



May 2025



SHALOM

A Reform Congregation



Volume 18 Issue 11

A Letter from the President May 2025

On April 22, 2025, ADL (the Anti-Defamation League) released the latest Audit of Antisemitic Incidents. “Nationally, ADL recorded 9,354 antisemitic incidents in the United States in 2024, a 5 percent increase from the 8,873 incidents recorded in 2023, which was itself a historic high. The 12-month total for 2024 averaged more than 25 targeted anti-Jewish incidents in the U.S. per day, more than one an hour.”

From ADL Southeast: “There were 346 antisemitic incidents throughout the Southeast region in 2024, which includes Georgia, Alabama, South Carolina, and Tennessee. This represents a 14 percent decrease from the 404 incidents recorded in 2023, though these numbers remain almost double the levels seen in any year prior to 2023.

“Of particular concern is the disturbing increase of antisemitic incidents on college campuses, primarily in spring 2024, with 70 incidents recorded in 2024 compared to 36 in 2023 and just 12 in 2022. The audit data also reveals significant shifts in antisemitic activity across the region, with white supremacist propaganda down dramatically (from 137 in 2023 to 87 in 2024) but becoming more targeted toward specific figures in the Jewish community, including Jewish elected officials and Jewish-owned businesses.”

The data specific to South Carolina is as follows: “Overall Incidents: 35 incidents in 2024, down from 86 in 2023, Harassment: 29 incidents in 2024, down from 79 in 2023, Anti-Israel Incidents: 21 incidents in 2024, up from 18 in 2023, and White Supremacist Propaganda: 6 incidents in 2024, down from 27 in 2023.

I attended a Kulanu presentation last month entitled “**7 Takeaways for Persuasive Messaging: Effective Communications Strategies for Combating Antisemitism**” (from ADL report, Center on Antisemitism Research, December 2024). These are the notes from that presentation).

“Most non-Jewish people have relatively little understanding of antisemitism and issues facing Jewish Americans. In order to reduce antisemitic attitudes and increase allyship among non-Jewish people, we must communicate in a way that is different from how we communicate to those who are more knowledgeable and already committed to the fight against antisemitism.”

1 Highlight the personal impact of antisemitism

Focus on personal, specific, everyday impacts of antisemitism on Jewish individuals.

Avoid talking about collective Jewish suffering or the impact of antisemitism on Jewish people as a whole.

2 Underscore Jewish people’s relatability

Highlight warmth, social values, and everyday experiences of Jewish individuals, such as community involvement or family dinners.

A Letter from the President May 2025 (cont’d on page 2)

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Avoid overemphasizing achievements or influence, which can reinforce stereotypes.

3 Feature the voices of allies and supporters Feature non-Jewish voices speaking about antisemitism and validating Jewish experiences — they can serve as a proxy for the audience to understand and empathize with the issue.

Use everyday people in contemporary scenarios as credible narrators

4 Use “antisemitism,” but judiciously

Use the words “antisemitism” or “hatred of Jewish people,” as they are terms that most people know and prefer.

In some cases, people recognize that a scenario may be “hurtful” or “problematic” but might not feel comfortable labeling it as “antisemitic” — make sure not to lose these people by labeling everything anti-Semitism.

Avoid labeling all but the most hateful individuals as anti-Semitic.

5 Use non-comparative statements

Address antisemitism without comparing it to other forms of bias.

Avoid implying antisemitism is more important or worse than other forms of discrimination.

6 Talk about personal importance and connection to Israel

Share what Israel means to you and to other Jewish people, especially Jewish Americans. Describe Israel as a safe haven for Jewish people.

Education about Israel is important, but education alone will not necessarily change hearts and minds. Pair education with a personal connection to Israel.

7 Use terms like “elimination of Israel,” rather than “Zionism” or “antiZionism”

Use clear language like “elimination of Israel” or “right for Israel to exist” rather than “anti-Zionism” or “Zionism” — few people understand these words or they misconstrue their use.

Highlight the broad consensus that Israel has a right to exist

Resources to report incidents of antisemitism, bigotry and bias:

ADL’s general (anyone in the community) incident reporting portal can be found here: <https://www.adl.org/report-incident> Once reported, incidents are filtered through the system and sent to the appropriate ADL offices/teams. From there, ADL staff may contact the person(s) who submitted the incident for more assistance.

For campus-related incidents that require legal assistance, this free resource connects students, faculty and staff and families of college students to free legal services when they believe they have experienced an incident of antisemitic harassment or discrimination on a college campus. The ADL Campus Antisemitism Legal Line (CALL): <https://notoleranceforantisemitism.adl.org/campus-antisemitism-legal-line>.

SEE SOMETHING, SAY SOMETHING

Hope Sachwald, President
Temple Shalom

SHABBAT SERVICES

We meet at 4023 Belle Terre Blvd., Myrtle Beach, SC 29579.

Our **Friday evening** services begin at 7:30pm. Saturday at 10:30 AM. Members who cannot physically attend Friday night or scheduled Saturday services can view services via Zoom. Contact Templeshalommbpresident@gmail.com to request a Zoom invitation.

TempleShalommb.org

What's Happening at Temple Shalom May 2025

Friday	05/02/25	Shabbat service followed by an Oneg
Friday	05/09/25	Shabbat service followed by an Oneg
Friday	05/16/25	Shabbat service followed by an Oneg
Saturday	05/17/25	Shabbat service followed by a Kiddush
Friday	05/23/25	Shabbat service followed by an Oneg
Friday	05/30/25	Shabbat service followed by an Oneg
Saturday	05/31/25	Shabbat service followed by a Kiddush

Thank You Notes

Thank you to everyone who prepared, cooked, served and cleaned up. Thank you to Rabbi David for leading the service

SAVE THE DATE

Our Shavuot service and POTLUCK DAIRY KIDDUSH begins at 10:30 on Monday, June 2. Shavuot celebrates the giving of the Torah at Mount Sinai and is one of the pilgrimage festivals. "Many Jews prepare and eat dairy foods – often cheesecake or blintzes – on Shavuot as a reminder of the sweetness of Torah, and also as a reminder that the Torah calls the land of Israel a land “flowing with milk and honey” (Exodus 3:8). If you are attending the Service and participating in the Kiddush, please RSVP to Hope at Templeshalommbpresident@gmail.com by Wednesday, May 21 with the dish that you are bringing to share. Please note: You may attend the service without participating in the Kiddush.

Friday, June 20 – Temple Shalom is celebrating our 20th anniversary. Details to follow.

Thursday, June 26 – Mah Jongg Marathon

NAACP Myrtle Beach Branch #5568 and Temple Shalom invite members and the community to join us in reading the books *Uncomfortable Conversations with a Black Man* by Emmanuel Acho and *Uncomfortable Conversations with a Jew* by Emmanuel Acho and Noa Tishby. The round table discussion will be in late May or June.

VIRTUAL LEARNING OPPORTUNITIES

YIVO Institute for Jewish Research, celebrating their Centennial Anniversary in 2025, is a research institute, an institution of higher learning, an adult education organization, a cultural organization, and a world-renowned library and archive. Their mission is to preserve, study, share, and perpetuate knowledge of the history and culture of East European Jewry worldwide. YIVO offers adult education, Yiddish language programs, lectures, conferences, art exhibitions and concerts, some free and some for a fee. <https://www.yivo.org>

Also, check out the Events Recorded section.

THE NATIONAL LIBRARY OF ISRAEL (<https://www.nli.org.il/>)

Read articles, listen to music and attend online events.

AMERICA-ISRAEL FRIENDSHIP LEAGUE (<https://aifl.org/events>)

Participate in events about Israel's entrepreneurship, culture, medical research, environmental protection initiatives, and so much more.

Leo Baeck Institute (LBI) is an archive and research library devoted to the history and culture of German-speaking Jews <https://www.lbi.org/>

URJ (<https://reformjudaism.org/>) – choose the calendar tab

Are you a foodie?

Check out The Jewish Food Society at <https://www.jewishfoodsociety.org/> for interesting stories and recipes. Also visit Jamie Geller at <https://jamiiegeller.com/author/jamie-geller>, Tory Avey at <https://toriavey.com>, and Jewish at <https://aish.com/jewish/recipes>.

The Forward

founded in 1897 as a Yiddish-language daily, the Forward soon became a national paper, the most widely read Jewish newspaper anywhere. The English Forward was launched as a weekly in 1990 and moved to fully digital publication in 2019. The Forward delivers incisive coverage of the issues, ideas and institutions that matter to American Jews. Its rigorous reporting and balanced commentary on politics, arts and culture have won numerous awards year after year and made it the most influential nationwide Jewish media outlet. It is currently free and available to everyone everywhere.

Music

A Whole JEW World: A Song for Shavuot <https://www.youtube.com/watch?v=TS3MdwkiWP4>

Shavuot Song - "Stay Up All Night" https://www.youtube.com/watch?v=qFG_2iT-Lm4

Celebrate - A Song for Shavuot <https://www.youtube.com/watch?v=sCgNbv8wKY4>

VIDEO

The Book of Ruth: a music video for Shavuot <https://www.youtube.com/watch?v=txmyWXKc9zY>

"Two Candles Burn" / "Celebrate" Simcha On The Square 2008 <https://www.youtube.com/watch?v=pSV9PXoQsc8>

The Inaugural Episode – Uncomfortable Conversations With a Black Man <https://www.youtube.com/watch?v=h8jUA7JBkF4&list=PL4-ApM1XKSA2QFwErqTW3nwrc9BILEokg>

Israeli-born Jewish Author Noa Tishby on the Israel-Hamas War | FULL EPISODE | Uncomfortable Conversations Israeli-born Jewish Author Noa Tishby on the Israel-Hamas War | FULL EPISODE | Uncomfortable Convos



IF YOU SEE SUSPICIOUS OR CONCERNING ACTIVITY, please contact local law enforcement and/or the relevant suspicious activity reporting authority.

Another way we've committed to combating antisemitism and hate in the Lowcountry is through the creation of the first **Joint Incident Reporting Tool**, in partnership between our Federation, the ADL Southeast, and Secure Community Network. Now, when you witness an act of hate, you can report it so that all three organizations can collaboratively respond, investigate, and track patterns of similar incidents around the state.

*The **Secure Community Network (SCN)**, a 501(c)(3) nonprofit, is the official homeland safety and security organization of the Jewish community in North America. Founded in 2004 under the auspices of The Jewish Federations of North America and the Conference of Presidents of Major American Jewish Organizations, SCN serves as the central organization dedicated exclusively to the safety and security of the American Jewish community, working across 146 federations, 50 partner organizations, over 300 independent communities, and other partners in the public, private, nonprofit, and academic sectors. SCN is dedicated to ensuring that Jewish organizations, communities, life, and culture can not only exist safely and securely, but flourish. Learn more at securecommunitynetwork.org.*

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Temple Shalom is a 501(c)3 nonprofit organization, Federal Tax ID# 20-3142057

May 2025

IYAR 3 – SIVAN 4

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2  Service: 7:30PM	3
		3 NISSAN	4 NISSAN	5 NISSAN	6 NISSAN	7 NISSAN
4	5	6	7	8	9  Service: 7:30PM	10
8 NISSAN	9 NISSAN	10 NISSAN	11 NISSAN	12 NISSAN	13 NISSAN	14 NISSAN
11	12	13	14	15	16  Service: 7:30PM L	17 Service: 10:30
15 NISSAN	16 NISSAN	17 NISSAN	18 NISSAN	19 NISSAN	20 NISSAN	21 NISSAN
18	19	20	21	22	23  Service: 7:30PM	24
22 NISSAN	23 NISSAN	24 NISSAN	25 NISSAN	26 NISSAN	27 NISSAN	28 NISSAN
25	26	27	28	29	30  Service: 7:30PM	31 Service: 10:30
29 NISSAN	30 NISSAN	1 IYAR	2 IYAR			



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DONATIONS AND DEDICATIONS TO TEMPLE SHALOM

Donations to Temple Shalom can be made in several ways and are greatly appreciated.

- MEMORIAL BOARD PLAQUES** are a great way to remember someone perpetually. Every year, on their Yahrzeit (anniversary of death), the person will be remembered in regular services. Available to and for members only.
 Cost: \$300.00
 • \$150.00 deposit required
 • takes at least 6 weeks
 Name on plaque: _____
 Date of death (English): _____ We will figure Hebrew date.
- TREE OF LIFE PLAQUES (LEAF)** commemorates special events such as birthdays, anniversaries, graduations, and other life events we want to celebrate. Available to members only.
 Cost: \$50.00 – small leaf OR \$75.00 – large leaf
 Inscription: _____
- HIGH HOLIDAY DONATION** is a great way to make an annual donation to Temple Shalom for any amount. Available to all.
- CHAI CLUB OF TEMPLE SHALOM** is a unique way to support Temple Shalom with a donation of \$18 per month per individual. The club is open to everyone. This can be set up on a monthly pay basis or \$216.00 per year. There are no club meetings or responsibilities. Available to all.
- Yahrzeit** is a wonderful way to remember loved ones who have gone before us and can be in any amount. Congregation members receive notices prior to Yahrzeit observances. Available to all.
 Yahrzeit for whom: _____
 Relationship to Donor: _____
- IN MEMORY/HONOR OF** is a tribute on behalf of someone who was/is special in your life and can be in any amount. Available to all.
 In Memory/Honor (circle one) of: _____
 Relationship to Donor: _____
- GENERAL DONATION** is a way to support Temple Shalom and is a mitzvah (good deed). Available to all.

Please take a moment to select your donation(s), write a check, and mail it to Temple Shalom, or use PayPal.

NAME: _____
 ADDRESS: _____

**PLEASE MAKE ALL THE CHECKS PAYABLE TO TEMPLE SHALOM.
 IF YOU WOULD LIKE TO PAY VIA CREDIT/DEBIT CARD, PLEASE GO TO THE
 DONATIONS PAGE ON OUR WEBSITE – www.TempleShalomMB.org.**

THANK YOU FOR YOUR GENEROUS DONATION!