

CROSS ISRAEL HIKE

ONE FAMILY FUND CROSS ISRAEL NEGEV-RAMON CRATER HIKE OCTOBER 21-25, 2012

FUNDRAISING TIPS

PERSONALIZE YOUR HOME PAGE

Your Personal Page provides you with the opportunity to tell your story, post a photo, and of course, request donations.

Use or customize this sample text to create your own email:

Dear Friends,

This year I am participating in the 5th Annual One Family Fund Cross Israel Hike, to help alleviate the aftermath of terror for Israel's 10,000+ terror victims. One Family Fund is the pre-eminent not-for-profit group dedicated to providing short and long term assistance to the thousands of injured and bereaved men, women and children in Israel. Funds raised provide necessary financial assistance, psychological counselling, support groups and retreats, education, housing, income maintenance and other essential needs for terror victims in Israel. Please help me rebuild these shattered lives with a generous donation. An attack lasts a minute, but the aftermath lasts a lifetime. To donate securely online, please go to : www.onefamilyfundhike.com and click on "Sponsor a Participant." [or you can insert the link to your personal page here]. You will receive a tax receipt from One Family Fund Canada for your donation.

Thank you for your very generous support.

You may want to include some of the following information.

- Why are you participating on the hike?
- What does the cause mean to you?
- What is your personal fundraising goal?

SPREAD THE WORD

- Add a footer on your email signature advising friends that you are participating in the One Family Fund Canada Negev-Ramon Crater Hike to raise money for victims of terror and their families in Israel
- Take advantage of social networking to reach out to people by linking your personal page to any website or blogs you contribute to, tweeting about the event and your fundraising progress.

ASK FOR SUPPORT

- Be proud of the commitment you are making and be the first to financially support your effort!
- Enlist the support of everyone you know: your family, friends, colleagues, the people in your spin class.
- Use your personal page to email all of these people and ask them to support you.
- Individual donors will be able to receive tax receipts for their donations along with recognition in the official Hike Booklet, while businesses and corporations can get valuable exposure on the Hike website, on signage

and merchandise as well as in the Hike Booklet. Any corporate sponsorships that you collect will be attributed to your personal fundraising efforts.

- Don't be shy about following up with those who haven't responded to your request for donations. People are usually happy to give. A gentle reminder is a good way to catch people who missed the opportunity the first time around.
- Personalize your fundraising efforts. Utilize the attached stories of just some of the victims of terror who have been helped by One Family Fund. Use one or more to help prospective donors understand how their donation will improve the lives of families like these.
- Consider hiking in honour of a particular victim and his or her family.

**WE WISH YOU THE BEST OF LUCK WITH YOUR FUNDRAISING.
IF YOU MAKE THE ASK, YOU HAVE ALREADY SUCCEEDED!**



**REBUILDING
SHATTERED
LIVES.**

ABOUT ONE FAMILY FUND CANADA

One Family Fund provides direct financial, legal and emotional support to thousands of victims of terror in Israel on a daily basis.

It is at the forefront in providing long term support for physical and emotional healing, education, housing, income maintenance and other needs.

Programs and activities include: financial assistance, psychological counselling, support groups and retreats, assistance coordinating applications for government benefits and pursuing employment opportunities.

Currently, One Family Fund Canada provides support to over 10,000 victims of terror in Israel, more than 3,500 families.

In 2011, One Family Fund Canada raised over \$1,000,000 to help Israeli families in need.

ABOUT THE HIKE

The Fifth Annual Cross Israel Hike will take place from October 21-25, 2012 in the Negev/Ramon Crater region.

In 2011 the Cross Israel Hike raised \$350,000.

This year 80 hikers from across Canada and the U.S. will embark on this challenging trek to raise money and awareness for One Family Fund.

Victims of Terror will hike with our participants, sharing their stories over the course of the 5 days.

TARGETED REACH:

- 80 upscale male and female hikers
- 30-60 years old
- Hundreds of views on the Home Page of the website
- Additional exposure in the official Hike Booklet



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These are stories of real victims who have been helped by One Family Fund Canada.

To protect their privacy no names are revealed. Feel free to use them in your fundraising materials.

R worked as a shelf steward at a supermarket in Ashkelon. She is divorced and has a daughter, and her ex-husband does not pay child support as he is physically unable to work. Her daughter, T, is 11 years old and just completed 5th grade. R was wounded three times by rockets fired from the Gaza Strip into Ashkelon in 2008 and 2009, and her daughter was also wounded, suffering serious post-traumatic symptoms that have grown worse over time. She cannot control her bodily functions at night, and requires medication. She has regressed emotionally and behaviourally, is under care at the local mental health clinic and with a psychologist, and requires constant supervision at home, necessitating the frequent presence of a trained babysitter. One Family is providing the family with a computer, a bed and mattress for T, equipment and clothes for school, a refrigerator to replace their old and leaking one, and financial assistance.

S comes from Tverya. He grew up and was educated in the city and was a normal child. He served in the IDF, got married and had children, worked for a maintenance company and managed to support his family, until the outbreak of the Second Lebanon War. While running to his shelter when he heard the siren, a rocket exploded next to their house. S fell and broke his leg. Somehow, he managed to drag himself into the shelter, whereupon he began suffering from panic. He started suffering from nightmares and didn't leave the shelter until the end of the war. He didn't get rehabilitation and stopped functioning. Over the past four years, he has been under therapy, and only began working again during the past few months at a factory in Rosh Pina. Due to the deterioration in his physical and emotional condition, the family started to fall apart. They were forced to sell their apartment since they couldn't meet their mortgage payments because S hadn't worked for 4 years. His wife couldn't deal with the pressure and has also started showing difficulties in functioning, and she is now under psychiatric treatment and under care of a social worker. Recently, it has become apparent that things are beginning to get better. One Family's assistance with their rental payments saved them financially, and we continue to provide them with financial help until S's employment situation becomes stable at his new place of work.

L was wounded in the #14 Bus bombing in Jerusalem on February 22, 2004. She suffered a crushed leg and emotional trauma and is still in physiotherapy. L was a junior in high school at the time, and managed to complete high school with full matriculation and top marks in one of the top high schools in the city. She is now studying psychology and sociology at Hebrew University. Despite her disability and injuries she is a diligent girl. Because of her traumatic experiences, it is frightening for her to take the bus to the university every day, but she perseveres. She boards the bus at home in the morning, travels 2-3 stops and then has to get off in order to calm her nerves. 15 minutes later, she boards again, and travels another 2-3 stops, and in this way manages to travel the 45 minute trip in about 3 hours—each way. She finished her first year with excellent marks, even though she sometimes goes without food. L lives with her mother, who is a single parent, and her two siblings. Her mother M worked until two months ago. During her work as a cleaner and caregiver, she fell and could no longer work due to injury. M's income has therefore been reduced to disability benefits, and the family is in very dire economic circumstances. One Family has been providing L with the funds necessary to pay for her tuition and continue her studies, including financial help to make sure she has the necessary food and transportation costs. We have also covered a debt to the family's landlord to ensure that they are not evicted from their home.



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N and her husband T were both injured in the bombing of the Stage night club in Tel Aviv on February 25, 2005. They each suffered emotional trauma, have since been in a rehabilitation program. Since the attack they have had two children. T began working at a plastics factory in Sderot as a machine operator, and Natasha worked at a manpower company after completing a degree in sociology and human resources. They bought a new apartment after taking out a large mortgage, and were to move into their new home in October, 2010. But on August 13, 2010, T suffered a serious post-trauma attack and stopped working. His condition deteriorated, and on September 20, he committed suicide in the courtyard of his friend's home. N has been under psychological care and on medication since the attack. T had stopped treatments two years ago, and all of Natasha's requests as well as those of their social worker for him to continue did not help. One Family is providing monthly financial assistance to help N until she begins receiving survivor's benefits and can try to get back into the work force. We are also providing the necessary funds for a counsellor for her older son, who is 5 years old.