**Background**

In view of the situation that has developed over the past year, Prof. Haviva Pedaya, together with intellectuals, academics, figures from the world of culture, religious leaders and others have decided to come together to reestablish the Spiritual Movement for Peace. The objective is to forge a broad social coalition in Israel that agrees on fundamental ethical principles, that go beyond national political and religious identity.

During the initial stage, the objective is to organize two wake-up rallies for peace during September, one at the beginning of the month and one at the end prior to Rosh Hashana and the first anniversary of October 7.

The objectives of the movement (and the rallies) are:

1. A call to end the war and to engage in a genuine focused effort in both the local and international political spheres to reach agreements. This is based on the fundamental belief that religions by nature are not opposed to the spirit of universal moral values, on the contrary: they all embrace a call to accept others and for peace among the nations.
2. A firm belief in the right of both Jews and Arabs to live in peace and security throughout the Middle East and opposition to any form of violence and terrorism.
3. A profound belief that the concept of peace goes way beyond the specific position of any one camp or sector, despite the attempts to portray it in that manner, and that the constant striving for peace is not diametrically opposed to the security doctrine: a robust peace is a complementary component of genuine security.
4. An underlying belief in the feasibility of the formula of a universal moral identity in tandem with religious and national identity based on recognition of the ability to project coexistence and mutual recognition. Beyond all the differentiations between left and right, Sephardi and Ashkenazi Jews, religious and secular, Jews and Arabs, or any other divisive aspect – the people as a whole are staunch proponents of peace and brotherhood.
5. Above all: a call for the safe return of the hostages and captives as an overarching moral value.

The target audience – the target audience encompasses a broad variety from across the entire social and political spectrum: religious, traditional, secular, Jews, Arabs, residents of southern Israel, and the Gaza border communities. The principal aim of this rally is to establish a platform to enable any individual from all social classes and sectors to feel at ease in connecting with the rally’s extremely simple but deeply meaningful message: a call for peace and dialogue placing emphasis on the moral value that is the final motif – the universal religious value: God calls for peace among the nations.

**Workplan**

Two rallies to be held during September in the Negev – with the motto: God calls for peace among the nations.

Some one thousand participants from the religious and Sephardi population in the Negev are to attend each rally.

**Budget**

**The requested budget for the two rallies is $15,000 (the budget of the rallies is $22,540, which is also to be financed from the budgets of those civil society organizations due to take part in it).**

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| For | Amount in USD |
| Design and graphics |  2,000 |
| Publications in the *Ha’aretz* daily newspaper  |  3,513 |
| Publications in *Mekor Rishon* |  2,703 |
| Printing signs – billboards, foam core boards, posters, and flyers |  2,500 |
| Stewards |  540 |
| Public Address system |  2,702 |
| Artists |  1,351 |
| Internet advertising |  1,351 |
| MDA ambulance for the event |  340 |
| Transportation for the speakers |  540 |
| Transportation for the participants |  1,460 |
| HR and organization for four people |  2,000 |
| Miscellaneous (petty cash fund and refreshments) |  1,000 |
| Lease of storage space |  540 |
| Total  | 22,540 |

**Metrics**

Outputs:

* Thousands of participants in two rallies in the Negev.

Outcomes:

* A change in the violent discourse within Israeli society – putting a stop to the negative trend by effecting a change among the Sephardi population in southern Israel, restoring the core Sephardi essence to the "base” of tolerance.

**Purpose of the Grant**

Support for two rallies in the Negev of the Religious Movement for Peace addressing the Sephardi and religious public with the following call: God calls for peace among the nations.