

# PENIMI

Penimi provides effective solutions to contemporary challenges.

Penimi's mission is to build strong youth who acquire a secure sense of self, who know what their values are, who have the clarity and self-confidence to own and make good choices while navigating the challenges of growing up in the Digital Era.

With its central focus on externals, the digital world poses great risk to our children's inner growth and development, to their mental and emotional health, and to their core values. Our vision is to provide parents & educators in Jewish communities & schools worldwide with the information and tools they need to guide youth facing life's challenges.

We offer effective solutions via comprehensive curricula for schools & via workshops, trainings and consultations to principals, teachers, & parents. Our curricula are in more than 260 schools and communities worldwide, influencing thousands of adolescents, affecting their current & future lives for

Bio: Mrs. Faigie Zelcer lives in Montreal, Canada and is the founder and Executive Director of Penimi. She has been a teacher in Montreal's Orthodox school system for many years. In addition, she has developed school curricula, adult education programs and travels the world, training scores of educators in effective methods for reaching our teens and preteens. Her main work and lectures address the topics of developing a strong sense of self and core values, and the impact of the digital age and technology on our emotional, spiritual, and mental well-being.

## Penimi Timeline:

- 2013 – Penimi first launched, Tznius High School curriculum
- 2014 – Teacher training becomes mandatory and Penimi clientele triples from first year
- 2015 - Fine tuning of our trainings, Choveres (curriculum aid for students) is published, launch of “in person” schoolwide staff trainings, principal consults
- 2016 – achieved non-profit (501 c3) status, created our Board, launched our website, Tznius Junior High Curriculum launched
- 2017 – High School Technology Curriculum is developed and launched
- 2018 – Published LinkUp Book #1, Launched LinkUp across the US, Reactive Principal's Training Webinar Series
- 2019 – Launched LinkUp in Israel
- 2020 –Worldwide Women's Covid Webinar Events, Junior High Technology Curriculum Part 2 Lessons with Training is completed and released, LinkUp Book2 is developed, Targeted Covid Impact training for Principals, Daily Covid Podcast for Women
- 2021 – JH Technology Curriculum Extensive Launch, Publishing LinkUp Book #2: Marriage in the Digital Age, Enhanced Extensive LinkUp Facilitator Training
- 2022 – Focus on Modern Orthodox School Expansion, Bi-annual “In Person” Women's Awareness and Empowerment Events, LinkUp Book #3 (Part 2 of Book #1)
- 2023 - Focus on European Expansion, Publish LinkUp Book #4 – Parenting in the Digital Age
- 2024 – Double our current clientele – 600 schools worldwide, 500,000 students, 10,000 LinkUp women
- 2025 – Launch Penimi Boys Division