

# Achisomoch launches in Gibraltar

The UK charity organisation Achisomoch is expanding to Gibraltar. Otherwise known as Achisomoch Aid Company, AAC Gibraltar will enable the local Jewish community to maximise its charitable giving whilst benefiting local community organisations.

For over 40 years, AAC has helped people to give charity more efficiently and easily, while donating all profits to Jewish educational institutions, whether in the UK, Israel or around the World.

Last year, it managed over £50 million in donations from the Jewish community. It is also an innovative service, with a technological offering similar to a bank, with easy-to-use online accounts, and even a smartphone app. The Gibraltar community will now benefit from the same facilities.

AAC's platform provides easy-to-digest information regarding a donor's charitable affairs, tax returns and Gift Aid. Users can give using vouchers, providing additional convenience for donors and recipients.

The new service offering was launched this week at an event in the Gibraltar Hebrew Primary School, which was founded in 1898.

During the evening there was a presentation given by AAC Gibraltar Chair Moshe Benady on the importance of tzedakah and the impact it has on Jewish communities internationally. Mr Benady, who will head the team of volunteers leading AAC Gibraltar, outlined the benefits of the platform and how the not-for-profit model differentiates the service from other charity accounts.

AAC Gibraltar will

significantly simplify the preparation of the gift aid applications, whilst maintaining watertight compliance. AAC Gibraltar members will be able to use the platform inside and outside Gibraltar to support good causes all around the world.

James Levy CBE KC, President of the Gibraltar Jewish Community, said, "AAC will revolutionise the way our community gives and benefits from tzedakah. AAC will provide an additional way for members of the community to contribute to the community whilst donating to the charitable causes they support and simplify the process."

Moshe Benady, Chair of AAC Gibraltar, said: "Jewish communities have benefited hugely from AAC across the UK, and I am delighted that it will now be available to the



Yitzchok Katz with Achisomoch CEO Matti Fruhman

Gibraltar community."

Matti Fruhman, CEO of AAC, said, "With over 40 years of experience in managing and enhancing charitable giving

in the Jewish community, we are delighted to bring our platform to Gibraltar, to take the philanthropy of this very special community to the next level."

## Charity made simple

AAC Chair Yitzchok Katz has been telling the *Jewish Tribune* about his life and how Achisomoch revolutionised Anglo-Jewry

**Tell us about your own personal background?**

I was born in a small village in South Wales where my parents and many other refugees from Nazi Germany were living. We moved to Cardiff when I was 6 and stayed there until I was 17. I was at Gateshead Yeshiva for just 2 years, and then came to North London where I got my degrees and then married. We moved to Golders Green in 1979 and B'H now have a growing number of children, grandchildren and great-grandchildren in the UK and Israel. My career has been in IT and programming, and I have worked in the advertising and market research world for more than 50 years.

**How did you first get involved with AAC?**

In the mid-70s, a highly energetic group of Gateshead Yeshiva alumni set up a charity voucher processing company. The condition was that all profits should go to educational establishments, of which Gateshead Yeshiva would get 50%. My wife ran operations from our front room, and I wrote all the computer programmes to run Achisomoch for a "Commodore Pet" - an ancient "PC".

I remember how excited we were when we reached £300,000 annual turnover. But by 2018, we were processing more than 150,000 vouchers per year.

Over time, the voucher system was supplemented with an online system that allows clients and charities alike to manage their accounts and make/check donations to charities at the click of a mouse, or smart phone app. Last year, AAC was delighted to process over £50million of communal giving!

**Why do you think AAC has BH been so successful?**

I believe it's for 2 reasons. Firstly, Achisomoch, with a lot of *Siyatta Dishmaya* over four decades, has supported local schools and UK yeshivas with many millions of Pounds from its profits; this is an incredible *zechus*.

Secondly, it is a small reward for the work we do to help people give *tzedoko*. It is now so easy to make charitable payments, and to keep track using our banking application.

**What have you learned about the way people give in our kehillah?**

It's amazing. Obviously, I see only anonymised data, but the amount that people are giving - and continue to give - is mind-boggling. Even now, when we are facing this



challenging cost-of-living crisis, charity-giving continues at a high level. It makes me so proud to be part of this wonderful *kehillah*.

**What excites you most about the future of AAC?**

Well, it's all about expanding our reach to help ever greater numbers of people to give *tzedoko*. This week, we launched AAC Gibraltar, to take our platform to that remarkable community. We make it simple and attractive for more and more people to give *tzedoko*. So, if any of your readers do not yet have an account, or can refer a friend, now is the time - especially with Purim coming. It is simple to do on our website at [www.achisomoch.org](http://www.achisomoch.org) or by speaking to one of our friendly support team on 020 8731 8988.

### CHARITY BRIEFS

#### ► MANNA

300 guests joined the Israeli singer Danny Robas for his first ever concert in London, which raised over £11,000 for people in need, in Or Akiva, Israel.

Danny visited the Manna Meir Panim centre in Or Akiva and was overwhelmed by the work the charity does.

Lev Properties were the main sponsors of the event alongside Kedem who donated wine, Re'evim in London and Kef.

Danny performed his famous Israeli songs in Hebrew and other songs in English.

The event's producer Shay Har-Zion, who played the keyboard for a few songs alongside Danny said that plans are already underway to bring more Israeli artists to London to raise funds for Meir Panim activities in Israel.

#### ► KOACH PARENTING

Koach Parenting, based in North London, has been awarded £10,000 in funding from The National Lottery Community Fund, the largest funder of community activity in the UK.

Koach Parenting is an organisation founded in 2015 by Rabbi and Mrs de Lange who have a passion to help parents in the community to understand and manage their children's behaviour. They noticed that many parents have been experiencing anxiety and relationship difficulties with their children as a result of the cost of living crisis. With this new funding, they will be able to provide 1:1 parenting support free of charge to parents in London, Manchester and Gateshead.

It will also enable Koach Parenting to support parents to understand themselves and their child, using the nationally recognised, evidence-based Solihull Approach. They aim to produce a booklet with practical ideas to ease the cost of living, based on information gathered from parents.

Mrs de Lange said: "Thanks to National Lottery players, we will enable suffering parents to access support, free of charge, and prevent problems from escalating. This will make a big difference to people's lives."

To take part in this project, as a parent needing support, a professional who wants to refer parents, or as someone who has some practical ideas to share, please call Koach Parenting on 0203 808 1115, text on 07341 479 134 or email [info@koachparenting.co.uk](mailto:info@koachparenting.co.uk).

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