

## “You Are Always Remembered Campaign”



\*Palestinian workers at 5:00 AM at an Israeli checkpoint trying to get to their workplace\*

Our partners and Palestinian people’s loyal friends in fair-trade organizations. Humanity has been suffering since more than 50 days from a horrible hardship due to the Corona-virus pandemic, and perhaps this is the first time that our generation is experiencing a world crisis in this scope since the Second World War. Every country has put its preventive measures to reduce the effects of this pandemic. Countries and peoples are now in this horrific situation, particularly in Palestine where basically we suffer from siege, occupation, hard living conditions, and weak infrastructure of health services. Thus our suffering became dual; the Israeli occupation and the Corona pandemic.

Since more than three weeks, the Palestinian government has declared emergency and the required protective procedures for the Palestinian society. The impact of the pandemic increased when Israel kicked more than 200 thousand Palestinian workers, who represent 19% of the Palestinian labor force. This consequently increased the suffering for their families, as they are now without a job and are enduring economic and social hardships. This problem escalated in Jerusalem governorate and its surrounded villages (Biddu, Al-Jeeb, Beit Anan, Beit Diquu, Al-Ram, Al-Jadeera, Al-Qbeibeh, Bir Nabala, Hizma, Jabaa’, Silwan, Al-Mukaber, Sour Baher, and Em Tuba) and in Jericho city and its refugee camps. Corona virus has spread rapidly because of village clusters in Jerusalem which significantly complicated the situation, in addition to the suffering of farmers in Jericho and in its refugee camps from transporting their agricultural products to other cities. Until this moment, the number of positive cases in Palestine is expected to rise notably due to the return of the Palestinian workers from Israel, where it has a large number of active cases and



deaths. Correspondingly, Al-Reef initiated the communication with its partners and friends at fair trade organizations to ask for help and support for the workers and the farmers families, and to start organizing a campaign to distribute agricultural, food and protective health products parcels on these families in Jerusalem governorate (the most suffering area) and in Jericho city and its refugee camps (the poorest area).

### **The Campaign's Objective:**

To provide help and support by funding 1500 agricultural, food and protective health products parcels for the Palestinian workers who lost their jobs in Israel and do not have social security, neither from the Israeli operator nor from the Palestinian Authority, and for the poor families who work in agriculture.



### **Beneficiaries Selection and Distribution Mechanism:**

Through the Labor Union Committee at the National Emergency Committee, they have the statistical lists of workers in all villages and cities as well as the village councils.



### **Expected Donor:**

- Al-Reef's partners.
- Fair trade organizations.
- Consumers and volunteers.
- Friends and networks of fair trade organizations.
- Solidarity groups.

### The Campaign's Duration:

One month starting from 30<sup>th</sup> of April 2020, however, it could be extended if the emergency continued.

### Procurement Mechanism:

The estimated cost per one parcel is 70 USD which will contain various agricultural, food and protective health products; dates, couscous (maftoul), green roasted wheat (freekeh), thyme, olive oil, boiled goat white cheese, flour, dried milk, lentils, chickpeas, 1 liter of hygiene sanitizer and 10 pieces of sterile soap.



- The agricultural products will be purchased from small scale farmers, and agricultural and women cooperatives. The filling, packaging, quality control processes will be done by Al-Reef.
- Food and hygiene products will be purchased from the local market by requesting price quotations from reliable suppliers.



### **Al-Reef's Bank Accounts Details:**

<b>Euro Account</b>	<b>Dollar Account</b>
Bank Name: The National Bank Bank Code: 27 Branch Name: Al – Ram Branch Branch #: 008 Country: Palestine Swift Code: TNBCPS22 Beneficiary Name: Al – Reef for Investment & Agricultural Marketing EUR ACCOUNT#: 1003871963 IBAN: PS71 TNBC 0000 0000 0001 0038 7196 3	Bank Name: The National Bank Bank Code: 27 Branch Name: Al – Ram Branch Branch #: 008 Country: Palestine Swift Code: TNBCPS22 Beneficiary Name: Al – Reef for Investment & Agricultural Marketing USD ACCOUNT#: 1003871955 IBAN : PS93 TNBC 0000 0000 0001 0038 7195 5

### **Feedback:**

The donors will be provided with a detailed report with pictures including names of organizations and individuals who donated for this campaign, the donation's value, an explanation about the selection, the procurement, and the distribution processes.

**For any enquiries, please contact:**

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