

Shavua Tov



J FROM THE DESK OF
TODD ROCKOFF | PRESIDENT + CEO

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Today, having just returned from Israel, I have been thinking a great deal about our collective responsibility to one another and the connection we seek to build within our community and with Jews and Jewish Communities around the world.

I am reflecting on the values that bind us as a community and a people. Our tradition teaches us the profound concept of "Kol Yisrael areivim zeh bezeh" - all of Israel is responsible for one another. This timeless principle reminds us of our interconnectedness and the collective responsibility we bear for each other's well-being.

In a world that often emphasizes individualism, this principle serves as a guiding light, reminding us to support, uplift, and care for one another. It is a call to action, urging us to extend our hands in assistance, our hearts in compassion, and our minds in understanding.

As we navigate the complexities and difficulties of today, it becomes increasingly evident that our fates are intertwined, and the well-being of one directly impacts the well-being of all. Our community's strength lies in our unity, our willingness to stand together in celebration and sorrow, in times of joy and in times of challenge.

Let us embrace this timeless wisdom and strive to embody it in our daily lives. Let us reach out to those in need, listen to those who seek to be heard, and support those who may feel left out. Through our collective efforts, we can build a more compassionate, empathetic, and resilient community.

At the J, our success lies in our ability to collaborate with others through the building of authentic partnerships. We focus on relationship building with individuals in our community to help connect people to one another.

We work to animate the principles of the [Zionism 3.0 \(Z3\) project](#) out of the Oshman Family JCC and believe we can be Unified without being Uniform, Welcoming a diversity of Voices, and Engage as equal partners.

It is my hope that the value of "Kol Yisrael areivim zeh bezeh" guide our actions and deepen the bonds that unite us as a community. Together, let us create a brighter, more inclusive tomorrow for all.

I heard this beautiful [song by Mah Tovv](#), I want to share it with you. I invite you to listen.

Next Friday I will be recording my next Podcast [Total Wellness at the J](#) on Peoplehood. My guests will be Jennifer Selco, Senior Director of [Jewish Life and Engagement](#) and Abbi Cook, Director of the [Weintraub Israel Center](#), which is a partnership between the Tucson J and [Jewish Philanthropies of Southern Arizona](#) and we will explore this concept in some detail, hope you will listen when it is released.

With heartfelt appreciation for your steadfast commitment to our community. I look forward to seeing you as together we strengthen our community and build a more vibrant community for all.

Am Yisrael Chai

Todd Rockoff
President + CEO, Tucson J


