



Frequently Asked Questions & Sample Emails

When you reach out to friends, family, and acquaintances to sponsor you in the *Melabev Hike for Alzheimer's Care*, you may encounter a few questions or hesitations along the way. We've put together this guide to help you feel confident, provide clear answers, and make your outreach a positive and meaningful experience.

1 I can't talk now.

Your possible answer:

I understand. Is it ok if I call you back a little later (today, tomorrow, etc.)?

Then politely end the conversation.

Make a note of the time you said you would call back, and remember to do so.

2 I've given all the tzedakah I can give right now.

Your possible answer:

I understand. Melabev really needs your help now. You can pay in installments. We can split your donation into small monthly amounts over 10-12 months, and start the payments whenever it's convenient for you. Your full donation will be credited to this year's hike. If you need time to think about it, I can call you again in a couple of days if that's ok?

Make a note to call back at the agreed-upon time.

3 I'm only giving to emergency funds right now.

Your possible answer:

We understand the enormous needs of those around us and how important it is to support all aspects of our country in these trying times.

The needs of those with dementia have not diminished. If anything, these stressful times have made the Melabev framework even more critical to help those afflicted with dementia and to their families in order for them to receive the aid they so desperately need.





4 I don't make online donations.

You can navigate this as follows:

Ask what their concern is about donating online. Tell them you can send them a link to the direct secure donation site (that is your personal fundraising link).

If they still hesitate, inform them that donations can also be made by bank wire transfer or by check. The Melabev office will provide you with the instructions for both donation methods.

Please be in touch with Yael Lanzman, Director of Resource Development: yaella@melabev.org or 054-7759910.

Even if you already have the relevant wire transfer or check donation information, it's important to be in touch about every such donation so that we can make sure the contribution is credited to your sponsorship goal.

5 Can I join the hike?

Your possible answer:

That would be great!

Have you been on a Melabev hike before? They are really fun, and you get to meet so many great people.

Let's join forces and register as a couple and take advantage of the couple's sponsorship goal discount.

(However, keep in mind that the discount for first-time hikers is even greater than for couples.)

6 If I register, will I receive a donation receipt for the registration fee?

Unfortunately no, and here is why:

According to Israeli non-profit law, one may not receive goods and services in return for a donation. The hike includes a professional tour guide, lodgings, meals, transportation, etc.

The registration fee is there to cover these expenditures.





7 What happens if I don't make my sponsorship goal?

Here is why we think this concern shouldn't discourage you from joining the hike:

Always remember – you are not asking your friends for money for yourself, you are telling your friends about a non-profit fundraising event that helps seniors coping with dementia and Alzheimer's get services they desperately need.

Most people want to support worthy causes and are happy to contribute a small portion of their tzedakah money, especially when they hear about a worthy cause from a friend.

If at some point along the way you're still worried that you won't make your goal, please be in touch with Debra Katz, a volunteer on the Melabev hike committee at 054-459-7379 / katzortho@yahoo.com, and she will help you explore what else you might try. —Still worried? Together, we'll work out something with you.

During two decades of Melabev Hikes, dozens of hikers felt some anxiety about their sponsorship goal. In the end, at least 90% of them **were amazed at just how successful they were**. Don't be nervous or embarrassed about asking for donations. You are reaching out to your friends, and they want to help you succeed in this endeavor that is important to you.

Give it a try. This is what the Melabev Hike for Alzheimer's Care is all about

– Every Step Makes a Difference!



Sample Emails



Below are some sample letters that you may use to reach out to family, friends, and acquaintances to meet your personal sponsorship goal.

Feel free to adapt:

1 Idea for first-time Hikers:



Dear ... *[insert the addressees' name]*,

I hope you had a pleasant summer, despite the challenges, and are looking forward to a new, hopefully peaceful year.

I'll get right to the point – I will be joining in Melabev's Hike for Alzheimer's Care this year, my first time participating, and I'd be thrilled if you would sponsor me. Any amount would be greatly appreciated. Every little bit helps. The hike is November 12-13, 2025. As this is new to me, I am somewhat concerned about the fundraising and meeting my sponsorship goal. But that's where you can help me. Together, we can help people with Alzheimer's and other forms of dementia.

About Melabev: For those of you not familiar with the Melabev organization, it is an Israeli non-profit specializing in the care of older adults living with the complex challenges of cognitive decline, specifically Alzheimer's. Melabev provides therapeutic activities in their four day centers. The activities keep the participants engaged in daily life, thereby helping them to age in place, in the familiarity of their home and family. In Israel, approximately 200,000 people are coping with the struggles of Alzheimer's, and unfortunately, there is no cure (yet).

Melabev is a very worthy cause. All donations are tax-deductible in Israel, the US, Canada, and the UK. Here's hoping that we may never need the services of Melabev, but may they continue to be available to those who do.

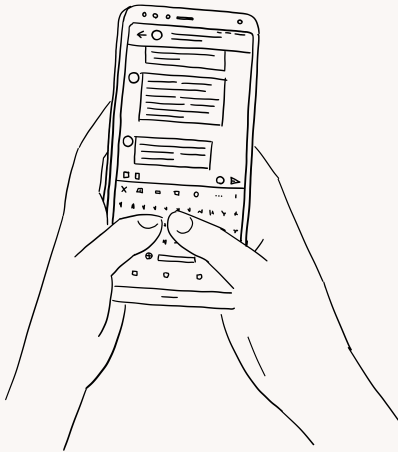
To sponsor me, click on this link: ***[Enter your personal fundraising link here]***

Thanks so much.

Shana Tova,
[Your name]



2 Idea for first-time Hikers:



Dear ... *[insert the addressees' name]*,

I am thrilled to participate in the annual Melabev Hike for Alzheimer's Care on November 12-13, 2025 for the first time and would greatly appreciate your sponsorship. The need to support such a worthy cause is increasing, so I'm trying to do my part.

Dementia is one of the biggest challenges we face worldwide, as well as here in Israel. There are approximately 200,000 people in Israel living with the complex challenges of Alzheimer's and various forms of dementia. With population growth and aging, unfortunately, the number of people afflicted with cognitive decline is increasing. Also, for now, there is no cure. However, with Melabev's services, therapeutic activities that stimulate the mind and physical movement exercises, the lives of individuals with Alzheimer's can be significantly enhanced. For the family caregivers, Melabev provides support and guidance to help them navigate this difficult journey.

I am hopeful that you will generously support Melabev by sponsoring me in this worthy cause. Through the generous donations of people like you, Melabev can continue to provide award-winning services and therapeutic activities at its four day centers, enhancing the daily lives of its participants and helping them to age in place within the comfort of their home and family.

May we never need the services of Melabev, but may they continue to be available for those who do. Please open your hearts and donate generously at the following link: ***[Enter your personal fundraising link here]***

On behalf of Melabev, their clients, families, and caregivers, thank you very much.

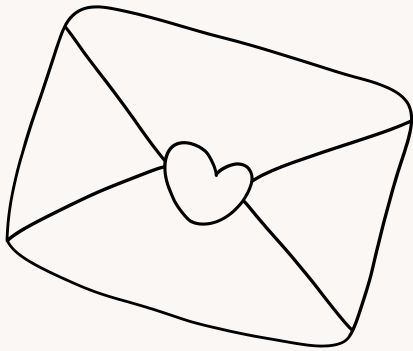
Wishing you and your family happiness and continued good physical and mental health.

Shana Tova,
[Your name]





**3 Sample letter a
veteran hiker
shared with us:**



Dear ... ***[insert the addressees' name]***,

I have participated in the annual Melabev Hike for Alzheimer's and Dementia Care numerous times, and it is AMAZING!!! It epitomizes the pride I have in being a Jew and living in Israel. In my small way, participating in the hike allows me to do Tikun Olam – making the world a better place (at least for the Melabev clients and their families). And I get to enjoy our beautiful homeland of Israel with excellent guides. I've met so many friendly and interesting people, which adds to the experience. The best part is knowing that for every step I take, and for every shekel I raise in sponsorship, people's everyday lives are being improved. To paraphrase an important quote: One small step for me, one giant step for Melabev!

Please remember that Melabev depends on donations such as yours to enhance the well-being of our clients and their families who are coping with the challenges of Alzheimer's or related dementia. I am asking you to open your heart and give generously. It means so much to me.

All donations receive a tax-deductible receipt according to the currency of your donation. You can make your donation with a one-time payment or in multiple monthly payments. A monthly donation for 12 months will significantly benefit the ongoing programs of Melabev.

To donate, go to this link: ***[Enter your personal fundraising link here]***

Thank you for caring!

[Your signature]



4 Sample letter –
Rosh HaShana /
Chagim inspired:



Dear ... *[insert the addressees' name]*,

This year, I am once again participating in the annual Melabev Hike for Alzheimer's Care. I would be so pleased if you could sponsor me in this very worthwhile cause. Any amount will be greatly appreciated. Every little bit helps.

Your donation helps provide therapeutic activities to older adults living with the complex challenges of Alzheimer's and various forms of dementia. The activities significantly enhance the quality of life for individuals with declining cognitive, memory, and physical abilities, helping them to age in place in the familiarity of their home and family. It is also assisting their families with supportive services and guidance.

On Rosh HaShana it is a tradition to give tzedakah to those who need our assistance. / On Yom Kippur, the Yizkor prayer is recited to commemorate the memory of our departed loved ones. It is the tradition to contribute tzedakah to honor their memory. ***[Choose the option that is appropriate]***

Please consider contributing to Melabev by sponsoring me in the hike. You can donate by clicking on this link: ***[Enter your personal fundraising link here]***

May we all be blessed with a happy and healthy year, and may all our prayers be answered.

Shanah Tova V'Gmar Chatimah Tovah,

[Your Name]

