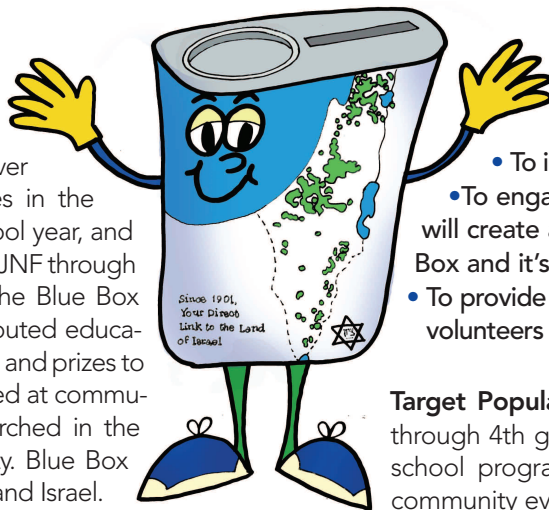


Blue Box Bob

A project of JNF's Israel Advocacy and Education Department

Blue Box Bob:

Blue Box Bob is a vehicle for teaching young students about Israel, Jewish values, the environment, and JNF's work. The Blue Box Bob program reached over 7,000 students in a dozen communities in the United States during the 2007-2008 school year, and thirty new adult volunteers connected to JNF through Blue Box Bob. Volunteers, dressed in the Blue Box Bob costume, told the JNF Story, distributed educational materials, and gave out blue boxes and prizes to the students. Blue Box Bob also appeared at community events across the country and marched in the Salute to Israel parade in New York City. Blue Box Bob costumes are also used in Canada and Israel.



- To provide teachers with enrichment materials about Israel, tzedakah, the environment and the work of JNF.
- To involve schools in JNF projects in Israel.
- To engage young students in a fun way that will create a lasting memory of the JNF Blue Box and its role in building Israel.
- To provide a vehicle to create new JNF volunteers and supporters.

Target Populations: Jewish students in pre-school through 4th grade, in both congregational and day school programs. Parents and families attending community events for pre-school to 4th graders.

Description of Program:

There are two components to the Blue Box Bob program. The first is a school visit by a volunteer dressed in the Blue Box Bob costume. The volunteer is provided with stories and activities designed to introduce young students to the concepts of nation building, partnership/connection to Israel, and active responsibility/tzedakah. The second component of the program is the educational material, in the form of special transformers or wrappers for the Blue Box. There are 10 different transformers; 2 for each grade level; pre-school through 4th grade. The transformers reflect the above concepts while telling the story of JNF and its contribution to the development of the State of Israel. Blue Box Bob takes on a different role in Israeli history through each transformer, such as a farmer, as a scientist or as an immigrant. At the completion of the program, all of the transformers fit together to form a complete picture of the landscape of Israel. New for the 2008-2009 school year: the Blue Box Bob Birthday Club. Children send their birth dates and contact information and receive a birthday greeting and small gift from Blue Box Bob on their birthdays.

Goals:

- To engage, educate and energize students about JNF and Israel through interactive activities.

Why Fund Blue Box Bob?

The current generation of Jewish students, unlike their parents or grandparents, do not have an association with the JNF Blue Box. This project offers a way to reintroduce the Blue Box while at the same time educating children about Jewish values and the work of JNF, creating the next generation of JNF donors in the process.

Funding Opportunities:

- Sponsor Blue Box Bob at a school in your community: 1,000 for one year
- Sponsor Blue Box Bob for an entire city: \$10,000 for one year
- Sponsor Blue Box Bob nationally for a year: \$100,000 with a two-year commitment



Funding includes costs of shipping and maintenance of Blue Box Bob costume, blue boxes, transformers and educational materials, prizes, and advertising. Donors will be recognized on all related flyers, press releases, and ads. Blue Box Bob will have 2 programs a year in each school.



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