

Humans of JNF - #LoveGrowsInIsrael

WHAT GOES INTO THE BUILDING OF

a nation? Collective strength and immense bravery come to mind. In contemplating Israel's pathway to independence, we remember the soldiers who fell in battle, as well as those synonymous with independence itself: David Ben-Gurion, Chaim Weizmann, and Golda Meir, among others.

Today in the modern state of Israel, we continue to discover new role models. Whether it's our brave IDF soldiers, religious and political leaders, or those in technology and medical industries who are making Israel one of the most advanced countries in the world, the people who live and work in and for Israel are people we can be proud of.

Then there are the everyday heroes: moms, dads, pioneers, small business owners. Those who give Israel color, life, culture, equality and inclusiveness for those with special needs. Those whose lives have been touched by JNF's work in big and small ways. These are the individuals we feature and celebrate on JNF's Humans of JNF Facebook page.

Last year, we launched a social hashtag initiative called #LoveGrowsInIsrael. Its focus was on telling those stories that reach the heart of Israel. All year long when we shared those personal stories, we used this hashtag to tie the content back to this one idea. This year, with the Humans of JNF page, we are taking it one step further. The page is, in essence, the hub for all the #LoveGrowsInIsrael profiles: a microsite full of photos and quotes from all the wonderful personalities interacting with our projects in Israel.

For example, this spring we shared a photo of a smiling Halutza farmer, flanked by rows of crops and displaying his produce, with the quote: "I grow tomatoes and pineapples in Halutza. There is nothing better than waking up in the morning and smelling my tomatoes and seeing how beautiful they are."

Young and old, long-time Israelis or new olim, Jews, Muslims, Christians, and Bedouins: we plan to share all their narratives. We feel these personal connections reflect the true essence of JNF's work, the modern-day embodiment of Theodor Herzl's

dream, and the future of Israel.

Please connect with our Humans of JNF Facebook page to read along as this adventure unfolds, or if you feel you have a story to tell, feel free to send us a photo and/or quote to humansofJNF@gmail.com. ■



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