



American Friends of  
**Meir Panim**  
FIGHTING POVERTY IN ISRAEL



PASSOVER 2013

☐☐ LETTER FROM OUR CHAIRMAN



**Dear Friends,**

Passover is the time when we as Jews celebrate our liberation from slavery in ancient Egypt. But unfortunately, in Israel today, thousands are slaves to poverty and hunger. The Haggadah, which we recite during the Seder meal, states **"Whoever is hungry, come and eat. Whoever is needy, come and celebrate Passover."** For me, this is a very powerful message. Not only should we read the story of the Exodus, but we should also eat the matzah – a symbol of our physical deprivation – drink the wine of freedom and fulfill the **mitzvah of giving tzedakah to the poor.**

As Chairman of American Friends of Meir Panim, I feel strongly about our collective responsibility to help those in need. Today, **over 1.8 million Israelis** live below the poverty line and **2 out of 5 children** suffer from food insufficiency. As Jews, it is our duty to take care of our less fortunate brothers and sisters in Israel. They need to know they are important to us – that we care. Fortunately, Meir Panim is doing just that!

While the rest of the Jewish state readies for Passover this week, hundreds of Meir Panim staff and volunteers are working around the clock to ensure that Israel's neediest will be able to enjoy the rich tradition of the Seder meal. With your help, Meir Panim will distribute **5,000 prepaid food shopping cards** and food baskets which will help feed **thousands of needy children and families.** And for those who have nowhere else to go, Meir Panim is **matching needy families with hosts for Seder meals** throughout Israel.

None of this would be possible without your very generous support and commitment to Meir Panim. A father in Jerusalem can recite the blessings over four cups of wine; a mother in Netanya can provide food for the Seder meal; and a child in Kiryat Gat will be able to find the afikoman.

Wishing you and your loved ones a meaningful Passover.

Sincerely,

**Michael Fromm,**  
Chairman

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