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In the wake of terror,
be a **hero...**

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Front

Yes! I want to help ease the suffering inflicted by terrorists. Here is my heartfelt gift for healing and protection.

Please indicate your gift amount and payment method below. Enclose this completed form with your check or money order made out to Israel Emergency Campaign in the enclosed reply envelope. Your gift is tax deductible as allowed by law.

Please select contribution level:

\$100 \$75 \$50 \$25
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Israel Emergency Campaign

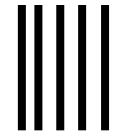
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Ph: (312) 357-4600



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It's Up To
You...
Take Action Today!

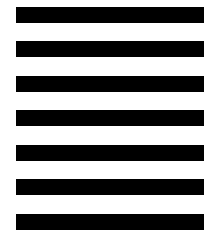
Your first-class stamp is an extra gift to the Israel Emergency Campaign.



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! 6 0 6 0 6 9 9 7 2 5 !

From the Office of Larry J. Hochberg

One South Franklin Street • Chicago, IL 60606-4694
Ph: (312) 357-4600

Dear Compassionate Friend:

I never thought I'd be writing to you with such an urgent request.

But, I also never pictured the day when innocent children in a pizza parlor would be victims of a suicide bomber. Or that families participating in a Passover dinner or shopping for the Sabbath would be killed and maimed in powerful terrorist explosions.

So when our sisters and brothers in Israel endure the unimaginable – with increasing frequency and horrifying results – we must all take extraordinary steps. That is why I am compelled to tell you about a critical humanitarian undertaking and ask for your support.

We must heal the hurt and protect the innocent.

Who ever expected that Israel would desperately need funds to pay for armored school buses... or shatterproof glass to protect babies in day care centers and the elderly in nursing homes? Who could anticipate that so many families would lose their breadwinners – or that senior citizens grieving the deaths of their adult children would have to raise their orphaned grandchildren?

But this is the tragic reality. And I know that you find it as troubling as I do, even if you don't personally know someone who has been directly affected. You've likely felt the same piercing sadness watching the nightly news, seeing victims being removed from the latest bombing site. And perhaps you've felt the same twinges of helplessness, wondering what you can possibly do to offer comfort or assistance.

There's a very important way you can help. You can be a hero by contributing to the Israel Emergency Campaign. This special appeal is a direct response to the dire circumstances created by these acts of terror and is requested by the Prime Minister of the State of Israel. The funds raised will address essential humanitarian, security and practical needs.

Here are just a few tangible examples of what your gift makes possible:

- Bulletproof vests for schoolteachers
- Shatterproof glass for preschools, nursing homes and community centers
- Armored buses and security guards to protect schoolchildren
- Alarm systems for the disabled
- Lifesaving equipment for medical trauma centers
- Ambulances and additional crisis emergency centers
- Physical therapy for burn victims
- Direct aid to victims' families

After terror strikes, the scars remain.

Imagine what it must be like to watch friends or family members suffer excruciating injuries... or even see them killed before your eyes. These victims are deeply traumatized and need extensive counseling to pick up the pieces of their lives. But that emotional healing will require increased numbers of psychologists and social workers trained in trauma and bereavement counseling.

(Continued on reverse side.)



Monies raised through the Israel Emergency Campaign will also provide temporary financial assistance to those who can no longer work. Many mothers and fathers who put food on their families' tables have lost limbs or been cruelly burned, and are now disabled. Your gift will help provide rehabilitation and long-term medical care. Bridge loans will help families with overwhelming medical expenses.

A shattered economy adds to the suffering.

You see, it's not just the individuals who are killed or injured, or their families who are impacted. These savage attacks have had a devastating effect on the Israeli economy. The country that had been thriving in recent years with new high-tech businesses and pioneering innovative medical advances is now mired in a steep recession.

Tourism dollars are barely trickling in. With its ancient streets under siege, few visitors – of any faith – are visiting Israel. During early April, barely seven percent of Jerusalem's hotel rooms had guests. More individuals have lost jobs and are struggling to find work amid skyrocketing unemployment.

The worldwide Jewish community is doing all it can to respond to this crisis, which threatens the very survival of Israel. It is our responsibility and our sacred obligation to act, but, we are small in numbers. Our efforts are not enough. So we must humbly turn to our other friends and neighbors in our communities and ask for your assistance.

A true friend in need.

Because Israel is the birthplace of the world's monotheistic religions and the Bible itself, we share the vision of a safe and flourishing country. Our mutual heritage and common goals bring us together in efforts to preserve Israel and protect its people.

Furthermore, as the only democracy in the Middle East, Israel is an important and strategic ally to the United States. Israel's interests are aligned with ours as Americans, and its success in defeating terror helps protect peace-loving people throughout the world.

Let your goodness triumph over terror.

In these dark days, when innocent children and families are targeted for terror, a generous gift from your heart provides strength and comfort in untold ways. The gift of your prayer for peace and contribution will help heal the broken bodies and shattered lives.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Larry J. Hochberg". The signature is fluid and cursive, with a checkmark-like flourish at the end.

Larry J. Hochberg
Chairman, Israel Emergency Campaign

P.S. Please help the people of Israel be strong in the face of terror. Mail your gift today.



Be a
hero.

The trauma endures
long after the
bombs explode...

Front

These despicable acts of terrorism in Israel leave no one untouched. Your generous support helps protect, comfort and heal the brave citizens of Israel who experience the unthinkable. Please help us fulfill these urgent, unprecedented needs that greatly exceed what the government can provide:

Physical Healing:

- Ambulances
- More crisis emergency centers and staff
- Equipment for medical trauma centers
- Physical therapy for burn victims

Security and Safety:

- Armored school buses and school security guards
- Shatterproof windows for nursing homes and preschools
- Bulletproof vests for teachers
- Alarm systems for the disabled

Emotional Healing:

- Trauma and bereavement counseling
- Support for grandparents raising orphaned grandchildren
- Additional social workers
- Trauma counseling training for mental health professionals

Financial Aid:

- Emergency cash assistance for families who have lost their breadwinners
- Bridge loans for families with overwhelming medical costs
- Financial support for the unemployed seeking work in a shattered economy

You share their sorrow. Can they count on you to help ease their burden?

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Back