



Whose Responsibility Is It to Solve the Shidduch Challenge of Our Generation?

לעילוי נשמת
 מאיר יצחק בן יוסף אליהו הכהן ז"ל

It's a question many people quietly ask themselves, and often answer incorrectly.

We tend to assume that the responsibility lies with the singles themselves. If only they would try harder, be more open, get more suggestions, join another app, be less picky, pay for another service. The messaging, spoken or unspoken, is clear: *this is your problem to solve*.

But that assumption is not only unhelpful - it's wrong.

The truth is, the responsibility is **ours**.

Research and lived reality both point to a simple, powerful fact: the majority of Orthodox couples - **over 60%** - met through friends or family who introduced them. Not apps. Not naturally in a youth movement. People. People who cared enough to think, suggest,

and connect.

And yet, look at where most of the energy is directed today. So many initiatives, apps, and programs speak almost exclusively to the singles: *Get more help. Get more matches. Pay more. Try again*. To be clear, these efforts can have real value. They are part of the solution.

But they are not the heart of it.

Because the heart of it is us - the friends, the siblings, the family, the neighbors - those already embedded in the lives of the singles we care about. We are the ones with the context, the intuition, and the genuine investment to make meaningful suggestions.

That's where **Shagririm Balev** steps in with a fundamentally different approach.

Instead of placing the burden back on singles, Shagririm Balev turns outward and says: *Friends? Family? Come do your part*.

For those of us who are not professional shadchanim but deeply want to help, it offers something that didn't really exist before: access and empowerment. A database of over 20,000 singles, opening up possibilities far beyond our immediate circles. And even more powerful - a community of over 5,500 ambassadors, regular people like us, who have taken on this mission together.

This is not just a platform. It's a movement.

And the results speak for themselves: a wedding every two days, and one in twenty

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members finding their match through Shagririm Balev. Those aren't just numbers - they're lives changed, homes built, futures created.

Why does it work?

Because it places the responsibility where it truly belongs, and gives the tools to act on it.

So the next time we ask, "Who will solve this challenge?", the answer is clear.

We will.

And if you want to be part of that solution, you can. Start by thinking of someone you love - and reaching out with a simple: "Hey, I've been thinking about you. Can you tell me what you're looking for?"

It's a small step, but it's how real connections begin - and you don't have to do it alone.

Scan the barcode on the back page, and help us help. ■

♥

**Want to set up your friends?
Become their ambassador -
join Shagririm Balev!**

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0585323242





Founded in Israel in 2019 and led by Rav Rimon, **Shagririm Balev** - a social online matchmaking initiative - has taken the dating scene by storm. With over 10,000 candidates and 3,000 Ambassadors, in Israel and the US, Shagririm Balev is averaging a Wedding every 2 days!

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