

DECEMBER  
2025 ISSUE 04

*Friends of*  
**ALMA**

**88%**

OF LAST YEAR'S  
FUNDRAISING  
WITHOUT A  
LARGE EVENT.

**WINTER  
BREAK  
NEW BEGINNINGS**

Not another event — just space to rest,  
reset, and continue.

A JOYFUL VISION FOR ALMA'S COMMUNITY

# Inside Alma

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→ The part you don't see on the posters.

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# Chanukah Fest:

**The interesting part  
wasn't the events.**

A closer look at what  
actually moved things forward.



# WHEN SMALL THINGS ADD UP

December didn't so much arrive this year as it ambushed us. Still recovering from Sukkot — our very first event, where we learned the hard way that recruiting volunteers is basically an extreme sport — we entered the month holding our breath. The big 14 December fair wasn't happening (we realised something had to change for the next time — for everyone's sanity), so Sam floated an idea that sounded both brilliant and mildly life-threatening:

"What if we do lots of small things throughout Chanukah instead?" My first reaction was very very me — more work? Fine. Worst case, we'll learn something new. And so we moved forward, half dreaming, half delusional, fully committed. Which is how, one Friday afternoon at pick-up, after finally getting last-minute approvals, barely breathing, we somehow pulled off a pop-up agenda that felt held together by miracles and cable ties.

And then, just when I thought the universe had exhausted its supply of surprises, Sam casually said, "Oh — are you still happy for me to look into an online sales platform?" As if she were asking me to pass the salt. Inside my head I screamed, God, another project. But what came out of my mouth was the most Israeli sentence possible: "Why not?" And in my head, it was already: bring it on. The real punchline?

# The very next day, we had a website.

A real, functioning online shop. I was genuinely in shock — partly because there was still so much to design, structure and refine, and partly because I've been working on my own website for over a year. But December has a way of clarifying priorities. There simply wasn't time to overthink it. Between work, kids, relationships, life, and everything else adults pretend to juggle, we went with what we had. And that choice is exactly why it worked. That online shop turned out to be a quiet lifesaver — easing pressure on the stalls, creating new ways for families to support us, and proving, beyond any doubt, that when Sam once said, "I like to get 'shit' done," she was not joking.

From there, the month unfolded in ways no spreadsheet could have predicted. It wasn't just team stepping in again and again, or Year 6 treating the pop-up like a professional residency, or the



grandmother who bought one of everything and left with two full bags. It was also the messages that kept arriving while life carried on elsewhere — moments where you realise things are happening even when you're not physically there. I remember being at an exhibition, my phone buzzing nonstop with team group messages: offers to volunteer, to collect doughnuts, to sell at the pop-up. For weeks, we weren't sure if we'd ever reach that level of involvement. And then it simply happened. Someone asked when the next pop-up would be because they wanted to buy the candles from us. People donated raffle prizes without hesitation. It all felt, quite honestly, like small miracles stacking up quietly. We shared the opportunity to sponsor a candle on Wednesday evening. By Friday lunchtime, every single one was gone.

At one point, a message came that tied it all together. Passed on to us almost in passing, ending with: "I'm really enjoying the new style the FOA is using and the magazine. It's lovely to see a sense of renewed energy emerging again." From someone who had once been part of this work and knew exactly how easily momentum can fade. That sentence landed softly, but it stayed. Because it named something we hadn't said out loud — that the change was being felt. And now, as we step into Winter Break with a long, grateful exhale, one truth feels steady beneath it all: the people around us are a force. And with that force, something new is already being built.



Pop-up market

ChanukahFest /  
December 2025



Pop-up market

ChanukahFest /  
December 2025



Pop-up market

ChanukahFest  
December



Pop-up market

ChanukahFest /  
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## With Thanks

To the parents who showed up — sometimes briefly, sometimes fully — thank you. For choosing to take part. For opening space, time, and attention. For supporting in ways that felt right for you. *Nothing here was assumed. Everything mattered.*



Pop-up market

ChanukahFest /  
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Candle lighting

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Pop-up market

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Pop-up market

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## With the team

To the team — including Year 6, who stepped in and became part of this with such ease. Thank you for the speed, for covering one another, and for the quiet way you made things work.  
*Nothing here was obvious. All of it was felt.*

# What We Raised This Month

*Turning everyday participation into real support.*

Over the past few weeks — across ChanukahFest — **in total, £1760 was raised** through a combination of in-school and online initiatives.

Some of what started this month is built to keep running. Here's the breakdown:



## Hanukkah Pop-Up Market

Hanukkah Essentials — £730  
Candle sponsorship — £295



## Winter Raffle

Funds raised through community-donated prizes — £735



## Amazon Wishlist

Still open throughout the winter holidays!  
← Tap the flyer to browse and shop

# Shop With Meaning

*How small habits quietly turn into impact.*

Everyday shopping through Easyfundraising in the Alma community has already added up to over **£350 raised for the school — without anyone spending more or changing what they buy.**

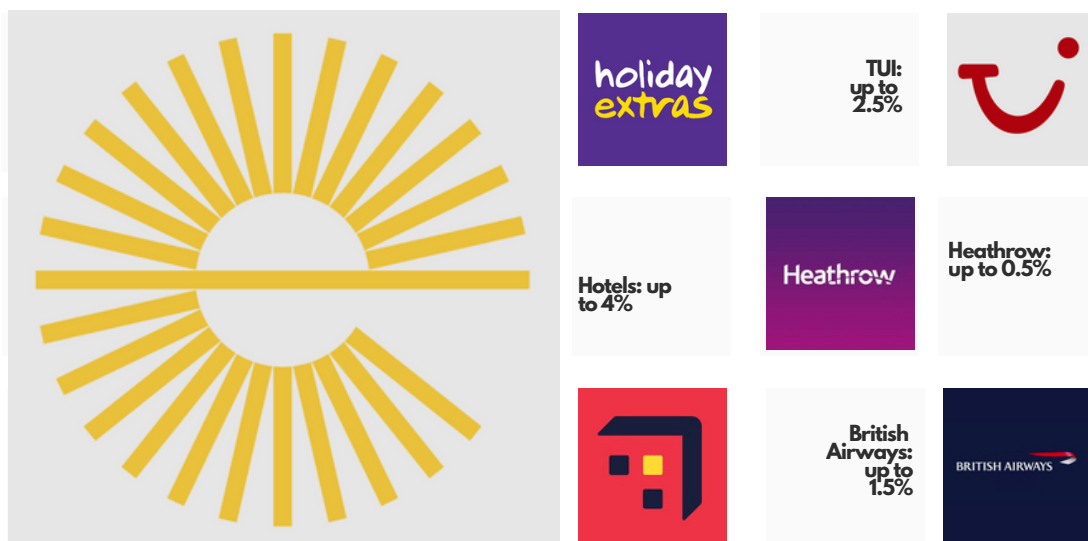
That's not about scale, but about accumulation: small, considered actions, repeated quietly, within a single simple system.

There's a simple way to take this further. Easyfundraising is currently running a draw that could unlock an additional **£1,000** donation, simply by more people using the same channel.

What's changed is the distance between intention and action.

**One icon. One click. Sign in.**

That's it.



↑ **Click on the Easyfundraising icon and sign in today.**

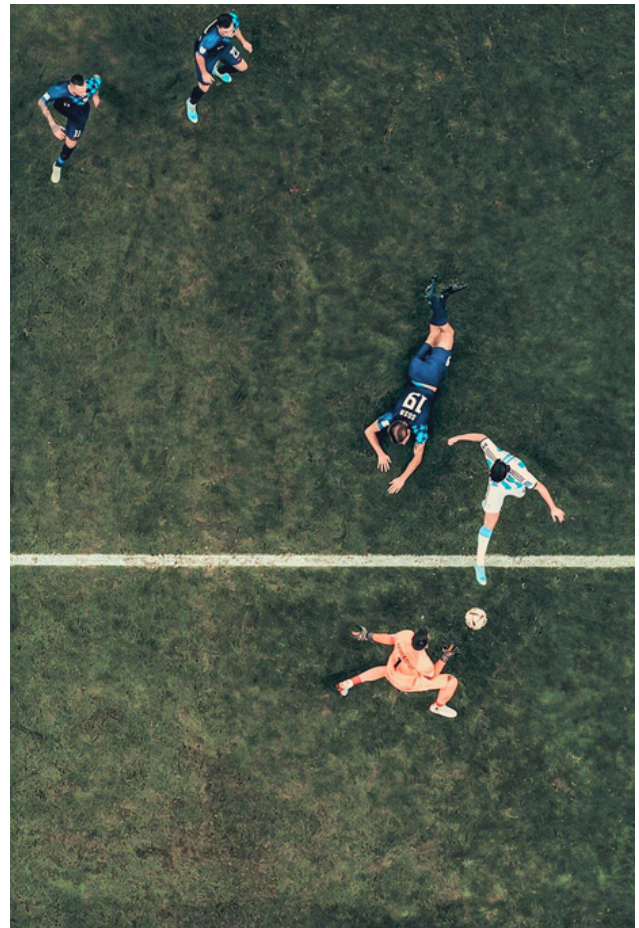
# TEN MINUTES BEFORE KICK-OFF

Did you know Alma has a dads' football team?

Or maybe it was just us who didn't. Somewhere between after-school pick-ups and WhatsApp panic messages a small group of Alma dads have been pulling together a team. A last-minute push just to make numbers. A few non-Alma dads stepping in to fill gaps. No league. No mailing list. No spectators. **Just a pitch, a borrowed kit — and the decision to turn up.**

**What follows is a match report — from a cold Wednesday evening in December.**

The Alma Dads arrived at Arch Academy in Wembley for their second match of the season —



outnumbered, under-resourced, and facing the Sinai dads' team, complete with matching kits and a full bench. Three minutes in, they were behind. Soon after, 2-0. Alma kept going. A long-range strike just before half-time changed the feel of the game, and a gritty second half saw them claw back to an unlikely 3-3 draw. Penalties followed — "because Jews can't leave it as a respectful draw." Sinai edged the shootout, but the result felt secondary. Man of the match went to Josh Sasto — quiet off the pitch, relentless on it — who played the full ninety minutes. A loss on paper, perhaps, but clearly a team taking shape. The Alma Dads are already looking ahead to February — and yes, they're still looking for players.

# WHAT IF WE MOVED TOO?

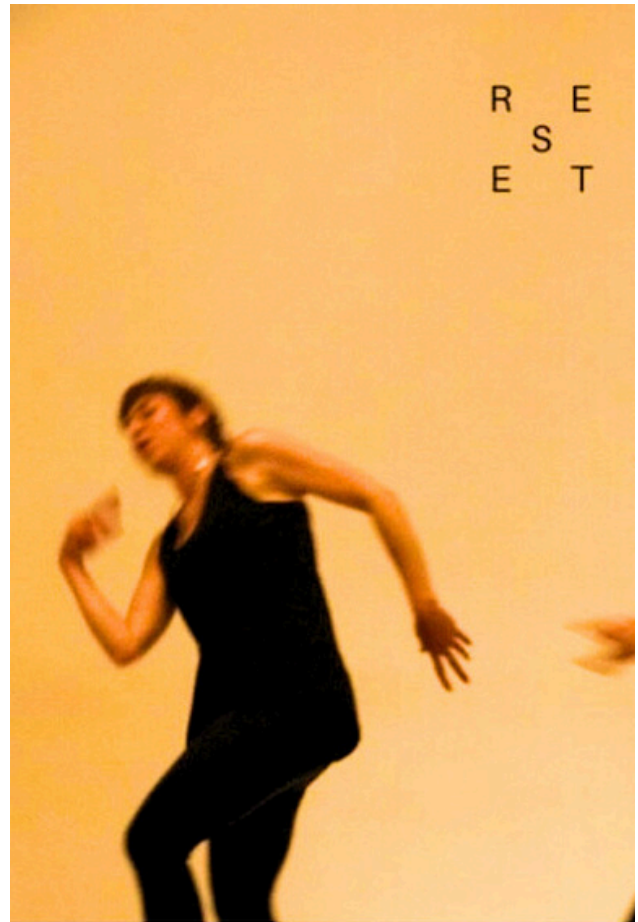
There's already a rhythm forming at Alma. On weekday evenings, some parents meet on the pitch. Others gather around tables, screens, small acts that quietly add up. And now, another possibility is emerging — one that doesn't ask you to perform, compete, or explain. **RESET** is a somatic movement practice, created by choreographer and facilitator Galit Criden.

It's designed to support healing by helping people reconnect with their bodies through breath, repetition, and deep listening.

## **It's not about fitness.**

It's about release.

About moving how you feel, not how you're supposed to look.



**A weekly, evening movement session, held at school.** Grounded, expressive, and intentionally simple. A shared space to **move, release, and reconnect** — without performance or expectation.

A space that many have already found quietly powerful.

This is an invitation.

To notice what happens when movement is shared, expressive, and human.

**If this speaks to you — even a little — one small click is enough to say: I'm curious.**

← **Click to register interest**



# Roadmap

*Because every journey needs direction.*



→ **Save the dates**

and join us as we shape the year together.

Created with love by the FOA – in collaboration with Shimakesit.  
We believe in design that builds community, in words that spark action,  
and in small steps that lead to big change.

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You're invited to be part of the story.

*All photos were taken with care and respect for privacy.  
Most images capture atmosphere and shared moments  
rather than individual portraits. If you prefer that you or  
your child's photo does not appear in future publications,  
please let us know at [foa@almaprimary.org](mailto:foa@almaprimary.org)*

