

Maccabi GB Update – Maccabi GB takes all activities online during Covid 19



The Yellow Candle Project

Yom HaShoah 2020 took place on Monday 20th April and saw Maccabi GB distribute 50,000 Yellow Candles within the UK and worldwide – the largest numbers to date. Over 270 cross communal organisations took part. On the eve of Yom HaShoah #yellowcandle was trending second in the UK and had over 16,000 impressions on Twitter and reached 35,000 views on Facebook. In addition to this, we launched a new Yellow Candle UK website – www.yellowcandleuk.org, with a broad range of educational resources including a Home Ceremony template. The website had over 5,000 unique views on Yom HaShoah. The Yellow Candle promotional video had over 140,000 social engagements.

Please click below for an overview of the Yellow Candle Project including videos, quotes and statistics.





The Maccabi GB Community Fun Run @ Home Online

On Sunday 24th May, the Maccabi GB Community Fun Run @ Home Online like the physical Community Fun Run, achieved its objectives of bringing the community together to keep active and raise thousands of pounds for our communal organisations. Over 50 charities and hundreds of members of the Community took part by walking, jogging or running at home and raised money for the Community's frontline services. Collectively over £75,000 was raised for all the participating Charities. The Maccabi GB Community Fun Run @ Home Online Ceremony powered by JLGB Virtual saw 15,000 members of the Community view the proceedings either live or shortly after, to celebrate their achievements while hearing messages from His Excellency Mark Regev - Ambassador of Israel to the United Kingdom and Chief Rabbi Ephraim Mirvis. We were proud that the Maccabi Community Fun Run @ Home Online was a global event with over 30 Maccabi countries running their own event on the day.



Below you can find the Maccabi GB Community Fun Run @ Home Online ceremony powered by Virtual JLGB as well as three highlights videos from the day.





Maccabi GB's Education Department

The Maccabi GB Education Department have been incredibly busy delivering online sessions to over 1,500 people of all ages between March and July, and having reached over 200,000 through online impressions on websites and social media. 'At Home with Streetwise' and 'Sit down with Stand Up!' have produced live videos, articles, blogs, educational resources, quizzes and a variety of Zoom training opportunities for young people, teachers and parents. Our Leadership programme's participants have engaged on a daily basis through 'chats & snacks' and social events and have taken part in creating promotional materials for our broader Maccabi GB events. Highlights have been the Streetwise 'New Beginnings' Transition to Secondary school programme for Year 6, which will be delivered to Jewish Primary schools nationwide via Zoom webinars and will engage over 900 young people. For Stand Up!, highlights have included teacher training sessions which have reached over 100 adults from across the country. The Stand Up! team have also run in-depth training for Local Authority Prevent Coordinators and will deliver online sessions with over 250 students during the summer term.

Sit Down with Stand Up!

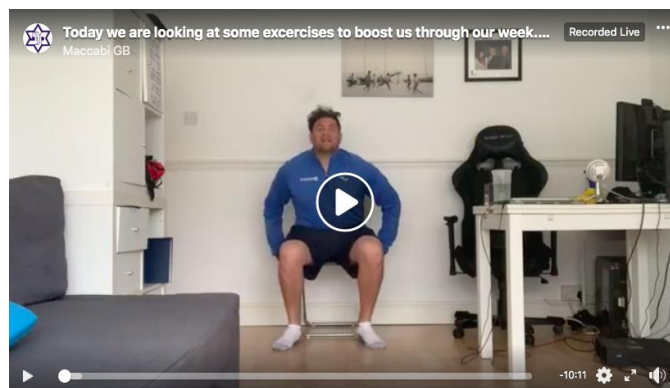




Maccabi GB's Sports Department

Maccabi GB's Sport Department have also moved the programming successfully online. With daily live streamed sessions for the whole community, including chair based exercise for the older members of the community and PE Curriculum for school aged pupils, these sessions reach an average of 1,000 people per video (both live and viewed after) and a total of 10,000-12,000 across the week. Due to the restrictions we haven't been able to organise any live sport tournaments, so we have moved to the realm of E-Sports. Our first tournament for GB only saw a 32 person competition and due to its success we moved onto creating a worldwide Maccabi E-Sports Tournament. With 139 players competing in the GB heats, winners will take on their contemporary in the European sector and then compete against the rest of the world in the finals. We believe this is the largest international Jewish E-Sports competing that Maccabi GB has set up.

The Fifa20 flyer links to a press Release on the Maccabi GB National Fifa20 Tournament. The image below links to our Facebook page where you can find our full range of videos.



For more information visit our website – www.maccabigb.org and follow us on Social Media

