



DEAR FRIENDS,

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 8, 2010, 1,774,800 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. 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 ground-breaking 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 reduce 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

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**THE MORTIMER ZUCKERMAN & ABIGAIL ZUCKERMAN
ISRAEL NUTRITION CENTER**

MEIR PANIM'S REVOLUTIONARY NEW FACILITY TO SERVE 30,000 NEEDY INDIVIDUALS DAILY



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. Unemployment in the negev area is high 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 and 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, 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.

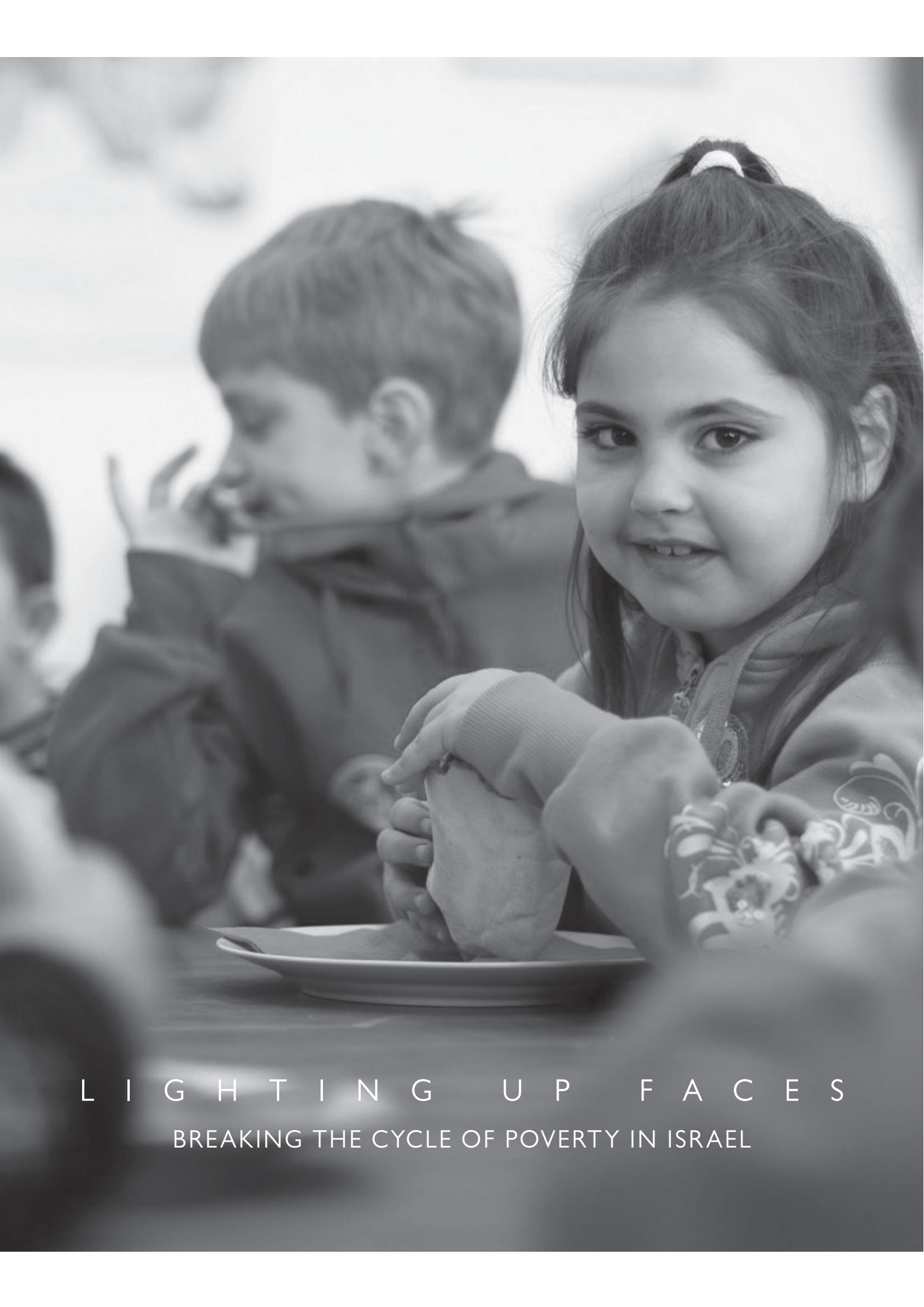
The Israel Nutrition Center will further provide local residents with much-needed employment by creating more than 200 new jobs, thus helping to break the cycle of poverty. The projects will operate in conjunction with local municipalities, educational and welfare services and the Sacta Rashi Foundation.



“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



L I G H T I N G U P F A C E S
BREAKING THE CYCLE OF POVERTY IN ISRAEL

DEVELOPMENTS

- Waste water drainage pipes have been tested and installed
- Internal air conditioning systems have been checked for efficiency and installed
- The fire protection systems have been time-tested and installed
- The building foundation is complete
- Walls, floors, ceilings and roofs on all three floors are finished
- The electrical system which consists of pipes, cables, boards and transformers have been installed
- The refrigeration rooms have been installed



“As Mayor, I became painstakingly aware that one of the biggest challenges facing children in Israel is poverty and hunger. With the help of Meir Panim, we succeeded in addressing the problem locally. When I left office, I knew I needed to dedicate more effort to finding a long-term solution for needy children across Israel. When I saw the plans for the establishment of a nutrition center with an industrial-sized kitchen, I knew this was a realistic solution. It guarantees that the children are getting a helping hand and a chance to improve their lives.”

- BENJAMIN KIRYATI

Former Mayor of Tiberias / Honorary Chairman of the Israel Nutrition Center