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To Whom It May Concern,

RECOMMENDATION FOR *“WOMEN AND THEIR BODIES”*

My name is Isabel Maxwell and I am gladly writing this letter of recommendation for the organization, “Women & Their Bodies” and its visionary founder, Dana Weinberg.

I am a Technology Pioneer of the World Economic Forum and founder in 1993 of the pioneer search engine of the commercial Web, the Magellan Online Guide, acquired by Excite in 1996, and then led the Israeli software company, Commtouch Software which we took public on the Nasdaq in 1999. I have been working with Israeli companies and organizations and/or based in Israel for the past 14 years.

For the past almost 6 years now, three of them in Israel proper, I have been the very active Chair of the Social Entrepreneur Fellowship program of the Israel Venture Network – a 501(c)(3) Venture Philanthropy organization, founded by hi-tech leaders in both Israel and California during the height of the second Intifada, to combat Israel’s education and social problems.

I have known of Women and Their Bodies and Dana Weinberg, the founder and main driver and visionary behind the organization, since she and the organization first applied to Israel Venture Network (IVN) for a social entrepreneur fellowship, back in 2006. I, as well as Hedva Fensterheim, the senior Manager of the IVN Social Entrepreneur Fellowship Program, are in regular ongoing contact with Dana and with some of her colleagues, and are incredibly impressed with Dana's discipline, dedication, willingness to learn, and with the methodical and systematic way the organization is run. This is particularly impressive since WTB is an organization made up of over 300 active volunteers.

In that year of 2006, we received over 300 applications and through a series of interviews and detailed due diligence, whittled the applicants, of who Women & Their Bodies (“WTB”) was one, down to a final 5 strong candidates. The competition was hot and WTB was one of 2 initiatives granted scholarship funds and ongoing mentoring for a two year period. Dana and WTB were awarded an IVN Fellowship because they fulfilled the strong criteria we had that projects should be new to Israel, if not new to other countries, and have strong potential for sustainability, scalability and national impact in order to bring about significant social change.

WTB is the first organization in Israel to systematically seek to empower women to advocate for their own health among all the populations of the region – Jewish, Arab and Palestinian – and do

it through both the written and spoken word – encouraging health literacy in a simple, direct and deeply empathic and understanding way, for the first time, to these diverse populations in their own language.

Amazingly enough, health information is simply still not adequately accessible to most women in Israel, particularly to women of economically and ethnically marginalized groups or in peripheral locations. In spite of high standards of health care technology, the rates of morbidity and mortality among Israeli women are relatively high. WTB realized that the state provided health services are not culturally adapted to the needs of many of the women in Israel's multicultural society, and are thus inaccessible and underused by many of these groups.

WTB set out to fill this gap by promoting grassroots health literacy for women, and ensuring that the educational materials are provided in accessible language - Hebrew and Arabic.

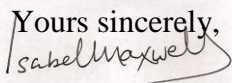
I was struck then, as I am now, by the importance of what the organization was trying to achieve among the varied populations of Israel and its great emphasis on collaboration. For instance, the abilities of this organization to bring together diverse populations of the region to discuss and advocate for their health in a way not achieved before.

I would say that with the drive and self-organization powers of the leader of WTB, they are well on their way to achieving their goals which include increasing women's knowledge regarding their physical, mental, sexual and social health; providing women with skills and tools needed to improve the quality of health services available for them and their awareness of their health rights; introducing and raising awareness among women and medical personnel to a more culture-sensitive, holistic approach to women's health; and encouraging women to become their own health experts and take responsibility for their bodies and their health.

Additionally, regards the ability of the organization and its leader to learn from others and to manage and energize staff, I rate Dana Weinberg extremely highly. I have over the years not only given her advice and suggestions myself, but have noticed that she responds very directly and quickly, not with defensiveness, but with gratitude and willingness to understand and execute better on the advice given. She has shown herself to be a great listener and an inspiring motivator of not only her professional core team, but also the scores of volunteers of all cultures in Israel with whom she deals.

To conclude, I recommend Women and Their Bodies, emphatically with head and heart, to your organization.

Please do not hesitate to contact me with questions or for further information.

Yours sincerely,

Isabel Maxwell