

MATANEL FOUNDATION  
ACTIVITY REPORT

**Program:** *Social Delivery*  
**Year:** 2021

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

**Name of the Program:** Social Delivery

**Year of activity:** 2021

**Name of the report's writer:** Tomer Shemesh

**Function of the report's writer:** Founder and CEO

**Mail:** tomer@shinua.net

**Phones:** +972-52-428-1633

**Website / Facebook address of the organization:**

<https://www.shinua.net> | <https://www.facebook.com/shinuahevrati/>

**Number of active participants in the program:** ~10 employees

**Estimated number of impacted participants:** Over 20,000

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

Social delivery was established in 2018 by Tomer Shemesh. To this day, social delivery has delivered goods to those in need in the sum of 45,000,000 shekels.

Each year, the amount of goods collected and delivered increases greatly, as do the number of companies that donate the goods. We are receiving goods on a weekly basis from leading companies in Israel which have embedded our services deep in their supply chain.

To this date, our HQ and logistics (our total budget) are funded solely by donations. Our main contributors are: Taavura Holdings Ltd, Schusterman Family Foundation, The Joseph Project, and other smaller donors.

**The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.):**

During this year we had the chance to see a great increase at our most important ongoing KPI's:

1. Number of organizations receiving goods - over 50 organizations.

2. Number of companies donating goods.
3. New Categories: We added the category of personal computers and are receiving and delivering thousands of computers each year.

### **Special Operations**

During this year we supported both organizations in need of goods and over-stocked suppliers during the Covid-19 crisis.

### **The evaluation (methodology, results, comparisons with the precedent year, conclusions for the future...):**

Social Delivery implements a clear methodology and KPI set to measure its success. A record is being created for each and every donor organization, item received, receiving organization, and item delivered. During the reporting period:

- We worked with more high-profile companies who donated goods.
- We collected and delivered more goods than in previous years.
- We initiated work with more organizations and NGOs.

In addition to the above KPIs, we launched a feedback program that enabled us to better understand our recipients' needs, and therefore, to improve our scouting process for new goods. We are using both an online survey and thinking teams combining our professionals and our end users.

### **Provisional guidelines for the advancement of the program in the next year:**

For the year of 2022 we plan to focus on three categories to support our growth:

1. **Improve our operational efficiency** - by initiating a call center for those organizations that support people in need. We are also implementing technological improvements to better support our distribution and tracking process as well as reducing the number of empty rides.
2. **Expanding partnerships with the business sector** - improving our value proposition to our donors and partners by providing carbon footprint reduction and receipts for their donations.
3. **Recruiting new partners and investors** to support our growth efforts.

Please join the Evaluation Report, the Financial Report and the list of the participants to the program (**as PDF documents**)

Please join photos – as **JPG files** – and any link or any other document connected to the program which will seem to you relevant – as **PDF document**.

Please join a 5 minutes movie which presents your institution and the particular project supported by the Matanel Foundation. The movie should be accessible to the philanthropic world and to other potential donors.

**Social Delivery - 2021 General Budget**

Item	Status	Monthly	Annual
Warehouse Rent and Related Costs, Maintenance	<i>In-Kind Joseph project</i>	₪15,000	₪180,000
Warehouse Management, inc. Forklift, Packaging, etc.	<i>In-Kind Joseph project</i>	₪10,000	₪120,000
Inventory Computer System Administrative Costs		₪4,000	₪48,000
transportations every week)		₪16,000	₪192,000
Full Time Administrator of Operations and Partners		₪16,000	₪192,000
Technology Platform (Shareitt application) usage		₪16,000	₪192,000
Various Project and Personnel Small Expenses		₪5,000	₪60,000
Executive Manager Wages and Vehicle Costs		₪19,000	₪228,000
Legal, Accounting, Marketing and Fundraising Overhead	<i>eretzir</i>	₪6,000	₪72,000
<b><u>Total Expenses in ILS</u></b>		<b>₪107,000</b>	<b>₪1,284,000</b>
<b><u>Total Expenses in USD</u></b>		<b>₪31,471</b>	<b>₪377,647</b>
<b><u>Total Cash Expenses in ILS</u></b>		<b>₪57,000</b>	<b>₪684,000</b>
<b><u>Total Cash Expenses in USD</u></b>		<b>\$16,765</b>	<b>\$201,176</b>
<b><u>Income</u></b>			
Joseph Project			₪240,000
Sherit			₪120,000
Matanel Foundation			₪51,000
<b><u>Total in ILS</u></b>			<b>₪411,000</b>
<b><u>Total in USD</u></b>			<b>\$120,882</b>