

# Five Years of TribeTalk



Empowering students to face  
the challenges of antisemitism



# TribeTalk™

## About TribeTalk

TribeTalk educates and empowers middle and high school students to recognize and respond to antisemitism in their schools, communities, and on social media. TribeTalk's goal is to empower these students with the knowledge, confidence, and tools to respond to antisemitism through their academic years and beyond.



## TribeTalk's Approach

TribeTalk engages Jewish students and their allies through unique programs designed to provide a baseline knowledge of Judaism, antisemitism, and the Israeli-Palestinian conflict.

Our curriculum provides students a basic understanding of antisemitic tropes and

stereotypes and guides them through real-world scenarios of Jews being targeted and harassed, giving them the tools to confront antisemitism and bias when it impacts their community or campus.

# Letter from the co-founders

Dear Friends,

Five years ago, as our high schoolers were approaching college, we realized that antisemitism was on the rise on college campuses and that high school students were not prepared for that environment.

Those concerns led us to launch TribeTalk, an organization specifically designed to empower students with the tools and information they need to address antisemitism and anti-Israel bias — before they get to campus. Working with community leaders and expert advisors, we developed a series of “Standing Strong” programs that prepare students to recognize and respond to antisemitism. We hope these workshops have the additional benefit of helping students feel more connected to the Jewish community and confident to engage in Jewish life in college and beyond.

As parents of teens, we recognized that many students will not seek out this type of education and training, so we designed TribeTalk's programs to go where the students already are — at camp, in their Jewish and secular schools, and community centers. And we created a program that allows for students and parents to learn independently or together.

When we launched TribeTalk, we saw that antisemitism was increasing, but even we could not have imagined how much antisemitism would grow in five years, so much so that Jewish students would be forced to walk through encampments filled with anti-Israel rhetoric to get to class, or that vitriol against Jews would permeate into high schools and even middle schools. The need for the education and training that TribeTalk provides grows every year, and we are here to meet the call. Our workshop offerings now begin with middle schoolers and we facilitate workshops for both Jewish and non-Jewish students and even in public schools.

Over the coming years, we hope to expand our impact, reaching thousands more students through our signature “Standing Strong” training. We are already working to onboard regional trainers across the country, allowing us to bring the TribeTalk curriculum to more schools, camps, and synagogues.

We are incredibly grateful for the funders, partners, collaborators, friends, and family who have worked with us to develop TribeTalk over the last five years. Together, we can work to ensure that students everywhere are empowered to fight antisemitism in their communities and build a better Jewish future for all of us.

With appreciation,



Michelle Black



Robin Friedman



Jude Sydney



# TribeTalk in Action

“I appreciate that we had a safe space to talk about harder subjects like this.”

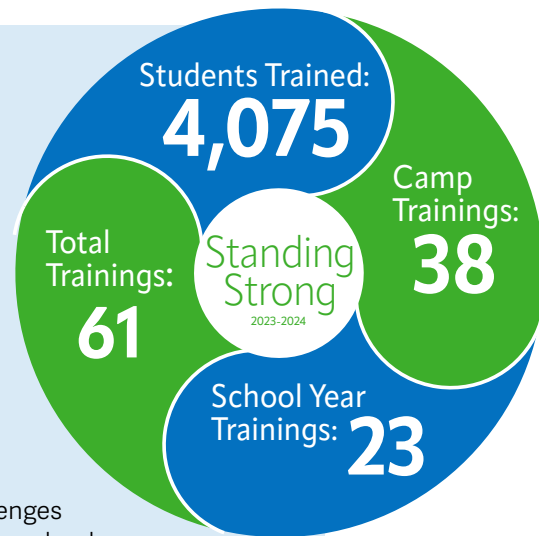
Sophomore,  
Jewish Teen Initiative

Over the last five years, TribeTalk has engaged thousands of middle and high school students across the country through engaging, easy-to-access content and real-world scenarios that students address interactively with their peers. While our programs initially focused on helping future college students understand the campus climate and find the right school for them, after the terrorist attacks in Israel in October 2023, as antisemitism escalated across the community, TribeTalk redoubled its efforts to provide students with the foundational knowledge to understand the history and impact of antisemitism today and to help support one another.



## ‘Standing Strong’

TribeTalk’s “Standing Strong” curriculum empowers students to navigate the challenges they may face from antisemitism in middle school, high school, college, and beyond. The workshops are interactive and provide practical, accessible information about complex topics, helping young people understand the history of antisemitism, how to recognize it, and how and when to respond if they see it.



## College Comparison Guide

TribeTalk developed its College Comparison Guide to provide information on Jewish life at universities across the country, helping

students find their best fit and meaningfully engage with Jewish life on campus. The tool helps students find a community where they will feel a sense of belonging and allow them to explore their Jewish identity with their peers.

## Resources and Guides

TribeTalk provides resources and guides to help middle and high schools students better understand the environment on college campuses today and help them recognize and respond to hate. This includes our “TribeTalking” podcast, where students and parents learn directly from experts like Daniel Gordis and Rachel Fish.



“Thank you for creating TribeTalk—this was super helpful as a parent and for my kids.”

Parent, United Jewish Federation of Utah



## Engaging with Parents and Educators

TribeTalk programs are not just for students! We have designed our programs specifically so students and parents can learn together, often prompting important follow-up conversations. TribeTalk educators also speak often with Jewish community groups and parents, advising them on how to support their students to recognize and respond to antisemitism when it impacts their community.



## TribeTalk at Camp

TribeTalk has facilitated 38 camp trainings over the last five years, sharing our “Standing Strong” curriculum with both campers and counselors. The camp program offers a unique chance for students to engage, share stories, and support each other in a safe environment.

## Building Allies

TribeTalk’s programs are increasingly sought out by communities with small Jewish populations, specifically to educate Jewish and non-Jewish peers together. Our curriculum is designed to empower allies alongside Jewish students, and TribeTalk has expanded to begin training in public school systems.



“I strongly appreciated what I have learned and plan on using the skills in situations in the future.”

8th Grader, Camp YJ

## Webinars

When the COVID-19 pandemic made in-person training impossible, TribeTalk shifted to online webinars, providing students information and connection while they were isolated



from their peers. TribeTalk continues to offer webinars to students who cannot access our programs in-person, and have trained 1,046 students through 14 sessions in the past five years.

“I really enjoyed learning about the real life examples of antisemitism. It helped me understand how often it happens.”

High School Senior

# TribeTalk's Impact

We know TribeTalk programs have an important, sustained impact on Jewish students and allies alike. Through surveys and response forms, our students, parents, and community partners tell us that TribeTalk offers credible information and clear guidance that helps students feel more confident in addressing antisemitism and speaking up for their values.

“The language was clear and digestible for my teen, and I was grateful to be able to share in the learning experience with her so we could continue the conversation into the future.”

Rabbi Todd Markley  
Temple Beth Shalom, Needham, Mass.



Among public school students trained in Park City, Utah in December, 2024:

**96%** reported stronger understanding of antisemitism as a result of what they learned

**95%** reported that they are more confident in identifying antisemitism as a result of what they learned

**98%** reported that they are more confident in their ability to be an ally as a result of what they learned

**96%** of students who identified as not having a strong understanding of antisemitism before TribeTalk programming reported having learned how to recognize antisemitism after participating in TribeTalk.



“This is extremely important and timely given what’s happening not only in our community, in the country, and across the world. It’s important to understand exactly how people are feeling, and what we can do to bring some resolve to combating these hate crimes and hate speech.”

Paul Tucker  
District Attorney, Essex County, Mass.

“I’m really glad I learned more about Jewish people and the stereotypes they face because I had no idea how common antisemitism is.”

Public School Student  
Park City, Utah

“My son and I had one of the best discussions we’ve ever had since he has come of age on the way home.”

Laura Boyd  
Newburyport, Mass.



Our work developing TribeTalk over the last five years has only been possible because of the generous support of our community, including Jewish organizations, foundations, and individual supporters. Out of respect for their privacy, we have chosen to not publish their names. We hope they know how incredibly grateful we are for the trust they have placed in us to provide quality programming for Jewish students and allies across the country and how excited we are to continue working with them in the years to come.

## Collaborating Partners

Alexander Muss High School in Israel (HSI)  
BBYO New England  
Boundless Israel  
CAMERA  
College Bound Advising  
Congregation Beth El, Sudbury, Mass.  
Congregation Or Atid, Wayland, Mass.  
Consulate General of Israel to Northeast  
Dana Ponsky Consulting Services  
Diller Teen Fellows  
End Jew Hatred  
Foundation to Combat Antisemitism (FCAS)  
HeartStance Education Consulting

Hebrew College  
Israeli-American Council  
J Leaders  
Jewish Education Project  
Jewish Family Services of Metrowest (Mass.)  
Jewish National Fund  
Jewish Teen Initiative — Boston  
Lappin Foundation  
Merrimack Valley Jewish Federation  
NFTY Northeast

StandWithUs High School  
Temple Beth Elohim, Wellesley, Mass.  
Temple Israel of Boston  
Temple Israel of Natick  
Temple Shir Tikva, Wayland, Mass.  
University of Michigan Jewish Resource Center  
Vinik EPS  
Youth to Israel Adventure (Y2I)

We are grateful for the foundational support provided by our community partners.



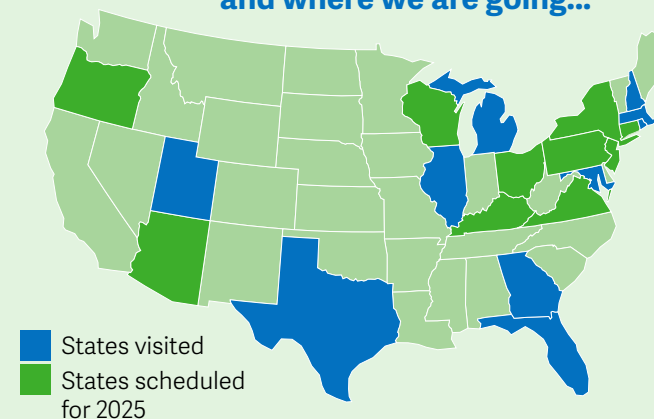
# Thank you!

Our work is more important now than ever before.

## What's Next

TribeTalk is working to grow its impact, bringing its programs to more communities and students in the years to come...

Where we have been and where we are going...



- **Middle School Curriculum**  
Taking our 'Standing Strong' curriculum to middle schools
- **Public School Outreach**  
Providing antisemitism training that brings Jewish students and allies together
- **Regional Programs**  
Expanding TribeTalk to more communities with regional trainers
- **Expanded Partnerships**  
Working with like-minded group to connect TribeTalk to students and parents



“ At the TribeTalk workshop I found resources, community, and support from experts. I left feeling that I knew what to do and to say. It was a tremendous relief.”

Jacob, First-Year University Student



“ It taught me more about how others have faced antisemitism and that there are always people to connect with.”

Middle School Student, The Rashi School



Learn more : [tribetalk.org](https://tribetalk.org)

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