

FOR IMMEDIATE RELEASE

Over 250 Israelis Receive Needed Assistance from Project LifeLine in its First Year

Jewish Opportunities Institute fills void not provided for by government for elderly immigrant community

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Jewish Opportunities Institute (JOI) announced today that Project LifeLine, a joint venture with regional Israeli city governments, provided life-saving services to over 250 disadvantaged elderly in its first year. Developed to alleviate the suffering of poverty stricken elderly in Israel living on limited government stipends, Project LifeLine, provides desperately needed services, not provided by government assistance, in 15 cities throughout Israel.

Of the estimated 680,000 elderly citizens in Israel, over 210,000 live in severe financial distress, subsisting on a meager government stipend of \$500 per month. The large and growing community of disadvantaged elderly who have been long ignored by government welfare funding and unable to access resources for themselves. Many of those in need of assistance are immigrants from the former Soviet Union.

LifeLine's critical services fill the void that Israeli governmental welfare agencies with limited budgets, and limitations on the types of assistance they can provide, are unable to provide. These agencies are restricted from offering aid for medicines, hearing aids and devices, dental work and dentures or bridges, eyeglasses, critical home repairs, and transportation to and from medical care or activities at senior centers – services which the disadvantaged elderly are at a loss to provide for themselves.

“Every dollar invested in Project LifeLine goes directly to alleviating the acute suffering of the Jewish elderly in Israel,” states Rabbi Stephen Bisk, Executive Director.

JOI maximizes direct benefits to project beneficiaries, while minimizing costs by using existing agency infrastructure and the input of the professional social workers and administrators who have already identified and assessed the needs of their elderly constituents, Project LifeLine enables these professionals to extend assistance to those whose basic human needs have gone unanswered until now.

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The Jewish Opportunities Institute (JOI) delivers a wide range of innovative educational and social welfare programming to enrich and empower the lives of thousands of men, women and children throughout Israel. High-impact educational, family building and social welfare initiatives creates solutions and opportunities for thousands of Israelis. Focus on maximizing return on charitable investment. JOI has offices in New York and Jerusalem.

For further information, please contact Joslyn Crowe, Director of Development at (917) 777-0667, or visit www.joi.co.il

