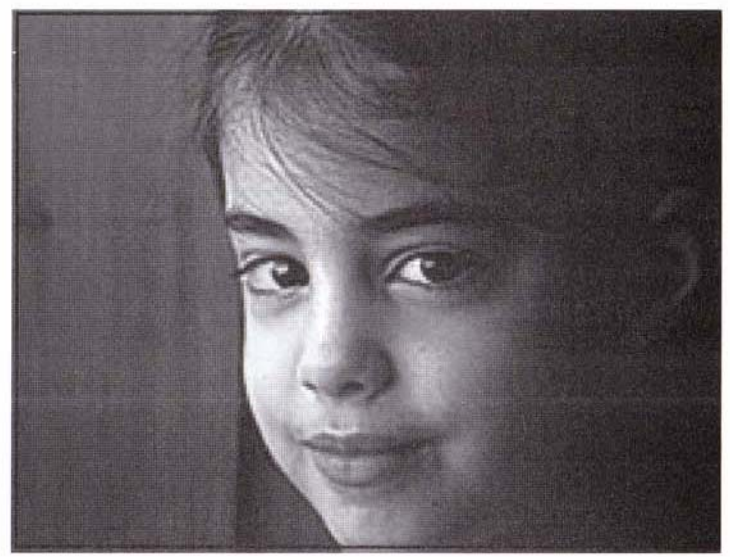


TZE FAT: 5,000 KIRYAT SHMONA: 10,500 KIRYAT BIALIK: 8,000 HADERA: 7,500
 WE HELP FEED 250,000 JERUSALEM: 12,300 SDE ROT: 4,000 ARAD: 6,000
 ISRAELIS A MONTH. NETIVOT: 3,300 BEER SHEVA: 6,500 EILAT: 2,000
 HELP US CONTINUE. NETANYA: 5,550 ASHDOD: 6,000 ASHKELON: 7,025
 BEIT SHEMESH: 8,450 DIMONA: 4,300 YERUHAM: 3,200 NETANYA: 3,300
 BEER SHEVA: 6,500 EILAT: 2,000 NETANYA: 3,300 ASHDOD: 6,000
 ASHKELON: 7,025 BEIT SHEMESH: 8,450 DIMONA: 4,300
 YERUHAM: 3,200 TZE FAT: 5,000 KIRYAT YAM: 5,000
 ACCO: 6,000



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 or call toll free **1-888-4-ISRAEL**

EVERY DAY,
ONE OUT OF FIVE
 ISRAELIS GOES
 HUNGRY.



THEY WON'T
 ASK FOR HELP,
 BUT WE WILL.



One in five live in poverty

By Ruth Sinai

Haaretz Correspondent

Nearly one in five - 1.321 million Israelis, including 618,000 children - lived below the poverty line in 2002, according to a report published yesterday by the National Insurance Institute.

The largest group of

poor last year were the 137,000 families of the unemployed. It is also the group that grew the most from 2001 to 2002, an indication of the worsening job market.

But, in some 144,000 families, at least one head of the household worked, showing that a job

alone is no guarantee of escaping poverty. Some 74,000 of the families living below the poverty line were elderly couples, and 61,000 families had at least four children.

The report, based on statistics from the Central Bureau of Statistics, showed that between 2001 to 2002, another 6,000 families dropped below

the poverty line. That's 43,000 people and more than half of them - 26,000 - children.

Social Affairs Minister Zevulun Orlev, who presented the report yesterday, emphasized the increase in the number of poor children, from 26.9 percent in 2001 to 28.1 percent last year.

WHY IS THE CURRENT SYSTEM FAILING?

Soup kitchens are great at feeding, but they're lousy at fund-raising. After all, that's not their job. They spend every day and night feeding the hungry. If they did hire someone to raise money, that would take funds

away from where they need it the most: food. And with the number of soup kitchens and food distribution centers mushrooming, competition for charity dollars has made fund-raising even more difficult.

THE SMARTEST WAY TO FEEDING THE HUNGRY:

The goal of **Meals4Israel.com** is to collect donations from individuals throughout the worlds and disperse the funds to the soup kitchens and food banks that need it. Because the Internet is our primary outlet for raising funds, our overhead is kept to a minimum allowing us to send the majority of the funds **directly to the soup kitchens.** Furthermore, the funds go directly to food banks and soup

kitchens, rather than a middle man. We use the internet as one of our main tools, **to get help to the hungry more quickly.** Because of the instantaneous nature of on-line donations, we can forward it directly to the relief organizations in Israel that need it most. So donations have an immediate impact.

YOUR DONATION WILL GO TO CHICKEN AND POTATOES

We personally screen every organization that receives funds from Meals4Israel on a monthly basis. Our screening process not only ensures that

all funds are used to feed nutritious food to the hungry, it also saves you valuable time in researching the individual organizations yourself.

BROTHER, CAN YOU SPARE A MEAL?

Donations can be made securely on our website: **Meals4Israel.com.** The cost of a meal is \$18 per family. You can sponsor a meal, or a month worth of meals.

And of course, all contributions are tax-deductible. Please make your donation to: **Meals4Israel** 11301 W. Olympic Blvd., Suite 580, Los Angeles, CA 90064