



**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

January 2021

Kislev 5781

Dear Parents,

Long before there was Earth Day there was Tu BiShvat, the Jewish New Year for Trees, which falls on the 15th day of the Hebrew month of Shevat (this year on January 28, 2021) and marks the time when trees begin to drink in the rainfall of the new year. It is a celebration of spring's rebirth and renewal, an appreciation of the interconnectedness of people and nature.

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. JNF's success at planting trees in Israel has resulted in naturally expanded forests.

"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, your child's class will be joining classrooms across the country to participate in Jewish National Fund's annual Tu BiShvat Across America program! We at JNF are proud to be part of this celebration with you and your child.

This year's program, "The Trees in Your Neighborhood," investigates what attributes of different trees are beneficial to us and to Israel. Your child will learn from printed text sources and online videos that will provide information about their state tree and the importance of trees in Israel. They will also create a Herzl Chia Pet in which they will plant parsley seeds to harvest for Passover. Please visit www.jnf.org/tbs2021 for these videos, and additional Tu BiShvat activities and materials.

As always, JNF provides these resources in the hope that families plant trees in Israel. Planting trees helps maintain forest health, combat desertification, protect watersheds, and manage water flow. You can plant a tree to honor a loved one for any occasion, such as birthdays or memorials. Each school or organization that participates in our annual tree competition will be entered for a chance to win multiple prizes! To see what prizes you can win, and to start selling trees, visit the link above.

Thank you for your continued support for Jewish National Fund and for joining us in our vision to ensure a greener Israeli landscape for all of Israel's citizens.

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