



לשכת יושב הראש
Office of the Chairman

March 11, 2020
Jerusalem ,15 Adar 5780

Dear friends,

We are encountering difficult times here in Israel and around the world as we face the coronavirus (COVID-19). We hope and pray that better times are ahead.

We wish to express our solidarity with our friends in Italy, the rest of Europe and the world. Keren Hayesod is proud of the global family we have built together, and we continue to maintain strong bonds with all our campaigns.

Local campaigns have had to make hard choices in recent days cancelling events. Unfortunately, in light of the current situation, we also have had to make the difficult decision to postpone our annual World Conference in April 2020. We are looking forward to coming together in Israel to celebrate this special 100th year of Keren Hayesod at a more suitable time.

Our Keren Hayesod related projects continue to work diligently during this period. Together with our strategic partner, the Jewish Agency for Israel, we are helping our projects, staff, participants and other partners to navigate the difficulties we are all facing. We hope we can continue to rely on you to support the children, new immigrants, elderly and all the people of Israel.

At the same time, we recognize the need to mobilize and rally together at this challenging time to help the Jewish communities most affected by the current crisis. To this end, a special campaign is being launched, together with our partner the Jewish Agency, to assist Israel and Jewish communities around the world specifically in regards to COVID-19. Initial support will go towards Italy, which is facing one of the severest outbreaks of the virus and where there are desperate humanitarian needs to be addressed.

We are thankful that our Keren Hayesod representatives in our global campaigns are continuing to operate in their local communities. Our global family is truly special in its commitment and dedication to the people of Israel. As we often say, כל ישראל ערבים זה בזה, *all of Israel is responsible for one another*. We don't just say this as a slogan but we live it in actions and practice.

We wish you all health, safety and many blessings from Jerusalem.

Sincerely,

Steven Lowy AM
Chairman, World Board of Trustees

Sam Grundwerg
World Chairman