



הסתדרות הציונית העולמית  
World Zionist Organization

## **World Zionist Organization Activity Report During Iron Swords War** **Update for 14-21 November 2023**

- ❖ **In Memoriam, Bring Them Home, For Victory** – The World Zionist Organization Representative in North America distributed wristbands with their message of commemoration, prayer and morale-boosting wishes at the recent mass pro-Israel rally in Washington DC. It was attended by more than 300,000 Jews and supporters of Israel, who arrived from all over the USA by plane and car to express their solidarity and unity with Israel.



- ❖ **Hosting Solidarity Missions from Around the World** –

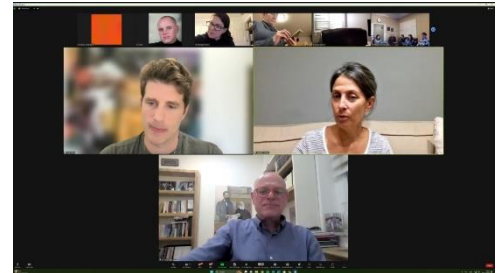
Over the past week, the World Zionist Organization has assisted with hospitality for solidarity missions flying in from around the world to show their support for Israel. These include the leadership of Masorti Olami, the international leadership of Conservative Judaism, comprising rabbis and heads of organizations from the US, Brazil, Germany, the UK, Canada, Mexico and Argentina. Another delegation comprised businesspeople and influential figures from New York, led by Jeff Feig, Chair of Manhattan JCC (the largest JCC in the USA), together with members of the Board of the New York Jewish Federation. The delegation comprised leading figures from the world of finance, corporate business, academia and the media, all of whom are actively engaged in Zionist and Jewish activity. The delegation visited the campaign HQ of the families of the hostages and the volunteering infrastructure based at the Tel Aviv Expo Center. The missions went on fact-finding tours of Kfar Aza, Kibbutz Beeri, the Emergency Command Centers in Ofakim and Sderot, the IDF's Shura military base and Hadassah Hospital. The delegations also met with the President of Israel and were received at the Knesset, the Ministry of Foreign Affairs and the National Institutions.





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- ❖ **Online Meeting between the Family of a Hostage and Diaspora Communities** – An online meeting took place via Zoom with Ms. Rachel Goldberg, whose son Hersh was abducted by Hamas from the Supernova music festival at Re'im on the black Shabbat of October 7. Over 1,000 participants came to hear about Hersh and his family and to express their solidarity with him: some communities attended en bloc in order to be able to join the Zoom session. We hope for the speedy return of Hersh and all the hostages from Gaza.



- ❖ **Exhibit in Hostages' Square** – The World Zionist Organization exhibited an art display exhibit in Tel Aviv's Hostages' Square, comprising works relating to October 7, all produced by independent Israeli artists. These compositions shed a spine-chilling spotlight on the collective pain permeating Israeli society today, in the wake of the abduction of civilians and soldiers and their captivity in Gaza. A video clip of the exhibit is available at this link:  
<https://www.facebook.com/100083110907996/videos/889175029389744>



- ❖ **Activity Programs for Shoah (Holocaust) Survivors** – Dozens of volunteers continued their pre-Shabbat visits to Shoah survivors to alleviate their sense of isolation, bringing precious moments of light into their lives.





- ❖ **Embracing IDF Soldiers with Love** – The World Zionist Organization’s mobile showers entered the Gaza Strip this week. Soldiers who have gone without showers for almost one month were able to enjoy the luxury of a good hot shower in the field. The southern mobile shower facility is specially equipped and capable of remaining in the field for extended periods, in order to provide soldiers inside the Gaza Strip with a much-needed opportunity to freshen up. The other unit continues to serve IDF reserve forces stationed in Israel’s North. The project has received a great deal of media coverage - and the heartfelt thanks from soldiers just keep flowing in.



**WZO offers mobile showers for IDF soldiers in the heart of Gaza**

This refreshing initiative is driven by full volunteerism and "aims to offer our forces a chance to enjoy pampering showers after enduring long weeks without bathing," a WZO statement said.



- ❖ **Herzl Center** – The Herzl Center is now open for activities and routine is slowly returning to normal. In addition, it is offering a free “day out” package for evacuees from the Gaza border region or northern Israel, including a guided tour of the Herzl Museum and a visit to the Education Center.

- ❖ **My Home Is Your Home** – As part of a nationwide Zionist mobilization to locate temporary homes for evacuee families, World Zionist Organization representatives around the world are endeavoring to expand its scope across Jewish communities in Israel and the Diaspora. This runs parallel with their continued efforts to engage in organizational activities and develop advocacy materials. The project to find temporary homes for families is gaining critical mass: despite all the intricate details and specific requests (both from owners and potential tenants), it has successfully bridged the issues and made the connections, with a view to providing each family a safe haven in such trying times. For further details and to join this initiative, please click on the following link:

<https://www.wzo.org.il/department/myhome/my-home-your-home/en>





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- ❖ **“Spirit of Our Nation”** – This morale-boosting campaign targeting Jews in Israel and the Diaspora continues. Producing video clips featuring rabbis, leading intellectual figures and educators, it is designed to raise morale and convey the pulsebeat of Israeli society at its best, across all its nuances. Guest speakers come from all shades of the spectrum – in the political as well as the Jewish sense. A parallel series of video clips for young people will become available in the near future. The series is available on Instagram and Facebook at the following links:

<https://www.instagram.com/reel/CyjDj1XLIZP/> #Spiritofournation

<https://www.facebook.com/WZO.Ruchani>



- ❖ **Activity Programs in Europe**

- A *Hasbara* (public diplomacy) and support session in French was led by Col. Olivier Rafowicz from the IDF Spokesman’s Office, International Section, and was attended by 370 participants via Zoom.
- World Zionist Organization Hebrew language *ulpanim* have held *Hasbara* activities with an emphasis on Hebrew language study via a focus on current affairs and Zionist values.
- The World Zionist Organization UK representative’s *Hasbara* series among Israeli communities is continuing. Activities include printing and distributing posters of the hostages, engaging in *Hasbara*, offering assistance in procedural matters with official instances, and so on.

- ❖ **Activity Programs in North America**

- In conjunction with the Jewish Agency for Israel and local partners, the World Zionist Organization continues its broad-based *Hasbara* activities, as well as pro-Israel displays and campaign exhibits calling for the return of the hostages.
- Hundreds of participants attended a moving *Ulpan* session dedicated to Tehillim Readings for Israel and a Memorial Candles Ceremony.
- The World Zionist Organization is continuing its daily participation in radio programs on Freedom FM, focusing on *Hasbara*, support for Israel, together with overviews and updates about the situation in Israel. The designated target population is approximately 350,000 strong across the US. Among the presenters this week were: World Zionist Organization Chairman, Yaakov Hagoel; Anton Shaviner, former personnel member at the Prime Minister’s Office; Yigal Polishuk, an IDF rabbi, as well as others.
- Cooperation is continuing with “Radio Vera,” a Russian-language station broadcasting from Vancouver, Canada, where the World Zionist Organization prepares, edits and transmits *Hasbara* materials (with wide coverage throughout Canada and across the US Pacific West Coast region). This included a one-hour interview with the Head of the Aliyah Promotion Department.



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### ❖ Activity Programs in Latin America

- The World Zionist Organization partnered with the organization of a mass demonstration at the Law Faculty of Buenos Aires University. A mass pro-Israel rally was also held outside the UNICEF offices in Buenos Aires, demanding the release of the hostages and for condemnation of Hamas.
- Representatives of the World Zionist Organization participated in a reportage by Israel Channel 11 TV about Hasbara activities in the Diaspora and presented their activities to promote support for Israel during the war.
- A demonstration on behalf of the hostages was held in Rio de Janeiro, Brazil, with a focus on releasing the child hostages.
- As part of Aliyah Promotion activity in Brazil, a new project, entitled “*I’m staying put*” is now under way. This features discussions with new *olim* (immigrants) talking about Israel at its best and why they have decided to remain in Israel.



- ❖ “Hagal Sheli” (Catching the Wave of Hope) – The partnership with “*Hagal Sheli*”, which dates back to the beginning of Operation “Iron Swords”, now has 35 active therapeutic groups comprising some 400 teenagers who were evacuated from communities along Israel’s southern and northern borders. This is a transformative program, affording participants physical challenge and outlet, combined with a structured emotional framework, which aims to provide participants with a holistic approach to processing trauma. The goal is to reduce the risks of PTSD and empower participants.





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- ❖ **Hasbara (Public Diplomacy) via Video Shorts** - Collaboration continues with the ILF (International Legal Forum). This week, several video clips providing focused, accurate and significant messages were released in English, for sharing on social media around the world. One of these was an animated clip explaining what happened at the massacres and the ensuing outbreak of war (Operation "Iron Swords"). Another focuses on the kidnapping and abduction of children, men and women as an integral part of the atrocities and massacres. The series will continue with short films focusing on other significant topics for sharing on social media worldwide.

The videos are available at this link:

[FAQ Videos: Israel, International Law & War Against Hamas](#)

- ❖ **Training and Talks on Combating Antisemitism** – The World Zionist Organization has engaged in the formation of a group of training cadres and lecturers to speak about combating Antisemitism and how to raise awareness of the issue around the world. It has taken this step due to an appreciation of the crucial need for everyone to assume responsibility and take action in areas of *Hasbara* (advocacy and public diplomacy) related to the current agenda, whether on social media or for the general public at large.



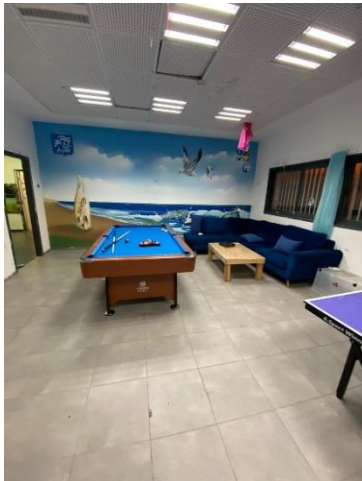
- ❖ **Delegation of Women Leaders from Israeli Society** - Now, especially, at a time when women's organizations are being delegitimized and sidelined, there is an inherent significance in the opening of a new program for women leaders in Israeli society. The delegation's preparatory meeting took place recently, incorporating a visit to the Israel President's residence where they met with Israel's First Lady, a known stalwart and staunch supporter of promoting gender equality and the elimination of violence. The 13-strong delegation comprises leading female activists in their respective fields, who will travel to the US to attend UN debates and meet with prominent Jewish women figures at the head of American Jewish communities today. They will also meet Jewish and non-Jewish women leaders at the forefront of different campaigns to promote the status of women, egalitarian Zionist values at both national and local level, and support for Israel at the present time.





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- ❖ **The World Zionist Organization Call & Donations Center** – The World Zionist Organization’s Emergency Center continues to operate in high gear. Work has now settled into a productive routine and the team engage in both responding to arising needs as they come in on a daily basis while also initiating equipment purchases in anticipation of needs. The Center is providing essential equipment for soldiers, *inter alia*, and has to date provided detail for approximately 1,000 soldiers and members of voluntary local watch teams for villages. This ranges from flashlights and chargers through abdominal compresses, tourniquets, thermal clothing, storm wear, BPI sets for the field, to an equipment order for the Hof Ashkelon (Ashkelon Coast) Regional Council. Purchases have also extended to field medical bags and first aid equipment for the various local guard teams, closets for evacuated communities and club fittings for the Nitzan community in the same Regional Council area, which has not been evacuated. The Jerusalem Border Police also put in a request for and received laundry detergent and fabric conditioner supplies for six laundry service points they set up for their serving men and women. Another major project that became operational this week is the continuing support for the Shaar HaNegev (Negev Gateway) Regional Council, which were supplied with hundreds of storage closets and laundry baskets as well as equipment for the Kibbutz Erez evacuees’ temporary school. In addition to their own work schedule, the team at the Call Center provides ongoing solutions daily to logistical problems, such as finding accommodation for volunteers running programs for children from evacuated communities in Eilat or at the Dead Sea, distributing civilian clothing to lone soldiers and evacuated children, and delivering mattresses for reserve soldiers serving in northern Israel – to name but a few.



- ❖ **Tribute and Remembrance for the Victims and the Fallen (Webcast)** – A special, 24-hour Memorial service was livestreamed via YouTube to commemorate the massacred and those who fell in line of duty on the black Shabbat of October 7. Aiming at a worldwide audience, it was attended by leaders and community members around the world. Live online attendance reached 4,400 and the video is currently available to watch on YouTube [24 Hours of Tribute and Remembrance. 24 Horas de Homenaje y Sentido Recuerdo.](#)



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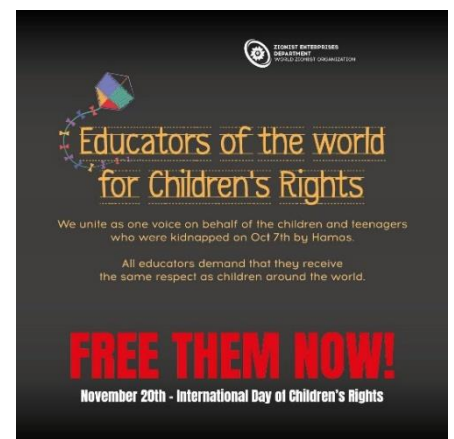
- ❖ **Bad Sobernheim Conference** – Two volunteers flew to Germany on behalf of the World Zionist Organization to attend the conference, where they spoke about Israel and the war to approximately 50 local teenagers who are active in ZWST (the central Jewish Welfare organization of Germany). In light of the October 7 atrocities, the situation in Israel occupied a substantial place in the program, along with activities to campaign for the return of the hostages, discussion of Jewish identity and Judaism as a culture. Over and beyond the added value of this personal encounter, the team led workshops on leadership tools and methodologies to empower the young people as future leaders within the Jewish and wider community.



- ❖ **Kabbalat Shabbat Activity for Evacuees** – The World Zionist Organization, in conjunction with the *Binah* Jewish Movement for Social Change, held a *Kabbalat Shabbat* event for evacuees from Kibbutz Cabri (in northern Israel), residing temporarily in Kibbutz Hazorea.



- ❖ **World Children's Day** – Ahead of World Children's Day on 20 November 2023, a campaign was launched, appealing to school principals and educators around the world to address protests to UNICEF for not demanding the release of the Israeli children being held hostage in Gaza.







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❖ **Morale-booster for Male and Female IDF Commanding Officers** –

In conjunction with the Jerusalem-based *Yahav* Association for public health, a morale-boosting team has been sent out to IDF field commanders.



❖ **Embracing Israel's Gaza Border Communities** – The Zionist Council in

Israel continues to offer relief activity programming for families evacuated from their homes in southern and northern Israel. The range of activities this week included health and beauty talks for evacuee women, in conjunction with former Israeli beauty contest winner Ravit Asaf's Beauty Academy chain. Another event was a funfair in Arad, hosting families from Sderot – complete with inflatable equipment, popcorn and sugar candy stands. Funfairs were also held in Kibbutz Sdot Yam, which is hosting evacuees from Kibbutz Zikim, in the South, and in Ein Dor, a village hosting families evacuated from several northern communities.



❖ **Games and Toys for Evacuee Children** – The Zionist

Council in Israel continues its distribution of a wide range of board games, with hundreds more being distributed to children this week. These activities engage children in independent play and recreation, which helps create a semblance of normalcy amid the complexities of the situation where they currently find themselves and the fact that they are a long way from home. This week, Beer Sheba was among the distribution locations for children from the South, while a distribution point for children from the North was at Nehar Hayarden village.





❖ **Cultural and Leisure Activity Programs for Evacuees** – The World Zionist Organization’s subsidiary company, *Tarbut LeYisrael* (Culture for Israel) is continuing to provide cultural and recreational activities for major centers around Israel hosting large numbers of evacuees.



❖ **Letter to Jewish Donors to Academic Institutions Around the World** – The massive support for Hamas we have been witnessing on university campuses around the world is both alarming and downright scary. Thousands of students and large numbers of faculty are openly supporting Hamas and inciting to violence against Jews. A letter of appeal was issued by the World Zionist Organization, calling upon all donors to universities in the Diaspora, and US campuses in particular – where the numbers of antisemitic incidents have sky-rocketed – to withhold forthwith any future donations to higher education institutions that do not denounce unequivocally all support for terror and for Hamas, in particular. The full article appears in Hebrew on the *Israel Hayom* website at: <https://digital-edition.israelhayom.co.il/article/281990382261812>

## ”הפסיקו לתרום לאוניברסיטאות שתומכות בחמאס”

יו”ר ההסתדרות הציונית העולמית פנה לתורמים של מוסדות אקדמיים: ”הפסיקו לתת כסף למי שלא נלחם באנטישמיות” • נוסף על כך, פנה הגואל גם לתנהלי המוסדות להשכלה גבוהה: ”נלקוט אפש סובלנות לגילויי הסתה, המצב לא ישתנה אם לא נגבה מחיר”

רמזים לאוניברסיטאות ולמוסדות האקדמיים שמקדמים שנאת יהודים כשטחם, לעצור לאלתר את כל תרומותיהם למוסדות הללו. עושה רושם כי נקיות צעדים משמעותיים כאלה תשרד מסר ברור לסגל האקדמי ולי סטודנטים הפורעים כאחד ותבהיר כי לשנאת יהודים ולביטויים אנטישמיים יהיו השלכות מהירות וחמורות. במקביל לקריאה לעצירת התרומות, פונה הגואל במכתב גם לראי המוסדות להשכלה גבוהה בקריאה לעצור את הסחף האנטישמי במוסדות שאתם הם מנהלים. “אני קורא לכל חברי ההנהלה האקדמית, הפרופסורים והסגל, לני קוט מדיניות נחרצת של אפס טוב לנות להסתה ולאנטישמיות, לפטר לאלתר מרצים המלבישים שנאת יהודים ולעמוד איתן על עקרונות התרבות והערכים המשותפים לנו.” הגואל סיכם את מכתבו: “נמשיך לעמוד חזקים ומאוחדים במאבק בגני לוי האנטישמיות.”



הגואל. “היו השלכות חמורות”

**הגואל במכתבו: “התמיכה העצומה בחמאס בקמפוסים בארה”ב וברחבי העולם מועזת ומחרידה”**

”כיום ברור לכולם שרק גביית מחיר עבור שנאת יהודים תשנה את המצב. אי לכך אני קורא לכם, התר

המתקפות מהוות סכנה ברורה לסי טרדנטים היהודים ולעם היהודי בכל מקום, והן אף מסכנות את כולם בני ערב, שכן בעיני חמאס היהודים הם רק חלק ממטרותן האוויליות, ומדיניות העולם המערבי הן הבאות בתור.”

### ”מרצים מלבישים שנאה”

ברבריו מסביר הגואל כי מדיניות העולם הנהגות מגבולות שקטים מתי קשות להבין את האיום על ישראל, ולמרה הצער הרב בא לידי ביטוי, בין היתר, במדיניות של האוניברסיטאות המאפשרות באופן מקומם את התמיכה בארגון הטרור שביצע זועזוע באזרחי ישראל. “לתדהמתנו, ראשי המוסדות האקדמיים, נושאי לפיד הנאורות והסור בלנות, מעלימים עין מהמצב. שנאת היהודים וההסתה משתוללות בקמפוסים כמעט ללא אכיפה או עונש. הניסיון וההפצרות לעצור את המצב האבסורדי הזה במילים נפלו על אוזניים ערלות.

ואשר מוען למאות תורמים למוסדות להשכלה גבוהה בכל רחבי העולם, הגואל כתב: “מאז 7 באוקטובר הער” לם היהודי השתנה לנצח. קשה לתאר את עוצמת הפגיעה של מתקפה כזו, שכמותה לא ראינו מאז ימי השואה. אנחנו נחשפים שוב לביטויים קשים, קודעי לב והרסניים ולקריאות נרח” בות להשמדה של עמנו. העולם נמצא בנקודה מכריעה בהיסטוריה, והשוב לכולנו שהמוסר וההגינות ינצחו.”

### ”מעלימים עין מהמצב”

עוד כתב: “התמיכה העצומה בח” מאס בקמפוסים של אוניברסיטאות ברחבי ארה”ב ובעולם היא מועזת ומחרידה. אלפי סטודנטים, ואפילו מרצים רבים, תומכים בגלוי בחמאס ומסיתים ל אלימות נגד יהודים. של” טים הקוראים בגלוי לרצח יהודים מוצגים ללא חשש על ידי סטודנטים בקמפוסים, בזמן שהיהודים חווים הת” נכליות ומתקפות הן על ידי חבריהם הכיתה והן על ידי מרצים. ההסתה

### אסף גולן

יעקב הגואל, יו”ר ההסתדרות הציונית העולמית, הוציא מכתב פנייה לכל התורמים לאוניברסיטאות בחו”ל וביקש להי פסיק לאלתר את התרומות למוסדות להשכלה גבוהה שלא מגנים תמיכה ברור ובחמאס. הגואל כיוון דבריו גם למוסדות שלא נלחמים באנטישמיות המתפרצת בעוצמות שוברות שיאים בקמפוסים ברחבי ארה”ב ובמדינות נוספות ברחבי העולם. במכתב, שבוחרו “קריאה לתמיכה מיידית במאבק באנטישמיות ובאווירה האנטישמי-אלימית באוניברסיטאות,”