

Antisemitism continues to rise, and especially on college campuses. Incoming students are often ill-equipped to stand up to Jew-hatred and live proud, authentic Jewish lives.

Antisemitism on campus has increased by **700%** in the last year, according to Hillel International.

Many young adults lack a nuanced understanding of Israel, the region, and the Israeli-Palestinian conflict, resulting in difficulties in identifying legitimate criticisms and defending their personal stances. They may be unaware of the political ideologies and multitude of organizations that exist on campus to support them.



### TRIBETALK IS A BRIDGE TO CAMPUS LIFE

In order for young adults to live proud, confident, and successful Jewish lives on campus, they need tools to:



“Find their fit” on the college campus through a Jewish lens



Understand the history of antisemitism and its implications on their campus climate today



Thrive within today's complex campus climate

### HOW DO WE DO IT?

We meet students where they are – schools, camps, synagogues, and youth groups – and provide easy-to-access content through in-person, interactive workshops with their peers. We focus on ensuring they are ready for what they may encounter on campus and feel prepared to navigate Jew-hatred and anti-Zionism.

### WE PREPARE HIGH SCHOOL STUDENTS IN THE FOLLOWING WAYS:

| Interactive Workshops  | “Find Your Fit” College Search Tool   | Consulting and Support Services  |
|--|---|--|
| <p><b>Practical and Accessible:</b> Our custom, knowledge-based workshops provide tools to identify, call out, and stand up to antisemitism.</p> | <p><b>Prepared and Ready:</b> We link high school students to campus through a “what to expect” guide to Jewish life.</p> | <p><b>Collaborative and Comprehensive:</b> We partner across the community to understand the best practices for connecting with students and their families.</p> |
| <p><b>Concrete:</b> Our sessions review the most effective action steps and resources to empower students and their support networks.</p>        | <p><b>Authentic:</b> Crowd-sourced guide featuring stories from students about their lived experiences on campus.</p>     | <p><b>Meeting the Moment:</b> We provide guidance, advice, and counsel for other organizations looking to reach and support high school students.</p>            |



Helpful for my daughter so when she goes to college, she has a better understanding of how to respond if an antisemitic incident OCCURS. –PARENT, TRIBETALK PARTICIPANT

## OUR IMPACT

The power of live programming and interactive workshops ensures that teens and their trusted networks feel prepared and empowered to face Jew hatred in its various forms. We also offer flexible online programs to support our students and their families.



## IN FOUR YEARS, TRIBETALK HAS:



Connected with  
**OVER 1500 STUDENTS**  
and their parents



Conducted  
**OVER 100 PROGRAMS**  
IN-PERSON & ONLINE



Achieved downloads  
of programs & podcasts  
**IN ALL 50 STATES**



We have more power than we realize, and one small conversation with someone about Israeli politics or love of Judaism could make all the difference in someone's perspective on the world. -ARIELLE, BRANDEIS '22



## OUR STORY

Founded by three parents in 2020, concerned for their rising college freshmen's Jewish experience, TribesTalk fills a need in the marketplace for students to be prepared to stand up against Jew-hate.

## OUR VISION

Our work has only skimmed the surface of the growing need in the market. Serving as a bridge between teens at home and headed to campus, we have developed and continually optimize the tools students need to feel empowered to live their own proudly Jewish lives. TribesTalk provides information, education, and training to help students, their allies, and parents make informed choices.

As demand continues to grow, we are stepping up to bring our unique programs to where the students are. Boston-based today, we are looking to expand to new markets and bring these critical tools to where they are needed nationally and internationally.

Our "go to where the students are" in-person approach allows us to meet the growing demand and address the needs all of the teens and their networks during our workshops.



Bring TribesTalk  
to your community



Contact us at [info@tribetalk.org](mailto:info@tribetalk.org)

Find us on  @tribetalk\_org  TribesTalk