



# Jordan Valley

## HELP FOR THE HURTING

To outsiders, Israelis may seem rough and tough but to those who know them, it is obvious there is sweetness and tenderness beneath their tough shells. No wonder Israelis are affectionally referred to as “Sabras” - the Hebrew name for the prickly fruit that grows on desert cacti with similar traits. The pioneers of the Jordan Valley region, who are taming the barren wastes of the valley and cultivating farmlands throughout the region, are known for being exceptionally rugged and tenacious. But even they face emotional challenges that target their tender Sabra center.

The Jordan Valley region is undergoing a metamorphosis; Original pioneers are growing older, immigrant families are arriving in droves, and communities are swelling with an influx of new families. But these exciting bursts of growth bring unique challenges, including an increase of at-risk youth, families in need of counseling, and aging residents requiring specialized care. Every demographic has its own distinctive needs, especially when it comes to mental-health care.

For years, Jordan Valley residents had little or no psychological counseling services available to them locally, requiring traveling extensive distances or paying prohibitive fees to access such treatments. Thanks to CFOIC Heartland’s generous donations, the Jordan Valley Regional Council established a centrally-located therapy and counseling center, providing residents local access to clinical psychologists, social workers, education experts, and a variety of therapists, all under the same roof. Sadly, it is often those most in need of therapy who are least able to afford it, even at a subsidized cost.

Last year, CFOIC Heartland generous supporters covered a portion of the salaries at the center, enabling treatments even for those who could not afford payment. This year, the Jordan Valley Therapy and Counseling Center needs your continued help with the costs of therapists’ salaries and professional development courses for its staff. Coming on the heels of two full years of COVID - when so many people faced loneliness, anxiety, grief over the passing of loved ones, and financial worries – the need for mental-health care is more urgent than ever. To address this growing need, the center recently added a therapist, and needs your help with renovating and furnishing another treatment room.

**The Jordan Valley Family Therapy Center desperately needs your help to subsidize therapies, enable professional development and renovate a treatment room. You can ensure that adequate treatment space and competent professional therapists are available to address all the unique mental-health challenges in the region. By helping Sabra pioneering families heal their tender insides and become more productive members of Israeli society, you will bring comfort and stability to this vital region of the Biblical Heartland.**

# COMMUNITY SNAPSHOT

- ✧ **Regional Communities:** 21 Jewish Communities, including: Argaman, Bekaot, Gitit, Gilgal, Hemdat, Mechola, Naaran, Roi, and Shadmot Mechola
- ✧ **Origin of Name:** Named after the Biblical Jordan River
- ✧ **Geographical Significance:** A 72 km long and narrow border region between Israel and Jordan
- ✧ **Strategic Significance:** The area is vital to Israel's security, serving as a buffer zone, impeding hostile infiltrators from Jordan
- ✧ **Population:** almost 7,000



*Pioneers who settled the Jordan Valley may be tough on the outside, but inside some have hidden hurts that need healing*



*You can help provide vital therapy services for families in the Jordan Valley*

## JORDAN VALLEY THERAPY CENTER

### PROJECT BUDGET

Therapist salary subsidies .....	\$9,200
Treatment Room Renovations and Furnishings.....	5,520
Staff Professional Development Course .....	3,700
<b>TOTAL FUNDS REQUIRED .....</b>	<b>\$18,420</b>

To participate in this project: visit our website at [www.cfoic.com/projects](http://www.cfoic.com/projects)  
 Or mail a check with the project name in the memo to:  
 CFOIC Heartland, 7661 McLaughlin Rd, #255, Falcon, CO 80831 (US & Canada)  
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