



קרן היסוד – המגבית המאוחדת לישראל
Keren Hayesod – United Israel Appeal

Johanna Arbib-Perugia
Chairman, World Board of Trustees
יו"ר, מועצת הנגידים העולמית

Hanukah 5770

To: KH-UIA Campaign Presidents and Chairmen

Dear Friends,

As we prepare to launch the 2010 campaign and celebrate the 90th anniversary of Keren Hayesod – UIA, at the end of a trying year, the achievements of the Maccabees in undermining an enemy who sought to destroy our spirit, stands as a source of inspiration to Jewish leaders the world over this year.

Despite a difficult year, Keren Hayesod – UIA leaders all over the world went that extra mile to rise to the challenge of championing the needs of Israel and the Jewish people. Earlier this year a highly successful international Keren Hayesod – UIA leadership conference was held in Holland, bringing Keren Hayesod – UIA leaders together for updates, brainstorming and sharing ideas. In November, the 10th Latin American Women's Division Conference was held in Sao Paulo, instilling new energy in Keren Hayesod women throughout the continent. Just last month, the ILR drew great attendance in Rome. Hosted by Prime Minister Berlusconi, the ILR proved a source of inspiration for all participants and was also an excellent tool in publicizing Keren Hayesod – UIA. In addition, the Eastern Region was given a serious boost in a truly historic moment, when the Russian Ministry of Defense extended an invitation to the IDF marching band to participate in the **Spasskaya Tower International Military Music Festival**. The IDF delegation's participation was underwritten by Keren Hayesod – UIA and as an official partner to the festival, the KH emblem was prominently displayed in Red Square and around Moscow.

The ability to make miracles happen with our own hands is a skill the Jewish people have become adept at, and over the course of 2010, as Keren Hayesod – UIA celebrates its 90th anniversary, there will be much opportunity to view up-close the important role Keren Hayesod – UIA donors have played in building and reinforcing the State of Israel and Israeli society.

Sadly, this year we have been bereaved of a great Jewish leader and Honorary President of Keren Hayesod – UIA, Mendel Kaplan (z"l). He will not be with us to light candles and celebrate Hanukah this year, but the light he has shed on Israel and the Jewish world will continue to burn brightly as his enduring legacy.

I feel it is fitting that, as this difficult year comes to a close, our Young Leadership will be both literally and figuratively picking up the torch – in the annual Nitzana 'Hanukah torch run'. I invite all of you to participate and support our Young Leadership at Tel Nitzana, on December 17.

ת.ד. 7583, ירושלים 91074 טל. 6701895 (02) פקס 6701910 (02) נייד 054-2416659
Israel: Tel: (972-2) 6701895 Fax: (972-2) 6701910 Mobile: 972-54-2416659
P.O.B. 7583, Jerusalem 91074
Italy: Tel: +39 06 3201196; Fax: +39 06 3208411; Mobile: +39 335 8132327
Email: johanna@arbib.com Website: www.kh-uia.org.il

I would like to wish all of you and your dear families, a truly happy Hanukah.

Let us remember that:

נס גדול היה פה – *A great miracle occurred here.*

I refer both to the ancient miracle of Hanukah as well as to the modern miracle of the State of Israel – a miracle we all continue to have a hand in.

With my warmest sincere wishes for a productive and fruitful year ahead.

Best regards,



Johanna Arbib-Perugia
Chairman, World Board of Trustees

cc Amb.Avi Pazner, World Chairman
Greg Masel, Director General
KH Regional Directors: Jacob Snir, (Europe), Yoel Embon (South America), Irit Barash
(English Speaking Countries), Gadi Dror (Eastern region)