

A close-up photograph of an olive branch with several green olives and buds. The background is a soft-focus green. The word "SEED" is overlaid in large, white, outlined letters at the top of the page.

# SEED

**EVENING PROGRAM & CATALOG**

**SEPTEMBER 28, 2017**

## 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.

## MASHROU’ LEILA



*Photo: Tarek Moukaddem*

**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.



### **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.



### **Jennifer Wright**

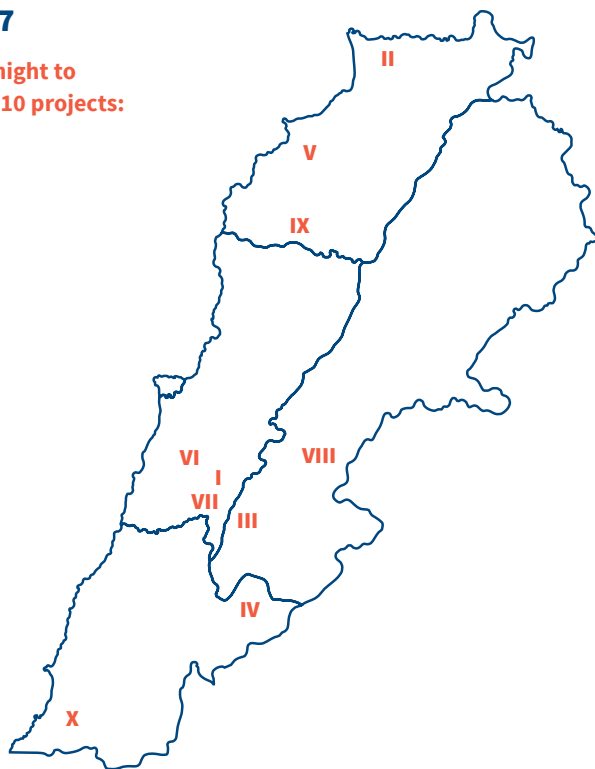
**Christie’s Auctioneer**

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.

## PROJECTS 2017

We are raising funds tonight to complete the following 10 projects:



### 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.*



### 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



#### 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



#### VIII. REFRIGERATED TRUCK FOR KHYARA WOMEN'S COOPERATIVE Bekaa

**\$ 24,500 Budget**

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

Khyara Cooperative:

- sells homemade mouneh 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 100,000m<sup>2</sup>**

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

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**LIFELONG CORPORATE SPONSOR**

**SEAL thanks Interaudi Bank for their loyal support  
of the organization over many years.**



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**BRONZE SPONSOR**

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**IN-KIND SPONSOR**





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## 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*

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## 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)

Riad Younes



### 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



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## 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

