**2021 Torch Award Application  
Temple Israel Men’s Club, Charlotte, NC**

**Category: Jewish Observance**

**Title: I Toot for TIRS (Temple Israel Religious School)**

**Summary: Our Men’s Club along with a generous MC Board member donated a kosher shofar to each religious school family before Rosh Hashanah 2020. We also created a series of fun “how-to” videos, and the school uploaded videos of the kids blowing shofar to YouTube.**

**Details: Small shofarot cost approximately $15 each. The school facilitated the purchase and distribution, and we wrote the check. We also had members create and record “how-to” videos as a teaching guide (see attached video link).**

**Timeline: Coordinate with the school towards the end of the previous school year when they have an idea of next year’s enrollment.**

**Impact: Families were thrilled, kids loved the gifts, and Men’s Club gained positive notoriety among parents with young children (and several new members).**

**Links:** [**https://www.youtube.com/watch?v=Qo8exawCsl0&list=PLpXShbPocwvw3MSF9gV1BlqlWE\_OXeAqQ&index=13**](https://www.youtube.com/watch?v=Qo8exawCsl0&list=PLpXShbPocwvw3MSF9gV1BlqlWE_OXeAqQ&index=13)

[**https://www.youtube.com/watch?v=JXy4\_L8KG\_A&list=PLpXShbPocwvw3MSF9gV1BlqlWE\_OXeAqQ&index=6**](https://www.youtube.com/watch?v=JXy4_L8KG_A&list=PLpXShbPocwvw3MSF9gV1BlqlWE_OXeAqQ&index=6)

[**https://www.youtube.com/watch?v=o0YkcxzUCeI&list=PLpXShbPocwvw3MSF9gV1BlqlWE\_OXeAqQ&index=3**](https://www.youtube.com/watch?v=o0YkcxzUCeI&list=PLpXShbPocwvw3MSF9gV1BlqlWE_OXeAqQ&index=3)