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**Rabbi Menachem M. Matusof**  
**Executive Director and Senior Rabbi, Chabad Lubavitch of Alberta**

**Rebbetzin Rochel L. Matusof**  
**Associate Director, Chabad Lubavitch of Alberta**



Following the leadership and guidance of the *Lubavitcher Rebbe, Rabbi Menachem M. Schneerson*, (affectionately known as The Rebbe), Rabbi and Rebbetzin Matusof are the founders and directors of Chabad Lubavitch of Alberta since 1988.

Chabad Lubavitch of Alberta is part of the worldwide Chabad Lubavitch movement. The goal of Chabad Lubavitch is to provide access and knowledge of Judaism to anyone interested, and to provide guidance and support to all people no matter their background or affiliation. There is no membership required as Chabad Alberta welcomes all.

**Rabbi Menachem Mendel Matusof**

- Born and raised in Casablanca, Morocco.
- Parents were directors of Chabad Lubavitch of Morocco for 42 years.
- Was raised in a home where the father was a leading spiritual leader of 300,000 Moroccan Jewry along side of mother who was a tremendous influence on thousands of homes and administrator of the Lubavitch High School for girls in Casablanca.
- At the age of 15, Rabbi Matusof continued his studies in a Yeshiva Rabbinic School in Brooklyn NY and was ordained as Rabbi at the very early age of 20.
- In his teenage years, he also was involved in outreach work and teaching children, youth, and young adults. He pioneered, administered and was part of day camps in Morocco, France and Canada.
- At the age of twelve he was teaching a young couple lessons in Education of children.
- Rabbi Matusof is ordained as a Shochet – Ritual Slaughter of chicken, is an active member and participants in many boards, committees and organizations, constantly being contacted for consultation and advice, was an active member of the Canadian national board of clergies for inmates representing the Jewish inmates in Alberta and Saskatchewan, and a member on the international board of the Moshiach Campaign, a project of Lubavitch World Headquarters.
- Reaching out to youth and adults nationally and internationally, Rabbi Matusof lectures and counsels with passion.
- He continued his Rabbinic studies at the Central Rabbinical College Lubavitch in New York until he married Rochel.
- In 2014 Rabbi Matusof was invited to accompany the Canadian Prime Minister Stephen Harper in his official visit to Israel.
- In 2019, Rabbi Matusof was honoured to provide the blessing at the invocation ceremony of Alberta Premier Jason Kenney.



**Rebbetzin Rochel Leah Matusof (nee Zaltzman)**

- Born in Russia to a Chassidic Rabbinic family - community leaders who directed Jewish schools underground, keeping Jewish tradition alive under the Communist regime.
- From a young age, she learned the importance of family, charity, and self-sacrifice for humane and Jewish causes. Those traits followed her to Israel and then to California where she continued her studies.
- In her teenage years, she ran several summer camps in California and led a group of young women to establish and strengthen a high school in Tsfat Israel.
- In addition to her role as Co-Director of Chabad Lubavitch of Alberta, she also oversees and directs valuable outreach programs such as the Friendship Circle of Calgary which provides support for special needs children and their families, established and directed Camp Gan Israel summer and winter day camps for over thirty years in Calgary, ample counselling and guidance, and providing meals for those in need.
- Rebbetzin Matusof is involved with the women's community mikvah (ritual bath) and sat on the Board for Chevra Kadisha of Calgary (Jewish Burial Society) for many years.

- One of her most recent and growing educational programs is the weekly Feminine Conversations program which provides discussions according to Kabbalah and Chassidic philosophy and Community Women's Programs such as challah bakes, and more.



#### The Matusofs

Married in 1986, as young newlyweds, they moved to Palm Springs, California, where they worked with the same movement, as teachers and Program Directors of Chabad Lubavitch in Palm Springs.

They moved to Calgary in 1988 and founded Chabad Lubavitch of Alberta. Following the success of the Calgary-based Alberta headquarters, they opened up a branch in Edmonton in 1992. In 2011, they played a key role in opening up a branch of the organization in Saskatoon.

Providing guidance, inspiration and leadership to the community for thirty-five years has been the life's work of Rabbi and Rebbetzin Matusof. They have developed a passion for counselling and helping individuals in need. A large portion of their time is spent in this field.

While running a non-profit has its challenges, Rabbi and Rebbetzin Matusof have become skilled small business operators resulting in over 35 years of successful operation. Chabad Alberta has an annual budget of \$2 million.

On an annual basis, Rabbi and Rebbetzin Matusof oversee and manage close to fifty full and part-time staff including sixteen clergy. They oversee every aspect of the operation from accounting to human resources.

The business part of the operation now includes the latest office technology, an advanced security and video system, a publication centre, a sophisticated website offering online registration and payment and extensive use of social media platforms to communicate with staff, members of the community and the public at large.

Starting from a home office in Oakridge, to a two-acre campus near Chinook Centre, Chabad Alberta continues to grow.

In 2023, they expanded and opened of a new branch here in Alberta - Chabad of the Canadian Rockies - based in Canmore.

Chabad's importance to Alberta's Jewish community was recognized when, amongst other plaques and recognitions, in 2005 Rabbi Matusof received the Alberta Centennial Award, and in 2013 Alberta Lieutenant Governor Donald Ethel awarded him the Queen's Jubilee Medal.



In 2022, Chabad Alberta was once again honoured as Rabbi Matusof received the Queen Elizabeth II's Platinum Jubilee Medal awarded to him by Premier Jason Kenney for Chabad's dedicated service to their peers, to their community, to Alberta and to Canada.

Their efforts have made Chabad Alberta one of the leading and most important Jewish organizations in the province.

#### Some current Highlights of Chabad Lubavitch of Alberta

- A Calgary Campus, located on a two-acre property in the heart of Calgary
- Home of the Faigel Shapiro Kosher Pantry which provides meals to individuals and families in need. Since March 2020, over 35,000 meals have been produced and provided by Chabad Alberta's pantry.
- The Calgary Chabad Family Park & The Leonard and Faigel Shapiro Community Playground transforming a barren acre of land into a lush public-use family park, including a grass field, calming seating area, and state-of-the-art playground full of inclusive elements including a 26-foot-tall thrilling play tower - a first of its kind in Calgary.
- Sixteen spiritual leaders (Rabbis and Rebbetzins) serving the Alberta Communities

- Chabad Lubavitch of Edmonton
- Chabad of the Canadian Rockies
- The Pamela Silver-Robins Chabad Lubavitch Youth Centre in Calgary
- Calgary JLI (Jewish Learning Institute) the largest and leading Adult Education Learning in Alberta (with a branch in Edmonton).
- Roving Rabbis of Alberta - Reaching out to small communities throughout Alberta providing support, guidance and any assistance they can offer. Recently, this program has been reaching out to our neighbouring Jewish community in the Yukon.
- Friendship Circle of Calgary – A program that connects teenagers and children with special needs
- Ben & Diane Docktor Camp Gan Israel Summer and Winter camps attracting 300 children in Alberta and growing
- Chaplaincy Services to Jails in Alberta, Hospitals and Seniors Homes
- Chabad on Campus - Nurturing Jewish identity and upholding Jewish pride on college and university campuses
- Shabbat and Holiday Meal Outreach
- Community Mikvah (Men's & Women's Ritual Baths)
- Feminine Conversations and Community Women's Programs such as challah bakes and more
- CTeen Calgary - An exclusive club for teenagers in grades eight and up that harnesses the incredible potential of teenagers with awesome programs that bring teens together to give back to their communities and the environment.
- ABK - Alberta Kosher - Providing kosher supervision throughout Alberta
- The Ben Docktor Memorial Golf Celebration (formerly The Holy One)

**Highlights of the Calgary Community Menorah Lighting** (The largest of its kind in Canada)

- Truly community spirit and celebration
- In 2023, 1,300 people attended the ceremony at Calgary City Hall
- Every year a different theme and honouree in the Jewish Community and beyond, encouraging and promoting, light and increased acts of goodness and kindness.
- In 2021, for the first time in Calgary, a car menorah parade drove through Calgary with 120 car menorahs
- Streamed live online, watched and appreciated by many people of all backgrounds, in Canada and beyond. Thousands have watched the virtual celebrations in recent years.
- Attracts an in-person crowd of 500-600 people including local, provincial, and federal dignitaries.

The Matusofs are parents of nine children including several community leaders serving communities throughout Alberta, Toronto, California, Pennsylvania, and France. They are blessed with over twenty grandchildren with more to come.

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