



**JEWISH  
NATIONAL  
FUND  
USA**

*Your Voice in Israel*

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December 2021

Kislev 5782

Dear Educators,

Since its founding, Jewish National Fund-USA 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-USA’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-USA’s.

“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-USA. “Over the years, Tu BiShvat has taken on the theme of planting trees in Israel, making it JNF-USA’s holiday,” he added. “Perhaps no other organization is as strongly associated with a holiday as JNF-USA is with Tu BiShvat.”

**THIS YEAR’S JNF-USA TU BISHVAT PROGRAM**

The Israel Advocacy and Education Department would like to thank you for your participation in JNF-USA’s annual Tu BiShvat Across America program! The enclosed information outlines the program details. Please visit [jnf.org/tbs2022](http://jnf.org/tbs2022) 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:**

- Lesson plan and worksheet for this year’s theme, “Tu BiShvat Through the Ages.” These are available online.
- Poster to hang in your classroom demonstrating this year’s theme, which can be used for an interactive activity in which students will identify the observance of Tu BiShvat throughout history that resonates with them the most. This poster can also be found online.
- Stickers for poster activity. Each student will place a sticker on one of the four observances on the poster that resonates with them the most.
- 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 mail to your students’ parents. This can also be found online.
- Sticker paper for a Ben-Gurion Chia Pet activity, in which students will color Ben-Gurion 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 “Tu BiShvat Through the Ages,” in which students will learn about the different ways groups of people throughout history have observed this important holiday. They will start by learning about the Time of the Mishna, and how the Rabbis at the time of the Temple prioritized *halacha*, and waited three years after a sapling was planted to taste its fruit. Next, they will learn about the Time of the Kabbalah, and how during the Middle Ages, Kabbalists saw Tu BiShvat as a holy day to connect through the Tu BiShvat Seder. Students will then learn about the creation of the State of Israel, and how the Chalutzim, or Pioneers, during this time saw Tu BiShvat as a time of rebirth of nature, much like the rebirth of the Jewish people returning to Eretz Yisrael. Lastly, students will look at



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modern day Tu BiShvat, and how we today are focused on the environment and doing our part to protect it.

Students will learn these four ideas through a written lesson plan and worksheet included in your box, as well as supplementary videos, which can be found at [jnf.org/tbs2022](http://jnf.org/tbs2022). Your students will be able to show which of these observances of Tu BiShvat resonates with them the most by "planting" their "I planted a tree" sticker on the area of the poster connected to each of the four observances.

#### **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 chance to compete against other schools or organizations. There will be more flexibility for you to personalize your pages, as well as 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-USA's representative with instructions on how to log in 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](http://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 **Tuesday, March 1, 2022** 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-USA! If you have any questions or concerns, please contact us at [education@jnf.org](mailto:education@jnf.org) or by calling 212.879.9305 x245.

Sincerely,

**Daniel Friedman**  
Director of Community Engagement,  
Israel Advocacy & Education  
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**Richard Abrams**  
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Director, NJ and Eastern PA  
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