

י"ב ניסן 5779 תשע"ט Jerusalem
April 17, 2019

יצחק הרצוג
יו"ר ההנהלה

Isaac Herzog
Chairman of the
Executive

Dear Federation Leadership,

We are preparing for the Passover Holiday, *Pesach*, which is soon approaching.

The election campaign we just concluded in Israel was particularly complicated. On the one hand, it enabled the expression of a variety of opinions, values and views, and it showed Israel's democratic diversity of views and groups. However, the high tones and unpleasant chords which the campaign reached should alarm each one of us. Part of our mission – in Israel and in the Diaspora, is to preserve our unity while honoring the diversity within us.

Nevertheless, as *Pesach* approaches, we can allow ourselves a short break from what sets us apart and divides us. We will gather together, "as **One Man in One Heart**", at the *Pesach Seder* table.

Looking at the "Passover Haggadah," we note that the Sages of Israel sought to place a strong emphasis on the value of unity within the People of Israel, with all its parts and sections. We read in the Haggadah about the four sons: "One wise, one wicked, one simple and one who does not know how to ask a question." In other words the four sons, with varying degrees of religious piety, each have a presence and place in telling the story of the Exodus- *Yetziat Mitzrayim*. Each of the sons receives a different answer to the story, but no one is absent.

This is a powerful message which we must integrate into both the private and public lives of the Jewish People. All twelve tribes of Israel experienced the slavery in Egypt. Together they were freed. And **as one person they show up at the Seder night and complete each other!**

May we succeed- throughout the entire year, in each tribe and every stream of the Jewish People- in joining hands and gathering together to share a respectful dialogue!

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On a personal note, I wish to add that this is my first Passover in my capacity as Chairman of the Executive of the Jewish Agency for Israel. Over the past few months I was fortunate to visit many Jewish communities around the world, to participate in countless activities within Israeli society, to deepen connections between the State of Israel and the Diaspora, and to act on your behalf and on behalf of all of the tribes of Israel, daughters and sons of the Jewish People.

In this day and age, the vast majority of us do not live under the threat of slavery and, seemingly, have virtually no use for the Exodus' message of freedom. Having said this, we know that as a Nation in the Egyptian exile we were unified and undivided against our oppressors, while today our world is free, yet we need concrete and cement to connect us as a unified nation, in Israel and abroad. It is my feeling that our esteemed National Institute - the Jewish Agency for Israel - fills this function and serves as a bridge between the State of Israel and the Jewish communities in every corner of the globe, joining hearts and uniting the nation. This is a tremendous challenge, one which our committed leadership and devoted employees can conquer.

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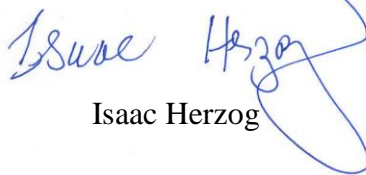
I would like to thank you - members of the Jewish Agency Board of Governors, representatives of the Jewish People and the State of Israel and our partners at the Jewish Agency headed by the Chairman of the Board, my good friend, Michael Siegal. I also thank you, my dear colleagues at the Jewish Agency Executive, for providing the support to implement the changes we are leading and promoting together.

Thank you to all those who bear the burden of the organization's ongoing management and in particular the Director General, the Secretary-General, the Deputies, senior advisors, department heads, subsidiaries, affiliated bodies and the teams in our offices. I thank you all.

A special thanks to you - the employees – the great women and men of the Jewish Agency in every corner of the world - for your dedicated work in facing the great challenges of our people and to your representatives at the workers union and its chair for the ongoing cooperation.

My warmest wishes for a lovely spring and a happy Pesach to you and your loved ones.

Best regards from Jerusalem,


Isaac Herzog