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Tzfat Kabbalah Center's campaign October 2023:
helping families and individuals in crisis

The people of Tzfat, located very near the Israeli border with Lebanon, like all the People of Israel, are facing challenging and difficult times, since the horrifying terrorist attack on Shabbat – Simchat Torah, October 7th, and the war Israel declared on our enemies in Gaza, earlier this week.

These days, Tzfat and other cities in Israel look sometimes like 'ghost towns'. You hardly see people in the streets, you don't see any tourists, schools are closed, businesses and shops open for only few hours, or not at all.

Being it that much of Tzfat's economy is based on the tourism industry, one can imagine how lack of tourism effect many families. The fact that Tzfat's socio-economic status to begin with is very low (2 out of 10) makes the situation even more difficult.

These days, as so many fathers are called to the army, the daily struggle of many families to economically survive, is becoming a real challenge.

The Tzfat Kabbalah Center's team, led by Rabbi Eyal and Nathalie Riess, took on their shoulders, together with our friends abroad, the mission to support families in need in Tzfat, and to also help provide immediate supplies needed for IDF units positioned in Tzfat.

The Riess family and the staff of Tzfat Kabbalah Center, are very involved in the Tzfat community affairs, and are therefore very aware of the needs of the families. Rabbi Riess was a logistic officer in the IDF in frontier units, and is very connected with various organizations and community leaders in Tzfat, that will help this campaign be most effective. We all wish, that such campaigns won't be necessary in future, and that true peace will be our share, in the Land of the Jewish People.

The true unity we feel these days among people in Israel, as well as with our brothers and sisters overseas, is beyond what words can describe. Our unity is our strength. we are one big family !! Thank you for your support.

Among other activities Tzfat Kabbalah Center and its associates are already doing, and will keep doing for as long as it's needed, are:

For Families:

- Helping poor families and families in crisis, by providing food coupons for supermarkets, as well as food products, and games for kids.

- Supporting single parent families, and families in need due to the new situation, that fathers were called suddenly to the army, or the case that families income depends on tourism industry, (self-employed like guides and teachers), providing them homemade food and food products, and also emotional support.
- Creating educational, media and entertainment programs, mainly for kids, which are provided free for thousands of children on internet.

For IDF soldiers:

- Working with IDF Homefront Command (*Pikud Ha'oref* ; PAKAR/HFC) in Tzfat. Providing needs of 300 officers and soldiers of HFC who arrived in Tzfat this week, and are based in a vacant school next door to the Riess family residence. So far we provided them with mineral water bottles, homemade food, pizzas, wafers, Tzitzit for religious officers, and bed sheets.
- Our associates bought and delivered thermic socks and underwear to IDF units in the Hermon and Margalioth by the Lebanese border. They also delivered them homemade food and food products that were bought in local supermarkets.

This paper was written as we're sitting in our home shelter, after alarms were heard in Tzfat, following drones attack from Lebanon.