

Delivering Change



SOCIAL DELIVERY



**Logistics
Benefiting
Humanity**

Emergency & Rehabilitation



Impact Report

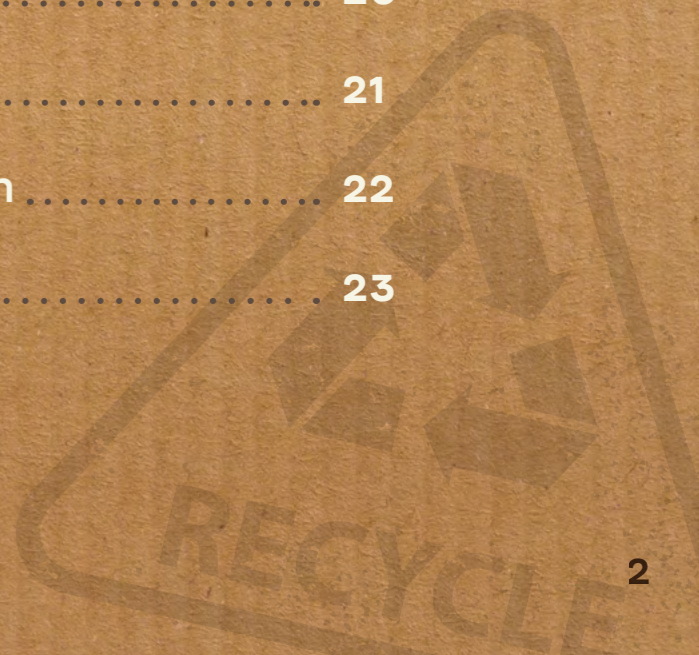
2025





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Since its founding,
the total value of supplies
diverted from landfills by
Social Delivery is over
\$74 million



→ ABOUT US

Social Delivery was founded by Tomer Shemesh and Raanan Dinur 8 years ago. The organization is committed to bridging the gap between surplus consumer goods, which would otherwise be discarded, and vulnerable populations that lack these essential resources.

Through partnerships with leading retailers and companies, the organization locates and collects large-scale surplus goods from leading retailers and companies, including clothing, furniture, cleaning supplies, mattresses, and electrical appliances. These items are stored in three professional and strategic logistics centers across northern, central, and southern Israel. From there, they are distributed to nonprofits and social organizations. Our dedicated staff meticulously identify and match community needs with available resources, ensuring efficient & impactful delivery.

Social Delivery focuses on supporting populations from low socio-economic backgrounds and communities in peripheral areas, as well as nonprofits and social organizations operating with limited budgets.

By rescuing products that would otherwise be discarded, Social Delivery reduces waste, extends product lifecycles, and promotes a circular economy approach that creates both social and environmental impact.



In times of emergency, Social Delivery uses its resources to serve as a key supplier for humanitarian aid.





The Multiplier Effect



Investing in Social Delivery



Worth of goods distributed by Social Delivery

We work together with generous philanthropic partners and leverage every \$1 donated to distribute \$6 worth of goods.

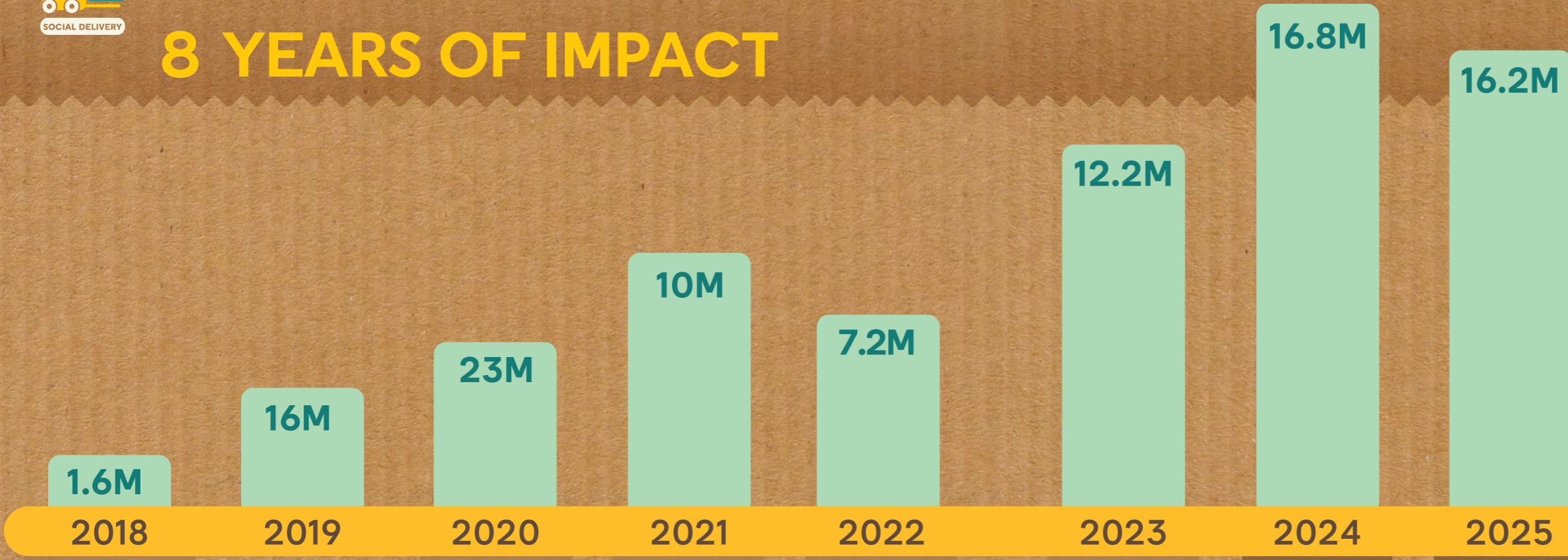
The ratio is based on historical data, with equipment value estimated according to the fair market value of donated surpluses and products.

Our Philanthropic Partners





8 YEARS OF IMPACT



USD Worth of Supplies Rescued & Distributed

Annual exchange rates applied per year.
2025 rate: 3.2 NIS/USD

Social Delivery Founded

Covid-19 Response
Emergency PPE distribution

Winter Hug
First annual campaign, with 21K coats distributed
The campaign has expanded every year

Ethiopia Civil War
Humanitarian aid

Nepal Covid-19 Response

Ukraine War Response

Launch of Mekaymim Project

Turkey Earthquake Response

Israel at War
Immediate and ongoing aid for evacuees

Israel at War
Multi-area response: Northern emergency aid and southern rehabilitation
While creating resilience & national development infrastructure in both regions

Establishing the Social and Environmental Logistics Center

Northern Rehabilitation
Program supporting the recovery & rehabilitation of Northern Israel

Operation "Rising Lion"
Emergency response for residents evacuated from their homes & those in shelters and hospitals

Support for the Druze Community
Aid for community members severely impacted by clashes in southern Syria



Emergency Operations in Israel & Around the World



2025

in Numbers



Over 2,060,000 items

were saved from landfills this year and transferred to nonprofit organizations, at-risk populations, and communities in need, ensuring the continued use of these products.

Mattresses
3K

5K
Electronics

Consumer Goods & Household Items
300K

Children's Items
40K

Clothing & Textile Items
1.7M

Furniture
12K



Valued at:

\$16,200,000

2025

in Numbers



5,100

Volunteering hours



600

Volunteers



345

Pickups from businesses



+130

Businesses that donated their surplus



750

Tons saved from landfills



320

Partner nonprofits and organizations



5
Social Delivery truck fleet



700

Distributions



150,000

Beneficiaries



220,000

Kilometers driven



SOCIAL DELIVERY



NORTHERN RECOVERY & REHABILITATION PROGRAM

December 2024 - November 2025

This comprehensive program supported the recovery and rehabilitation of Northern Israel, fostering community resilience and strengthening at-risk populations, including the elderly, large families, single-parent families, and people with special needs. Our program targeted those facing the dual challenges of prolonged war and low socio-economic status. Social Delivery provided essential supplies to thousands of people: both residents who stayed in communities near the border and whose financial situation worsened due to the war, and evacuees returning home with limited resources. People from diverse communities received support: Jewish, Druze, Circassian, Muslim, religious, and secular alike. The organization provided basic needs by building partnerships with nonprofits, social organizations, welfare, education, and immigration departments within municipalities, developing a local volunteer network, donating quality products tailored to different needs, and rescuing surplus products from landfills.

Distribution Points:

- Regional councils:** Mevo'ot HaHermon, Upper Galilee, Merom HaGalil, Ma'ale Yosef, and Mateh Asher
- Local councils:** Metula, Shlomi, Tur'an, Majdal Shams, Ein Qiniyye, Majd al-Krum, and more
- Cities:** Kiryat Shmona, Nahariya, Katzrin, Tamra, Beit She'an, Shfar'am

Project Partners:

Jewish Federations: JFNA, San Diego, Miami, Greater Philadelphia, Los Angeles, New York, Atlanta and St. Louis & Kathryn Ames Foundation

+70,000 residents received supplies

185 distribution points

243 distribution missions





NORTHERN RECOVERY & REHABILITATION PROGRAM

External Evaluation

As part of an external evaluation conducted by the "Do-Et" Institute, 25 in-depth interviews were held with representatives of organizations, local authorities, kibbutzim, and communities that received support from Social Delivery during the rehabilitation period. The interviews aimed to assess the scope of activities, the response to needs on the ground, and the impact on beneficiaries and communities.



Quality of Equipment

The director of a poverty reduction center at a regional council summed it up: **"The quality of the goods is outstanding. The clothing is new and branded, and Panda products arrive in their original packaging. Items that sell in stores for hundreds of shekels are being provided for distribution at no cost."**

↔ Flexibility & Tailored Support

"They came and filled the needs, not the other way around," explained Yaki Shalom, the Chair of the Community Committee at Kibbutz Hanita. **"Unlike other organizations that come and say 'here's what we have, take it', Social Delivery asked what was needed and found exactly that."**



Fast Response Times

"Social Delivery reached out first, offered their help, and from the moment we answered their questions, the response was immediate," said Tova Ben Yehuda, the Head of the Welfare Department in Metula.



Human Connection & Authentic Partnership

Yotam Degani, the CEO of Home for the North in Kiryat Shmona shared: **"The human connection is an 11 out of 10. The key highlight is the sense of authentic partnership. You don't always feel that with donor organizations. Some want to help but are also looking for something in return. Here, there was an authentic desire to help, with no expectation of anything back."**



Preserving Human Dignity

"Even poor families in hardship like to receive new clothing, not used clothing, because it's dignified," said the director of a nonprofit in the Druze community.

In the Upper Galilee Regional Council, distributions are organized like a retail store. Shir Amos, the Director of the Empowerment Center shared: **"The items are arranged by category, clothes are hung on hangers, and families come to choose for themselves. This gives them the feeling of a regular shopping experience rather than receiving charity."**



Supporting the Return Home

"The difference between how the children's homes looked before the war and how they look now is incredible,"

said Sivan Figelson, the Rehabilitation Project Manager at Kibbutz Dafna. **"It wasn't just the children; all the adults who walked in were in shock. It is heartwarming to see people returning to their community and finding homes and buildings that are truly pleasant to be in."**



Redirecting Resources to Core Activities

Shimon Cohen, the Director of the Ma'ase Center in Acre explained: **"The savings are reflected in the fact that funds can now go toward workshops, seminars, and educational trips instead. Essentially, I can go to the CEO and say: 'Look, you can invest more in education now, rather than focusing on logistics.'"**

OPERATING UNDER FIRE



Operation “Rising Lion” Emergency Response: June 2025

Within 24 hours of the first siren heard on June 13, Social Delivery mobilized a comprehensive emergency response. The organization provided urgent support to evacuees whose homes were damaged by direct strikes, families without access to protected spaces who had to sleep in underground shelters, residents who spent extended time in public bomb shelters, and family members of the wounded who were hospitalized across the country. To meet these needs, Social Delivery expanded its truck fleet and assembled a dedicated response team, including a skilled volunteer network. Thanks to the organization’s strong ties with the municipalities affected by the war, Social Delivery successfully coordinated the delivery of hygiene products, clothing, baby items, mattresses, fans, and more.

15,000
Residents Assisted



200
Volunteers

14
Distribution Points



20
Hotels

4
Hospitals

39
Operations



24-Hours
Response Time



1,200

Clothing & Footwear
for all ages

7,000

Hygiene & Toiletry Products

Shampoo, toothbrushes & paste, soap, feminine hygiene products

1,450

Infant Supplies

Bottles, pacifiers, diaper packages, wet wipes

525

Bedding

600

Bomb Shelter Improvement Products

Mats, fans, mattresses & folding tables

Target Audience:



Evacuated families



Bomb shelters and protected spaces



In addition to immediate response, Social Delivery continued its ongoing collection and aid operations and northern rehabilitation program.





EMERGENCY PREPAREDNESS PROGRAM

The Emergency Preparedness Program provides a fast and effective humanitarian response during national emergencies. Following recent crises in Israel that displaced thousands of families and damaged communities, Social Delivery recognized the urgent need for immediate access to essential supplies for affected populations.

The program is based on early preparedness and emergency stockpiles stored in warehouses and containers nationwide, enabling rapid deployment within hours of an emergency. It operates through a proven logistics infrastructure, partnerships with hundreds of businesses, and close collaboration with nonprofits, social organizations, and municipalities.

Emergency supplies include clothing, hygiene products, personal care items, mattresses, and other essentials for evacuated families and temporary shelters. Non-perishable items not used during emergencies are later distributed to vulnerable populations according to evolving community needs.

Social Delivery is prepared to provide immediate support to at least 15,000 beneficiaries within 24 hours and ongoing assistance to approximately 50,000 people nationwide in the days following an emergency.



15,000
Beneficiaries



Provided with supplies
within 24 hours
of an emergency



50,000
Beneficiaries



Wide-scale aid distribution
in the days following
the emergency



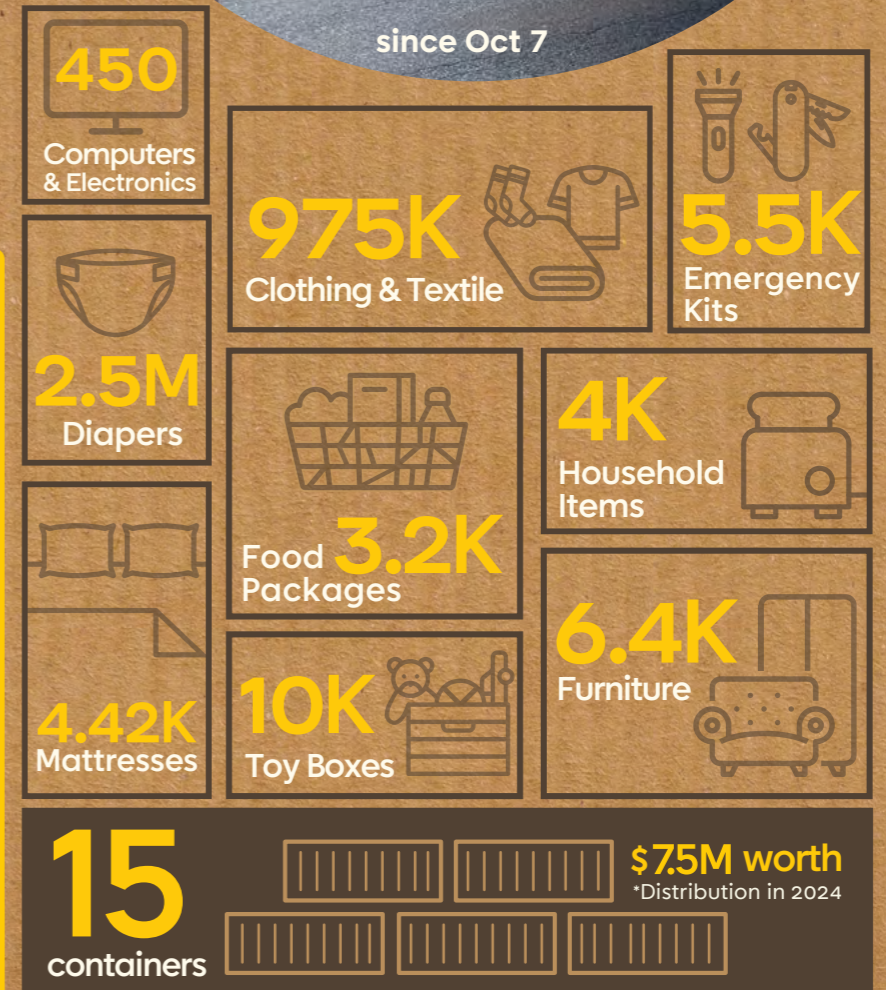


ISRAEL AT WAR

SPECIAL PROJECTS

October 2023 - December 2024

- > Food, drink, and essential equipment supply to Gaza envelope communities since Oct 8
- > Assistance in establishing alternative educational frameworks for children and youth who have been evacuated
- > Regular supply to distribution centers for evacuees and residents under fire in Netivot, Tiberias, Merhavim Regional Council, Ofakim, and Safed
- > Creating workspaces for reserve soldiers and displaced residents
- > Essential supplies to evacuees in Dead Sea and Tiberias hotels
- > Processing 15 containers from North American Jewish communities
- > Furnishing apartments for evacuees, especially those with homes damaged on Oct 7
- > Supporting 17 non-evacuated northern authorities
- > Relocating schools from Gaza envelope to safer locations
- > Assisting with rehabilitation and recovery



Valued at: **\$17,800,000**



Case Study



REGIONAL DISTRIBUTION CENTER IN NETIVOT

Netivot, a city of 58,000 residents, many of them from low-socio economic backgrounds, was the closest city to Gaza that was not evacuated by the government. For months, residents without means to relocate lived under constant threats of rockets, with sirens blaring day and night, and no educational frameworks open.

Social Delivery maintained bi-weekly (and sometimes weekly) supply runs to the Netivot regional distribution center, which supports diverse populations such as children, families in need and evacuees. The Center has the ability to receive, store, sort and distribute equipment in an efficient and dignified manner.

Equipment Donated:

2.5K
Bedding

30K
Diapers

70K+
Clothing & Footwear

300
Electronic Devices

40
Mattresses

4.5K
Feminine Hygiene & Toiletries

10K
Cleaning Materials

120
First Aid Kits

3K
Toys

Furniture
Completely outfit apartments hosting evacuees



Valued at:

\$1,400,000

Project Partners:

Jewish Federation of Greater Philadelphia, Sano, Delta, Panda Mattresses, Strauss, Wix, S.WEAR, TOGO, H&O

GLOBAL HUMANITARIAN AID

Southern Syria Conflict, 2025



Wave of Violence Against the Druze Community



Emergency Operations

In 2025, severe clashes in southern Syria deeply impacted the Druze community. Dozens of villages were attacked, hundreds of people were killed, and many families were forced to flee their homes and live in displacement camps.

In May of that year, an urgent request was received by Social Delivery. Druze community leaders in Israel reported a critical situation in the village of Hader, where residents were in immediate need of assistance. As part of the “Good Neighbor” initiative, a quiet humanitarian corridor was opened to enable the transfer of aid.

In partnership with the Joseph Project and representatives of the Druze community, Social Delivery organized a large shipment of para-medical supplies, clothing, and furniture to help establish temporary workspaces. Volunteers from Social Delivery’s Social-Environmental Logistics Center in Mishmarot mobilized quickly to sort and pack the goods, providing an immediate response to urgent needs on the ground.

Project Partner:
Joseph Project



Equipment Donated:

<p>Furniture for 20 Workstations</p>	<p>Para-medical Supplies 3K</p>
<p>30K Clothing & Bedding</p>	<p>2.5K Baby Products</p>



Valued at:

\$642,000



GLOBAL HUMANITARIAN AID



Emergency Operations

🇹🇷 Earthquake in Turkey, 2023

The earthquake that struck Turkey on February 6, 2023, claimed the lives of tens of thousands of people and left many residents of the affected cities homeless, in the midst of winter and under severe weather conditions.

In response to the devastating scenes and the urgent humanitarian crisis, the World Zionist Organization and Social Delivery joined forces to lead one of the largest "citizen-to-citizen" aid collection campaigns ever conducted in Israel. In total, equipment and supplies valued at approximately \$2.3M were delivered.

🇺🇦 The War in Ukraine, 2022

When the war broke out, Social Delivery quickly mobilized to deliver humanitarian aid at the Poland-Ukraine border crossings. The organization shipped 6 sea containers of surplus equipment to those in need.

🇪🇹 The Civil War in Ethiopia, 2021

The civil war in the Tigray region of Ethiopia brought the country to a standstill and displaced tens of thousands of people. Social Delivery helped ship more than 15 tons of humanitarian equipment from Israel on a special flight, in collaboration with the Joseph Project and the Israeli Embassy in Ethiopia.



The "Mekayemim" Project



Following Russia's invasion of Ukraine, an unprecedented wave of immigration brought over 70,000 people to Israel in a short period of time, many of them arriving with little to nothing. This emergency called for a large-scale solution, and so **the "Mekayemim" ("Sustaining") project was launched, a joint initiative by The Jewish Agency, Spirit of Bondi, and Social Delivery.** Together with local authorities and absorption centers, Social Delivery set up dedicated distribution centers in the heart of cities where new immigrants received a wide range of essential supplies.



Nepal During the Covid-19 Pandemic, 2021

As Israel recovered from the Covid-19 pandemic, Nepal faced a devastating surge in infections and fatalities exacerbated by a critical shortage of basic hygiene supplies. In a rapid-response operation led by the former Nepalese Ambassador to Israel, Dr. Anjan Shakya, and in partnership with Project Joseph, we coordinated an emergency airlift of essential supplies. The shipment delivered hundreds of life-saving items, ranging from hygiene products to ventilators and surplus medical equipment sourced from Israeli hospitals.





Product Categories:



Clothing



Textile



Cleaning Supplies



Computers & Electronics



Office Supplies



Furniture



Electrical Appliances



Mattresses



Baby & Children items



More than **220** companies & organizations

contribute their surplus through Social Delivery





Case Study

LONGSTANDING PARTNERSHIP WITH WIX

WIX has been a longstanding partner of Social Delivery and stands among Israel's most influential tech companies. They were among the first to recognize the social potential of repurposing unused office equipment. WIX's Corporate Social Responsibility Department (known as WIX Karma), led by Shay Yadid, connects community needs with the company's available resources – from employee volunteer hours to infrastructure and equipment.

Our organizations have collaborated for many years, during which we've collected and distributed equipment valued at approximately \$1.25 million to vulnerable populations. In October 2023, we participated in the relocation of 3,000 employees to Wix's new campus from their iconic Tel Aviv Port offices. The project required meticulous planning and complex logistics – transforming an office move into a vehicle for equal opportunity, community advancement, and sustainable resource recycling. No one could have predicted that just days after completing the collection, war would break out, and a cabinet that once served a programmer would now serve as a cabinet for a family evacuated from communities near Gaza.

“As part of Israeli society, we constantly consider how our capabilities can assist and bring value to the communities where we operate. Social Delivery is an exemplary organization that bridges the business world with the nonprofit sector, and together we've created a solution with exceptional environmental and social value. We are proud to be partners and delighted to work together.”

Shay Yadid, Director of Corporate Social Responsibility at WIX



152

Nonprofits & Authorities Received Equipment and Furniture



528

Collaborative Projects

4,527

Items Given a Second Life Through Our Program

Valued at:

\$1,280,000





THE SOCIAL-ENVIRONMENTAL LOGISTICS CENTER



The Social-Environmental Logistics Center is a first-of-its-kind joint initiative in Israel, led by Social Delivery and Rashi Foundation, in partnership with the Coastal Plain Municipal Cluster. Established in April 2024, the Center's location was carefully selected, positioned between Tel Aviv's business hub and northern communities, while building meaningful partnerships with the local region.

The Center is a vibrant and inspiring space that operates on multiple levels: rescuing surplus goods from landfills, promoting circular economy education, and fostering a sense of purpose and belonging among community members and volunteers. Volunteers play a meaningful role by sorting and preparing surplus goods for distribution to vulnerable communities across the country. The diverse volunteer base, including seniors, youth, families, and international visitors, creates deep cultural exchange and intergenerational connections.

Alongside its ongoing logistics operations, the Center hosts groups, workshops, and events that raise awareness and inspire active engagement. The space is designed with a zero-waste approach and serves as a versatile, multi-purpose venue, ideal for corporate and organizational offsite days that combine meaningful social and environmental activity with hands-on learning in sustainability and corporate responsibility. Following the significant social and environmental impact of the Center in Mishmarot, there are plans to establish additional renewal centers in Kiryat Shmona and Netivot.

The Location:
Yitzhaki Compound, Kibbutz Mishmarot





SPECIAL PROGRAMS AT THE SOCIAL-ENVIRONMENTAL LOGISTICS CENTER



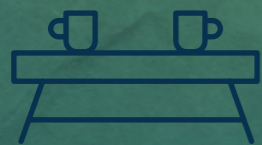
Professional Training for at-risk youth

Provides a stable career path in logistics and supply chain management. The program covers modern warehouse management, inventory control, and proficiency in advanced logistics information systems. It is conducted in partnership with Ruppin Academic Center and industry experts.

Partnership with the Ripplix Social Initiative



Ripplix develops accessible clothing and fashion solutions for people with disabilities and injuries, empowering them with maximum independence and comfort through innovative design. Utilizing our Center's textile workshop and dedicated volunteer network, the initiative adapts clothing to meet the specific needs of these populations.



TRASHFORMATION

A series of six-session workshops for populations impacted by the war, in which participants create furniture from rescued materials that are then donated to community and educational centers. The program is run in collaboration with various organizations supporting war-affected populations, such as the Nova Tribe Community Association and Shaharit, a nonprofit promoting partnerships among diverse communities in Israeli society. The workshops provide professional and emotional support in a group setting.

MULTI-IMPACT UNDER ONE ROOF



Visitor Center

An overview of the social and environmental impact, and the circular economy practices of the Logistics Center.



Volunteer Activity

Volunteers play a vital role in our mission by sorting new textiles and clothing rescued from fashion companies before they reach landfills. These items are then professionally packed for distribution to those in need, with all activities guided by the logistics center's professional team.



Upcycling for the Community

Participants create products from rescued wood and textiles for donation to social initiatives through hands-on zero-waste workshops.



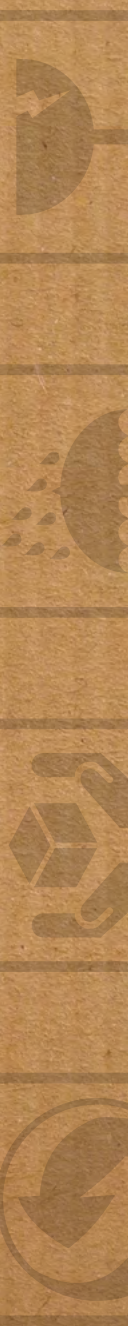
SOCIAL IMPACT

Since its establishment, Social Delivery has saved and distributed products and equipment valued at

 **\$72 million**

to nonprofits & social organizations

Enabling over **300 organizations** to channel their resources toward vital core programs and initiatives



ENVIRONMENTAL IMPACT

Since its establishment,
Social Delivery has rescued

7,500,000 

of items and equipment from landing in
landfills and polluting the environment.



Preventing
landfill
disposal

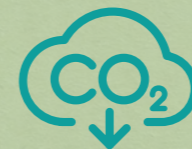


Preventing
unnecessary
purchases



**Circular
Economy:**

Reducing waste by
extending the life cycle
of products through
reuse, recycling & repair.



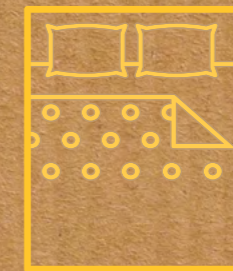
Carbon Negative:

By rescuing products from
landfills and extending
their use, Social Delivery
helps reduce carbon
emissions and combat
climate change.



1,000

=



**~
28**

Double
mattresses



80-120  **YEARS**

for a mattress to fully
decompose



OUR IMPACT WORK MODEL



Win-Win-Win-Win

Social Delivery believes that existing goods are abundant enough to overcome shortages.

At Social Delivery, we effectively engage the corporate world and civil society, and provide logistics management solutions that meet everyone's needs in the best possible manner.

Everyone benefits:

Win-Win-Win-Win



Businesses & Corporations



Nonprofit, Social Welfare & Municipalities



Community



The Environment



Join us in helping thousands of communities by connecting surplus with need. Together we can widen our sphere of influence while preserving the environment.

Our impact can only grow with your support!

Donate Here:



shinua.net