



**JEWISH
NATIONAL
FUND**

Your Voice in Israel

p 212.879.9300

f 212.517.3293

42 E. 69th Street
New York, NY 10021

jnf.org

Chairperson Emeritus

Ronald S. Lauder

Chairperson of the Board

Jeffrey E. Levine

President

Dr. Sol Lizerbram

Chief Executive Officer

Russell F. Robinson

First Vice President

Alan Dabrow

Asst. First Vice President

Joseph Wolfson, Esq.

Treasurer

Michael Blank

Asst. Treasurer

Steven Crystal

Secretary

Myra Chack Fleischer, Esq.

Asst. Secretary

Penny Rosen

Chair, Audit Committee

Edward Blank

Vice Chair, Audit Committee

David Greenbaum, Esq.

Vice Presidents

Dr. Robert Benedon

Isaac Blachor, Esq.

Barbara Burry

Toni Dusik

Charles S. Fax, Esq.

Baruch Fellner, Esq.

David Frank

Bruce K. Gould, Esq.

Benjamin Gutmann

Scott H. Gendell, Esq.

Vivian Grossman

Michael H. Jacobson

Harold Kaplan, Esq.

Michael Kessler

Joseph Korn

Michael Lederman

Robert B. Levine, Esq.

Nina Paul

Scott N. Schreiber, Esq.

Kenneth Segel, Esq.

Dr. Joel Spalter

Myron D. Stayman

Ronald Werner

Robert M. Wigoda, Esq.

Alan Wolk

Jason Zenner

Asst. Vice Presidents

Alan Abramson

Theodore L. Banks, Esq.

Ira Bartfield

Sheryl Buchholtz

Robert Dubin

Dr. Alan Fisher

Bernice Friedman

Samuel Goldberg

Chad Holtzman, Esq.

Terry Katz

Marc Kelman

Gary J. Kushner, Esq.

Lynne Merriam

Dr. Morton Mower

Marvin Schlanger

Jeffrey Schwartz

Ann Zinman

Presidential Advisors

Alyse Golden Berkley, Esq.

Lawrence B. Cohen, Esq.

Louise Dabrow

Lauren France

Laureine Greenbaum, Esq.

Tony B. Gelbart

Joseph Hess

Lauren Lizerbram

Dr. Toby Mower

Jane Ottenstein

Marlene E. Post

Deborah E. Riegel, Esq.

Dr. Barbara Sommer

Jay L. Schottenstein

Douglas Williams

Ziv Zusman

December 2020

Kislev 5781

Dear Educators,

Since its founding, Jewish National Fund has planted more than 260 million trees in Israel to protect the land, prevent soil erosion, green the landscape, and preserve vital ecosystems. The trees maintain forest health, combat desertification, protect watersheds, and manage water flow. Additionally, they create a "green lung" to combat carbon dioxide emissions in the region. JNF's success at planting trees in Israel has resulted in naturally expanded forests. That is why Tu BiShvat, the Jewish New Year for Trees, is such an important holiday to JNF.

"Tu BiShvat reminds us that no matter what happens, we all have to share this planet and care for it," said Russell F. Robinson, CEO of Jewish National Fund. "Over the years, Tu BiShvat has taken on the theme of planting trees in Israel, making it JNF's holiday," he added. "Perhaps no other organization is as strongly associated with a holiday as JNF is with Tu BiShvat."

THIS YEAR'S JNF TU BISHVAT PROGRAM

The Israel Advocacy and Education Department would like to thank you for your participation in JNF's annual Tu BiShvat Across America program! The enclosed information outlines the program details. Please visit www.jnf.org/tbs2021 for additional activities and materials. We hope that you find the materials and information helpful in creating a connection between your students and the land and people of Israel.

YOUR TU BISHVAT BOX INCLUDES:

- Envelopes to send enclosed materials to your students' homes.
- 8.5"x11" posters for you or your students to hang up demonstrating this year's theme, "The Trees in Your Neighborhood". This can also be found online.
- Text study source sheets compiled from biblical and rabbinic sources about the personal and communal relationships we have with trees, for both younger and older students. These can also be found online.
- Parsley seed packets for each student to plant and harvest for Passover.
- The Letter to Parents that you can copy and place in each of your student envelopes. This can also be found online.
- Sticker paper for a Herzl Chia Pet activity, in which students will color Herzl and wrap him around the outside of a can (not provided). They will plant the parsley seeds inside the can.

AN OVERVIEW OF THIS YEAR'S PROGRAM

This year's theme of the program is "The Trees in your Neighborhood," in which students will learn about the attributes of different trees that are beneficial to us and to Israel. The program includes videos and links that can be accessed at home or in the classroom, so it works whether your school is virtual, in person, or a hybrid of the two.

Students will learn about their state tree and why it is important to their state, as well as the strong connection between trees and the State of Israel, through a collection of videos from JNF affiliates. Videos include Israel's national tree—the olive tree—as well as the significant role trees have played in Israel's history, like the trees that the *halutzim* (pioneers) planted, and the story of Eli Cohen, the spy who convinced the Syrian government to plant eucalyptus trees on the Golan so Israel could target them in the Six-Day War. Please visit www.jnf.org/tbs2021 for these videos and discussion questions, as well as additional Tu BiShvat activities and materials.



**JEWISH
NATIONAL
FUND**

Your Voice in Israel

p 212.879.9300
f 212.517.3293
42 E. 69th Street
New York, NY 10021
jnf.org

RUNNING A TREE CAMPAIGN IN YOUR SCHOOL OR ORGANIZATION:

A fundraising page will be created for your school or organization, and you will have the option to create pages for individual classes so they can compete against other classes. You will also have the option to create a page for each individual student. There will be more flexibility for you to personalize your pages, as well as to upload photos and videos that the students make answering the questions from the previously mentioned videos. You will receive an email from your local JNF representative with instructions on how to log on to the platform and personalize your school or organization's page.

READY TO START PLANTING TREES?

For just \$18 you will:

- Plant a tree in Israel in honor of the participating student and receive a personalized certificate.
- Be entered for a chance to help your school or organization win prizes. The more trees you plant, the more chances your school or organization has to win!

Additional trees can be planted for \$18 each.

Note: To plant a tree in Israel for a time-sensitive event or commemoration, please call 800.542.8733 or visit www.jnf.org.

WIN PRIZES FOR PLANTING TREES!

This year, each school or organization that participates in our annual tree competition will be entered for a chance to win two round-trip tickets to Israel. In addition, based on your school or organization's volume of tree sales, you can earn cash prizes. The more trees you plant, the bigger the prize money.

- Schools or organizations that plant 100 trees or more (\$1800+) will receive special recognition listing American Independence Park in Jerusalem. A certificate will also be sent to the school or organization.
- Prize levels are based on collective tree purchases for the whole school or organization. Online tree sales must be completed by **Monday, March 1, 2021** to be included in our raffle and to win some great cash prizes!

PRIZE LEVELS:

Level 1*: Every school or organization that plants 50 trees or more will receive \$180.

Level 2*: Every school or organization that plants 100 trees or more will receive \$360.

Level 3*: Every school or organization that plants 200 trees or more will receive \$720.

*Please note that prizes are not cumulative.

Thank you for your continued support of JNF! If you have any questions or concerns, please contact us at education@jnf.org or by calling 212.879.9305 x245.

Sincerely,

Daniel Friedman
Director of Community Engagement,
Israel Advocacy & Education
Jewish National Fund

Rafi Glazer
Israel Programs Admissions
Director, MidAtlantic
Jewish National Fund

Richard Abrams
Israel Programs Admissions
Director, NJ and Eastern PA
Jewish National Fund