in.



Professor Ghassemi
@ProfessorGhassemi

...reality bites!!!!!!

UC PROFESSOR PEDDLES ANTISEMITIC CONSPIRACY THEORIES



The Problem

On June 14, Ghassemi tweeted “... reality bites!!!!!!” along with a photo of a “Zionist brain” with labels such as “frontal money lobe,” “Holocaust memory centre” and “world domination lobe.” That same image can be found on the website Jew World Order, which peddles anti-Semitic conspiracy theories.

Impact

Shield Of David and Yad Yamin went to the Board of the University of California Merced, to major donors of UC Merced and media outlets. We made sure that Jew-hatred has consequences. As an indirect result, now Merced also has a Chabad Center to ensure Jewish presence and pride.

WE WON. Shield of David got a letter from their legal department that confirms that he will not be back to teaching while the investigation goes on and that they will fight his three lawsuits against them.

A large crowd of people is gathered for a protest in Los Angeles. Many individuals are holding Israeli flags and American flags. Some people are wearing blue and white clothing, and others are holding signs. The background shows a cityscape with buildings and trees under a clear blue sky.

OVER 3,000 UNITE IN SOLIDARITY WITH ISRAEL IN LOS ANGELES

The Problem

There was a 115% increase in antisemitic attacks in May.

Jews have been violently attacked all over our country, with major incidents happening in New York City, Los Angeles, Boston.

Impact

We partnered up with local groups in Los Angeles to raise awareness about the increasing level of Jew-hatred.

We ran charter buses from San Diego to L.A. so that our communities can join the solidarity protest.

We made noise and left a message: "We are not Jews on trembling knees."



PLANE WITH SWASTIKA SPOTTED AT TORREY PINES GLIDERPORT

The Problem

A plane with a swastika was spotted at Torrey Pines gliderport.

Impact

Shield of David pressured the owners for an investigation.

WE WON. As a result, the person flying the plane was kicked out of the glider club. Jew-hatred and antisemitism of any form must have consequences.



ZOOM CANCELS TALK BY PALESTINIAN HIJACKER LEILA KHALED AT SAN FRANCISCO STATE UNIVERSITY

The Problem

Leila Khaled, a terrorist and who played a part in the hijackings of two airplanes has been invited to speak at San Francisco State University.

Leila Khaled, 76, is a member of the Palestinian Front for the Liberation of Palestine (PLFP), a group the U.S. Department of State designated a terrorist organization.

Impact

Shield of David joined and actively supported the #EndJewHatred movement as it demanded Zoom to cancel an online event with a designated terrorist.

We went to San Francisco to pressure Zoom not to give a platform to a terrorist. **WE WON** and the event was canceled both by Zoom and later on by Youtube and Facebook as well.

Media Features

- **Television & Radio appearances**

Thousands attend Shield of David's 'We Are Israel' rally against antisemitism in El Cajon

PRO-ISRAEL RALLY HELD IN EL CAJON; PALESTINIANS MARCH IN PROTEST

Pompeo scheduled to speak at 'We Are Israel' rally in El Cajon; protest expected

'We Are Israel' will hold rally to fight antisemitism

Christian and Jewish groups to rally against antisemitism on July 25

Former Secretary of State, Mike Pompeo to attend We Are Israel rally in El Cajon on Sunday

Plane with swastika spotted at Torrey Pines gliderport





Printed & Online Media

Shield of David program battles anti-Semitism through Krav Maga and education

'We Are Israel' rally draws recall candidate, Trump's former secretary of state and protesters to El Cajon

UC Merced professor accused of anti-Semitic tweets not returning for spring semester

Plane with swastika at Torrey Pines Gliderport draws objection

Palestinian hijacker Leila Khaled to speak at San Francisco State University, Jewish groups condemn invitation (FOX NEWS)

Zoom bans San Francisco event featuring anti-Israel terrorist

Zsidók és keresztények fogtak össze a békéért Amerikában

An aerial photograph of a college campus, heavily filtered with a yellow-orange color. In the center, a large, multi-story gothic-style building with multiple towers and arched windows is prominent. To the left, there are several smaller, multi-story buildings with gabled roofs. To the right, a large, modern-looking building with a curved facade and many windows is visible. The foreground is filled with green trees and grass. The overall scene depicts a typical college campus environment.

College Campuses

A 2-tier Program

Educational Objectives:

To offer tools for Jewish College Students to identify, and deter Antisemitism in its various forms.



Jewish Identity & Antisemitism

Each session starts with a 15 minutes educational segment specifically tailored towards the needs and interest of College Students



Krav Maga & Spirituality

Each session offers a 50 min Krav Maga and self-defense training provided by a quality trainer.

Total costs involved for 15 campuses:

\$ 55,500

\$ 27,000

6-week courses for 18 students.

Incl. the educational material, a licensed Krav Maga instructor that is Zionist and understands the educational components.

\$8,000

T-shirts for
students and Krav
Maga instructor

\$ 6,500

High-end quality
mace with Shield Of
David logo

\$6,000

Administration and
marketing, flyers, improve
and host website,
administer donations from
parents, donations from
alumni etc.

\$3,000

Student
Ambassadors

\$5,000

Give away "Swag"
to students

6-week training program

01

Identity venue

We identify a College campus in need.

The contact point is the local Chabad House, alternatively, Jewish Students groups on Campus.

02

Shield of David Student Ambassador Program

A student ambassador is a college student that acts as the crucial link between Shield of David and their college campus.

They will facilitate the organization and execution of a Krav Maga course at their local Chabad House.

03

Educational Program

Our curriculum was created with the involvement of college students to tailor it to their unique needs and attention spans.

Topics include:

- How to identify Antisemitism and its different forms
- Sharing the story of a young survivor of an Antisemitic attack
- Noa Thisby on Anti-Zionism
- The importance of communications: Dominate the Conversation

Meet the Founders & Board Members



Dr. Eli Ben-Moshe

CHAIRMAN



Brian Blacher

CEO



Helene Arya

CHIEF ADMINISTRATION
OFFICER



Alan Kholos

GENERAL COUNSEL



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*Shield of David is a 501(c)3
Tax ID 85-2217082*



**The six-week Shield of David pilot program
at CU Boulder**