



North American Conference on Ethiopian Jewry (NACOEJ)

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My Dear Friends,

Rosh Hashanah is always a beautiful holiday for me, filled with meaning and hope for the new year to come.

On this, NACOEJ's 40th Rosh Hashanah, I am so proud and so grateful to you for all that we have accomplished together to enrich lives in Israel and save them in Ethiopia.

In Israel, our Limudiah Program has helped Ethiopian-Israeli children thrive in elementary school and go on to more educational success.

The High School Sponsorship Program has enabled Ethiopian-Israeli teens to attend good local schools that position them well for college.

And our College Sponsorship Program (Adopt-A-Student) — through wonderful donors like you — has enabled young adults to receive higher education so they can achieve successful futures.

All this happens because you are partners with NACOEJ in making it possible for Ethiopian-Israelis to receive solid educational foundations — and ensuring that higher education and good lives will become the rule, not the exception, for them.

Yet there is still much crucial work to be done in Israel and it is your generosity that will make these and more educational programs possible for increasing numbers of Ethiopian Israelis.

But the news is different in Ethiopia.

As we approach Rosh Hashanah 2022, Jews still left behind in Ethiopia are facing formidable foes — war and drought, causing deadly famine.

The March-May 2022 drought in Ethiopia was the worst dry spell on record in the last 40 years, surpassing even the lethal ones in 2010-2011 and 2016-2017. And forecasts indicate the October-December 2022 rainy season may also fail.

Malnutrition is rampant and the Jewish children under age five and the Jewish pregnant and nursing mothers we feed in Gondar are at grave risk.

This is the 40th Rosh Hashanah since NACOEJ began our mission to help the Jews in Ethiopia and the situation there today rivals all of the past years in danger and deprivation.

Please turn over...

The urgent need to get special foods to the littlest children and the mothers, and life-saving grain to the families, is the most crucial I've ever seen.

Food is becoming increasingly scarce now and what little there is, is more expensive than in any year in my memory. In our Feeding Center, which used to serve meals to a few hundred children and mothers, we must now be able to serve over 1300.

My friends, the High Holidays are a time when we not only review the past year and what we have accomplished — and hope to do better in the year to come — but also a time when we traditionally give tzedakah to causes dear to our hearts.

As you have so generously given to us — some of you from our very beginnings and some of you as warmly welcomed newcomers — I am asking with all my heart that you please make the most generous High Holiday donation you can to NACOEJ as soon as you can.

Together we have staved off hunger in these Ethiopian-Jewish communities for so many Rosh Hashanahs — but now we are dealing with starvation.

So, now, at the 40th Rosh Hashanah of our work in Ethiopia, we must join together to ensure that these Jewish children do not starve, that these Jewish mothers have enough to enable themselves and their babies to live, and that the whole community can survive to reach Israel.

From the bottom of my heart, I thank you for your love, your generosity, your compassion, and your steadfastness for Ethiopian Jews in Israel and in Ethiopia. And I wish you and your loved ones a Happy, Healthy, Peaceful New Year.

With love and appreciation,

A handwritten signature in black ink that reads "Barbara". The script is cursive and elegant.

Founder and Executive Director