

La'Aretz Foundation is committed to building a thriving Israeli society equipped to face today's challenges and tomorrow's uncertainties.

Thanks to your incredible generosity since October 7th, we have raised millions of dollars to directly support families at moments that matter.

We have strengthened our community in ways we only dreamed of. United as one, La'Aretz Foundation has played a pivotal role in assisting Israelis impacted by the October 7th events and the ongoing war.



Dear Friends,

"We Jews have a secret weapon in our struggle. We have no place else to go."

(Golda Meir)

The past six months have been a period of unprecedented challenges for our community.

We never imagined having our own people, our family, held hostage or seeing our land exposed as it was.

The shock and grief of losing so many of our children, parents, and family members on October 7th are still beyond comprehension.

The story of La'Aretz Foundation began with a simple realization: the traditional channels of aid were too slow and complicated for the urgent needs we saw on the ground. This was starkly highlighted in the aftermath of the October 7th attacks, when the weakness of our communities were laid bare.

We are greatly appreciative of your generous support in our mission. Am Yisrael Chai.



Shelly & Mike Pitman
Founders, La'Aretz Foundation

\$6 Million

Total Amount Raised

300+

Families Assisted

100,000+

Visitors at The Nova Exhibition

170+

Scholarships Awarded

600+

Reservists Flown to Israel

Through close collaboration with our partners, we are able to identify the families who receive aid based on specific criteria that La'Aretz Foundation has defined.

Heads of: Mevo'ot HaHermon Regional Council, Sdot Negev Regional Council, Eshkol Regional Council, the Social Services Department at Hadassah Rehabilitation Center, and the Executive Director of the Tribe of Nova Foundation.

Flew Reservists to Israel

Assisted their immediate return to help secure Israel

Directing Emergency Aid To Israeli Families



On October 7th, many Israeli families suffered from the unimaginable loss. They lost their fathers, mothers, caregivers, grandparents, children. Every horrific event that could occur did.

We wanted to enable the families impacted to focus on their grief, rather than worrying about the financial impact of losing a loved one. At the moment that mattered, we supported those who lost their main breadwinner to provide immediate relief by providing up to **\$10,000 per family**.

Families use our donations for essential needs such as purchasing food, furnishing temporary homes, covering mental health support and childcare, paying bills, and honoring the memories of their tragically lost loved ones. La'Aretz Foundation directly supports:

Hostage Families / Displaced Families From South & North / Orphans / Reservists / Nova Families / Those Who Lost Their Main Supporter

We aim to provide as many evacuated families as possible with the resources needed for stability and security as they await the opportunity to return home. With your help, we are offering emergency financial aid, essential supplies, and counseling services. We are dedicated to supporting our fellow Israelis with hope and solidarity.

We have assisted **over 300 families**, with grants up to **\$10,000 per family**.

First La'Aretz Fundraising Event

Sponsored by Chef Eyal Shani (New York)

Raising Awareness in Miami

A special event with Miami Beach Mayor Steven Meiner

First Mission Trip to Israel

Held meaningful conversations and met key partners to see our impact

A Worthwhile Evening with Rabbi Lipsker

A heart-warming photo exhibition to raise awareness for the remaining hostages (Miami)

A Warm Welcome in Miami

Tribute to the displaced families and the families of hostages

Expanding Family Support Project

Include additional categories of families affected by October 7th, and aided support up to **\$10,000 per family**

Women Behind the Reserves

"The Women Behind the Reserves" is a vital project undertaken by La'Aretz Foundation to support the families of Unit 669. With **350 reserve soldiers**, including **60 women**, serving in the current war in Israel for over nine months, we recognize the unique challenges faced by their families.

Our initiative involves providing direct grants to these families during March to alleviate the unexpected financial burdens that may arise due to a parent's deployment. By focusing on both the women reserves in active duty and the women behind the reserves managing households, we aim to make a meaningful impact during this difficult period.





In March, we hosted a fantastic event at the Eden Gallery in Miami to support the courageous women of Unit 669. Major Dr. Reut's stirring account of her experiences, alongside Brooke Goldstein's impassioned plea for solidarity, served as powerful reminders of the resilience and strength exhibited by women in times of conflict.

We had the privilege of immersing ourselves in the thought-provoking photography exhibition by Maya Meshel, which shed light on the multifaceted experiences of women in war. Their stories continue to resonate, reminding us of the importance of amplifying their voices.

We also hosted a meaningful event at Eden Gallery in New York City, where we heard from inspiring speakers Major (Res.) Dr. R.S., Judy Shalom Nir-Mozes, Neria Kraus, and Shahar Pe'er. Special appreciation goes to our partners, American Friends of Unit 669 and Eden Gallery, for their contributions and support.

We are constantly supporting women heroes, with **grants up to \$2,500**.



April, 2023

The Nova Exhibition NYC



La'Aretz Foundation had the esteemed honor to be the official fundraiser for the Nova Exhibition in New York City. From April 21 through June 16, the exhibition provided a unique opportunity for **over 100,000 people** to witness the tragic event of October 7th from a first-person perspective.

The installation recreated the peace festival held in Southern Israel, empowering people to responsibly explore the events of that horrific day and its aftermath.

We have assisted **30 families from the Nova community**, providing essential resources in their time of need over the last several months.

Expanding Family Support Project

Now including families of injured reservists

Second Mission Trip to Israel

Understanding the ongoing needs and challenges at Tel Hashomer Rehabilitation Center

May, 2024

Reservists Scholarship Program



In a heartfelt ceremony, the La'Aretz Foundation honored the lone soldiers who are studying at Reichman University with scholarships provided by the foundation. These scholarships recognize the dedication of many recipients who have **served over 100 days in reserves** since October 7th, often sacrificing their first or even second semesters due to their service commitments. Shelly and Mike Pitman delivered moving speeches, expressing deep gratitude for the reservists' service, especially during recent months of conflict.

At La'Aretz Foundation, it is vital to assist our dedicated reservists. They are some of Israel's most dedicated heroes, and it is important to show them our support at moments that matter, such as now.

Additionally, we awarded **144 scholarships to reservists** with over 100 days of service in Israel's College of Management. Both programs matched our donation, showing their own commitment to Israel's heroes.

Overall, thanks to your heartfelt support, we have distributed **over \$280,000** – up to **\$5,000 in scholarships** each to **173 incredible students - reservists** who've served tirelessly since October 7th.

Scholarship Ceremony

The College of Management Academic Studies (Rishon LeZion)



June, 2024

July 2024

Collaborating With Israel Bonds



In June, we collaborated with Israel Bonds for a New Leadership Shabbat Dinner at the Jewish Museum in New York City.

Dozens of young leaders came together to have a beautiful Shabbat dinner to end spring on the right foot.

This beautiful evening showed how important it is to have a community during this time. A Shabbat dinner to inspire those who support La'Aretz was the perfect way to kick off the summer on a high note. Everyone who attended showed that the next generation of leaders in our community are yearning for their opportunity to help others. This is only the beginning, as we continue to grow our community.

Expanding Family Support Project

Include families evacuated from Northern Israel

Young Professionals Event Celebrating Hope

A beautiful evening together in the heart of Brooklyn fundraising to support the Nova survivors

Third Mission Trip to Israel

A genuine experience to see our local impact in Israel

Joining Forces With Hadassah Hospital, Jerusalem



To date, La'Aretz Foundation has provided **\$150,000 in support directly to dozens of families of reserve soldiers** who are undergoing rehabilitation at Hadassah Hospital. Building on this effort, we are preparing to extend grants to additional families.

La'Aretz Foundation visited the Hadassah Mount Scopus campus, an intense experience of both shock and hope, as part of our ongoing partnership with Hadassah.

The rehabilitation journey following a wartime injury is grueling, and we are proud to support the efforts of healthcare heroes who are leading soldiers back to their normal lives.

Our assistance will help them equip their homes to meet their new needs and enable these families to enjoy life together again.

Scholarship Ceremony

Reichman University (Herzeliya)



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We are committed to
continue making a difference,
one family at a time.



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Donate here



At moments that matter, La'Aretz.