

October 31, 2012

To:

Ms. Shula Mozes

Mozes-Wolfowitz Foundation – Lamerhav Program

Dear Ms. Mozes,

Re: Your Winning of the Social Activism Effectiveness Seal

We are pleased to inform you that our Public Selection Committee has selected you as *the 2012 winner of the Effective Private Social Investor Seal!*

The Effective Private Social Investor Seal is granted in order to show appreciation for and encourage effectiveness in donations, as well as other forms of contribution and social involvement. The committee has examined the various candidates according to criteria of the scope and duration of donation, strategy and evaluation, reinforcing infrastructures and capabilities, learning and collaborations, personal example and leadership.

The Public Selection Committee has been deeply impressed with your activities and investments. For over a decade, you have been active in leading to social change in Israel in the area of young adults without family backing, at an impressive financial scope, as well as in expanding the donations and philanthropy in Israel in general, among other things as a member of the “Can – Give” group and JFN. We commend your personal involvement that includes establishing the Mozes-Wolfowitz Foundation – Lamerhav Program and your role as an active chair of the program ever since. You have been active in leveraging your social investments through strategic collaborations with officials in municipalities, ministries, philanthropic funds and more. You have shown deep understanding of the importance of the processes of measuring and evaluating the activity model, that have enabled you to expand and reapply it in additional branches. All of these attest to visionary and future-oriented strategic management for the benefit of your constituency. Your leadership is a remarkable example for encouraging wealthy donors to join the circle of significant and effective social involvement.

Your inspiring activities are done with great modesty, including significant investment from your own time and funds to effectively promote social causes. This is not taken for granted. The Public Committee has been deeply impressed by your actions and investments for the community.

The award ceremony will be held during the Midot conference to be held at the Tel Aviv Museum on December 2, 2012. We would be pleased to see you among our guests. Our representatives will contact you to coordinate your participation.

Sincerely,

Talia Aharoni – Public Committee Chair

Yehudit Yuval Recanati – Public Committee Chair

CC: Justice Meir Shamgar – former Supreme Court Judge & President of the Public Committee