



**JEWISH  
NATIONAL  
FUND**

*Your Voice in Israel*

p 212.879.9300

f 212.517.3293

42 E. 69<sup>th</sup> Street  
New York, NY 10021

[jnf.org](http://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**  
Geraldine Shatz

**Asst. Secretary**  
Penny Rosen

**Audit Committee**  
Edward Blank, Esq., Chair  
David Greenbaum, Esq. Vice Chair

**Vice Presidents**  
Dr. Robert Benedon  
Isaac Blachor, Esq.  
Toni Dusik  
Charles S. Fax, Esq.  
Baruch Fellner, Esq.  
David Frank  
Myra Chack Fleischer, Esq.  
Bruce K. Gould, Esq.  
Benjamin Gutmann  
Scott H. Gendell  
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  
Barbara Burry  
Robert Dubin  
Dr. Alan Fisher  
Bernice Friedman  
Samuel Goldberg  
Chad Holtzman, Esq.  
Terry Katz  
Marc Kelman  
Kenneth Krupsky, Esq.  
Gary 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  
Dr. Barbara Sommer  
Jay L. Schottenstein  
Ziv Zusman

December 2019  
Kislev 5780

Dear Educators,

Thank you so much for your participation in Jewish National Fund's annual Tu BiShvat in the Schools program! This year, Tu BiShvat will be celebrated on Monday, February 10, 2020. JNF is proud to be a part of your celebrations.

The enclosed information outlines the program details. Please visit [www.jnf.org/tbs2020](http://www.jnf.org/tbs2020) for additional sample Tu BiShvat activities and sedarim. We hope that you find the materials and information helpful in creating a special connection between your students and the land and people of Israel.

**YOUR TU BISHVAT BOX INCLUDES:**

- Tu BiShvat posters for your classrooms, demonstrating this year's theme, Making the Desert Bloom. These illustrations will connect what your students are learning to the incredible reality on the ground in Israel.
- Facilitator's Guide with everything you need to run this program and create a tree planting campaign in your school.
- The book, *Our Tree Named Steve*. We hope that you will enjoy this book and utilize it to begin the conversation with your students about the relationship we have with trees. In the Facilitator's Guide you will find suggested questions for the teacher to use before, during and after reading the book.
- Text study source sheets. We have brought together texts from Torah, rabbinic, and modern sources about the personal and communal relationship we have with trees. Included in the Facilitator's Guide are some notes for the educator to use in connection to these texts.
- Printouts of the classroom experiments. We hope you find that these experiments lead to new ways to appreciate the agricultural and scientific achievements that Israel has accomplished in its short history.
- Seed packets. The parsley seeds are for each classroom to plant and harvest for Passover. The other seeds are for additional activities that require seeds.
- One JNF tree order form personalized with your school's individual VIS number. Please make as many copies as you need to distribute to students and their families.
- "I Planted a Tree" stickers for your students. Using our new on-line tree sale platform, you will easily be able to see which students have planted trees and distribute the stickers to them.
- Letter to Parents
- Access to webpages for Tu BiShvat programming and educational resources, at [www.jnf.org/tbs2020](http://www.jnf.org/tbs2020).
- Information on the National Kids Tree Sale Contest to encourage students to sell trees for a chance to win prizes.

**RUNNING A TREE CAMPAIGN IN YOUR SCHOOL:**

JNF has planted over 260 million trees in Israel. While this is an impressive achievement, there is always a need for more, due to natural forest regrowth, forest fires, and arson. We encourage every student to help continue to build up Israel by purchasing one or more trees. This year we are pleased to make ordering and planting your trees in Israel very simple. We have created an online tree ordering platform. In January, you will receive an email with your school's predesigned page. You will be able to customize your page if you would like, changing the language and/or adding in your school's logo, pictures, or even a video. You



can then share the link with your students, families and faculty to make their purchases. Tree certificates will be fulfilled immediately and should be received in homes within two weeks. You will be able to keep track, in real time, how many trees your school has sold, by looking at your page's thermometer.

***What if we prefer to sell trees using the paper tree form, as we did in the past?***

We understand that change is hard and some schools may prefer to sell trees using the paper tree forms, as you did in the past. We have enclosed one tree form, personalized with your school's VIS number. Feel free to make as many copies of the form as you need and distribute to your students and their families. If you use this method, tree orders should be brought home, forms completed, and returned to the school with payment as soon as possible.

Send all orders in one large envelope, to:

**JNF Tu BiShvat in the Schools Program  
78 Randall Avenue  
Rockville Centre, NY 11570**

Please mail all tree orders to JNF by **Friday, February 28, 2020** so you may receive your tree certificates in a timely manner. Paper tree forms take 3-4 weeks to process.

\*All orders must be received by the **Friday, February 28, 2020** deadline and winners will be announced by April 1, 2020.

**JNF RECOGNIZES STUDENTS AND SCHOOLS FOR PROGRAM PARTICIPATION:**

- Schools that plant 100 trees or more (\$1800+) will receive special recognition listing at American Independence Park in Jerusalem. A certificate will also be sent to the school.
- This year, each school that participates in our annual tree sales competition will be entered for a chance to win two round-trip tickets to Israel. In addition, based on your school's volume of tree sales, you can earn cash prizes for your school. The more trees you plant, the bigger the prize money.
- Prize levels are based on collective tree purchases for the whole school. Online tree sales and tree forms must be postmarked by **Friday, February 28, 2020** to be included in our raffle and to win some great cash prizes!

**PRIZE LEVELS:**

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

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

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

*\*Please note that prizes are not cumulative.*

Nationwide Student Tree Sale Contest: Encourage your students to promote your school's tree sale campaign and they can win prizes. For more details, see the enclosed contest flier.

Thank you for your continued support of JNF! If you have any questions or concerns, please contact us at [Education@jnf.org](mailto:Education@jnf.org) or by calling 212.879.9305, ext 245.

Sincerely,

**Anne Greenspoon**  
Director of Community Engagement,  
Israel Advocacy & Education

**Daniel Friedman**  
Associate Director of  
Community Engagement,  
Israel Advocacy & Education