

MATANEL FOUNDATION

ACTIVITY REPORT

Program: *Leveraging Fundraising at the Association for Children at Risk*
Year: 2014-2015

Please present your activity report according to the following lines. The whole rapport will not exceed 2 or 3 pages (as word document).

Name of the Program: Leveraging Fundraising at the Association for Children at Risk

Year of activity: 2015

Name of the report's writer: Udi Rigai

Function of the report's writer: Development Director

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Give the actually state of the program (where the program stands at the date of the activity report, no more than ten lines): The program is completed.

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.): The generous contribution of the Matanel Foundation in the amount of 50,000NIS allowed us to produce 21,000 Hagadas for Passover, all of which incorporate drawings and paintings of Autistic children who attend our kindergartens. The Hagadas were sold at an average of 21NIS a piece, and an impressive amount of 441,000NIS was raised that we allocated towards various projects and needs. Thus, these proceeds comprise a major part of the funding of our 150 frameworks for Autistic children, and are thus a highly meaningful source of income for the organization.

The evaluation (methodology, results, comparisons with the precedent year, conclusions for the future...): We conducted an assessment of comparison of revenues from the current and previous year's sales. Outreach to new clientele was also examined. Thus, in 2014, with the help of Matanel Foundation, we sold 16,447 Hagadas in the amount of 230,264NIS. This year we doubled the revenues. Thanks to the Matanel Foundation's support, we have boosted our sales personnel and marketing efforts. Currently there are 14 people in the office who work on this project and on marketing and selling the items. Consequently, we were able to reach new clientele which included (50) new companies which did not contributed befor and now know us and will donate in the future and thus we proved again the importance of selling products which were produced with drawing of our children

Provisional guide lines for the advancement of the program in the next year: In 2016 we aim to maintain this tremendous success while also leveraging the amount raised by ordering larger quantities of printings at a lower cost and focusing the resources of the organization on marketing and sales.

Thank you for your help and support in our efforts on behalf of God silent children
the autistic children

Udi Rigai.