



**Education and Community Division  
Division Manager's Office**

BSD

1 Shevat 5781  
14 January 2021

**To: Sol Lizerbram**  
President JNF USA

**Subject: Tu B'Shevat – Happy KKL – JNF Day Throughout the World**

The “New Year for the Trees”, which is celebrated at KKL – JNF as “KKL – JNF Day” symbolizes growth, blossoming, and renewal. In Tu B'Shevat the inner strength of the trees begins to emerge, as it is written “the sap rises in the trees” (Rashi, Rosh HaShana Tractate). This is also an opportunity to draw attention to the inspiring educational activity in the fields of Zionist and valued education, as we meet in the work of KKL – JNF delegates and educators abroad.

We are pleased to inform you that this year, as part of the Tu B'Shevat celebration and to mark the foundation of KKL – JNF, we have created a home kit for the family Shabbat table.

The initiative derives from an understanding of the difficult times we are all going through, in Israel and around the world, due to the coronavirus crisis. We are aware of how difficult it is to reach each and every family personally, and how difficult it is to transmit educational messages and experiences these days, where all communication is done through virtual mediums such as Zoom. The families feel isolated, parenting is challenged, and so is the sense of community.

The kit we developed in response to this, in collaboration with the “Unplugged Shabbat” initiative, constitutes an extraordinary educational and familial opportunity. The contents of the kit combine the values of Shabbat and Tu B'Shevat and the symbols of KKL – JNF.

The ornamental kit decorates the familial table and enables the family to experience the educational content offered in an experiential manner, including games, family songs, riddles, and so on. We hope that this would help instill the educational messages optimally, and allow the family to enjoy moments of familial sharing and magic, even in these complex times.

We are honored to share this initiative with you, and ask you to call on the members of your community to experience the kits at their family's Shabbat table.

You may download the kits from the KKL – JNF website (<https://tinyurl.com/y6mnanxg>) where you can find additional activities for Tu B'Shevat, or by scanning the QR Code:





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We are at your service and God willing will continue to produce quality content suited to the time and your needs.

**Respectfully and wishing you a Happy Tu B'Shevat**

A handwritten signature in blue ink, appearing to read 'Sar-Shalom Jerbi', with the Hebrew name 'שר שלום ירבי' written below it.

**Sar-Shalom Jerbi**

**KKL-JNF** Head of Education and Community Division

CC:

Avraham Duvdevani, KKL-JNF World Chairman

Amnon Ben-Ami, KKL-JNF Director General

Ronnie Vinnikov, KKL-JNF Head of Global Resource Development Division, CDO