



# THE HERZLIA FOUNDATION TRUST

SECURING JEWISH EDUCATION

## The Importance of Generational Giving

Opening minds to the value of *Tzedakah*

AMANDA ZAR

The Herzlia Foundation Trust

***Tzedakah* is an essential Jewish value that is taught to our children from a very young age. It is often translated as 'charity', but the concept of *Tzedakah* goes well beyond just donating money. The word *Tzedakah* actually means 'righteousness'.**

When we teach our children the *mitzvah* of *Tzedakah*, we are teaching them that as Jews we are commanded to care for each other – Jews and non-Jews. *Tzedakah* has two aspects: one with the hand and one with the heart. Judaism teaches the belief that those giving the *Tzedakah* will benefit from giving as much or more than the recipients.

As a Jewish community, we are known for our philanthropic awareness and generosity. We are known for making positive differences where they matter most. *Tzedakah* is both a choice and an obligation.

Philanthropy and giving also tells who we are, where our hearts lie, what our values are, what kind of vision we have for both the present and the future. It is an opportunity to show gratitude for all that we have; an opportunity to give back, or pay it forward so that others may benefit. It creates an extra level of meaning in our lives. **The greatest mistake we can make is to give nothing because we believe that we have little, or that what we can give can't help to make a real difference.**

Currently in the UNITED HERZLIA SCHOOLS system there are many passionate and committed children who, together with their schools and their communities, have created campaigns focused on this concept. Whether it's creating awareness, raising money or giving of their time these amazing and selfless children are providing an opportunity for the rest of us to give back, make a difference, pay it forward and to continue our footprint of Ubuntu, *Tzedakah* and *mitzvah*.

As such, The Herzlia Foundation Trust through the 'Simcha Campaign' is perfectly placed to provide a platform and work with the children who attend HERZLIA in creating a mindfulness and awareness about this important value.

This Campaign will promote this fundamental Jewish value ideally in your child's Bar/Batmitzvah year. It's an opportunity for you as a family to actively participate in this beautiful *mitzvah* and share in the gift of *Tzedakah* in a meaningful way.



THE  
SIMCHA  
CAMPAIGN



**“WE ARE WORTH  
WHAT WE ARE  
WILLING TO  
SHARE WITH  
OTHERS.”**

- Rabbi Lord Jonathan Sacks