

Operation Realife

I-001

The Harvest Initiative's are a vital part of Operation Realife's aid distribution program. I-001 launched on 03 Jan 2025. From launch day we were able to reach our goal in 10 days, which is 58% faster than we anticipated. I-001 distributed fruit and vegetable parcels to 210 different families in Gaza - an estimated 1,050 people.

It is extremely common for people in the Gaza Strip to go months without having any fruits and vegetables. Each family received approximately 4 Large Apples, 4 Bananas, 2 Avocados, 4 Potatoes, 3 Onions, 1 Garlic Bulb, 4 Lemons, and 2 Oranges.



I-001's \$10,000 goal met in 10 days

Social Media

We posted 41 times over 10 days.

We received 1.24 million views and 462k likes.

Our engagement was at 37.33%.

Other notes

I-001 was our pilot distribution event for Harvest Initiative's. The fee's associated with the initiative were higher than anticipated, so our goal of \$10,000 should more accurately be around \$12,500. The inconsistent flow of aid makes it difficult to gauge what the fee's will be in total. Moving forward, we will add a larger buffer to our initiative goal to remain transparent and as accurate as possible in our cost estimates.

Thank you all for your generosity, patience, and understanding!

What's next for Operation Realife?

I-002 is well underway to help 100 vulnerable individuals in urgent need of medical support.

I-003 is being prepared for launch!



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Contact us here for any questions: help@operationrealife.com