

TODAY, IT FEELS REALLY DIFFERENT

In JVP's remarkably intergenerational community, we are blessed by the wisdom and determination of activists who have fought for the inherent equality of Palestinians and Jewish Israelis since long before JVP existed. No one better exemplifies the wisdom and determination of long-time JVP leaders – and donors – than Cindy Shamban and Marge Sussman.

Marge: Cindy was involved long before we got together in 1982. I myself certainly was never pro-Israel, it just wasn't an issue I spent too much time thinking through.

Cindy: I got involved after I moved to San Francisco in 1978. I decided that it was time to educate myself on the issues, that I could no longer remain ignorant. I took a class based on the book "Our Roots Are Still Alive," and through readings and discussions I joined an organization called Jewish Alliance Against Zionism (JAAZ).

Marge: I remember around that time we were at a Jewish feminist conference in San Francisco, and we were really targeted with all the "you're a self-hater" attacks. And there was just no support at all. It was just such a



"We've created a Jewish community where it's ok to say what you think."

Cindy Shamban and Marge Sussman, JVP members since the beginning.

taboo. Everything was open for debate at that conference – except Israeli policies toward Palestine!

Cindy: Today, it feels really different. More people in this country, including Jews, are realizing the destructiveness of the Israeli government and

military, most importantly towards the human rights and national aspirations of the Palestinian people. It used to feel like a tiny community of activists. The isolation and alienation we used to feel are still there on an individual level, of course, but now we can really do the work together with dignity and sanity.

continued on page 2

Marge: I really think that's one of the most important things - we've created a Jewish community where it's ok to say what you think. And that is really, really big. The ideas about being a "self-hating Jew" are still very much alive - but they just don't have the same punch

Cindy: And that sense of support really builds on itself. There is not

a better example than the growth of Jewish Voice for Peace. I started working with JVP sometime around 2001. It was a small group that met in living rooms.

JVP's rapid growth shows how many Jewish people in the US have come to realize the destructiveness of Israeli policies towards the Palestinians, and the need to orga-

nize to bring a significant change in US policy if there is to be any possibility of peace and justice in Israel/Palestine.

Marge: It doesn't feel like we're just doing this to keep an idea alive anymore - it really feels like the change we want is actually happening, every day.

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"I WISH THIS COULD BE OUR WORLD, EVERYWHERE, ALL THE TIME."



"A slice of heaven." That's how one participant described our 600-person strong 2015 National Membership Meeting.

This NMM proved that our community is growing - a Jewish community that also welcomes Palestinian, Muslim, and Christian allies to join us with their whole selves. We felt

the joy of having conversations we're told we can't have. We experienced the sense of possibility that comes from following our values to the campaign demands and policy proposals that flow from them. And we took the time to mourn openly, and join with hundreds of Jews to say Kaddish for those killed in Gaza this summer.

We were able to do all that because you've built JVP into the powerful organization it is today. And when we returned from Baltimore to the horrifying Israeli election results, this became, again, the community we rely on - for comfort, and to make change. Because we know that in the end, without a doubt, Love Wins.



WHAT YOU'VE BUILT

JVP's rapid growth is both product of and catalyst for the surge of movement around the US for justice and equality in Palestine and Israel.



A NEW DC VOICE: YOURS

Sadly, the number of organizations changed by D.C. far outstrips the number of groups that have actually made change there.

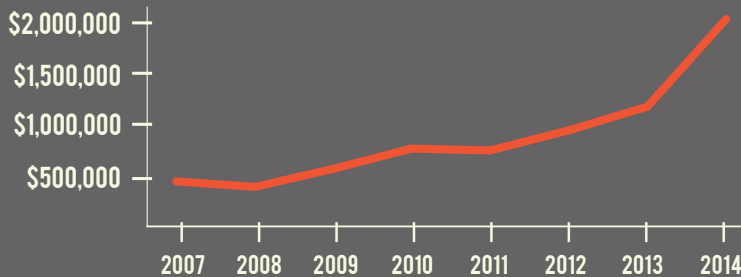
But as our Washington, D.C. office opens, we know we have an unique asset: you. That is, you and hundreds of thousands of other JVP supporters.

As we mapped out this project, we heard the same thing again and again: the size, thoughtfulness, and commitment of JVP's base makes us instantly a force to be reckoned with, even compared to groups with 30 times our budget (we're sure you know who we mean!)

Our strategy, under the leadership of our new Federal Policy Organizer Rabbi Joseph Berman, is all about applying a values-based organizing and communications approach. The first step is to make it clear that Jewish communities are not united in support of ever-lasting US support for Israeli policies, and that support for those policies is well on its way to becoming a political liability.

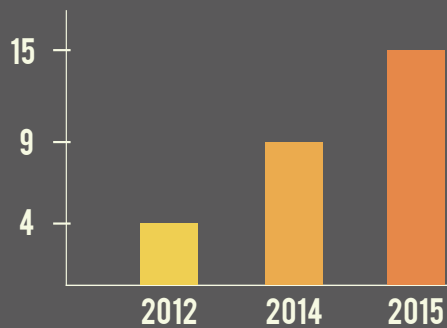


For more information on our DC strategy or to get involved, please email Rabbi Joseph Berman at joseph@jvp.org



INCOME

JVP's income nearly doubled in 2014.



ORGANIZING & COMMUNICATIONS STAFF

By the end of 2015, our Organizing and Communications teams will have doubled over 2014.



PEOPLE REACHED

JVP reached over 16 million people last year – a 300% increase over 2012.



TIME TO CHOOSE



According to most analysts, Israeli Prime Minister Netanyahu won re-election last month by saying openly a belief he's never particularly made a secret of: he opposes any Palestinian state and considers Palestinian citizens of Israel to be, effectively, enemies of the state.

While this election ploy helped him consolidate the right-wing vote in Israel, it also presented the

world with a choice: we can believe that he means what he said, or we can wish his comments away.

Now is the time to act. We cannot hold back when it has become so clear that Israel's human rights violations will not end without international pressure.

Our job – your job – is to seize this moment, to invite our loved ones and communities to take any and all forms of nonviolent action. We need to press Israel to do the right thing – whether through lobbying the US Congress, implementing the nonviolent tactics of boycott, divestment and sanctions,

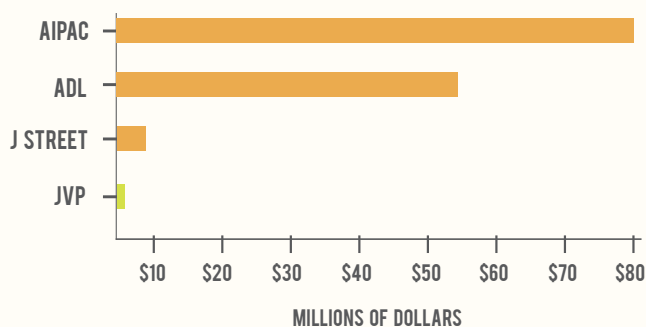
advocating for the US to stop using its veto at the UN, or continuing to transform the conversation within the American Jewish Community.

We need you to take action and engage friends, loved ones, and community leaders who may be newly ready to act with you. We must gather our community together and respond to this stunning win for fear and racism with resounding love, compassion, and tireless commitment.

We need you now to make this the historic shift we know it can be.

BUDGET COMPARISONS

Every day, JVP stands up to organizations 10, or even 30 times our size.



CHAI CLUB

Jewish Voice for Peace Monthly Donors

"As Chai Club members, every month we get to support some of the most creative and critical work happening on this issue."



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Ned and Maxine

Chai Club Members since Nov. 2014