

SHALOM ETHIOPIA
THE MILLION QUARTER PROJECT
HUNGER...IT IS NO STRANGER TO ETHIOPIA

**A DAY'S WORTH OF FOOD FOR
A JEWISH CHILD IN ETHIOPIA =**

IT ONLY TAKES A QUARTER



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Rabbi Joel Soffin conceived of a fantastic local project in his congregation in New Jersey that became a widespread and growing national project. He named that program Shalom Ethiopia: The Million Quarter Project. All proceeds went to feed Jewish children in the NACOEJ program in Ethiopia.

Stickers for *tzedakah* boxes (charity boxes) were printed and posted online to be printed, along with instructions. The million quarters were raised not by dollars, but by quarters and even nickels and dimes.

With what seemed an overly optimistic goal, in February of 2004, Rabbi Soffin introduced this project to NFTY, the North American Federation of Temple Youth associated with the Union for Reform Judaism (URJ).

By September 2004, Rabbi Soffin had the URJ adopt the project.

Shalom Ethiopia exceeded its goal of 1,000,000 quarters.