

# jewish heart for africa

Dear Bar or Bat Mitzvah Candidate,

Thank you for considering Jewish Heart for Africa for your Bar or Bat Mitzvah project. Jewish Heart for Africa brings Israeli solar technologies to African villages, helping both Israel and Africa at the same time.

Right now, 97% of African people living in villages have no access to electricity. This means that they do not have light in their schools, or in their medical clinics. Think about the vaccinations you have gotten to protect you from common diseases, and the medicines you take when you are sick. Many of these are stored in a refrigerator because they need to stay cold. Thousands of African children die each year because they do not have a refrigerator at home or in the hospital, all because they lack electricity.

Imagine not having a sink - having no clean water coming from the faucet. Water is pumped from underground sources using electricity. Without energy, water cannot be pumped, and African women and children have to walk for hours each day just to find water to drink.

That is why Jewish Heart for Africa brings Israeli solar technologies to African villages - because we want to make a difference. And we need your help. Together, we can bring solar panels from Israel to Africa. A solar panel works like a battery that is charged by the sun, and we can use this energy to power schools and medical clinics for the first time. We can build solar-powered water pumping systems that provide clean water to over 1,000 people, creating lasting, lifesaving and environmentally friendly change for an entire community. And we do this while supporting Israel's economy, and promoting Israel's image around the world.

When you power a school or a clinic with Israeli solar technology, we will put you directly in touch with the students or doctor at the facility. You will follow firsthand the changes you made in their lives. Once the project is complete, you can name the school or the clinic after yourself or someone you love, and even go for a visit.

In preparation for your becoming a Bar or Bat Mitzvah, take part in the important Jewish traditions of Tzedakah and Tikkun Olam - repairing the world - by signing up for Jewish Heart for Africa's Mitzvah campaign. In doing so, you will not only be saving the lives of African people, but supporting Israel and helping the environment to celebrate this special time in your life.

## What is included:

1. A resource packet, containing a brochure, worksheets, fundraising ideas and further information about our work.
2. A customized website displaying your photo and a letter to family and friends, announcing your project and helping you to raise funds.
3. Optional slips to put inside your Bar or Bat Mitzvah invitations, informing your guests about your project.
4. Optional table cards and signs for your event, to promote the good work you are doing, and encourage people to help you achieve your fundraising goals.



## Getting Started:

- Once you've decided to make Jewish Heart for Africa your Bar or Bat Mitzvah project, you can fill out the worksheet included in this packet, creating a fundraising plan and setting the goals for your campaign.
- The best way to achieve your goals is to get your community involved. Besides asking for donations, we've put together some fundraising suggestions that you can engage in with family and friends. The following is just a sample of the ideas contained in our resource packet:

**Recycling project** - Start a recycling program and charge for your services. Get family and friends to sponsor your recycling campaign.

**Bake Sale** - You can make it environmentally friendly, using organic products and minimizing waste.

**Have a benefit** - Organize a sporting event or performance and sell tickets.

## Using Your Webpage:

- We will provide you with your own personal webpage, custom made for your Bar or Bat Mitzvah. Your webpage will have your photo and a personal message, explaining why this project is meaningful to you.
- You can use the sample letters contained in our resource packet to help craft your own letter to family and friends.
- You can send this letter in an email to as many people as possible, with a link to your website. This will help to announce the great work you're doing, and help you to find support for your project.

## Maximizing the Impact of Your Event:

- For your Bar and Bat Mitzvah event, we will provide you with the optional materials mentioned above: signs, table cards and slips for your invitations.
- We have pre-printed copies of these materials, or you can custom design your own.
- The goal of these materials is to publicize your work, telling as many people about your project as possible, and engaging your family and friends.



## WHAT YOUR DONATION CAN DO

**\$1,000**

provide a clinic with a solar powered refrigerator

**\$5,000**

power two classrooms with solar energy



**\$10,000**

power an entire school with solar energy and you will have the ability to name it

**\$15,000**

power an entire medical clinic with solar energy and you will have the ability to name it

**\$25,000**

fund a solar powered water pumping system and an African ambassador will come to your event to speak about the importance of your work in his or her country.

# jewish heart for africa

## MY GOALS FOR THIS PROJECT

Now that you have chosen to make Jewish Heart for Africa your Bar or Bat Mitzvah project, it is time to set some goals. We want you to set both financial and personal objectives for the project. Your fundraising goals help you decide how much money you want to raise, and your personal goals are a chance to express what you would like to learn over the next few months in following through with this project.

My fundraising goal for this project is: \_\_\_\_\_

I will accomplish this by: \_\_\_\_\_

---

---

---

---

---

---

---

---

---

---

My personal goal for this project is: \_\_\_\_\_

---

---

---

---

---

---

---

---

---

---

I will accomplish this by: \_\_\_\_\_

---

---

---

---

---

---

---

---

---

---

# jewish heart for africa

## FUNDRAISING IDEAS

There are many great ways to fundraise for your Jewish Heart for Africa Mitzvah Project. Feel free to ask your friends and family to join in the fun and help you reach out to the community. Remember to always talk with your parents before beginning your fundraising - they are great resources too.

Here are a few ideas to get you started:

- Hold a bake sale. Set up a table in an approved location, at school, your synagogue, or your front lawn. Make sure to have information on your Jewish Heart for Africa project available for your hungry customers. Keep your pledge sheet on the table as well, encouraging people to give larger donations.
- Create your own electronics recycling service. Many electronics can be recycled, but people just don't know where to bring them. Charge a fee for pickup and dispose of out of date electronics the green way.
- Collect pledges from family and friends for all the Green Mitzvot you do, like turning off the lights, planting a garden, or unplugging electronics when not in use. See how many you can do before your Bar or Bat Mitzvah, and keep track. Then report back to your sponsors and collect your pledges, raising money while committing to a greener lifestyle.
- Have a knack for crafts? Whether its friendship bracelets or handmade stationary, earn some money by selling your wares.
- Sell light bulbs. We sell energy saver light bulbs on our website to help us provide light to Africa. You can purchase and sell your own energy saver bulbs, raising funds for your project while promoting energy saving techniques in your own community.
- Rally your friends together to hold a sporting event or musical performance in your community. A baseball game, three-on-three tournament, tennis night, or a "Battle of the Bands" are all good ways to sell tickets and concessions to help reach your goals.
- One man's trash is another man's treasure. Help reduce our landfills by encouraging your community to come together for a yard sale.
- Sell raffle tickets for either donated items, something you can make, or a service you can provide. Give a discount for 10 or 20 tickets to encourage big sales.
- Have an art auction. Gather your friends to create art inspired by clean energy and then organize an event to auction off your creations.



# jewish heart for africa

## SAMPLE LETTER ONE

In preparation for my becoming a Bar/Bat Mitzvah, I have chosen to take part in a *tzedakah* (charity) project. With the help of the Jewish Heart for Africa, I will play a central role in bringing light to an African village.

Jewish Heart for Africa is a non-profit organization that brings sustainable Israeli technologies to rural African villages. Using Israeli solar panels, they provide electricity for schools, clinics and water pumping systems. You can read more about it at [www.jhafrica.org](http://www.jhafrica.org).

For my Bar/Bat Mitzvah the most wonderful gift of all would be a contribution to Jewish Heart for Africa. Please donate online at [www.jhafrica.org/donate](http://www.jhafrica.org/donate), or mail a check, payable to "Jewish Heart for Africa" to:

Jewish Heart for Africa  
520 Eighth Avenue, 4th Floor  
New York, New York 10018

Please mention my name in the online comments field or in the memo field of your check.

Thank you for helping me to make a difference.

## SAMPLE LETTER TWO

To fulfill the mitzvot of *tikkun olam* (repairing the world) and *gemilut hasadim* (acts of loving kindness), I am embarking on a social action project in collaboration with Jewish Heart for Africa. For my Bar/Bat Mitzvah, I will help this non-profit organization bring sustainable Israeli technologies to rural African villages.

Please join me in making an important and lasting contribution that not only helps African people, but also helps to support Israel. By buying Israeli technologies, they are saving African lives, while supporting Israel's economy and image around the world. Please donate online at [www.jhafrica.org/donate](http://www.jhafrica.org/donate), or mail a check, payable to "Jewish Heart for Africa" to:

Jewish Heart for Africa  
520 Eighth Avenue, 4th Floor  
New York, New York 10018

Please mention my name in the online comments field or in the memo field of your check.

If you have any questions, feel free to contact me at [name@mail.com](mailto:name@mail.com) or 1 23.456.7890. To learn more about Jewish Heart for Africa, please visit [www.jhafrica.org](http://www.jhafrica.org).

Your generosity is greatly appreciated.