

Ceasefire, Hostage Deal and Diplomatic Negotiations Report – 2024-2025

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Introduction

This report outlines the J-Link campaign advocating for a ceasefire, hostage deal, humanitarian aid, and diplomatic negotiations for a secure and peaceful future - the largest global campaign of Jewish organisations advocating for this important cause.

The J-Link Coordinating Committee, with the support of partner organisations, developed and carried out the campaign from October 2024 to January 2025, contributing to the international movement advocating for a ceasefire-hostage deal and for a diplomatic agreement that would result in security, dignity, and justice for all in Israel and Palestine. This campaign, conducted in letter format, translated to Hebrew, Portuguese, French, Italian, and Spanish, was signed by over 45 organisations and reached tens of thousands of Jewish and non-Jewish people across six continents. The letter received support from hostage families as well as former hostages, many of whom have been pleading with mainstream diasporic Jewish institutions to amplify their calls for a hostage-ceasefire deal. J-Link and its partners played a critical role in filling the gaps left by these institutions, with human life and dignity as the focal point of our efforts. This letter aimed to stand in solidarity with Palestinians suffering the terrible consequences in Gaza first and foremost, in the West Bank, and globally.

Campaign Objectives and Target Audience

This campaign had the following objectives:

1. **Increase pressure on key stakeholders** — We aimed to amplify pressure on the Israeli government, other governments, and established Jewish institutions in the diaspora.
2. **Demonstrate unified support from the Jewish diaspora** — We worked to present a cohesive, global Jewish response in solidarity with innocent Jewish and Palestinian civilians in the region, including those hostage families who have been urging mainstream Jewish organizations to call for a ceasefire for months.
3. **Foster community resilience and cohesion** — Through this united front, we strived to:
 - Alleviate feelings of isolation within progressive Jewish communities worldwide.
 - Reduce polarization within Jewish diaspora communities by building bridges across differing perspectives, making calls for a ceasefire more acceptable in Jewish spaces.
 - Demonstrate our commitment to humanitarian values and a desire for a more hopeful, just, and peaceful future.

As a result, the campaign made headlines on major news outlets and featured in various communications by Jewish organisations.

The J-Link team sent our advocacy letter to government officials in Israel, several EU member states, Canada, the United Kingdom, and the United States.

J-Link is proud to have contributed to this important cause, supporting our Israeli allies who have been pushing for a hostage and ceasefire deal through mass protests, civil disobedience, and government lobbying. Below you will find the full post-campaign report containing J-Link's press release, campaign letter, impact evaluation, lessons learned, and next steps.

J-Link Overview

ABOUT US

J-Link is an international network of progressive Jewish organizations across Latin America, the United States, Canada, Europe, South Africa, Australasia, and Israel. With so much uncertainty and controversy around the Israeli-Palestinian conflict, we serve as a unified, expert voice advocating for lasting peace, justice, and security.

MISSION

Together with Israeli organizations, we cooperate to provide a unified voice in support of democracy, religious pluralism, and a peaceful resolution of the Israeli-Palestinian conflict. The human and material costs of this conflict are tragic, as attested by the atrocities of October 7, the humanitarian crisis in Gaza, continuing violence with loss of lives on both sides, and the threat to the very coexistence between Arabs and Jews inside Israel.

OUR APPROACH

Progressive Jewish organizations are often forced to respond to the rapidly shifting Middle East crises with a delay, trailing behind bigger organizations that sponsor one-sided, one-dimensional positions which capture immediate media and political attention, speaking as if they represent the entire Jewish community. To fill this gap, J-Link serves as an international hub that shares information efficiently and strengthens global and local advocacy, while enhancing the effectiveness of our regional partners.

This strategy works on three levels:

1. Governmental and Media Advocacy. Members share local advocacy initiatives that can be replicated by others or organized into an international campaign, multiplying our political and media impact internationally. Our 2020 anti-annexation campaign mobilized 50 organizations worldwide and resulted in local meetings with dozens of Israeli diplomats.

The Policy Working Group (PWG), consisting of senior Israeli academics, former high-level diplomats, and political analysts, provides J-Link with advice and contacts in Israel and around the world.

2. Community Organizing. Our partner organizations aim to bring their progressive, human-focused communities together. Many in our communities are facing unbearable levels of hate, despair, alienation, and hopelessness. Through collaboration and sharing the work of our organizations globally, we demonstrate our strength in numbers, learning from one another effective ways to congregate and take community-level action.

3. Raising Awareness Around Peace Initiatives. We work to amplify Israeli-Palestinian coexistence initiatives in Israel-Palestine and in the diaspora. We believe that showcasing the powerful intercommunity work happening all over the world, accessible in all member countries' official languages, will galvanize more members of our community into engagement with the international progressive movement.



Press Release

International Jewish Organizations, Hostage Families, and Released Hostages Unite to Demand Ceasefire and Hostage Deal in Israel and Palestine

Over forty prominent Jewish organizations from around the world, alongside *We Are All Hostages*—a group comprised of hostage families and volunteers working to secure their loved ones' release—, released hostages, and individual hostage families, have signed an urgent letter calling for an immediate ceasefire in Gaza, the release of all hostages, and swift diplomatic action to address the escalating humanitarian crisis. Spearheaded by *J-Link*, the International Progressive Jewish Network, the letter represents voices from fifteen countries across five continents and has been translated into multiple languages to amplify its reach.

“We believe that when we stand together around the world, our humanitarian call for justice and peace is strengthened,” the J-Link Coordinating Committee explains. “This is not just a call to action but a commitment to healing for Palestinians, Israelis, our Diaspora communities and beyond.”

The appeal comes at a critical juncture. While the ceasefire between Hezbollah and Israel is a welcome respite, it underscores the need for swift international intervention. The Netanyahu government continues to use the fragile calm to advance an agenda of destruction in Gaza and annexation in the West Bank.

The campaign not only highlights the urgent need for a ceasefire and hostage release but also calls for a return to diplomacy, emphasizing that a future of sustainable peace depends on the realization of both peoples' right to self-determination in two sovereign states. Although launched as a Jewish initiative, J-Link has opened the letter to signatures by people of all faiths and organizations worldwide who wish to support this global humanitarian call.

Read the letter and sign [here](#).



Campaign Letter

J-Link Coordinating Committee

Ceasefire, return of hostages and diplomatic action now!

www.jlinknetwork.org
jlinkoffice@gmail.com

December 17, 2024

We, the undersigned international Jewish organisations, call for an immediate cessation of hostilities in Gaza and the release of the Israeli hostages followed by diplomatic action to reach comprehensive regional peace and security.

Following the brutal attack on communities in Southern Israel conducted by Hamas forces on 7th October 2023, the State of Israel launched a massive military offensive in Gaza. The stated objectives were to dismantle Hamas' military power and free the captured hostages.

Over a year later the IDF is still heavily engaged in Gaza, tens of thousands of Gazans are dead and many more are wounded and permanently maimed. Damage from bombing and shelling has destroyed essential infrastructure and made Gaza almost uninhabitable for the survivors. Although Hamas's military capabilities have been degraded, the organisation retains significant control of Gaza and continues to hold 101 Israeli hostages, with the actual numbers of living or dead unknown.

While we fully support Israel's right to defend itself, the events of the past year and the tragic toll being paid by both sides stand as proof that there is no military solution. The only way to meet the original objectives is by securing an immediate agreement on a ceasefire and hostage release, a significant surge in humanitarian assistance and a multilateral framework for negotiations for the future reconstruction and governance of Gaza.

We therefore call on the Government of Israel to agree to end the war, withdraw all Israeli forces from Gaza, and press for a security arrangement in exchange for a return of all the hostages. We also call on the international community to engage in a comprehensive diplomatic process to create a secure future for all Israelis and Palestinians based on the right of self-determination for both peoples in two sovereign states.

Signed.

The J-Link Coordinating Committee, We Are All Hostages, J Street, JSpaceCanada, Ameinu, U.S.A., JDI, South Africa, J Call Europe, Policy Working Group, Israel, J Amilur Argentina-Chile-Brasil-Mexico-Uruguay, T'rnuh, Ameinu Brasil, New Israel Fund, New Israel Fund of Canada, New Israel Fund Australia, New Israel Fund Switzerland, New Israel Fund Deutschland, Ameinu Canada, Americans for Peace Now, J Call Italy, J Call Switzerland, J Call Barcelona, J Call France, Agrupación Judía Max Nordau, Amigos Brasileiros Do Paz Agora, Centro Progresista Judio CHILE, Agrupación judía chilena Diana Aron, New York Jewish Agenda, Argentinos Amigos de Paz Ahora, Judíos e judeus pela democracia São Paulo, Casa de Cultura Mordejai Anilevich, Mujeres activan por la paz, Asociación Cultural Israelita, Partners for Progressive Israel, Progressive Zionist Movement, Boston Friends of Standing Together, Canadian Supporters of Women Wage Peace, CPJ Chile, Bet-El Madrid, HUJI y RIU, Secular Synagogue, Tzvata Usina Cultural, Meretz Argentina, ASA Brasil, La Paix Maintenant, Forum of Israeli Peace NGOs, Liat Benin Atzili (Kibbutz Nir Oz), Yehuda Cohen

J-Link is an international network of progressive Jewish organizations. We share a love of Israel and a commitment to democracy, human rights, religious pluralism, and a peaceful resolution of the Israeli-Palestinian conflict. We believe in the values enshrined in Israel's Declaration of Independence, which promise "complete equality of social and political rights to all its inhabitants irrespective of religion, race or sex."

For more information visit: www.jlinknetwork.org

Campaign Impact

Supporting Organisations



www.jlinknetwork.org



Organisational Signatures' Geographic Breakdown

Israel:

1. We Are All Hostages
2. Policy Working Group
3. Forum of Israeli Peace NGOs

Latin America:

1. J-Amlat
2. Ameinu Brasil
3. Agrupación Judía Max Nordau
4. Amigos Brasileiros Do Paz
Agora
5. Centro Progresista Judío CHILE
6. Agrupación judía chilena Diana Aron
7. Argentinos Amigos de Paz
Ahora
8. Judias e judeus pela democracia
São Paulo
9. Casa de Cultura Mordejai Anilevich
10. Mujeres activan por la paz
11. Asociación Cultural Israelita
12. CPJ Chile
13. Tzvata Usina Cultural
14. Meretz Argentina
15. ASA Brasil

Canada:

1. JSpaceCanada
2. NIFCanada
3. Canadian Friends of Peace Now
4. Ameinu Canada
5. Women Wage Peace Canada

South Africa:

1. JDI

Europe:

1. JCall

2. NIF-Switzerland

3. NIF-Deutschland
4. J Call Italy
5. Jcall Switzerland
6. JCall Spain
7. JCall France
8. Bet-El Madrid
9. La Paix Maintenant, France
10. Yachad ,UK
11. Shir Hadash, Italy
12. Sinistra per Israele, Italy

United States:

1. We Are All Hostages
2. J-Street
3. Ameinu
4. Americans for Peace Now
5. T'ruah
6. New Israel Fund
7. New York Jewish Agenda
8. Partners for Progressive Israel
9. Progressive Zionist Movement
10. Boston Friends of Standing
Together
11. Secular Synagogue

Australia:

1. NIF-Australia

Hostage Family members and Former Hostages:

1. We Are All Hostages
2. Liat Benin Atzili (Kibbutz Nir Oz)
3. Yehuda Cohen
4. Lee Siegel
5. Gil Siegel
6. Ittay Siegel

Government Relations

The impact of government relations is often difficult to quantify but was a critical element of this work. Engaging directly with governments ensured that J-Link's campaign message reached decision-makers with the power to influence outcomes. While immediate results were not always visible, these interactions laid the groundwork for future dialogue and potential action.

The campaign was sent to key government officials, including representatives from the Israeli government and several European governments, Canada, and the U.S. Members of the EU parliament were also advised. The J-Link campaign was shared with several Canadian Federal Liberal MP's and both Liberal and NDP Provincial candidates at various shared society events, all of whom responded with support.

Notably, members of the Coordinating Committee received confirmation of receipt and interest from Israeli President Isaac Herzog. This acknowledgment was significant, as it demonstrated that the campaign's concerns reached the highest levels of leadership. While no formal response followed, President Herzog's recognition signaled that the campaign succeeded in elevating its message to a position of visibility. This created a foundation for potential future follow-up and advocacy.

Ultimately, this sustained engagement with governments amplified the campaign's voice, aligned it with key policy discussions, and ensured its demands stayed on the radar of decision-makers. While progress in government relations is rarely immediate, the acknowledgments received through this campaign were a vital step toward building relationships and influencing future outcomes.

Community Outreach

Jewish Community



Cessez-le-feu, retour des otages et une intervention diplomatique maintenant !

Nous avons co-signé, avec les autres organisations juives progressistes dans le monde qui ont été à l'origine de la création du réseau **JLink**, un appel à une cessation immédiate des hostilités à Gaza et à la libération des otages israéliens, suivi d'une intervention diplomatique afin de parvenir à la paix et à la sécurité dans l'ensemble de la région.

[Lire l'appel sur le site](#)

A central objective of this work was to meet hostage families' wishes to gain support from the Jewish diaspora for a ceasefire and a hostage deal, with a longer-term aim of connecting members of the diaspora to peace and justice advocacy in Israel. We did so by running a multilingual campaign, translating our letter and call to action to French, Hebrew, Spanish, Italian, and Portuguese. Though there are no global statistics evaluating perceptions of the Jewish community about the crisis in Gaza and escalating situation in the West Bank, feedback from our

partners all over the world reflected a *Source: JCall France Newsletter* community struck with fear and polarization. A central pillar of our work was to demonstrate leadership within the Jewish community advocating to uphold human rights, sovereignty, and dignity for all. By bringing major and growing Jewish organisations together, we demonstrated that, like Israelis, the diaspora is capable of holding the Israeli government to account for policies that run counter to our democratic values. This campaign was amplified by our 50 partner organisations in South Africa, Latin America, Europe, Canada, Israel, and the US. These organisations range from 50-200,000 supporters, thus indicating the campaign reached hundreds of thousands of members of our community.

Major organisations that amplified the campaign to their network include the US J Street, Ameinu, Partners for a Progressive Israel, JCall Europe, the Jewish Democratic Initiative in South Africa, J Amlat, reaching dozens of organisations across Latin America, JSpaceCanada, and the New Israel Fund of Canada. Most notably, We Are All Hostages, a collective of hostage families and allies, amplified our call to action to their network and on their social media platform. This partnership with hostage families was a critical piece of this campaign, showing solidarity between the diaspora and the hostages, as well as reaching tens of thousands of people.

Please note that much of the outreach for this campaign was done via Whatsapp, which, while impactful, is difficult to quantify.

Former Hostages and Hostage Family Members

A major objective of this campaign was to demonstrate solidarity and collective strength with Israeli hostages and their families, to improve connection between them and diaspora Jewry. Coordinating Committee members and staff were in communication with hostage organisations, individuals and families to meet this critical goal.



Source: <https://www.allhostages.com/home>

Liat Beinin Atzili, a released hostage, was kidnapped from her home on Kibbutz Nir Oz on October 7.

Liat wrote: "I wholeheartedly support the J-Link Coordinating Committee statement for an immediate ceasefire, return of hostages and immediate diplomatic action."

Yehudah Cohen, father of hostage **Nimrod Cohen**, enthusiastically offered his support for the J-Link effort, writing that " I agree with every word of your letter, thank you for the effort."

Three members of the families of released hostages **Aviva and Keith Siegel**, Lee, Gil and Ittay Siegel signed the letter and thanked J-Link for their effort.

We Are All Hostages, an organisation composed of former hostages, hostage families and allies advocating for a ceasefire and hostage deal, joined our efforts and wrote: "We are proud to have joined over 40 other organizations calling for an end to the war with a hostage deal" on their Instagram page on December 21, 2024.

The valuable personal relationships with these individuals and *We Are All Hostages* gave the campaign added legitimacy and demonstrated the strength of our collective networks.

News Media



A student wearing an Israeli flag briefly stands alongside a protest for Palestinians in Gaza, in front of the residence of the University of Michigan's president in Ann Arbor, Michigan, November. Credit: Emily Elconin/ REUTERS

Dozens of Jewish Organizations Spanning the Globe Call for Immediate Cease-fire in Gaza

Forty organizations from 15 countries signed a letter urging the Israeli government to 'to end the war, withdraw all Israeli forces from Gaza' in return for the hostages. For some, including the families of hostages, the move is too little too late

The campaign was also featured on the major news media source, *Haaretz*, in the December 20 article: "[Dozens of Jewish Organizations Spanning the Globe Call for Immediate Cease-fire in Gaza](#)" by Judy Maltz. Being featured in *Haaretz* held significant benefits for the campaign, as *Haaretz* reaches a global audience, both Jewish and non-Jewish, with its bilingual (Hebrew and English) content.

As a widely respected outlet, *Haaretz* lent credibility to the campaign's demands. It's a preferred platform of policymakers, academics, activists, and journalists around the world. By publishing the article, *Haaretz* helped to increase its impact on key government and community leaders around the world. Ultimately, this visibility strengthened the campaign's momentum. It likely inspired more participation, attracted partnerships, and built additional pressure on decision-makers to respond.

Source: [Haaretz](#)



Lessons Learned and Next Steps

Critical Focus Areas: Israel is at an existential crossroads, and the dignity and prosperity of all Israelis and Palestinians must remain at the forefront of our efforts. J-Link is committed to ensuring meaningful contributions to peacebuilding and justice. This campaign solidified the importance of a global Jewish effort, and we believe it was successful in reducing polarization within the community around a ceasefire and hostage deal.

Media Relationships: Building relationships with media partners proved crucial in amplifying the campaign's message. Strengthening these connections and proactively identifying aligned outlets will ensure broader coverage and quicker uptake in future campaigns.

Campaign Efficiency: As the first initiative of its kind, this campaign demonstrated a strong foundation and had a positive impact. More cohesive coordination and outreach efforts from both staff and Coordinating Committee members tracking outreach efforts will allow us to design a more streamlined and scalable campaign moving forward. In addition, building a relationship with a translator able to translate English to Arabic would be critical to gaining traction in the Arab world, forming relationships with like-minded individuals and organisations, and thus building political capital.

Collaborative Engagement: Strengthening relationships between international Jewish organisations remains a key priority. In an increasingly polarized landscape, progressive Jewish voices are often sidelined or demonized. Addressing this gap is vital to fostering solidarity, reducing fear, and combating discrimination within the broader diaspora community to build bridges of understanding and hope across our communities in the Middle East and internationally.

Logistical Organization: The campaign successfully utilized a virtual platform alongside manual signature collection. The process also revealed areas for improvement. Future efforts could benefit from automating parts of the workflow, streamlining communication, and setting clearer timelines to increase efficiency and reduce bottlenecks.

Resource Needs: The campaign highlighted an urgent need for funding to hire staff to manage communications, press releases, social media outreach, and partnership development. Investing in these roles will enhance our ability to effectively mobilize and execute future campaigns. The coordinating committee should prioritize funding for designated communications staff to ensure that J-Link can extend its international impact.

J-Link as an Information Hub

Looking ahead, the J-Link Coordinating Committee will continue to engage with diaspora Jews on key issues. Our upcoming event will be an international webinar with



our partner, New Jewish Narrative, analyzing the political changes in Syria and its impact on the region from both an Israeli and a Palestinian/Arab perspective.

It can also raise awareness about the many cooperative initiatives that build confidence in a shared future. The network could compile responses to Jewish and Israeli news by governments and organisations around the world, so that our partner organisations can use this information for their own community and government outreach efforts.

With additional funding, J-Link could conduct this important analysis work while running critical global campaigns that increase governmental and community confidence in human rights-based efforts in the interest of a more peaceful Middle East.