

1938, It's my 7th birthday, and I am a Jewish boy in Warsaw, who receives a sum of money from my grandpa and grandma in honor of my birthday. It's not every day that I receive money, especially not from my grandparents. How exciting! I thought a lot about what to do with the money. I spoke to my older sister, who was nine at the time, and she suggested that I buy toys with the money.

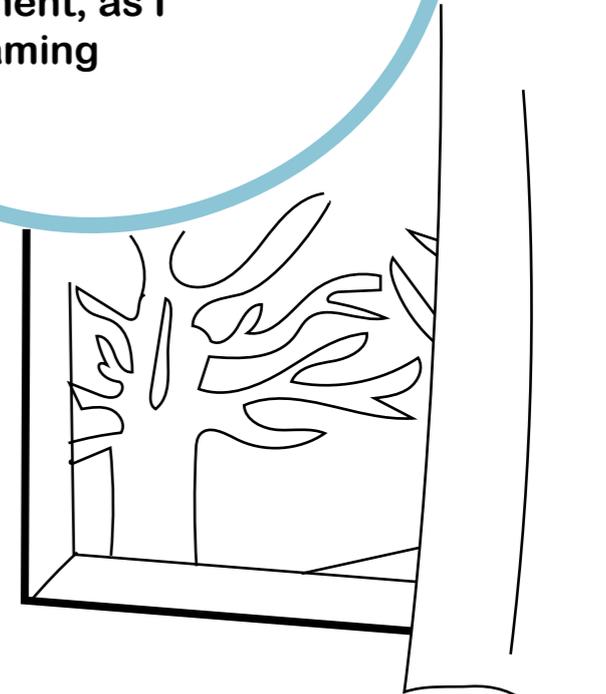
"Matityahu, do something that you really want to do with this money. Don't listen to anyone, it is your time to make your dreams come true!" I remember well how father said this sentence to me. When my father calls me Matityahu, I know that he is being serious - usually everyone calls me Matty. So, I looked at the money and began to write a list of the things that I could buy with it.

There are many toys that I dreamed about owning, then again, perhaps it would be best to buy lots of candy, or even books. I thought about it for a few days, and each time I could hear father's words. What is my dream? What could be the dream of a 7-year-old?

On that Friday, like every Friday, the whole family gathered for our usual ceremony. All of the family gathers in the lounge, next to the Blue Box. Father takes a coin and all of the family stands and watches in silence as father says loudly:

"To the downfall of the enemy Hitler, and to the establishment of a home for the Jewish people!"

We all answered Amen and father closed his eyes for a moment, dropped the coin in the box and got back to whatever he was doing. I always waited for that moment, as I tried to imagine what father could see as he closed his eyes. What is he dreaming about? What is he thinking?

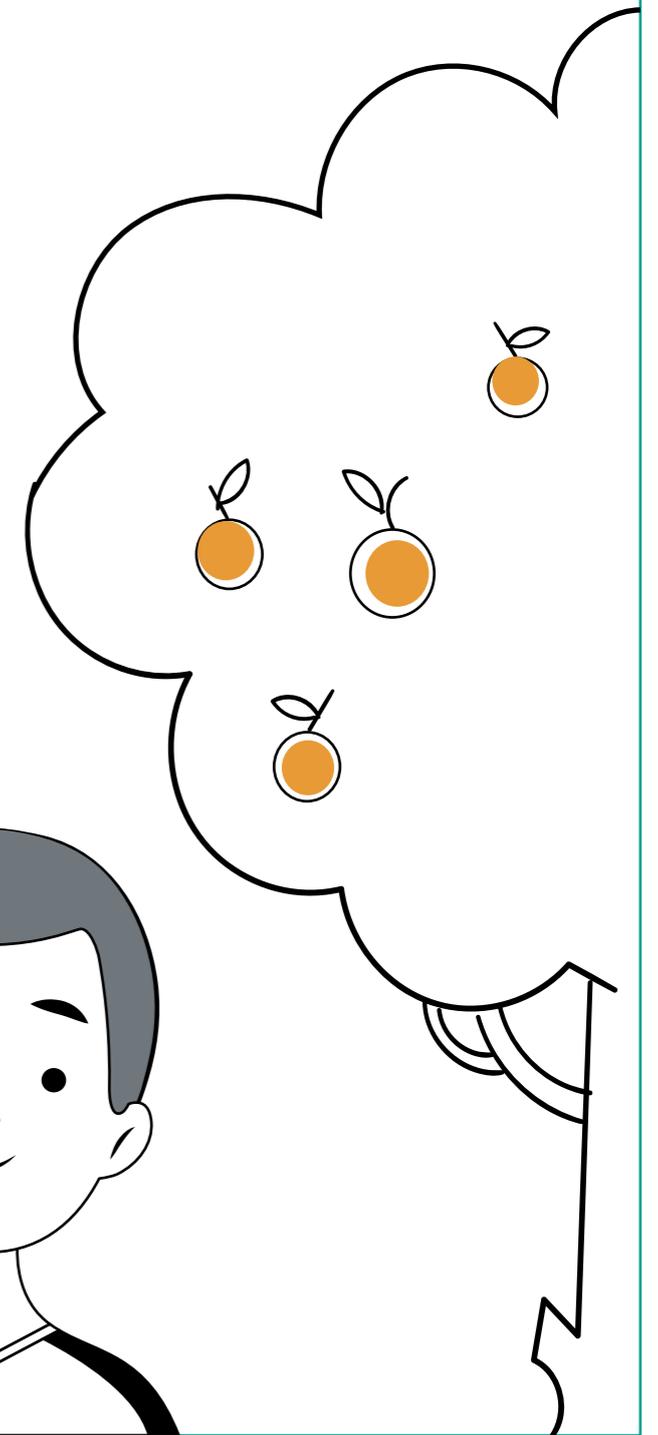
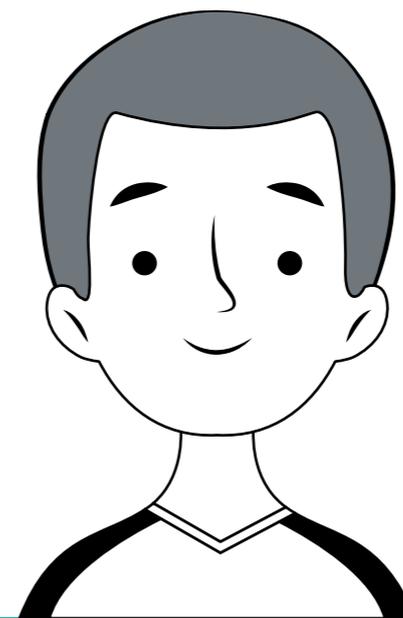


## Forestry and the environment

Hi, I'm Ilan, I know you think that there have always been forests in Eretz Israel, but the truth is completely different. Hundred and fifty years ago the first settlers in Eretz Israel found a desolate land that provided no shade whatsoever.

In the last hundred years, my friends and I, have taken upon ourselves to plant trees in Eretz Israel. Since 1901, more than 240 million trees have been planted. That's a lot, eh? Really a lot of trees.

Today, KKL-JNF is the only organization in Israel that is responsible for afforestation. I ask them to help us with a donation for planting trees in Eretz Israel. Can you help me?



## Water and river restoration

Hi, I'm Peleg. Do you like walking in streams and rivers? I really like it. That's why I'm happy with my job. We are partners in this important activity of preserving and rehabilitating streams and rivers in Israel.

The rivers are very important to the environment besides the pleasure children have while paddling in them. The rivers influence their whole environment and their cleanliness. Preservation and development are very important to our environment and to us. Please help us in contributing to the restoration of the streams and rivers of Israel, so that you can continue enjoy them, the vegetation, the animals and the special atmosphere of the streams.

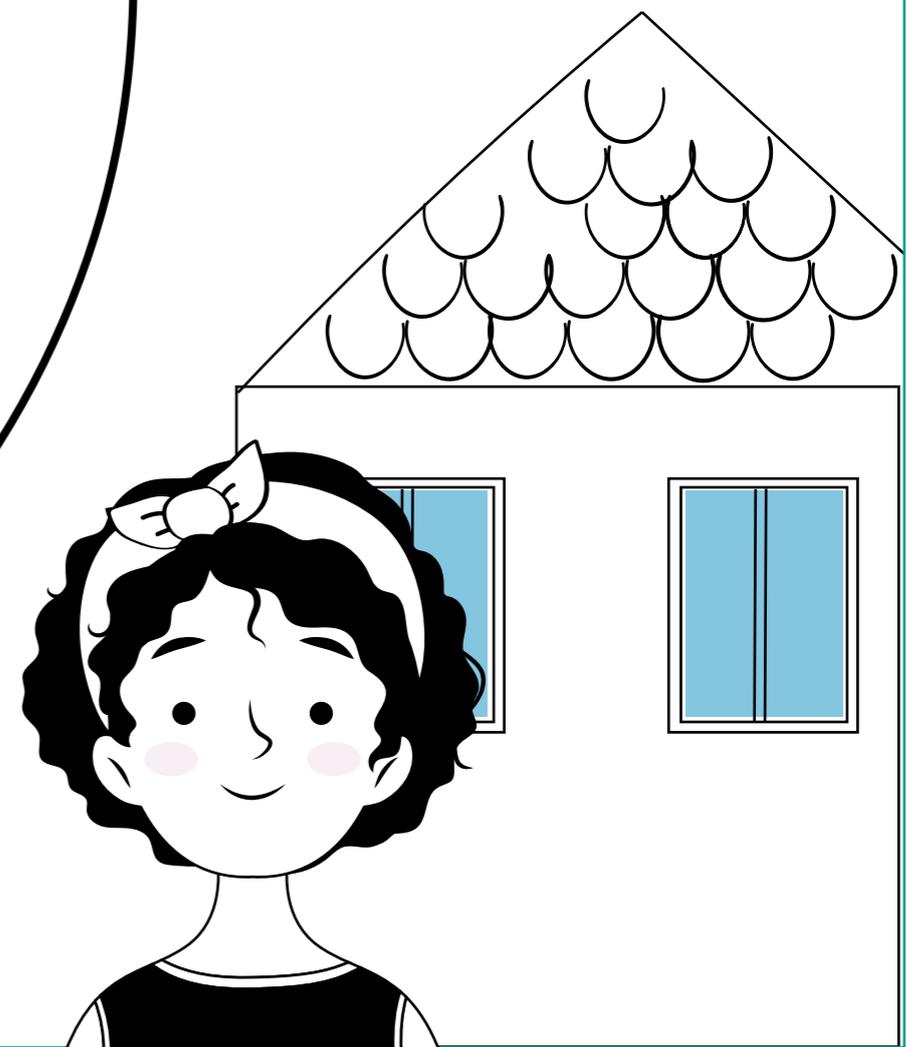


## Building new roads and settlements

Hi, I'm a Rakefet, and I really like traveling in Eretz Israel. I especially love nature and love getting to know new places. Do you also like this? I want to tell you that my friends and I have been taking care for new roads to be built in order to allow us to reach new places and to discover natural wonders. We also strive to contribute and support the establishment of new settlements.

The costs of building settlements and new roads is very high, but we believe that this is the basis of Zionism - to settle throughout Eretz Israel.

We need your support and partnership and I would be happy if you could donate money so that we can continue to develop Eretz Israel. I would also be very happy to show you new settlements that we have only recently established in the Negev.

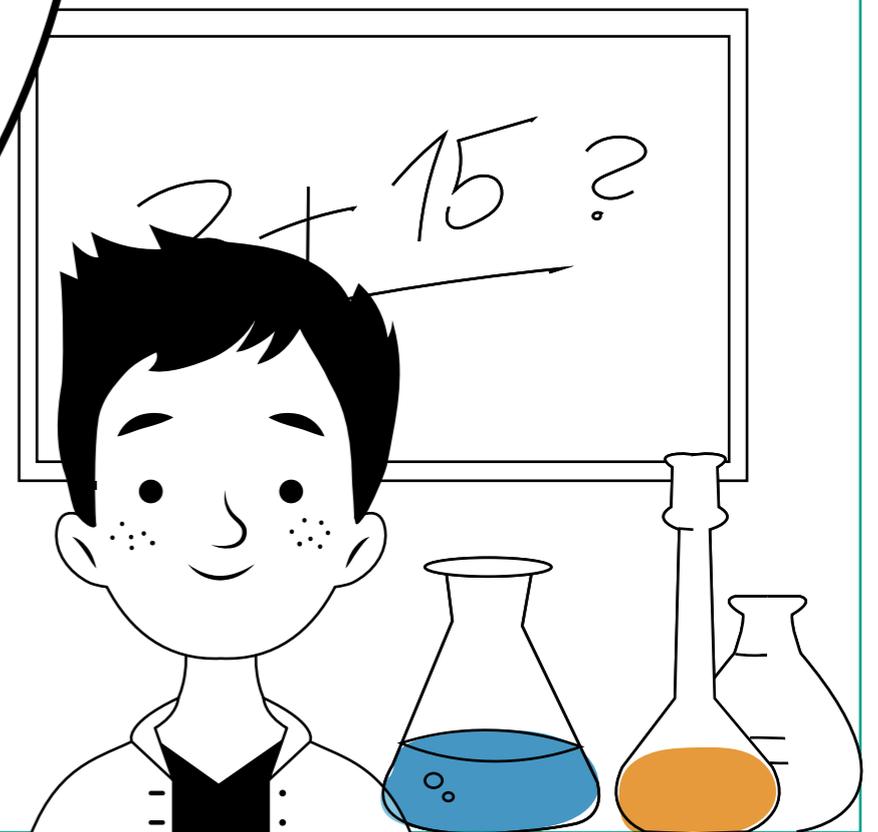


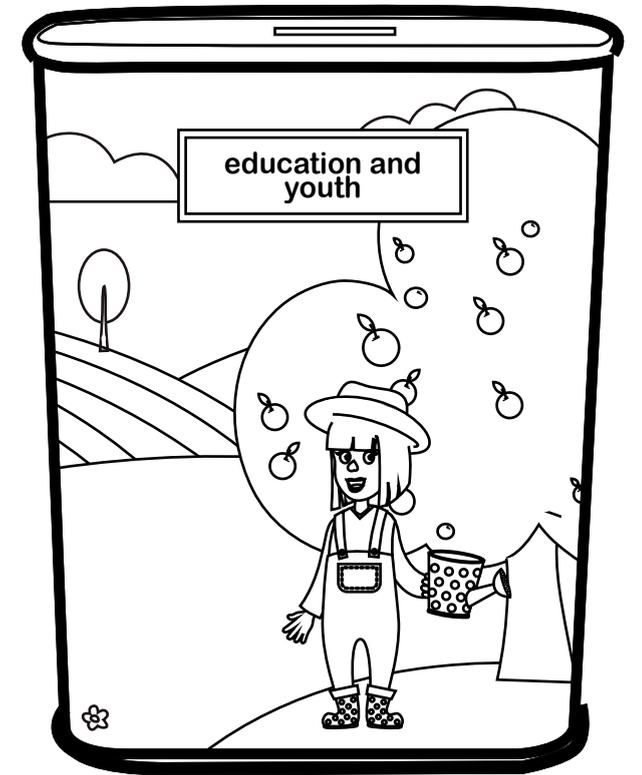
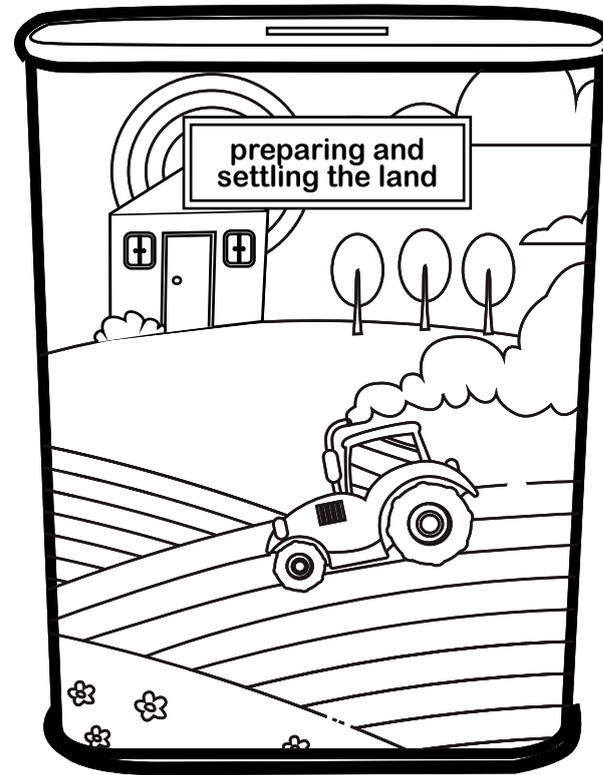
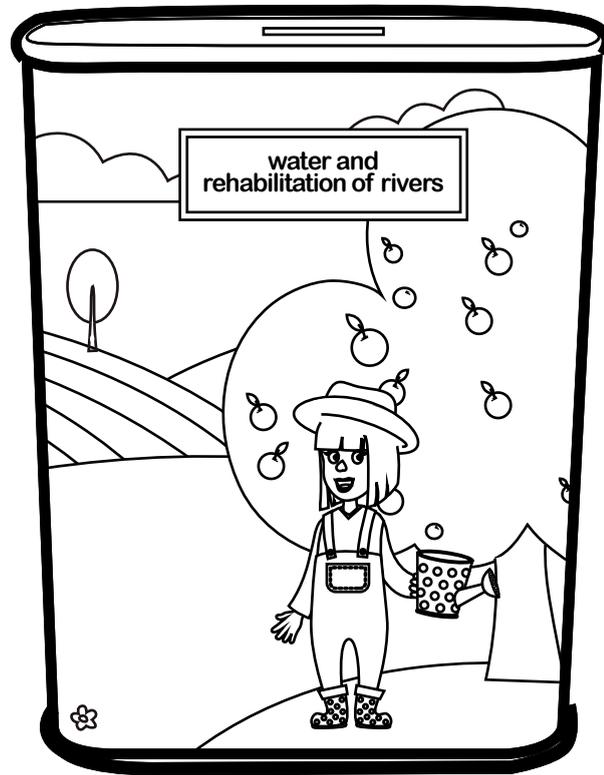
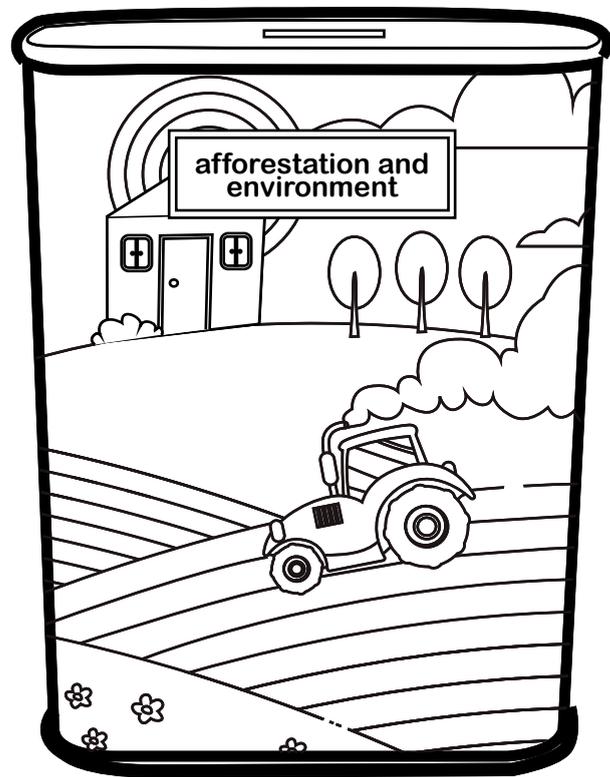
## Education and youth

Hi, I'm Abraham, and I want to tell you about our educational activities. Everyone knows our work in forests and localities, but the truth is that for decades we have been leading new educational initiatives, in Israel and abroad.

We organize trips, create educational activities related to Zionism, love of the country and the environment and we provide educational materials to youth movements and schools.

My friends and I have been involved in Zionist education for the children of Israel and the Diaspora, and we would be happy if you could help us in this important endeavor.





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Planting  
new trees in  
forests and  
preserving  
existing  
forests

versus

paving new  
roads and  
developing  
public spaces.



2



Investing in  
education  
and youth  
activities

versus

developing  
water  
factories.



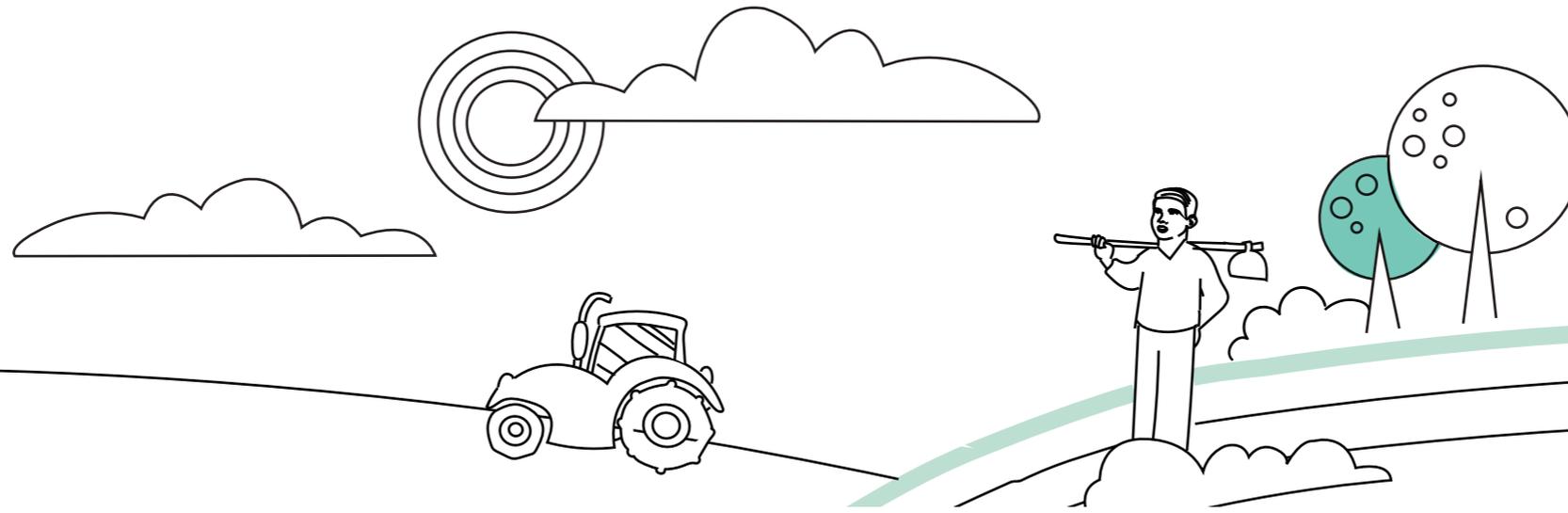
OLAM SHALEM

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**Investing in projects that support Israel helps and promotes the Jewish nation all around the world.**





On that same Friday, immediately after father put a coin in the box, I ran to my room, I touched the coins, and when no one saw I ran to the lounge and happily put my coins in the box.

"This is the time to make dreams come true" echoed father's words.

What bigger dream could there be than establishing a home for the Jewish people?

I knew that my money was a small amount and that it couldn't build anything by itself. But it could go towards buying a small piece of land in the land of Israel. And on that small piece of land, Jewish life could thrive – in our beloved homeland. In my heart I felt that I was a partner in the two

thousand-year-old dream of the Jewish people. I felt that with my hands I was contributing towards the downfall of the wicked Hitler and contributing to the building of a home for the Jewish people.

I remember that I put my hands in my pockets and felt the coins shaking there, feeling a part of something big, partners in realizing a dream of an entire people.

