



MyZuzah Moments - December 24, 2021

To close out 2021 on a strong note, MyZuzah spent a great deal of time this week exploring more growth opportunities in Israel! We are excited to partner with the **Adopt-a-Safta** program, which will allow us to reach young professionals, holocaust survivors, and elderly Jews across the country. Early in 2022, we hope to explore the development of an **Israel Program Associate**, to place someone on the ground to shepherd and expand our partnerships in Israel.

We also laid plans for a January program with **Swivah** and the [HerTorah](#) project, exploring women's voices in Judaism and helping their community learn about the inner workings of mezuzahs and their relevance for the home. A ground-breaking organization, we are very excited to begin our partnership with the Swivah team!

In more geographically diverse news, we began a partnership this week with the Jewish community in **La Paz, Mexico** (on the south end of the Baja Peninsula). Catering to several hundred local Jews and many visitors each year, we see much potential with them.

Moving from Mexico to New Mexico, we received a request from someone in **Pecos, NM**, who read about us on a **Jewish Goth Group** on Facebook! Lastly, readers of our May article about mezuzahs on [HowStuffWorks.com](#) have also begun sending us requests! How's that for diverse exposure? Does anyone here know of other Jewish organizations making inroads in the Goth community? :-)

Partner Organization Updates:

Down in **Buenos Aires, Argentina**, our partner **El Lazo** submitted more than 60 photos this week as we shipped them another 75 mezuzahs. They do an incredible job of connecting to Jews of all stripes and ages throughout the Argentine capital region.

Daiana Solarz



Julian Rothchild



Camille Tchicourel



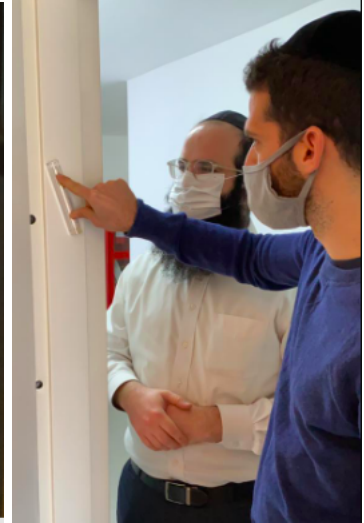
Nicolas Motilsky



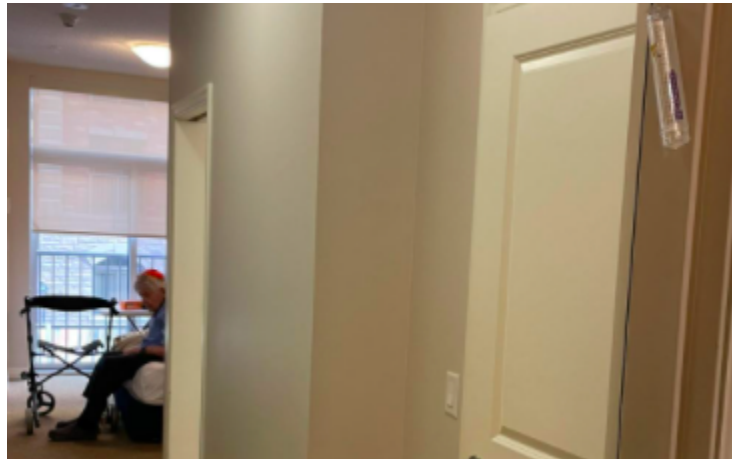
Maxi Benzecri



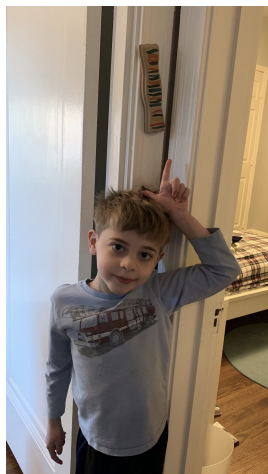
Leandro Abrevaya



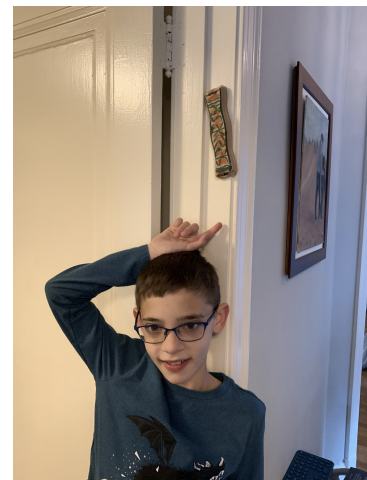
Up in **Toronto, Canada**, the organization **MezuzahWay** was able to reach a elderly man who claimed to be the only Jew in his retirement community.



Back in the United States, a family who received a mezuzah and decorated their own cases at the **DCJCC's PJ Library** program sent in pictures:



"My kids were both very excited to put up their mezuzot. Thank you for helping give them another connection to Judaism!"
Michelle Cohn,
Washington, DC



Individual recipient messages:

I heard about myzuzah on Reddit, a woman shared a photo of her and her mezuzah on r/Judaism and said she had received one through myzuzah. My experience was really meaningful! Jude Kamler, **Chicago, IL**



I found MyZuzah on Facebook. I'm really happy to have a mezuzah on my door because I couldn't really afford to buy one but I really wanted to follow the mitzvah. Thanks for making it possible, it feels great to see it on my door post. Juneau Samuel, **Pittsburgh, PA**