

January 2025

Dear Friend of Israel

As we stand on the threshold of the year 2025, this moment offers us a valuable opportunity for reflection and growth. While Rosh Hashanah marks our Jewish New Year, we also have the chance, right now, to step back from the hustle of daily life and make meaningful adjustments. I recently came across an article that referenced a concept you may be familiar with: **"The Secret."**

In 2006, the film, "The Secret" and its accompanying book took the world by storm. The book became a global bestseller, selling millions of copies and spreading an idea that has sparked both enthusiasm and controversy: **the Law of Attraction**. According to this law, our thoughts are powerful enough to shape our reality. By focusing on positive thoughts, we can attract anything we desire—whether that is wealth, success, health or conversely, misfortune. In the book, the author, Rhonda Byrne, writes, *"The Law of Attraction is what creates all the order of the universe... You are the one who operates it... it takes your thoughts and mirrors them back to you as what happens in your life."* While this concept has been met with both praise and skepticism, it shares a powerful similarity with something we practice daily: **prayer**.

Through prayer, worship, and our connection with God, we have a direct link to the Creator of the universe, allowing us to influence reality itself. This spiritual connection empowers us to manifest our hopes, dreams, and desires—just as the Law of Attraction suggests, but with the divine guidance of our faith. With this in mind, I have a bold vision for 2025, one that leverages the **power of prayer** to bring forth meaningful change. For the past 25 years, we, as pioneers in Judea and Samaria, have been tirelessly building bridges, supporting communities, and creating genuine connections. Our work has created strong ties with both local and international friends who share our mission. But now, we need to reach a broader audience.

We need to break free from the limitations that have held us back and expand our message to the world. We must share our story with the people who have not yet heard of us nor seen the truth of life in Judea and Samaria. We are not just figures in a political or media narrative; we are real people, with real dreams, challenges, and hopes. It is time for the world to hear our voices and understand our reality. In this cynical world, there are far too many false narrators who distort the story of Judea and Samaria. These voices seek to divide and misrepresent reality, focusing on a limited and often negative view of our lives here. They are not from this land, and they manipulate our struggles for their own gain.

I pray that 2025 will bring a shift in perspective—a recognition of the truth of life here. **Please join me in praying for more people to open their eyes to see who is truly making a positive impact in Judea and Samaria, and may they understand the stories of real, living communities who are building a future in this land.** I also pray that in 2025, we will gain new friends, reach new heights and find innovative ways to promote the true story of Judea and Samaria to the world.

I wish you and all of us a blessed, happy and sweet New Year!

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