

August, 2020

Dear Friends,

We are beginning to understand how the damages of COVID-19 will keep affecting us in the long-term. We must learn the important lessons that this unique epidemic has taught us. I want to specifically share with you those concerning Israel's middle class and public services.

The middle class in Israel has no savings or reserves. For millions of Israelis, a few months of no income can mean falling below the poverty line. This is not supposed to happen in a strong society. A competitive economy must have national policies that support the middle class and weaker populations.

There must be public systems that provide everyone with basic life services: a proper education, health and welfare, employment development and housing solutions. This was the case in Israel when these systems were established. However, they have gradually and intentionally been "shrunk" over the last few decades. This is most evident in our health system - but not just there.

Israel's civil and social infrastructure must be restored: Our education system must provide all students with an equal education, especially for the groups left behind, such as the Arab community. The ultra-Orthodox must be integrated into the labor market. Public housing supply must be increased. The Government should initiate and play an active role in revitalizing the economy and its two main goals should be reducing social gaps and increasing investment in public infrastructure.

For over 40 years, the Tel Aviv Foundation has assisted the Mayors and the City of Tel Aviv-Yafo in delivering on the values of social responsibility. Together with the help of our friends and supporters, Tel Aviv has established a social, educational, cultural and public infrastructure to the benefit of all Tel Avivians. This is the basis for a functioning society.

In these challenging and dynamic times, we are required to strengthen our City. We must assist those most in need. We must secure a social, educational and cultural infrastructure for the future. This challenge is an opportunity.

I thank you for being my partners along the years, and know that together with you we can achieve our goals.

Yours,

Ron Huldai  
Mayor of Tel Aviv-Yafo  
Chairman of the Tel Aviv Foundation