Dear Friends,

I hope that you and your loved ones are well.

At this very challenging time for us all, I am reaching out for your help in providing crucially needed prepared meals to those at greatest risk in Israel.

Prior to the Covid-19 outbreak, Leket was providing 9,000 people a day with a hot meal, rescued from hotels, corporate cafeterias, events and the IDF. Government restrictions, together with the general fear of infection have led to widespread hotel closings, event cancellations and corporate employees being required to work from home. This has resulted in Leket’s traditional prepared food sources drying up.

Reports from our field workers indicate that the effects of this have been both dramatic and immediate on the lives of the 9,000 daily meal recipients, placing additional strain on the elderly and invalid already isolated in their homes, and the many lone adults, people living with mental illness and single parent families who benefit from the project.

To address this crucial and most basic need, Leket proposes to purchase food from catering companies who have been forced to close their doors, for delivery to those at risk. The nutritionally balanced meals will be delivered either directly to the recipients' homes by Leket’s drivers and volunteers or to one of our nonprofit partner storage hubs for distribution. The initiative will also provide employment to those at risk of losing their income in the catering industry and offer crucial support to our strategic nonprofit organization partners.

Leket aims to supply a daily hot meal to the 9,000 recipients at high risk for the next five weeks. We estimate that each meal will cost an average of 20 NIS ($5.50) to prepare; this being 140 NIS ($38.50) per person per week or 1,260,000 NIS ($350,000) per week for the whole project (total project cost $1,750,000).

Once again these are difficult and unusual times requiring us to think innovatively to address the challenges at hand. We kindly ask you to join Leket Israel to help feed those most at risk, promote employment in a sector hard hit by cancellations and reinforce our work with our nonprofit partners helping provide their clienteles’ most basic needs.

I would be delighted to phone you to discuss this project at greater length.

Yours Sincerely,

Joseph Gitler
Founder and Chair