

# A New Leaf Newsletter

A project of JNF's Israel Advocacy and Education Department

## A New Leaf Newsletter:

A *New Leaf* Newsletter reaches 80,000 students in 1st grade through 4th grade three times each year. The newsletter engages students with stories, activities, crafts, recipes, and contests while educating them about Israel, Jewish holidays, the environment, and the work of JNF. Responding to requests of teachers, an Educator's Guide was added this past year, to even further enhance *A New Leaf's* popularity in the classroom. An interactive web version of the newsletter can be found at [www.jnf.org/yourpage](http://www.jnf.org/yourpage), where teachers and students can access additional activities.



## Goals:

- To engage, educate, and energize students about the land and people of Israel and JNF through interactive activities.
- To provide teachers with enrichment materials and informal educational activities relating to JNF and the concepts of Eco-Zionism™- the connection between Israel, Judaism, and the environment.

## Target Population:

Jewish students in 1st through 4th grade in supplemental school or day school programs.

## Description of A New Leaf:

Each of the three editions of *A New Leaf* corresponds to a holiday and theme relating to JNF. The fall newsletter focuses on Sukkot and water; the winter issue highlights Tu B'Shevat and trees; and the spring issue celebrates Yom Ha'Atzmaut and the land. In addition, each issue includes a section devoted to environmental issues. An Educator's Guide gives teachers suggestions for classroom use and enrichment. There is a page of parent-child activities that students are encouraged to bring home and share with their parents. Schools order *A New Leaf* directly from JNF for distribution in the classroom. The companion website, [www.jnf.org/yourpage](http://www.jnf.org/yourpage), features additional interactive content and is a resource for teachers, parents, and children. Both the newsletter and the website allow teachers to bring informal Israel education into the classroom.

## Why Fund A New Leaf?

Your donation makes it possible for JNF to offer free Israel education materials to schools and communities of all sizes. Many supplemental schools have limited resources and all schools need additional materials to help bring Israel into the classroom. *A New Leaf* instills in Jewish children the values of our people and of JNF, creating a vital link between the past and the future.

## Funding Opportunities:

Donors can sponsor one issue of *A New Leaf* or all three issues for the year. Sponsorship covers design, printing, marketing, website and distribution costs. Donors will be recognized on their issue and all related marketing and advertising materials.

- Sponsorship of one issue: \$25,000
- Sponsorship for one year (three issues): \$75,000

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