

SOCIAL IMPACT REPORT

2021 Expanding the Giving Circle



LATET'S MISSION

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

DEAR PARTNERS,

For two years now we have been dealing with the consequences of the COVID-19 outbreak and the resulting economic crisis, expanding our activities, reaching tens of thousands more families, and working tirelessly to address the need. The poor became poorer, new families fell into economic hardship, and according to the 2021 Alternative Poverty Report, nearly a quarter of Israelis failed to recover and have been on the verge of poverty, with real danger of deteriorating into it. The "Middle Class Poor".

At the same time, we can see signs of a change in the government's approach regarding its responsibility for reducing poverty: starting with the decision of MK Meir Cohen, Minister of Welfare and Social Affairs, to allocate more than \$32M (NIS 100M) to reduce food insecurity, about half of which has been included in the base budget for the first time ever; through leading a day on the fight against poverty and food insecurity in the Knesset by the Chairperson of the Labor and Welfare Committee, MK Efrat Reytan; and the allocation of \$480M (NIS 1.5B) to increase the income supplement for the elderly. While much more is needed to change the trend and truly tackle these problems – including a government plan, measurable goals and a designated body that will focus on the issue – this is certainly a start.

The economic crisis will continue to accompany us even more in the coming years and will require a macro-social economic policy that addresses the narrowing of disparities as a national task, alongside the challenges of halting the pandemic, bridging rifts and eradicating violence, regional security threats and global warming.

We will, as always, be here on the ground and do everything we can to help those in need, engage in education and instill values, and strive for solutions to change the situation. We will be able to do this, due to our sense of mission and responsibility, thanks to the effective and efficient set of aid programs we have developed, and thanks to your trust and support for us, our partners along the way.

Eran Weintrob CEO Gilles Darmon President & Founder

THE IMPACT OF COVID-19 ON ECONOMIC HARDSHIP AND POVERTY

From Latet's Alternative Poverty Report 2021

"I opened a complementary medicine clinic in February 2020. Shortly after it opened, the Ministry of Health announced that we were going into lockdown because of the COVID-19 pandemic and the business couldn't operate. And that's how we got into a state of survival to get medicines and food.

The biggest difficulty was to contact the welfare department for the first time and ask for help. I'm active in my city, and I'm known from the other end, that I donate and ask for help on behalf of others."

[Esther, 40, married and mother of 4]

27.6% of the Israeli population live in poverty

21.8% of families live in nutritional insecurity in Israel

16.1%

of children live in severe nutritional insecurity

233,000

additional households experience economic hardship since the pandemic outbreak

23.6%

"the middle-class poor" 23.6% of families are on the verge of poverty 80.8%

of Latet's aid recipients have had their employment status affected during the pandemic

INCREASING LATET'S SCOPE OF ACTIVITY IN RESPONSE TO THE ECONOMIC CRISIS

With the ongoing COVID-19 pandemic and the severe economic crisis that swept the country, the past year has been marked by a slow and fragile recovery of the market. Yet, whole new populations fell into economic hardship and the living conditions of vulnerable populations who where already living in poverty have gotten worse.

In light of these events, we have created an Emergency Fund right from the beginning of the pandemic. As part of this emergency response, we increased the food assistance we provide to thousands of new families who have been adversely affected by the crisis. As an umbrella organization and national food bank, today we help 80,000 families in need on an ongoing basis.

We believe that this additional assistance gave these families a lifeline to help them face these challenging times.

\$59M

(NIS 182M)

worth of food distributed to families and elderly people

225

TONS

of animal protein distributed to the aid recipients \$483K

(NIS 1.5M)

worth of food vouchers distributed to various population groups, such as lone soldiers, post-trauma victims, women's shelters and more

3X INCREASE

in the procurement budget for food products to be allocated to our local partner NGOs \$645K

worth of winter equipment distributed to elderly people, Holocaust survivors and families in need





"You don't want the others to know it's hard for you. That you don't have food at home. You find a way to hide your situation. So you go to your friends, stay there for a few hours, and come back home with a full stomach. Or you eat from the rice the neighbor brought and enjoy every single bite because you don't know if you'll have something to eat the day after."

[Osher, 18, whose family receives assistance from Latet]

The Nutritional Security Initiative aims to reduce nutritional insecurity among families and individuals living in poverty by rescuing, collecting, and distributing food through our network of local partner NGOs, whilst empowering them and raising awareness of food shortage issue in Israel.

During 2021, we increased our support to local NGOs in response to the economic crisis and distributed about \$59M (NIS 182M) worth of food to more than 200 associations and social services throughout the country.





3 REGIONAL CONFERENCES FOR OUR LOCAL PARTNER NGOs

With the easing of COVID-19 restrictions, we returned to hold in-person meetings with our local partner NGOs. The regional meetings were small and intimate and around 15 associations working in the area participated in each of them. The goal of these meetings was to encourage and help the associations better pool their resources between them, thus strengthening the power of Latet's network of partner NGOs.



In 2021, we distributed 10,000 winter packages to elderly people and families in need, with a total worth of around \$645K (NIS 2M). The packages contain a food box, blanket, heater, hot-water bottle, winter clothes and more.





12,000

new families

joined the list of Latet's aid recipients due to the pandemic



80,000

families

received monthly assistance throughout the year



\$97K

(NIS 300M)

the budget allocated by Latet to local partners NGOs to help them purchase equipment to support the increase in their activity (refrigerators, freezers, carts and more)







"Food rescue is a win-win solution for society, environment, and economy. By rescuing food, we can feed people in need and at the same time, reduce landfill waste and the harm done to the environment."

[The State Comptroller of Israel's report, 2014]

The field of "food rescue" provides a solution to an ongoing market failure where on the one hand, hundreds of thousands of Israelis suffer from severe nutritional insecurity and on the other hand, billions of dollars worth of edible food are destroyed every year.

Latet's Food Rescue Project is a unique and large-scale initiative for rescuing food products that are intended to be thrown away, despite being edible, and distributing them to families in need. Thanks to a national food bank structure, systematic work and key partnerships, Latet succeeds annually to rescue food worth more than \$32M (NIS 100M) and distribute it to people in need. Food recue is a social, economic and environmental solution.

The biggest manufacturers in the market have realized the importance of the matter and are doing everything they can to ensure edible food will not be thrown away, with Strauss Group, Osem, Tnuva and Unilever leading the way.









4,930 TONS of food rescued



Around 50

companies donated food and non-food items



80%

of the food aid Latet provides comes from food rescue

FOOD RESCUE IN RETAIL CHAINS

Food loss and waste are the third biggest factor contributing to the global climate crisis.

Latet has been working for years to rescue food from food manufacturers and importers. According to the "Food Waste and Rescue in Israel" report, 50% of the food waste that could be rescued occur in stores and supermarket chains. Theoretically, rescuing half of the edible food thrown by supermarkets could solve the issue of nutritional insecurity in Israel.

Thanks to extensive work, Latet - the only organization in Israel that promotes food rescue from retail chains - has succeeded in significantly raise awareness of subject this issue among the general public and media. This is the beginning of a revolution that we are proud to lead together with our partners.







FOOD RESCUE PROJECT WITH SHUFERSAL





Together with Shufersal – the leading supermarket chain in Israel – we rescue edible food from 118 branches on an ongoing basis. The groundbreaking project is in significant expansion due to the chain's and organization's commitment to maximizing the great potential inherent in the initiative.

"Rescuing food from our branches enables our customers as well as our employees to be partners of this amazing social movement"

[Ron Laron, Deputy CEO of Shufersal, "Yarok BaLayla", Channel 13]









In a tremendous show of commitment, Strauss Group paved the way to a pioneer and unique food rescue project taking place in the Yochananof supermarket chain's branches. After working on a successful pilot in three central branches, the initiative is now expanding to all 34 branches of the chain.

- * During the past year, as part of the food rescue projects with retail chains, 1,600 tons of food worth \$5M (NIS 16M) was rescued. This is a 113% increase compared to the previous year.
- * We started to operate a dedicated vehicle to collect and distribute the food to our various local partner NGOs.
- * We expect additional manufacturers and importers to join these projects in 2022.











"I met Fania 9 years ago, as part of my volunteering at Latet. I was visiting her at the retirement home she was staying at during her last years. Fania didn't really asked for a food box and refused to see me as the "delivery guy". She asked for a friend, family."

[from a letter Gadi Sasson wrote about Fania, the Holocaust survivor he's been helping and visiting for the last 9 years. For the whole letter, visit Latet's website]

The "Aid for Life" program aims to improve the quality of life of Holocaust survivors in need and to provide them with immediate relief. By demonstrating care, mutual responsibility and concern for their situation, the holistic aid package offers them physical and social assistance at home and enables them to live a life of dignity.

During the past year, we have increased the program's scope and added 350 Holocaust survivors to the list of aid recipients. This change demanded the program staff strengthen relations with local authorities and social workers, as well as the recruitment of additional volunteers.



LIFE



AID PROGRAM EXPANSION

We have expanded the content of the food box the organization distributes. In addition to the regular products, we have added diverse fresh food (vegetables, fruits, dairy products). The products were chosen with the help of volunteer dieticians to be adapted to elderly people's needs and to further ease their distress.



VOLUNTEERS' TEAM EXPANSION

Due to the COVID-19 outbreak, we had to adapt the nature of volunteering with the senior population. The volunteers continued to visit the survivors at home and distribute the food boxes while strictly adhering to the COVID-19 safety guidelines and making phone calls on a regular basis to check the wellbeing of the survivors during these lonely times. Even during the "Gardians of the Wall" military operation in May 2021, the program's volunteers demonstrated their dedication and commitment to the survivors and made sure to continue reaching out and helping.











1,350

Holocaust survivors received holistic assistance throughout the year



360

homes were renovated to ensure accessibility and safety



84

dental treatments were carried out



300

radiators and blankets were distributed



90

survivors received adult diapers on a regular basis



250

pairs of eyeglasses were distributed



24

panic buttons were installed



250

summer items were distributed



1,350

winter packages were distributed







"Latet Youth just lifted me up. I felt like there was someone else taking care of me. Lior, the counselor, was like a big sister. I've been a counselor at Latet Youth for the past 5 years. It takes me back to where I was at the beginning, reminds me who helped me during hard times. It makes me happy now to be the one helping the youth move forwards to a better place. Without Latet Youth, I would be stealing and making serious trouble."

[llay, 18, counselor in Latet Youth]

Latet Youth is a youth organization that aims to educate young citizens on the values of volunteering, social solidarity and mutual responsibility alongside leadership development and encouraging social entrepreneurship.

During the past year, we focused on education to volunteering during the new pandemic routine by combining in-person and online activities, while observing the health guidelines for the participants. We encouraged the youth to identify social needs and to respond to them by carrying out 700 volunteer activities and social initiatives in the local communities.

Latet Youth, a safe place for the participants during these challenging times, provides certainty amid the uncertainty of the current reality and enables them to deal with anxiety, fears and social distance.





THANK YOU DAY 2021

The National Thank You Day, an initiative created by Latet Youth, took place for the fourth year. The initiative is dedicated to showing our appreciation for the numerous amazing people who often go unnoticed in the public sphere. 40,000 teens from youth organizations and movements across the country went out to thank people around them. This year, we focused on the medical teams and police force who have been working extensively with great commitment during this complex period.



SUMMER CAMP - 1st EDITION

After a long time without seminars and courses, we carried out the first summer camp of Latet Youth. The camp was designed for the 6th-8th graders and was also opened to teens who were not members of the organization. The goal of the camp is to educate the participants to values of volunteering and solidarity while providing a safe place for them after a rather difficult period. During this first edition, 100 teenagers from all walks of Israeli society joined the summer camp.



1,500 members



120 youth groups



700

volunteer activities and social initiatives carried out during the year



44

cities and communities









"According to the Alternative Poverty Report, one in five families in Israel suffer from nutritional insecurity. Despite this fact, we all know people claiming that nobody dies from hunger in Israel. The expectation that the poor will look like in a stereotype - tattered clothes, begging, homeless - is perhaps part of an intentional mechanism of turning a blind eye to poverty and its consequences. This stereotype keeps the vulnerable populations in a state of transparency.

But poverty is much more than that, and its consequences are many and wide. The life of poor families consists of food, health, social and existential insecurity. It is fraught with anxiety, humiliation and lack of faith in escaping the circle of poverty, in which future generations are also imprisoned."

[MK Efrat Rayten, Chairperson of the Labor and Welfare Committee]

The "Awareness and Advocacy" program focuses on a variety of activities to raise awareness of poverty in Israel and to lead change in national priorities – such as meetings with MKs, participation in committees, position papers and various publications.

Following over a decade of advocacy efforts and after four election campaigns and three years without a state budget, special funding at the base of the state budget was finally allocated for treating the issue of nutritional insecurity.



ALTERNATIVE POVERTY REPORT

For the 19th year, we have published our annual "Alternative Poverty Report". The report includes the Multidimensional Poverty Index, as well as the Economic Hardship Index, to examine the changes that occurred in Israeli society since the COVID-19 outbreak.

The report sheds lights on the most up-to-date trends in the field of poverty and nutritional insecurity in Israel 2021. Furthermore, in continuation from last year's report, we explore the economic consequences of the pandemic on the population, and more particularly, on the people living in poverty who receive assistance from Latet's local partner NGOs.

This year, the report was launched during the "Day for the Eradication of Poverty and Food Insecurity" at the Israeli Parliament, an initiative from the Labor and Welfare Committee's Chairperson, MK Efrat Rayten. Also attended: MK Avigdor Liberman, Minister of Finance; MK Meir Cohen, Minister of Welfare and Social Affairs; MK Merav Michaeli, Minister of Transport; MK Meirav Cohen, Minister for Social Equality; Meir Shpigler, Director General of the National Insurance Institute: the International Fellowship of Christians and Jews and other social activists.

The report gained significant media in order to put the issues of poverty and nutritional insecurity on the public agenda and promote social policies and solutions.

Click here to read the full report in Hebrew

of the Israeli population live in poverty



had their **employment** statuspafficieted by the

of the aid recipients had to forgo essential medication or medical care because they could not afford it

of the aid recipients stated

that the food they bought was insufficient and that they did not have enough money to buy more

233000

additional Israeli households have fallen into economic hardship as a result of the COVID-19 outbreak

of the elderly receiving aid stated that **their pension** does not enable them or only partially enables them to meet their basic needs



indicated that they cannot afford to buy basic school supplies for their children















Knesset News

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According to Latet poverty report presented to Labor Committee: Over one million poor children in Israel, over 633,000 families suffer from food insecurity; Committee chair: "A sad and worrying picture"





VOLUNTEERS AND PARTNERS ALONG THE WAY



"I remember myself as a little girl getting really excited at the sight of the delivery guy arriving, opening his trunk, and bringing us a big food box. When you receive such a package, it gives you some peace of mind. To me, volunteering at Latet was some kind of closure. It's my biggest victory."

[Orel, 26, volunteering at Latet during the national food drives]

This year, amid the ongoing "economic pandemic", 26,000 volunteers joined our forces and together provided 410,000 of volunteering hours. Thanks to them, we succeeded in offering assistance to thousands of families and Holocaust survivors in need, and even increasing the scope of our activities to help the people impacted by the COVID-19 crisis and the citizens of the South during the military operation in May 2021.

Unlike previous years, these figures are not to be taken for granted when it comes to a year of global epidemic and restrictions of gathering and social distancing.





26,000

volunteers joined Latet and together provided 410,000 volunteering hours



25,250

food boxes were collected during our holiday food drives (Passover and Rosh Hashanah) to be distributed to families in need



100

volunteers helped distribute food boxes during the military operation of May 2021, even during sirens



92%

of the regular volunteers stated that the volunteering is significant to them



95%

of the regular volunteers stated that they are proud of volunteering at Latet



5,000

volunteers came to our main logistics center to sort and pack the aid packages



ANNUAL VOLUNTEERS' EVENT

The annual event devoted entirely to our volunteers to express our gratitude for their work took place in the Wohl Amphitheater in Tel Aviv.

730 volunteers from across the country attended the special evening, during which certificates of appreciation were awarded to outstanding volunteers and Shalom Hanoch performed an amazing concert.

NATIONAL FOOD DRIVES

During our traditional national food drives for Passover and Rosh Hashanah in collaboration with the Shufersal supermarket chain, 25,250 food boxes were collected.

As every year, the Israeli public generously chose to donate and support families and elderly people in need: 3,800 volunteers participated in the annual food drives.









LATET AND THE IFCJ TOGETHER FOR NATIONAL SECURITY IN ISRAEL

A unique collaboration between Latet and the International Fellowship of Christians and Jews that started with the pandemic outbreak, during which the organization significantly supported Latet's Emergency Response. To our delight, the partnership has continued afterwards and today, the IFCJ is one of the key partners of Latet in our fight against food insecurity in Israel.

LATET AND THE CLAIMS CONFERENCE TOGETHER FOR HOLOCAUST SURVIVORS IN NEED

The extensive partnership between Latet and the Claims Conference enabled a significant 30% increase in the scope of the "Aid for Life" program dedicated to impoverished Holocaust survivors.











A COLLABORATIVE PACKING SITE - THE BUSINESS SECTOR STEPS UP

"Volunteering is important to us, and we really try to create some synergy between our donation and the field of volunteering. That's why we encourage our employees to volunteer with Latet and even carry out food box packing activities several times a year. This brings great value to the company and the employees."

[Avi Ben Assayag, CEO of Osem-Nestle]

The collaborative packing site is a project we started a few years ago in collaboration with the leading companies in the market. As part of the project, Latet builds a "food box packing center" on companies' site.

The companies donate money or food products worth a specific number of food boxes, and the employees pack the food boxes. The boxes are then distributed to families in need through our network of partner NGOs.

This year, 52 companies participated in this initiative that combines donation and volunteering, totaling 6,000 employees.







LATET'S INTERNATIONAL VIRTUAL CONFERENCE

"The Road to Resilience – Towards US-Israeli Collective Intelligence: Innovative Approaches to Critical Social Challenges"

Following the success of the 2020 virtual conference, the 2021 edition asked to reimagine the synergy between the US and Israel to better address current and future critical social challenges. The conference brought together influential US and Israeli thought leaders and experts from the non-profit, philanthropic and high-tech sectors. More than 1,000 people joined the online event.

"As our world continues to rapidly change, so must our strategies and methods. We've seen during the pandemic how unexpected developments can swiftly exacerbate the challenges we face."

[His Excellency The President of The State of Israel, Isaac Herzog]









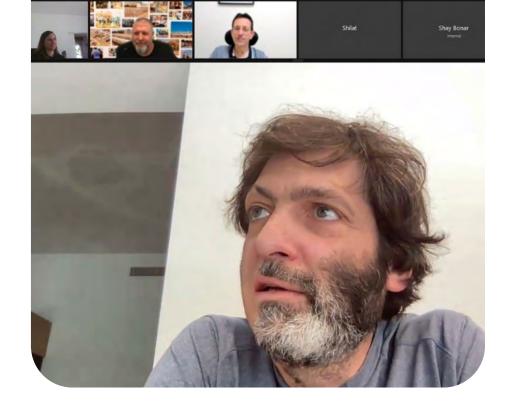
A SPECIAL VOLUNTEER IN AN EXCITING PROJECT

Prof. Dan Ariely, one of Latet's most dedicated volunteers, joined Western Digital's fundraising and volunteering event for a fascinating talk about volunteering, donation and happiness.

"FORD GOOD" CAMPAIGN

During Rosh Hashanah, we launched a unique collaboration with Delek Motors (the official importer of Ford vehicles in Israel): the company offered its customers a test drive with Ford vehicles, whilst "on the way" distributing a food box to a family who needed it.

Latet received help for the distribution of food boxes, and at the same time Ford's customers earned a test drive with a significant contribution to the community. The project took place in all of Ford showrooms across the country and around 200 food boxes were distributed.







"TO GIVE WITH LOVE – SURPRISE DUET" ANNUAL TELETHON

The annual prime-time telethon was held on Channel 12 before Rosh Hashanah and was produced in collaboration with the successful TV program "The Next Star" with the participation of the program's contestants and famous Israeli singers: Ninet Tayeb, Shiri Maimon, Yuval Dayan, Rami Kleinstein and more. The event was hosted by Ilanit Levy and Haim Etgar.

During the evening, more than 220,000 holiday meals were donated to the elderly and families in need - the highest amount of donations from our telethons to date.













SHARING MEMORIES

A unique and extraordinary project launched by Latet and Facebook Israel on the 76th Israeli Holocaust Remembrance Day. The campaign sought to bring together those whose voices are not heard with those who have powerful platforms to speak up. 20 prominent Israeli artists, content creators and influencers visited 20 Holocaust survivors (part of them are Latet's aid recipients) across the country, took part in an intimate and heartfelt conversation about their heroism, experiences, and the daily struggle of some of them. The content creators shared these stories on their Instagram Stories.

For the first time ever in the world, the youth got a rare glimpse into the testimony of a survivor and their current life on Instagram Stories. The results of the campaign were astonishing and in two days, around \$160K (NIS 500K) were raised for the welfare of Holocaust survivors.

- * 20 Holocaust survivors and 20 content creators met as part of the project
- * 3.1 million users reached during the campaign
- * 1.5 million views on the content creators' Stories
- * 300 requests for volunteering arrived after the campaign
- * \$160K (NIS 500K) raised to support survivors









תכירו את ניצולת השואה בלה נוימן, בת 90



#מעליםזיכּרון

תכירו את ניצול השואה יוסף שולט, בן 91



#מעליםזיכּרוו



יוסף שולט, 91, נולד
בהונגריה. במהלך מלחמת
בהונגריה. במהלך מלחמת
בנודפשט, יחד עם משפחתו.
מידיי בוקר יוסף היה
כדי להשיג אוכל למשפחתו
ולקרוביהם. בסוף המלחמה
ולקרוביהם. בסוף המלחמה
וא חזר לביתו וגילה
שמישהו אחר "השתלט"
על הבית. יוסף לא הצליח
עם קבוצת ילדים בגילו.
עם קבוצת ילדים בגילו.
רק עם אח אחד שעדיין גר

#מעליםזיכּרון









THANK YOU

Our deepest gratitude to all our dear supporters, partners and volunteers, who put their trust in us and enable us to sustain significant and effective social action despite this challenging year.

WWW.LATET.ORG.IL/EN/

ENDING POVERTY TOGETHER