



קרן תל אביב
THE TEL AVIV
FOUNDATION

March, 2021

Dear Friends,

Even though the Talmud says that "prophecy was given to the fools", I feel that this Passover we too will walk from slavery to freedom. The pandemic in Tel Aviv is on the decline. Our vaccination figures are on the rise. Restrictions and limitations are being gradually lifted and Tel Aviv is returning to its former self: businesses, community centers, and events, culture and sports, restaurants and cafes, bars, and all the rest. "Avar'nu Et Par'oh, Na'avov Gam Et Ze" – "We Passed Pharaoh – We Will Pass This Too".

It is important to remember that even though the pandemic itself is on the decline, the economic and human ripple effects will be long-lasting. Post-COVID Tel Aviv will be a city that will face more economic challenges and social difficulties than what we knew before.

As we make the transition into this new reality, I draw confidence from the friendship and partnerships of the supporters of the Tel Aviv Foundation. During this unprecedented year, you stood by our side in assisting those most affected by the crisis. That is a gesture that we will forever remain grateful for. I trust that you will remain by our side as we begin this new phase.

This year marked a shift, as most funds raised by the Foundation were raised from Israeli supporters – creating a new 3-way partnership between the City, international supporters, and local supporters.

I wish you and your loved ones, wherever in the world you may be, that you too will walk to your own freedom and that this Passover will mark the beginning of better times.

I look forward to welcoming you all very soon back to Tel Aviv.

Hag Sameach!

Yours,

Ron Huldai
Mayor of Tel Aviv-Yafo
Chairman of the Tel Aviv Foundation