



Dear Friend,

These days, when Internet savvy people want to know what's important or being talked about, they go "Googling" — checking on the Google Internet search engine for the number of references a particular word or phrase calls up. Google also enables searches from thousands of news references.

Go "Googling" for "Peace Now" on the search engine's [news service](#) and you'll find thirty-thousand entries like these:

[Peace Now petitions on six outposts](#)

The High Court of Justice is due on Wednesday to hear a petition from **Peace Now** asking the court to instruct the government to issue immediate eviction orders...

*Jerusalem Post, Israel - May 23, 2006*

[House Vote Harms Palestine, Israel and the U.S.](#)

...Debra DeLee, President and CEO of **Americans for Peace Now**, calls the bill "an exercise in overreaching that will undercut American national security needs, Israeli interests, and hope for the Palestinian people, if it's ever signed into law."

*The Nation, NY - May 24, 2006*

[AIPAC fights Jewish groups over anti-Hamas legislation](#)

...the AIPAC memo was countered Tuesday by a memo sent to members of congress by another Jewish group — **Americans for Peace Now**. The **APN** letter takes on AIPAC's answers and claims they do not reflect correctly the language of the legislation...

*Jerusalem Post, Israel - May 10, 2006*

[Vote 'No' on Palestinian Anti-Terrorism Act](#)

And thank God, **APN** issued an immediate rebuttal refuting AIPAC's distortions point by point. The group organized messages of opposition sent to 300 members of Congress...

*TPMCafe, NY - May 11, 2006*

[Peace Now protests settler violence](#)

Two buses carrying **Peace Now** activists on their way to the West Bank village of Atuwani in the southern Hebron Hills were blocked from reaching their destination...

*Jerusalem Post, Israel - May 12, 2006*

[Construction of new settlement begins](#)

...But **Peace Now** spokesman Yariv Oppenheimer slammed the move. He said it expanded the size of the settlements and created 'new facts' on the ground...

*Jerusalem Post, Israel - June 3, 2006*

Six-years ago, when the U.S.-led Camp David peace process collapsed and plunged the region into bloodshed, many wrote off Peace Now and our long-standing call for separate Israeli and Palestinian states. Peace Now, they said, was irrelevant.

Yet, despite the doomsday predictions and hand-wringing analyses of some, after negotiations gave way to horrific violence, we did not give in to despair. Over the following years, *Shalom Achshav* (Peace Now) pressed the Israeli government to abandon policies that hurt Israel. They encouraged moderate Palestinians like Sari Nusseibeh and Mahmoud Abbas to speak of non-violence to their people.

*Shalom Achshav's* efforts to mobilize the Israeli public in support of ending the occupation pressed then-Prime Minister Ariel Sharon to do something to break the stalemate. Although he seemed unwilling to negotiate, he knew that he would have to do something or become politically irrelevant. Facing Peace Now's pressure, Sharon transformed himself from the "patron saint" of the settlers into the "bulldozer" that removed all of the settlements from Gaza.

When the settlers mobilized to stop Sharon's plan, *Shalom Achshav* counter-mobilized, suing to stop the misuse of government funds in the settlers' political campaign, organizing demonstrations that drew hundreds of thousands of Israelis in support of our agenda, "Get out of Gaza, Get back to negotiations."

After the withdrawal from Gaza, *Shalom Achshav* did not let the issue of expanding West Bank settlements fall from the Israeli consciousness. The organization continued its unparalleled monitoring program to track and report on settlement expansion. *Shalom Achshav* – finding another powerful tool to make a difference — filed a series of successful petitions with the Israeli Supreme Court, asking the court to compel the Israeli authorities to roll back settlements built illegally, sometimes on stolen Palestinian land.

And it was Americans for Peace Now (APN), *Shalom Achshav's* sister organization in the U.S., that constantly pressed the U.S. government to deal seriously with this conflict, to work to stop the violence and renew negotiations. We pushed for the introduction of the Road Map and for its implementation. And we had an impact: In May 2005 the leading publication covering Congressional developments, *Roll Call*, quoted a senior Capitol Hill staffer saying, **"Although they don't have a huge budget or a phalanx of lobbyists, APN's Washington operation is second to none."**

This winter, when Hamas won a majority of the seats in the Palestinian parliament, many felt this was proof that our peace agenda – two states for two peoples – was naive and wrong. Peace Now, they say once again, is irrelevant.

Peace Now is made of tougher stuff. Where others despair and lose hope, Peace Now understands that this is a moment when we must re-double our efforts. This is a moment when Peace Now must make an impact. And the Google News search results are just one indication that...

### **Not only is Peace Now relevant — we are helping to set the agenda.**

- ✓ The recent Israeli elections resulted for the first time in a majority of Knesset members that were elected on platforms that support a two-state solution. [That's part of the Peace Now agenda.](#)
- ✓ Newly-elected Prime Minister Ehud Olmert speaks of the need for Israel to withdraw from at least parts of the West Bank and says that he is interested in negotiations with Palestinian President Abbas. [That's part of the Peace Now agenda.](#)
- ✓ A clear majority of Palestinians want the peace process to continue and the Road Map implemented. [That's part of the Peace Now agenda.](#)
- ✓ 60% of Israelis support negotiations with President Abbas over a final status agreement. [That's part of the Peace Now agenda.](#)

We may be a long way from fully implementing our agenda, but having seen the carnage that followed the breakdown of negotiations in 2000, Peace Now knows that there is no alternative in the long run.

The numbers help tell the story. By dedicating its manpower and budget to providing settlements with what amounts to a private police force, Israel's military is diverting resources away from preparations against potential external threats, such as Syria and Iran.

If the Israeli government continues to annually spend hundreds of millions of dollars more on the settlers than on its citizens who live in Israel proper — excluding security costs — the quality of life for the vast majority of Israelis will continue to deteriorate.

If Israel retains control of the territories, the Palestinians, with a birthrate among the highest in the world, will constitute the majority of those living between the Mediterranean Sea and the Jordan River by the year 2010, within a mere four years.

**These are the relevant facts.** And that's why, during the darkest days of Palestinian terror, Peace Now didn't pack its bags. We simply see no long-term option other than a negotiated settlement.

As Peace Now's American supporters, **Americans for Peace Now** is committed to help Israel achieve a comprehensive political settlement of the Arab-Israeli conflict consistent with Israel's long-term security needs and its Jewish and democratic values.

APN has been clear and vocal in its support for serious American engagement in the peace process, to pressure Hamas, and to renew negotiations.

While most other American Jewish organizations backed a bill that would make it impossible for the U.S. to play any constructive role, APN led the successful charge to rewrite the legislation. We sent detailed analysis and policy recommendations to Capitol Hill staff and to allied organizations. We mobilized our activists to contact their Members of Congress repeatedly as the bill made its way through Congress. We watched as our suggestions were folded into amendments and new drafts of the legislation.

And we do not back down from challenging other groups — including the lobbying powerhouse that is AIPAC — when they misrepresented the impact that the legislation would have.

It isn't easy to buck the so-called mainstream of the American Jewish organizational world. But not to do so would mean abandoning Israel's future to those who are interested in short-term political gains rather than the well-being of the Jewish state.

Just as Peace Now believes that the Palestinians will need to compromise on the question of refugees, APN believes that Israel's American friends must accept the fact that most settlements will have to go and that a viable Palestinian state in the West Bank and Gaza is on the horizon and is a requirement for Israel's long-term security. Overwhelming sentiment in Israel is in agreement.

With funds raised from this letter, Americans for Peace Now will continue to bring advocates of peace — both Israeli and Palestinian — to this country, to generate media attention, to hold seminars and issue Action Alerts to our supporters.

Your support allows us to continue providing grants to *Shalom Achshav* in Israel. APN raises 60% of *Shalom Achshav*'s operating funds. Continuing, and even expanding, this grant will finance the invaluable work of *Shalom Achshav*'s Settlement Watch program, the only ongoing non-governmental project that monitors settlements in the occupied territories. It is no exaggeration to say that without the ongoing efforts of Settlement Watch, few people would be aware of the provocative expansion of settlements that continues to take place.

Through your support of APN, you can help influence U.S. decision-makers and government officials, and mobilize grassroots support for a negotiated settlement. You can help educate the American Jewish community and the general public about the strategic and economic benefits of security through peace in the Middle East.

Please take this opportunity to make a [tax-deductible](#) contribution to Americans for Peace Now.

With your gift to APN, you can be part of a movement that has been relevant since a group of reserve officers of the Israel Defense Forces formed *Shalom Achshav* back in 1978.

We helped usher in peace between Israel and Egypt. We've helped bring peace between Israel and Jordan. And we helped lay the foundation for peace between Israel and the Palestinians.

That was long before Google. But the reason there are thousands of references to Peace Now on Google News today is that news organizations and government decision-makers know that Peace Now's vision for the Middle East is not only relevant but indispensable.

Yes, there are American Jewish organizations that espouse views that are very different from ours. You can do a Google News search and see what they have to say — if you can find them.

Sincerely,



Debra DeLee  
CEO and President  
Americans for Peace Now

June 19, 2006

Americans for Peace Now is a 501C(3) organization, gifts to which are deductible as charitable contributions for Federal Income tax purposes. A copy of our Latest financial report may be obtained by writing to Americans for Peace Now, 1101 14<sup>th</sup> Street, 6<sup>th</sup> Floor, Washington, DC 20006 or calling 202-728-1893. CALIFORNIA: Americans for Peace Now's audited financial statement is available upon request to Americans for Peace Now at the address above. 100 percent of your gift may be deducted under Federal and State income tax laws. FLORIDA: Charitable Registration #SC-11402. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-435-7352. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. 100% of your gift is received by Americans for Peace Now. GEORGIA: Upon request, Americans for Peace Now will provide a full and fair description of this and its other programs, and a financial statement or summary. MARYLAND: For the cost of copies and postage, registration documents and information are available from the Maryland Secretary of State. MINNESOTA: 100 percent of your gift maybe deducted as a charitable contribution under Federal and State income tax laws. MISSISSIPPI: The official registration and financial information of Americans for Peace Now may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. NEW JERSEY: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (201) 504-6262. NEW YORK: Upon request, a copy of Americans for Peace Now's last annual report filed with the Department of State is available from Americans for Peace Now at the address listed above, or from the Office of Charities Registration, Department of State, 162 Washington Avenue, Albany, New York 12231. NORTH CAROLINA: A COPY OF THE LICENSE OF SOLICIT CHARITABLE CONTRIBUTIONS AS A CHARITABLE ORGANIZATION OR SPONSOR AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DEPARTMENT OF HUMAN RESOURCES, SOLICITATIONS LICENSING BRANCH, BY CALLING (919) 733-4510. PENNSYLVANIA: The official registration and financial information of Americans for Peace Now may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. VIRGINIA: financial statement is available from the State Division of Consumer Affairs in the Department of Agriculture and Consumer Services upon request. WASHINGTON: The registration statement required by the Charitable Solicitation Act is on file with the Secretary of State. Additional information can be obtained by calling 1-800-332-4483. WEST VIRGINIA: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, West Virginia 25305. REGISTRATION WITH A STATE AGENCY DOES NOT CONSTITUTE OR IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THAT STATE.





Debra DeLee

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