

# BOSTON ♥ LEBANON

bostontolebanon.com

In response to 1,191 killed, 4,409 injured, 974,184 displaced, 30,000 homes demolished, 215,413 currently dislodged, 15,000-ton/100-mile of oil spilled, 630 kilometers of road destroyed, 32 ports and plants hit, 25 fuel stations ruined, 92 bridges shattered, \$3.6bn of direct damage, >\$15bn cost of war in Lebanon after the July War... **Boston has launched a grassroots campaign to raise public awareness and one million dollars in support of aid efforts for Lebanon.**

Anchored at MIT and managed by the Lebanese Club @ MIT, the *Boston to Lebanon* fund offers donors tax exemption and ensures direct transfer of all donations to local NGOs in Lebanon at 0% overhead. Revenue channels include fundraiser events organized by affiliate organizations, letter campaigns to local donors, sale of the *Boston (heart) Lebanon* merchandise online, at booths in high-traffic locations, and at affiliate stores hosting the campaign's point-of-sale displays. The campaign is apolitical and promotes a purely humanitarian message through drawing an accurate picture of the grave status quo in Lebanon after the latest conflict, especially the massive need for economic, environmental, and humanitarian aid in Lebanon.

To date, *Boston to Lebanon* has focused on 3 main aid areas: environmental aid (current focus on oil spill), cluster bomb & landmine removal, and relief for the displaced. Beneficiary NGOs have been selected based on their competence, transparency, track record, and impartiality. The activities funded by the campaign and conducted by Bahr Lubnan, Offre Joie, Mines Advisory Group (MAG), and the Lebanese Red Cross include cleaning up the Ramlet El Baida beach from the oil-spill by paying the daily salaries of 20 fishermen, reconstructing 4 households in the widely demolished Qaouzah village, removing unexploded mines in South Lebanon by supporting 7 skilled technicians, & purchasing the equipment for a new blood bank in Jbeil.

## raison d'être—

- Brand simplicity will drive any Bostonian to explore conflict further
- Core humanitarian message will lead to fact-based public awareness
- Tax exempt donations go to Lebanese beneficiaries at 0% overhead
- Aim to maximize & diversify beneficiaries from across aid spectrum
- Target-driven; rallies all efforts towards one, clear financial goal
- Highest transparency, auditing, and protection measures emplaced
- Collective \$ counter on website for Boston supply & Lebanon demand

## how can you help—

- Buy merchandise & donate further; you can do so online too!
- Spread the word, join our mailing list, & invite others to do so
- Volunteer your time and energy to help sustain the campaign
- Organize a fundraiser yourself; we'll help you plan & brand it
- Host a point-of-sale display and spread the message further
- Convince friends in other cities to start parallel campaigns
- Send us your creative thoughts on raising more money faster

