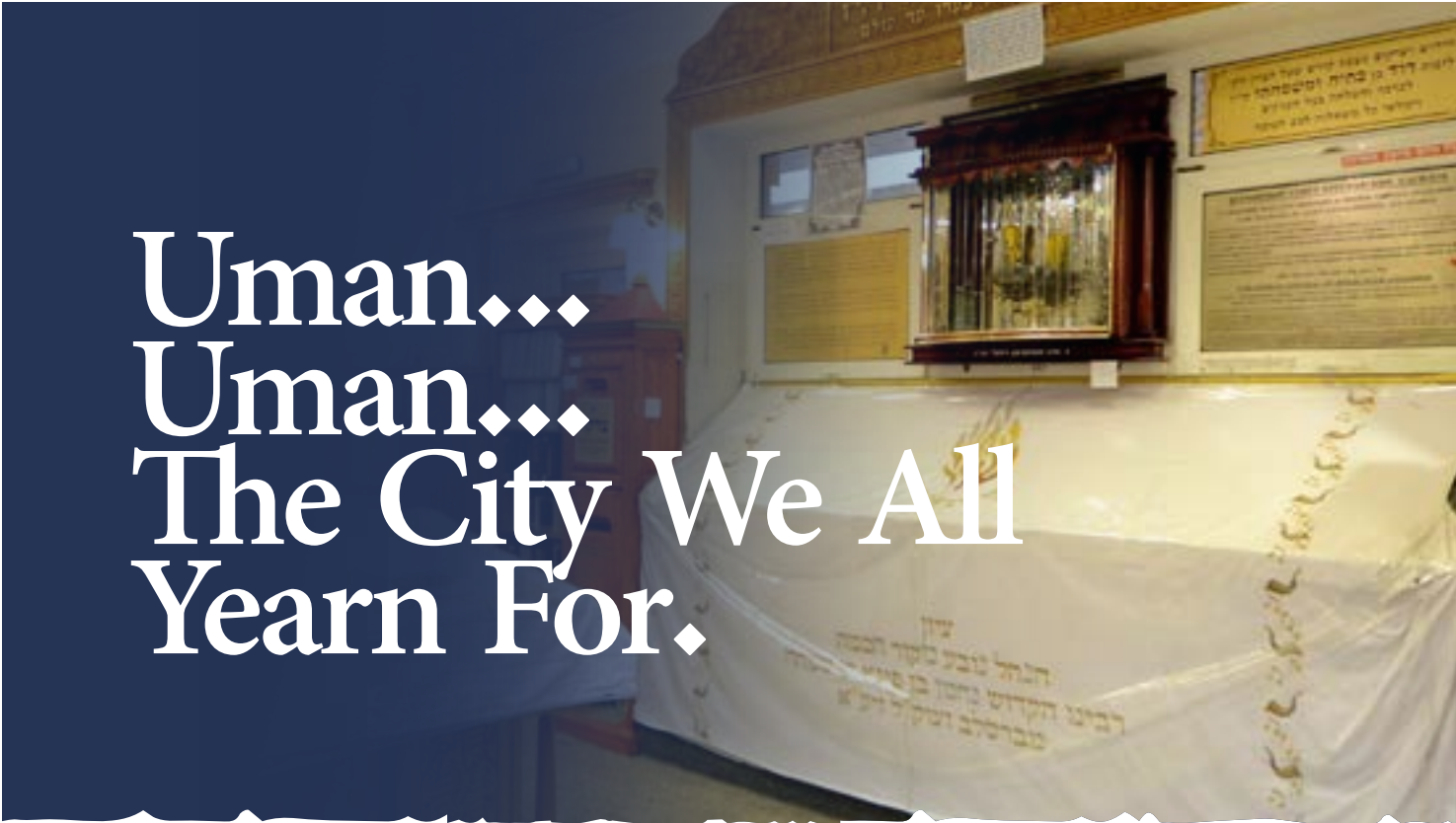




WHAT UMAN SHELI MEANS TO ME.

| THE FIRST STEPS |



Uman... Uman... The City We All Yearn For.

THERE IS NO KIBBUTZ GALUYOS LIKE IT ANYWHERE ELSE ON EARTH.

There is no *kibbutz galuyos* like it anywhere else on earth.

It's all of one square kilometer. Yet during the week of Rosh Hashanah, it fills with tens of thousands of Yidden from all corners of the globe. Converging from dozens of countries across six continents, they travel across oceans, rivers and land to unite in this place. Representatives of every community and congregation, from every sector and stream, dressed in every style and wearing every kind of *kippah*. Nowhere else on earth do so many Jews from every imaginable background meet in one place, at one sacred moment.

In all of Jewish history, throughout two thousand years of *galus*, never has our nation

witnessed a *magnificent* mosaic of neshamos quite like this, united at heart in *tefillah* and *avodah*.

On the awe-inspiring day of Rosh Hashanah, sectoral barriers melt away, and distinct congregations fuse into a single, beating heart called the **Kibbutz Hakadosh, the Holy Kibbutz**. Everyone is drawn together by the same vibrant *emunah*, that same pure faith in the eternal Tzaddik who calls each and every one of us to be with him on Rosh Hashanah.

Tens of thousands of Yidden, with no two individuals alike. Men and boys, young and old, generations spanning the spectrum of Judaism, as different as Jews can be. Yet not one Jew feels out of place by the Rebbe. No matter how he looks. No matter how he's dressed. No matter who he is or where he comes from...

He belongs here.

WHAT DID RABBEINU SEE WHEN GAZING UPON THIS

MAGNIFICENT MOSAIC OF SOULS?

How did Rabbeinu express the beauty of this sacred gathering, his Kibbutz Hakadosh?

In *Likutei Moharan* (Torah 40, Tinyana), Rabbeinu paints the Kibbutz in terms of unmatched splendor. He writes, מלך ביפויו תחזינה עיניך - *A king in His beauty your eyes shall behold*, expressing the breathtaking majesty of the Kibbutz.

That beauty isn't found in the buildings, in the surrounding streets or neighborhood. The true beauty and splendor are Bnei Yisrael themselves who gather for these uplifting moments. This magnificent human tapestry, unique for all its bright, distinct colors, is the ultimate pride of Hashem Yisbarach, as the Navi expresses, ישראל אשר בך אתפאר - *Yisrael, in whom I take pride*.

Every new *neshamah* that joins the Kibbutz is so much more than just another face in the crowd. The Rebbe teaches that with every Yid

who binds himself to the Holy Kibbutz, new spiritual worlds are built, and new Divine Lights that haven't shone since Creation are revealed in the world.

This means that every Yid who arrives in Uman for Rosh Hashanah actually transforms and elevates the entire Kibbutz.

אני ולעדינך
אני ינוול!

**I CAN'T WITHOUT
!YOU
FOUR WORDS
UTTERED BY
.RABBEINU
FOUR WORDS THAT
.PIERCE THE SOUL**

We're pulled to Uman because we need the Rebbe. We come to Uman because we love the Rebbe, because we depend on him. Yet first and foremost, we come because the Rebbe instructed us to be at his side on Rosh Hashanah.

The Rebbe turns to each and every one of us and says: **"I can't without you!"**

He wants us there with him. He wants every single one of us. Every Yid who arrives, every *neshamah* added to the Holy Kibbutz, is inestimably precious and beloved to the Rebbe.

This knowledge touches our hearts, inspires and elevates our souls. To know deep inside that among tens of thousands of men filling the streets of Uman, not one is extra, not one is superfluous. *I belong to this Kibbutz Hakadosh. I'm needed.*

The Rebbe wants me here, too.

All year long, we count the days to return to Uman, to the sacred town and *tziyun* where the Rebbe lovingly awaits us.

Where the Rebbe wants us to be.



ONE KIBBUTZ. A THOUSAND ISLANDS.

**WE CROSS OCEANS
AND CONTINENTS
TO MEET IN THIS
PLACE. WE COME
FIRED BY THE SAME
PASSION AND GOAL
OF BEING WITH THE
REBBE.
SO HOW COME,
AFTER ARRIVING IN
THIS SACRED PLACE,
NO ONE QUITE FEELS
THAT IT BELONGS TO
HIM?**

The journey to Uman is physically taxing. Long, exhausting flights followed by hours of turbulent travel, sleepless nights, concerns of where to spend the night and find a hot, filling meal... When we arrive at long last, our first, natural instinct is to find a comfortable place to unwind, unpack, and catch our breath.

It's understandable, and legitimate. Those who appreciate the profound kedushah of Rosh Hashanah yearn to experience it with complete *yishuv hada'as*—together with their own minyan

and congregation, surrounded by their own chaburah.

And this is how, without anyone planning it, Uman transforms into a landscape of "a thousand islands." Today, Uman boasts dozens of shuls, hundreds of *chaburahs*, countless organizations and initiatives, with each comprising a beautiful, self-contained world.

But in between those thousand islands lies the street—the common, shared ground where everyone walks, yet nobody feels any responsibility to guard or preserve.

We've all witnessed the grievous results. We see it happening year after year. Many just exhale a sigh or incline their heads in disappointment. Others feel deeper distress. Yet does anyone do anything about it?

The public areas surrounding the holy *tziyun* are sorely neglected, the mess and refuse belying the kedushah and dignity of this sacred site. Piles of accumulating trash, disgraceful conduct, and a sense of apathy to the Courtyard of the King.

יִדְנָנוּ לֵךְ בְּתֵר מְלֻכָּה

Uman is where we crown the King.

**THE CITY
STREETS ARE
HIS COURTYARD.
YET THEY LAY
ABANDONED.**

It doesn't happen out of indifference.

It doesn't happen because people don't care. On the contrary, Yidden who journey to Uman are genuinely pained by the scene; every member in the Kibbutz harbors immense love in his heart for this holy place.

It happens from lack of awareness.

Between the exhaustion and the logistics, between rushing to daven and hurrying to the *Tziyun*, who has time to stop, take a good look around, and reflect, *The street that I'm walking right now is the Courtyard of the King. This place is precisely where the Coronation is about to take place.*

If awareness is what's missing, then awareness is where the solution lies.

It's time to take the space that belongs to everyone and transform it into a place where every Yid proudly declares: **"Uman sheli. Uman is mine!"**

Uman Sheli isn't another corporate entity, or another budgetary grant. Uman Sheli isn't an outside organization coming to clean up the mess

in the city streets..

Dozens of incredible organizations are already doing holy, indispensable work in Uman, and each one is vital.

What's missing is the bridge connecting their noble work to the public, giving voice to what we care about, and uniting us all as one family.

What's missing is for the *tzibbur* itself to look up and see what Rabbeinu sees: **A Kibbutz that is pure, radiant glory.** A Kibbutz spanning every inch of Uman. Every point where another Yid stands is another brilliant facet in the prism of honor and beauty that binds us all as one.

Rabbeinu expressed that the Kibbutz is splendor and glory, and every single one of us is part of that glory.

When a Yid realizes that he is part of royalty, he automatically comes to care about the Palace of the King.

Where there is awareness, there is caring. And where there is genuine caring, what follows is personal accountability.



SO WHOSE UMAN IS IT?

HERE ARE TWO WORDS
THAT WILL CHANGE THE
FACE OF UMAN FOREVER:
UMAN SHELI!
UMAN IS MINE.
UMAN IS MINE. UMAN IS
YOURS. UMAN IS OURS.
**THIS IS OUR MISSION
AT UMAN SHELI.**

We ask only to ensure that the Holy Kibbutz is treated with royal respect across every corner of Uman.

Our strength relies on this foundation: Our power is the tens of thousands of Yidden taking ownership and declaring “*Uman is mine!*”

Uman Sheli means I belong.

Uman Sheli means I care that the streets are clean.

Uman Sheli means I care that a first-time visitor finds a welcoming face and helping hand.

Uman Sheli means I care about keeping the Holy Kibbutz beautiful and dignified.

And this is exactly why Uman Sheli

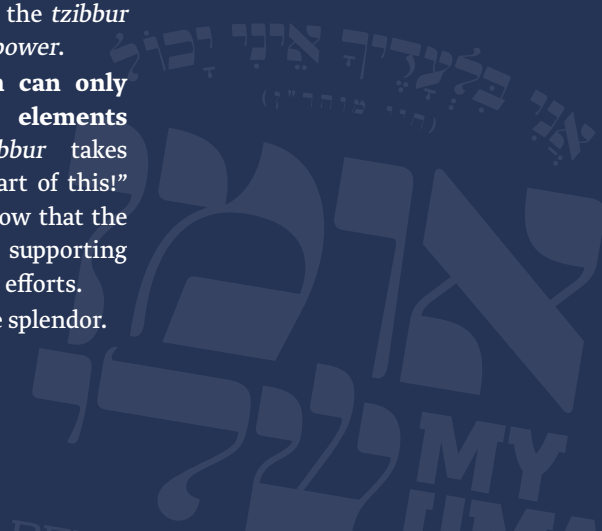
can never replace anyone else’s sacred efforts here in the city.

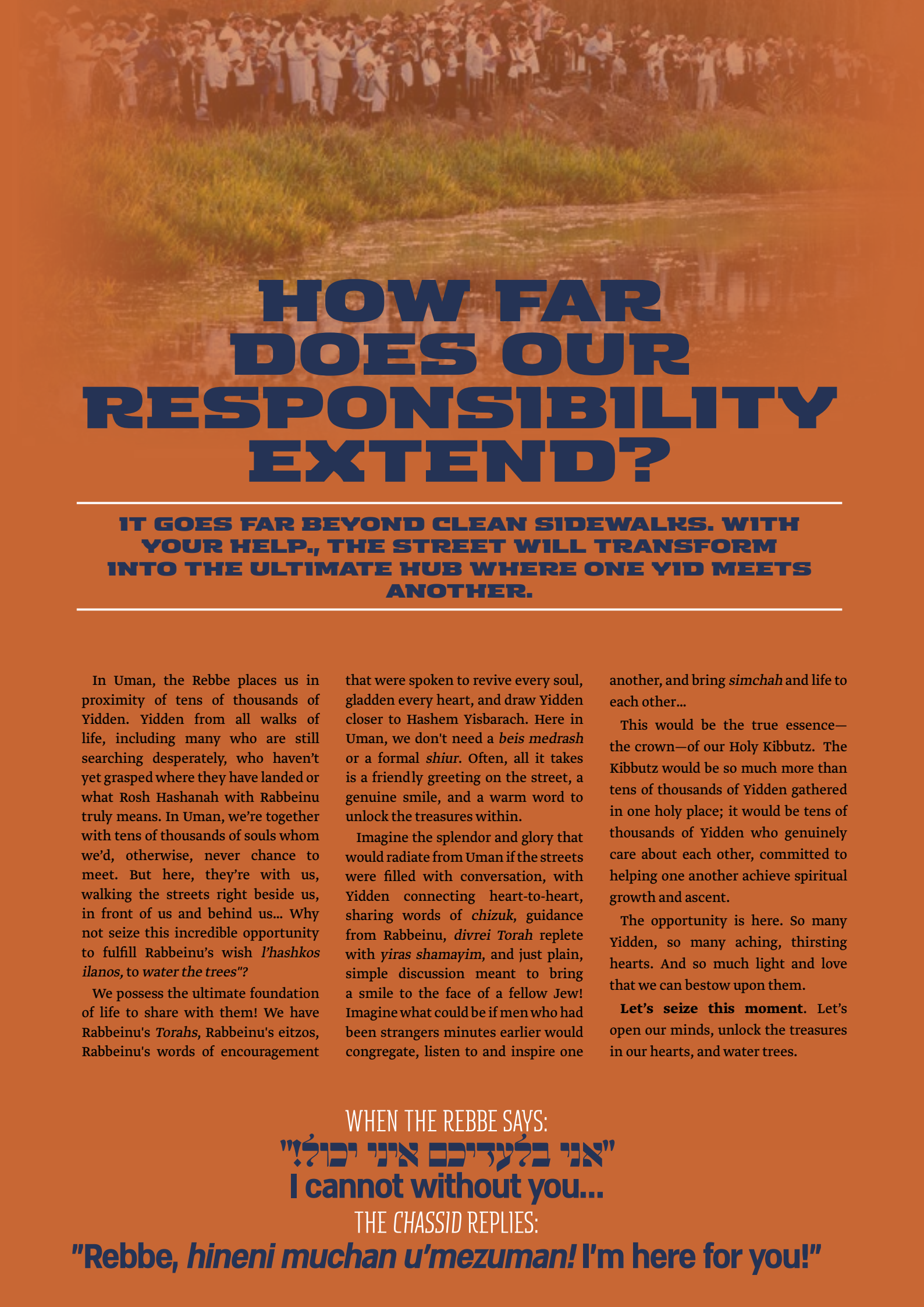
Uman Sheli needs everyone. We need every organization, every initiative, every individual active in Uman—old and new, large and small.

The organizations are the hands performing the work. But the *tzibbur* is their *pulsing heart and power*.

Real change in Uman can only happen when these elements unite: When the *tzibbur* takes initiative to say “We’re part of this!” and when the workers know that the *tzibbur* is behind them, supporting them and facilitating their efforts.

This is how we build true splendor.





HOW FAR DOES OUR RESPONSIBILITY EXTEND?

**IT GOES FAR BEYOND CLEAN SIDEWALKS. WITH
YOUR HELP., THE STREET WILL TRANSFORM
INTO THE ULTIMATE HUB WHERE ONE YID MEETS
ANOTHER.**

In Uman, the Rebbe places us in proximity of tens of thousands of Yidden. Yidden from all walks of life, including many who are still searching desperately, who haven't yet grasped where they have landed or what Rosh Hashanah with Rabbeinu truly means. In Uman, we're together with tens of thousands of souls whom we'd, otherwise, never chance to meet. But here, they're with us, walking the streets right beside us, in front of us and behind us... Why not seize this incredible opportunity to fulfill Rabbeinu's wish *l'hashkos ilanos*, to *water the trees*?"

We possess the ultimate foundation of life to share with them! We have Rabbeinu's *Torahs*, Rabbeinu's *eitzos*, Rabbeinu's words of encouragement

that were spoken to revive every soul, gladden every heart, and draw Yidden closer to Hashem Yisbarach. Here in Uman, we don't need a *beis medrash* or a formal *shiur*. Often, all it takes is a friendly greeting on the street, a genuine smile, and a warm word to unlock the treasures within.

Imagine the splendor and glory that would radiate from Uman if the streets were filled with conversation, with Yidden connecting heart-to-heart, sharing words of *chizuk*, guidance from Rabbeinu, *divrei Torah* replete with *yiras shamayim*, and just plain, simple discussion meant to bring a smile to the face of a fellow Jew! Imagine what could be if men who had been strangers minutes earlier would congregate, listen to and inspire one

another, and bring *simchah* and life to each other...

This would be the true essence—the crown—of our Holy Kibbutz. The Kibbutz would be so much more than tens of thousands of Yidden gathered in one holy place; it would be tens of thousands of Yidden who genuinely care about each other, committed to helping one another achieve spiritual growth and ascent.

The opportunity is here. So many Yidden, so many aching, thirsting hearts. And so much light and love that we can bestow upon them.

Let's seize this moment. Let's open our minds, unlock the treasures in our hearts, and water trees.

WHEN THE REBBE SAYS:

"אני בלעדיכם איני יכול!"
I cannot without you...

THE CHASSID REPLIES:

"Rebbe, *hineni muchan u'mezuman!* I'm here for you!"

THE WHEELS ARE ALREADY TURNING

THROUGHOUT THE PAST MONTHS, INTENSIVE EFFORTS HAVE BEEN TAKING PLACE BEHIND THE SCENES TO UNITE ALL THE PEOPLE AND PARTIES OPERATING IN UMAN AROUND THIS VISION.

We sat with veteran *askanim*, organization heads, and field directors who know every inch of the Kibbutz. In Uman, a historic gathering took place with local hotel owners, who united under the banner of "**Partners in Uman**," eager to lend their resources to increase Rabbeinu's honor and the glory of the Kibbutz.

Already this year, key organizations in Uman have received special funding from Uman Sheli to expand their services on behalf of all guests. Every member of the community will, *iy"H*, witness and enjoy improvements within the Kibbutz.

But this is just the beginning. This year's Uman Sheli's launch lays the foundations for a glorious future: **The more Kibbutz members who take a stand and declare "*Uman is mine!*", the greater our collective strength, and the larger our impact.**

We aren't guaranteeing a complete transformation overnight, yet we're inviting every single Yid and member of the Kibbutz to partner in this journey from Day One.

LET'S REBUILD UMAN TOGETHER.

HOW TO JOIN?

Step One costs no money, takes no time, and carries zero obligations.

All it asks is that you declare: "**I care. I belong.**"

Step 1: Become an Official Member.

.Starting Thursday, Parshas Ki Savo (14 Elul 5786), registration is officially open:

Uman Sheli Hotline: 04-313-1488

Nedarim Plus: Uman Sheli

Website: umansheli.org

Call or log in to add your name to our movement.

Joining is not a financial pledge. It's simply a declaration of:

"I care about Uman, and I stand together with tens of thousands who care."

It's a simple statement of belonging by a Yid who understands that he, too, is part of the Kibbutz's glory. It takes seconds, costs nothing, and carries no commitment. Plus it offers you the option of sharing

your own ideas and feedback.

And it's a declaration with inestimable power. Because as our numbers grow, the strength of the entire Kibbutz grows with it.

STEP TWO: VOLUNTEER.

Step Two is created for those whose hearts yearn to give more and do more. After joining Uman Sheli, you can advance to Step 2 and register to volunteer in Uman.

Volunteering will be coordinated directly with existing organizations and suited to your schedule and preferences.

Whether you devote an hour or day of your time, what matters is your aspiration to be part of something bigger, to give from yourself for the honor of Rabbeinu and the glory of our Holy Kibbutz.

Step One is to join Uman Sheli.

Step Two is for those who want to go the extra mile.

Full details available on our hotline and website..

בעזר הכורא יתברך

רבי, אני מוכן ומזומן בשבילך
REBBE, I'M HERE FOR YOU.

**JUST ARRIVED IN
UMAN?**

**Step into the
Action!**

27 Pushkina Street (Next to Uman Center)

Join Our Efforts. Make A Difference!



**לְפָאָר
GLORIFY**

Enhance the beauty and
splendor of the Kibbutz
Hakadosh.



**לְהַשְׁקוֹת
WATER**

Water the trees by
speaking, strengthening
and inspiring others.



**לְעוֹזֵר
HELP**

Reach out to assist
every member of the
Kibbutz Hakadosh.



Building
Uman.
Together.

JOIN UMAN SHELI

HOTLINE: **04.313.1488**

NEDARIM PLUS: **UMAN SHEL**

EMAIL: **U043131488@GMAIL.COM**