



Dear JCC Maccabi Games 2023 Athletes and Officials,

With the JCC Maccabi Games in Israel just weeks away, we know that your focus is on participating and doing your best.

In the spirit of sportsmanship, and the Maccabi values to foster a long-term, connection with the Jewish People and Israel, **we invite you to bring with you to Israel additional team-branded sports clothes and puppets (stuffed animals) which will be collected and donated to those less fortunate in Israel.** These include new immigrants who sought refuge in Israel from conflict and war zones such as Ukraine and Ethiopia.

Following on from our successful partnership kicked off at the 2022 Maccabiah Games we are continuing the tradition to support Pitchon-Lev, a leading Israeli humanitarian organization working to break the inter-generational cycle of poverty. Pitchon-Lev has Humanitarian Aid Centers all over Israel where Aid Recipients receive clothes, food parcels and homewares.

Together we are living the JCC Maccabi Games Values of Tikkun Olam (repairing the world), Kavod (respect), Rina (joy), Ga'ava (pride), Lev Tov (big hearted), and Amiut Yehudit (Jewish peoplehood) in helping to alleviate poverty in Israel and the world.

In each host village we will have a large box to put your donation.

Get into the JCC Maccabi Spirit before you leave home by thinking of others.

Toda Raba in advance

Chazak Ve'Ematz

Amir Gissin

Eli Cohen

CEO World Maccabi

CEO Pitchon-Lev

