

# NA'AMAT Now!



A publication of NA'AMAT USA

Spring 2019

## NA'AMAT video aims to combat domestic violence

By Sharon Sutker McGowan

The centerpiece of NA'AMAT Israel's recent highly visible campaign to combat violence against women is a 90-second video whose message is that speaking in a derogatory way about other women can "give violence a hand."

The video, entitled "Violence Begins Here," features 15 well-known Israeli women — actresses, models, television personalities and others — who are shown making sarcastic comments such as "She dresses like a whore... God forgive me"; "A woman needs to know her place"; "She was raped 20 years ago and now she remembers? Come on."

The video concludes with NA'AMAT Israel President Galia Wolloch facing the camera and exhorting viewers to think about the impact of their words.

"In all sincerity, how many of us don't

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Ruthi Uzeri, head of NA'AMAT's Department of Violence in the Family, at the Glickman Center in Tel Aviv.

say such things on occasion? Next time, before we open our mouth, let's remember all the victims out there. Because every time we express ourselves like that we give violence a hand. Let's not give such abusive language a hand. It's where violence begins."

Ruthi Uzeri, head of the NA'AMAT Department of Violence in the Family and formerly manager of the shelter at the Glickman Center in Tel Aviv, said the video conveys "what people are saying and the way they are speaking." She added, "Women talk like this, and it's dangerous."

Uzeri points out that if abusive language is normalized, it sends an indirect message that such attitudes are acceptable. "Society is conveying messages by the way they are talking," she said. "Sometimes the violent person thinks it's OK — that everyone is talking this way

and thinking this way... It is not normal, and it gives people permission to think this way or act this way. It is not OK."

The video was created in conjunction with the United Nations' International Day for the Elimination of Violence against Women, which takes place on Nov. 25. According to the UN, violence against women and girls is "one of the most widespread, persistent and devastating human rights violations in our world today." One in three women and girls experience physical or sexual violence in their lifetime, most frequently by an intimate partner.

Violence against women manifests itself in various forms, including battering, psychological abuse, sexual violence and harassment and human trafficking. Gender-based violence can happen to anyone,

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# Pittsburgh Council moves to new home after tragic massacre

By Jackie Braslawce

Executive director, Pittsburgh Council

“Stronger Than Hate” signs and posters are becoming permanent installations in the window of every shop that lines our beloved home of Squirrel Hill. Stronger than hate is what we are as a community and as an organization. After months of being without a home base, NA’AMAT’s Pittsburgh Council is turning a corner.

After the tragic massacre on Oct. 27 of 11 Jews at the Tree of Life Building, the home of our council, New Light, Dor Hadash and the Tree of Life shul, we found ourselves “homeless” and broken-hearted along with our entire community. We live in a small community and our members have been personally affected by the loss of dear friends and loved ones. The repercussions will continue for a long time.

Our council has come together to support one another. A few days after the shooting we met and voted unanimously to postpone our annual fundraiser that was scheduled for Nov 8. It was not the time to celebrate; it was a time to mourn. When one of our NA’AMAT Pittsburgh sisters mourns, we all mourn.

Tree of Life is uninhabitable, so we spent the last couple months searching for our next home. All the local synagogues and other Jewish organizations offered us space. In March we signed a lease for an office in Rodef Shalom, which Tree of Life and Dor Hadash have taken as their temporary home as well. We are very much looking forward to getting back on track with this new normal of security guards at the door and the front desk. All who enter the building sign in for meetings and wear badges. We see the world and our commu-

nity through a different lens now. Sadly, the bubble of our safety and our freedom has been popped for all of us.

As we celebrated Purim, we were mindful that the holiday marking the defeat of anti-Semitism in the face of pure evil coincided with the dense fog of grief blanketing our community. As the veil lifts, our eyes and heads are clearing, and we can picture our future; now more than ever we are embracing the importance of celebrating our lives as Jews. We are stronger than hate and we will continue to move forward and rise up even stronger. We are built on the same Zionist values that have kept NA’AMAT afloat for over 90 years; so shall it keep us going for 90 more.

Many thanks to all who have reached out with a kind message. We are here, we are alive and we will survive, thrive and come out even stronger than before.

## NA’AMAT Reports



### Membership

#### Platinum Life campaign succeeds

By Gail Simpson

Vice President, Membership

Our Platinum Life Membership campaign was very successful. Thank you to our 199 Platinum Life Members. Your commitment to NA’AMAT is greatly appreciated!

If you’re an annual member, it’s almost time to renew your membership. You can go online now (<https://naamat.org>) or watch for your renewal information in the mail in June. If you’re committed to NA’AMAT and don’t want to renew every year, consider becoming a life member for \$250.

Is your husband, son, brother, nephew or male friend interested in supporting NA’AMAT’s mission to help women, children and families in Israel? Encourage the men in your life to become Friends of NA’AMAT. We have started a men’s group in the San Fernando Val-

ley Council in California, and we’re investigating the possibility of other men’s groups. Stay tuned for more information.

Remember to make your grandkids Affiliate Life Members. Our kids are our future!



### Fundraising

#### Scholarships honor two notables

By Susan Brownstein  
and Jan Gurvitch

Co-Vice Presidents, Fundraising

In honor of International Women’s Day and in solidarity with our sisters in Israel, NA’AMAT USA is introducing two new university scholarships honoring Ruth Bader Ginsburg and Rona Ramon.

U.S. Supreme Court Justice Ruth Bader Ginsburg is a lifelong proponent of gender equality. She continues to advocate for a woman’s right to choose, her ability to earn the same wage as a man and the right for each woman to pursue and fulfill her career dreams. Justice

Ginsburg continues to lead by example and urges women to “Fight for the things that you care about, but do it in a way that will lead others to join you.” Please consider donating to the RBG Professional Scholarship Fund so that a young woman in Israel can achieve her dream of earning a degree in law.

Scholarship levels are: Full Scholarship, \$500; Supporter, \$250; and Friend, \$100.

Rona Ramon, widow of Israel’s first astronaut, was a proponent of STEM (Science, Technology, Engineering and Mathematics). She believed, as we do, that the future of Israel is in the hands of dedicated and educated young people. Please consider making a donation to support Israeli women studying in these fields.

Scholarship levels are: Full Research Grant, \$2,500; Sponsor, \$1,000; Supporter, \$500; and Friend, \$100.

To make an online donation for one of these scholarships, please visit the NA’AMAT website at <https://naamat.org> or call the National Office at 818-431-2200 for assistance. Contributions of any amount are greatly appreciated.

# Message from the President



By **Chellie Goldwater Wilensky**  
*President*

Going to Israel is always exciting — and going with NA'AMAT USA is even more exciting because we can see all the projects that we work so hard to support. We also are able to meet students who have received NA'AMAT scholarships and hear from prominent Israeli women in politics, the army and business.

Our national convention will be held in Israel from Nov. 4 through Nov. 11, and I hope you will join me there. NA'AMAT USA members get a \$500 subsidy for your airfare and a \$150 subsidy for the convention. (This does not apply to Friends of NA'AMAT.) You will receive the subsidy after the trip.

Among the highlights of the convention is a visit to the beautiful new Golda Meir Day Care Center in Tel Aviv, where we will meet the teachers, visit with the children and see how lovingly they are cared for.

We will go to the Women's Empowerment Center in Sderot, where we can see for ourselves how NA'AMAT prepares women to take their places in society by learning how to start a business, become active in politics or just be more confident in themselves.

At the Kanot Youth Village, we will learn how the students came to Kanot and what they plan to do once they graduate. We will have a festive dinner with the students and then enjoy a wonderful performance by Kanot's very own professional

song and dance group.

Of course, we will go to the Glickman Center, NA'AMAT's shelter for victims of domestic violence. We'll also go to the Shalom Day Care Center in Yaffo, where Jewish, Christian and Moslem children learn to get along.

We will have a festive Shabbat dinner (included) in Jerusalem, go to the Kotel if you choose and tour at your leisure on Saturday. On Sunday we will go to Yad Vashem, (the State of Israel's Holocaust memorial museum) and much more.

Seeing the programs and meeting the participants is an unforgettable experience. You will come back inspired and reminded that all your work is worth the effort.

A few years ago, while flying to Israel, I told the flight attendant I was the national president of NA'AMAT USA. She came back to me a while later and told me how much she loves NA'AMAT. She grew up in a large poor family in Haifa. Her mother was able to go to a NA'AMAT summer camp, where she had the best time of her life. That's just one example of how NA'AMAT changes lives.

Come with us to Israel for NA'AMAT USA's National Convention and have your own "Aha" moment!

The convention runs from Nov. 4 to Nov. 11. You can take an optional trip to the Galilee from Nov. 11 to Nov. 14. Please see the enclosed registration form for all the details.

I also want to wish the best of luck to Galia Wolloch, president of NA'AMAT Israel, who recently announced that she is leaving the position after seven years.

Looking forward to meeting you in Israel!

## Video

*Continued from page 1*

anywhere, but some women and girls are particularly vulnerable. They include young girls and older women; women who identify as lesbian, bisexual or transgender; and ethnic minorities.

An editorial in the *Jerusalem Post* about the International Day for the Elimination of Violence Against Women noted that more than 20 women were murdered in Israel in 2018, most at the hands of family members. In 2017, approximately 14,000 domestic violence applications were processed in 113 facilities for the prevention and treatment of domestic violence. "That's surely just the tip of the iceberg, as most cases of domestic violence go unreported and remain hidden behind closed doors," the editorial said.

NA'AMAT's Glickman Center for Family Violence Prevention was the first women's shelter in Israel, established in Tel Aviv in 1993. Twelve families with a total of 24 children are living at the shelter. Their lives are at risk from domestic violence, according to Uzeri. In 2018, almost 600 people sought help through the Glickman Center, which also provides counseling and legal advice for women. About 350 people got continuing services such as individual or group therapy. The center also serves men, most sent by the court to learn how to control anger.

In recent years, Glickman has seen an increase in economic violence, the denial of economic resources to a spouse, Uzeri said. "She can be a doctor, professor or lawyer — well educated, but suffering from economic, not physical violence. There are no marks, no shouting, just control," Uzeri

said. "Sometimes women can earn a lot of money but have to get permission for each cent they spend... it's a very sophisticated way of controlling a woman."

The NA'AMAT video was widely distributed in Israel, including on television and via social media. "A lot of people connected to it," said Uzeri. "It was like #MeToo — everyone knows what it means." She noted that men did not necessarily understand that the sarcastic language in the video was connected to domestic violence, "but women made the connection very quickly."

Uzeri added that women living at the Glickman Center shelter in Tel Aviv also related to the video. "They saw it on TV, on Facebook, and other social media. They thought the sentences were very familiar, and it connected to what they went through."



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## Club activities



*PALM BEACH, FL — Joyce Schildkraut, Todah Chapter president, and Rhoda Birnbaum, Palm Beach Council president, received a commendation from U.S. Rep. Lois Frankel's office at the "Woman of Distinction" luncheon at the Delray Beach Golf Club in February.*



*CLEVELAND — Klezmer violinist Steven Greenman performed at a membership tea held by the Cleveland Council in January.*



*SAN FERNANDO VALLEY, CA — San Fernando Valley Council President Roz Porton gives hush-hush bid tips to Eilat Chapter member Donna Rothschild.*



*BOCA RATON, FL— Members of the Bayit Chadash Chapter attended a "Book Review Lunch and Learn" on "Lioness: Golda Meir and the Nation of Israel." Pictured are Rhoda Birnbaum, Doris Katz, Zoey Singer, Selma Katz, Harriet Wickner and Lucille Weisfuse (seated).*



*LOS ANGELES — Members of Mitzvah Chapter attend an exhibit on Supreme Court Justice Ruth Bader Ginsburg at the Skirball Center.*

For more photos, visit "News and Events" at <https://naamat.org>