



MyZuzah Moments - February 14, 2025

MyZuzah's support of the LA Jewish community following the fires that displaced many thousands of people last month continues to grow. In addition to working closely with **Chabad of the Palisades, Chabad UCLA, Sinai Temple, Kehilat Israel, IKAR**, and the **Jewish Federation of Los Angeles** to offer every impacted Jewish family when they need it, we are planning an event in March with an LA-based artist where **150-200 community members** will craft and decorate mezuzah cases, to give the effort a more personal touch.

Partner Updates:

Mem Global, formerly known as **Moishe House**, updated their overall branding and logo for their **BASE** program – leading one of their rabbis to notice a stunning similarity to MyZuzah! Their **Chief Program Officer** told us *"to consider it the highest form of flattery. We absolutely love MyZuzah and working with you and your incredible team."*



At the end of January, MyZuzah participated in the **BBYO Northern Region East Regional Convention** as part of their shabbat afternoon programming. **Aggie Grossman, MyZuzah's Program Associate**, facilitated an hour-long program on how hanging a mezuzah on the front door of your home can play an

integral role in symbolizing Jewish pride and demonstrating that being Jewish is an important part of their identity. She also highlighted how the mezuzah is an incredible way to stand up against anti-semitism and to stand proudly as a Jewish teen in the face of everything going on in the world today. We shared our [Solidarity Mezuzah](#) as a way that anyone who is not Jewish could show support and create allyship. Each teen that participated in our program received a kosher mezuzah, which they beautifully decorated, as well as a solidarity mezuzah to give to a friend, colleague of their parents, or anyone they know who would find meaning in hanging a solidarity mezuzah.

On **Kibbutz Kfar Aza**, our partner Dovid Caytak continued putting up mezuzot on IDF facilities and rebuilt homes in the community. [Click here for a short video of the dedication!](#)

One of our longest-running partnerships is with **18 Doors**, an organization that helps interfaith couples and families build confidence in their relationship with Jewish identity. **Rabbi Andy Kirschner, director of their Chicago region**, shared some really lovely words about our collaboration:



MyZuzah allows us to connect with couples in a meaningful way (or just create brand awareness to others who just need to know we are still here) without having to expend the energy and expense of putting on continuous programming.

Since so much of our work is about relationships, I have also found this program as a great way to deepen the engagement with an amazing couple who doesn't otherwise have an outlet for Jewish connection. For example, one woman, Kendra, came to an event we hosted, picked up the [MyZuzah] post card, and filled out the form. She doesn't belong to a synagogue and hasn't found a community that works for her family yet besides PJ Library. This was a great opportunity for her and husband to do something Jewish together. Another example is Emily, who helps run a community group called the Jews of Beverly. It's a loosely organized cohort of Jewish families (mostly interfaith) who live on Chicago's far southside where there aren't any synagogues, JCC's or other community organizations. It's a great opportunity for me to go visit Emily and her family and build a stronger relationship with someone who is an important connector in her community.



Elora Das and Lee Gratz, **18Doors** recipients from **Conshohocken, PA**

Doing all of this has also helped 18 Doors to collect wonderful stories from couples for our donor engagement and wider audience on the website. Thank you for the opportunity to work together on this program!

Individual Recipient Stories:

*I filled the space around the scroll with glass shards from my wedding. Putting up the mezuzah makes me feel more connected to my culture and my ancestors, by keeping the tradition alive. Madeline Kelson, **Nashville, TN***





Thank you for this opportunity! Katia Vidovic, **Buenos Aires, Argentina**

I enjoyed the experience. My previous mezuzah was no longer kosher, having been written over 50 years ago by a Holocaust survivor friend of my

parents. This is a great way to demonstrate our values to my two children, as we move back to the house I grew up in. Laura Clemann, **Arveda, CO**



Cole Levine, **Royal Oak, MI**

So grateful for the mezuzah and this amazing project. I just put it up with my partner, and we are proud to have this mezuzah on our door. We feel connected and protected! Carrie Watkins, **Cambridge, MA**

