

THE
MORTIMER ZUCKERMAN
& ABIGAIL ZUCKERMAN
ISRAEL NUTRITION CENTER

ISRAEL'S EPICENTER OF FOOD AND
SOCIAL SERVICE AID TO OVER 30,000
NEEDY INDIVIDUALS DAILY



www.meirpanim.org/nutritioncenter

American Friends Of
 Meir Panim
מאיר פנים | Relief Centers in Israel

DEAR FRIENDS,

American Friends of Meir Panim has continuously monitored the poverty statistics across all of the distressed regions of Israel since the organization was founded in 2000. According to the most recent poverty report from the Israel National Insurance Institute on November 2, 2009, 1,651,300 Israeli citizens currently live below the poverty line. Given that hunger is a result of poverty, Meir Panim prioritizes the distribution of food to those who need it most.

The establishment of the **Mortimer Zuckerman & Abigail Zuckerman Israel Nutrition Center** represents a major turning point in our decade-long fight against hunger and poverty in Israel. Upon its highly anticipated opening at the end of 2010, the center will house the largest food production and distribution facility in all of Israel. Additionally, the facility will feature a free restaurant, a vocational training center for the unemployed, a collection site for second-hand household items and an after-school center for children-at-risk.

We are delighted to announce a recent groundbreaking partnership with **Schulz Quality Catering**,

a leading food service supplier to Israel's high-tech industry. According to the arrangement, Schulz Quality Catering will lease and operate the Israel Nutrition Center's industrial kitchen to produce high-quality meals for their corporate clients as well as for the tens of thousands of impoverished Israelis across Israel who rely on receiving meals from Meir Panim daily. Perhaps the most significant benefit of this joint venture to Meir Panim is the fact that the annual revenues from the lease arrangement with Schulz will enable the Israel Nutrition Center to be a self-sustaining operation. We are confident that our supporters will be pleased to hear that, in the midst of a difficult economic climate, Meir Panim is finding ways to cut expenses while increasing the quality of service for Israel's neediest population.

On behalf of American Friends of Meir Panim, we thank those who have already given generously in support of the Israel Nutrition Center. However, a significant financial gap still exists and must be overcome in order to complete the construction of this vital project. The lives of countless Israeli children depend on your support!

IN THE MERIT OF
YOUR KINDNESS,
MAY WE SEE AN END
TO POVERTY IN
ISRAEL AND PEACE
AND PROSPERITY
SHALL PREVAIL.

Sincerely,



DAVID ROTH
PRESIDENT



MICHAEL FROMM
CHAIRMAN



THE MORTIMER ZUCKERMAN
& ABIGAIL ZUCKERMAN
ISRAEL NUTRITION CENTER

The situation of families who live in Israel's Southern Region, the Negev, is particularly dire. The Negev has a large number of development towns populated by economically distressed new immigrants from Ethiopia and the Former Soviet Union. The rate of unemployment in the region is swelling due to the closure of many factories and workplaces and the lack of suitable employment solutions.

As a result, the Negev population is experiencing an overwhelmingly severe economic crisis. The Israel Nutrition Center will provide a significant and realistic solution that will offer relief to disadvantaged families in the Negev and throughout the country. The 100,000 square-foot facility will feature a number of welfare services including:

FOOD PRODUCTION FACILITY:

This center will host the largest food production and distribution facility in Israel, providing up to 30,000 nutritious meals every day to needy schoolchildren, diners at Meir Panim's Free Restaurants and recipients of Meals-on-Wheels. These high-quality meals will be prepared in conjunction with the renowned Schulz Quality Catering company. By preparing the food in bulk, in industrial kitchens, the cost per meal is significantly reduced, allowing more of the needy population to benefit from Meir Panim's food services. The facility will also house a free restaurant, serving nutritious meals to those in need.

VOCATIONAL TRAINING:

The facility will be used to provide training courses for the unemployed, affording them encouragement and new opportunities. Emotionally and developmentally-disabled individuals will be employed at the center so they can develop the skills necessary to become active members of Israeli society.

POWER OF GIVING WAREHOUSE:

A large warehouse will supply local residents with access to donated household items such as furniture, appliances and clothing. The warehouse will be largely manned by volunteers and will provide the community with the opportunity to help its own.

AFTER-SCHOOL YOUTH CLUB:

The after-school youth club will include comprehensive children's programs that offer assistance with homework, values education, sports, creative clubs, as well as daily nutritious meals and snacks. Parents will have the opportunity to attend seminars on better parenting, home management and vocational training.

The Israel Nutrition Center will further provide local residents with much-needed employment by creating more than 200 new jobs, thus helping to break the cycle of poverty. The projects will operate in conjunction with local municipalities, educational and welfare services and the Sacta Rashi Foundation.

ESTIMATED COMPLETION: END OF 2010



HISTORIC PARTNERSHIP ANNOUNCED TO CREATE LARGEST ANTI-HUNGER PROGRAM IN ISRAEL

A GROUND-BREAKING PUBLIC-PRIVATE PARTNERSHIP was announced recently between Meir Panim and Schulz Quality Catering, a leading food service supplier to Israel's high-tech industry. Schulz, a family-owned and operated business with more than 30 years of experience in the food service industry, will lease and operate the industrial kitchen at the Mortimer Zuckerman & Abigail Zuckerman Israel Nutrition Center. In addition to supplying its 500 clients and 75 corporate dining centers, Schulz Quality Catering will also operate on a 24-hour-a-day production schedule to produce meals to feed the tens of thousands of needy Israeli children who rely on Meir Panim each day. For Meir Panim, this partnership ensures that its patrons will receive the same high-quality meals that are being prepared for Schulz Quality Catering's commercial clients by its highly acclaimed staff of chefs and nutritionists.

YECHIEL SCHULZ, FOUNDER AND OWNER of Schulz Quality Catering, stated, "As one of Israel's oldest catering services, we are intimately familiar with the country's widespread hunger problem and feel a deep sense of responsibility to use our resources to help combat the problem. We are honored to join Meir Panim, Israel's largest relief organization, in this venture and take an active role in the battle against hunger."

ABOUT SCHULZ QUALITY CATERING:

Schulz Quality Catering is currently operated by Yechiel and his family, and employs more than 1,000 employees serving more than 60,000 meals a day. The company provides dining services to more than 85% of Israel's high-tech industry including Amdocs, Orange, Bezeq International, and the Israel Aircraft Industry. In addition, Schulz Quality Catering recently purchased one of Israel's leading gourmet catering businesses and is the exclusive caterer for all of the VIP affairs at the presidential residence.



From left to right: Nir Schulz, Benjamin Kiryati (standing), Michael Fromm, Oren Schulz, David Roth, Aliza Gavison

Schulz Quality Catering employs highly skilled chefs and nutritionists and operates with extremely high standards of cleanliness and professionalism, and prides itself on its quality of service, food variety and attentiveness to its clients' needs. In 2007, Schulz Quality Catering was awarded the prestigious "Golden Fork" award in recognition of its creative cooking and quality service.



American Friends Of
Meir Panim
Relief Centers in Israel

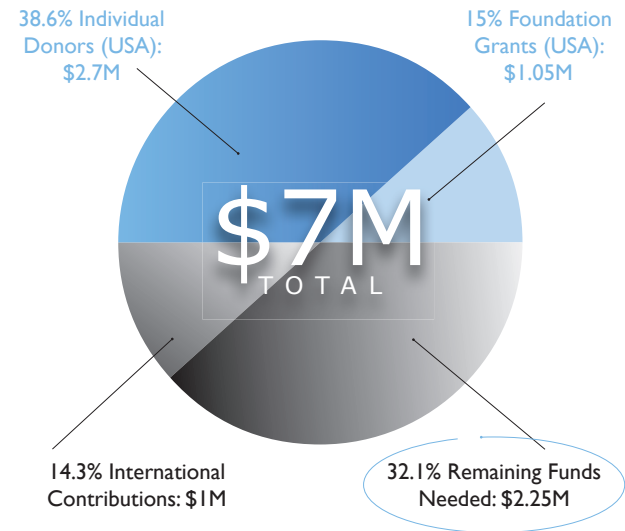


DEVELOPMENTS:

- Construction bidding has been completed.
- The property and land have been registered in our name.
- Construction is underway as of January 2010.
- Historic collaboration approved with Schulz Quality Catering.
- Israel's largest commercial kitchen planner, Nachshon Kitchen Design, was hired to plan and design the industrial kitchen.
- A portion of the facility will be used for a free restaurant and additional social services such as a vocational training center, Power of Giving warehouse and an after-school youth club.
- Anticipated completion date is the end of 2010

THE MORTIMER ZUCKERMAN & ABIGAIL ZUCKERMAN ISRAEL NUTRITION CENTER

FUNDRAISING PROGRESS



AS OF JANUARY 1, 2010



“In the face of these difficult economic times, it is crucial for every relief agency to be innovative and resourceful to meet the growing demand for its services. This

public-private collaboration will establish the largest food relief program in Israel, impacting the lives of tens of thousands of children and their families on a daily basis. It is a shining example of entrepreneurial philanthropy that deserves praise and should be emulated.”

Malcolm Hoenlein

Executive Vice Chairman Of The Conference Of Presidents Of Major American Jewish Organizations



INTERVIEW WITH BENJAMIN KIRYATI:

*Former Mayor of Tiberias
Honorary Chairman - Israel Nutrition Center*

Q. IN 2008, YOU WERE AWARDED THE PRESIDENT’S AWARD IN RECOGNITION OF VOLUNTEER ACTIVITY FOR YOUR VOLUNTEER WORK ON BEHALF OF ISRAEL’S CHILDREN. YOU OBVIOUSLY DEDICATE A LOT OF TIME AND EFFORT TO THE CAUSE. WHY IS IT SO IMPORTANT TO YOU?

A. Years ago, as an Israeli Air Force pilot I was held in captivity in Syria and tortured both mentally and physically. I vowed that should I be released from captivity, I would devote myself to the most innocent of victims – children. Later, as mayor of Tiberias, I became painstakingly aware that one of the biggest challenges facing children in Israel is abject poverty and hunger. With the help of Meir Panim, we succeeded in addressing the problem locally. When I left office, I knew that I needed to dedicate more effort to finding a long-term solution for needy children across Israel.

Q. AS HONORARY CHAIRMAN OF THE ISRAEL NUTRITION CENTER, HOW DO YOU SEE THE CENTER MAKING A DIFFERENCE FOR ISRAEL’S POOR?

A. When I saw the plans for the establishment of a nutrition center with an industrial-sized kitchen I knew that this was a realistic solution. It may not completely solve the inherent problem of poverty in Israel, but at least it guarantees that the children are getting a helping hand and that they stand a chance to improve their lives.

Q. WHY IS THIS INITIATIVE SO IMPORTANT? WHY SUPPORT IT?

A. The Israel Nutrition Center will be the largest center of its kind in Israel, preparing and distributing up to 30,000 nutritious meals a day at significantly reduced cost to everyone involved. When you consider the ripple effect this will have on the children, their classmates, their schools, their parents... entire communities will benefit from each child saved from hunger. How could we NOT support it?



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OUR PROGRAMS

- ISRAEL NUTRITION CENTER
- FREE RESTAURANTS
- MEALS-ON-WHEELS
- MEALS FOR CHILDREN
- FOOD SHOPPING CARDS
- AFTER-SCHOOL YOUTH CLUBS
- POWER OF GIVING WAREHOUSES
- EMPLOYMENT HORIZONS - VOCATIONAL TRAINING