

The Ariela Foundation Annual Report - 2009



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- 1 - The Ariela Foundation, Tel: +972-8-9367030, Fax: +972-8-9367033
Golda Meir Street 3, Lev Hanitzan Building Floor 2,
Science Park Nes Tziona 74036, Israel.
Website: www.ariela.org.il E-mail: admin@ariela.org.il
Facebook: <http://www.facebook.com/pages/The-Ariela-Foundation/253007860407>
To Donate: <http://www.jgooders.com/ProjectCard.asp?ProjectID=778>

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Executive Summary

The Ariela Foundation was established in 2008 with its main objective as the advancement of excellence amongst Israelis of Ethiopian descent.

Many Ethiopian households in Israel today are severely affected by poverty, lack of motivation, positive role models, lack of self-confidence and pride, and by a sense of alienation from Israeli society. All of this results in severe adaptation problems, high drop-out rates from school and a poor record of employment and professional performance.

In contrast to many NGO's that provide short term welfare based solutions (e.g. legal assistance, supplementary meals, mediators for dealing with bureaucracy, etc.) for the Ethiopian Community in Israel, our activities aim to provide long term solutions based on the philosophy that it is better to provide a "fishing pole" rather than "fish to eat." Our programs invest relatively large resources, over long periods of time, on small focus groups that have been defined as having the potential to excel. We believe this is the most effective way to generate true long lasting improvements in the socio-economic standing of the Ethiopian community in Israel.

Well into our second annual cycle of activities, the Ariela Foundation is now providing assistance to almost 30 students which receive assistance within the framework of our two main programs, the MAOF Program and the Star program. The MAOF program, which aims to identify individuals with potential to excel (in areas such as academics, arts, sports or social activities) provides long term tailor made support programs that allow these individuals to reach their full potential, thus becoming future community role models. The Star Program is a group based program which works with middle school students over a ten year time frame providing them with comprehensive assistance at all critical junctures of life (e.g. middle school, high school, army service and university level studies).

Our 2009 activities included small group tutorial lessons (in subjects such as mathematics, language skills and English), scholarships, one on one mentoring sessions, group workshops, field trips, nutritional assistance, sea based sports activities (to enhance social skills), educational guidance, scientific workshops, parenting workshops, material assistance for the purchase of educational supplies and more.

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Whereas the years 2008 and 2009 were dedicated to the launching of our first two pilot groups of assistance recipients and defining our organizational structure, the main objectives for 2010 include the design of a formal mechanism meant to measure the efficiency of our activities, efforts to increase the organizational resources (monetary and non monetary) available through cooperation with relevant bodies, the development of our volunteer network and more.

If budget allows, the Ariela Foundation wishes to absorb another 30 youngsters into our assistance program throughout the 2010-2011 school year. Our fundraising target for the year 2010 stands at US \$304,000.



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About the Ariela Foundation

“The aim of education must be the training of independently acting and thinking individuals, who, however, see in the service of the community their highest life problem.”

Albert Einstein



The Ariela Foundation was established and named to commemorate little Ariela Batia Goldberg, a two year old girl that died in a tragic domestic accident in 2007 in the city of Los Angeles. The Ariela Foundation was officially founded in 2008 with its main objective as the advancement of excellence amongst Israelis of Ethiopian descent.

The organization was established amidst a current situation where despite extensive public and private efforts to assist the Ethiopian community in Israel, this sector of society still remains one of the weaker segments in Israel in terms of their socio-economic standing. The Ethiopian community in Israel is made up of more than 120,000 individuals and represents one of the finest and more moving chapters in modern Zionist history.

The Ariela Foundation was founded on the belief that excellence is the most effective path for allowing gifted individuals overcome a situation of poverty and dependency. The nurturing of excellence can generate economic opportunities and reduce the socio-economic gaps between different segments of society. Excellence can take many forms including areas such as academic studies, professional development, sports, arts and community work.

Our guiding principle is based on the philosophy that it is better to provide a "fishing pole" rather than "fish to eat." In other words, we want to provide the participants of our programs with supplementary formal education, informal education and the life skills that induce self development & growth at the earlier stages of life (long term solutions) where a change can still be made as opposed to providing economic assistance/benefits at the later stages of life (short term welfare based solutions).

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We strongly believe in the potential of many youngsters of Ethiopian origin as long as they are provided with the tools that will allow them to succeed in a competitive modern day Israeli society. Such a path will allow for the future creation of additional role models from within the community which will give back to the community, thus increasing the long term impact of our activities in an exponential manner. We believe that in the long term, this is the only sustainable manner in which we can truly help fulfill the historical dreams of this unique community.



In an effort to provide assistance programs characterized by a “competitive edge,” we have adopted an operational model based on intensive long term investment of resources within small focus groups. Participants of such groups have to demonstrate the potential to excel and high levels of motivation that will justify a high level of return on investment.

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The MAOF Program – Assistance for Gifted Students



"I would like to thank you, for the wonderful help you have given me, your donation helps me achieve my dream."

Ms. Michal Avraham (student of the arts and participant of the MAOF Program)
December, 2009

The Hebrew word of "MAOF" can be translated into English as imagination or vision.

The MAOF program is designed to identify gifted students of Ethiopian origin all over Israel and to provide each selected recipient of aid with a personal tailor-made package of assistance in order to enable them to fulfill their educational goals, professional objectives and personal aspirations. This program realizes that even when an individual is gifted and highly motivated there are often obstacles that impede his or her educational and professional advancement and future. The MAOF program therefore aims to remove those obstacles and provide the individual with the tools and resources to surmount them, thereby maximizing his or her chances of success.

As one of our two main assistance frameworks, the main goal of the MAOF Program is to serve as a facilitator ("stepping stone") for Israelis of Ethiopian origin that have true potential to excel in their fields whether this is scholarly success, success in the arts & sports or other areas of excellence. The long term success is then translated into community role models that can create true long lasting change in their immediate surroundings and beyond.

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The Ariela Foundation seeks to assist uniquely talented individuals of Ethiopian origin interested in pursuing “ground breaking” professional career paths in terms of their social impact upon their immediate surroundings. Within the framework of our MAOF Program for gifted individuals, we are continuously searching for outstanding youngsters (including a wide range of ages) that display unique talents in the field of academics, social activities, arts, sports and more.

The pilot MAOF Program was launched in the 2009-2010 school year and includes an initial group of 12 participants ranging in age from elementary school to University level students with a geographic dispersion that is almost nationwide.

These individual long term assistance programs are composed of a variety of complementary elements such as:

1. Academic scholarships
2. One on one tutoring sessions in select subjects
3. Material assistance for purchasing professional / educational supplies
4. Workshops designed to develop social skills
5. Personal coaching / mentoring sessions
6. Educational field trips in a group framework
7. Additional support that promotes excellence

Examples of participants in the program include a brilliant 15 year old student by the name of Shahar who will finish his engineering degree before the age of 18 and a talented 25 year old arts student named Michal who will be taking part in a student exchange program in 2010 at the Cooper Union School of Art in New York. For more information about their stories:

Shahar: <http://www.ariela.org.il/eng/CurrentPage.aspx?catid=25&pageid=11>

Michal: <http://www.ariela.org.il/eng/CurrentPage.aspx?catid=34&pageid=24>

The participants of the program are also encouraged to give back to their community in a variety of ways that are developed in cooperation with the participants of the program.

For more information about the MAOF Program:

<http://www.ariela.org.il/Eng/CurrentPage.aspx?catid=20&pageid=17>

The Star Program

"It is my pleasure to thank you for the wonderful work and mutual cooperation that we have organized with the Ethiopian Community in our city. I have no doubt regarding the long term impact of your activities in promoting personal and communal excellence amongst our residents of Ethiopian descent."

Mrs. Meirav Ilia
Manager of the Schools Department
Municipality of Ness Tziona (June, 2009)



The Star Program, our second main area of activities, is a long term, intensive and comprehensive group based program for select groups of students with potential to excel. The Star program annually selects groups of students of Ethiopian origin that are afflicted by social, economic and cultural gaps that impede their educational and professional advancement. This program recognizes that average Ethiopian households in Israel are severely affected by poverty, lack of motivation, positive role models, lack of self- confidence and pride, and by a sense of alienation from Israeli society. All of this results in severe adaptation problems, high drop- out rates from school and a poor record of employment and professional performance.

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The Star program is designed to provide these students with a long term package of help and support in order to provide them with the tools and resources they are lacking, to put them in an equal footing with their non-Ethiopian Israeli counterparts and to ensure their academic, personal and professional success. The subjects and planned activities have been carefully selected with the objective of providing our students with a wide variety of tools and life skills that will allow all participants of the program to fulfill their full potential for excellence.

The Star Program activities were officially launched in the 2008-2009 school year with a pilot group of around 18 middle school students residing in the city of Ness Tziona with the full cooperation of the Education Division at the Municipality of Ness Tziona. This age group was selected after a professional evaluation that determined an optimal balance between the emotional maturity of the program participants and their openness to invoke substantial personal change. The current group of participants is now in the midst of its second year of activities.

The Star Program, which is planned to last about 10 years, includes assistance at all critical junctures in life (including middle school, high school, army service and university) which determine the professional success of the participants. The following activities are included in the first two years of the program:

- 1) Bi weekly tutoring classes (in small groups) in essential subjects such as mathematics, English and language skills. The purpose of such classes is to significantly improve the grade point averages of our students.
- 2) Workshops & field trips designed to provide life skills (e.g. workshops on self-identity, how to search effectively on the Internet, public speaking, conflict resolution, etc.).
- 3) Weekly sea based sport activities through the Ziv Neurim Organization that runs unique sea activity based programs (e.g. kayaks, sail boats, etc.) from their aquatic center located in the city of Ashdod. These activities are designed to nurture and strengthen these youngsters through development of social skills such as responsibility, leadership, team work, decision making abilities and more. These activities lead to measurable results such as improved social integration, self discipline and more.

4) Weekly tutoring/mentoring sessions on a one on one basis with a community coordinator which are meant to identify problems and advance each student in an individual manner according to his/her specific needs and areas of excellence. These mentoring sessions increase the loyalty the children feel towards the program and strengthen their support network.

5) A weekly science workshop (under the auspices of the Hebrew University) that combines science and the arts. Taking into account the ever growing importance of scientific literacy in the Israeli workforce, these workshops expose the students to the world of science in a user friendly and interesting manner.

6) A supplementary nutritional program (e.g. light meals before activities). We see this nutritional aspect of the program as an important component of our assistance, especially to families which in many cases live near or below the poverty line.

7) Parenting workshops for parents of the participants. These workshops with the parents of the students communicate the importance of active parental involvement, reduce the generation gap between elders and youngsters, increase self pride in their own identity and help parents cope more successfully with the challenges faced by their children.

The success stories of the Star Program already include participants such as Andalau that has improved his grade point average over a period of a year from 70 to 95 in language studies and Eitan that has improved his grade point average in mathematics from 45 to 65 (the difference between passing and failing). Behavioral improvements (such as the ability to sit through a professional workshop and benefit from it) have also been dramatic in many of the participants that sometimes lack active parental involvement in their educational development.

On a case by case basis, The Ariela Foundation will also provide monetary assistance for equipment related to educational and professional advancement.

The participants of the program are also encouraged to give back to their community in a variety of ways that are developed in cooperation with the participants of the program.

For more information on the Star Program:

<http://www.ariela.org.il/Eng/CurrentPage.aspx?catid=14&pageid=12>

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- 11 The Ariela Foundation, Tel: +972-8-9367030, Fax: +972-8-9367033
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List of Activities in 2009

In addition to the existing Star Program group which began its activities in 2008, an additional MAOF Program group of 12 participants was initiated in 2009. This brings the total number of assistance recipients to around 30 for the 2009-2010 school year.

Below is a list of the main activities delivered in 2009 under the framework of our Star and MAOF Programs:

Star Program:

- Hundreds of one on one mentoring / tutoring sessions
- Hundreds of supplementary nutritional meals (dairy and meat based) were supplied before activities
- 66 tutorial lessons in mathematics (in small groups)
- 34 encounters of sea based sports activities (in cooperation with the Ziv Neurim Organization)
- More than 30 sessions of psycho-educational evaluation
- 18 tutorial lessons in language skills (in small groups)
- 18 tutorial lessons in English (in small groups)
- 12 professional workshops/activities in subjects such as conflict resolution, self identity, Ethiopian culture, public speaking, finding a job during the summer break, searching effectively on the Internet, the making of chocolate, etc.



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-10 parenting workshops

-9 science & arts workshops (run by the Hebrew University at the Rehovot Campus)

-Two one day field trips to sites of historical importance / learning

-Distribution of 17 English-Hebrew dictionaries

-Distribution of 17 school backpacks

MAOF Program:

-48 one on one tutorial lessons in English

-44 hours of advanced mathematics courses (run by the Bar Ilan University)

-37 encounters of science workshops/ advanced courses at the Weizmann Institute of Science

-20 one on one tutorial lessons in mathematics

-15 one on one piano lessons

-9 hours of educational counseling / guidance sessions

-Dozens of advanced scientific one on one tutorial lessons for University level students

-Funding of two full academic courses at the Tel Aviv University

-An annual sports scholarship for a gifted football player



-Funding of two full -Funding of one full annual scholarship for the private Ulpanat Zviya Middle School in Rehovot

-Funding of the annual rent for one engineering student at the dormitories of the Technion Israel Institute of Technology

-Funding of the annual rent for one engineering student at the dormitories of Tel Aviv University

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Organizational Achievements in 2009

The year of 2009 was a crucial one in terms of the buildup of our organizational infrastructure, the expansion of our professional assistance activities and the development of our fund raising activities.

Organizational Infrastructure:

- A) An overseas sister organization was established through the "American Friends of the Ariela Foundation" which was established as an independent legal entity in the city of Los Angeles. The main functions of this body include fund raising activities, marketing activities and the coordination of joint activities with overseas Jewish/non-Jewish communities (e.g. Bar Mitzvah trips to Israel which included unique activities with the Ariela Foundation, coordination of visiting delegations to Israel, etc.). For more information and contact details of this organization:
<http://www.ariela.org.il/eng/CurrentPage.aspx?catid=29&pageid=21>
- B) The Ariela Foundation professional team was expanded and is now composed of three salary based employees and a high quality support network of volunteers.
- C) The Board of Directors now includes a total of five members.
- D) The Ariela Foundation was awarded the "Transparency Seal" from the Midot Organization. For more information: <http://www.midot.org.il/>



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Fund Raising Activities:

Taking into account the growing importance of smaller online donations and social online networks, many of 2009's marketing efforts were focused on such venues.

A) A Facebook page for the Ariela Foundation was established:

<http://www.facebook.com/pages/The-Ariela-Foundation/253007860407>

This group now includes more than 120 members from all over the world and continues to grow on a daily basis.

B) The Ariela Foundation continued to strengthen its online presence and now appears on several online donation websites including:

JGooders: <http://www.jgooders.com/ProjectCard.asp?ProjectID=778>

Global Giving: <http://www.globalgiving.org/projects/star-program/>

Israel Gives: <http://www.israelgives.org/amuta/580497394>

Litrom (Hebrew website): https://www.litrom.com/default.asp?artst_id=1201

Taramta (Hebrew donation website based on online commercial ads):
<http://www.taramta.co.il/fellowshipCont.asp?f=51>

Ammado (Philanthropic Social Network):
<http://www.ammado.com/nonprofit/ariela-foundation>

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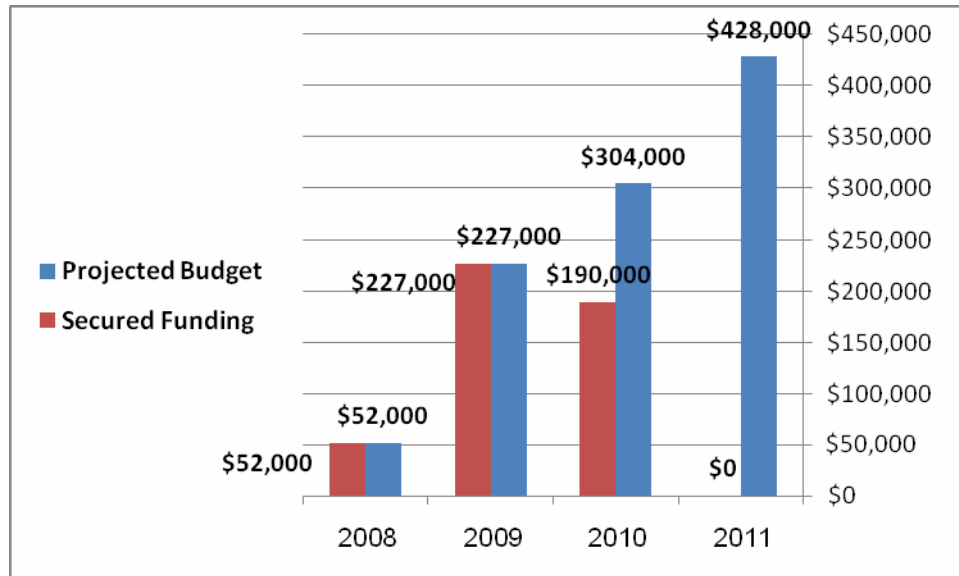
Goals for 2010

Our main organizational goals for 2010 include the following proposed activities:

- 1) Depending on the available level of resources, the opening of a second Star Program group or/and a second group of MAOF Program participants.
- 2) The design and implementation of a formal mechanism (based on quantitative and non-quantitative parameters) meant to measure the impact of our activities.
- 3) Increasing the number of high quality volunteers that assist in improving our level of service and the impact of our activities.
- 4) Increasing the level of cooperation with the Friends of the Ariela Foundation (beyond pure fund raising activities) through activities such as Bar Mitzvah programs, identifying a synagogue / Jewish organization abroad for a strategic partnership, etc.
- 5) Increase in cooperation levels with regional local municipalities with which we will continue to work with. This can take the form of use of physical infrastructures such as classrooms, after school tutoring sessions, dollar for dollar matching of particular projects, etc.
- 6) An assessment of the possibility of increasing our available resources through cooperation with local private industry / companies in Israel. In most cases, the assistance provided by Israeli companies / manufacturers may not be monetary but rather based on other resources such as volunteer hours, material assistance, utilization of unique physical facilities / infrastructures, the supply of meals, etc.
- 7) Increase the number of joint projects/cooperation with other relevant NGO's that will allow us to magnify the purchasing power of each dollar spent on activities.
- 8) The production of a promotional short video.

Financial Highlights

*The Ariela Foundation Projected Budget vs. Secured Funding (2008-2011) in US\$
(based on an exchange rate of 1 US\$=3.7 NIS)*



Notes:

-Dollar values above are based on best effort estimates (these figures are subject to variations due to factors beyond our control such as exchange rate fluctuations, etc.)

-From year to year, our activities have become more cost effective as reflected in the ratio of total expenses per recipient of assistance:

2009: \$8407 / per one recipient of assistance

2010: (projected): \$7600 / per one recipient of assistance

2011: (projected): \$6584 / per one recipient of assistance

These statistics reflect our ongoing efforts to reach the highest levels of efficiency possible and the fact that a controlled increase in our annual budget will permit us to reach a critical mass of activities that allows us to leverage greater savings (e.g. a greater return for every dollar invested).

Our full financial statements are available online as follows:

<http://www.ariela.org.il/Eng/CurrentPage.aspx?catid=6&pageid=3>

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Partners:

The Ariela Foundation is proud to have worked together with the following institutions throughout 2009:

-The Municipality of Ness Tziona



-The Ziv Neurim Organization

-The Hebrew University

-The Weizmann Institute of Science

-Bar Ilan University

-Tel Aviv University

-The Green Institute for Advanced Psychology

-The One to One Organization

For a full list of our partners:

<http://www.ariela.org.il/Eng/CurrentPage.aspx?catid=8&pageid=9>

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Donating

Donations make this wonderful community project possible and permit us to advance Ethiopian Jewry and Israeli society in general.

Credit card donations (**secured by SSL encryption**) can be made through a partner website. For more information, please click on the following link:

<http://www.ariela.org.il/eng/CurrentPage.aspx?catid=10&pageid=4>



Donations can also be made directly by an international bank transfer to the following bank account:

Account Name: Ariela Foundation
Name of Bank: Bank Hapoalim
(Address: Ha Banim Street 1, Ness Tziona 74071, Israel)
Branch Number: 636 (Ness Tziona)
Account Number: 606793
Swift Code: POALILIT



Swift Number: IL96-0126-3600-0000-0606-793

Or through **The American Friends of the Ariela Foundation** (based in Los Angeles, California) bank account:

First Bank (Tel: +1 (310) 228 2162)
175 S. Beverly Drive, Beverly Hills, CA 90212
ABA No. 081009428
Account Name: American Friends of the Ariela Foundation
Account No. 9487101060

The American Friends of the Ariela Foundation
139 S. Beverly Drive, Suite 215
Beverly Hills, California 90212
E-mail: americanfriends@ariela.org.il
Telephone: +1 (310) 274 0057
Fax: +1 (310) 274 0058

*Please notify us of any donation so that a proper receipt can be provided.

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