



# MID-YEAR MAGAZINE 2018



VOLUNTEER



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# MIDOT CERTIFICATE OF EFFECTIVENESS



Latet is proud to announce that it was granted the Midot Certificate of Effectiveness. Midot is an NGO founded in 2008 by the JDC and Meitav, whose objective is to assess the effectiveness and impact of NGOs (i.e. their ability to create social value and improve the quality of life of their beneficiaries). The seal was awarded to Latet, accompanied by a letter attesting that Latet is “committed to an organizational culture that gives great importance to planning and measurement, focuses on results and on continued improvement, in order to influence its beneficiaries and bring about a significant change for the better in their lives.” In addition, it is noted that “the management processes led by the organization to promote the effective advancement of its social goals are prominent and worthy of special mention”. Latet was awarded the certificate for three years, instead of two as it usually is.



## A LITTLE APPRECIATION



We constantly pass them in the street or at the park; we see them in the parking lot or arriving at school, the shopping mall, or even at work. Until now we have seen them, but they have gone unnoticed. Today and moving forward we choose to open our eyes and say thank you.

To mark the International Thank You Day on January 16, 2018, Latet organized a special and exciting project across Israel to encourage people to open their eyes, see all the good that surrounds them, and say “thank you”. During the course of the day, Latet Youth members, volunteers, and ordinary people around the country from the many communities which make up Israeli society joined together with Latet’s volunteers to take part in activities to show their appreciation, concern, and love for the many amazing people who often go unthanked.

[Click to watch the video](#)





**16,009 volunteers**  
for an annual total  
of **400,691 hours**

" Volunteering at Latet has been a dream come true. Four years ago, I arrived at the Shufersal branch in Bat Yam, willing to contribute to society and a bit for myself too, to build up my personality. I wanted to learn how to lead, to be responsible, and to be more open to others. After a year of volunteering, I brought my younger brother Zion. The satisfaction from volunteering at every holiday food drive is enormous and it has a real impact on my personality and on Zion's. Without any doubt, we will continue to do it. During my volunteering, I was amazed to witness how open our society is, and how much we love to give and help. I was really moved to see the number of food boxes we collected at the end of each day of the campaign and to think about the families who would experience a decent holiday meal thanks to the volunteers and donors. I am very proud to be part of the Latet family, and can't wait for the next food drive. "

Sandra Yosef, a food drive volunteer

### LATET IN PASSOVER

The food drive was held in **187 branches** of the Shufersal supermarket chain during morning and evening shifts in order to collect food for families in need. **13,835 food boxes** were collected over 8 days, with participation from **6,275 volunteers** and **278 coordinators**.

### VOLUNTEERS EVENT

As we do each year, we held an evening dedicated entirely to Latet's volunteers on the 4<sup>th</sup> of June. 1,000 volunteers attended the event and enjoyed a volunteering performance by the great "Hatikva 6" band at the famous "Barby" club, with an atmosphere of Israeli celebration. At the event, certificates of excellence were awarded to volunteers who were exceptionally outstanding during their year of volunteering. A special award was also granted to six volunteers who have been taking part in the organization's activities for over a decade.







**2,500 members**  
**41 cities**  
**130 young counselors**  
**160 groups nationwide**

” The idea of a national initiative that came from a genuine need – to be grateful and to pay attention to other people – made me change my mindset, pay more attention to service providers, people around me, and especially made me understand that we have the power to change! To lead a large-scale social change that creates mutual responsibility and zero selfishness. I am happy and proud to be part of this blessed initiative and the Latet Youth organization.”

Shaked Alma, young counselor at Latet Youth

### MID-WAY SEMINAR

On March 6, 2018 the mid-year seminar for the activities of Latet Youth took place. The “Mid-Way” seminar indicates the end of the “Exposure stage” during which the participants are exposed to populations in need in Israeli society and get to know the world of humanitarian aid. This seminar then introduces the beginning of the “Entrepreneurship stage” – a stage in which each Latet Youth group plans and executes a social project for a community in need within its own city. The participants in the seminar enjoy enriching content that stimulates motivation and enhances their teamwork and collaboration abilities. In addition, the seminar connects them to the values and work of the Latet organization and Latet Youth. This year about 1,200 members attended the seminar and, thanks to the Latet Youth program, they now volunteer, become involved in their communities, lead, and initiate for a better and just society.



### END-OF-YEAR EVENT

On June 14, 2018 we held an event which marked the end of the year of activity and highlighted the best social initiatives of the year at Latet Youth. Out of 160 groups, 15 groups were selected to present their activities to the management teams of Latet and Mizrahi Tefahot Bank – Latet Youth’s partner for the last 6 years. Among the initiatives are: “Make a Wish” for Holocaust survivors, construction of a therapeutic garden for special needs children, an event for cancer patients and their families, accessibility for the disabled awareness campaign, and more.



We provided **44 local NGOs** with equipment: blankets and radiators, industrial fridges and freezers, kitchenware for soup kitchens

” Last week we had the privilege of participating in a collaboration meeting organized by Latet. The meeting was interesting, to get to know our colleagues was a real teaching experience, and the tour of the well organized and sparkling clean logistics center was very impressive. But above all, when we see the quantities of food that Latet manages to collect in the “Food Rescue project” together with the Association of Food Industries in Israel, we are stunned by the enormity of the task and its great importance. All credit goes to the Latet organization for operating this blessed project. We hope that as many actors as possible in the food industry will join and contribute to this important project.”

The director of the Keren Ezra NGO for new immigrants in need in Be'er Sheva

### “LATET MORNINGS”

During the first half of the year, we hosted two NGO collaboration meetings at our logistics center in Har Tuv. Some 40 partner NGOs' directors took part in the panels and held fascinating and empowering talks on issues which are essential for a successful joint operation. The positive responses from the participants and the ability to use the learned tools in the field strengthen the communication and the connection between Latet and the NGOs and within the NGOs themselves.



### CENTRALIZED PURCHASING

The Latet organization has significant purchasing power due to the large volume of food purchases it makes on a regular basis. In order to enable the local partner NGOs to benefit from this purchasing power and even to influence it, we have launched a permanent and accessible platform through which the NGOs can purchase food according to their needs, at the same prices as Latet.



In the first half of 2018, we managed to rescue **100 tons of food worth \$440,000** from the Shufersal supermarkets chain

"It is heartwarming to witness the families and people who donate and help Latet. Volunteering at the organization is very satisfying and gives the strength to continue."

Hadar Radin, monitoring team

### FOOD RESCUE PROJECT WITH THE SHUFERSAL CHAIN

This initiative brings together around 70 Shufersal branches and 50 of our local partner NGOs. The NGOs rescue food directly from the branches and distribute it to families and individuals who are suffering from nutritional insecurity. In order to raise awareness of the Shufersal chain's customers and staff for the project, together with the chain we created branded baskets which can be seen in the fruit and vegetable sections of the chain's branches with the inscription: "We rescue fruits and vegetables for families in need".



### REUSABLE BASKETS DISTRIBUTED TO THE PARTNER NGOs AHEAD OF PASSOVER

As an umbrella organization for 180 local NGOs, assisting them in their ongoing work, this year we chose to equip the NGOs with reusable baskets that make it easier to pack food. The reusable baskets are comfortable and of high quality, with convenient handles for carrying by hand or on the shoulder and are capable of carrying more weight. They are lightweight, foldable, and do not take up space. They are even friendly and good for our environment.



We ended a research for alleviating nutritional insecurity and we are starting a follow-up research for a sustainable solution

## THE SOCIAL LAB

In July 2016 Latet set up a social lab for the first time in Israel (in cooperation with the ERI research institute) which is an incubator for the development of innovative solutions in the field of poverty and food insecurity. The goal of the lab is to develop the most effective intervention model to solve the nutritional insecurity problem and to design an innovative and groundbreaking solution that can be implemented on a large scale nationwide.

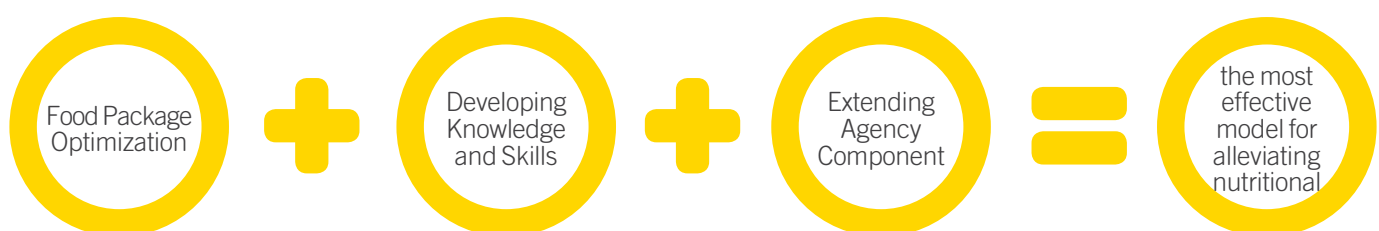
The lab was set up after a pilot for a nutritional security program was conducted in Bat Yam and showed that although a varied food package worth \$135 was provided to the families, there was no improvement in their nutritional security situation.

## The model and the structure – the stages of the current research



Studies of interventions in the realm of food in developed countries found that only about 30% or less of the participants were alleviated from nutritional insecurity. In contrast, the lab results show that:

- 52% of the families were alleviated from hunger at the end of the third stage.
- 73% of the participants were alleviated from hunger in at least one of the intervention stages.



**When we add the three components of the current study, we can achieve the highest percentages of hunger alleviation. All three stages had a significant effect on improving the families' nutritional security situation.**

We are currently working on follow-up studies regarding the social lab:

In the next stage, our objective is to build a joint model for a sustainable alleviation from food insecurity and poverty through cooperation with an intervention program which deals with poverty relief, aimed at increasing income through employment.





**1,000 impoverished Holocaust survivors** are supported by Latet's Aid for Life program and receive social and physical assistance according to their needs

"I thought that I would come, contribute, do some good and feel good, and that is it until the next month. But life had other plans, and I found the minutes turning into hours and the words becoming stories. I met a couple whose love for each other is inspiring, their strength strengthening the strongest and the food they prepare makes you feel that you are in another country. I could not remain indifferent to the strength I drew from the monthly visits and convinced my husband to come with me, just once. Only to meet these people who are making me feel so good... Of course, since then, he comes with me each and every month. For him they are the grandparents he never had. Although I am the one volunteering at Latet, I do feel the one gaining something each and every month."

Y., a volunteer in the Aid for Life program

## PURIM

As in the past years, we collected and distributed "Mishloach Manot" (the Purim food baskets) to Holocaust survivors in need. About 2,000 baskets were delivered to the survivors together with greetings written by children from all over the country, in order for the survivors to enjoy a happy Purim. In addition, a Purim party was held in cooperation with Intel Corporation in Petah Tikva.





**7 social events** for Holocaust survivors have been held by the program since the beginning of the year. **100 apartments** of Holocaust survivors in need were renovated since the beginning of the year as part of the Restoration Project.

" We started volunteering in the program almost ten years ago, and about eight years ago we started visiting F. She knew us as a couple of single students, then as a married couple and about three and a half years ago as parents. From the moment our son came to the world, we decided that he would take an active part in our visits to F., and since then when he sees the food box, he asks us when we are going to her and looks forward to it. The program's platform has given F. much more than I thought I would give in the beginning. Thank you for the opportunity to participate in the program; we are privileged to be able to give in a very special way!"

A., a volunteer in the south of the country

## PASSOVER

Ahead of Passover, seven social events for Holocaust survivors in need were held across the country and attended by about 650 Holocaust survivors with the support of more than 300 volunteers. These events took place thanks to cooperation from several companies and their huge desire to delight Holocaust survivors for the Holidays: Medinol, Intel, Bank Leumi, AppsFlyer, Isracard, Cloudinary and the Dan Caesarea Hotel.

All of the Holocaust survivors in the Aid for Life program received food boxes adapted for the Holiday, and boxes were also distributed to additional Holocaust survivors who asked for specific assistance on the eve of the Holiday.



# RESOURCE DEVELOPMENT ISRAEL



More than **17 companies** took part in our food boxes packing activities in Passover

## A COLLABORATIVE PACKING SITE

On Good Deeds Day, Latet set up the first collaborative packaging site of its kind in Israel, in cooperation with Kiryat Atidim (high-tech district of Tel-Aviv). During the day, companies from the area including Ness Technologies, Abbott, and NSO group could walk out of their building to participate and enjoy a volunteering and giving event. Together, the various companies packed around 2,500 food boxes for Holocaust survivors and families in need for Passover.



## DONATE AND PACK

As we do every Holiday, this Passover Latet teamed up with a number of leading companies, including IAI and Applied Materials, whose employees donate and pack food boxes for Holocaust survivors and families in need. As part of this activity, some 5,500 food packages were packed and distributed directly to Latet's partner NGOs and from there, to the Holiday tables of disadvantaged families.





## INTERNATIONAL RESOURCE DEVELOPMENT



This is the second year we partnered with the Jewish Facebook page and created digital content to collect donations for holiday meals. Together, the videos gathered: **2M views, 27K shares, 18K likes, 4K comments**

### INAUGURATION OF A LATET TRUCK

This past May we had the pleasure of inaugurating a new truck donated by the Fondation Lucette Guedj under the umbrella of the Fondation du Judaïsme Français. The generous donation was made in memory of Lucette Guedj, a French teacher, who was always sensitive to social issues. Her sister was impressed by our work, felt there was a natural connection between her late sister's will and our action, and therefore decided to help thousands of families by facilitating the food distribution with a new vehicle.



### LATET IS GOING INTERNATIONAL

In our efforts to introduce Latet's action to international audiences, we are always thrilled to host delegations from foreign countries. Among these visits, we would like to highlight the group from the Jewish Federation of Greater Philadelphia, our long-time partner, who arrived to participate in a fascinating talk about food rescue, and the Guatemalan Congress representatives who came to our offices to learn more about our vast experience. We also have had the privilege to present Latet to two important French Jewish institutions: we were invited to speak at the FSJU Gala in Lyon, France, and we received the visit of the Executive Office of the CRIF who came to our headquarters. It is always an honor to share our know-how, and even more so to lead and inspire the fight against poverty abroad.





## MORE AT LATET



**6 celebrities' parents** took part in the Passover campaign in Israel

### SEEING LATET – COOPERATION WITH THE OPTICA HALPERIN CHAIN

In honor of the Purim Holiday, we initiated a first of its kind collaboration with Optica Halperin (leading Israeli eyewear chain): in the chain's stores and next to the regular glasses stand, we displayed another stand with colorful plastic glasses for Purim costumes. The plastic glasses were sold at \$2.5, and for each purchased pair, the Optica Halperin chain matched the donation with an additional \$2.5. That way, people bought a pair of glasses and donated twice as much.



### PASSOVER CAMPAIGN

On Passover, we led a campaign to collect holiday meals with the message "Give a meal as a gift". For tens of thousands of families, the best holiday present is a meal. Parents of celebrities such as Gal Gadot, Statik, Rotem Cohen, Tal and Ido Museri mobilized for the campaign. The parents asked their children to donate a meal to people who really need it instead of buying them an unnecessary gift.

[Click to watch the campaign videos](#)



**MORE AT  
LATET**



**1,600 shades of "good feeling"**  
are on their way to you

"Two years ago I got the opportunity to volunteer in the Marketing department of Latet and since then it has become a part of me. It is a privilege and a pleasure to work with a team who thinks big in order to change the lives of thousands of people. Every time, it makes me smile."

Calanit, a volunteer in the Marketing department

### TO GIVE A GOOD FEELING

When we donate, we feel good. To make that insight concrete and tangible, we have developed with the Gefen Team advertising agency, a unique product that "packages" good feelings for individuals. In the colorful box you can find a small mirror reminding you that you are the source of good feelings and underneath it, a message indicating that the good feeling is in fact the act of giving itself. The product comes in thousands of shades and was launched during the acclaimed "Fresh Paint" art fair and was also sold on online platforms.

[Click to purchase the product on the Marmelada store](#)

[Click to watch the launch video](#)

The purchase of the product constitutes a donation dedicated to the purchase of food for families in need.



# MEDIA COVERAGE



## המלאכים שמאכילים את הרעבים

יותר מאלף מתנדבים מרחבי הארץ, מתוך 2,500 מתנדבים בוגרים הפזורים באופן קבוע בארגון לתת, הגיעו השבוע לערב הוקרה מיוחד שערך למענם הארגון. מדובר בסיירת של ארגון הרווחה הגדול בישראל, הפועל ללא תמורה לאורך כל ימות השנה ומלווה באופן שוטף משפחות נזקקות, קשישים וניצולי שואה מעוטי יכולת, חלק מ-2.5 מיליון ישראלים שחיים במצבים כאלה ואחרים של מחסור בתנאי מחיה בכבוד. בין מקבלי תעודות ההוקרה היו גם מתנדבים שפעילים בארגון למעלה מעשור. ז"ל דרמון, יו"ר ומייסד ארגון לתת: "באירוע ניתן היה לראות עד כמה העשייה של לתת היא עממית, ושב-סובו של דבר הפתרון מתחיל בשרשרת של סולידריות של אחרים מן השורה שמחליטים לשנות את העולם ביחד. זאת ההודמנות שלנו לומר להם תודה".

יובל בגנו ■ צילום: שלומי מזרחי

## TMI יודע ש... אלפי עובדי חברות פרטיות וציבוריות מרחבי הארץ, נרתמו לסייע לארגון 'לתת' באריות חבילות מזון לקראת חג הפסח

תגיות: רכילות עסקית, הלאונג

06:22 28/03/2018 | מיכל גלנטי



אלפי עובדי חברות פרטיות וציבוריות מרחבי הארץ, נרתמו לסייע לארגון 'לתת' באריות חבילות מזון עבור למעלה מ-10,000 משפחות נזקקות וניצולי שואה נזקקים, לקראת חג הפסח. ארגון 'לתת' בראשות המנכ"ל ערן וינטרוב פועל לצמצום העוני בישראל על ידי סיוע לאוכלוסיות במצוקה והנעת החברה האזרחית לערבות הדדית ונתינה. לתת, משמש כארגון גג ובנק מזון ארצי, ומשתף פעולה עם כ-180 עמותות מזון וארגוני סיוע הפועלים ב-105 יישובים בפרסיה ארצית בכל המגזרים בחברה הישראלית. שיתוף הפעולה עם עמותות המזון ברחבי הארץ מאפשר סיוע לכ-60,000 משפחות המונות כ-200,000 נפש. לקראת חג הפסח אלפי עובדים מהחברות המובילות במשק חברו לארגון לתת במטרה לקחת חלק בפעילות התנדבותית שמטרתה אריות אלפי חבילות מזון למשפחות וניצולי שואה שחיים מתחת לקו העוני. הנהלת החברות או ועדי העובדים באותן חברות, מממנים את רכישת המזון, והעובדים בחברות אורזים אותו, באחד המרכזים הוליסטיים של ארגון 'לתת' או באתר החברה עצמה. למטרה זו נרתמו חברות מהמובילות במשק וביניהן: ועד עובדי התעשייה האווירית, תנובה, ישראלכרס, פרטנר, קבוצת שטראוס, Applied Materials, מזרחי-טפחות, ועד עובדי חברת חשמל, Ness Technologies, כלל ביטוח, Abbott, מיקרו פוקוס, וביטוח ישיר.

## לתת בחזרה: כ-4000 בני נוער יחלקו מאות אלפי אגרות תודה

יום שלישי, 16.1.2018

חניכי ומדריכי "נוער לתת" ייצאו היום (שלישי) למאות מוקדים ברחבי הארץ ויחלקו גלויות תודה למאבטחים, מנקים, אחים ואחיות, נהגים ולוחמי אש, בבקשה לאתגר את הציבור הישראלי. המבצע



"פזתחים תלמידינו ואומרים תודה" הוא המבצע החדש של ארגון לתת שיוצא לדרך השבוע. עשרות אלפי ילדים ובני נוער יעברו מערכי הדרכה ופעילות בית ספרית, נוסף על כ-4,000 בני נוער שייצאו למאות מוקדי פעילות בשביל מטרה אחת ויחידה – לומר תודה.

קל ללכת לאיבוד בגשם השיח הציבורי הקודר, המוקצן, שמנבא חדשות רעות על שחיתות ורדיפה אחרי כוח. דווקא כעשיית פזת ארגון נוער לתת את המטרייה שלו ומבקש לעצור ולומר תודה לנוכחי השירותים במרחב הציבורי – מאבטחים, מנקים, אחים ואחיות, נהגים ולוחמי אש.



במבצע הארצי הראשון מסוגו של נוער לתת, ביוזמתם של חניכי ומדריכי נוער לתת, יגיעו בני נוער למאות מוקדים ברחבי הארץ ויחלקו גלויות מיוחדות, אקט של אכפיות לאנשים שחיים סביבנו ולרוב אינם זוכים להכרת תודה על עבודתם. המבצע יתועד ויעלה לרשת, ויאתר את הציבור הישראלי לעצור ולחשוב על האנשים שאנו נוטים לקחת כמובנים מאליהם.

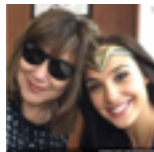
## אמא של גל גדות היא הוונדר וומן האמיתית

היא האמא של וונדר וומן ונעת תבנית מאיפה מגיע כל הטוב הזה שקוראים לו גל גדות. האמא של הישראלית הכי מצליחה בעולם נרתמת למען מטרה חשובה ופותחת את הלב. וואלה! סלבס זוכה אנכית ל

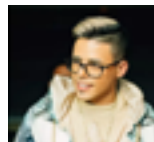
תמונת: גל גדות, סטטיק, רומם כהן, סל מוסר, שי מיקה  
לידה: עטר בכר  
13:00 12 במרץ 2018

וכן שתמיד רציתם לדעת מה עומד מאחורי המפעל הזה שקראו לו גדות? היא יפה, היא חכמה, יש לה קסם חד פעמי, אך הדבר שכל כוכב הוליוודי נהנה לומר עליה זה שהיא פשוט - אישה טובה כל! משהו שמרמז על כך שמישהי כאן זוכה הכיב, ואמא אבא הנחילו את הערכים שלהם טוב טוב.

אז זה הרגע שלכם לפגוש את האישה האחרת על פאר הצורה שנקרא וונדר וומן, הכירו את ארית, אמא של גל גדות שהולכת לעשות משהו מאוד חשוב לקראת החג המתקרב ותספר לכם למה היא לא רוצה שגל תהיה לה מתנה השנה.



ארית חברה לניעה, אמא של סטטיק, מיכאל אבא של רותם כהן, בלה אמא של שי מיקה ורחלי אמא של טל מוסר ויחדיו הם הצטרפו לקמפיין מרגש לקראת חג הפסח של ארגון 'לתת'.



הארגון שפועל ללא מטרת רווח ולמען צמצום העוני ובניית חברה שנקרא וונדר וומן, החליט לצאת השנה בפריקט מיוחד בו הוא מגייס את הוריה של המפורסמים תחת האמרה: "במקום לקנות מתנה לחג שאף אחד לא צריך, תורמים ארוחה לחג למי שצריך אותה באמת".

מארגן 'לתת' גמסר: "גם בגלל ארגון 'לתת' מסייע למשפחות נזקקות באמצעות חבילות מזון שיאפשרו להן לחגוג את חג הפסח בכבוד ולהניח אצל על שולחן. כחלק מהפעילות למען משפחות נזקקות ועידוד התרומות, יציא ארגון 'לתת' בקמפיין בהשתתפות הורים של סטריטס שפונים ישירות לילדיהם המפורסמים ומבקשים מהם לא לקנות להם חגג הזה מהנה. בכל שנה בפסח אנו מחנכים ומתארים בהג אצל הורים שלנו, הדורים, החמות והקטנים וקונים מתנות חג שכן לרוב קצת מתחרות... אצל בגל הזה - שמעם לזה סוף!"

## בארץ national

### עמותות מזון: הביטוח הלאומי מסתיר מידע על כמות הרעבים

יותר מ-100 עמותות טוענות במכתב, כי על אף הבטחתו - המוסד לביטוח לאומי טרם פרסם נתונים שאסף ב-2015 בנוגע לביטוחן תזונתי. "אנחנו מקווים שהנתונים לא חמורים", אמר מנכ"ל לתת. המוסד לביטוח לאומי: "המחקר עדיין בשלבי עבודה"

אמיר אלון | פורסם: 07.06.18 | 07:40



פרסם ראשון: יותר מ-100 עמותות מזון פנו למוסד לביטוח לאומי בדרישה כי יפרסם את הנתונים שאסף לגבי כמות הרעבים בישראל בשנת 2015.

לטענת העמותות, אף על פי שהנתונים נאספו כבר לפני כשלוש שנים במסגרת מחקר מתקדם בנושא, הביטוח הלאומי לא מציג את הנתונים למרות התחייבות מפורשת. בעמותות מעריכים כי הסיבה לכך היא תוצאות בלתי ממתאימות. עד כה פרסם המוסד לביטוח לאומי פעמיים נתונים בנושא, אך הפעם האחרונה הייתה לפני כארבע שנים.



# OUR MISSION

Latet ("To Give" in Hebrew) was established in order to reduce poverty, for a better and just society, by providing assistance to populations in need on a universal basis, mobilizing Israeli civil society towards mutual responsibility, and leading change in the national priorities.

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