

How to Use the Kuma Purim Kit

This Purim, we invite you to give in a way that reflects meaning, responsibility, and the heart of Am Yisrael.

The Kuma Purim Kit was created to make it simple to share this mitzvah with family and friends, whether in person or digitally, while standing with the widows of Israel's fallen soldiers.

Fulfilling the Mitzvah of Giving on Purim

There are several meaningful ways to give through Kuma this Purim.

- **You can give to Kuma in lieu of multiple Mishloach Manot, turning your Purim tzedakah into meaningful support for IDF widows, and sharing that care with those you love.**
- **If you donate to Kuma by Purim day, your gift may be considered for the mitzvah of *Matanot La'Evyonim*, as it provides direct financial support to widows in need.**

In each of these options, your gift to Kuma helps ensure dignity, stability, and long-term support for widows navigating life after profound loss.

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1. Choose how you'd like to share your giving

You may include a **printed Purim card** with your Mishloach Manot, or send the **WhatsApp version** of the card digitally.

Both options explain that a donation was made to Kuma in honor of the recipient and briefly share what Kuma is and why this support matters.

2. Share the story behind the gift

If you'd like to say more, you can share the **Kuma Purim Kit landing page** or the one-page overview, "**What's Unique About Kuma?**"

These explain what Kuma does, how it works, and what makes it different — offering context for anyone who wants to understand the impact of this giving.

3. Invite others to join

You're welcome to share the **Kuma GIF on your Whatsapp status**, the landing page, or your own words with friends and family who may wish to give as well.

Each element of the kit was designed to be shared easily, respectfully, and without pressure.



What this gift supports

Kuma is a Sulamot initiative, founded by Rav Yosef Zvi Rimon, that provides tailored financial support, hands-on rights navigation, and long-term accompaniment to the widows of the Iron Swords War.

All donations go directly to supporting IDF widows of the Iron Swords war, as program overhead for 2026 is fully covered.

A note of thanks

By choosing to give in this way, you are helping ensure that widows are not left to navigate grief, responsibility, and uncertainty alone.

Thank you for giving with intention — and for standing with Am Yisrael.

Kuma is an initiative of Sulamot, founded by Rav Yosef Zvi Rimon
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