



THE FIFTH QUESTION

Why on this night are millions of people going hungry?

מדוע בלילה זה מיליוני אנשים רעבים? | Ma-dooan beh-laila zeh mill-yonay ana-sheem re-evim

Because on this night, like every other night, millions of people living in poverty have no other choice.

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MAZON NEWS

A SEMI-ANNUAL UPDATE FROM MAZON: A JEWISH RESPONSE TO HUNGER



Photo courtesy of flickr user mcharly.

MAZON: A Jewish Response to Hunger is a national nonprofit organization dedicated to preventing and alleviating hunger for people of all faiths and backgrounds.

FROM MAZON'S BOARD CHAIR

The Board of Directors has been looking for the right person to direct MAZON into the future. After conducting a thorough and deliberate national search, it is my pleasure to introduce MAZON's new President & CEO, Abby J. Leibman.

Abby brings to MAZON exceptional leadership skills, extensive experience with advocacy and social justice and a history of accomplishment that will be strong assets as we work together to expand MAZON's reach and impact. She has a distinguished record of leadership at prominent nonprofit organizations, including Jewish World Watch, the Jewish Federation Council of Greater Los Angeles, the American Jewish Congress, and the Progressive Jewish Alliance. Abby co-founded the California Women's Law Center, which she directed for 12 years, and she teaches courses on advocacy, justice and civil rights as adjunct faculty at UCLA and American Jewish University.

I would also like to express the Board and staff's deep appreciation to Barbara H. Bergen, who provided extraordinary leadership through this transitory period. Barbara is a shining example of dedication, strength, flexibility and grace under pressure. Words cannot express how grateful we are or how blessed we feel to have Barbara as part of the MAZON family.



B'shalom,

Joel E. Jacob
Chair, MAZON Board of Directors

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PRESIDENT & CEO

Abby J. Leibman

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- Meets all 20 BBB standards for charity accountability
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LETTER FROM MAZON'S NEW PRESIDENT & CEO

To my new friends at MAZON

It is my great honor to greet you as President & CEO of MAZON: A Jewish Response to Hunger. I look forward to bringing my passion for advocacy and justice to the struggle to end hunger.

The need for MAZON – its advocacy, its policy work and its grantmaking – is more critical than ever before in our lifetime. Nearly 50 million Americans, including 17 million children, live in households that suffer from food insecurity and are unable to fully afford the food they need to survive. There is every indication that number of hungry people in America will continue to grow.

This is simply unacceptable, and you and I are in the unique and fortunate position to do something about it.

MAZON has been leading the anti-hunger community for nearly all of its 25-year history. MAZON was the first national organization to mobilize the American Jewish community around the issue of hunger. MAZON led the field in practicing and promoting advocacy as a critical means of fighting hunger – a position that has been adopted by most of its peers in the field. MAZON also facilitated the development of and provides leadership for national anti-hunger coalitions working on every facet of hunger relief. And MAZON has made grants in excess of \$50 million to organizations on the front lines of preventing and alleviating hunger for millions of people.

I am humbled by the opportunity to build on MAZON's remarkable achievements. I am so fortunate to have a passionate and engaged Board of Directors and a talented and hardworking staff. With their help and support, I know we will continue the tradition of compassion and effectiveness that precedes my arrival.

Of course none of this would be possible without an amazing network of donors like you. As part of the extended MAZON family, you understand what a unique and powerful organization this is. Your generosity has enabled MAZON's many accomplishments, and I look forward to continuing our work together, deepening our partnership and further expanding our reach and impact.

L'Shalom,

Abby J. Leibman

President & CEO

WHAT WE'RE UP TO

MAZON initiative to make healthy food more accessible

If you've watched the news lately, you've heard about the growing evidence linking hunger and obesity. While many factors make low-income households more vulnerable to obesity than other subpopulations, one key problem is the accessibility of nutritious food.

MAZON has stepped up to combat this challenge by launching a groundbreaking initiative with Kaiser Permanente, one of the country's leading health care providers and not-for-profit health plans. Healthy Options, Healthy Meals is a multi-year program designed to help food banks across the country provide healthier food to low-income families.

"Our nation's food banks understand the importance of providing nutritious food," said program director Marla Feldman. "But distributing healthier food requires them to broaden the scope of their programs and practices. As anti-hunger advocates, we at MAZON believe it is our responsibility to help these organizations advance their nutrition goals so the populations they serve have the best possible chance to lead healthy productive lives."

Participating food banks* will tap into MAZON's expertise in this arena and be given access to effective strategies, best practices, and tools that have been used successfully by their peers.

Each food bank will be empowered to identify and implement organizational changes so they can become stronger community resources for healthy eating.

"The old 'any food is better than no food' mentality hasn't served us well," says Feldman. "Hungry people deserve – and need – healthy food too. Healthy Options, Healthy Meals will help make that possible."

You can visit mazon.org/go/HOHM for more information.

* Participating food banks are from the eight Kaiser Permanente regions: Colorado, Ohio, Georgia, Mid-Atlantic (Washington DC, Maryland, and Northern Virginia), Hawaii, Northwest (Oregon and Southern Washington), Northern California and Southern California.

A DONOR WHO INSPIRES US

A birthday dedicated to tzedakah

In 2005, Orange County, California attorney Jeff Metzger learned about a food pantry in Nebraska that fed impoverished Native Americans. Moved by their good work, he decided he needed to do more to fight hunger. That year, instead of collecting presents to mark his 50th birthday, he asked friends and family to donate to MAZON. And they did.

Last year, as he approached his 55th, Jeff found himself moved again – this time by the devastation that followed the earthquake in Haiti. Knowing that MAZON had grantees in Haiti, he organized a sequel to his previous fundraising effort. And again, his friends and family honored his wish.

Jeff's two birthday tzedakah projects have raised over \$40,000 for MAZON



Photo courtesy of flickr user The Blind Glass.

and, in turn, for the unfortunate people who struggle with hunger every day. Jeff's generosity and commitment to helping those in need inspires us and reminds us that each one of us has the power to positively impact the lives of others. Bravo Jeff, and happy birthday!

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INTRODUCTION TO THE FIFTH QUESTION

This Passover, ask and answer The Fifth Question: Why on this night are millions of people going hungry?

Because on this night, like every other night, millions of people living in poverty have no other choice.

As you gather to retell the story of our people's freedom from bondage, take a moment to remember the less fortunate who suffer from hunger needlessly.

Your donation to MAZON can help rewrite their stories.

Please contribute what you can today.

USE THE PLACEMAT

Display The Fifth Question Placemat (see other side) on your Seder table or at an empty place setting to remind everyone of the people whose plates are empty that night and every night.

Discuss how it would feel if you and your family lived meal to meal. Talk about the injustice of senior citizens missing meals to afford basic necessities like rent and medication. Consider how hunger impacts a child's ability to learn. Identify different ways you can help.

This Passover, don't just say the blessings, share them.