



myisraelcharity.org



Annual
Quiz Supper
Sunday 24th November 2013

Creating value, delivering results

Redleaf Polhill is an award winning, full-service PR and investor relations agency, offering a range of services through four key disciplines:

- » Professional & Financial Services
- » City & Corporate
- » Retail Fund Manager Relations
- » Design & Branding

To discuss your company's requirements
or a career at Redleaf Polhill, please call:
Emma Kane on: 020 7566 6700

www.redleafpolhill.com



Redleaf
Polhill
part of the Redleaf group

Welcome

Dear friends,

I am so happy to welcome you to the third annual Myisrael Quiz Evening and to see so many new faces among you as well as lots of familiar ones!



As you take your seat, I'm delighted to tell you that this evening has already raised more than £10,000 for Myisrael projects and that we're hoping to beat our total of £22,000 raised for projects at this event last year.

Myisrael is currently supporting fifteen innovative projects across Israel with another three to be added before the end of the year.

We invest a lot of time in vetting new projects and monitoring those that are already being supported. Through this process we help our projects to increase efficiency, look at new ways to measure success and advise them on budgeting and fundraising strategies. It's part of our mentoring programme and we get a lot of feedback and thanks for this element of the Myisrael offering.

Of course, the funds we raise come from so many different sources and we thank all of you and the wider community who have supported Myisrael projects.

Please be in touch when you are next in Israel and let us show you first hand the profound impact that your generosity has on real people's lives.

Have a great evening,

Danni x

Danni Franks
Founder of Myisrael

myisraelcharity.org

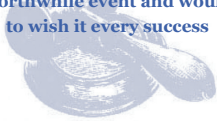




Brook Point, 1412 High Road, Whetstone, London N20 9BH
Telephone: 020 8492 9449 Fax: 020 8492 7373
Email: info@barnettross.co.uk

**PROPERTY AUCTIONEERS
&
CHARTERED SURVEYORS**

Are delighted to lend their support to
this worthwhile event and would like
to wish it every success



AUCTIONEERS
John Barnett and Jonathan Ross



Cedar Dean Gilmarc

Wishes Myisrael much success with the
quiz and with all the important work
that you do.

Cedar Dean Gilmarc are market leaders in the leisure
property industry, specialising in the letting and disposal of
leasehold interests of restaurants, bars and clubs.

0207 100 5520 www.cedardeangilmarc.com

Glentree

are proud to support this worthy cause



How do we choose our projects?

This is one of the most frequently asked questions about Myisrael so I'm happy to take you through our process.

As soon as we are contacted by a project looking for support, we ask four basic questions:

- What does your organisation do?
- Who does it help?
- Where is it located?
- What is your annual spend (budget) per year?

The answers to these questions enable us to check that the project is 'small enough' for Myisrael to support, (annual budget of less than £500,000), to check that it is not political and to see that the area of work complements the other projects that we are already supporting.

Then we ask for detailed budget information so that we can understand how they operate, the cost of the programmes and the amount of money that is spent on administration or non-programme expenses. We also scrutinise their income streams to get a better understanding of their fundraising processes and abilities.

This second stage can take a number of weeks. We send a budget template and then there are usually a bunch of questions back and forth until we are satisfied with all the responses.

Finally, we conduct a project visit where we meet the team, see the premises and observe their activities whenever possible.

We talk to the staff at each project and when appropriate, talk to the people who benefit from the work of the organisation.

This visit lets us get a feel for how the organisation is run, to gain a better understanding of the impact of their work and to see if and how Myisrael could offer support.

A recommendation is then made to our board of trustees and, if a project is accepted, we set a fundraising target and add that project to our Website so that people can start donating to that cause directly.

myisraelcharity.org



Our adopted projects

Bet Hayaed: A loving home for at-risk children.

Bet Shean Foodbank: Shabbat food parcels for struggling families.

Crossroads: A safe haven for teenagers in distress
Believe it or not, Crossroads is a life-saving organisation. Just last week, their director, Robbie Sassoon, had to deal with an urgent situation involving a suicidal teenager who threatened to jump off the top of a building. Robbie talked him down and the team at Crossroads are helping him work through his issues. This is an extreme case, but there are hundreds of examples of how having the safe and welcoming environment of the Crossroads Centre has given troubled teenagers the strength to embark on a journey of recovery.

Click: Innovative activity centres for elderly people.

Dental Volunteers for Israel:
Free dental treatment for Jerusalem's poorest children.



Family Nest: Support centre for at-risk women and children
When you meet the women at the Family Nest, you realise quickly how important the sense of community, belonging and sharing is to their healing process. When I sat with three of the women who spent two years taking part in the Nest's programmes and were now volunteering with new members, they cried when they spoke of the friendships they had made.

One woman told me 'I was broken when I came to the Nest. I didn't know how to care for myself or my children. I felt totally alone. My husband left me with a ton of debt and no self-esteem. I literally didn't know what to do. The staff and volunteers at the Nest picked me up and slowly showed me a way to move forward. I will be indebted to them for the rest of my life'.



Forgotten People Fund: Vital support for the Ethiopian community of Netanya.

Gan Hayaed: Enrichment and life skills for children with special needs.

Girlfriends IDF: Emotional support for the partners of fallen soldiers.



INTRA: Therapeutic horse riding for adults and children with special needs.

Maslan: Rape crisis centre serving Southern Israel.

Misholim: Art, drama and music therapy for kids with communication disorders.

Musicians of Tomorrow: Orchestra of musically-gifted children in Northern Israel.

Anna Rosnovsky, a retired first violinist from the Israeli Philharmonic Orchestra left her Tel Aviv home five years ago to dedicate her life and her talents to teaching musically gifted children from poor and secluded areas of northern Israel. I once asked Anna if her dream was for each of 'her' children to reach the level of the Israeli Philharmonic Orchestra. Anna replied 'Not all of these children will reach that level, for a variety of reasons. But I tell you this. By being part of this programme, this community, their lives are forever changed. They know they have possibilities. They know they can achieve what they set out to do. They know they can inspire those around them. And that is what makes my work even more important'.



Respects: Providing high quality recycled glasses and low cost lenses for people from low-income households.

Shikum Acher: Skills training and employment support for adults with mental illness.

myisraelcharity.org



BARNEA & CO.



Barnea & Co.,
a leading Israeli law firm,
is proud to support
MyIsrael

6 Hachoshlim St. Herzeliya 4672406 Israel | + 972 (0) 99.600.700 | www.barlaw.co.il



**Myisrael Poker Evening 2014
Thursday 22nd May**



**contact Hayley at
hayley.myisrael@gmail.com
or 07951 724 590**

cash & cheque express

Wishes Myisrael every success with tonight's quiz!

Borehamwood Branch

201 Shenley Road
Borehamwood
Herts, WD6 1AT
020 8953 5199

Edmonton Branch

Unit 3 North Mall
Edmonton Green Shopping Centre
Edmonton, N9 0EQ
020 8803 4366

www.cashandchequeexpress.co.uk

77 DIAMONDS
ARE PROUD TO SUPPORT MY ISRAEL



2ND FLOOR, 3 HANOVER SQUARE, LONDON, W1S 1HD
INT. +44 (0) 20 3540 1477. WWW.77DIAMONDS.COM



INCONSTRUCTION

In Construction Services Ltd
Built on Reputation

Extensions: Loft Conversion: House Refurbishments: Decoration:
Driveways: Kitchens : Bathrooms: Carpentry: Interior Design: Tiling

M: 07980 665 558 T: 020 8200 9971 info@inconstructionservices.com

www.inconstructionservices.com

Unit B2 Connaught Business Centre Hyde Estate Road
London NW9 6HL

*Hope you all have a
fun evening and raise
great money for a
wonderful cause!*

7 0 1 0 2 1 3 7 8 5 4 6 4 5 1 2 3 0 2 1 0 2 3 1 2 4 5 6 7 8 7 5 8 4 4 2
0 6 8 4 0 2 1 0 3 3 5 4 0 7 5 1 6 9 1 3 4 5 7 1 3 5 7 1 0 0 1 2 4 1 5 4
7 4 9 1 0 0 2 1 4 8 7 6 1 5 0 3 1 2 4 **S C O D I E . D E Y O N G . L L P**
3 5 0 1 2 8 7 8 8 8 7 0 2 1 0 **C H A R T E R E D . A C C O U N T A N T S**
6 1 0 2 0 1 8 9 7 5 4 5 1 3 0 0 4 2 1 6 7 9 8 5 2 4 2 1 3 0 5 4 1 9 0 5
5 6 4 4 1 2 1 2 0 4 5 4 6 0 2 1 3 7 8 5 8 9 4 5 4 6 1 0 2 3 2 1 2 4 4 5

Heron International

HERON

Always there
to lend a helping hand

Heron House
4, Bentinck Street
London W1U 2EF

ASTONCHASE

DELIGHTED TO BE ASSOCIATED
WITH MYISRAEL AND WE WISH
THIS EVENT EVERY SUCCESS

REGENT'S PARK OFFICE | 69 / 71 PARK ROAD | LONDON | NW1 6XU
T +44 (0)20 7724 4724 | ENQUIRIES@ASTONCHASE.COM | ASTONCHASE.COM

*Wish you best of luck
for the evening
Sacha and Marcus*



cloudamour

Is Proud to support



w: www.cloudamour.com | e: hello@cloudamour.com | t: 020 3002 4111

Office 365 | Cloud Hosting | Connectivity | Support | Installations

Engaging the next generation in giving to Israel

We were so proud to have launched Young Myisrael this year eagerly led by our Chair, Simon Walton. We were delighted to hold our first event this summer, a reception kindly hosted and sponsored by Bank Leumi (UK) Ltd, with (now Lord!) Daniel Finkelstein, Executive Editor of The Times in conversation with Stephen Pollard, Editor of The JC. It was an entertaining evening as the two had known each other and worked together for many years and so it was the perfect platform to showcase what Young Myisrael will be doing.

It raised over £1,000 for Myisrael projects! We're looking forward to what's coming next!

For more information about what's coming up or to tell us you'd like to get involved please contact Simon on 07500 553 340



myisraelcharity.org



Best Wishes
from
Currie Motors
Nice people to do business with

Currie Motors Chiswick
1020 Great West Road,
Brentford, TW8 9DP
Tel: 020 8560 1100

Currie Motors Kingston
Coombe Lane Fly-over,
Beverley Way, SW20 0AD
Tel: 020 8949 3333

Currie Motors Twickenham
161 Chertsey Road,
Twickenham, TW1 1ER
Tel: 020 8892 0041

Currie Motors SEAT Barnet
30 Brookhill Road,
East Barnet, EN4 8SN
Tel: 020 8441 2250

Isleworth Aftersales
207-209 Worton Road,
Isleworth, TW7 6DS
Tel: 020 8568 4343

www.curriemotors.co.uk

 **Currie Motors**
Nice People To Do Business With



DANIEL MARKS
LONDON

Specialist Headhunters in the Creative Agency arena
Account Handling, Planning, Project Management,
Creative and Technology

www.danielmarkslondon.com
0203 405 2071

Deacon Associates

is delighted to support the
Myisrael Quiz Supper and
wishes you all an enjoyable
evening



Legal Recruitment specifically
for assistant and associate
lawyers

To discuss opportunities please
call Gemma Deacon on
020 7332 2690 or email her
gemma@deaconassociates.com

www.deaconassociates.com

HATTON REAL ESTATE
WOULD LIKE TO WISH
MYISRAEL THE BEST OF
LUCK FOR THE ANNUAL
QUIZ EVENING



HARRIS & TROTTER LLP

CHARTERED ACCOUNTANTS AND REGISTERED AUDITORS

Advice you can count on

64 New Cavendish Street
London, W1G 8TB

Telephone: 020 7467 6300

Fax: 020 7467 6363

E-mail: mail@harrisandtrotter.co.uk

Website: www.harrisandtrotter.co.uk



Home to Home

Fabulous homes in Israel for
holiday rental.

www.hometohome.co.il



hightree
for the seasons to come

focused advice, financial planning
& wealth management

8 Delta Court, Manor Way, Borehamwood, Herts WD6 1FJ
Tel: 020 8238 6363 • enquiries@hightree.co.uk • www.hightree.co.uk

Hightree Financial Services Ltd. Independent Financial Advisers. Authorised and regulated by the Financial Conduct Authority.

Wishing Myisrael continued success



PATRON
CAPITAL PARTNERS

THE BRESLAUER FAMILY

7 Hanover Square
London, W1S 1HQ
+44 207 629 9417 (t)
+44 207 629 9415 (f)
www.patroncapital.com



With best wishes



**A Fuller Service
Law Firm**

OGR Stock Denton LLP

Winston House
349 Regents Park Road
London N3 1DH

Tel: 020 8349 0321
Fax: 020 8346 2000

info@ogrstockdenton.com
www.ogrstockdenton.com

*Wishing Myisrael
every success
Sandy & Avi Riegler*



*A proud supporter of Myisrael
Covering Finchley, Hendon and Mill Hill*



right-brain lawyers



left-brain lawyers

for when you need both

rosenblattsolicitors

www.rosenblatt-law.co.uk

T +44 (0)20 7955 0880

HAND CRAFTED

LOLA'S
cupcakes

*Well done Myisrael for all the
fabulous work you do!*

With a very special
thank you to...

Studio Inja

Graphic Design
Lisasherdes@gmail.com



product network

www.product-network.com

MAXIMUM

Creative Design & Impact

FELICITY LASS

PHOTOGRAPHY

Wishing Myisrael a successful and
enjoyable evening

from
The Directors



ESTABLISHED
1846

 @deyongs1846

 www.facebook.com/deyongs

www.deyongs.com

HENRY FOX
RECRUITMENT

SPECIALISTS IN RETAIL



*Henry Fox wishes Myisrael a
very successful evening*

MAZEL TOV!

2013 was a special year for Myisrael as we celebrated our fifth birthday. We'd like to thank the following people who supported Myisrael as part of their big day:

Dov Green for doing a sponsored swim to celebrate his Bar Mitzvah and raise money for the Forgotten People Fund.

Ollie Adler for donating part of his Bar Mitzvah gift money to support Misholim

Thanks also to:

Avi Riegler – 60th birthday

Judianne Jayson – 40th birthday

Diana Sandler – 70th birthday

Sandra Barnett – 70th birthday

David Franks – celebrated his two “new knees” by doing a 5k walk for Gan Hayered and the Dental Volunteers for Israel.



To support Myisrael projects as part of your celebration, contact us through our website or call Hayley on 07951 724 590.

U4K www.uniform4kids.com

Wishing Myisrael Quiz Evening every success



CITY &
COUNTY
GROUP

*is proud to be supporting Myisrael
& this evening's quiz*

*With very best wishes
from
Clare & David Raff*



Meet Avi Talala

Avi was born in Ethiopia at the end of 1979. His father was a strong Zionist and at the beginning of 1984 the family began the trek through Sudan to Israel. His parents began the arduous trip by foot with Avi, who had just turned 4 and his two younger brothers, but his mum didn't make it and died in Sudan. His father continued with the three small boys and eventually made it to Israel and Netanya. Avi's father never remarried but devoted himself to raising his sons and instilling in them a love of Israel and the duty to contribute to the State. After completing high school Avi obtained a BA in Education, Anthropology, and Sociology from Haifa University. He then joined the IDF where he served in the elite Duvdevan anti-terror unit.



Avi's father died while all three sons were in the army. Avi became the head of the family and struggled to support himself and his brothers.

After his discharge from the army in 2005, Avi began the typical search for employment. His personal goal, which he ascribes to his father's influence, was to contribute to the State of Israel and the community. He eventually found a job with at-risk youth and was later recruited to be the spokesman and manager of Ethiopian Legal Aid. In 2008 Avi became director of the Heftzibah Community Center which he has developed into a dynamic focus for the community. The Forgotten People Fund has been working closely with Avi over the past several years and has been hugely impressed with his achievements.

The Netanya Municipal Department of Education is grooming Avi to become the first Ethiopian headmaster of an Israeli school. This is an incredible possibility and will inspire so many from his community, who struggle enormously to make ends meet.

To qualify for the position, Avi must complete a Masters Degree in Educational Administration and part of the proceeds from tonight's event will fund the £5,000 shortfall in paying for his course.

Avi still lives with his wife and toddler son as well as his middle brother in the flat they shared with his father.

myisraelcharity.org



We'd like to thank our Patrons for making our work possible:

Carolyn and Harry Black

Gerald Gundle Philanthropic Trust

Richard Harris

Sammy and Natalie Kattan

Trevor Leigh

Hilary Natoff

Emma Rosenblatt

Isabelle and Ivor Seddon

Marc Rubinstein & Judith Vandervelde

The Charles Wolfson Charitable Trust



Myisrael: 2nd floor, 85 Frampton St,
London, NW8 8NQ

Tel: 020 3004 8994

Email: info@myisraelcharity.org

www.myisraelcharity.org

Founder: Danielle Franks
Trustees: Lionel Deyong,
Danielle Franks, Jason
Greenspan, Sandy Riegler,
Emma Rosenblatt,
Simon Walton
Chair, Young Myisrael:
Simon Walton

Registered charity number: 1121960