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December 15, 2020



**Despite vicious attacks on Israel by the media,  
the UN, Islamists and even members of the  
U.S. House of Representatives, we continue to win!  
It's the season to celebrate—and to keep fighting back.**

Won't you step up to help FLAME tell the truth about Israel in the media?  
Just go to [donate now](#) to contribute.

Dear Friend of FLAME:

It is indeed the best of times and the worst of times for Israel and those of us who passionately support the Jewish state.

First, as we complete our Chanukah celebrations and Christmas is upon us, let's take stock—and with it great pleasure—in having won many battles for Israel over the past year. Here are some great reasons you—and FLAME—deserve to raise a glass to Israel:

• Despite naysaying from Israel’s enemies, the Abraham Accords have helped Israel achieve amazing new business and diplomatic victories—record investments with the UAE, Bahrain Egypt, and Morocco—as well as historic diplomatic exchanges with these Arab nations. *FLAME has long promoted this breakthrough agreement—and exposed those who oppose it.*

• This year, we added three more U.S. states—now numbering 35—with statutes outlawing anti-Israel Boycott, Divestment and Sanctions (BDS) actions. *Our consistent voices—yours and FLAME’s—condemning the hateful BDS message encourage such laws.*

- In the last few months, some five states have begun actions to divest from Unilever, the behemoth owner of Ben & Jerry's Ice Cream, which intends to boycott Israelis in parts of Jerusalem, Judea and Samaria. *FLAME's ads decrying*

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**THIS MONTH'S AD  
APPEARED IN  
PUBLICATIONS  
REACHING 10 MILLION  
READERS**

[illegible]

**IF YOU SUPPORT  
PUBLISHING FLAME'S  
BOLD PR MESSAGES,**

*Ben & Jerry's* have appeared in newspapers in New York City, Houston, Chicago, Orlando, as well as national media.

*L'chaim!* We can celebrate these wins, of course, thanks to work by FLAME—and pro-Israel supporters like you and me—nationwide. Our work truly pays off.

**We've won battles, but not the war. Our enemies won't give up.**

Above all, we must not forget: These are *also* the worst of times for Israel, and the hard edge of history demands that we redouble our efforts to achieve victory:

- All four anti-Israel members of the U.S. House of Representatives remain in office, and two new ones were elected—forming a growing block of resistance to the Jewish state and advances that have been made in recent years.

*These legislators have huge access to mainstream media for spewing anti-Israel propaganda. FLAME currently runs paid ads in national media refuting their lies accusing Israel of apartheid—and a new ad will soon appear fighting the “Israel genocide slander.”*

- The UN General Assembly so far in its 2021 session has raised 20 resolutions—of which 14 (70%) have been against Israel—and not a single resolution against China, Venezuela, Saudi Arabia, Cuba, Turkey, Pakistan or 172 other countries.

*FLAME will continue publishing outspoken position papers in mainstream and college media exposing corrupt UN actions defaming Israel and attempting to rob the Jewish state of rights to its ancient homeland.*

- The Biden administration has made clear its intention to attempt to invite nuclear-weapons-seeking Iran back without preconditions into the disastrous 2015 “Iran Deal” that paved the way for Iranian nuclear bombs—which the U.S. wisely exited just three years ago.

*FLAME this year has already run an editorial position paper in the New York Times and Washington Post opposing any return to the ill-starred Iran Deal unless it absolutely stops Iran's nuclear weapons program, as well as Iran's development of ballistic missiles and export of jihadi terrorism in the Middle East.*

Won't you help multiply this power that FLAME lends to Israel? Won't you help us keep publishing our *hasbarah*—PR for Israel—in mainstream media? Please make your year-end donation now.

On the one hand we feel joy as we celebrate our victories for Israel and our deepest spiritual beliefs..

On the other hand, as a pro-Israel advocate, it makes me fighting mad at the media, the BDS haters, the UN, think-tank pundits, and Islamist terrorists who would destroy the Jewish state.

I also feel deep frustration and fear at how European states, the UN, US

**PLEASE HELP US!!**

FLAME is the only organization that defends Israel with paid editorial hasbarah messages placed in media nationwide every month: The dire threats from Iran, Hamas and Hizbollah, the injustice of BDS, Palestinian anti-Semitism and more. If you support a bold voice that tells the truth about Israel in American media, please donate now.

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**FLAME'S WEEKLY  
HOTLINE  
E-NEWSLETTER**



FLAME's Hotline e-newsletter keeps you up to date on the most important pro-Israel advocacy issues and features our choice of the week's most informative and thought-provoking article on Israel and the Middle East. If you only subscribe to one pro-Israel news service, make it the FLAME Hotline.

**SUBSCRIBE NOW** »

politicians and media like the *New York Times* have responded to the U.S. recognition of Jerusalem as Israel's capital and the Golan Heights as Israeli territory—denying Israel's rights to its own state and sovereignty.

So here's my question to you: How can you and I channel our anger in a way that makes sense—and makes a difference—during this season of gratitude and good cheer?

I have an answer, and it's why I've dedicated myself to FLAME. As you know, FLAME has spoken out against the lies about Israel, from BDS, the UN, The Squad, Iran and corrupt Palestinian leaders for decades.

Won't you give voice to your love of Israel through a membership donation to FLAME during this year-end giving season?

With your help, FLAME has told the truth about Jerusalem, Jewish history in the Holy Land and the inestimable political and spiritual value of Israel to the United States.

We've accomplished so much—and we'll accomplish more in 2022 with your help. Won't you please help keep the fire of Jerusalem alive—and enable FLAME to keep doing its good work—by making a membership contribution right now?

In 2021, with help from members like you, we've published the following outspoken messages in mainstream media to millions of readers in support of Israel, which I invite you to review by clicking on them:

[“Ben & Jerry's Bad Taste”](#)

[“The Ugly Truth About Hamas”](#)

[“No Fool's Deal with Iran”](#)

[“BDS, Academic Freedom and Anti-Semitism”](#)

[“The Israel Apartheid Lie”](#)

These messages are powerful PR for Israel, but as I'm sure you can imagine, telling the truth about Israel via such paid editorial messages is costly. Are you ready to join with us?

**Here's the double payoff for making a donation to FLAME at this time:**

First, you help tell the truth about Israel in the media—something that's sorely needed if we're to maintain vital U.S. financial and political support of the Jewish state.

Second, you can celebrate the season's holidays with even more joy in your heart, because you have done a *mitzvah* for Israel—a generous good deed appropriate to the season.

That's why, if you're angry about terror attacks in Israel, the United States and worldwide, *and* if you've ever bemoaned Israel's “bad PR,” I urge you to help FLAME with your financial support at this time. Just go to donate to help now.

Please remember that the overwhelming majority of FLAME's financial support comes from individuals just like you. One by one, Jews, Christians and unaffiliated alike contribute generously to this noble cause—to help ensure that Israel survives.

So whether you give \$1,000 or \$500 or \$100 . . . or even \$50 or \$36 or \$18—every donation is important—every dollar you contribute helps us keep telling the truth in 2021 about the inspiring Jewish nation.

**Best of all, of course, your donation is tax-deductible.**

Won't you act now to make your donation online? Just go to [donate now](#).

Thanks in advance for your year-end generosity and your continued support of FLAME's good work.

Jim Sinkinson

President, Facts and Logic About the Middle East (FLAME)

P.S. We at FLAME usually focus, as we should, on the challenges Israel faces in the world—the unfair treatment the Jewish state receives at the hands of the U.N., continuing rocket, gun, car and knife attacks by Arab terrorists, and the existential threat that confronts Israel from Iran. But what we must not forget is the amazing success story that Israel represents for Jews, for the United States and for civilization itself. It's inspiring! To clarify, celebrate and publicize the good news about Israel, FLAME published a *hasbarah* message—“[Why Israel Matters](#)”—in media reaching 10 million readers. I hope you'll review this powerful position paper and pass it on to all your contacts who will benefit from this message. If you agree that FLAME's bold—but costly—brand of public relations on Israel's behalf is critical, I urge you to support our publication of such outspoken messages. Please consider giving donation now, as you're able—with \$500, \$250, \$100, or even \$18. (Remember, your donation to FLAME is tax deductible.) To start or renew your membership online, just go to [donate now](#). Now more than ever we need your support to ensure that Israel gets the support it needs—from the U.S. Congress, from the President, and from the American people.



Facts and Logic  
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