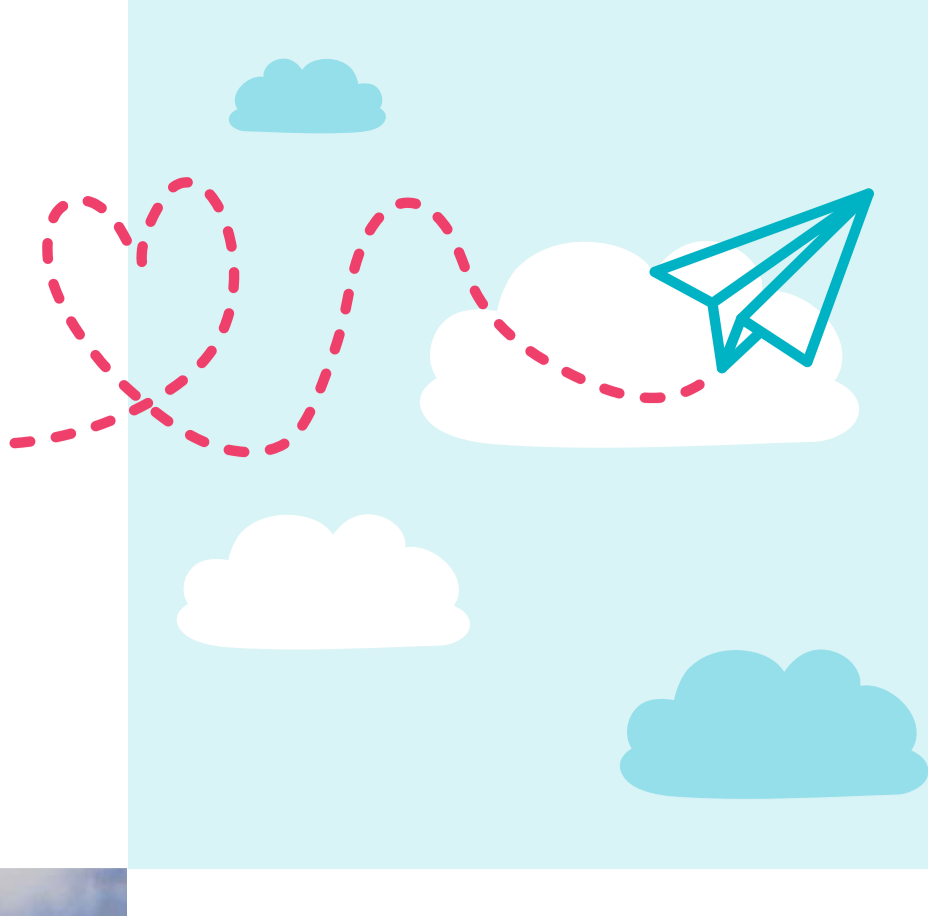


# SOCIAL IMPACT REPORT

January-July 2019

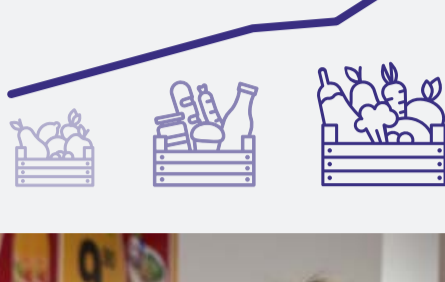


## FOOD DONATIONS RISE

We have increased the amount of food rescued by 23% to raise awareness about food rescue among large food manufacturers, rates of food rescue have been consistently improving over the past few years. Our thanks to all the food companies who are our partners in this journey.

[Join the project](#)

**23%**  
increase in food rescue compared to this time last year



## FOOD RESCUE PROJECT WITH THE SHUFERSAL CHAIN

Thanks to this amazing initiative, in the first half of 2019 alone we have rescued about \$355,000 worth of food from 86 Shufersal supermarkets across the country. That is a 45% increase compared to last year. This project has been carried out for the last 3 years, allowing our local partner NGOs to collect diverse fresh food straight from the Shufersal branches and directly distribute it to impoverished families.

[Click to view the video](#)

**45%**  
Increase in the amount of food rescued from the supermarkets

**26**  
Shufersal supermarkets that joined the project in 2019

**86**  
Shufersal supermarkets participate in the project



## PARTNERSHIP WITH THE ISRAELI FACEBOOK PAGE "SHTRUDEL"

As part of our "Nutritional Security" program, we partnered with the Israeli recipes page "Shtudel." Together, we developed a lot of delicious recipes based on the products from our food boxes that were both easy and healthy. The recipes were also distributed to our aid recipients to provide them with the knowledge and skills related to maintaining a balanced diet and healthy eating habits.

[Check out the recipes](#)



## HEARING DEVICES DISTRIBUTION

During two very emotional days, about 150 hearing devices were fitted for and provided to Holocaust survivors in need from our program. This unprecedented project took place in collaboration with a group of French ENT specialists from ORL Sans Frontières, together with the Audyx company.

[Read more](#)

## A COMPREHENSIVE AID PACKAGE

Besides the monthly distribution of 1,000 food boxes and social support - both executed by personal volunteers - we have also over the last 6 months held 11 social events and carried out 199 restorations of Holocaust survivors' homes to make them safer and more accessible. In addition, our Emergency Fund has provided 67 pairs of glasses, 44 dental treatments, 28 SOS panic buttons, incontinence products to 96 survivors - given every month to ensure comfort - and 21 other supplemental items to Holocaust survivors living in poverty.

## A COMPREHENSIVE AID PACKAGE TO HOLOCAUST SURVIVORS IN NEED

**67**  
pairs of glasses

**44**  
dental treatments

**28**  
SOS panic buttons

**199**  
home repairs

**21**  
survivors received other supplemental items

**1,000**  
monthly food boxes



## JOYFUL MISHLOCHEI MANOT

For Purim, 50 local schools, youth movements and organizations collected and prepared around 1,900 Mishlochei Manot with personal letters and blessing cards. The packages were then taken to Latet's logistic center, where they were distributed to Holocaust survivors and impoverished families to bring some joy into their difficult lives.

## THE LATET YOUTH COUNCIL

In the beginning of the year, we launched the national Latet Youth Council, which consists of 13 teenage participants. The Council's members were democratically elected from within their groups and take part in the highest levels of the decision-making process. All Latet Youth participants from across the country and from all backgrounds will hang out together, as the council emphasizes this year multiculturalism as a personal ethos.

[Learn more](#)

## "THANK YOU DAY" GROWS BIGGER

The Thank You Day initiative which started last year as a local project has since been accumulating momentum and growing its impact. This year, Latet Youth participants succeeded in bringing in more than 50,000 Israeli teens to say thank you to nurses, security guards, cleaning people and so many more workers and professionals who are too often taken for granted. In addition, awareness activities were held in schools all over the country.

[Click to view the video](#)

## THE SOCIAL MICRO-INITIATIVES ARE ON THEIR WAY!

Like every year, each of the Latet Youth groups identifies a need within their own communities and develops a social initiative to address it. 150 initiatives are being carried out right now. Some of the leading projects are: a cinema for at-risk children; home restorations for elderly Druze entrepreneurs.

[To additional initiatives](#)



## ON THE IMPORTANCE OF VOLUNTEERING

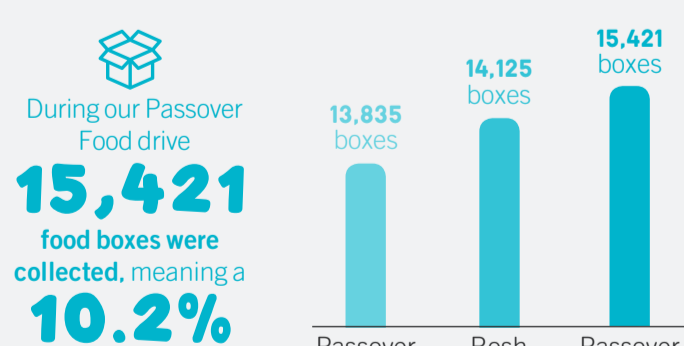
Volunteering is one of the core values of Latet and guides all of the organization's activity. In May, we held a seminar for Latet employees during which we discussed the importance and future of volunteering, the challenges we might face while recruiting and managing volunteers, and tools for making improvements.

[Join our family](#)

## LATET IN PASSOVER

The Passover food drive was held in 189 branches of the Shufersal supermarket chain all over the country. Over 4,000 volunteers took part in the drive and collected 15,421 food boxes; a 10% increase since our last drive in Rosh Hashanah.

[To enroll in the next food drive](#)



## THE BUSINESS SECTOR PITCHES IN

Around Passover, thousands of employees of leading companies in Israel took part in our food box packing activities. Together, they packed 21,000 food boxes. Among the companies are: Bank Leumi, Clal Insurance, Union Bank of Israel, Adama, The First International Bank of Israel, Bank Mizrahi-Tefahot, Israeli Electric Corporation, Shikun & Binui, GSK, Electra, Applied Materials, NeuroDerm, Canaan Shenhav Architects, Israel Aerospace Industries, Micro Focus, Medtronic Oridian, Carasso, Tnuva, Abbott Laboratories, Direct Insurance, Isracard.

[Click to view the video](#)

## TO GIVE A GOOD FEELING

Numerous studies conducted by Professor Dan Ariely of Duke University show that the act of giving engenders good feelings in the giver. Last Passover, we took that insight one step further and led a campaign to collect holiday meals based around the slogan "to give a good feeling." Prof. Dan Ariely and model Dana Frieder joined the campaign, which was a parody of well-known Israeli ads. The idea behind the campaign was to help the public understand that while buying the products "sold" in those ads for themselves will not give them a good feeling, donating something of their own can. Try it for yourself!

[Click to view the video](#)

