

IsraelForever™

PROGRAMMING AND ACTIVITY 2021

JANUARY

Tu B'Shevat

The annual celebration of the birthday of Israel trees was again a feature for Israel Forever programming, with original art activities and resources for informal and formal learning environments. In the shadow of Corona, many looked for ways to celebrate at home and our resources were used by over 2000 new users.

International Holocaust Remembrance Day

Israel Forever honored the 2020 International Holocaust Remembrance Day with original programming resources that focused on the decreasing level of Holocaust knowledge, and the dangers of the trends of universalization of Holocaust memory. Content, educational resources and activities were designed and shared with over 34,000 recipients as well as over 1.5 million followers through our social media and community networks.

FEBRUARY

Jewish Disabilities Awareness, Acceptance, Inclusion Month

Emphasizing inclusivity is [always important](#) and this year we continued to promote an understanding of how it can be incorporated into personal life. In the age of intersectionality, it remains important that Jews, those with special needs, and all people everywhere continue to be welcome in both the Jewish and global community of peoples.

Purim Content and Programming

Purim is a holiday of hidden miracles, something we are all in search of during Corona. We emphasized the power of the personal effort to help people find the small miracles in their own lives and to celebrate the historical miracles of our people through [great stories and fun games](#).

MARCH

Passover Content and Programming

Annual [Passover holiday content](#) was designed and curated for virtual distribution, especially relevant for those constrained by the first Corona lockdown. Original content highlighted the nature of the connection of the exodus from Egypt and the historical reality of the Corona epidemic.

APRIL

Against Forgetting - Yom HaShoah Virtual Ceremony

Program design and virtual presentation of 1 hour engagement experience. Extensive research and original concept were incorporated to present [a unique program](#) that reached over 5,000 in collaboration with Tel Aviv Internationals and the Am Yisrael Foundation.

Not Just Names: Remembering Israel's Fallen and Celebrating Israel

As always, each year, we focus on distribution of our extensive resources as far and wide as possible, to enable everyone to explore new ways they can honor and celebrate these days of significance in their personal lives and with friends and family. Under the shadow of Corona, we continued to remind our global community members of the sacrifice that comes along with our independence, and how Jewish sovereignty in our ancestral homeland is a miracle to be continuously celebrated.

MAY

Liberation75

Continuing our commitment to Holocaust memory and education, Israel Forever was a participating organization of Liberation75, the world's largest international event to mark the 75th anniversary of liberation from the Holocaust. Sharing stories and encouraging participation in the virtual programming, we proudly continue to carry the torch of memory about all elements of Jewish experience during this chapter of our collective history.

Jerusalem Cornerstone Project

Yom Yerushalayim, Jerusalem Day, the anniversary of the liberation and unification of Jerusalem under Jewish sovereignty is the commemoration of a 2000 year old dream, made a reality: Jerusalem and the Temple Mount at her center, the heart of our people, returned to the people. Celebrate your connection to our eternal holy city by bringing a piece of Jerusalem into your home and hearts.

Make Shavuot a Piece of (Cheese)Cake!

Israel Forever and longtime partner Lema'an Achai jointly produced [a Shavuot cookbook](#) using Cooking Israel recipes and promoting the important work of aiding Israelis living in poverty.

JUNE

Elie's Voice: Now and Forever

As a part of our annual Elie Wiesel Legacy initiative, this year's program featured Dr Guila Kessous, United Nations Humanity Ambassador and student of Elie Wiesel. The discussion centered on the impact of storytelling in Elie's life and work, and how we can ensure his voice remains an inspiration for future generations.

Honoring Richard Heideman

Many people have great ideas, but the sign of a great individual is being able to implement them. A longtime leader in the Jewish world, a dedicated advocate for Jewish community, Jewish identity, Jewish rights and Jewish pride, Richard Heideman has influenced many lives. As Richard ends his second term as President of of American Zionist Movement, we proudly featured him as a part of our Individually Israel series, spotlighting leaders and visionaries who have made an impact on Jewish life and identity for all of the People of Israel.

JULY

NO FEAR: Rally in Solidarity with the Jewish People

Israel Forever was among the first partners in this national effort to raise awareness about the rising antisemitism in the United States. In conjunction with the rally in Washington, DC, Israel Forever ran a virtual rally consisting of a livestream and discussion, having also designed a series of graphics, profile frames, memes and posters to help those in the communities share widely their proclamation standing up for Jewish rights.

Face the Hate

Antisemitism has been plaguing the Jewish people for centuries. Every generation, it may look different, call itself something else, but it's still the same lies, the same hate. With each passing year, it seems to only be increasing. What can we do to combat the hate and the lies, and strengthen ourselves as a ZionProud nation? Israel Forever's resources are reaching thousands of users, and could have an important impact on aiding any Jewish individual, family or community to counter the hate and its impact on us.

AUGUST

Cooking Israel with Yad Ezra V'Shulamit

Our resident chef and Executive Director Elana Heideman was featured in our first ever [Cooking Israel cooking show](#) on behalf of Yad Ezra v'Shulamit. Cooking with items from their box of foodstuffs given to thousands of families throughout Israel, the video served to increase awareness of the important work of YES and the growing needs of those struggling with poverty.

IsraelForever Live: Sunset on Elul

This program, the first in our new IsraelForever Live webinar series, served as a platform to both present our webinar series and also launch our new Healing Hearts program. Healing Hearts serves to represent the therapeutic benefits for the artist, not just the receiver. The Healing Hearts program will elevate Israel Forever's Healing Arts program.

SEPTEMBER

Jewish High Holiday Content and Resources

As every year, Israel Forever again curated original content for the Rosh HaShanah, Yom Kippur and Sukkot holidays. These included articles, discussion questions and other resources to aid those unable to attend their usual services due to Corona, or to enhance the familial experience of discussing the intertwining of the spiritual and physical experiences as a Jew living under a time of epidemic.

Healing Hearts Ecards

[Healing Hearts eCards](#) are a special way you can share your love, compassion or joy with friends or family around the world. The purchase of your eCard goes to the continuation of the Healing Arts Project of Israel Forever.

OCTOBER

IsraelForever Live: Healing Hearts in the Sukkah

The famous Woman of Israel [Barbara Goldstein](#) joined us for an informal gathering in the Sukkah, along with other guests from around the world, to discuss the meaning of moving from temporary to permanent, and always retaining our faith in Hashem as well as our connection to the land of Israel toward which the Jews in the desert were headed.

Jews in Conflict

Dr. Elana Heideman and Rabbi Stuart Weinblatt held a fascinating discussion about the conflicts we face, both from outside and each other, and the power we can develop to grow Stronger Together Forever. This powerful program has inspired a new set of resources and tools that can help others bring the discussion into their community.

NOVEMBER

Balfour Day

The annual [Balfour Day commemoration](#) was held as a virtual engagement due to Corona, with original mailings, challenges, quizzes and other resources being promoted to aid those seeking to utilize the disarray of distance learning.

March of the Living - [#LetThereBeLight](#)

Israel Forever was proud to participate as a partner with the March of the Living in promoting the unique initiative to leave lights on in homes and institutions around the world as a reminder of the Kristallnacht terror and the increasing threat of Jewhatred growing today. Related content and resources were curated and shared with the global networks of Israel Forever.

Facing the Broken Glass

This [virtual encounter](#) brought together members of the Israel Forever global community of Virtual Citizens of Israel with our resident expert on facing antisemitism and sustaining Jewish identity, Dr. Elana Heideman. The personal discussions raised issues of great importance, such as how individuals can make a difference in their communities, both Jewish and general.

[ChanukahGiving](#)

Israel Forever continued the effort to shed light on important grassroots causes that inspire Diaspora Jews. The 8 causes for this year focused on hope and healing, for communities, individuals, and animals of Israel. In addition, Israel Forever team members celebrated the Jewish holiday of Chanukah with Israeli soldiers at checkpoints this time along the Egyptian border. Funds raised by The Lone Soldier Project of The Israel Forever Foundation were used to provide candles, desserts and letters of friendship to on-duty soldiers.

Everlasting Oil Cookbook

As we continue to have success and interest in Cooking Israel, and the ways to bring the connection to our heritage and homeland into our homes, we collected some of our favorite Chanukah recipes into [a new cookbook](#). Several highlights included Sufganiyot Gluten-Free Gold, Moroccan Sfinge, and Israeli Levivot.

DECEMBER

IsraelForever Live: [Celebrating Jewish Freedom](#)

Have you ever wondered what Jewish freedom felt like at the time of the Maccabees? Before and after the revolt, in the environs of Jerusalem, Modiin or elsewhere in the land of Israel? Join us as we hear some of the great legends of freedom as passed down through the voice of the ultimate land educator: The Israeli Tour Guide.

The Universalization and Contemporary Abuse of Holocaust History

Commissioned by the Holocaust Museum of Nassau County

The lessons of the Holocaust have become public property, with an emphasis on universalization that often results in the erasing of the unique experience of Jews. Awareness about the Holocaust has begun to fade, diminished under the passage of time as well as the weight of Holocaust distortions, inappropriate comparisons, Holocaust “fatigue,” and, most recently, the return of traditional anti-Jewish tropes that disregard the significance of the Holocaust. Dr. Elana Heideman, Executive Director of The Israel Forever Foundation, explores the misappropriation of Holocaust history and imagery and discusses what we can do to change the current trends.

Healing Hearts Tribute Campaign

We invite you to join our effort to share these personal expressions of love for the ties that bind us as a nation in spite of every attempt to destroy, dehumanize, or force despair upon our hearts. With your generosity, and in your name, we will distribute a framed work of art to be presented and hung with love to trauma centers all over Israel, and or another location around the world that has endured the trauma of antisemitic terror. Each artwork will be given a dedication plaque in your name.

COMMUNICATIONS AND COMMUNITY ENGAGEMENT

Israel Forever’s famed weekly thematic mailings are sent to over 78,000 direct recipients, with an average open rate of 13%. The mailings are shared as well with over 1 million followers through social media networks. Each week’s mailing contains original content, resources and materials for distribution to our subscribers and global community members.

SOCIAL MEDIA ENGAGEMENT

Israel Forever social media presence and networking is a primary element of our virtual engagement and continues to grow annually, with new members, new materials, new connections. The result is the continued expansion of the recognition of Israel Forever as an instrumental organization in fostering the connection to Israel and Jewish identity for Jews around the world. As our primary marketing avenue, we continue to expand our reach to every relevant platform for social engagement. We aim, through our posts, shares and informational graphics to increase the connection of the wider Jewish world with what it means to be a part of the nation of Israel.

In addition to our continued engagement with our global community, we have increased our visibility on Facebook through a very unique set of profile frames that have been used to date by over 1.5 million people around the world. We have established new Facebook groups for special interests and community development, including [Virtual Citizens of Israel](#), [Cooking Israel](#), and the [Reading Israel Book Club](#). We look forward to expanding our group membership and involvement.

End of the Year Fundraising Campaign

For years we have enjoyed the generosity of the donors who make everything we do possible. In the hopes to be able to increase funds raised, we have crafted original resources to help increase awareness about Israel Forever and all that we offer to the wide expanse of the Jewish world. We hope that more people will see the value of our product and consider donating to Israel Forever as their end of the year giving recipient.

The history, truth and destiny of Israel relies on our being a part of the story, our commitment to protecting it from the ease of revisionism that is at hand. We can only do this if we are able to continue to produce and distribute more of our essential resources to more audiences, to market to the wider public and to do all we can to shape the future of the story of Israel.

THE FUTURE OF ISRAEL FOREVER'S SUCCESS RELIES ON YOUR HELP.

Please visit israelforever.org/contribute to support our mission.