



YAD ELIEZER



ANNUAL REPORT 2014

TOGETHER...

WE CAN



WE DID

WE WILL

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YAD ELIEZER MISSION STATEMENT 2014



Yad Eliezer was founded on the premise that every Jew in Israel is entitled to a life of dignity, self-reliance and self-respect. Established in 1980 with the single objective of delivering monthly food baskets to hungry families, Yad Eliezer has grown to encompass over fifteen economic and social service programs that impact the lives of over 20,000 families each year.

Our mandate is to give the international Jewish community the opportunity to reach out to their fellow Jews in Israel, to serve as the conduit for the global Yad Eliezer family – our staff, volunteers and contributors around the world – to support those in Israel who need their help most.

The entire Yad Eliezer team works together to combat poverty on the individual, family, communal, and national levels. We aim to pro-

vide critical short-term relief while simultaneously confronting the underlying causes of indigence, forging broad-based solutions that empower long-term financial and psychological stability. Each component of Yad Eliezer's comprehensive welfare system – which includes nationwide distribution of essential food, clothing, and household items, job training and child mentoring programs – contributes towards the fulfillment of its mandate to engender economic recovery and social development in Israel.

While our roster of programs has expanded and our budget exceeded \$35 million this year, our cadre of dedicated Yad Eliezer supporters enables the organization to honor its commitment to limited overhead and minimal expenses while providing personalized and professional assistance to hundreds of thousands of our nation's neediest.



CHAIRMAN'S NOTE 2014



Dear Friends of Yad Eliezer,

Welcome to the second decade of the Yad Eliezer Annual Report!

Back in the early 2000s, we here at Yad Eliezer had already been providing support to Israel's needy families for over 20 years. The time had come, all of us felt, to create a new framework for communication – a dynamic and exciting way to share the challenges and achievements of Yad Eliezer with our friends worldwide. So we created the Yad Eliezer Annual Report, a publication as filled with people, pain, faith and hope as the tens of thousands of families who were benefitting from our services. We introduced you to the real people behind the “Yad Eliezer” banner: the people in need and the people an-

swering those needs, every day, throughout the country.

In some ways, our Annual Report – and the reality it reflects – remains all-too-comparable to the facts on the ground in 2004. Between then and now Israel has indeed joined the OECD, the council of the world's most developed nations. But while Start-Up Israel continues to lead global development in technology, science and medicine, the chasm between the country's fortunate and less-so has only grown. “One-in-three” remains an accurate catchphrase to capture a landscape in which one-third of the nation's children grow up beneath the poverty line.

But the last decade has also seen Yad Eliezer grow and develop, remaining true to our essence while expanding both the numbers of those we help and the ways in which we continue working tirelessly to Build the

Future. This year we celebrated the culmination of not one – but two – major building projects that will enable us to impact and improve the lives of Israelis nationwide: Construction of our magnificent new Wedding Complex in Bnei Brak, and renovation of the famous Yad Eliezer Jerusalem Warehouse. Read all about these great milestones inside – and of course, make plans to pack food boxes on your next visit to Israel!

The year 2014 was also one in which the global Jewish family united together in support – and too often, in tears – during Operation Protective Edge. Yad Eliezer's \$1 million campaign brought some relief to all those under fire, IDF soldiers and civilians in the South alike.

There's more. In fact, Yad Eliezer now touches the lives of over 100,000 individuals throughout Israel. All of them – families seeking basic food items, newborns



The last decade has seen Yad Eliezer grow and develop, remaining true to our essence while expanding

thirsting for nourishment, seniors craving companionship, brides wishing for a celebration, youth yearning for role models, parents aiming to create a better future for their children – know that the doors of Yad Eliezer are always open. Throughout the years, our programs have been constantly tweaked to provide professional solutions to new problems, while never losing site of our compassion for those in need. We have long relied on our extended “family,” but now we have forged an international network of volunteers – from hostesses of Feed-a-Baby fundraisers in New Jersey to teenagers donating their Bar Mitzvah money in London. Transparency and financial propriety have always been our watchwords, but today we have a renowned accountant firm serving as permanent auditor. We have



always maintained open lines of communication, but in recent years we have harnessed the powers of cyberspace to give you, new ways to stay informed and easier ways to contribute to our programs.

Throughout, the Yad Eliezer Annual Report has kept you “in the loop” of all that takes place in the world of Yad Eliezer. And over the next ten years, while much in the world, and much here at Yad Eliezer, will no doubt continue to change, the Annual Report will continue to link all of us together. The text, the pictures, the quotes, the fig-

ures: they are there – and will continue to be there – to tell you a story: the story of who and what we *are*, of who and what we, with your consistent support, *do* to improve lives, build families and generate real progress in Israeli society.

It’s a story we’ve been sharing with you since 2004. Now, read on for all we wish to tell you about the year that was: Yad Eliezer Annual Report 2014.

Thank you,
Sori Tropper
American Friends of Yad Eliezer



WHAT YAD ELIEZER MEANS TO ME



Meet Our Panelists: Some of the dedicated staff, donors and volunteers of Yad Eliezer:



Yossi Kaufman
Director of Public Relations
Jerusalem

Yossi represents the face of Yad Eliezer to the hundreds of groups who come to volunteer at our Jerusalem warehouse. He also travels abroad throughout the year to raise funds and update supporters across the globe on our activities.



Sara Zekbach
Wedding Coordinator
Jerusalem

Sara welcomes the young couples who come to book their weddings in our subsidized halls. She listens as they open up to her about the difficulties they face, so she can advise us as to which families need help most.



Chaya Solomon
Volunteer Coordinator
Toronto, CA

This generous North American Jewish community loves to give – and Chaya is there to encourage her fellow Torontonians to volunteer their time, energy and support on behalf of Yad Eliezer.



Laya Bernstein
Adopt-A-Wedding Coordinator
Staten Island, NY

From the other side of the ocean, Laya enables weddings to happen in Israel, as she makes “shidduchim” between engaged couples in North America and Israeli couples yearning to have their dreams come true.



Itzik Stern
Manager of the new wedding hall complex
Bnei Brak

From his early days driving one of our trucks and then managing our Jerusalem warehouse and up to his recent appointment as manager of our new wedding venue, Itzik has been involved with every aspect of Yad Eliezer.



Rabbi Asher Zaritzky
Tzedaka Coordinator
Ofakim

Ofakim is a city in south-western Israel with one of the lowest income levels in the country. We often partner with Rabbi Zaritzky to help the needy of his community.



David Kahn
A great friend of Yad Eliezer
Efrat

David is a generous supporter of many years who not only gives financial assistance but also actively engages the involvement of many others in Yad Eliezer.



Eta Eisenberger
Yad Eliezer Volunteer
Brooklyn, NY

Eta devotes herself to organizing the Yad Eliezer Chanukah/Shavuot Sales, with proceeds earmarked to the babies in Israel fed through our Feed-a-Baby program.



Chaya Miriam Taroug
Yad Eliezer Volunteer
Dallas, TX

Down south in the Great State of Texas, Chaya Miriam works tirelessly to organize events, coordinate fundraisers and encourage support for Yad Eliezer's important work.



Shalvi Waldman
Social Media Website Professional
Tzefat

To quote Shalvi herself: “At Yad Eliezer there are donors, recipients, staff and volunteers. Which category do I fit into? All of them. Is that really possible? Yes!”





*What do you find unique about Yad Eliezer?
Is there is a specific fund with which you feel a personal connection?*

YOSSI: The scope of our operations across the country and the attention paid to the needs of the individual as well as to our financial accountability.

LAYA: My strongest feeling is obviously the Adopt-a-Wedding program! Time and time again people are so excited when I offer them this opportunity. They truly feel that I am giving them the chance to celebrate their wedding with the knowledge that they are simultaneously helping another couple! Just recently a woman told me that she and her friend were both reviewing their wedding expenses – but when she mentioned this program, they both smiled. This is one expense, no matter how big, that brings joy to their hearts –they wouldn't make a wedding in their own family without first arranging to sponsor one in Israel!

ITZIK: As I work in the wedding halls, that is the program to which I feel most connected. Providing subsidized beautiful weddings for the community is one of the most worthy causes I can think of. I personally have a friend who used to be wealthy but then lost his money. Yad Eliezer provided him with a very respectable wedding in a very discreet manner. What I find particularly touching is that Yad Eliezer sees the bigger picture and realizes that a young couple's expenses don't stop at the end of the wedding – they are just beginning.

DAVID: Yad Eliezer has both a Jewish heart and a Jewish mind. Those who run the organization are first and foremost concerned about helping those who need help. At the same time, they are

continuously thinking about how to most effectively and efficiently meet those needs. As Yad Eliezer has grown to become one of Israel's foremost aid organizations, it has continually evolved but also stayed true to the founding vision and focus of the Vizel family: tzedaka v'chesed.

ETA: I love the fact that all my work for the baby fund – bake sale, Chanuka sale, and more – is entirely volunteer based so that all proceeds go to Tzedaka.

CHAYA MIRIAM: One impressive aspect of Yad Eliezer is the people who work on their behalf, both employees and volunteers. In fact, even those who work for a salary are volunteers – you can call them at any time, they're always active after hours, and they never turn anyone away.

R' ZARITZKY: What I find unique is that the organization is there throughout the cycle of life. Their help begins at birth – baby formula for newborns; years later tefillin for Bar Mitzvah boys; meanwhile if a child is struggling, a Big Brother/ Big Sister will be there to guide him/her; Yad Eliezer will even help parents marry off their children, affordably but respectably, as well as complete advanced education to enable them to obtain employment.

*Yad Eliezer is like an
army fueled by love
for Klal Yisrael.
~ David Kahn*



What do you think the supporters of Yad Eliezer have in common?

YOSSI: A very strong bond to the Jewish people. Supporters take their ability to make a difference to their brothers and sisters in



Israel very seriously and feel a personal connection to what we are privileged to carry out.

CHAYA: People with big hearts!

LAYA: I am in contact with people from across the globe and from all walks of life on a daily basis. Let me tell you just one of many heartwarming interactions to illustrate the dedication that Yad Eliezer supporters share. Just prior to the devastation of Hurricane Sandy, I had contacted Mrs. B and she had expressed interest in participating in Adopt-a-Wedding. Three days after the hurricane she called me. “Hello, Laya, this is Mrs. B. Do you remember we had spoken about the wedding program? I live in Far Rockaway and my house is completely flooded from the hurricane so I am trying to deal with Sandy’s destruction and the wedding preparations. I decided to call you now, because if I push it off, I know without a doubt that I will get distracted by my many other obligations, and I might lose the sponsorship of a wedding in honor of my son’s wedding. Please can we take care of this over the phone?!”

ITZIK: I’ve been involved with Yad Eliezer for 22 years. What I’ve seen over the years is that we help indiscriminately. Yad Eliezer rises above sectorialism and reaches out to everybody.

DAVID: A love for Am Yisrael and appreciation for a well-run, transparent chesed organization!

ETA: Everyone likes giving to Yad Eliezer because they know exactly where every dollar is going.

R’ ZARITZKY: Yad Eliezer reaches so many people; therefore supporters of Yad Eliezer can donate to the cause they feel most connected to. At every stage in life, they support people in Israel who are experiencing the same milestone but in less fortunate circumstances. When they have a baby, they feel connected to the Baby Fund, when it is time to make a Bar Mitzvah they help another boy celebrate a Bar Mitzvah as well, when marrying off a child they will sponsor a wedding on the same night...

*Yad Eliezer reaches
out to touch those in
need at every stage of
life. ~ R' Asher Zaritsky*

YOSSI: After witnessing firsthand the degree of extreme poverty that so many people are subjected to daily, you are inspired and driven to raise the awareness of others across the world so that together we can make a significant difference.



How has your life been impacted because of your connection to Yad Eliezer?

SARA: My work has also impacted the lives of my children. They have grown up hearing about people less fortunate than themselves and they have learnt about the world of volunteering – what it means to take an interest in other people and try to help them even when it’s not convenient.

ITZIK: Yad Eliezer is my life. I cannot imagine life without Yad Eliezer!

DAVID: I feel a greater responsibility for those in need in Israel. It is easy to live in a bubble and turn a blind eye to the many thousands of families who feel a terrible financial burden day in, day out, as they struggle to

make it through the month.

ETA: I feel so blessed to be able to give so much to those in need! Every time I consider taking a break from what I do, I say to myself, “how can I stop when I am helping others?”

YOSSI: My most powerful memories of Yad Eliezer are of bringing food, warmth and appreciation to our soldiers during Israel’s last three wars. Our many friends throughout the world give us the abil-



ity to provide food, water, undergarments, coffee makers, cellphone battery backup and Tehillim to the young men and women defending us – and most importantly, to show the concern and gratitude of countless friends who love and pray for them. The appreciation of our soldiers is beyond description!



What memories and moments from your time at Yad Eliezer have stayed with you?

SARA: I've seen many stories of divine providence. One story sticks out in my mind. Many years ago a young woman – completely alone, without a penny to her name – came to reserve her wedding through Yad Eliezer. She just sat down and burst into tears. Suddenly, the phone rang. On the line was someone looking to help a kallah in need. I told him the story of my young visitor and he happily agreed to pay for all her wedding expenses and the costs of setting up her new apartment. I told the girl what had just happened... her eyes and mine filled with tears...

CHAYA: I send out a mailing every year before Pesach time; the average donation I receive is between \$18 and \$54. One year, I received an envelope with \$5 and a note attached saying: "This may not seem like a lot of money but there is poverty here in Toronto too and this is how I can help Yad Eliezer." (I kept that letter hanging above my desk for years...)

ITZIK: One Friday I received a phone call from my niece 20 min-

utes before candle-lighting. She had arrived at the Shabbat Kallah of a friend – only to discover that the orphan bride had nothing to equip her new apartment. I called Milka, who immediately asked, "what is the kallah missing?" Milka called me back a few minutes later to say: "Yad Eliezer will provide the young couple with all their electrical appliances." The joy in the kallah's home that Shabbat was tangible.

DAVID: Over 25 years ago, Rav Vizel took me to the apartments of some Yad Eliezer recipients. I remember staring at the mattress on which the mother said three of her children slept. I also remember organizing convoys of cars every Rosh Chodesh to deliver frozen chickens to distribution points around Jerusalem.

ETA: When I was in Israel, my parents and my children came with me to meet some families. We visited a family with 10 children, living in a two-bedroom apartment – and they were so happy with what they have. We are so thankful for what we have!

CHAYA MIRIAM: I will never forget the time I once visited the home of a new family on the Yad Eliezer roster. When a child asked for supper, his mother said she would make him *marak* (soup). She took a pot, filled it with water, and then added a bit of rice – and that was dinner. Yad Eliezer went on to transform the lives of this woman and her children.

R' ZARITZKY: I remember when a house burnt down in our Ofakim community one Friday morning. The family, which included two developmentally disabled children, was left with nothing. That same day we contacted Yad Eliezer for help. Motzei Shabbat, even before the father had returned from Maariv, the family received a call from Yad Eliezer saying that they had arranged for funding to cover most of the expenses.

*Yad Eliezer is like
an **anchor** – it is
the support system
for so many.
~ Chaya Miriam Taroug*





What do you want supporters to know about what goes on at Yad Eliezer?

SARA: At Yad Eliezer, we listen to people, hear what's lacking in their lives, and try to fill their needs as quickly as possible. We try to help without judging. We welcome the brokenhearted, then send them home with hearts full of hope for a better future.

LAYA: I feel that the integrity and pure devotion of those who work on behalf of Yad Eliezer impacts tremendously on the entire functioning of the organization. The donors sense it immediately and want to partner with Yad Eliezer. They feel confident that their donation, no matter what amount, is being used solely and entirely to help our needy brothers.

ITZIK: I think that the donors should know that overhead costs are limited to 3%. This means that for every \$1 you give, 97¢ goes directly to the family in need.

DAVID: The number of people you impact, and the different sectors of Israeli society you assist – secular, religious, soldiers, civilians...

CHAYA MIRIAM: I want our supporters to really understand the incredibly difficult circumstances some families live in. Some people in Israel – through no fault of their own – literally do not have food and cannot afford necessary medication.

R' ZARITZKY: What makes Yad Eliezer unique is the speed with which they respond. I sometimes used to wonder why they cared so much about our little community in the South, but then I realized they care about everyone.

FROM THE DESK OF: Shalvi Waldman

Yad Eliezer breaks many preconceptions as to what Tzedaka is all about. I started at Yad Eliezer as a staff member working in the office. But with Yad Eliezer always on my mind and in my heart I quickly became also a volunteer, working beyond the scope of my job. I set up a new option for online giving, and confirmed its functioning by making a modest donation through the new platform. So **that made me a donor as well as a volunteer and a staff member.** I was then also in the process of finishing my master's degree in therapy, but a major life change left me unable to pay for my last year of education. As a working single mother I had very few resources to fall back upon and was overwhelmed with gratitude and relief when the Yad Eliezer Job Training Fund covered much of my scholarship. And soon after I graduated, Yad Eliezer's Wedding Fund was there to help me cover the cost of a simple wedding to my new husband.

Now that I am working as a psychotherapist in a low-income area in Tzefat I am as grateful as ever to Yad Eliezer. **They helped me gain self-sufficiency, and I continue to see the power of what they do in the lives of those around me:** Arranging with the local makolet to provide food for the family of a young girl who came to me for therapy; covering the costs of a neighbor's bar mitzvah; paying tuition to enable a single mother to train in nursing school. That mother will be graduating soon. In a very moving thank you letter she wrote that she will never forget the kindness of those who are helping her to live her dream. And that every life that she saves or improves will be in the merit of the generous Yad Eliezer donors.

What does Yad Eliezer mean to me? Everything! By now Yad Eliezer is family to me. Yad Eliezer means support, community and connections. Yad Eliezer somehow is there in the critical moments saving families from tragedy and allowing them to rise up and succeed. As a staff member, donor, volunteer and recipient I have seen time and time again that Yad Eliezer is there for vulnerable people when no one else is. **I am proud to be a part of such a wonderful family.** I hope that you are too!





BUILDING THE FUTURE

YAD ELIEZER BUILDING MILESTONES OF 2014

2014 marked a major milestone year for Yad Eliezer. Two major capital projects were completed this year.

The construction of our magnificent new
WEDDING COMPLEX IN BNEI BRAK

and the renovation of our famous
JERUSALEM WAREHOUSE



THE NEW YAD ELIEZER SIMCHA VENUE

The Date: October 19, 2014, Isru Chag Sukkos 5755

The Setting: Armanot Friedman – The Friedman
Wedding Hall Complex, Bnei Brak

*I*t certainly seemed to be a wedding... Clusters of happy families, snapping photographs to record the moment. An instrumental “Od Yishama” piping through the speakers; enthusiastic young men dancing in circles to the music. Delicious hors d'oeuvres laid out on color-coordinated buffet tables; children eyeing them with impatient appetite. Distinguished rabbis preparing to speak. An atmosphere of excitement, of rejoicing; the sense of an event abounding with energy and emotion taking place.



It certainly looked like a wedding. But it wasn't... Very soon indeed, one wedding after another would be taking place in this sparkingly new edifice. In fact, the hall – situated in Bnei Brak, a central location accessible to most of the country – will host over 350 weddings each year. This will enable many more families to benefit from the same discounted cost arrangements that are offered in Yad Eliezer's Jerusalem location.

Today, however, the celebration was about the building itself, and its capacity to enable thousands of needy couples to

celebrate their weddings in the years to come. Today, the throngs of elated guests were here to celebrate a major milestone for Yad Eliezer: the dedication of



Armanot Friedman, in honor of Rabbi & Mrs. Jacob Friedman of Los Angeles, by their children, Rabbi David & Judy Friedman and Rabbi Aaron Dov & Devora Friedman; a grand structure which would become the setting for thousands of weddings to come. One of the highlights of the event was kvi'as mezuzah,

as our donors and partners from around the world came to join in this amazing inauguration. Let the dedication begin!

In less than a month, on Rosh Chodesh Kislev, the first wedding would take place. The delighted chassan and kallah would welcome their wedding guests to a celebration they had feared could never take place. How could two young people with little means and no outside support host family and friends in a dignified manner? How indeed? If not for the new Yad Eliezer hall...

At today's inaugural occasion, as on the wedding days to come, the assembled group – staff members from Yad Eliezer Israel as well as its American Friends, donors and their families, and an array of distinguished guests – enter through the grand entrance foyer into the vast space inside. They are





greeted by two grand halls sparkling with newness, nearly startling in their pristine elegance: To one side stands Ulam Wolff, the grand wedding hall, donated by Mendy and Slova Wolff of Lawrence, N.Y., donors of the Wolff Hall in Jerusalem, who generously chose to contribute towards the expansion of Yad Eliezer's "simcha potential" here in Bnei Brak. On the other side awaits Ulam Stern, the Majestic Wedding Ballroom dedicated by Mr. and Mrs. Jack Stern from Brazil. The delicate architecture of this well-designed room gives the space an intimate feel, though it encompasses room for 420 guests to eat and dance in comfort.

Standing together on the Panoramic Chuppah Rooftop, with its sweeping views of the Land of Israel in the background and its state-of-the-art fiberglass chuppah canopy, wedding guests will watch, silent in their somber joy, as the bride encircles her husband-to-be, brachos are recited, wine sipped, a glass shattered – a new bayis ne'eman b'yisrael is consecrated, a new world emerges.



Every couple, universally, yearns to consecrate their entry into married life with a ceremony they can truly take pride in.

As the dedication event continued, guests were introduced to the built-in sound systems, a kitchen able to produce 1,050 high-standard meals daily, stylish tables and chairs, a charming *yichud* room, and numerous other classy and useful touches throughout. Every individual present could well imagine the excitement of the future brides and grooms who would benefit from all the splendid beauty surrounding them.

Yad Eliezer's first Simcha Venue, the Armonot Wolff Jerusalem wedding complex, has over 10 years been host to weddings for thousands of couples.



And every one of those couples has a story... Many are orphans, some have parents unable to function due to physical or mental illness, others have been working since adolescence to help support their families – all have overcome a course of obstacles to reach this day.



Every couple, universally, yearns to consecrate their entry into married life with a ceremony they can truly take pride in. It is unsurprising then that the waiting list of couples hoping to benefit from a Yad Eliezer-subsidized wedding was always long. The Jerusalem halls were filled to capacity every night... and yet, so many brides who approached us had

The joy of that memorable dedication ceremony was the joy of finally being able to say: “Yes.”

to be turned away. Sadly, even a roster of multiple weddings on every available night was not sufficient to keep up with the demand. To our great sorrow, far too many desperate young couples had to be told: “No.”

But since that October day in Bnei Brak, we have been able to answer “Yes” much more. In truth, the joy of that memorable dedication ceremony was the joy of finally being able to say: “Yes.”

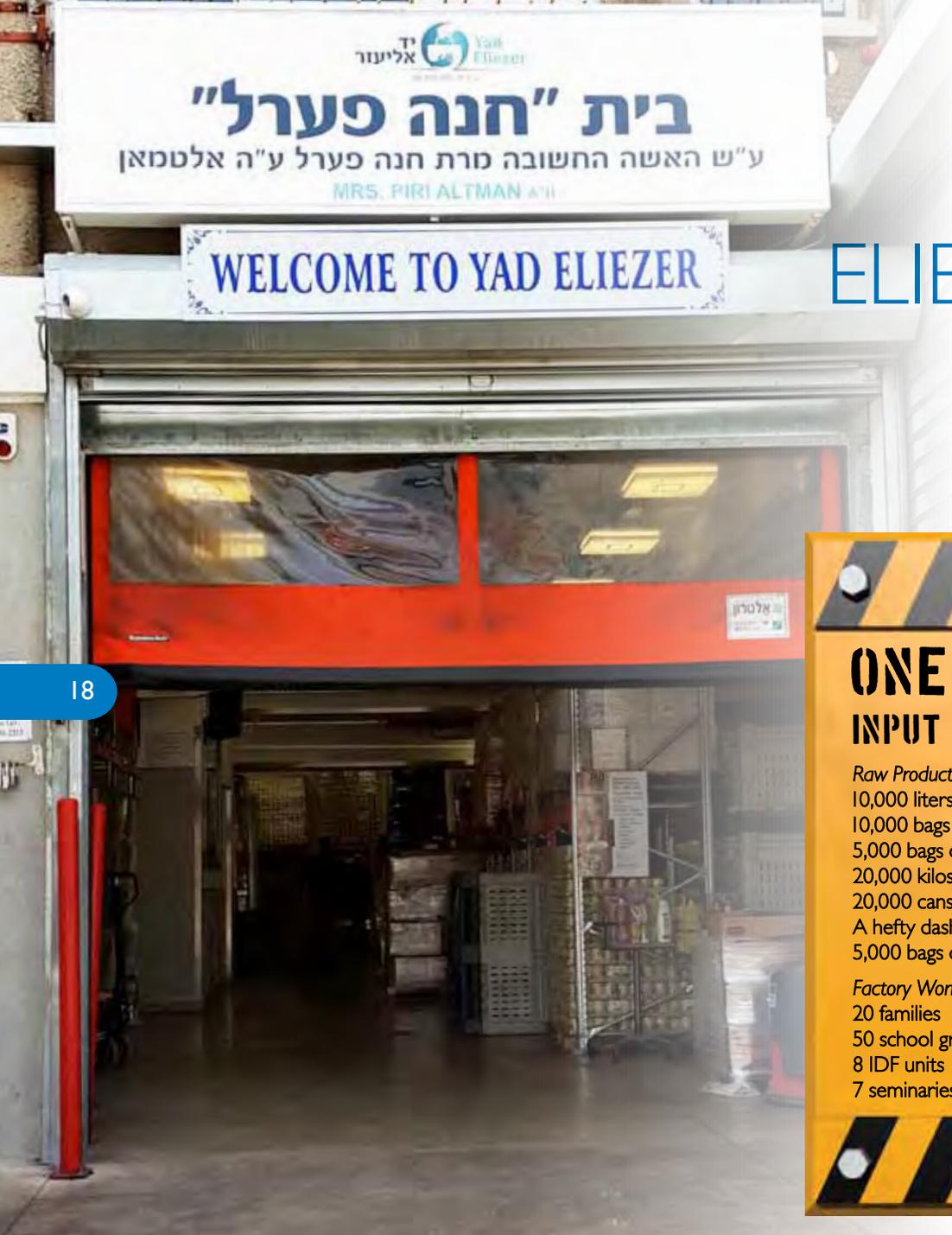
Yes. Every chassan and kallah, no matter what their family background, can celebrate a beautiful wedding.

Yes. All parents can walk their children to the chuppah with dignity, without being overshadowed by financial worries.

Yes. Every couple getting married around the world can truly enhance the simcha of a needy couple in Israel by sponsoring a wedding on the same night as their own.

Mazal Tov!





THE NEW YAD ELIEZER WAREHOUSE

The Date: July 1, 2014, 3 Tammuz 5774

The Setting: Yad Eliezer Food Storage Facility & Packing Center, Jerusalem

ONE MONTH'S PRODUCTIVITY

INPUT

Raw Products:

- 10,000 liters of oil
- 10,000 bags of flour
- 5,000 bags of sugar
- 20,000 kilos of pasta
- 20,000 cans of tuna
- A hefty dash of cinnamon
- 5,000 bags of candy.

Factory Workers:

- 20 families
- 50 school groups
- 8 IDF units
- 7 seminaries

Equipment:

- 5,000 easy-to-assemble cardboard boxes
- 2 brand-new assembly-line work stations
- 555 sq. feet of shelving
- 1 Baby Formula Distribution Corner
- 1 Donations Storage Center
- 2 Packway Box Packaging Machines
- 1 Packway Industrial Wrapping Machine
- 2 forklifts
- 2 Yad Eliezer trucks

OUTPUT

ONE newly renovated, state-of-the-art Yad Eliezer Chesed Factory, where volunteers pack 5,000 food boxes – sufficient to supply over 30,000 men, women and children in 23 cities around Israel with their basic necessities – every month.

TOGETHER





Summer 2014 marked the grand opening of our newly refurbished warehouse. Our dedication of the renovated storage and packing center represents the exhilarating climax to a long process that began earlier in the year with purchase of the property, which Yad Eliezer had been renting for so many years, followed by a top-to-bottom – industrial flooring to impermeable roofing – overhaul of the facility. And what an overhaul! Hundreds of volunteers, Israelis from every segment of society and visitors from every corner of the globe, are again

THESE PROCEDURES OCCUR WITH RAPID SPEED AND EFFICIENCY IN OUR NOW FULLY MODERNIZED FACILITY

packing food boxes – but that packing process runs far more smoothly than ever before. Thousands of those lovingly packed boxes are again being sealed, stacked and

shipped out to families in need – but these procedures occur with rapid speed and efficiency in our now fully modernized facility.

The story that culminates in the rededication of our incredible food packing facility really began over 30 years ago. The original Yad Eliezer Chesed Factory was called Hadassah Weisel – a one-woman chesed wonder. She began in 1980 by providing one food parcel to a needy neighbor. One parcel led to another, as each family in need told another about Hadassah. The list grew each week until the Weisel home





was no longer large enough to keep up with the growing need. A full-scale facility was needed, where food could be collected, stored, packed and shipped out to the ever-increasing number of families who were turning to the recently established Yad Eliezer anti-hunger organization.

Eventually, in 1987, a property was found, an old warehouse in an industrial neighborhood on the western side of Jerusalem. What this structure lacked in ambiance, it soon made up for in action – as it quickly took on a life of its own. It was transformed into a central hub for giving, receiving and doing on behalf of Israel’s impoverished families.

Indeed, what began with a few locals volunteering their time and energy evolved into a global social phenomenon: Thousands of international visitors began to integrate a “mitzvah day” at the warehouse into their Israel itinerary. Their work was complemented by many others: Elementary and high schools seeking an active way to instill good values in their students; seminaries and yeshivas incorporating food-box packing into their chesed requirements, IDF officers enlisting their soldiers to engage in social

WHAT BEGAN AS A FEW LOCALS VOLUNTEERING THEIR TIME AND ENERGY EVOLVED INTO A GLOBAL SOCIAL PHENOMENON

action – and a range of other volunteers all united by the Yad Eliezer Chesed Factory spirit.

The humble Chesed Factory itself was “wall-papered” with ten-foot-high shelves crammed with cooking ingredients, ready-to-eat staples, snacks, and cleaning products that became the recipe for the now-famous Yad Eliezer Food Box. Beyond even its nourishing contents, the nondescript Food Box reflected the Yad Eliezer ethos of respecting human dignity. Thousands each month were delivered directly to refrigerators and

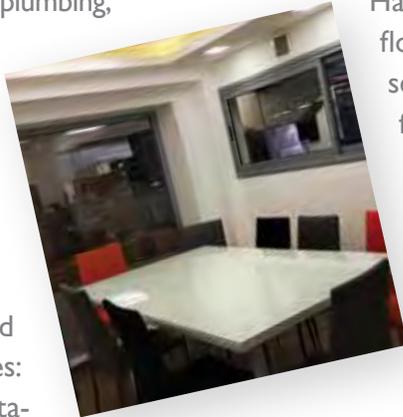
pantries throughout the country, where grateful parents could mix together the range of edibles to create their own meals, and thus retain their status in the eyes of their children.



Despite the incredible dedication it inspired, the “old faithful” Yad Eliezer warehouse, which had been overwhelmed over the years by the outpouring of food and volunteering contained within its walls, fell into disrepair. Renovations, sprucing, rewiring, updated plumbing, technologically advanced machinery and more were urgently required.

2014 marked the year in which the necessity for change was transformed into reality.

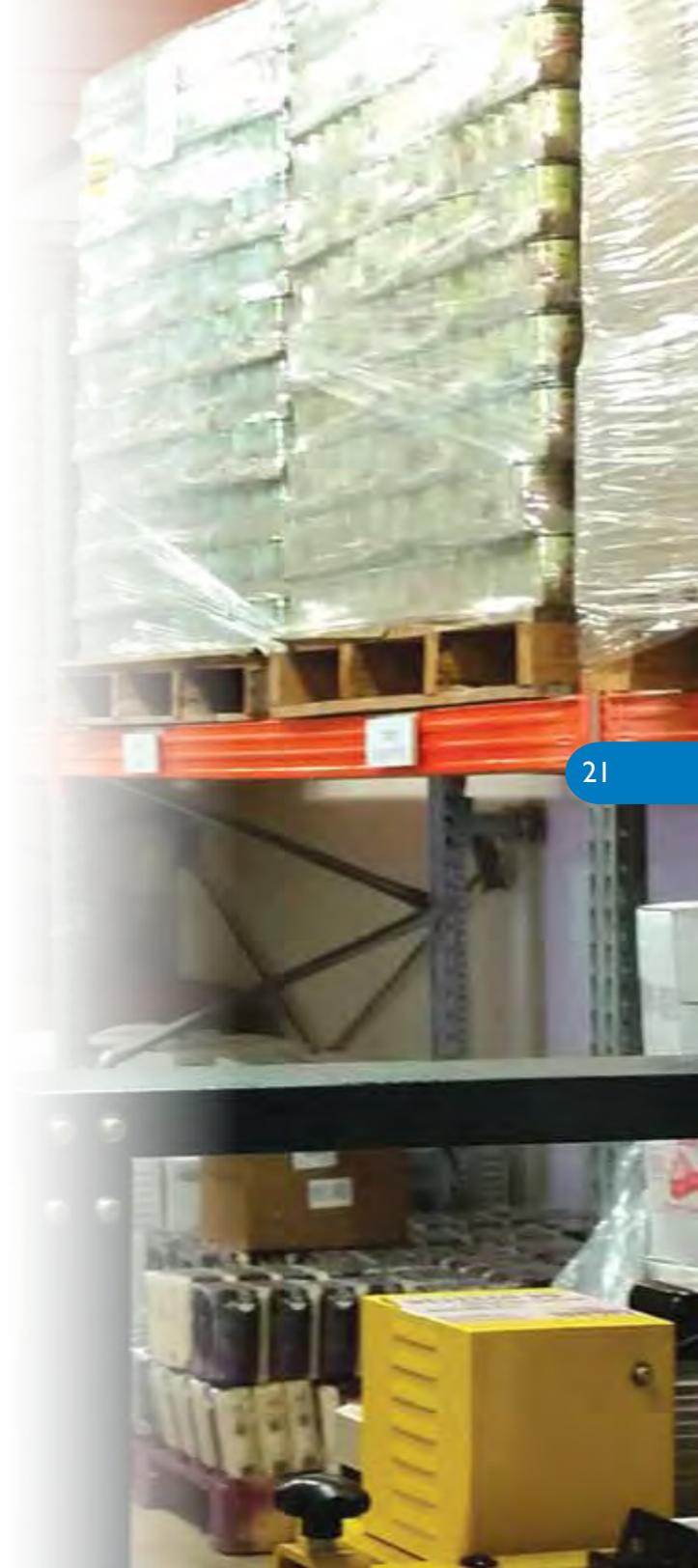
Today, the newly restored warehouse proudly features: two independent work stations, allowing for simultaneous packing by multiple groups; innovatively designed shelves that allow for efficient access to products; air conditioning, heating and a kitchenette for the comfort of employees and volunteers; multimedia technology to connect packers to the world of Yad Eliezer, cutting-edge box-sealing and box-wrapping machines to enhance output productivity, and an environmentally friendly cleaning machine to ensure a facility as pristine as its idealistic visitors. The Donations Storage Center stores the huge crates of non-perishables – over \$1 million worth last year – collected



in neighborhoods around the country by school-age children. Even the cans of baby formula, distributed monthly to over 2,000 newborns, now have their own corner in the Baby Formula Distribution Center. Half a story above the warehouse floor is the Visitors Center, which serves as a conference room for official meetings and a decorative reception area. Here, families who choose to make volunteering at Yad Eliezer a part of their Bar or Bat Mitzvah can celebrate their special milestone together with family and friends. At the new Yad Eliezer warehouse, everything, and everyone, has its place.

So much has changed. Yet one element that remains the same, despite the transformation that has taken place, is the Yad Eliezer Chesed Factory spirit. The new warehouse may look different, but the enthusiasm, warmth, and determination – and the 65,000 boxes produced each year – remain unwavering in their new surroundings, poised for even greater growth in the years to come.

We invite you to put the Yad Eliezer Chesed Factory on your “must do” list for your next visit to Israel. We look forward to welcoming you!

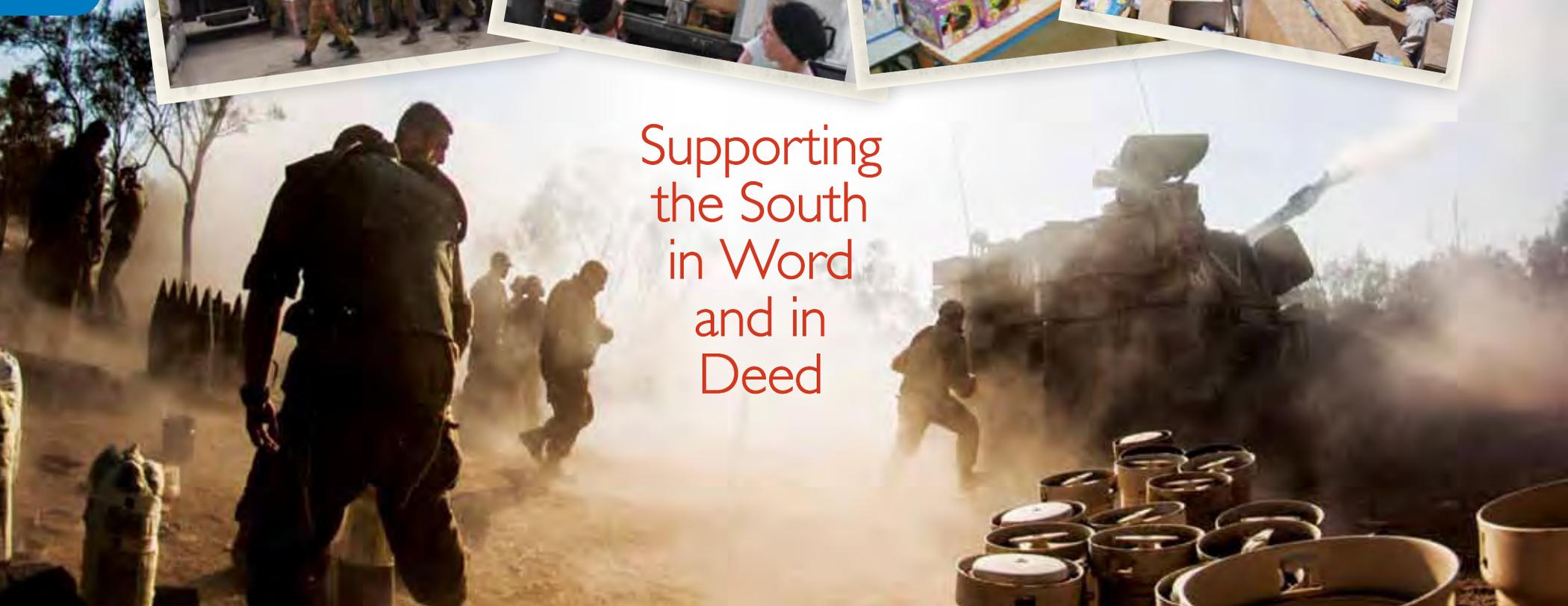


IDF: OPERATION PROTECTIVE EDGE YAD ELIEZER: \$1 MILLION CAMPAIGN “STAND BEHIND ISRAEL”

22



Supporting
the South
in Word
and in
Deed



Israel Defense Forces: Battling in Defense of the Land and the People

On July 8, 2014, following relentless rocket fire targeting civilians in the south of Israel and beyond, and in the aftermath of the kidnapping of the three yeshiva boys who were found murdered on June 30, the Israel Defense Forces initiated Operation Protective Edge. A total of 82,201 IDF reservists would be called up during the war. As the war was waged, terrorists fired 3,360 rockets within range of 3.5 million Israeli residents, leaving terror and trauma in their

wake as Israelis nationwide raced to find protection each time the "red alert" sounded. Residents of major population centers as far north as Jerusalem, Tel Aviv, and even Zichron Yaakov, were forced several times to take cover. Meanwhile, the beleaguered residents of the South saw their lives put on hold. Entire families, even entire communities, spent days, and often nights, on end inside their local bomb shelters.

On July 17, IDF ground troops moved into Gaza to locate and destroy the underground tunnel network used by Hamas to infiltrate Israel. They ultimately demolished 32 terror tunnels, seized tons of Hamas supplies intended for terrorism, and discovered plans for future attacks.

On August 26, the 50-day operation came to a close as an open-ended ceasefire was announced. The

longest IDF operation in Gaza since Israel's withdrawal from the coastal territory had also been its deadliest: The operation claimed the lives of 64 soldiers, while 469 were wounded. Six civilians also lost their lives, including four-year-old Daniel Tregerman, who was killed by a mortar fired from Gaza.

Y.E. Stand Behind Israel Campaign: Supplies for IDF Troops & Families Under Fire

With the launching of Operation Protective Edge on July 8, 2014, Yad Eliezer immediately catapulted into action. That first week, as 50,000 residents of Israel's southern region suffered barrages of up to 20 rockets a day, Yad Eliezer provided over \$150,000 in food, games and toys to help make the long hot summer days in the shelters just a bit more tolerable. Meanwhile, thanks to the generous support of friends worldwide, funds were matched to enable distribution of the first 2,000 care packages for soldiers at the Gaza border.

As Operation Protective Edge continued

life in the South was completely upended. It was imperative that Yad Eliezer continue to provide families with resources to withstand the crisis. To achieve that, we would need help. But we didn't even have to ask: Jews across the globe were anxious to contribute. They appealed to us, entreating Yad Eliezer to act as their conduit in assisting everyone down South: soldiers going into combat, proprietors of still-empty shops, anxious kids (literally) climbing the walls.

And we just kept meeting more people who needed our help: Worn-out parents who hadn't slept in days, families who even under normal circumstances worried how to pay their bills, terrified teenagers yearning for routine. As sirens wailed and missiles fell, Yad Eliezer distributed another 3,200 high-quality toys and board games, 800 food boxes, \$7,000 worth of baby formula for babies, \$280,000 in food coupons for single-parent and other needy families. We also prepared 10 public shelters as playrooms, complete with counselors to offer children some safe fun while giving their parents some relief.



And of course there were the soldiers. Yad Eliezer staff was joined by Etz Chaim congregation of Livingston, N.J., followed by others determined to be with Israel, and its people, during their time of need. At the newly renovated Yad Eliezer warehouse, assembly lines of hundreds of volunteers packed constantly to meet the demand for IDF care packages.

Meanwhile, the Yad Eliezer trucks accessed bases all along the Gaza border to personally deliver these gifts to soldiers. Many were in high-level combat infantry and ground force units. Others were members of the Air Defense division, Intelligence and the Military Police. Some young men awaited orders to enter Gaza; others had returned from the latest battle. All were grateful for the warm words of encouragement, the expressions of support, the new pairs of tzitzis (thank you Young Israel of Kew Garden Hills!), and the lovingly prepared care packages.

There were many ways to find strength during this tense time. For us at Yad Eliezer, we found strength in giving to those in need, and in the unity that bound us all together as one. We thank each and every one of you for joining us in supporting Israel and enabling us to provide a critical web of support during Operation Protective Edge and beyond.



OPERATION PROTECTIVE EDGE BY THE NUMBERS

- 
3,360 ROCKETS FIRED FROM GAZA

2,303 OF THEM HIT ISRAEL

475 OF THEM HIT GAZA
- 584 ROCKETS INTERCEPTED BY IRON DOME**

- 32 TUNNELS DESTROYED**

- 4,762 TERROR TARGETS STRUCK**

- 
1,678 ROCKET LAUNCHING FACILITIES

191 WEAPONS FACILITIES

977 COMMAND CENTERS
- MORE THAN 750 TERRORISTS KILLED**


YAD ELIEZER ON THE FRONT LINES BY THE NUMBERS



10,300 SOLDIER
CARE PACKAGES
(\$166,000)



1,720 FOOD
BOXES TO
FAMILIES (\$75,882)



4,000 FOOD VOUCHERS
(\$412,500)

500 POST-WAR FOOD
COUPONS (\$108,000)

64 SINGLE MOTHERS ASSISTED
(\$52,400)

7,200 TOYS AND GAMES TO
CHILDREN (\$43,000)



1,550 SUPPLIES
OF BABY FORMULA
(\$14,600)

4,000 PACKAGES OF
SCHOOL SUPPLIES
(\$100,000)

29,334 PEOPLE
ASSISTED (\$1,001,282)



 YAD ELIEZER

Yad
Eliezer
יד
אליעזר



THE TWO ISRAELS: POVERTY REPORT 2014

26

2014: THE K FAMILY

An April 2014 article in *Bloomberg Business* told the story of Mr. & Mrs. K and their four children: With their rental fees escalating beyond their means and their request for public housing rejected, the K family moved into a tent outside the city hall in the southern coastal city of Ashkelon. They remained there until a friend of Ashkelon's mayor covered the rent for another apartment.

Mr. and Mrs. K earn a combined monthly income of 6,000 NIS (\$1,721) from their jobs at a local beach resort. Despite the fact that both parents work, the family's total income is beneath the State poverty line. The K family reflects a growing segment within the patchwork of Israel's socioeconomic tapestry: the working poor.

According to the National Insurance Institute's annual poverty report, released most recently in December 2014, 18.6% of Israel's families lived in poverty during the past year. This figure actually represents an improvement from the previous



year's 19.4% poverty rate. However, that amount means that 432,600 families, including 756,900 children – a total of 1.6 million people – lived beneath Israel's poverty line* this past year. A rising number of these poor households include at least one working adult. And in nearly 6% of these poor families (a small but significant increase from last year), *both* parents are employed. Back in 1999, just 2% were in this category.

2014: START-UP ISRAEL

Israeli technology's performance in 2014 was an outstanding one on multiple counts. Startups raised \$3.4 billion in investments, the most ever – more even than during the bubble years of 1999 and 2000. Venture capital funds, which provide most of the investments for startups, procured \$910 million, the most since 2008. Exits, the funds received by companies acquired or conducting initial public offerings, reached \$6.9 billion, making 2014 one of the best years ever.

The start of 2015 is outdoing even the success of 2014. In just one week in January, Israeli startups did no less than \$910 million of deals of various sorts, the highlight being Amazon's purchase of Israeli Annapurna Labs for an estimated \$370 million. With the

entry of Amazon into the Israeli tech scene, the four superpowers of the technology world – Google, Apple, Facebook and Amazon – now have an R&D presence in Israel. And in February 2015, Israel was ranked fifth in the Bloomberg Innovation Index, an annual ranking of countries that measures performance in research and development, tech education, patents and other marks of technology prowess. Israel did particularly well in the R&D category, as well as in the number of research professionals and the percentage of those with advanced degrees among the nation's labor force.

2014: THE TWO ISRAELS

So which is the “real” Israel: The nation that is growing and prospering at an unbelievable rate? Or the one in which over one-and-a-half-million people are mired in poverty?

“In a nutshell, there are two Israels,” explains Dan Ben-David, executive director of the Taub Center for Social Policy Studies in Jerusalem. Israel does indeed live up to its moniker as the “Start-Up Nation” (the nickname references the 2009 book in which authors Dan Senor and Saul Singer describe Israel as the foremost creator of new companies per capita in the world). Its

Which is the “real” Israel: The nation that's prospering at an unbelievable rate? Or the one in which over one-and-a-half-million people are mired in poverty?

international hi-tech success is one major reason that Israel's economy has grown an average of more than 4% a year for the last five years, far more than the 0.7% OECD average. Yet Israel also outpaces the poverty levels of most of the developed world, with its current status as having the *highest* poverty rate of all 34 of the OECD countries! The paradox is resolved through an understanding that *both* realities coexist in a country whose economic growth has been quite unevenly distributed, leading to an ever-increasing disparity between rich and poor.

* To be defined as beneath the poverty line in Israel, a single person must earn a monthly income of less than NIS 2,989 (\$785), a couple less than NIS 4,783 (\$1,260), and a family with three children less than NIS 9,000 (\$2,400).





THE RICH GET RICHER – AND THE POOR?

Israel's fiscal success has been exemplified by the nation's economy outperforming that of the U.S. and Europe during their recent years of recession. Israel, in contrast, has enjoyed virtually uninterrupted growth since it climbed out of its last recession more than a decade ago. During the recent recession that hit the U.S. and Europe, Israel suffered no bank bailouts, no debt crises and none of the wreckage from the burst housing bubble.

Yet, Israel was ranked fourth in child poverty in the developed world, according to an October 2014 Unicef report. One reason why many Israeli citizens are not benefitting from their country's prosperity is, according to the Taub Center, the fact that a growing number of people are unequipped to work in its high-tech-oriented economy. These individuals work in a range of low-tech and more traditional fields, but fail to earn enough to raise themselves and their families into the comfort zone of middle-class income stability.

Another source of Israel's income gap (ranked fourth among OECD states, behind only Chile, Turkey and the U.S.) is the country's many monopolies. Alongside successful export companies, which make up 40% of the

economy, the businesses underpinning the lives of the average Israeli – from local construction to orange growers – lack competition, according to David Gilo, head of Israel's Antitrust Authority. This, in turn, leads to high prices on consumer goods, even basic grocery items. "Much of Israel's economy remains highly concentrated," Gilo said in a Tel Aviv conference in February. "Because of this, Israelis are suffering from a relatively high cost of living."

2014: THE GOOD NEWS

Israel's unemployment rate was one of the lowest in the developed world, averaging 5.9% over the course of 2014, a decline from 6.2% the previous year and a far lower rate than in the United States, most of Europe, and other member OECD states. According to the Central Bureau for Statistics (CBS), the Israeli workforce rose by 233,000 to 3.78 million people. This growth in employment, reflecting the expanding of the economy to generate jobs to meet the constant supply of job-seekers, came despite the summer's Operation Protective Edge and other factors that contributed to slower economic growth. This increase in employment rates was particularly evident among Israel's charedi community, and other sectors that are generally underrepresented in the labor market. Salaries



A combination of changes will be necessary in order to translate “work” into “moving out of poverty.”

have also risen, both among poor workers as well as the working sector as a whole, although the impact of the salary increase was canceled out by the decrease in governmental child stipends, which directly affects poverty levels.

In what at first glance appears to be a contradiction, this increase in employment is actually one of the prime contributing factors to the increase in the number of working poor. As increasing numbers of low-income families move from having no wage earner to one, or from one wage earner to two, their income rises. However, most have entered the employment world at entry level—positions, where a single (low) salary – or even two combined salaries – may not suffice to raise the family above the poverty line, particularly if the family is a large one.

A combination of changes will be necessary in order to translate “work” into “moving out of poverty.” One critical change was

implemented as 2014 came to a close: Raising the minimum wage. Currently two parents, both earning the minimum wage, would not necessarily net a combined income above the poverty line. The 16% hike, slated to occur incrementally between 2105 and 2017, aims to change that. Lowering the cost of living – reducing food prices by increasing competition and reducing housing prices by cutting construction bureaucracy and building more homes – will increase the buying power of even those at the lowest rungs of society. Programs to train newcomers to the employment world, giving low-level workers the tools and skills to engage in better-paid professions, are also critical to breaking the cycle of “working poverty.”

A recent Gallup poll ranks Israel seventh on the “happiness index” among countries of the world, ahead of the United States and the United Kingdom. Nearly two-thirds of Israelis (63%) feel “happy with their lives,” despite the unique challenges the nation’s residents face on all fronts, including economic inequality. There is much to be done in that regard, but the combined effort of national and local government, non-profit organizations and the business community can effect real change and increase financial security for the people of Israel.



Yad Eliezer helps families maintain a sense of normalcy, dignity, and stability despite their economic constraints



THE MANY HANDS OF YAD ELIEZER

ALWAYS OPEN, ALWAYS GIVING
TO SO MANY PEOPLE, IN SO MANY WAYS

FOOD PROGRAMS

Pantry Essentials Food Boxes Program, our hallmark and first program ever, packages and distributes food boxes filled with basic food staples and household essentials to over 5,000 families each month. By supplying food to the home rather than feeding people in a soup kitchen, Yad Eliezer helps families maintain a sense of normalcy, dignity, and stability despite their economic constraints. Program costs are kept to a minimum through the purchase of all products at greatly discounted prices from food wholesalers.

The heroes of this program are the thousands of volunteers who visited our warehouse this year – seminary and yeshiva students, IDF soldiers, missions to Israel, and extra-ordinary families like yours! – who assist in packing and distributing the Food Boxes.

Keren Eliyahu v'Esther Feed-A-Baby Program was established to ensure that all in-

fants in Israel receive the nutrition necessary for complete physical and psychological development during the critical first year of life. To this end, Yad Eliezer provides baby formula to over 2,000 babies, with each newborn receiving a monthly delivery of the formula supplement necessary for his/her healthy growth and development.

The program is carefully monitored to ensure that it does not become a substitute for nursing: Formula is distributed to women who cannot nurse their own babies but are too poor to purchase a nutritional supplement.

Surplus Produce Program supplies 2,000 of Israel's impoverished families with fresh fruits and vegetables. We do this by partnering with farmers who would otherwise destroy their surplus produce to prevent supply from overwhelming demand. This year, tons of fresh produce filled



Yad Eliezer's refrigerated trucks and were delivered directly to the poor at distribution sites nationwide. We also delivered massive amounts of other surplus products, including dairy and packaged goods, donated by several of Israel's major food manufacturers, enabling us to offer a more nutritious and balanced diet to those who would otherwise subsist on the barest minimum.

Meals-on-Wheels Program utilizes its two industrial kitchens, one in Jerusalem and one in northern Israel, to prepare and deliver weekly Shabbos meals to the sick, disabled, and elderly of Israel, individuals who cannot prepare food for themselves. Each week, our hot, nutritious meals, consisting of fish, salad, chicken, kugel, cake, and a bottle of kiddush wine, are the highlight of the week for 500 homebound men and women nationwide.

Holiday Distribution Fund brings the joy of Yom Tov to tens of thousands in Israel by providing them with food and clothing before the major holidays. Thanks to contributions from Yad Eliezer's friends around the world, we distributed over \$1 million dollars' worth of food aid during each of the two main holiday seasons. This means over 12,000 families nationwide received food vouchers and chicken, as well

Our meals are the highlight of the week for these homebound men and women.

as shoes and clothing on an as-need basis, before Rosh Hashana and Pesach this year.

Holiday Joy for IDF Soliders provides food coupons and special gifts, at Rosh Hashana and Pesach, to 300 IDF soldiers from disadvantaged homes.

Chicken for Shabbos Program aims to restore dignity to families in extreme financial straits by giving them the means to celebrate Shabbos with their children "just like everyone else." Chickens are purchased wholesale and distributed to 330 of our neediest families each week. Funding for this program, partially sponsored by the Apple Pie Fund of Baltimore and Minneapolis, which commemorates the dedication of Mrs. Sarah Landesman, a'h, enables us to instill these homes with an atmosphere of Shabbos serenity and joy.

CHILD & FAMILY SERVICES

Big Brother/Yad Zvi Baruch Big Sister Program is our highly-successful, government-



acclaimed youth mentoring program. Yad Eliezer provides mentors to approximately 3,500 of Israel's most disadvantaged children – those growing up on the lowest rungs of the socioeconomic spectrum; in single-parent homes; in families confronting the damaging effects of illness, abuse, or drug addiction. During their activities together Big Brothers/Sisters model positive social



behaviors, healthy family relationships and improved academic skills while providing much-needed warmth and attention to boys and girls hungry for affection.

Shalhevet Early Learning Initiative was launched to detect learning disabilities in the early childhood years, when children are first learning to read, and thus prevent the development of consequent behavioral, emotional and educational problems. Yad Eliezer employs professional special education teachers and reading specialists who visit schools not serviced by the State. They evaluate the chil-

Yad Eliezer employs specialists who visit schools not serviced by the State



dren in the early grades, focusing particularly on students from the lowest rungs of the socioeconomic spectrum, whose disabilities are least likely to be dealt with effectively. This year, 550 children were treated with remedial assistance in the Yad Eliezer resource rooms on yeshiva campuses.

WIDOW & ORPHAN SUPPORT

Keren Almanos provides financial support to over 630 widows who are raising children on their own. In Israel of today, single parent families – 91% of which are led by the mother – are disproportionately represented in the nation’s poverty statistics, as the woman must bear sole responsibility for both the emotional and economic support of her children. This program offers a monthly stipend that is carefully calibrated to each family’s specific situation and serves as a critical force in empowering fiscal independence.

Our work for these families in distress is complemented by three vital programs created by friends of Yad Eliezer: **The Chanan & Miriam Vim Memorial Widows & Orphans Fund**, the **Keren Yaakov Zev Orphan Support Services** and the **Mary Parasol Orphan Education Fund** all aim to ease the economic and emotional burden of bereaved families, instilling a measure of financial reliability and

These services give children of widows the resources to grow to a future of success

security for those struggling to rebuild their lives and homes. These support services offer assistance to widowed mothers while giving their children the resources to grow and develop alongside their peers towards a future of maturity and success.

The Young Israel Kew Garden Hills (YIKGH) Charity Fund, a New York organization that uses 100% of funds raised to provide food and clothing for Israel’s needy, has since 2012 worked in partnership with Yad Eliezer, which acts as its “eyes and ears” on



YE provides financial support to over 600 widows





the ground in Israel to identify and distribute aid to those who need it most. The Queens community has been extremely generous and this program has been instrumental in changing the lives of so many women struggling alone. The fund – which provided over \$1.4 million in 2014 – focuses specifically on aid to (1) single mothers, with divorcees and agunot receiving food coupons, as well as clothing and school supplies for their children; and (2) yeshiva school teachers, with qualified recipients receiving monthly coupons for use in their local supermarkets.

SOCIAL SERVICES

Job Opportunity Training Program gives people the skills they need to become productive in a trade or profession and to attain financial independence. This year, we offered professional training in accounting, photography, and technical trades – fields with potential for dignified employment. Job

placement counselors assist all graduates in finding suitable positions. Careful pre-screenings of applicants and the high motivation of program participants contribute to an extremely high retention rate.

Zichron Yehuda Leib is a new fund with the potential to transform the future for young people who have lots of ambition and drive – but insufficient resources to realize their goals: Students of higher education, who have completed vocational, professional or academic programs but have been denied their diploma and/or permission to take their certification exams because of outstanding tuition debt, can apply for this scholarship. The fund will give a grant of up to \$1,000 to clear their outstanding debt in full. To qualify for this scholarship, students must demonstrate that the Yad Eliezer grant represents the final tuition fee owed and will enable them to graduate.

The Miriam & Moshe Friedman Microfinancing Initiative, dedicated by their grandchildren Mr. and Mrs. David Solomon and funded by the Leichtag Foundation in memory of Miriam and Moshe Friedman, offers grants and loans of \$2,500 to \$8,000 to start or expand a small business. Applicants must submit a business plan with concrete and measurable objectives, and each application is assessed indi-

Zichron Yehuda Leib has the potential to transform the future for young people

vidually for its feasibility. As a social-economic impact program, the Microfinancing Initiative is aimed at low-income individuals aiming to become self-sufficient. Grants have gone towards a wide range of uses, including working capital, inventory, supplies, furniture, fixtures, machinery and equipment, and are often distributed in installments: an initial Stage 1 grant for business start-up, followed by a Stage 2 installment to allow for continued progress once initial success has been demonstrated.

Success Stories 2014: A graphic artist “left behind” because her old computer would not run updated graphics programs received a brand-new PC; a cook given the means to install a professional kitchen now caters major events; a would-be seamstress without a sewing machine is now supporting her family; a driver who planned to start a car service – the Initiative financed a rental car as an initial evaluation stage; then happily financed an auto purchase once his new business proved its viability.





The YE Tzfat
Dental Clinic
receives over
2,600 annual
visits

Emergency Assistance Fund offers support to those facing a major life crisis. Many low- and middle-income families cannot set aside regular savings to build themselves a financial “safety net,” so cases of emergency – whether health issue, sudden job loss, or major house damage – can literally destroy them. Our program, partially funded by the Keren Yisroel Mordechai endowment, aims to save these families from collapse by pro-

viding monetary grants and loans to cover the cost of their one-time urgent need. Requests pour in daily for this emergency assistance. However, each applicant is subject to a sensitive but meticulous review process to ensure his eligibility. Qualified applicants then receive the amount necessary for them to overcome their current crisis situation. A total of \$3.5 million was distributed in 2014.

The Community Dental Clinic in Tzfat received over 2,600 annual patient visits from residents of this northern city and the surrounding towns this past year. Our clinic provides the highest level of medical expertise, but with such cost-efficiency that we can offer this care at prices that are affordable for all. Children, who make up two-thirds of the patient roster, are treated for free; adults pay just a minimal fee for treatments. The Yad Eliezer dental centers also work to educate the public and increase awareness of dental hygiene, teaching children healthy habits to last a lifetime.

Medical Support Services offers a helping hand to cancer patients in the oncology, hematology, bone marrow transplant and cancer immunotherapy departments of the Hadassah Medical Center in Jerusalem. Yad Eliezer staff members serve as patient liaisons, accompanying patients through the

maze of complex medical terminology and treatment options, and as patient advocates, helping to expedite provision of hospital care modalities as needed.

Winter Warmth 2014: Israel may be situated deep inside the Mediterranean Basin, but winter, especially in Jerusalem, Tzfat, and other high-altitude areas, is far from tropical. During this year's fiercest storms, as temperatures plummeted, snow piled up, and cyclonic winds roared, Yad Eliezer's Winter Warmth 2014 campaign ensured that the nation's oldest and youngest residents – and everyone in between – remained warm and safe despite the elements, providing 4,500 coats, 1,500 heaters and 6,000 quilts to many of those who otherwise would have been forced to suffer winter's icy impact.

SPECIAL OCCASIONS

Bar Mitzvah Twinning Project gives Bar Mitzvah boys from around the world the singular opportunity to “twin” with their counterparts in Israel. This special program had 91 partnerships this year! Every partnership reflects the choice of a bar mitzvah boy and his family to make tzedakah a fundamental element of their own celebration. At the same time, they are giving a needy thirteen-year-old in Israel his first pair of tefillin, as well as the invaluable



feelings of self-respect and “normalcy” that represent true reasons to celebrate.

Adopt-a-Wedding Partnership enables couples around the world to enhance the beauty of their own wedding day by simultaneously sponsoring a wedding in Israel. Through our Gitty Perkowski Simcha Fund, these sponsors make it possible for Yad Eliezer to cater simple but elegant weddings at our Yad Eliezer halls for couples who otherwise could not afford even the most basic affair, so that every bride and groom can enjoy the opportunity to celebrate their life milestone with pride. We celebrated 725 weddings this year!

Keren Yehudit: From the moment of her engagement, a bride begins to picture the home she and her husband-to-be will build together. But when the bride is an orphan, there is little expectation of domestic luxury – she hopes merely to scrape together the minimum for some functional necessities. Keren Yehudit aims to change all that. We believe

Partnerships enable couples to enhance the beauty of their own wedding

that every bride should have the opportunity to have a beautiful first home – and that it should be the home she pictured in her own imagination. That’s why, when one of “our” brides becomes engaged, she immediately receives a phone call to set her mind at ease.

This fund provided 148 orphaned brides each with a refrigerator, oven, washing machine, and other household appliances. Best of all, each bride chooses all of these items herself – so she can feel a true sense of pride in the layout of her new home.

Lev Georgie: This endowment enables Yad Eliezer to give gift certificates for clothes, shoes and coats to some of our most indigent brides. No matter what her family and financial circumstances, we want to ensure that every young woman can “go shopping” – to choose the apparel she needs to start out married life.

Kol Kallah Bridal Fund: This year over 750 women received two gift certificates redeemable at participating stores, the first towards household and kitchen essentials and the second for personal items, giving each bride the opportunity to shop for herself as she prepares to enter this new stage in her life.

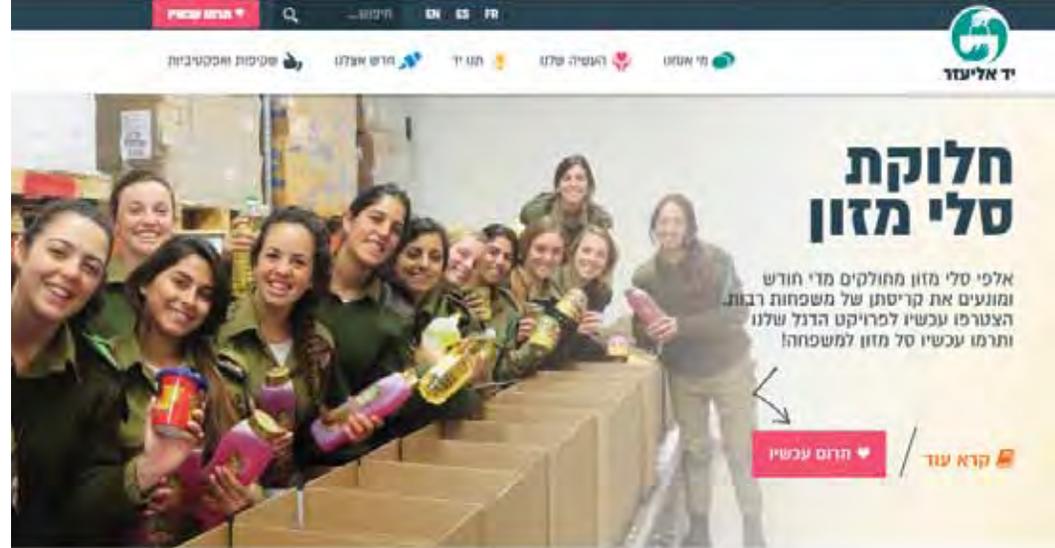
Birkas Rachel Chassan Fund: And what about the groom? Our partners in helping the soon-



to-be-married young men who turn to us have expanded this unique program to ensure that chassanim from the most disadvantaged backgrounds can anticipate their wedding day with serenity and pride. Thanks to Birkas Rachel, our chassanim – over 80 in the past year – were able to dress proudly in a new kittel and tallis, with the sense of dignity this once-in-a-lifetime day demands.



איך את?
How are you?
Bonjour!
¿Que pasa?



YADELIEZER.ORG EXPANDS IN THE ERA OF GLOBAL COMMUNICATION

36

The concept of communication is as old as humanity itself. From the Latin root of “communicare,” to share or relate to, people have been sharing ideas, whether through speech, writing, art, music or other means, since time immemorial.

Today, however, we seem to have advanced eons away from these original forms of discourse. International communication, a constant flow of ideas that is not limited by space or time, has become the norm. Transnational communication gives us an eye-witness view of events in the remotest locations and enables us to communicate with people across regional borders and even in distant lands.

International communication in its essence, however, is still all about communication. Fostering connections among people, sharing ideas, reporting on important events, relating stories: whether on tablet or parchment the goal remains the same.

And it is communication that has been the goal of YadEliezer.org since its launch in 2006. [Our interactive website was designed to connect the international Yad Eliezer family, from Australia to Belgium, South Africa to Hong Kong.](#) The technology of communication has rapidly developed since then, and YadEliezer.org has expanded with it, making Yad Eliezer accessible to users of laptops, tablets, smartphones, and other forms of online interfacing.



Repas chauds

Lorsque l'adulte responsable est absent...

Qui cuisinera de la nourriture saine et nourrissante à un enfant dont la maman est allée? Nous sommes là pour lui offrir le repas chaud qu'il lui manque!

Faire un don



En ce moment à Yad Eliezer



Des produits laitiers à l'attention des démunis



Les histoires qu'on adore entendre...



Une histoire de tous jours: Colif, cette dame, et mai.

Leche maternizada para bebés

Porque un bebé hambriento, ¡no crece!

También un bebé de una familia carenciada debe alimentarse con alimentos de óptima calidad, sanos y en cantidad suficiente como para sentirse satisfecho. A través del "Proyecto Materna" nos ocupamos que los bebés no sufran hambre.

¡Lázo más!

¡Aporten ya!



Ahora en Yad Eliezer



Soldados del Curso de Oficiales ayudan. ¿Los reconocen?



Historias de donaciones con valor agregado



Un empresario que quebró, solicitó anular la boda de su hija

This year, we opted for yet another expression of global interactivity as we expanded the Yad Eliezer communication space in new directions – launching YadEliezer.org in Hebrew, French and Spanish. Readers from Europe, South America and the Middle East can now comfortably connect with the entire Yad Eliezer family, benefitting from the constant flow of news updates, visual essays and blog entries that keep donors up to date on all of the action.

We invite you to avail yourself of the new YadEliezer.org language options and to connect with us about what most matters to you. Whether via email, website comments, Facebook, and of



course good old phones, fax or postal mail, we look forward to maintaining our international – yet always personal – communication with you during the year to come.

2014 Communication Statistics:

Yad Eliezer on Facebook, in both Hebrew and English, including our all-new Australian Friends of Yad Eliezer Facebook page: 25,800 fans.

Donations via the website totaled: \$2,647,000, with an average contribution amount of \$145. Monthly recurring donations rose to just under \$26,000.





LEAVE A LEGACY MAKE THE WORLD A BETTER PLACE

Our friends around the world prioritize giving to Yad Eliezer as a means of improving the lives of thousands of men, women and children in Israel each year. Many donors wish they could offer a lasting form of support to Israel's families in a way that fits in with their own financial framework. Yad Eliezer has now developed its own Leave a Legacy program, which enables donors to make sustained charitable gifts that support Yad Eliezer over the long term.



WHY LEAVE A LEGACY?

- Create a fund to honor or remember a loved one
- Plan for the transfer of specific assets
- Create a lasting reminder to your family of your commitment to Israel and the Jewish people
- Ensure that your estate will be distributed in line with your personal values
- Leave a charitable legacy for future generations

WHO CAN LEAVE A LEGACY?

Leaving a gift to benefit Yad Eliezer is a meaningful form of giving that is open to individuals of all income levels. Indeed, leaving a legacy gift in a will or estate plan is an expression of extraordinary generosity that we see in people from all walks of life – with different income levels, interests and passions. Each person who makes such a contribution benefits from the enduring nature of a legacy: You will continue to make a transformative impact on Israeli society in perpetuity through a lasting contribution to Yad Eliezer.

HOW TO LEAVE A LEGACY?

There are many different ways to Leave your Legacy. For your first step, we invite you to explore which options works best for you.

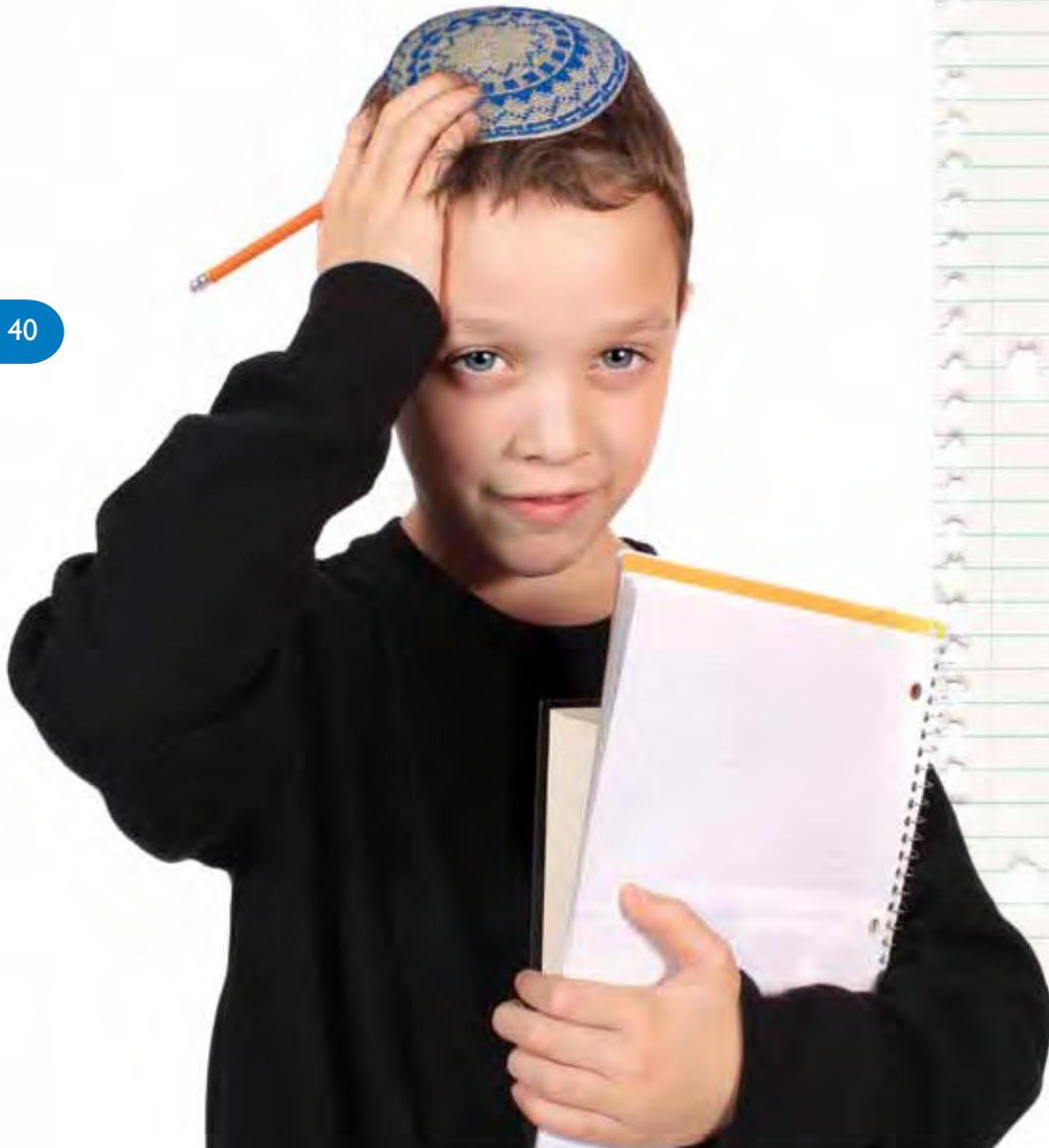
Please contact our Legacy Director:
Aryeh Tropper: 718-986-4525
aryeh@yadeliezer.org
All inquiries are held in the strictest confidence.

It is always important to discuss these donation options with a trusted professional advisor who can guide you in determining the best way to structure your legacy gifts.

FACTS & FIGURES 2014

40

You Make the Difference

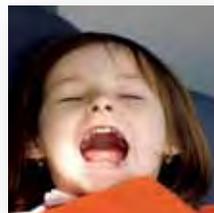


Families receiving assistance *Over 20,000*
Annual Budget *Over \$35 million*
Yad Eliezer volunteers *Over 12,000*
From how many countries? *Over 55*
Pantry Essentials Food Box monthly recipients *5,000 families*
Food Boxes delivered this year *65,000*
Food Boxes packed since opening of the new warehouse *32,000*
Babies receiving monthly Feed-a-Baby Formula *2,094*
Families receiving Surplus Produce *2,000*
Individuals receiving weekly Meals-on-Wheels *500*
Families receiving Holiday food packages *12,000*
Soldiers receiving Holiday gifts *300*
Boys benefitting from a Big Brother *3,000*
Girls benefitting from a Yad Zvi Baruch Big Sister *500*
Students studying in the Shalhevet Initiative *550*
Widows receiving Keren Almanos stipends *Over 630*
Support provided through the Young Israel
Kew Garden Hills Charity Fund *\$1.4 million*
Support provided through Emergency Assistance Fund *\$3.5 million*
Patients at the Tzefat Community Dental Clinic *2,659*
Bar Mitzvah Twinnings *91*
Adopt-a-Wedding Partnerships *725*
Weddings held in the new Bnei Brak wedding hall *59*
Couples benefitting from Newlywed Assistance Funds *1,026*
Winter Warmth Campaign 2014 *4,500 coats;*
1,500 heaters; 6,000 quilts
Stand Behind Israel Campaign for Soldiers and families during
Operation Protective Edge 2014 *\$1 million*
Soldiers benefitting from Stand Behind Israel Campaign *10,300*

AROUND ISRAEL WITH YAD ELIEZER

From north to south, desert to coast, small town to big city – from Afula to Ashdod, Tzfat to Eilat, Yad Eliezer is creating a better future for tens of thousands of families throughout Israel.

Thank you for helping us transform the map of Israel's tomorrow!



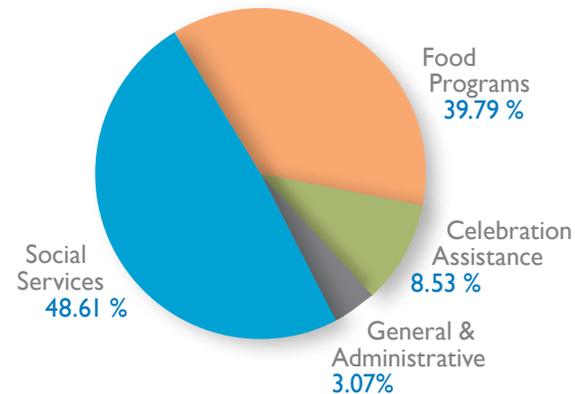
FINANCIAL REPORT 2014

OPERATING EXPENSES

Source	Amount USD \$	% of Total
Food/Holiday Programs	12,894,372	36.33 %
Feed-a-Baby	755,201	2.13 %
Purim Distribution	472,416	1.33 %
Job Training	60,050	0.17 %
Emergency Fund	3,535,509	9.96 %
Medical	56,216	0.16 %
Dental Clinic	69,474	0.20 %
Winter Coats and Quilts	108,294	0.31 %
Big Brother/Sister	3,053,886	8.60 %
Stipends	5,659,531	15.95 %
Shalhevet	558,502	1.57 %
Widows & Orphans Support	4,150,668	11.69 %
Weddings	2,412,608	6.80 %
Kol Kallah Bridal Fund	243,022	0.68 %
Keren Yesomos Appliances	285,460	0.80 %
Bar Mitzvah	87,747	0.25 %
General and Administrative	1,088,385	3.07 %
Total Expenses	\$35,491,341	

INCOME

Source	Amount USD \$	% of Total
Overseas	25,058,578	69.44 %
Israel	8,412,322	23.31 %
Big Brother/Sister	2,617,838	7.25 %
Total Income	\$36,088,738	
Surplus	\$597,397	



97% of every dollar you donate goes directly to the families who need your help most. Every Donation Makes a Difference!



AROUND THE WORLD WITH YAD ELIEZER

With friends, donors, and supporters on six continents and four hemispheres – from Africa to Asia, Europe to North America, South America to Australia – your support has transformed Yad Eliezer into a truly international phenomenon.

Thank you for your part in creating the global Yad Eliezer family!



LETTERS OF ENDORSEMENT



Date: December 31, 2014
Our ref: 480 - 2015

To:
Yad Eliezer Friends Association,
U.S.A.

Re:Yad-Eliezer Foundation

This is to hereby confirm that we function as the audit committee of Agudat Yad Eliezer. By virtue of this role, we accompany this organization with ongoing activities to ensure compliance with proper management as prescribed by the law. As a result of our inspections, we have found that the foundation operates efficiently, effectively and according to the Proper Management Ordinances in order to achieve its goals.

Respectfully,

Brightman Almogor Zohar & Co.
Certified Public Accountants

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139 Hantstown Rd • Glen Rock, NJ 07452
Phone (201) 618-1288 • Fax (201) 618-4694
www.charitynavigator.org

October 1, 2014

Sori Tropper
American Friends of Yad Eliezer
1102 East 26th Street
Brooklyn, NY 11210

Dear Sori Tropper:

On behalf of Charity Navigator, I wish to congratulate American Friends of Yad Eliezer on achieving our coveted 4-star rating for sound fiscal management and commitment to accountability and transparency.

As the nonprofit sector continues to grow at an unprecedented pace, savvy donors are demanding more accountability, transparency and quantifiable results from the charities they choose to support with their hard-earned dollars. In this competitive philanthropic marketplace, Charity Navigator, America's premier charity evaluator, highlights the fine work of efficient, ethical and open charities. Our goal in all of this is to provide donors with essential information needed to give them greater confidence in the charitable choices they make.

Based on the most recent information available, we have issued a new rating for your organization. We are proud to announce American Friends of Yad Eliezer has earned our third consecutive 4-star rating. Receiving four out of a possible four stars indicates that your organization adheres to good governance and other best practices that minimize the chance of unethical activities and consistently executes its mission in a fiscally responsible way. Only 12% of the charities we rate have received at least 3 consecutive 4-star evaluations, indicating that American Friends of Yad Eliezer outperforms most other charities in America. This "exceptional" designation from Charity Navigator differentiates American Friends of Yad Eliezer from its peers and demonstrates to the public it is worthy of their trust.

Forbes, *Business Week*, and *Kiplinger's Financial Magazine*, among others, have profiled and celebrated our unique method of applying data-driven analysis to the charitable sector. We evaluate ten times more charities than our nearest competitor and currently attract more visitors to our website than all other charity rating groups combined, thus making us the leading charity evaluator in America. Our data shows that users of our site gave more than they planned to before viewing our findings, and in fact, it is estimated that last year Charity Navigator influenced approximately \$10 billion in charitable gifts.

We believe our service will enhance your organization's fundraising and public relations efforts. Our favorable review of American Friends of Yad Eliezer's fiscal health and commitment to accountability & transparency is now visible on our website.

We wish you continued success in your charitable endeavors.

Sincerely,



Ken Berger
President & Chief Executive Officer

www.charitynavigator.org



LETTER OF APPROBATION BY GEDOLEI YISRAEL

Since its inception over three decades ago, Yad Eliezer has been inspired by the guidance and encouragement of the Gedolei Yisrael, the rabbinic leaders of the global Jewish community.

The letter below highlights the years of “pioneering dedication” by Yad Eliezer to supporting those in need through a system modeled on personal idealism and financial integrity, and ends with a bracha to all those who contribute towards Yad Eliezer's continuing efforts on behalf of Israel's families. Signatories to this endorsement are Hagaon Harav Nissim Karelitz, Hagaon Harav Chaim Kanievsky & Hagaon Harav Aryeh Leib Shteinman.

קריאת קודש

מן המסורות בישראל, מפעלי הצדקה והחסד של אגודת יד אליעזר, אשר הם החלוצים לפני המצאה בכל ענפי הצדקה והחסד מזה כשלושים שנה. וכבר נמתייש על ידם מאות אלפי בני אב, משפחות ויחידים בכל רחבי ארצות מכל העונות והעדות.

הסידור החדש בחודשו התמיכה בעשרות אלפי משפחות נזקקות בנייהם אלפי יוממים ואלמנות, תמיכות כספיות, סלי מזון, בחנוכה חנוכה לילדים, בחנוכה כלה, בסיוע לחולים וקשישים וברחוקה תורה באופן מושלם לאלפי אברכים ויניגי תורה במשרות ובפקסין.

והכל מנהל במשטרה דשטרא בחנוכה ודעת עיי חבר תית נקיי הדעת ובראש המיסד ירדנו איש החסד הרהיג רבי יעקב ויול שלישיא וליסיתו בנו הריב החשוב ר' רב ויול שיהי, אשר כל מעשיהם על פי דעת חכמים גדולי ישראל בנקיות וברקוק גדול.

כאשר מרבית פעולותיהם בצניעות יהירה ובמתן כסתר בהקפיד ארירים שאין להם את ור, בתקפיד שנתי הקרוב למאה מליון שית.

והנה עתה, במלאת שלושים שנה להיווסדם בברכת ובהצלחה גדולי ישראל וצוקיל ויבדלחמיה, באנו בזה לחוק ירהם של כל העשים והמעשים למען מפעל הצדקה והחסד הגדול בישראל. והנה בקריאת קודש לאחינו בית ישראל ולקהילות הקודש בארץ ובתפוצות הגולה. לעמוד לימינם בכל עז ולהיות נמנה עמם בעשיית המצב והחסד אשר כולו איתנו בזה. דחוקת תורה, נפילות חסדים, ביקור חולים, בחנוכה כלה וצדקה לעניים.

והנה מברכים בכל לב, את כל התומכים והמסייעים, בכל הברכות האמורות בתורה, בבני וחי ומוני, בבריאות ובנחת, באריכות ימים ושנים ובכל המצרך בחונות ובנשיות.

הייה מעשה הצדקה שלה, פיזיותיהם בעולם הזה והקין קיימת לעולם הבא.

באנו על הרוחם, למען הרבות כבוד שמים

נ.ש.י.י.י.

(Signatures)



Translation of above:

STATE OF ISRAEL MINISTRY OF JUSTICE – NON-PROFIT AUTHORITY
 Registrar of Non-Profit Organizations
 2 Kislev 5775/26 October 2014

To: Yad Eliezer (certified non-profit) , Polanski 12, Jerusalem 9527114
 Non-Profit ID# 580060069, Non-Profit Name: Yad Eliezer
 Subject: Certificate of Proper Management for 2015

As per your request regarding approval for the year 2015, we hereby certify that your organization fulfills all of the legally mandated criteria for non-profit organizations insofar as the submission of reports, notifications and protocols. This certification will be revoked if it is discovered that the organization had violated any of the laws concerning proper administration of non-profits. This authorization is valid until 31 December 2015. This organization was established on 4 April 1984.

Sincerely yours, Nimrod Shalvi, Comptroller, Non-Profit Registrar



DIRECTOR'S LETTER



Dear Friends,

There has been much to report on this year. New construction: New wedding halls, our newly renovated warehouse. The call of the moment: Yad Eliezer's aid campaign for IDF soldiers and residents of the south during Operation Protective Edge. Our programs to feed, assist, empower and mentor young and old, nationwide.

What do all of these programs, projects and campaigns have in common? Individuals.

Here at Yad Eliezer, our numbers do keep on growing. We helped well over 100,000 people this year, including food baskets for 5,000 families, baby formula for 2,000 infants, aid packages for 10,300 IDF soldiers, Big Brothers and Sisters for 3,500 school-

age children, meals for 500 elderly men and women, 725 weddings for Israeli couples.

Here at Yad Eliezer, "numbers" never become "statistics." They are – and will always be – individuals. The people who turn to us for help are never "the poor" and "the needy." They are always real people: men, women, and children, old and young, religious and secular, native Israelis and recent immigrants, large families and those living alone. People who find themselves in challenging, sometimes overwhelmingly difficult, circumstances. People who turn to us for support to overcome these obstacles and forge ahead on a path of courage and change, a path towards achievement of dignity and self-respect, a path, above all, of hope.

There is the family whose father, the primary breadwinner, was injured in a terrorist attack and now needs to retrain in a new employable field; the 83-year-old immigrant from Slovakia who lives entirely alone, her children far away in Eastern Europe; the

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"numbers" never
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They are – and
will always be –
individuals.*



young soldier who chose to remain on duty even during vacations – knowing that on the base, unlike in his own home, he will be fed three meals a day; the orphaned bride who hopes that years of high-school babysitting income will be sufficient to stock her kitchen; the newborn twins born to a mother undergoing chemotherapy, the ordinary family whose frugal living standards are simply not enough to get them through the month...

With your help, these individuals can become: a father, recovering from injury, who finds dignified employment in a new field, a cheerful senior who looks forward to “schmoozing” with her Meals-on-Wheels volunteer, an 18-year-old IDF recruit who goes home for Pesach, bringing wine and matzah from Yad Eliezer for his whole family to enjoy, a glowing young woman staring open-mouthed at a room full of brand-new electrical appliances, well-nourished twins celebrating their first birthday...

There are no statistics here, only individuals seeking our support, and yours.

Each one of those individuals thanks you for your support. We at Yad Eliezer thank you too.

With appreciation and best wishes,
Dov Weizel
Executive-Director, Yad Eliezer
Jerusalem



JOIN THE YAD ELIEZER FAMILY...



Visit us online at: www.yadeliezer.org
Email us at: info@yadeliezer.org

Contact the Yad Eliezer office nearest you:

UNITED STATES Sori Tropper
sori@yadeliezer.org (718)258-1580
American Friends of Yad Eliezer
1102 East 26th Street Brooklyn, NY 11210 USA

ISRAEL Meira Bauminger, Program Coordinator
meira@yadeliezer.org (02)591-2200
Yad Eliezer Headquarters
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canadianfriends@yadeliezer.org
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c/o Esther Sora Gestetner, 1943 Clinton
Montreal, Quebec H3S 1L2, CANADA
Toronto: Canadian Friends of Yad Eliezer
c/o Chaya Salamon, 1 Forestwood
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