



Visual Identity Standards

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Introduction

Branding is more than a name and a logo. It is all of the ways that we present our organization, the look of our communications and the tone of our interactions. These factors and many more create an impression of who we are, what we do, and our values.

Over the last 27 years, MAZON has grown from an idea conveyed in a magazine article into an integral part of the Jewish social justice community and a legitimate and respected colleague in the national anti-hunger community. In that time, our mission has not changed, nor has our commitment to ending hunger. What has changed is our size and scope.

This growth has made it necessary to refresh how our brand is communicated. Use these visual identity standards when creating materials that convey the MAZON brand story and identity. Your adherence to these standards will help keep our brand fresh today and in the years to come.

Statement of Purpose

Founded in 1985, MAZON: A Jewish Response to Hunger is a national nonprofit organization working to end hunger among people of all faiths and backgrounds in the United States and Israel.

MAZON, which means “food” or “sustenance” in Hebrew, was the first national organization to rally the American Jewish community around the issue of hunger, and remains the only national Jewish organization dedicated exclusively to that same cause.

MAZON believes that we can end hunger in America and Israel by acting to ensure that hungry people have access to the nutritious food they need today and working to develop and advance long-term solutions so that no one goes hungry tomorrow. The three interrelated strategies we employ – advocacy & education, partnership grants and strategic initiatives – form the foundation for our holistic approach and symbolize our desire to embody the Jewish ideals: tzedakah (charity) and tikkun olam (healing the world).

Brand Platform

The core concept of the new brand is one of leadership and forward movement. The new identity uses an upright, modern typeface to reflect strength and optimism, qualities deeply embedded in MAZON's personality. Adding space around the elements of the name and revising the scale between the two gives each part the weight it deserves and helps with readability as well.

The new colors are vibrant and sophisticated, which presents MAZON as optimistic, alive, and forward thinking. The contrast between a darker burgandy and a brighter blue as the main colors balances bold and soft.

The organization's three-pronged approach to ending hunger is represented by the three overlapping transparent ribbons, which add an additional layer of dimension and depth. In addition to this deeper, underlying meaning, the ribbons also symbolize movement toward a brighter future and light illuminating the way forward.

Introduction

Our brand identity is more than just the MAZON logo. It's a foundation of core visual elements on which powerful brand communications are built.

Strong brand identity systems help make great organizations more tangible and relevant to their constituencies by:

- Expressing an organization's vision and mission
- Creating a focused, consistent impression in the minds of audiences
- Strengthening the bond among stakeholders
- Creating a recognizable identity that is consistent across all media

Branding elements are the individual components that make up our visual identity. They include our logos, color palettes, typography, graphic motif and messaging.

Adhering to these standards consistently and appropriately will reinforce our reputation as the leading organization in the fight against hunger and make us more recognizable to audiences around the world. This section describes what our branding elements are and gives you guidance on using them correctly.

The logo is the most visible element in the MAZON brand identity system. It consists of the wordmark and the tagline.

Colors

The colors of the logo represent a bold, serious endeavor that is authoritative and yet optimistic. The deep burgandy represents the richness of fruits and nourishment. The light blue offers a bright, light balance that signals something modern and youthful.

Horizontal Logo

The horizontal configuration of the MAZON logo displayed on the top is preferred because of its symmetry, balance and strong visual impact.

Vertical Logo

An alternate vertical configuration has been developed for applications where a square orientation works best.

MAZON: A Jewish Response to Hunger
Horizontal Logo Configuration (preferred)



MAZON: A Jewish Response to Hunger
Vertical Logo Configuration (alternate)



The full-color logo accompanied by the three bands is the primary and preferred visual expression of the MAZON brand. It is the purest representation of our brand and should be used as often as possible.

Supporting Brand Visuals

The three integrated transparent bands are a vital element to MAZON's branding. They represent MAZON's three-pronged approach to ending hunger. The combination of upward-motion and overlapping is key to conveying the complexity of MAZON's work and the concept of inspiring, leading forward, lighting the way.



MAZON | A Jewish Response
To Hunger

Alternate Logo Versions

When do I use alternate versions of the logo?

When cost or reproduction methods are limited, alternate versions of the MAZON logo have been developed.

Applications may include:

- Newspaper advertisements
- Fax cover sheet
- Photocopied correspondence
- Premium items

One Color

The one-color MAZON wine logo may be used when MAZON wine is the only available color selection.

Grayscale & Flat Black

There are two versions of the black and white logo:

- Grayscale version
- Flat black version

Reverse

Only reverse the logo in the following colors from the MAZON color palette: black, wine, light blue

Other Considerations

- Do not alter the alternate versions of the MAZON logo in any way.
- Always use approved electronic artwork.

One Color

MAZON

—
A Jewish Response
To Hunger

MAZON | A Jewish Response
To Hunger

Flat Black

MAZON

—
A Jewish Response
To Hunger

MAZON | A Jewish Response
To Hunger

Grayscale

MAZON

—
A Jewish Response
To Hunger

MAZON | A Jewish Response
To Hunger

Reverse



Usage of Tagline

Our tagline is a summation of our mission. It gives a definition to our organization. “A Jewish Response To Hunger” differentiates MAZON by highlighting not only who we represent but also our unique approach to our work.

When would I use the logo without the tagline?

- **Never.** At no time is the tagline to be separated from the word MAZON. The organization name and its tagline together make up our logo and are never to be used separately.

What is the role of our tagline?

- Ties our organization directly to our core mission
- Underscores our point of difference from other hunger organizations: our mission to integrate giving as a fundamental part of Jewish life.

Why is the tagline locked up to the MAZON logo?

- The tagline has been specially sized and placed beside the MAZON logo – this is called a lockup.
- A lockup has been developed as a simple way to always keep the tagline in the proper proportion and emphasis to the MAZON logo.

The image shows the MAZON logo lockup. The word "MAZON" is in a large, bold, dark blue font. To its right is a vertical line, followed by the tagline "A Jewish Response To Hunger" in a smaller, dark blue font, with "A Jewish Response" on the top line and "To Hunger" on the bottom line.The image shows the MAZON logo lockup with a horizontal line. The word "MAZON" is in a large, bold, dark blue font. Below it is a short horizontal line. To the right of the line is the tagline "A Jewish Response To Hunger" in a smaller, dark blue font, with "A Jewish Response" on the top line and "To Hunger" on the bottom line.

Clear Space And Minimum Size

Minimum size and clear space requirements are rules which help ensure the clear visibility and legibility of our logo. These guides prevent our logo from being crowded by other graphics or appearing in a size too small to be readable.

What is clear space and why is it important?

- Clear space is the area surrounding the MAZON logo that is free of text or graphics.
- It helps the logo stand out and keeps it uncluttered.
- Use 1/2 the height of “O” in the MAZON wordmark to determine the clear space around all sides of the logo.

What is the minimum size and why is it important?

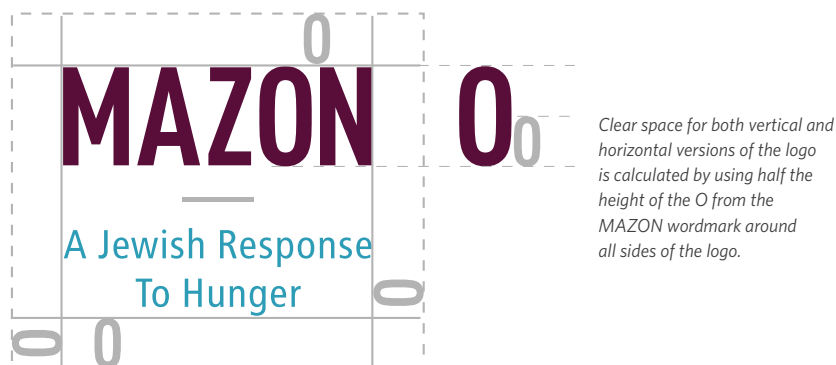
Minimum size is the smallest the MAZON logo may appear to ensure its legibility across applications.

- The vertical MAZON logo must be no smaller than .75” in height.
- The horizontal MAZON logo must be no smaller than .28” in height.

Other considerations

- Clear space requirements apply to all applications, e.g., print, online and promotional items.
- Always use the numerical measurements provided to determine the minimum size. Do not size from the examples on the right.

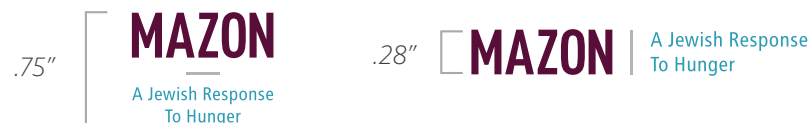
Clear space requirements: vertical



Clear space requirements: horizontal



Minimum size requirements

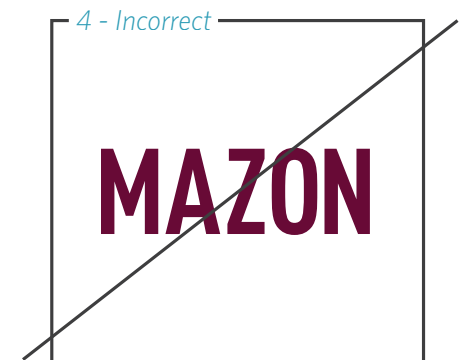
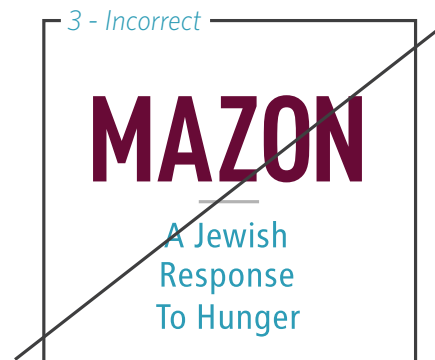
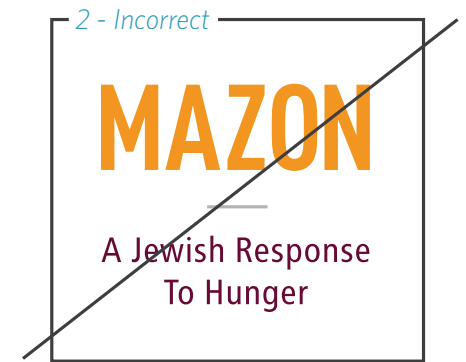
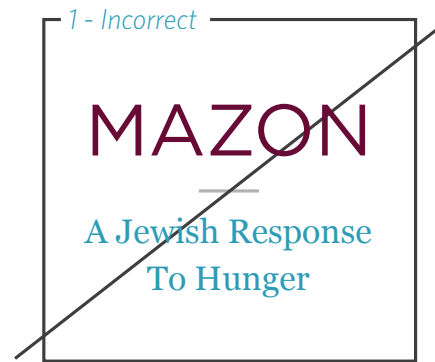


Improper Usage of Logo

Maintaining visual consistency of the MAZON logo is vital to preserving the integrity and recognizability of the identity. No component of the MAZON logo and branding should be redrawn or altered in any way.

Incorrect uses of the MAZON logo

1. Do not substitute other fonts or typographic styles for the MAZON wordmark or tagline.
2. Do not reproduce the logo using unauthorized colors.
3. Do not change the relationship between the logo and the tagline.
4. Do not use MAZON logo without the tagline.
5. Do not place the logo over imagery that may compromise legibility.
6. Do not lockup other taglines or phrases with the MAZON logo.



Usage of Ribbons

When at all possible, use the three ribbons of color along with the logo in approved orientation.

Colors

The three ribbon colors are burgandy, orange, and blue. When they overlap, their combination creates other tones that create a complexity and beauty meant to symbolize the heart of MAZON's unique approach.

Size & Direction

The three ribbons can be used in a variety of orientations and size. For applications where a subtle look is appropriate, the ribbons can be thinner. For cover pages and the like, thicker, bigger ribbons offer a dramatic visual to brand the experience.

Logo + Ribbons

The spacial relationship of the logo and ribbons can also vary depending on the medium.

Please see the Brand Application Samples section for examples of how to use them appropriately.

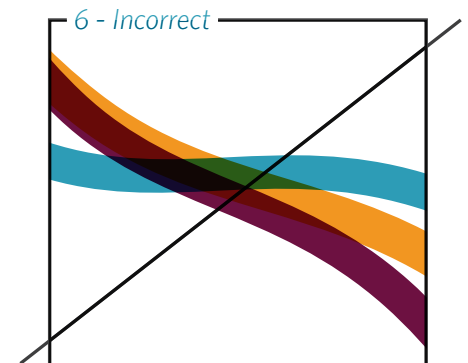
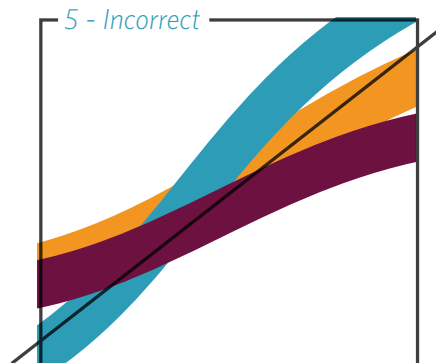
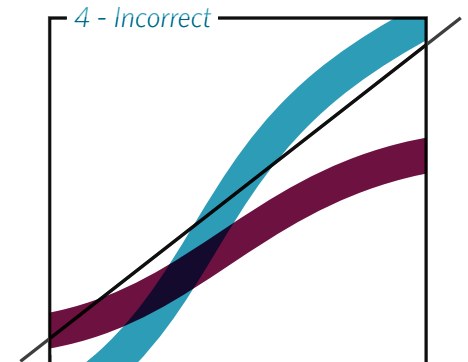
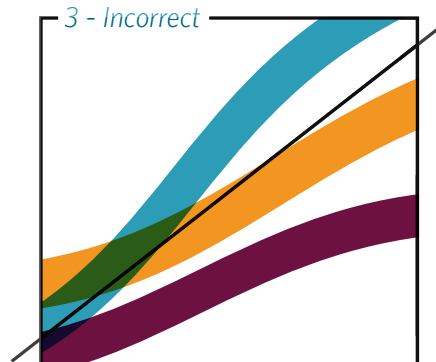
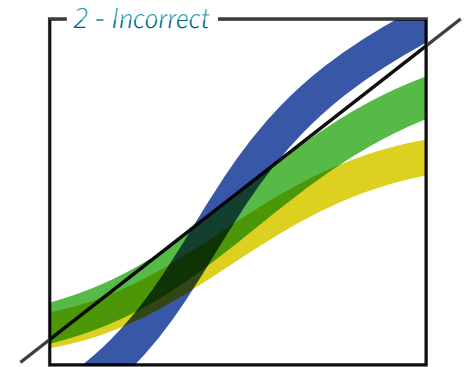
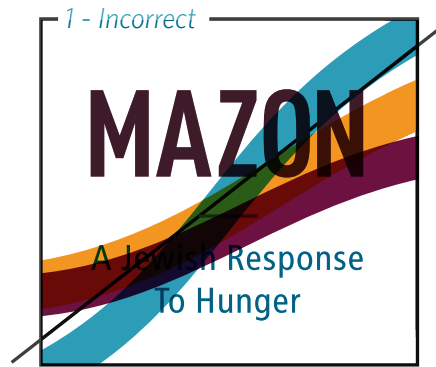


Improper Usage of Ribbons

Maintaining visual consistency of the ribbons is vital to preserving the integrity and recognizability of the identity. No component of the MAZON logo and branding should be redrawn or altered in any way.

Incorrect uses of the three ribbons

1. Do not put the logo or text over the bands or vice versa. The bands must stand alone.
2. Do not reproduce the bands using unauthorized or different combinations of colors.
3. Do not change the spacial relationship between the ribbons so that they look disconnected, or coming apart. The ribbons should feel like a cohesive group.
4. Do not add more or remove bands. There should always be three.
5. Do not remove the “multiply” effect so that the ribbons are opaque.
6. Do not point the bands downward. The angle must be moving either up from left to right, vertical, or horizontal.



Color Palette

Color facilitates quick recognition and enhances the memorability of the identity system. Like other identity elements, color should be used consistently to ensure an integrated system.

The colors of the logo have been selected for their ability to convey distinct attributes — bold, dynamic, modern, inspirational. The full color palette serves to provide a richness and liveliness to communications.

For example: you may use darker colors when dramatizing the problem of hunger and brighter more empowering colors to show how MAZON is working to solve the problem.

Using the colors consistently in all our communications will strengthen brand recognition and distinguish our services in the marketplace.

Please note, only the colors specified may be used. These colors may not be substituted for any other colors.

For additional flexibility, tints are admissible but not recommended.

The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. *PANTONE is a registered trademark of Pantone, Inc.*

Mazon Logo Colors



PMS 505 PC
CMYK: 55 100 54 44
RGB: 88 16 56
Hex: 581038

PMS 312 PC
CMYK: 76 22 22 0
RGB: 43 156 183
Hex: 2B9CB7

PMS 7538 PC
CMYK: 30 24 25 0
RGB: 180 180 180
Hex: B4B4B4

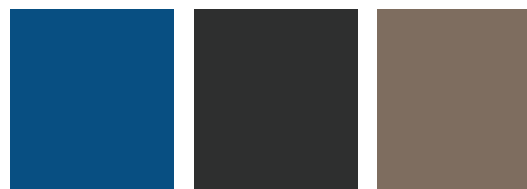
Mazon Color Palette



PMS: 1505
CMYK: 9 62 100 0
RGB: 225 122 38
Hex: E17A26

PMS: 123
CMYK: 1 12 98 0
RGB: 254 216 14
Hex: FED80E

PMS: 369
CMYK: 62 18 100 2
RGB: 113 160 64
Hex: 71A040



PMS: 301
CMYK: 98 74 24 8
RGB: 13 80 130
Hex: 0D5082

PMS: 7547
CMYK: 70 64 63 61
RGB: 48 48 48
Hex: 303030

PMS: 7531
CMYK: 16 28 36 49
RGB: 126 109 95
Hex: 7E6C5F

Typography

Typography is a basic graphic ingredient equal in importance to any other basic element in the identity system.

Din Condensed Bold, Transit Back Neg OT, and Whitney type families are used specifically in MAZON communications.

Din Condensed Bold is primarily used for headlines or call-out copy. Whitney is a modern yet approachable typeface that visually represents the sophisticated nature of MAZON and evokes its brand attributes. Transit is a clear, legible type that is used in headlines when DIN Condensed Bold is too heavy.

There are several different weights and styles of Whitney to accommodate our broad range of application requirements.

When Whitney Book is not readily available, Open Sans, a Google Web Font, is an acceptable alternative type face.

Applications that may use an alternate font are online applications, PowerPoint presentations and within letters and newsletters.

Headline Typography

Din Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Subhead Typography

Whitney Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Body Copy Typography

Whitney Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Transit Back Neg OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Transit Back Neg OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Whitney Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Imagery

Tone

In any arrangement of photos, include an element of positive energy to balance the organizations's target and mission.

Grids

- Arrange images in a grid, which allows for more diversity of people and moods while providing a structure for the layout.
- Use the ribbon brand element as an anchor on the grid to break up the rigidity.



Silhouettes

When possible, overlay a full color silhouette atop a grid of black and white images. The color photo should always be the bright, positive element on the page.

Vignettes

Use color overlays on photography to add depth and dimension to storytelling.


Photo Treatment

- Never add a frame or outline around images.
- Never add a color tint *to the person* in a black and white photo. The only time it is permissible to add a color tint to a photo would be to the background portion of the photo (shown right).
- Always use proper white space around images.



Brand Application Samples

Letterhead



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Suite 100
Los Angeles, CA 90025
t (310) 442-0020
f (310) 442-0030
mazon.org

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*Max Newman Family Chair in Rabbinics,
Adath Jeshurun Congregation**

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*Chair, Jewish Community Relations Council
of Greater Dallas*

Ruth Laibson
*Vice President, Jewish Social Policy
Action Network*

SECRETARY
Robin Thomas
Chair, MAZON Grants Advisory Committee

TREASURER
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*Investment Strategist, Wellington
Management*

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Synagogue*

Jenna Weinberg
Hillel: The Foundation for Jewish Campus Life

PRESIDENT & CEO
Abby J. Leibman

* Titles for identification purposes only
* Past Chair

Business Card



Abby J. Leibman
PRESIDENT & CEO
aleibman@mazon.org | (310) 442-0020 x101

10495 Santa Monica Blvd., Suite 100, Los Angeles, CA 90025
(800) 813-0557 | mazon.org

Envelope



10495 Santa Monica Blvd., Suite 100
Los Angeles, CA 90025
www.mazon.org

Thank you for your support. Enclosed is your acknowledgement.

President Stationery

From the desk of **ABBY J. LEIBMAN** President & CEO

Dear <Custom Correspondence>,

Happy Chanukah! I hope this holiday season and New Year are filled with happiness, good health and joy for you and your family.

As 2012 draws to a close, I want to thank you for your generous support of MAZON: A Jewish Response to Hunger. Your unstinting generosity helped us achieve many milestones this year.

- We increased our support for emergency food providers across the United States and Israel by more than 15%.
- We launched the Help Our Heroes program to remove barriers that prevent veterans and military families from accessing food assistance.
- We partnered with other Jewish social justice organizations to gather over 18,000 signatures on our Petition for a Just Farm Bill.
- We created a youth outreach program to engage Jewish camps, schools, B'nai Mitzvah students, and college students in the fight to end hunger.

As Chanukah begins and the lights of the menorah fill our homes, we will gather with family and friends to celebrate the rededication of our holy temple. In that celebration, I hope you will also rededicate yourself to helping the hungry and vulnerable among us.

Jane, your continued partnership is vital to MAZON's ongoing efforts to end hunger in America and Israel once and for all. If you have already made your gift to MAZON this year, thank you! But if you have not yet contributed, please make your most generous year-end gift today!

Wishing you a very happy and healthy Chanukah,



Abby J. Leibman
President & CEO

MAZON | A Jewish Response
To Hunger

10495 Santa Monica Blvd. Suite 100, Los Angeles, CA 90025 | (800) 813-0557 | mazon.org

Buck Slip

10495 Santa Monica Blvd., Suite 100
Los Angeles, CA 90025
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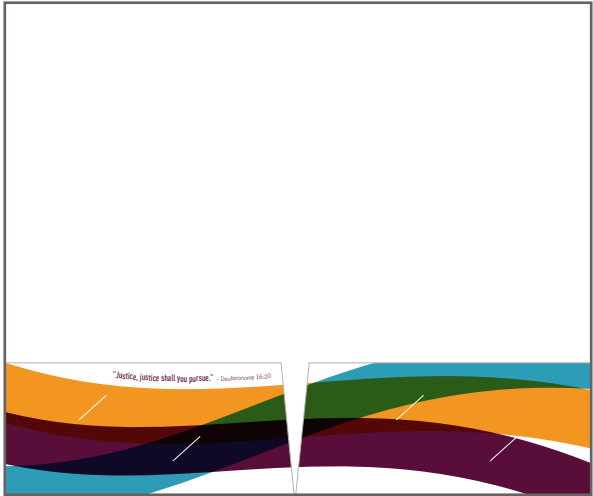
MAZON | A Jewish Response
To Hunger

Cari B. Uslan | DIRECTOR OF DEVELOPMENT
cuslan@mazon.org • (424) 208-7210

Folder



Folder Interior



Connect & Spread The Word

facebook.com/mazonusa
 twitter.com/StopHunger

Ways To Give & Get Involved

Donate

Use the attached perforated donation card.
 Donate online at mazon.org.
 Send our Tribute Cards and eCards.

Become An Advocate

Visit the action center at mazon.org and join us in working to end hunger.

Invite MAZON To Your Event

Use our materials in your celebrations or donate at least 3% of the cost of your life-cycle event.

Other Ways to Give

Make monthly donations.
 Include us in your estate plans.
 Donate appreciated stock.
 Choose MAZON for your mitzvah project.

MAZON

A Jewish Response To Hunger

A national nonprofit dedicated to preventing and alleviating hunger among people of all faiths and backgrounds.

"Few are guilty, but all are responsible."
- Abraham Joshua Heschel

Frequently Asked Questions

Does MAZON collect and distribute food?
No. MAZON is not a direct service provider. We award general operating grants to our nationwide network of partners, which allow them to keep their doors open and to advocate on behalf of hungry people in their community. Our other program work focuses on ensuring that every man, woman and child has access to the nutritious food they need to thrive.

Does MAZON provide only for Jews?
No. MAZON's mission is to improve the lives of everyone and anyone who needs help, regardless of race, religion or ethnicity. In this way, we endeavor to exemplify the Jewish tradition of caring for the stranger because we too were once strangers.

Why does MAZON engage in advocacy?
MAZON practices and promotes advocacy because we believe our existing food system is broken, and that the only way we will succeed at ending hunger in America and Israel is to come together and change the system for the better.

MAZON | A Jewish Response To Hunger

10495 Santa Monica Blvd. Suite 100
 Los Angeles, CA 90025
 (800) 813-0057 | mazon.org

About MAZON

Founded in 1985, MAZON, which means "food" in Hebrew, was the first national organization to rally the American Jewish community around the issue of hunger, and remains the only national Jewish organization dedicated exclusively to that same cause.

The Need Is Urgent

50 MILLION AMERICANS ARE HUNGRY
 THAT'S 1 IN 6

INCLUDING
17 MILLION CHILDREN • **4 MILLION** SENIORS

1.7 MILLION ISRAELIS LIVE BELOW THE POVERTY LINE
 THAT'S 1 IN 5

INCLUDING
873,000 CHILDREN • **162,900** SENIORS

Our Jewish Ideals

Jews share a sacred duty to accept responsibility for the vulnerable people in our midst. MAZON seeks to uphold that obligation by embodying twin Jewish ideals:

צדקה
TZEDAKAH
JUSTICE

We support hundreds of nonprofit organizations that provide for vulnerable people today.

תיקון עולם
TIKKUN OLAM
REPAIR THE WORLD

We work to develop and advance long-term solutions so that no one goes hungry tomorrow.

Our Approach

We employ three interrelated strategies as part of our holistic approach to ending hunger:

EDUCATION & ADVOCACY

Working to ensure that hungry people have access to nutritious food today and that no one goes hungry tomorrow.

PARTNERSHIP GRANTS

Awarding financial grants that strengthen our partners' ability to serve the needs of hungry people in their communities.

STRATEGIC INITIATIVES

Creating and implementing innovative programs that advance knowledge and capacity within the anti-hunger community.

Make A Donation

Yes! I want to help MAZON end the injustice of hunger.

☐ \$1,000
 ☐ \$500
 ☐ \$100
 ☐ \$54
 ☐ \$36

Other Amount: \$ _____

DONATION PAYMENT OPTIONS (Please select one):

☐ I have enclosed my check payable to MAZON.
☐ Please charge my credit card.

Credit Card Number: _____ Expires: _____

Name(s) _____

Address _____

City _____ State _____ Zip Code _____

Email _____ Tel. _____

☐ To save postage, please email me receipts for all of my MAZON donations.
☐ I do not need receipts for my donations to MAZON.

Simply detach and mail this completed card to:

MAZON | A Jewish Response To Hunger
 P.O. Box 96119
 Washington, DC 20090

How We Spend Our Money

Together, we can transform how it is into how it should be.

Legacy Society Brochure

Please Clip & Send

☐ I have already included MAZON in my estate plans and would like to join the MAZON Legacy Society.

☐ Please provide me with more information about including MAZON in my estate plans.

Name(s) _____

Address _____

City _____

State _____ Zip Code _____

Telephone _____

Email _____

Simply detach and mail this completed card to:

Cari B. Uslan
MAZON | A Jewish Response To Hunger
10495 Santa Monica Blvd. Suite 100
Los Angeles, CA 90025



MAZON

A Jewish Response To Hunger

About MAZON

Founded in 1985, MAZON, which means "food" in Hebrew, was the first national organization to rally the American Jewish community around the issue of hunger, and remains the only national Jewish organization dedicated exclusively to that same cause.

Our Jewish Ideals

As Jews we share a sacred duty to accept responsibility for the vulnerable people in our midst. MAZON seeks to uphold that obligation by embodying twin Jewish ideals:

צדקה
TZEDAKAH
JUSTICE

We support hundreds of nonprofit organizations that provide for vulnerable people today.

תקון עולם
TIKKUN OLAM
REPAIR THE WORLD

We work to develop and advance long-term solutions so that no one goes hungry tomorrow.

MAZON Legacy Society



"This is the gate of the Lord, enter into it, you who have fed the hungry."
MIDRASH PSALMS 118:17



MAZON | A Jewish Response To Hunger

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For most of us, the demands of providing for ourselves and our families do not allow us to make major gifts during our lifetimes, but many of us can make a significant gift by will or trust. As you consider your legacy, we invite you to join the MAZON Legacy Society by designating MAZON as a beneficiary of your estate plan.

Bequests

The most typical type of estate gift is a bequest of cash or securities to help us continue our fight to end hunger. The three most common types of bequests are Outright, Residual and Contingent.

Outright Bequest

An outright bequest specifies that MAZON receive a percentage of your estate or a specific dollar amount. This is the most immediate and direct type of bequest. It can be a percentage or a specific dollar amount (50% or \$100,000, for example). Sample wording:

"I give, devise and bequeath to MAZON: A Jewish Response to Hunger, at 10495 Santa Monica Blvd. Suite 100, Los Angeles, CA 90025, the sum of \$ _____ or _____ % of my estate in support of MAZON's mission."

Residual Bequest

A residual bequest allocates all or a stated portion of your estate to MAZON after all other bequests, debts, taxes and expenses have been distributed.

Contingent Bequest

A contingent bequest is an outright or residual bequest that becomes effective only if the primary heir or heirs do not survive you.

Charitable Trusts

Charitable trusts enable you to use some of your assets to benefit charity while retaining an interest in those assets for yourself or your family. Charitable trusts may be established to be effective during the estate owner's life or upon death.

Charitable Lead Trust

The charitable lead trust provides income for MAZON for a designated period of time. After this set time period the assets transfer to the beneficiaries - typically family members or other heirs.

Charitable Remainder Trusts

In a charitable remainder trust, a donor transfers assets under a trust agreement that specifies how trust income and principal are to be distributed over the life of the trust. At the termination of the trust, a charitable beneficiary such as MAZON receives the remainder interest.

There are two types of charitable remainder trusts: a *unitrust*, which provides an income that may vary annually, and an *annuity trust*, which provides a fixed income amount to the donor or a beneficiary specified by the donor.

Retirement Plans & Life Insurance

Retirement Plans

Whether it's an employer-sponsored retirement plan, a private fund such as an Individual Retirement Account (IRA), or a combination of the two, you can designate MAZON as the final beneficiary of any remaining funds that you or your loved ones do not use. You may also be able to make gifts directly from your IRA.

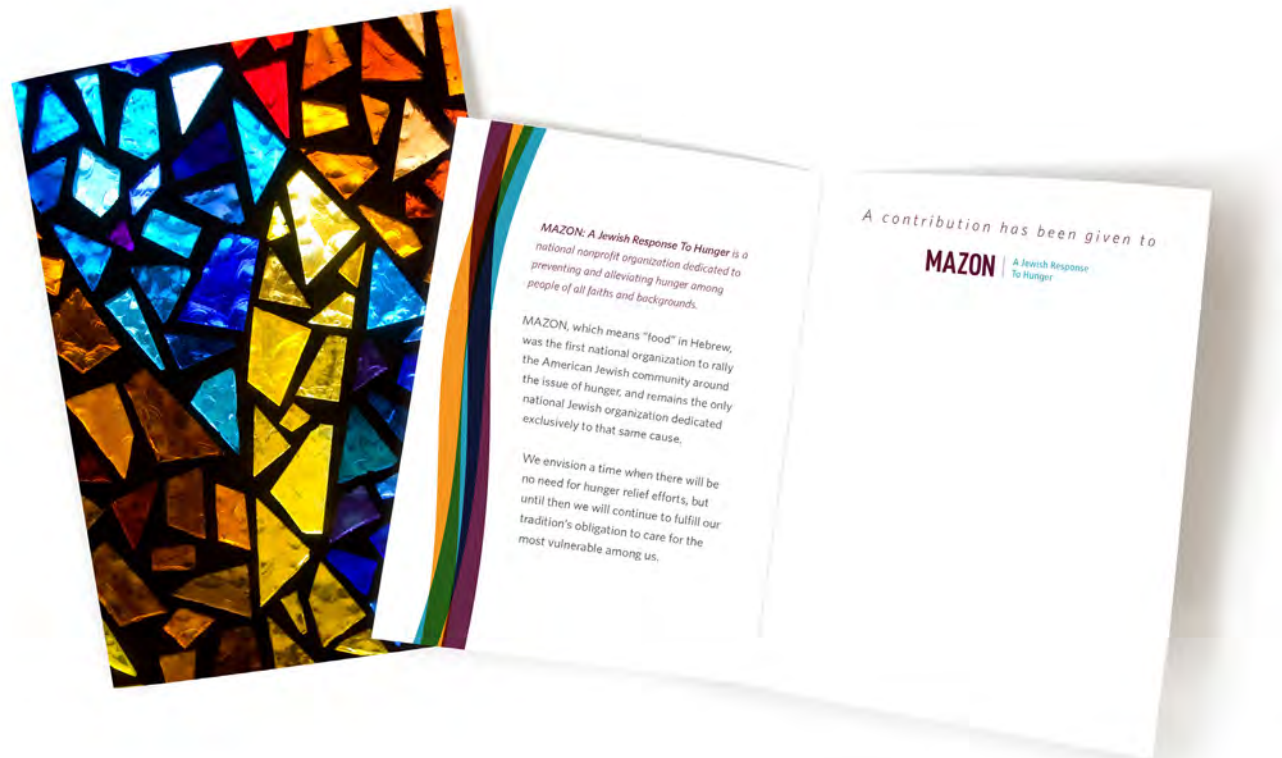
Life Insurance

If you have an existing life insurance policy that is no longer needed to protect your family, home or business interest, you can designate MAZON as the policy's beneficiary. You can also purchase a new life insurance policy to benefit MAZON.

For more information or if you have already included MAZON in your estate plans, please contact **Cari B. Uslan, Director of Development** at (800) 813-0557 or custon@mazon.org.

MAZON: A Jewish Response to Hunger is an IRS-qualified 501(c)(3). EIN: 22-2624532

Tribute Card



Simcha Materials



