

# THE ILLUSTRATED TORAH SCROLL

## What is the Illustrated Torah?

The Illustrated Torah is artist, Michal Meron's, unique pictorial interpretation of the 54 weekly sidrot of the Torah, plus a special painting illustrating the 10 Commandments. The paintings are presented on a single canvass scroll with rollers, like a real Torah. The scroll includes selected texts in Hebrew and English (JPS version) relevant to the weekly parasha and each sidrah connects to the appropriate Haftarah. The Illustrated Torah is an incredible educational tool, giving children and adults alike the opportunity to interact with the text of the Torah.

## Who is Michal Meron?

Artist Michal Meron lives and works in Venice, Italy. Painting for more than 40 years, Meron has a vast collection of Jewish-themed art, including The Illustrated Torah, which took her four-and-a-half years to paint. Michal has galleries in Venice and Jaffa, Israel.

## What Size Scrolls are Available?

We offer a large, a medium and a mini scroll. Pictured below are the mini and large scrolls which are 10 inches and 24 inches high respectively. The medium scroll, which is not pictured, is 15.5 inches high.

The large scroll is 105 feet long and is most often purchased by organizations and used to fundraise. The medium scroll is 40 feet long and is purchased by organizations or individuals, and is perfect for a Torah call, for Simchat Torah and for weekly Torah studies. The mini-scroll is 30 feet long and is purchased mostly by individuals and families for personal display and for generational gifts.



## **How Can the Illustrated Torah Help Our Organization Fundraise?**

The Illustrated Torah is an amazing fundraising tool that has generated between \$80,000 and \$145,000 for our clients. Our fundraising program is easy to implement. Your organization simply purchases an Illustrated Torah Scroll and sells dedications for the books, parshas, aliyahs, panels, lines, or whatever divisions you choose. In our experience, donors are excited to participate in an Illustrated Torah project, because it is easy to do and because they are helping to bring this amazing piece of art to your organization.

The Illustrated Torah can be used as a one-time fundraiser related to a special project or honoring someone who has been transformative to your organization. Or it can be used as an on-going fundraiser where participants' names can continually be added to a dedications book as your organization raises funds. Either way, The Illustrated Torah will motivate your donors to give, and by controlling the giving levels, you can help donors give more than they might otherwise be inclined to do.

## **Is the Illustrated Torah Appropriate for Our Organization?**

The Illustrated Torah uses the JPS translation of the Torah. The illustrations are not only beautiful, but acceptable in any Jewish community. The Illustrated Torah has been purchased and used as a fundraiser by organizations in every stream of Judaism.

## **Besides Fundraising, How is The Illustrated Torah Used?**

The Illustrated Torah is an incredible show piece that you will proudly display in your facility. However, its value goes well beyond the money you will raise. Across the world, Jews use The Illustrated Torah every week to study the weekly parsha. Adults and children gather around the scroll and interact with the text and illustrations, connecting to the Torah in deep and meaningful ways.

At a Yeshiva in North America, the Torah call was done for 250 children, with children sitting in groups close to their parsha while the principal of the school calls out the parshiot. Needless to say, on Simchat Torah The Illustrated Torah scroll will be a "huge" success with children and adults as the scroll is unrolled and surrounds the crowd.



## What Does The Illustrated Torah Cost?

The large scroll is US \$9000; the medium scroll costs US \$5,400; and the mini-scroll costs US \$1,800. This is a small investment to raise thousands of dollars, and if cash flow is tight, you can run your fundraiser and sell dedications before you purchase the scroll. We also offer incentives throughout the year where you will receive additional scrolls or paintings for free when you purchase The Illustrated Torah.

In addition to The Illustrated Torah scroll fundraiser, we offer a number of other programs such as our individual parsha paintings which make perfect bar and bat mitzvah gifts. We have found that during the course of your organizations main fundraiser, donors will want to purchase other items for their personal collections. We provide commissions to your organization for some of these items.

## How are the scrolls displayed?

Different tastes and uses call for different approaches to display. We offer a standard Lucite case, but we can help your organization design a custom case that will fit your needs. We have a designer/manufacturer in Europe and in the United States. They have created wooden cases with a drawer where a beautiful dedication book is stored with the names of the donors inscribed. Below are pictured four different possibilities. One is the Lucite case, the second one is a table approach with drawer, the third one is a mini case and the fourth is a wooden case with drawer.



### **What Additional Costs are Associated with The Illustrated Torah?**

Shipping and handling are not included in the price. We ship from Israel or Italy, and individual parshas are shipped from Florida in the United States.

The scrolls come with one opening page for the title and an additional panel for naming donors. If additional panels are requested, they cost US \$108.00 each. If you want dedications inscribed at the bottom of each parsha in the scroll, this costs US \$35.00 each.

Cases are not included in the prices quoted above.

Fundraising templates and consultation are available at no charge. We can also print your fundraising materials using our experienced printers to guarantee the best looking and most effective print materials at an extra charge.

If you or your donors wish to order single prints of the sidrot, you will receive a 40% discount on the regular price. By offering these prints at full price, you can add to your fundraiser.

### **How do I Order an Illustrated Torah?**

Send us an email. We require a 50% down payment with the order. We ask you to dedicate a single person who will coordinate the project. We will work together to create the Illustrated Torah that is customized for your organization. After all the logistics have been attended to, we will ship the scroll. The remainder of payment is due before shipment.