

Press Release



Date: 26/02/2009

RE: **Jaffa Institute's Food Programs to Participate in \$1 million Feinstein Challenge**

With Israel's most impoverished hit hardest by the economic recession, thousands of children and families in the Jaffa Institute's service area are battling food and nutrition insecurity. As is the case with all of Israel's charitable organizations, the Jaffa Institute has had to make some difficult decisions and reduce or suspend many programs due to budget shortfalls.

One program that absolutely cannot be suspended, however, is **Fight Against Hunger** – providing hot meals, bag lunches, and food parcels to the needy in our community. A recent report by Israel's National Insurance Institute painfully confirmed what we on the ground witness daily:

- At least 70% of Jaffa's citizens are living below the poverty line;
- 72% of Jaffa's impoverished families are now unemployed;

Even among families with two or more breadwinners, 24% are currently living under the poverty line.

With the Jaffa Institute's annual Passover Distribution Program on the horizon and children needing hot meals and sandwiches more than ever, the Institute is partnering with philanthropist Alan Feinstein (www.feinsteinfoundation.org) who will donate \$1,000,000 to anti-hunger programs over the next two months.

The "Feinstein Challenge" will compound any gift for food that the Jaffa Institute receives between March 1, 2009 and April 30, 2009.

The more money you give, the more of the \$1 million we will receive. This challenge effectively increases your impact at a time when our community needs you most.

Our Passover mission is to provide 1,050 families with food for the holiday, especially before the Seder. This will cost over \$180,000 and our budget is less than half this amount. We have gifts and pledges for \$70,000 thus far.

We know that EVERYONE is stretched thin during these trying financial times. However, making a gift to our Food Distribution Center between March 1 and April 30 will extend your philanthropic dollars even further.

This is an enormous opportunity and the Jaffa Institute is excited about meeting this challenge and reaching our goal.