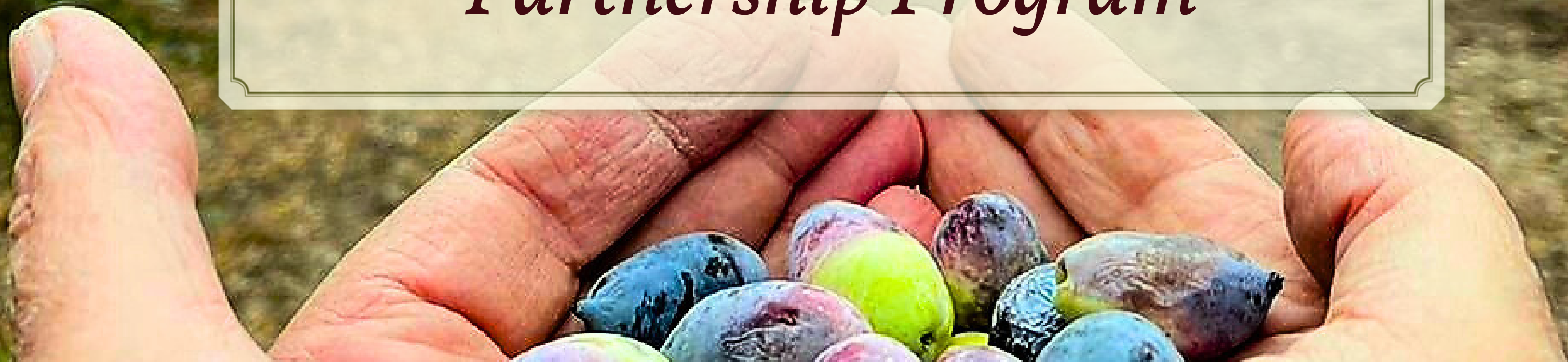




*MyTree*  *in Israel*

*Your New Personal Bridge  
to the Land of Israel*

*Partnership Program*



# Who We Are

My Tree in Israel is a new Israeli company dedicated to strengthening people's identity and faith to Israel through a unique and personalized connection with local Israeli farmers.



*A rooted and value-based connection to the land, agriculture, and farmers that creates a deep connection over the years.*

# OUR UNIQUE WAY

You connect directly with local Israeli farmers who create high-quality olive oil and wine which “My Tree” ships out to its family of adopters with their private label. The idea that people can support Israel, not in the form of a donation, but rather by investing in an Israeli farmer who produces a beautiful product in return, all while preserving the meaningful feeling of support for Israel is the game changer.



# Our Farmers



## Gal – Olive tree farmer

GAL is a third-generation farmer continuing the family business and tradition of working the Land. Today he has one of the most modern presshouse in the country



## Jacob – Jezreel Valley

Jacob is an American citizen who moved to Israel as a teenager, an entrepreneur who took his skills to the wine business and now produces an amazing wine



## Tulip – Winery

Tulip is a winery located in Jezreel Valley in a town called Kiryat Tivon. The winery employs 45 people with special needs, a wonderful and emotional story!



## David & Alona Golani Distillery

Golani Distillery is a family-owned distillery located in the beautiful Golan Heights region of Israel. Established in 2014 by David and Alona Zibell.

# HOW IT WORKS: OLIVE OIL

## Benefits

Strengthening your spiritual connection to Israel

Direct connection with the Israeli farmer who benefits from the program.

Something tangible in the Land of Israel.

Fundraising for your community

For the first time ever, your tree in Israel yields you something in return

Your own personal product, fresh and high quality

## How It Works

(re)adopt your tree  
in the community plot in  
the Israeli farmers olive  
grove in Jezreel Valley

Your Farmer  
takes care of  
your tree and  
cultivates it.

Shipping  
Six bottles  
personalized  
with your name  
will be delivered  
directly to you

VIP tour  
of your tree and  
meet your farmer

Harvest in November  
The farmer produce  
your olive oil



Adopted in honor of  
**Minoff Children**  
Since 2020

Adopted in honor of  
**Rabbi Ze'ev Sm**  
Since 2

# HOW IT WORKS: WINE



## (re)adopt your tree

You adopt a grapevine in the galilee, in the north of Israel.

## Your Farmer

During the year, the farmer takes care of your grapevine and cultivates it.



## VIP tour

of your tree and meet your farmer



## Bottling

Once before Passover and, again before Rosh Hashanah, the wine is taken from the barrels and bottled.



## Shipping

Six bottles personalized with your name will be delivered directly to you



*With all of the benefits from the olive oil*

*My tree will bottle and ship twice a year, once before Passover and again before Rosh Hashanah. The adoption period is for either one of those delivery dates, according to your choice.*

# PARTNERSHIP

*Promote Israel while supporting your community*

- A new and unique way to strengthen your community's faith and relationship with Israel.
- Give your community a fundraiser opportunity.
- Turnkey program, multiple options.



# ***Multiple Options***

## **Fundraiser Program**

Offer your members to adopt their own tree or grapevine, and we will donate back a portion of the proceeds

## **Gifts to Donors**

Adopt community olive trees, grapevines, or whiskey barrels, create your privately labeled olive oil, wine, and whiskey, and give them to your donors as a gift of appreciation from the community

## **Gifts to Members**

Adopt community olive trees, grapevines or whiskey barrels, create your privately labeled olive oil, wine, and whiskey, and give them to your members as a gift or sell/raffle the bottles to your members





## Gift to Donors

- A wonderful gift to your donors who also support Israel
- Communities that adopt an entire grove can print their logo and story on the bottle as well



## Gifts to Members

- Give your members a gift
  - Example: A gift to each member that participates in a project
- Sell/raffle the bottles to your members



# Pricing



## Olive Tree

- 6 bottle of private labeled olive oil
- Includes delivery
- VIP tour when you visit Israel

**Price: \$250    Donated Back: \$40**



## Trio Pack

- 3 bottle of private labeled olive oil
- Includes delivery
- VIP tour when you visit Israel

**Price: \$160    Donated Back: \$20**



## Grapevine

- 6 bottle of private labeled wine
- Includes delivery
- VIP tour when you visit Israel

**Price: \$360    Donated Back: \$40**



## Whisky: Golani Black

- 12 bottles of privately labeled whisky
- Includes shipping + taxes to USA
- VIP tour of distillery
- No need to wait for whisky to age

**Price: \$840    Donated Back \$60**



## Premium Whisky: 1st Israeli grain

- 12 bottles of privately labeled premium whisky
- Includes shipping + taxes
- VIP of distillery
- First bottles ever from the first cask ever produced! 3 years of aging

**Coming Soon**

# HOW WE HELP YOU

## You own page

My Tree will build a designated landing page for your organization to learn more about the program and sign up. See the example here: [mytree.org.il/scranton-jcc](https://mytree.org.il/scranton-jcc)

## Digital marketing

My Tree will send you personalized marketing materials to help promote.

## VIP tours & events

My Tree is willing to help arrange special virtual programs for members to learn about the Israeli olive oil and wine industry and learn about the program.

For members who are visiting Israel, My Tree will grant them a VIP tour of the olive grove and vineyard and their tree in Israel.



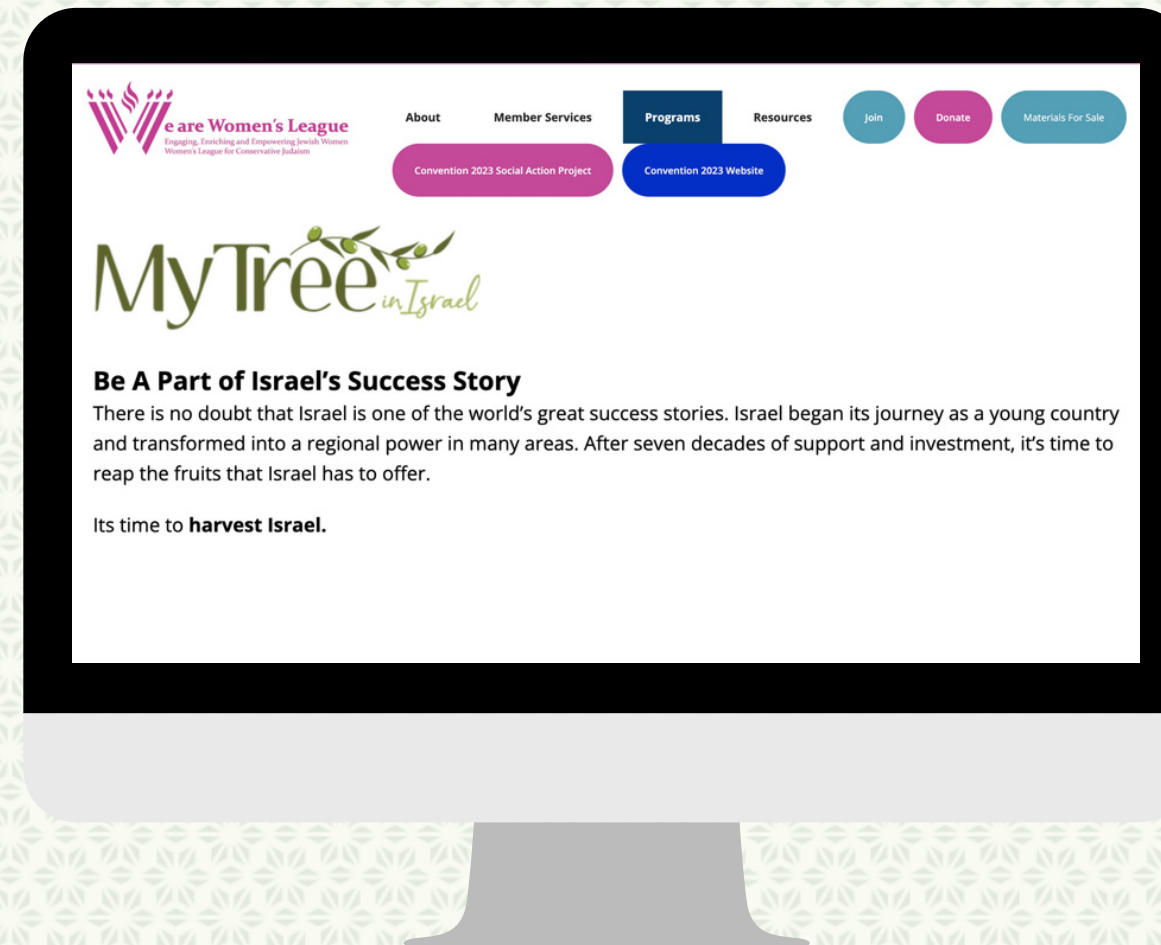
# IDEAS FOR MARKETING

## Print Marketing

- Magazine or newspaper ad.

## Digital marketing

- Email marketing
- Ad on website
- Article or blog post



## Events

- During community events, place the roll-up banner and fliers on the campus and speak about the partnership.
- Raffle - raffle out bottles or trees.
- Educational event - class from Rabbi, or virtual event with us.



# Testimonials

"The fragrance of the oil brings me back to memories of a long ago summer trip to Israel"

" I am so glad I ordered six bottles to share with family and friends!"

"it is fun to see my name on the label!"

" I enjoyed picturing the Israeli farmer and the olive grove in Israel."

"Visiting our adopted tree was one of the highlights of our trip to Israel."



" It was simply the best olive oil I have ever tasted."

"I was so excited to receive my personal brand of olive oil from Israel!

"This is a beautiful way to support Israel and Israeli farmers—would highly recommend!!"

**"Todah rabah for all of your hard work to bring us this wonderful oil"**

"shared with neighbors who were ecstatic to get something from the Holy Land"

# Testimonials

## The South's Jewish magazine

## Hadassah Magazine Hilary Danailova

## STL Jewish Light Jordan Palmer



### Have your own olive tree in Israel

New plants contain drops of oil Israel more than the olive tree.

For decades, olive trees for cents have been ubiquitous in Israeli homes around the world with the proceeds being used to rebuild forests in Israel.

Now, these trees continue to be considered for all those who love Israel, with the opportunity to adopt an olive tree in Israel and benefit from it.

As trees in Israel are a program through which olive trees are adopted and their olive oil harvest, olive oil is produced from that olive and the benefits of personal olive oil are shared in the process.

Rabbi Aviel, who founded My Tree in Israel, explained it as: it was that people from around the world could connect with Israel in a personal way and in private and support Israeli farmers.

Yehuda Glick, vice president of marketing, said over the decades, Israel has been the recipient of donations. While donations in all sorts of ways to Israel are well recognized, "olive trees in a generous nation is not widely known," and "we want people to enjoy what Israel has to offer."

Individuals or groups can adopt an olive tree. Car-

most partners include schools, churches and synagogues, Israeli Community Centers and families. Some even create a partnership business. Trees can be adopted as a memento or as a gift, and have been adopted by people throughout North America, Europe and Africa.

The olive grows in most the Israeli Valley. When someone adopts a tree, a farmer takes care of it and collects it year-round. The farmer happens to harvest and high quality basket extra virgin olive oil and a produced from that olive. The farmer will not just sell the olive oil, but personal and whatever amount the sponsor chooses.

The sponsor then has the opportunity to continue sponsoring the same tree for the next year.

It is a "unique and personalized product" Glick said. As a tree is further personalized in a dedication plaque can be displayed in the home, and when visiting Israel, one can give the olive and/or tree as a gift.

Glick said a highlight he has in seeing the reactions that come from those involved in the program, and how much being olive in Israel means to them — not to mention the special olive oil they receive.

More information is available at [mytree.org.il](http://mytree.org.il).



### Farm-to-Table Israel Philanthropy

What's the best olive by planting a tree? Olive! Adopting an olive tree and receiving oil as a memento when they 2021.

While American Jewish history celebrated the tradition of sponsorship in Israel—most notably through the Jewish National Fund—a new olive tree program, My Tree in Israel, personalizes the concept. The farm-to-table via F2T2O, My Tree Israel facilitates the one-year adoption of a mature olive tree in a greenhouse in Jerusalem and, in return, the sponsor receives a bottle of custom-blended olive oil from the fall harvest.

"It's a personal way to connect people who love Israel with the land," said Yehuda Glick, who founded the company ([mytree.org.il](http://mytree.org.il)) a year ago with the help and expertise of Yehonatan Oh Ad.

For example, there is a similar initiative that provides the sponsorship of grape vines in Israel. Depending on the type of grape, olive oil for the ([mytree.org.il](http://mytree.org.il)) support of the Israel Innovation Fund, contributes a certain number of bottles of wine produced from grapes grown by that gift.

By September 2021, the F2T2O My Tree Israel had been successful in over 100 tree adoptions. Gifts and monetary contributions continue to be received, and the olive oil is produced from that olive. The farmer will not just sell the olive oil, but personal and whatever amount the sponsor chooses.

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United Hebrew partnering with Israeli olive oil company in unique fundraiser

JORDAN PALMER  
([https://stljewishlight.org/staff\\_name/jordan-palmer/](https://stljewishlight.org/staff_name/jordan-palmer/))  
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# *Testimonials*





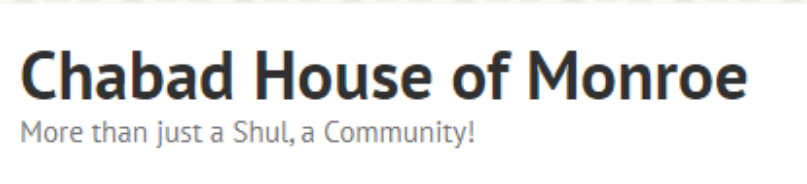
CONGREGATION  
ADATH JESHURUN



# Join Our Growing Family!



BETH AM  
ISRAEL



EVELYN RUBENSTEIN JCC  
HOUSTON



The Jewish Federation  
OF GREATER ORANGE COUNTY



# THERE ARE MANY REASONS WHY PEOPLE CHOOSE TO ADOPT THEIR TREE

1. To deepen their roots in the land of Israel.
2. Because they love Israeli olive oil or wine.
3. Because they want a direct connection to the Israeli farmer whom they are supporting - paid 30% above market value.
4. To invest in a legacy that keeps giving for generations to come.
5. Because the olive branch symbolizes peace, and the deep roots in the land of Israel.
6. The olive and grape are from the seven species, and both have significant meaning in Jewish culture and history.

## FUNDRAISING IDEAS

- Adopt a family tree and enjoy a private brand of olive oil and wine.
- As a gift for someone special for their birthday, anniversary, holiday gift, Bar/Bat mitzvah, you name it!
- As a living memorial to a person who has passed.
- Schools adopt trees as a part of their educational program surrounding Israel. Each class adopts a tree, and they offer their parents to adopt as well.
- Offer a bottle to each ticket sold at an event you hold.

