



Bais Rivkah PULSE

VOL. 3, ISSUE 2, אדר תשפ"ג

THE RHYTHM OF GROWTH AND ACTIVITY IN BAIS RIVKAH

3

Feel the Pulse

19

Behind the Scenes

20

Staff Survey

21

Kids' Corner





ב"ה

DEAR PARENTS,

The school year is progressing fruitfully, as our תלמידות enjoy their studies and the enrichment activities that make Bais Rivkah a unique and happy חסידישע environment.

With פורים almost upon us, it is uncanny how we are living in the מגילה of modern times. The past few years have seen us struggling in a fragile, vulnerable and unstable world, fearful of what the future may bring.

On 5735 פורים, the רבי stated that educators are considered רופאי נשמות עמו ישראל (healers of the souls of their students). Never before does this ring so true. It is a most challenging time for children to grow up in, and the role of our מחנכות is to prioritize our students' emotional health.

We appreciate you putting your trust into our devoted teachers and partnering with us to raise the new generation of the רבי'ס קינדער to be secure and resilient. The רבי's message of almost fifty years ago has become the primary focus of חינוך today: emotional health is the prerequisite to עהרליכע, חסידישע, צהרליכע children.

We live in an age of total transparency, yet it is ironically one of the most concealment. The פורים story is our story, one of uncertainty that threatens to erode our physical, emotional and spiritual existence.

How did מרדכי counter this? He gathered the תינוקות של בית רבן and infused them with self-confidence and fortitude. Our future is our children, and it is our responsibility to do the same. When we nurture our children with positivity, we empower them with coping skills to navigate life with resilience.

Just as in the times of מרדכי and אסתר, may we experience a modern day ונהפוך הוא. May our trials turn into triumphs and anxieties into joy, with our teachers leading our students to greet משיח צדקנו immediately.

A פרייליכן פורים!

Warmly,

Rabbi Sholom Goldstein,
Executive Director



CREDITS

Special thanks to the dedicated staff members who made Bais Rivkah Pulse a reality

Mrs. A. Raskin	Mrs. D.L. Schwei
Ms. M. Schmerling	Mrs. C. Shapiro
Mrs. G. Itkin	Mrs. M. Edelman

THANK YOU TO OUR LEADERSHIP:

Rabbi S. Goldstein	Mrs. G. Rosenfeld	Mrs. N. D. Avichzer
Morah E. Nemanov	Mrs. L. Jacobson	Mrs. G. Sternberg
Morah S. S. Avtzon	Mrs. S. Tiechtel	
Mrs. D. Brawer	Mrs. M. Heber	

DESIGN: Peninah Baumgarten



TRANSITION

In our transition department, the girls enjoy learning through play. We also installed a new sensory wall in the hallway this year!



Pre-1A

יומא דפגרא

In Pre1a, יומא דפגרא are a beautiful part of the year!

We started off the day of י"ט כסלו with a beautiful breakfast all together in the lunchroom. The מיידלעך enjoyed delicious danishes and chocolate milk, we sang the פסקים and a ניגון of the אלטער רבי. We had a fancy Fleishig סעודה for lunch in each classroom.

In preparation for י' שבט, the Pre1a classes both memorized the words and learned the meaning of באתי לגני. They learned how we are the 7th generation that will bring משיח! On י' שבט, we had a הקהל gathering with the whole Pre1a. Each class performed a song, including באתי לגני, פרק לב תניא, and songs about מצוות that will bring משיח. We made a החלטה to say the 12 פסוקים every day before bedtime, and the מיידלעך are filling up our bulletin board with the פסוקים badges they bring back to school!

For כ"ב שבט, each class of Pre1a decorated a beautiful צניעות dress and learned from מושקא חי' רביצין how we can be צניעות not only in dress but also the way we speak and behave. On the day of כ"ב שבט we had a הקהל lunch with the whole Pre1a. Mrs. Mushky Feldman, a Shlucha from Iceland, came to speak about her שליחות and how her daughter teaches her friends in Iceland about different מצוות, like Shabbos, and צניעות.



קריאה

B"H the מיידלעך are progressing beautifully in their קריאה skills, well on their way to קריאה mastery! They practice each נקודה through fun activities and games. With daily review at home and in class they are becoming קריאה masters!

דואט ברכות

The Pre1a Classes learned all about where food comes from and which ברכות we make on each food. Each class did various hands-on activities. For המוציא, one class ground wheat for flour. Another class made their own תלה dough from scratch, watching the yeast bubble and kneading in all the flour. For מזונות, they baked yummy chocolate chip

cookies! For האדמה and הנוץ, they made fruit and vegetable salads, and learned about the healthy vitamins they have that help us grow! The מיידלנך also learned the right way to say a ברכה: holding the food in the right hand, nothing else in their mouth, dressed צניעותדיג, and saying the ברכה loud and clear.



BALLOON SHOW

In honor of ראש חודש אדר, Pre1a and Transition classes were treated to an exciting balloon show!



BOTANICAL GARDENS

The Prela classes learned about the different seasons and compared and contrasted them. The summer is hot and sunny. Then Fall comes, it cools down, the leaves change colors and fall down. In Winter it can get very cold and snow. And then comes Spring and everything starts to grow again.

They took a trip to the Brooklyn Botanical Gardens to see how different plants live in different climates. Outside it

was fall and the **מיידלעך** saw how leaves were falling off the trees. Then they went inside the different greenhouses, and saw many plants, like the cacti in the desert room, and the banana tree with its giant leaves in the tropical room. The **מיידלעך** were also excited to see how bamboo sticks, like ones they use on their **סוכה**, grow so tall. It was beautiful to see **ה'** amazing creations!



Primary

GRADES 1-3

סידור PARTIES

Mazel tov to our א' כנה on receiving their סידורים! On the special day of the סידור Party, Mommies and Bubbies came to watch the maidelach sing and dance about the precious gift of תפילה. As each נייידל received her siddur from the principals, Morah Avtzon and Mrs. Brawer, her glowing smile reflected her excitement to embark on a new phase in the journey of connecting to ה'.

The girls are so proud to daven from a סידור, which helps fuel their continued growth in קריאה. Thank you to our devoted א' כנה Morahs for preparing the girls for this special milestone!



מילות ALERT!

The halls of Bais Rivkah Primary are buzzing with something new this year! **Marvelous מילות to bring משיח**, a program in which a new מילה is introduced every month in an exciting grade-wide הקהל. Learning by example from our אמהות and אבות, צדיקים of the past, we have focused so far on the midos of עול קבלות, אמת, חסד and הכרת הטוב. Stories, puppet shows, creative writing, mitzvah notes, and an art challenge are some of the ways that both our morning and afternoon teachers are encouraging the נייידלעך to practice marvelous מילות on a daily basis.

HANDS ON

פארבריינגען

כתה ב' א'

Every יומא דפגרא is celebrated with stories that have a relevant and practical lesson and best of all - art supplies! Day by special day, the girls are slowly creating a יומא דפגרא masterpiece; a scrapbook that makes them proud of their connection to our רביים.



תהילים IN 3RD GRADE

Our 3rd grade students gathered together for a very special program where each girl received her own new תהילים. The girls heard a story describing the power of תהילים. They learned the היום יום in which the צדק צמח says that if we would understand the value of תהילים we would say it whenever we can. The girls have been using their תהילים every day after davening and for קריאה. May the תהילים that the girls say every day bring ברכות to everyone.



CANVAS PAINTINGS

On the special day of ט"ו בשבט, students in grades 1-3 explored the idea of כי האדם עץ השדה while painting on canvas. We celebrated the ראש השנה of the trees and learned how the

roots are our אמונה and the branches spreading out represent our נצות. The final paintings, no two alike, were as colorful and unique as the artists who created them.



MARCHING ORDERS

Every child at Bais Rivkah can say the **י"ב פסוקים** by heart, each **פסוק** hand-picked and so dear to the **רבי**. This year, every student in grades 1-3 is learning what each **פסוק** actually means and how it applies to their life. Every Sunday, the girls focus on the power of

one **פסוק** and its unique lesson in **עבודת ה'**. The powerful messages are illustrated with an interactive craft and compiled in a portfolio so our marching orders can last a lifetime!



ח'י מושקא MY NAME IS

In honor of **שבת**, our 1st graders enjoyed a ready-to-read book focused on the **רביצין** and how proud we are to learn at Bais Rivkah, in Campus Chomesh. The book was customized to feature our very own **מיידלעך** and **Morahs** who are privileged to carry the name **ח'י מושקא**, helping our students feel connected and inspired!



PRIMARY AND ELEMENTARY PARTNERS IN LEARNING

Students make the best teachers! In honor of שבט 'י, our 3rd grade classrooms welcomed 9th graders and the 5th grades welcomed the 11th graders as teachers for the day. Older and younger students were paired for a meaningful learning חברותא. It was impossible to tell who enjoyed the experience more!

First graders were so proud to read to visiting 4th graders. Our budding readers chose a book from the class library and showed off their new skills. The 4th graders were super impressed by the growth they could see since their last visit earlier this year!



Elementary

GRADES 4-8

BE A חסיד

Be a חסיד program focuses on guiding our 6th graders and helping them maximize their personal development. Students who participate are invited to join special weekly and monthly activities and rewards. Our most recent rewards have included an art project creating personalized נענעל וואסער sets, a trip to the Ice Cream House, a carnival with exciting activities, cotton candy and lemonade and a trip to Seven-Eleven.



CONNECTION POINT

A newly introduced, very successful 7th grade program, Connection Point allows the students to first learn a שיחה and then hear and see it from the רבי in its entirety. Each שיחה has a special message for the students and an opportunity to strengthen their התקשרות and connect with our רבי. At each Connection Point rally the students focus on the words and message of the רבי by filling out the question sheet and then bring that message home to their families by reviewing a summary at their שבת table.

Each week there is a drawing with one winner per class. There is also a global weekly raffle for all students who have read the summary at home.



SKELETON SYSTEM

Mrs. Lefkowitz's 5th grade students learned all about the skeletal system. They gained an understanding of the intricate ways our bones interconnect with each other. In Bais Rivkah, biology is taught through the lens of נפלאות הבורא and learning how we can utilize our bodies to serve ה better. For an exciting activity, they had a "skeletal system" dance party in the gym.



TEACHERS UTILIZE TECH

לשם שמים

Our 8th grade חומש classes have been working with לומדי, a new computer based program. לומדי has been designed to improve specific חומש skills and provide more individualized advancement. This learning platform is a simple yet powerful tool that helps students retain knowledge and deepen their תורה text skills.

Our teachers are enthusiastic about the program. It allows them to create dynamic, personalized lessons that are pedagogically sound and fun at the same time!



“IT’S ALL ABOUT THE NUMBERS” MATH FAIR

Numbers are a crucial part of who we are. From childhood we are surrounded by numbers. Numbers have no language or culture of their own. They are a way of life. The goal of our fair was to show that numbers and math play an important role in our lives. Parents were invited to participate in judging the math demonstrations created by our talented students. The Math Fair also included a Math Carnival with booths and activities on math topics.

מנחה STARS

Peek into Morah Brody's fourth grade classroom and you will see a class that davens מנחה each day carefully saying each word with beautiful כונה. As a prize, the class earned a popcorn and pajama party. What fun!



BUDDING JOURNALISTS

Our 7th graders are currently reading the novel, "A Scapegoat on Trial", the story of Mendel Beilis. Mrs. Jacobson's students are working in groups to create a newspaper reporting this famous blood libel which occurred in Kiev, in 1912. Their newspaper has editorials, ads, interviews and up to the minute reports on the progress of the trial.



שבת מנין

באיס ריבקה זושא'ס זשטען פון 4טע ביז 8טע קלאסע זענען געקומען צו א שול'ן שול. זיי לערנען ווי צו דאבען מיט א מנין, ווי צו פאלגן דארטן דורך ברנען, קדושה, מוידים etc. זיי לערנען אויך צו פאלגן דער קריאת התורה, פאלגן דער פוסקים און זען אנטווארטן אויף די פראגען וואס זיי האבן פארעכערט פאר א שבת.

As a reward, the girls enjoyed a trip to the Ice Cream house. One grateful parent wrote, "I want to thank you for the incredible מנין program. Chaya looks forward to going to שול every week, and she has learned the proper decorum and הלכות of davening on שבת. The impact of these last months will surely carry her into her future."



שבת יומא דפגרא

י' שבט

Each grade participated in activities specifically geared toward them. Programs included a visit to שלוחים, an exciting guest singer, student teaching in a Hebrew Day School and an interactive walk-through where students had the opportunity to learn from every teacher of their grade level. Arts-N-Craft projects were also included in the busy day's schedule.



כ"ב שבט

The culmination of חודש שבט was the full day of special programs arranged for כ"ב שבט, the רביצין חייה מושקא of יארצייט. In the morning, the students' learning included a special custom-created workshop on the כ"ב אותיות, the א-ב, about the holiness they contain and how the letters of the name מושקא חייה can teach them lessons in their own עבודת ה'. Each class then created their own א-ב board depicting some of the special things they had learned. The 8th grade enjoyed a concert with Meleha and were inspired by a panel of שלוחות.

Beginning at 1:00 pm, the students participated in a grand banquet. Our dining room was beautifully decorated with elegant tablecloths, paper goods and pretty napkins. The הקהל סעודה was enhanced by dance performances by fifth graders, choreographed and produced by our talented eighth graders. Our fourth graders then participated in an exciting game involving the נידות we learned this year, while the 5th-8th graders enthusiastically participated in a big trivia game that tested their knowledge and kept them engaged until the end. The day culminated with each girl writing and submitting a response to an article they had read about the רביצין.



High School

GRADES 9-12

CURRICULUM HIGHLIGHTS

• **WEEKLY הלכה DILEMMA:** A new initiative for this year, the weekly הלכה Dilemma's goal is to bring more emphasis and appreciation of הלכה and how it guides every aspect of our life. Each week the girls receive a Halacha Dilemma to discuss over שבת with family or friends, and to find the correct solution. Answers are sent in by emailing halachadilemmas@gmail.com. On Tuesday morning a raffle is drawn and a prize given to one girl per grade. Look out for this week's הלכה Dilemma!

• **כ"ד טבת WORKSHOP:** In honor of טבת כ"ד, Beis Rivka had a special workshop in their הלכה classes. Split into groups, each group received a scenario where there is a Halachic question. Each scenario was accompanied by Torah sources: the פסוק from which the מצוה is derived, the הלכה discussion in משנה or גמרא, and the application in שולחן ערוך or הרב שולחן ערוך הרב. A question sheet guided them through to use each source to understand how the correct הלכה conclusion is reached.

• **מענה לשון - TRIP TO THE אוהל:** Before going to the אוהל, each class reviewed an abridged version of the מענה לשון to familiarize themselves with what should be said and to understand the content. They took this along to the אוהל for a more meaningful experience.



א חסיד איז א שולחן ערוך איד

SCENARIO 5:
CAN A BUY SOMETHING WITH THE INTENTION OF RETURNING IT?



Created by Beis Rivka High School Curriculum Department, Mrs E Lerman, Mrs C Olson

ה' SEFARIM SEARCH טבת

In honor of טבת ה', each class of 10th, 11th and 12th grade went to a house nearby where they got a workbook with questions to help familiarize themselves with the ספרים of נגלה and of חסידות.

In order to get the answers, they would have to find the correct ספרים and sometimes also pull them off the shelves open them up and read inside.



הקהל CLASS

It's a **הקהל** year and every class of our High School has been getting together.

The 9th graders met for babka baking and learned about **תורה**'s view of femininity and lessons about Jewish women in history.

The 10th graders had **הקהל** breakfast where they learned on **שיחה**

story of **פורים**.

The 11th graders had paint night **הקהל** exploring **תניא** through art, led by Raizy Altschul.

The 12th graders had breakfast and learned the meaning of **א"פ**.



י"ט כסלו

י"ט כסלו was an immersive and meaningful day with a multifaceted program that showcased **לימוד** and **דרכי החסידות**.

A fast-paced game show tested students' knowledge of concepts in **תניא**. Workshops augmented with VR technology focused on the concept of **אין עוד מלבדו**. Beautifully designed exhibits showcased the lives of **חסידים** who exemplified **דרכי החסידות**. A panel of

women from different backgrounds spoke about how **חסידות** gives meaning to their lives. An exciting film produced and performed by the girls told the story of **י"ט כסלו** and what it means to us today.

Each grade met for their own festive **סעודה** and **פארבריינגען** organized by their **מחנכות** and **שלוחות**.



אמונה PROJECT

One of the special curriculum enhancements in 12th grade is the annual אמונה Project. To launch the project, Rabbi Glick gave a two part workshop on the meaning of אמונה according to חסידות. After, the students each listened to one of Rabbi Y.Y. Jacobson's שיעורים on אמונה and ביטחון, summarized it and presented it to their classmates. At the conclusion of the program, the girls traveled to Monsey for an exclusive Q&A session with Rabbi Jacobson on the topic. This program is sponsored by Mrs. Tamar Pewsner.



TAILORED

This year's production was the story of two tailors and how one gave away his hard earned money to save another איד. This tied into הקהלה, how each of use uses our own כוחות for the benefit of כלל ישראל.

Students got involved and contributed their talents, whether behind the scenes or on stage. The girls' talents were showcased in ways not possible in the classroom. The production experience truly helped create friendships, develop talents, and teach important lessons while delighting the audience with an outstanding performance.

SPA FOR THE SOUL

Our seniors enjoyed a 2-part program that nourished body and soul. On Monday evening, students met in the JCM where they relaxed with an essential oil craft and made their own smoothies. Each student received an individual cookie and an invigorating face mask. Rabbi Naftali Silberberg then spoke about פרקים כ"ו-כ"ז in תניא about how everyone can rise above their challenges and be joyful. Mrs. Chava Schneider spoke about her journey to become a בעלת תשובה and led a kumzits with her guitar.

On Tuesday, students had a choice of two workshops; Rabbi Shais Taub taught about התקשרות and Rabbi Krasnianski spoke about how every action has an effect. The incredible program ended with a brunch buffet hosted by Mrs. Gurary and Chavi Zarchi. Mrs. Sara Blau spoke during the brunch. This invigorating program was sponsored by Mrs. Tamar Pewsner.



י' שבט

Every grade in High School celebrated this auspicious day with a tailored program.

The 9th grade began their morning learning **חסידי** in different houses, followed by a meaningful **שחרית** in 770. At lunch, the students enjoyed a musical presentation. Afterwards, the girls painted gardens in honor of **באתי לגני** in a painting workshop led by Mrs. Chani Chanin. Afterwards, our students transformed into teachers and taught the third graders **באתי לגני** through an interactive activity.

The 10th graders enjoyed roundtable discussions. The crossfire discussion focused on how each letter of the word **התקשרות** represents a different way we can connect to the **רבי**. Rabbi Elkanah Shmotkin from Jem spoke about **התקשרות**.

The 11th grade began their day with rotating workshops explaining

באתי לגני and other **התקשרות** topics. This was followed by a beautiful lunch and speaker Mrs. Gillie Shanowitz.

Afterwards, the students had the opportunity to teach the younger girls at Bais Rivkah Elementary School.

The 12th grade enjoyed a full day program. The morning began with a beautiful Kululam harmony where the girls sang the song "Gazing Up" together. Rabbi Ginsberg from Boro Park and Mrs. Nava Frank spoke about how lucky we are to be **חסידי** of the **רבי**. Afterwards, the girls were divided into groups, learned together and designed a picture portraying their topic. This was followed by a beautiful lunch, crossfire chat, and **מנחה** in the **רבי**'s house. The day closed with a beautiful **החלטה** auction connected to the topics learned earlier in the day.

The day ended with a joint High School **שבת סעודה**.



LEARNING FOR LIFE

Every Wednesday from 7 to 8 pm, students from all grades join to learn in 770. Each student is paired with a girl from

a different grade. It is beautiful to see students engaged in learning well after the dismissal bell.



CHANGING IS BUILDING IS GROWING IS LEARNING IS IMPROVING

LEVEL UP

BAIS RIVKAH



MARCH 5TH -12TH

RAISING \$3,000,000

BRCAMPAIGN.COM

Our daughters keep climbing and we will meet them at every level

Staff Survey

So what is it like to create the Bais Rivkah experience, day in and day out? Some of our incredible staff share their inside view.

TELL US...

DESCRIBE BAIS RIVKAH IN 4 WORDS.

- Energetic, creative, united, unique.
- Elementary teacher
- Awesome, energetic, advanced, warm.
- Elementary teacher
- It's the Rebbe's school.
- High School teacher
- Historic. Energetic. Grand. Innovative.
- Operations manager
- Miracles in the Rebbe's School.
- Preschool Staff Member
- Home away from home.
Loving, safe environment.
- Preschool Principal
- חיות, Happy, תמימות, family.
- Primary teacher



WHAT IS THE MOST PRECIOUS ITEM IN BR? WHY?

- The computers, have the data for every student.
- High School Secretary
- The copy machine. Because if it doesn't work...
- High School secretary
- People. Our staff is invaluable.
- Operations Manager
- The teaching staff. Their professionalism and love for the kids. They live and breathe the רבי's message and are true role models.
- Preschool Staff Member
- The children of today, the ones who will bring משיח.
- Preschool Principal
- The girls, the essence of who they are and why we're here.
- Primary Teacher

TELL US ONE THING STUDENTS DON'T REALIZE ABOUT YOU.

- That I'm human.
- Elementary teacher
- How adorable I think they are.
-Elementary Teacher
- How much I want them to enjoy their time in class.
- High School teacher
- How much is invested in Bais Rivkah so that they can come and be students day after day. This includes the education, operations and finances.
- Operations Manager
- We want to see them succeed .It's a real caring home

away from home.

- Preschool Staff Member

- How long it takes to prepare what I do.
- Primary Teacher

WHAT WAS THE BIGGEST CHANGE YOU'VE SEEN IN BR OVER TIME?

- The bussing and administration.
- High School secretary
- Extracurricular and technology.
- Elementary Teacher
- My students, who growing from year to year.
- High School teacher
- The people and the spaces.
- Operations Manager
- The leadership is constantly evolving and the principals show so much love and care for the kids.
- Preschool Staff Member
- We're growing with the times, keeping up with what the רבי wants and look forward to the children growing in every way.
- Preschool Principal
- It's grown in size and there is more effort put towards making individualized learning plans
- Primary Teacher

BAIS RIVKAH WOULD LIKE TO ACKNOWLEDGE OUR SUPPORTERS:



Children's Scholarship Fund

gruss life monument funds



Kids Corner

SPOT THE DIFFERENCE!

Can you find the 8 differences between the two pictures? Look carefully!



Solved this Spot the Difference? Ask your parents to email your answer to communications@bethrivkah.edu.

Behind the Scenes

THE BR UNIFORM SHOP

Join us for a behind-the-scenes look at the hidden heroes who take care of the little details that make for a successful school day.



TODAY, WE TALK WITH:
MARIASHA DEAN DENEHEIM,
BAIS RIVKAH'S PROJECT MANAGER
about the launch of the Bais Rivkah Uniform Shop.

WHAT IS YOUR POSITION IN BAIS RIVKAH?

I work on various development projects that generate funds and improve school experiences.

WHAT MADE YOU START THE UNIFORM SHOP?

Over the years we've received feedback from parents requesting more uniform options that met higher levels of comfort and quality with the most insistent request being affordable pricing! This endeavor was also an opportunity for us to address our students' sensory needs. Curating products with attention to the smallest details of comfort and appearance. We wanted our students to feel good and be proud to wear their Bais Rivkah uniforms!

TELL US ABOUT THE PROCESS OF CREATING A NEW UNIFORM BRAND:

The first thing we did was collect concrete data from the principals, parents and by extension the students. We spoke with principals and got their vision and direction, next we sent

out detailed surveys that covered every aspect of the existing uniforms, from style, quality, and pricing. The feedback was overwhelmingly clear, they wanted cotton polo shirts, warmer sweaters, high school collars, and better prices!

So we got straight to work contacting manufacturers that would be willing to work with us in a shorter than usual timeframe. We were eager to get our products out for the current school year!

Drawings and specs were shared with several manufacturers who produced samples.

We reviewed the samples and selected those with the best materials, colorfast, and workmanship. We were lucky enough to find a manufacturer who not only was able to meet our time constraints and have our products ready for this school year, but one who was able to appreciate the level of detail and customizations we were investing in our products.

Every detail from the dyes used, the type of rib in the collar, and the weave of the fabric were custom-made for our production. Custom molds were made for the buttons and the placement was adjusted to ensure the best coverage for tznius. Even the Bais Rivkah logo was cleaned up and is now proudly embroidered on all the products.

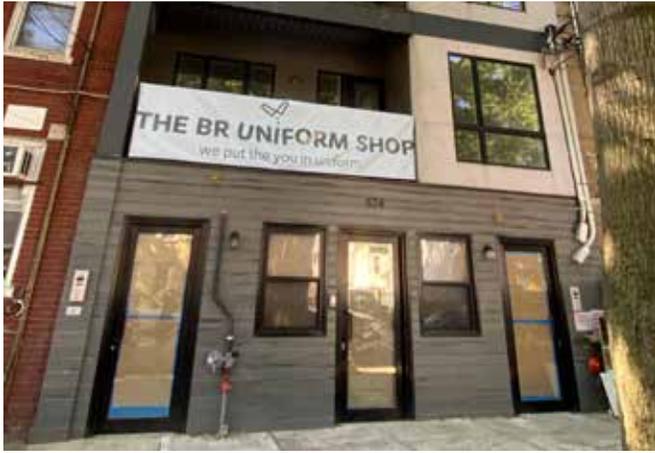
Sizing was the most complex aspect of production. We produced an array of sizes and then went further and created some in-between sizes. We wanted to achieve the perfect fit for each student; accommodating slim and wide fits alike. After months of pre-production, review, edits, tweaks, more review, and then some, our sizes were established and the full production began!

HOW LONG DID THIS WHOLE PROCESS TAKE?

With Hashem's help, we were able to do this at an incredible speed of about eight months from research to delivery. This may seem like a long time but is quite fast considering industry standards. Most manufacturers we spoke with assumed we were producing for the 2023-2024 school year.

AFTER PRODUCTION, WHAT DID IT TAKE TO ACTUALLY SELL THESE ITEMS IN A STORE?





First, we worked on developing the branding to create a consistent look and feel. Then we had to set up a website, a platform for inventory processing and sales and train staff. We set up our first pop up shop at the new BR dorm building. We created clear posters, neat shelving systems, a sample rack and dedicated staff to assist with inventory all to ensure the smoothest shopping experience for our excited customers.

HOW DID YOU STRUCTURE YOUR PRICING?

The feedback we received through the survey made it clear that pricing and affordability were of primary concern. We worked with a higher end manufacturer and sourced quality fabrics which made production and cost prices rather high but we were still able to keep prices low since we did not mark up our prices based on a for a profit business model. Our goal was to delivery a high quality product at the lowest possible prices.

WHAT HURDLES DID YOU FACE ON THE WAY?

Time constraints, shipping and clearing customs were among the most challenging aspects of production, all of which can be improved with the luxury of time and experience that will be afforded to us bez”h in the next season.

We also came to realize that our initial pilot production didn’t range the full gamut of sizes to include extra larger sizes. We are proud to say that within a week of opening the pop up shop we were already in production to restock all sizes and include extra large sizes. B”h we were able to deliver the new sizes after the yomim tovim.

HOW DOES THE STORE WORK NOW?

We held our first pop up shop during the back to school season for an in-person shopping opportunity. Since then we have moved all shopping and sales to our website www.theBRuniformshop.com where you can browse all our products and make your purchase online. We have a shipping option and a free local pick up option as well. Bez”h we will hold another pop up shop closer to the start of the school year.

WHAT’S IN THE PLANS FOR THE BR UNIFORM SHOP?

B”h the response has been tremendous !Parents and students loved the new pieces and were so grateful for the quality, comfort and pricing provided .Their joy and satisfaction has reaffirmed our commitment to continuing this service to benefit our parents and students .While our initial production was geared toward the items that were not available for purchase elsewhere ,we received many requests to expand the selection of uniform items available at The BR Uniform Shop .We are working on a determining what items would be most helpful to include in our inventory and will have a soft launch of any new item at our next seasonal pop up shop.

If you have any comments or suggestions, we would love to hear from you. Please feel free to email us at bruniformshop@bethrivkah.edu. We are here because we care!





**ASSOCIATED
BETH RIVKAH**

310 Crown Street
Brooklyn, NY 11225

NON PROFIT ORG
US Postage
Paid
Star Direct
11207



WE'RE
in this
TOGETHER!



**YOU CAN REACH EVERY
MEMBER OF SCHOOL
STAFF DIRECTLY!**

**Your children's principals
and teachers are here to meet
your child's educational needs.**

**Go to bethrivkah.edu/departments
to find departments, extensions (admin
only) and direct email addresses.**



**DID YOU KNOW
YOU CAN REACH OUT FOR
FURTHER SUPPORT?**

**Our new parent advocate,
Ms. Sarie Korf, is available to assist
parents and facilitate communication.**

**You can reach the parent advocate
at skorf@bethrivkah.edu or at
718-735-0770 ext 1600.**