

PROPOSAL FOR YOUR COMMUNITY

This document consists of an amazing opportunity for your community to connect its members to Israel while enjoying a delicious fundraiser.

WHO WE ARE

My Tree in Israel is dedicated to connecting people from around the world to Israel in a unique and personalized way.



OUR UNIQUE WAY

Creating a personalized bond between you and an Israeli farmer by giving you the option to “adopt” an olive tree in an Israeli farmer's olive grove, from which you will receive your **private brand of olive oil after the harvest.**



MANY REASONS TO ADOPT

- To deepen their roots in the land of Israel.
- Some because they love Israeli olive oil.
- Others because they want a direct connection to the Israeli farmer to support him.
- To invest in a legacy that keeps giving for generations to come.
- And because the olive tree symbolizes peace, is one of the seven species, and has significant meaning in Jewish culture and history.

You Name It!



WAYS TO ADOPT

- People adopt a family tree and enjoy their private brand of olive oil.
- Others chose to adopt a tree as a gift for someone special for their birthday, anniversary, holiday gift, you name it!
- Some people adopt a tree as a living memorial to a person who has passed.
- Schools as a part of their educational program surrounding Israel.
- Communities adopt trees as a part of our fundraising program platform



FOR YOUR COMMUNITY

We have an attractive fundraising platform as a part of our partnership program. In return for your efforts to get members to adopt their tree in Israel, My Tree will give back a commission/donation to your community for every member who joins our program through you, creating another income channel throughout the year for your community.

HOW IT WORKS

Throughout the year, your community makes adopting a tree available for the members of your community by actively promoting the program using marketing tools of your choice. For each member that adopts a tree, My Tree will give back money to your community. At the end of the harvest season, the olive oil will be sent to your community for the members to pick up.



WHAT WE DO TO HELP YOU



Roll Up Banners and digital marketing

My Tree can send your community a roll-up banner advertising the partnership directing members to a page to sign up.

Landing Page

My Tree can build a designated landing page for your community to learn more about the program and sign up. See the example here:
mytree.org.il/sbe



Zoom Programs and tours

My Tree is willing to help arrange special virtual programs for a member to learn about the Israeli olive oil industry and learn about program. For members who are visiting Israel, My Tree will grant them a free VIP tour of the olive grove and their tree in Israel.



HEAR FROM ORGANIZATIONS PARTNERED WITH US



Synagogue Emanu-El

"This fundraising effort benefits Synagogue Emanu-El, Israel and Israeli farmers. A portion of the proceeds will go directly to Emanu-El, and the farmer can now work in his grove with confidence that the fruits of his labors will be sent to you at the end of the year."

Visit their website: emanu-el.com

Contact: rabbiravski@emanu-el.com



Ohev Shalom

"We were thrilled to partner and collaborate with My Tree in Israel. Schools around the world should adopt trees to bring experiential learning straight from Israel to the classroom!"

Visit their website: ohev.org

Contact: bglickman@ohev.org



United Hebrew Congregation

"United Hebrew Congregation is partnering with My Tree in Israel for a unique program that connects you directly to an Israeli farmer by adopting an olive tree in their grove"

Visit their website: unitedhebrew.org

Contact: bsharon@bds-capital.com



What People Say About Us

"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!"

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

" 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"



PRICING

Price for a tree: \$250

Your commission: \$40



The price includes:

- Six bottles, 25 Oz each, of Kosher extra virgin olive oil
- A private label on each of the six bottles
- Shipping to one location
- A VIP tour of the tree while in Israel

Price for trio: \$160

Your commission: \$20



The price includes:

- Three bottles, 25 Oz each, of Kosher extra virgin olive oil
- A private label on each of the three bottles
- Shipping to one location

Contact My Tree in Israel for more info:

yishai@mytree.org.il

+972-546-509-565



BENEFITERS OF OUR PROGRAM

The Farmer

My Tree serves the Israeli farmers facing the challenges of climate change and BDS movements, which are hurting produce. My Tree pays the farmers over market value, and you help by giving them financial security. When you adopt a tree in their grove, you are pre-buying the olive oil from their farm, alleviating the stress farmers have when trying to sell their produce after the harvest.

Your members

You members get the chance to promote Israel while supporting the Church. They get an olive tree in an Israeli farmer's olive grove. Their tree will yield them six bottles of their brand of olive oil shipped for free to Beth Israel. They can visit their tree when they visit Israel and feel proud that they deepened their roots in the Land of Israel.

Your community

A great platform to connect your members to Israel while allowing you to fundraise for YOUR community during the year quickly and effortlessly. **There is no downside!**

You do not need to invest in any inventory or pre-order anything; only what is ordered is sent. You get to collect the money all year round without needing to wait until the harvest. When you send a delegation of people to Israel, you now have another attractive destination.

WIN WIN WIN

Israel wins, your community wins, and your members win!

