



Jewish Heart for Africa Volunteer Toolkit

## WHY YOU SHOULD READ THIS PACKET:

You are the reason Jewish Heart for Africa exists. You and the hundreds of others who've decided to help save African lives with Israeli innovation. This packet is meant to be a resource—to outline what it is that we do and how you fit in.

We're growing and we need your help. We need you to bring us to your communities, to help us raise funds and spread the word. This packet is only the beginning.

Be in touch—we're here when you need us. Together, we'll bring Africa and Israel a brighter future.

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## WHO WE ARE:

Jewish Heart for Africa is a non-profit 501(c)(3) organization that brings sustainable Israeli technologies to African villages.

We are based in New York City, and currently have projects in Ethiopia, Tanzania, Malawi and Uganda. Our staff is small, but we have a team of interns and volunteers who've helped us get a lot done these past few years.

Since our founding in 2008, Jewish Heart for Africa has completed 38 solar and agricultural projects, impacting over 150,000 African people. More than 75,000 children have received lifesaving vaccines stored in our solar powered refrigerators.

A portion of all funds donated to Jewish Heart for Africa are spent in Israel through the purchase of Israeli technologies, supporting Israel's economy while improving its image around the world. 100% of individual donations are spent on our direct project costs.

Our mission is to:

- Facilitate African development using Israeli technologies.
- Improve the image of Israel around the world and at the UN.
- Support Israel's economy and scientific development.

## WHAT WE DO:

### {project sol}

Our first initiative, Project Sol, uses solar technologies from Israel to provide electricity to African schools, medical clinics, and water pumping systems.

Benefits include:

- Solar Refrigerators: In medical clinics, our solar powered refrigerators store vaccines that protect local children from preventable diseases such as tuberculosis, yellow fever and measles. Over 75,000 children have been vaccinated to date.
- Light for nighttime medical care. Kerosene lamps are both unsafe and unsanitary, and many African people cannot afford them. We replace kerosene lamps with 11 Watt energy saver light bulbs. We also provide security lighting outside the facility, which allows patients to reach the facility at all hours of the night.
- Energy for education. Light in classrooms provides students and adults with a place to study at night and access to electricity for radio and computer use. Children and adults are now doing their work and receiving an education in the evening hours. For the first time, they are able to maintain contact with those outside their village and learn the skills they need to build a brighter future.

Cost for a School or Medical Clinic: \$10,000

- Clean water. Every day, over 20,000 liters of clean water are pumped through each of our water pumping systems. Clean water prevents the spread of water-borne disease, currently responsible for 80% of death and illness in the developing world. Consistent water access also provides year-round irrigation for crops. This increased food production leads to food security and economic growth through the market sale of surplus crops, leading to a healthier and wealthier village.

Cost for a Water Pumping System: \$25,000-\$30,000

### {project agro}

Our second initiative, Project Agro, uses innovative Israeli agricultural practices such as drip irrigation to make agriculture possible in regions of drought.

Benefits include:

- A no-waste irrigation system that prevents run-off and evaporation
- A regular source of food for villagers, combating the 6 million child deaths per year caused by malnutrition and starvation.
- A source of income for local farmers, who can sell surplus crops at local markets.

Cost for a Drip Irrigation Project: \$8,000

### Pilot Eco Village Program

Our newest initiative combines Project Sol and Project Agro to create an Eco Village Program, complete with a solar powered school, medical clinic and water pump, in addition to a drip agricultural system. We will also be using a new Israeli innovation - small, single unit wind turbines - to provide an alternate energy source in the rainy season. These wind turbines will be deployed through the launch of Project Aero this coming year.

Eco Villages improve a village's health, education and economy. Both children and adults will have access to clean water, improved education and proper medical care.

Cost for an Eco Village Project: \$75,000

### Future

We are currently working in Ethiopia, Tanzania, Malawi and Uganda. We will continue to expand to new countries while launching new initiatives such as the Eco Village Program, Project Aero and Project Pur, using the best of Israeli technologies to save African lives. Each of Jewish Heart for Africa's projects are self-sustaining and replicable. Our long-term vision is to implement these projects on a greater scale to exponentially increase our impact in Africa, Israel and abroad.

## FACT SHEET – The problem and our solutions.

### Top 10 Facts About Energy and Poverty:

1. 1.4 billion people — a quarter of humanity — live without electricity.
2. In sub-Saharan Africa, 92% of rural people do not have access to energy.
3. 30% of the average African household's monthly income is spent on candles and kerosene lamps.
4. Most vaccines need to be refrigerated. Without energy for refrigeration, children cannot receive vaccines when they are young. 2.2 million children die each year because they are not vaccinated.
5. Right now, 1.1 billion people on the planet don't have access to safe, clean drinking water. That's one in six of us.
6. 300 million African people live without basic sanitation or hygiene. That's an increase of 70 million since 1990.
7. Every year, six million children die from malnutrition before their fifth birthday.
8. More than 40% of Africans do not even have the ability to obtain sufficient food on a day-to-day basis.
9. 80% of death and disease in the developing world is caused by unclean water.
10. Every 3.6 seconds, one person in the world dies of starvation.

### What we're doing about it:

1. Since the launch of Project Sol in 2008, Jewish Heart for Africa has completed over 40 solar projects in Ethiopia, Tanzania, Malawi and Uganda, providing light to schools, medical clinics and water pumping systems
2. Over 150,000 people have received light and energy from our solar panels.
3. 75,000 children have received vaccines stored in our solar powered refrigerators.
4. Each of Jewish Heart for Africa's water pumping systems provide 20,000 liters of clean water per day. That's enough water for an entire village.
5. On average, our water pumping systems save African women 1,095 hours of fetching water per year. Women and children who no longer need to fetch water during the day can pursue an education or job for the first time.
6. Our agricultural projects provide a regular source of food for African farmers, fighting hunger and promoting economic growth.
7. Our solar powered clinics now serve 5 times the number of people they treated at night before solar energy.
8. It takes \$10,000 to power a school or medical clinic in Africa.
2. For \$20 you can provide one African person with energy for life
3. 100% of individual donations go directly to our projects in Africa.

## HOW WE DO IT -- Making it Sustainable

### Who pays for the light bulbs and batteries?

Light bulbs cost \$4-\$5 and need to be replaced every few months. Batteries cost \$200 and must be changed every 3-5 years. Local communities—villagers, doctors, teachers, students--don't have the funds to pay for these costs. The energy itself must become a source of income.

Jewish Heart for Africa installs solar cell phone charging stations in each solar powered facility, allowing people to pay to charge their cell phones. The money collected is used to replace light bulbs and batteries. Even in the most remote villages, people own cell phones—without landlines, it is their only means to stay in touch with the world outside their village. Previously, they had to travel hours to the nearest town in order to pay to charge their phones. Now, with a solar cell phone charging station, they can pay to charge their cell phones in their own village while supporting their local community. This built-in source of income from our cell phone charging stations is used to replace light bulbs and batteries, allowing the project to become self-sustaining. Each project and their income from their solar cell phone charging station is monitored by our local staff, ensuring the continued sustainability of our solar projects.

### How do we know it's working?

Jewish Heart for Africa uses a cutting edge Israeli technology, the SolarEdge PowerBox, to monitor each of our projects remotely from our offices in New York. Data from every solar panel is sent electronically via satellite to an online server, allowing our staff and donors to ensure that our systems are working well. By monitoring panels remotely, we can save money and time on frequent site visits. PowerBoxes also act as a GPS tracking device. While each panel is securely bolted to its project site, if they are removed, we can easily locate and return them, guaranteeing the safety of our technologies.

## GETTING INVOLVED:

We at Jewish Heart for Africa need your help. If you like the work we're doing, there are two ways to support us: raising awareness, and raising funds.

For those of you in New York City, we have an active volunteer community here that meets on a monthly basis. And for those around the country and world, there are countless ways in which you can contribute. The following are just a few ideas of how to get involved in our work as an individual, or as a member of a larger community including synagogues, schools, youth groups and universities. This list is only the beginning--all our best ideas come from you. We need your creativity, your energy, and everything you bring to the table. Please read through the below to get started, and reach out to us if there's anything you need. We're here to help.

### Getting Involved as an Individual:

- **Donate Your Birthday.** For your birthday, instead of presents, ask your loved ones to help you bring sustainable Israeli technologies to Africa. Jewish Heart for Africa will provide you with your own customized webpage, and an email to send out to family and friends. To learn more, please visit: [www.jhafrica.org/birthdaycampaign](http://www.jhafrica.org/birthdaycampaign).
- **The Mitzvah Project.** The Jewish Heart for Africa Mitzvah Project connects Bar and Bat Mitzvah aged students with a project in Africa. Each Mitzvah Project participant will receive a personalized webpage and resource pack for their project, with the goal of fundraising to power a school or medical clinic in Africa. Participants will be able to speak directly to the students and doctors whose lives they have changed and even visit their project site. Each participant will receive a website with their photo and a personal message to send to family and friends. We have printed brochures that you can take to your community leaders, synagogues, Hebrew schools, summer camps and youth groups to promote the Jewish Heart for Africa Mitzvah Project (<http://www.jhasol.org/mitzvahome.html>). We need your help to bring this project to your community, and all the Bar and Bat Mitzvah aged students in your life.
- **Plan an Event.** Help us impact more people in Africa by planning a fundraising event. The funds you raise can help to power a school or medical clinic in Africa. Sample fundraisers include sporting events, happy hours, parlour meetings, etc. We will provide you with materials for your event, and a representative from Jewish Heart for Africa wherever possible.
- **Follow Us.** Become a fan of Jewish Heart for Africa on Facebook and follow us on Twitter @jhafrica. Invite your friends to do the same.
- **Become Part of Our Volunteer Community.** Jewish Heart for Africa has an active volunteer community worldwide. While our regular monthly meetings are held at our offices in New York City, we are hoping to open up chapters nationwide and around the globe. You can start a volunteer chapter in your community simply by gathering together a few friends and committing to support our work in any of the ways listed in this section. If you haven't already done so, sign up to volunteer on our website and let us know how you'd like to help. If you'd like a list of others interested in our work in your city to start a local chapter, contact [bar@jhafrica.org](mailto:bar@jhafrica.org).

- **Spread the Word.** As a new non-profit, we need your help to spread the word about Jewish Heart for Africa. Here are some ways you can help: Suggest that your favorite news sources (print, online, local or international) cover our work, tweet and facebook about us, bring us to whatever communities you're a part of as outlined below and get your friends to become involved with you.
- **Buy/Sell Our Gear.** You can purchase and help us sell our merchandise online at <http://www.jhasol.org/donate.html>.
- **Bring Our Work to Your Community** (see below)

### Getting Involved as a Community:

**Arrange a Presentation.** Jewish Heart for Africa has a traveling presentation that has been delivered at synagogues, Hebrew schools and universities across the country, including Harvard's Kennedy School and Columbia University. Presentations outline the challenges facing Africa today and the power of Israeli technologies to help. Presentations are available for a range of audiences from children to adults. Jewish Heart for Africa charges a stipend for each presentation, the proceeds of which help us support our work bringing Israeli technologies to African villages. Please email [info@jhafrica.org](mailto:info@jhafrica.org) to organize a presentation in your community.

**The Mitzvah Project.** The Jewish Heart for Africa Mitzvah Project is a great way to get the students and families of your community involved in our work. Each Mitzvah Project participant will receive a personalized webpage and resource pack for their project, with the goal of fundraising to power a school or medical clinic in Africa. Participants will be able to speak directly to the students and doctors whose lives they have changed and even visit their project site. Each participant will receive a website with their photo and a personal message to send to family and friends. We have printed brochures and materials that you can use to promote the Jewish Heart for Africa Mitzvah Project (<http://www.jhasol.org/mitz-vahome.html>).

**Build a Jewish Heart for Africa Chapter.** If you are passionate about what we do, we welcome you to build a local Jewish Heart for Africa chapter with the goal of planning events, promoting awareness and raising funds for our projects. We have materials for you to help spread the word, and also encourage you to use our social media as well as our videos to build excitement about your chapter in your community: [www.youtube.com/jewishheartforafrica](http://www.youtube.com/jewishheartforafrica). We are here as a resource for you. For help in building a local chapter, please contact [Rachel@jhafrica.org](mailto:Rachel@jhafrica.org)

**Adopt a school or clinic in Africa.** It takes \$10,000 to power a school or medical clinic in Africa using Israeli technologies. For more information on these projects, please visit the "what we do" section. If your community chooses to fund a project in Africa, we will send you photos, videos and regular updates about your project's progress. We will put you in touch directly with the facility to build long term relationships with your project site and we are happy to help you arrange a visit to see your project in action. You will also be given access to our online system that allows you to monitor the efficiency of the solar panels you've helped us to install, ensuring that your project is working efficiently and brightening the lives of a village with Israeli technology.

**Give clean water.** 80% of deaths in Africa are caused by water borne disease, killing two out of five children die before the age of five. For \$25,000-\$30,000 you can build a solar powered water pump which provides 20,000 liters of water a day – enough for an entire village’s cooking, drinking and livestock needs. Women and children who used to spend hours fetching water can now pursue an education and other income generating activities. A constant water source is also used for irrigation, which improves local agriculture and provides the village with a consistent source of food and income.

**Bring Our Programs to Your School.** (See how below)

### Getting Involved as a School/Youth Group:

**Teach Jewish Heart for Africa.** Use Jewish Heart for Africa lesson plans or use the materials in this packet to create your own. Contact us if you’d like to be added to our educator’s mailing list. Currently, we have lesson plans for Hanukkah and Passover, and we’re working on new ones. Contact [Rachel@jhafrica.org](mailto:Rachel@jhafrica.org) for more info.

**The Mitzvah Project.** The Jewish Heart for Africa Mitzvah Project is a great way to get the students and families of your community involved in our work. Each Mitzvah Project participant will receive a personalized webpage and resource pack for their project, with the goal of fundraising to power a school or medical clinic in Africa. Participants will be able to speak directly to the students and doctors whose lives they have changed and even visit their project site. Each participant will receive a website with their photo and a personal message to send to family and friends. We have printed brochures and materials that you can use to promote the Jewish Heart for Africa Mitzvah Project ([www.jhafrica.org/mitzvahome](http://www.jhafrica.org/mitzvahome)).

**Arrange a Presentation.** Jewish Heart for Africa has a traveling presentation that has been delivered at synagogues, Hebrew schools and universities across the country, including Harvard’s Kennedy School and Columbia University. Presentations outline the challenges facing Africa today and the power of Israeli technologies to help. Presentations are available for a range of audiences from children to adults. Jewish Heart for Africa charges a stipend for each presentation, the proceeds of which help us support our work bringing Israeli technologies to African villages. Please email [info@jhafrica.org](mailto:info@jhafrica.org) to organize a presentation in your community.

**Adopt a Sister School in Africa.** Integrate Jewish Heart for Africa into your curriculum by partnering with a sister school in Africa. It takes \$10,000 to power a school in Africa. We will link your students with your sister school to create a meaningful pen pal program. This will provide your school with an opportunity to teach students about Israeli innovation, green technologies, the developing world and the importance of Tikkun Olam. We will put you in touch directly with the facility to build long-term relationships with your project site and we are happy to help you arrange a visit to see your project in action. You will also receive photos, videos and regular updates about your project’s progress. Please contact [Rachel@jhafrica.org](mailto:Rachel@jhafrica.org) to learn more.

**Think Outside the Box.** Most of the best programming for Jewish Heart for Africa both inside and outside the classroom has come from you—our supporters. We’ve seen lemonade stands, garage sales, weekend overnights, film screenings, holiday fundraisers and more. Take a look at the campus section below for more ideas.

## Getting Involved on Campus:

**Join the Student Task Force.** The Student Task Force is a network of students working on awareness and fundraising for Jewish Heart for Africa on campus. We have a google group for brainstorming, idea sharing and communication between schools. We also have conference calls twice a semester to check in on how your programs are going. To join the Student Task Force, email Rachel@jhafrica.org.

**Awareness.** To promote awareness on campus, we encourage students to –

**Plan a presentation:** Presentations outline the challenges facing Africa today and the power of Israeli technologies to help. Our traveling presentations have been delivered at synagogues, Hebrew schools and universities across the country, including Harvard's Kennedy School and Columbia University. Jewish Heart for Africa charges a stipend for each presentation, the proceeds of which help us support our work bringing Israeli technologies to African villages. Please email info@jhafrica.org to organize a presentation in your community.

**Educate fellow students:** There are many opportunities to promote Jewish Heart for Africa through Hillel, Jewish societies, Africa societies and campus events such as Africa week or Israel week. At these events, you can make a stand to educate your fellow students and distribute Jewish Heart for Africa materials as a means to show how Israeli innovation is being used to save African lives.

**Plan an event.** Events are often the best way to raise awareness and/or funds to support our projects in Africa. The following are just a few suggestions:

A 'one-time' event: A single event with the goal to publicize and/or fundraise for Jewish Heart for Africa. For fundraising, some suggestions include parties, sporting events (ranging from basketball tournaments to skydives to 10k runs or marathons) shabbat dinners, film nights, bake sales, student concerts and auctions. You can also turn any campus event into a fundraiser by creating a "suggested donation" or adding an extra \$1 to ticket prices and donating the proceeds.

An ongoing commitment: Show your commitment to bringing Israeli technology to Africa by adopting Jewish Heart for Africa as your Hillel, fraternity/sorority or other campus group's charity for the week, month, semester or year. This would allow you to build momentum on campus over the cause, combining educational presentations with some of the fundraising events listed above. Even something as simple as leaving donation buckets around Hillel can be a great way to promote awareness and raise funds.

If your campus raises \$5,000-\$10,000, you could power a school or medical clinic in Africa.

## TOOLKIT:

Jewish Heart for Africa has plenty of resources to help you raise both funds and awareness for our work. Here's a list, but it's just the beginning. We're constantly coming up with new ideas and adding to the below, so if there's something you don't see, let us know. For questions and to request materials, contact [bar@jhafrica.org](mailto:bar@jhafrica.org):

- **Print materials:** we've got plenty of postcards, brochures and fact sheets that we can send you for any events you're planning. Just tell us what you need and how many, and we'll send them over.
- **Videos:** check out JHA TV at [youtube.com/jewishheartforafrica](https://youtube.com/jewishheartforafrica) to see our latest videos that you can share and use for events.
- **Merchandise:** We have t-shirts, totebags and wristbands that you can purchase and sell. You can see all of them online at [www.jhafrica.org/jhashop](http://www.jhafrica.org/jhashop).
- **Lesson Plans:** So far, we have Jewish Heart for Africa lesson plans for Hannukah and Passover, but we're adding to that list and we send out emails to all the teachers we know when we release a new one. Contact us if you'd like one of these lesson plans, want to be added to our educator's mailing list, or want ideas of how to teach about JHA.
- **Social Media:** We post everything we do on facebook and twitter. Use our social media to help you in your fundraising or awareness campaigns. Let us know what you're planning, and we'll promote it online too.
- **JHAnews:** Check out our blog for big updates on our work. If you're planning something you'd like featured on our blog, let us know.