



MyZuzah Moments - January 5, 2024

After a spate of violence on University campuses across Europe, we heard from Rabbi Professor Kotel Da-Don, faculty at the University of Croatia and leader of the **Židovska Vjerska Zajednica Bet Israel u Hrvatskoj / The Bet Israel Jewish Community of Croatia**. Not only do his Jewish students want more mezuzahs, but he also asks that the MyZuzah community keep in mind his son (**Jonathan Moshe ben Kotel and Tova**), who has been serving in Gaza since October.

Partner Updates:

Here's a spotlight on a relatively new partner of ours, making a big impact in the U.S. and Israel.

Who they are/why they wanted to work with us: *Avromy Segal reached out to us earlier this year to see if mezuzahs and MyZuzah could be a part of this new venture he was launching - **WIZDM**: a multiuse and multipurpose platform for Jewish young adults and young professionals. We worked for about a month via zoom, email, and over the phone to iron out the details of a hybrid arrangement of our traditional partner and individual recipient models, and we launched in late 2023. WIZDM is directly involved in recruiting each person and cultivating the relationship over time, while they also participate in our Virtual Dedication program and learning journey.*

How the partnership started/how it's going: *What is most unique about this partnership is the program WIZDM is running. It is called 'Scrolls For Protection' and pairs each student/recipient with an IDF soldier. The student/recipient writes a letter to the soldier thanking them for their service and bravery and letting them know they are putting a mezuzah up in their honor/for their protection. They also record a short video of them hanging the mezuzah and explaining what they are doing. So far **37 people** have registered for the program and we expect it to continue growing!*



Click here to see one of the "[Scrolls for Protection](#)" videos from Jimmy Avrams and his dad, in **Maple, Ontario**

In Tel Aviv, the **Am Yisrael Foundation** and **Tribe Tel Aviv** are kicking off the [Tel Aviv Mezuzah Project](#), reaching out to people in their 20s and 30s to enliven them with mezuzot and community. They aim to place over 100 mezuzot in the next 60 days!



Rabbi Nosson Rodin, who runs **Chabad of Karmiel, Israel**, brought some of our mezuzot down south to support to the community in **Kfar Aza**:

Individual Stories:

Especially during a time of such antisemitism and turbulence, I feel proud to have a mezuzah on my door to show all who pass by that I am proud of my heritage, no matter how difficult it may be right now. Rachel Rubin, **New York, NY**



We heard about MyZuzah from an event with couples in conversation in our area and could not wait to have a mezuzah sent to us. It was wonderful for us to continue to commit our family to Judaism and display how proud we are to be Jewish. We now have a daily reminder to stay connect and grounded through Judaism. Olivia Nave, **Atlanta, GA**