

JNF AUSTRALIA

PROMOTIONAL FEATURE

CELEBRATING 40 YEARS OF DEDICATION

A driving force: Salome Woods and the JNF Blue Box division

In the world of philanthropy, there are unsung heroes whose commitment and passion make a profound impact.

FOR the past four decades, Salome Woods has stood as the driving force behind the JNF NSW Blue Box division, embodying dedication and warmth.

The Blue Box, which originated when a Ukrainian bank clerk placed an 'Eretz Israel box' in a prominent spot in his office over 120 years ago, remains the iconic symbol of JNF. The Blue Box is more than simply a fundraising tool but a symbol of the Jewish people's connection to Israel. Salome has taken the humble Blue Box to great heights, ensuring its presence in homes and schools across Sydney. In honour of her 40 years of service, Salome's name was inscribed in the JNF Golden Book in Israel, a fitting tribute for the "Blue Box Queen".

Paul Lowinger, the Blue Box chair, met Salome at a function in Lindfield 40 years ago and reminisces about her ability to remember the name and address of every individual who has ever contributed to the Blue Box.

Her warm and persuasive personality has endeared her to those who have had the privilege of working alongside her.

Over the years, Salome has been a beloved figure among her fellow volunteers. Her warm and persuasive personality has endeared her to those who have had the privilege of working alongside



Salome Woods and Paul Lowinger.

her. As Paul highlights, "Salome is always dedicated and willing to help, and when she sets her mind to something, you know for sure it will be done. She has a personal relationship with each of her Blue Box collectors who have become not only co-workers but friends."

George Weisz, a volunteer of nearly four decades, describes Salome as the "nicest person" he has ever worked with. He emphasises the challenge of replacing her, stating, "If she ever decides to do something else with her life, JNF would need three people to replace her. It's close to impossible to say no to Salome; she just gives me a look and a smile, and I know I'm going to be kept busy."

Her family is not exempt from

Salome's persuasive nature. Her nephew David Moses was bought into the fold at age 14 where he was sent out to collect Blue Boxes in Vaucluse, and he went on to become a board member and ultimately JNF NSW president.

Despite the changing landscape of fundraising and the decline in the number of Blue Box collectors, Salome's passion for the cause remains as fervent as ever.

Justine Williams, JNF NSW executive director, acknowledges Salome's contribution to the team, saying, "Salome brings a depth of experience and knowledge which is invaluable. Her commitment to JNF and the Blue box is admired and respected."

Beyond her role in fundraising,

Salome is known for her personal touch. Justine adds, "Salome will not only remember how much each donor has given to previous Blue Box campaigns but will have a story to share about them, their parents and often their grandparents. She's a human database. She also cooks a mean Indian meal and is a loving wife to Harry, mother to Nimmi and Moshe, and grandmother to Jordan and Marli."

Salome Woods has changed lives in Israel through her fundraising efforts and has left an indelible mark on the hearts of those in Sydney. Thank you, Salome, for four decades of passion, fun, laughter and tireless dedication to the cause – you are a true inspiration and role model.

Salome Woods

EVERY DETAIL, EVERY DOLLAR

For 40 years, Salome has been the guardian angel of the JNF Blue Box.

Her unwavering dedication has transformed our humble donation boxes into a haven of generosity, compassion, and countless heart warming stories.

Thank you
Salome



The Blue Box Whisperer
for 40 years and counting

