EVENING PROGRAM

MASTERS OF CEREMONY
Victoria Lupton  Executive Director, SEAL
Nathaly Aucar  Ambassador of SEAL & Stand Up Comic

7 pm  COCKTAILS
8 pm  DINNER

WELCOMING NOTE
George Bitar  SEAL President

9 pm  FILM PRESENTATION
“20 years of SEAL” by Nina Najjar

Diners will be joined by Young Friends of SEAL

9:15 pm  AUCTION OF SEAL PROJECTS
Jennifer Wright  Christie’s

9:30 pm  MUSIC
Mashrou’ Leila

SEAL (Social & Economic Action for Lebanon) is a 501(c)3 non-profit, non-political organization with a 20 year history of projects investing in rural enterprise in order to take action against Lebanon’s social and economic problems. We focus on community-driven economic development by providing grants directly to local groups to help them jumpstart or expand an economic venture.

SEAL was founded in 1997 in New York City by a group of Lebanese-Americans. Our funding is primarily thanks to the generosity of Lebanese-Americans and friends of Lebanon in the United States, as well as our supporters in Lebanon and around the world.

We are honored to have the Lebanese band Mashrou’ Leila with us to celebrate SEAL’s 20th anniversary

Mashrou’ Leila is a five-strong indie band from Beirut who are changing the tune of Arab music, crafting some of the most melancholic ballads and raucous anthems you’re likely to hear. Their rousing, sensual electro-pop anthems have won them fans worldwide, getting them to be the first Middle Eastern artists on the cover of Rolling Stone.

Jennifer Wright
Christie’s Auctioneer

Jennifer Wright is a Vice President and Client Relationship Director in the Client Advisory group of the Chairman’s Office at Christie’s, New York. She joined Christie’s in 2006 and until September 2016 worked in Christie’s Old Master Drawings Department, most recently as Head of Department in New York. Jennifer has a Bachelor of Arts degree in Art History from Georgetown University, a Master’s degree in Fine and Decorative Art from Sotheby’s Institute, and a Master of Arts degree from New York University’s Institute of Fine Art. She is a member of the Visiting Committee of the Department of Prints and Drawings at the Metropolitan Museum of Art; a member of the Council of Fellows at the Morgan Library, and a member of the Young Fellows Steering Committee of the Frick Collection. She is a member of the Georgetown College Board of Advisors, and is also the founder and chair of the patrons group for the Georgetown de la Cruz Art Gallery.

Nathaly Aucar
Co-Master of Ceremonies

Nathaly is a New York City-based stand up comic born and raised in Beirut, Lebanon. She has been an Ambassador of SEAL since 2017.
II. TRUCK TO TRANSPORT OLIVES FOR CHADRA COOPERATIVE  Akkar, N. Lebanon
$ 38,000 Budget
- 157 farmers will save $8 per 20l of olive oil
- $12,000 total savings in the first year alone
- 3 people employed to drive truck

This small truck will transport:
- olives to the pressing center
- blocks of bio-fuel made from olive pits to customers
- bottled olive oil to the market

III. EQUIPMENT FOR MACHGHARA MOUNEH PRODUCTION  Machghara, Bekaa
$ 24,325 Budget
- 6 women employed earning $500 / month
- 9 other women cooperative members save 30% on production costs, and produce 50% more than previously

The equipment will:
- increase the economic role of local women
- maintain traditions of producing homemade products (kishek, zaatar and sumac)
- develop new techniques to prevent these traditions from dying out

IV. TWO TRACTORS FOR PLOUGHING OLIVE ORCHARDS  Hasbaya, Nabatiyeh
$ 15,000 Budget
- 100 farmers save $50 /day
- each tractor used 80 days per year
- $8,000 total savings for the first year alone

These 2 tractors (45 horsepower) will allow farmers to:
- plough the orchards each year
- remove grasses that take from the trees’ water supply
- reduce costs and increase productivity

I. APPLE CHIPS IN MRISTY  Chouf, Mt Lebanon
$ 19,850 Budget
- 91 farmers earn $1000 extra / year selling apples
- 11 women employed in the factory

Mristy Cooperative will:
- launch a factory to dry and package apples, turning them into chips
- access new markets in Lebanon and abroad

SEAL is hoping that this innovative factory will serve as a model that we can replicate throughout the country to alleviate difficulties currently faced by apple farmers.

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VIII. REFRIGERATED TRUCK FOR KHYARA WOMEN’S COOPERATIVE Bekaa

$ 24,500 Budget

- 15 women enter the workforce, earning $500/month

Khyara Cooperative:
- sells homemade mounneh and fresh produce
- sells mostly to Syrian refugees (the Syrian population is high in this area of the Bekaa)
- requires a vehicle to expand its markets, increase sales and ensure freshness

IX. WATER PIPES IN TANNOURINE N. Lebanon

$ 63,600 Budget

- 350 farmers make an extra $570 each year
- Increase in arable lands of 100,000m²

This project will ensure:
- the installation of 4500m of 4 inch water pipes
- modern irrigation techniques enabling farmers to better exploit their lands

X. PICKUP TRUCK TO REACH MARKETS IN MAJDEL ZOUN South Lebanon

$ 28,000 Budget

- 150 cooperative members save 25% on distribution costs

Majdel Zoun cooperative:
- has recently established over 50 agricultural tents for varied seasonal produce
- needs a pickup truck to transport products to markets, shops and supermarkets in Tyre and Saida

V. FRUIT SERUM PRODUCTION IN ZGHARTA Zgharta, N. Lebanon

$ 40,000 Budget

- 30 women employed earning $500/month
- 200 farmers sell 5,000 crates per year to factory

SEAL will support Al Midan, a local NGO, to:
- make fruit serums from fresh produce grown by locals
- set up an ambitious factory to produce up to 5 new serum-based cosmetic products
- export those through existing connections in the Gulf

SEAL is hoping that this innovative project could be used as a model for others.

VI. BEEKEEPING EQUIPMENT Chouf, Mt Lebanon

$ 27,500 Budget

- 100 beekeepers will produce 10kg each of honey per season, sold at $20/kg
- indirect beneficiaries are local farmers benefitting from the increased bee population

This project will:
- train experienced/beginner beekeepers – focus women
- distribute 100 beehives and equipment to beekeepers
- establish a sorting/packaging center
- launch a factory to create honey derivative products

VII. PICKUP TRUCK FOR PRODUCTION TRANSPORTATION IN BATER Chouf, Mt Lebanon

$ 30,000 Budget

- 120 cooperative members save 25% on selling costs

Bater cooperative is launching a packaging/marketing center for local farmers. They need a pickup truck to:
- transport the products from the center to market
- reach markets and stores in Saida and Beirut
- ensure direct access to the market rather than working through middlemen wholesalers

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SEAL thanks Interaudi Bank for their loyal support of the organization over many years.
SEAL GALA COMMITTEE 2017
Denise Challita
Claudia Fleming
Nayla Hadchiti
Nadine Hajjar
Lara Kairouz
Eleonore Koulajian
Victoria Lupton
Maya Malek
Adla Massoud
Joumana Tager

SPECIAL THANKS FOR THEIR PRESENCE
H.E. Nawaf Salam
Ambassador of Lebanon to the United Nations

Honorable Majdi Ramadan
Consul General of Lebanon in New York

Caroline Ziade
Deputy Permanent Representative of Lebanon to the United Nations

TABLE AMBASSADORS
Mona Husami
Adla Massoud

TABLE SPONSORS
#20for20
(a special table to celebrate SEAL’s 20th anniversary)
Elisabeth & George Altirs
(Capelli Sport)
Claudia & George Bitar
Lara & Habib Kairouz
Kamil M. Salame
Sandy & Tony Tamer

Gold
Maya & Marc Malek
Fuad Sawaya

Silver
Interaudi Bank
Eleonore & Nigol Koulajian
(NOK Foundation)

Bronze
Dâna Barakat Khoury & Walid Khoury
Karine & Charles Boorady
Denise Challita
Nayla Hadchiti,
Creative Bridge Fund
Joelle & Wissam Kairouz
Loeb & Loeb
Damascus bakery
Aimee & William Maroney
Nadine & Nicolas Sayegh
Joumana & Philippe Tager

IN-KIND GALA SPONSORS
Canapés by Manousheh NYC
Chocolates by Blessing
Jennifer Wright and Christie’s Auction House
Design by Nadine Hajjar, Communica Design
Coaster illustration by Stephanie Tager

With thanks to Mashrou’ Leila (all band members and management), Chloe Squires, all our volunteers and the Ambassadors of SEAL.

Flowers by Alexander Florals, Ltd.
Photography by HMPhotoshoots
All video by Nina Najjar
Chatterboxes by Gaia Khatchadourian