



## **Fall board meeting**

**October 25, 2020**





September 24, 2020

Dear GFF leaders,

We look forward to seeing you at our upcoming GFF virtual board meeting on **Sunday, October 25, 2020 from 11:15 AM to 2:15 PM EDT**. An email with a ZOOM link will be sent closer to the meeting date.

For your convenience attached is the agenda and the fall 2020 docket of proposals for review in advance of our meeting.

In our continuing effort to encourage your active participation at board meetings, all board members have been assigned to present an organization that we are reviewing. Please see the attached chart that overviews the docket and notes your role. If you would like to speak with the organization that you are presenting and/or set up a video conference please be in touch with Carol.

We are pleased that Jamie Bowser, GFF Administrative Assistant, will again be joining us at our meeting.

Please check your schedule to review if one of these prospective dates is possible for our spring 2021 meeting (it will be determined whether in person or virtual): April 25, May 2, or April 11 (preferred order).

As always, please feel free to reach out to either of us with any comments prior to our meeting.

Hoping for a better year for the world and wishing you and your families a safe, healthy fall and holiday season. **שנה טובה**

Warmly,

Michael and Carol





**Board Meeting Agenda  
-via video conference-**

Sunday, October 25, 2020  
11:15 a.m. - 2:15 p.m. EDT

11:15 Informal catch up

11: 25 Welcoming remarks, Michael

11:35 Review and approval of spring April 26, 2020 board meeting minutes, Michael

11:40 Financial report, Bart

11:50 Date for the spring 2021 board meeting: April 25; May 2; April 11, Michael

12:00 Presentation, *GFF: Looking Back, Looking Forward*, Carol

12:15 Spring 2021 cycle topic-for discussion

12:30 Break

12:45 Review and discussion of the fall 2020 docket

1:45 Election of officers

2:00 Closing remarks, Michael

2:15 End of meeting



**Minutes of the Board of the Gimprich Family Foundation**  
**Sunday, April 26, 2020; 11:15 AM – 3:15 PM EDT**  
**-held via video conference-**

Board members present: Bart Dolmatch, Judy Dolmatch, David Fishman, Leora Fishman, Talya Fishman, Amy Josefek, Michael Schmidt, Susannah Sirkin, Eric Wittstein. Staff present: Carol Goldgeier (Program Officer), Jamie Bowser (Administrative Assistant)

1. **Welcome**

Michael Schmidt, President, called the meeting to order at 11:15 a.m., and welcomed all noting these are unusual times and wishing all good health. He thanked Eric and Bart for their ongoing assistance over the past several months for their work with the bylaws and finances, as well as Carol and Jamie for all of their ongoing help.

Michael thanked all board members for their participation in intra-meeting discussions. Over the last six months, Michael and Carol have been focusing on raising the visibility of the foundation in Israel. The GFF sponsored in January 2020 a workshop cleverly entitled *Discussion on the Question* (a word play on a popular TV show, *Sicha al ha'she'alah*) in which 37 past or potential future grantees joined GFF for a full-day workshop on how to strengthen their "pitch." This workshop was the outgrowth of several past site visits where Carol and Michael met with potential grantees. Although these organizations were doing excellent work "on the ground," Michael sensed that they had real trouble articulating (even in Hebrew) clearly how the work that they are doing is having a positive impact.

Over the course of the workshop, Helen Gottstein, a professional communications coach, guided participants through several interactive exercises focusing on the elements of a successful pitch. In the room were Jews of all backgrounds- religious, secular, Russian, Edot Hamizrach (Sephardic), etc.-- and organizations from the far-corners of Israel, as well as central Israel. One unifying characteristic that they each had is a desire to strengthen the fabric of Israeli life through engaging Jews of varied background and making Judaism today meaningful and important for all Jewish Israelis.

We received very positive feedback on the public speaking workshop held in Jerusalem in January 2020. Based on evaluation responses, recommended future topics include budgeting and measuring impact.

Michael also noted that 198 unique visits have been made to the foundation's website and it has become an important tool for communication. He encouraged the board to visit the board member section of the website (password-ddmrg10).

Michael presented an update on the status of our relationship with HUC-JIR. They have requested monthly rent in return for providing some office services and hosting our physical files. Alternative options are relocating our files to the Jewish Funders Network or DOROT offices. It may be feasible to obtain a U.S. Post Office box for mail, but there are still physical files to store. Negotiations with each of these entities are continuing, but on hold due to the COVID-19 pandemic as these NYC institutions are temporarily closed.

We have set up our new domain on Wix for the foundation. You can now reach Carol at [representative@gimprich.org](mailto:representative@gimprich.org) and Jamie at [administrator@gimprich.org](mailto:administrator@gimprich.org). Please use these email addresses exclusively for all foundation communications.

## 2. **Minutes**

The GFF fall 2019 minutes were reviewed and unanimously approved, including the addendum made per the on-line vote following the fall meeting.

## 3. **Financial Report**

Bart provided an overview on our financial situation.

As of April 20, 2020 the corpus value is \$7,128,068. This compares with a corpus on March 31, 2019 of \$7,766,796, a corpus on March 31, 2018 of \$7,615,860, and a corpus on March 31, 2017 of \$7,266,356.

The portfolio is currently 70% equity and 30% fixed income/cash. The portfolio is down by 11% YTD with equities and fixed income both down. In calendar 2019, the portfolio rose 23%, including equity and fixed income returns of 31% and 12%, respectively.

As of April 20, 2020 the allocation of the corpus is 9.1% (\$647,579) cash and equivalents, 71.7% (\$5,111,702) common stock, 19.1% (\$1,358,808) fixed income and .1% (\$9,978) accrued income. The ten largest holdings in equities in the portfolio include: Costco, Johnson and Johnson, Home Depot, Apple, Cme Group, American Express, Norfolk Southern Co., Abbott Laboratories, McDonalds, and Procter and Gamble,

As of April 20, 2020, the distribution requirement (5% of the corpus) is valued at \$356,400. At our fall 2019 meeting, we distributed \$188,000 hence a balance of \$168,400 is required to be distributed at the spring 2020 meeting. It was agreed that the officers and David reach out to Neuberger and Berman to reassess the portfolio allocation and consider a smaller investment in equity.

## 4. **By-laws**

The bylaws were reviewed and approved unanimously with all changes that had been discussed and made to date.

It was also discussed and unanimously approved to eliminate term limits for officers such that the by-laws now read as follows:

**ARTICLE II: Sec. 4. TERM OF OFFICE.** An Officer shall be elected by simple majority vote for three (3) years at the fall meeting and shall hold office for the term for which s/he was elected and thereafter until his/her successor shall be elected.

The final draft of the bylaws will soon be sent to a Connecticut lawyer for review prior to being submitted to the Connecticut State business registration authority.

## 5. **The GFF's Role in the Landscape of Israeli Philanthropy**

Carol presented an overview on Israeli philanthropy and how GFF is making a difference, particularly within Jewish pluralism. Her report is attached to these minutes. She focused on mission driven communities and the impact that they are having across the country and the role that they play in supporting Jewish pluralism.

## 6. **Topic for Fall 2020 meeting**

It was discussed and determined to continue to focus on Jewish pluralism as we both have multi-year commitments in that area and would like to expand our work with mission driven communities and the impact they are having on Jewish pluralism.

## 7. **Review of Grant Proposals and Funding decisions**

### **Spring 2020 docket**

Eleven applicants were reviewed and discussed. The board approved allocations totaling \$346,000 as noted in the attached chart.

**Emergency Funding**

The board approved an emergency grant of \$36,000 to be allocated toward COVID-19 pandemic relief funding. Specifically, it was approved that the funding should support organizations in NYC that provide food relief and protective equipment to hospitals, medical centers or those in need. Eric was charged with identifying appropriate organizations together with Amy and Susannah.

**8. DATE OF NEXT MEETING: Sunday October 25, 2020, time and location TBD.**

The meeting was adjourned at 3:15 PM EDT.

Jamie Bowser  
Rapporteur

**Spring 2020 grants, allocations and distributions chart**

**Multi-year allocation distribution**

<b>Organization and projects</b>	<b>\$ Allocated</b>	<b>\$ Total Granted</b>	<b>\$ distributed</b>
1. <b>ICIE:</b> Ashkelon school 3 <sup>rd</sup> and last year	\$15,000	\$45,000	\$15,000
<b>2. Citizens for the Environment:</b> Environmental activism - 2 <sup>nd</sup> and last year	\$20,000	\$40,000	\$20,000

**Spring 2020 new grantees**

<b>Organization and project</b>	<b>\$ Allocated</b>	<b>\$ Distributed</b>
3. <b>MAKOM-Council of mission driven communities:</b> Training School	\$25,000	\$25,000
4. <b>Tikkun:</b> The Ecological Greenhouse/ Atzmon school	\$25,000 x 3 years = \$75,000	\$25,000
5. <b>Tarbut Movement:</b> National training for cultural entrepreneurs	\$25,000	\$25,000
6. <b>Panim- The Israeli Judaism Network:</b> Securing government funding for Jewish pluralism organizations	\$30,000; \$25,000; \$20,000 = \$75,000 over 3 years	\$30,000
7. <b>Shittim-Kibbutz Institution for festivals and holidays:</b> Asif, on-line holiday content for secular Israeli families	\$20,000 (may reapply next year)	\$20,000
8. <b>Beit Tfillah Yisraeli</b> -expanding our on-line presence	\$20,000	\$20,000
9. <b>Yesodot</b> -intergenerational Beit Midrash for pre-military academies	\$30,000	\$30,000
10. <b>Atid Bamidbar</b> -Evaluation of the Mifgash project	\$20,000	\$20,000
11. <b>Hinam</b> -The Center for Tolerance	\$20,000	\$20,000
12. <b>Covid-19</b> NYC emergency grant	\$36,000	\$36,000
<b>TOTAL</b>	<b>Allocated:</b> <b>\$346,000</b>	<b>Distributed:</b> <b>\$286,000</b>



## **Fall 2020 Multi-year distributions and New applicants**



**The Gimprich Family Foundation Fall 2020**  
**Multi-year grant distributions**

<b>Organization and projects</b>	<b>Presenter</b>	<b>Comments</b>	<b>\$ Due</b>	<b>\$ recommended</b>	<b>\$ granted</b>	<b>\$ currently distributed</b>
<b>1. Merchavim:</b> Arab teacher integration program	Amy	The institute for shared citizenship: Visited on the last JFN trip. 3 <sup>rd</sup> and last year of the grant	\$20,000	\$20,000	\$60,000	
<b>2. Neemani Torah:</b> Legal bureau on issues of religion and state	Carol	Striving to join Judaism with democracy: 3 <sup>rd</sup> and last year of the grant. Highly successful project	\$18,000	\$18,000	\$54,000	
<b>3. Kolech:</b> Building fiscal capacity and fundraising	Judy	2 <sup>nd</sup> of a 3- year grant Orthodox feminist organization. The director resigned.	\$20,000	\$20,000	\$60,000	
<b>4. Shaharit:</b> Tools for monitoring, evaluation and fundraising	Eric	2 <sup>nd</sup> of a 3- year grant. A leadership development institution. Despite Covid and other barriers the grant is accomplishing its goals	\$20,000	\$20,000	\$70,000	
<b>Sub-total multi - year grants</b>			\$78,000	\$78,000		

**The Gimprich Family Foundation Fall 2020 applicants**

<b>Organization and project</b>	<b>Presenter</b>	<b>Comments</b>	<b>\$ requested</b>	<b>\$ recommended</b>	<b>\$ granted</b>	<b>\$ distributed</b>
<b>5. The Rossing Center:</b> Strengthening digital media presence and organizational capacity	Susannah	This is an interfaith organization with an important mission for our times is seeking to increase visibility both in Israel and abroad.	\$20,000	\$20,000		
<b>6. ANU: Building the Anu digital community</b>	Bart	Anu is a web- based platform for digital campaigns. Anu needs to update its basic infrastructure.	\$25,000 X 3 years = \$75,000	\$25,000		
<b>7. Medor Lador Kavkazi mission driven community:</b> Building a national youth movement	Talya	Youth groups are still an important part of growing up in Israel but are lacking in the periphery and among under privileged groups.	\$25,000	\$20,000		
<b>8. Hechalutz movement:</b> The Carmel mission driven community Jewish pluralism activities	Leora	Located in a struggling neighborhood in Haifa this community uses Jewish pluralist activities to build community.	\$ 20,000	\$ 20,000		
<b>9. Kulna:</b> Building organizational fundraising capacity	Susannah	This is a new and exciting venture studies Mizrahi culture as a tool for healing rifts in Israeli society. They want our help to “get on the map” of Israeli and diaspora funders.	\$20,000 x 3 years= \$60,000	\$20,000 x 2 years= \$40,000		

<b>Organizations and projects</b>	<b>Presenter</b>	<b>Comments</b>	<b>\$Amount requested</b>	<b>\$Amount recommended</b>	<b>\$Amount granted</b>	<b>\$Amount distributed</b>
10. Yisrael Hofsheet: strengthening religious freedom & pluralism at the local level	Michael	Municipal elections will be held in 3 years in Israel. Yisrael Hofsheet wants to make pluralism a top priority in these elections.	\$20,000 X 3 years = \$60,000	\$60,000		
11. Jewish Pluralism Watch: Civil tracking of religion and state matters	David	This project provides an important tool for many of our grantees by monitoring and publishing all Knesset activity related to religion and state	\$20,000 X 3 years = \$60,000	\$60,000		
12. Israeli Judaism Covid Micro-grants initiative	Carol	Funding coalition giving micro-grants for Jewish cultural initiatives created in response to the new conditions set by the pandemic	\$10,000	\$10,000	\$10,000	\$10,000
<b>Sub-total multi -year allocations</b>			<b>requested \$78,000</b>	<b>recommended \$78,000</b>		
<b>Sub-total new grants</b>			<b>requested 330,000</b>	<b>Recommended \$255,000</b>		
<b>TOTAL</b>			<b>Total requested \$408,000</b>	<b>Total recommended \$333,000</b>	<b>Total granted</b>	<b>Total distributed</b>



## **Multi-year grants impact Summary and recommendation of multi-year grants**

### **Why give multiple year grants?**

Giving a multi-year grant is a way to cement a partnership with an organization. Partnering with an organization means becoming a committed supporter for a period of time. Supporting an organization means funding them, believing in them and helping them promote their cause through our connections with other funders and like-minded organizations. Being a partner allows us to monitor and impact on organizational development and to gain knowledge about subjects relevant to the foundation and examine effective strategies that can positively influence our giving.

Partnering through a multi-year grant allows us to have a dialogue with an organization and to influence their operations and the field in which they work. Recently I gave the opening speech at a conference of Panim-the Israeli Judaism network. Panim is one of our longest partnerships. The conference was sponsored partially by our current grant to Panim and was attended by many of our grantees in the field of Israeli Judaism/Jewish pluralism. My speech was an opportunity to share our vision and mission with this community of organizations. Our logo was displayed at the conference throughout the day. These opportunities are a direct result of making a commitment to an organization and a field of interest and are a chance to fulfill our vision and mission beyond the financial impact of our grants. Here is the English translation of my speech. The reports on the multi-year grants follow the speech.



## **Panim Conference on government support for Jewish Pluralism organizations**

### **Carol's opening speech**

It is a great honor for me to open this day with a few words. This conference is an important event for the Gimprich Family Foundation. The groups involved in this day: Israeli organizations, the Israeli government and Jewish diaspora funders have been walking toward the same goals but on parallel paths for many years, perhaps waving to each other but rarely intersecting in a way that could join these three paths together. Today is an intersection. I am pleased to be at this intersection. Now it is 9:45 in the morning. It is my hope that by three thirty this afternoon some of us will be leaving this conference having plowed another route where we will be moving forward together. As the Israeli representative of the American Jewish Gimprich Family Foundation, I am here to share our messages with our partners on this journey:

To Israeli organizations who have been working to create a Jewish world in Israel where every Israeli can find themselves, I thank you. You have done a good job. Despite all of the challenges, you have succeeded to make a change. Today's conference is a result of your hard work that has put Israeli Judaism on the national agenda and is your opportunity to build and strengthen partnerships with Israeli government offices. The work that needs to be done maybe tedious: searching for requests for proposals, filling out forms and making meetings (on ZOOM) with local and national officials but these are the steps that will expand your influence. We all know that in some ways it may have been easier to be an outsider in the playing field of Israeli Jewish identity however that phase has passed. I invite all of you today to begin a new partnership in creating a Jewish state that all of you, the Israeli government and my donors can take pride in. We will remain your supporters.

To the representatives of the Israeli government: The state of Israel is the greatest project of the entire Jewish people in these times for those of us who are fortunate to live here and sometimes even more so for those who are not. An American Jewish family foundation, the Gimprich Family Foundation (GFF) is a diaspora partner in this project-the state of Israel. Our main interests and concerns are to strengthen Israeli society as a Jewish state and to promote religious pluralism, democratic values and respect for the rights of all of Israel's residents. I am pleased to be here with you today and look forward to our mutual support for Israeli initiatives that can make every Israeli resident and every member of the Jewish people worldwide proud to be a part of this project-the state of Israel.

## **Multi-year grant summaries and recommendations**

**1. Merchavim** received a three- year grant (\$20,000 x three years = \$60,000) at the fall 2018 meeting. The grant was given to place Arab teachers in Jewish schools. The project is done in full cooperation with the Ministry of Education (MOE) who annually fund half of the project budget. While the MOE funds the nuts and bolts of this project including incentives to school principals to join the program, and identifying and pairing schools and teachers; the real long-term success of the project is dependent on Merchavim adding constant monitoring and mediating between the MOE, schools, participating teachers and sometimes even parents. This is a long term and evolving project and I truly believe that our three-year commitment gave all involved confidence to plan for the future. Unfortunately, the pandemic and the instability of the Israeli government has caused both a partial decrease and a delay in MOE funding. We have been provided with an in depth and extensive report on the progress and benefits of the project including references to a number of related publications. As I write this report, we are actually half way through the three- year funding cycle. We must fully evaluate the impact of our funding at the end of three- year period. Currently I do recommend distributing the final installment of this grant. I hope that you all enjoy reading the report. I found the report uplifting and informative.

**2. Neemani Torah V'avoda (NTA)** received a three- year grant (\$18,000 x three years = \$54,000) at the fall 2018 meeting to expand their legal work. NTA is one of a handful of organizations that we can call our partners having funded them eight times over the past twelve years. NTA and its director Shmuel Shatach are leaders in the progressive modern orthodox Jewish community in Israel. NTA has always been a change maker in the areas of education and religious services, this three-year grant was given to help NTA expand its impact through the courts. After years of work with politically fragile national and local government agencies NTA concluded that it needed to expand its strategy to include legal work in order to advance its agenda of connecting democracy with Jewish values, creating religious services open and appealing to all of Israel's Jewish population and promoting women's rights in the religious world. Court cases do not finish quickly. Our three-year commitment to this project has been an integral part of its success. Particularly in this time of extreme political instability this project has been important.

**3. Kolech**, is the flagship organization promoting women's status in the Orthodox Jewish community in Israel. While remaining a small organization, the many of the great strides that have been made in women's participation and leadership in the Orthodox world in Israel were initiated by Kolech. In order to grow these successes Kolech received a three- year GFF grant (\$20,000 x three years = \$60,000) at the fall 2019 meeting for capacity building: marketing, branding and donor development. The pandemic has caused this to be a particularly challenging time for organizational and fundraising development. In addition, Yael Rockman the director is leaving the organization. She was instrumental in receiving this grant. Despite all of these challenges, Kolech has used this period of time and our support to prepare its organizational foundations for "the day after" when meetings, events and donations return. They have hired an in- house fundraiser (not a consultant) who is a broad and creative thinker and has used our grant well. A new director will be announced soon. I think that it is particularly important in this unpredictable time to continue to support Kolech in broadening it approach to resource development. We should distribute the second installment of their grant.

**4. Shaharit** was founded and is directed by Eilon Schwartz a talented and charismatic social entrepreneur. Shaharit's overarching goal is to create better, broader thinking social and political leaders that will unite Israel's diverse populations and create a more stable future for the country. Largely, Eilon has always been able to juggle the fundraising, evaluation and administration of his various social startups. This is obviously a challenging path for any person and organization. I am pleased to say that, in part, Eilon's understanding that it may be possible to get GFF support to train staff to take on some of his responsibilities allowed him to explore this realm. These grants that we give for developing organizational fiscal and fundraising capacity are rarely given by other foundations and are integral to organizational stability. The Shaharit grant is for fundraising, fiscal management, monitoring and evaluation. As this report is being written they are only one half a year into the grant. Given the complications that the pandemic has made in the field of fundraising, the grant is going well but not 100% as planned. The organization is making important headway in the areas of evaluation and monitoring, and the staff has been learning fiscal management tools. Shaharit is only at the beginning of this important process and I look forward to seeing their success in these important areas of organizational development as the grant progresses.



## **Reports on four multi-year grants**

### **1. Report on the Arab Teacher Integration in Jewish Schools - At the Macro Level**

This year will be the last of a three-year grant awarded to Merchavim by The Gimprich Family Foundation in support of The Arab Teacher Integration in Jewish Schools Program (ATI). Over the years, we have shared the successes and challenges of the program. We have provided evidence that teacher integration is an effective strategy in changing attitudes among Jewish students and school communities. This is especially true in Israel as there are few opportunities for Jewish and Arab citizens to meet in educational settings in a substantial and substantive way due to the institutional separation of school streams. Most Jewish students have never met an Arab contemporary or teacher, and most Arab students have never met Jewish students, teachers, and other Jewish citizens until adulthood (*['I am living proof of coexistence': the experience of Israeli-Arab teachers in Jewish schools](#)*, Gilat, Gindi and Sedawi-Massri, 2020 International Studies in Sociology of Education).

In this report, we will present the 'big picture' of Arab teacher integration and provide supporting research evidence that ethnic minority group teacher integration (Arab Israelis) in majority schools (Jewish) is an effective tool and strategy for fostering respect for diversity among majority group students (Jewish) and school communities. Teacher integration also contributes to strengthening social cohesion in Israel. Additionally, minority group teacher integration contributes to the empowerment and increased self-esteem of the integrated teachers. These teachers also become visible role models for other girls/women in their family and their community circles (among ATI placements, 88% of integrated Arab teachers are women).

Merchavim supported and facilitated Arab teacher integration programs as early as 2013 with the express desire to place Arab teachers in secular Jewish schools across Israel in the hopes of decreasing fear among Jewish students of the 'other,' by fostering greater respect for diversity and thus, increasing social cohesion (*[Israel's Palestinians: The Conflict Within](#)*, Peleg and Waxman, 2011, and *[Public Opinion Research for Kulanana Initiative](#)*, Scheindlin, 2010). Merchavim's initial work with Arab teacher integration was with Arab teachers of the Arabic language in the framework of the Let's Talk program for elementary schools. Later on, a formal program (Arab Teacher Integration in Jewish Schools) was established to include the placement of teachers of core subjects (English, math, and science).

In 2014 the Ministry of Education (MOE) established a joint initiative with Merchavim to increase the placement of Arab teachers of core subjects in Jewish Schools as they were experiencing a lack of Jewish teachers for these positions. The program was designed to be a five-year plan to place 500 Arab teachers. Having successfully reached this goal, the program is now open-ended. The parameters of the joint initiative include annual funding provided directly to Merchavim to facilitate an all-encompassing program to place Arab teachers and direct funding to participating schools (600 hrs. worth \$1,452,600 over 2019-2020). Funding allocated to schools represents 'teaching hours' (one teaching hour is worth approx. \$2,421 annually) to incentivize principals to make hires and subsidize part of the teacher's salary. The program has since grown to include Arab teachers of all study subjects (excluding Special Ed.), and MOE funding now stands in at 700 teaching hours annually worth \$1,694,700 (for 2020-2021).

While the MOE recognizes the societal impact of Arab teacher integration, a more significant contributing factor to supporting and funding Merchavim's ATI program is the severe shortage of core subject teachers in Jewish schools and an ever-growing surplus of Arab educators who are unemployed/underemployed or who are working in fields other than education ([Yes, We Can! Palestinian-Israeli Teachers in Jewish-Israeli Schools](#), Wurud and Bekerman, 2019, *Journal of Teacher Education*). The placement of Arab teachers in Jewish schools provides part of the solution to the teacher shortage, it provides employment, and it serves to increase respect for diversity by creating opportunities for engagement with the 'other'.

### **An Effective Tool and Strategy**

It seems simple enough that young people, until actually building a relationship with an Arab citizen, intuitively revert to stereotypes and preconceived ideas they have cultivated from subliminal or supraliminal messages received during their lifetimes about Arab citizens ([Personal, National and Societal Attitudes of Israeli Youth](#), Nathanson and Gazala, 2016, *The 4th Youth Study of the Friedrich-Ebert-Stiftung and Kupermintz et al.*, 2007). Creating opportunities for Jewish students to meet Arab citizens in their schools and as authority figures standing in front of their classes daily is an excellent way to facilitate this introduction and begin the work of negating stereotypes. ATI creates the foundation for improving inter-group relations in Israeli society.

The ATI program initially focused on integrating Arab teachers of English, math, and science – core subjects in which the demand for qualified teachers was the greatest (in 2019 the MOE opened the program to all Arab teachers). The ever-growing need for core subject teachers provided an excellent opportunity to engage Arab teachers with an added value. Core subjects are taught intensively over the school week (e.g., in junior high 4 hours of English and 5 hours of math and science are taught weekly), making the interaction with the core-subject teachers substantial and sustained. The fact that Jewish-Israeli parents are particularly concerned about their child's success in core studies adds to the impact. Many parents feel that success in core subjects ensures their child's trajectory towards higher learning. High scores in core subjects are prerequisites for admission to many university and college programs. Throughout a child's education, parents maintain close contact (parent/teacher meetings, phone calls, WhatsApp groups, etc.) with the subject teachers to ensure their child's success.

### **Increasing Respect for Diversity**

In Merchavim's evaluation study (Even and Lavon-Gilat, 2017) on the impact of Arab teachers of Arabic language in Jewish schools (in the Let's Talk program), it was found that students formed more positive attitudes towards Arab citizens after participating in the program. "*Studies conducted by social organizations promoting Jewish-Arab coexistence have found that integration of Arab teachers in Jewish schools was followed by a decrease in alienation between the populations, higher satisfaction, and have even suggested that a shift in social consciousness has occurred*" ([Bargaining with the system: A mixed-methods study of Arab teachers in Israel](#), Aggbariyah, Barak, & Avivi-Weisblatt, 2014; Schild, Bar-Asulin, & Lotan, 2011 from Gindi and Enrich, 2019). It is important to remember that Jewish students will be, for the most part, soldiers in the Israeli Defense Forces and future citizens with the right to vote. Shifting any negative attitudes, they may harbor towards Arab citizens may make them more compassionate adults.

Not only are students positively impacted by their interaction with Arab teachers, but the other teachers (almost exclusively Jewish) in the program, schools also experience the same positive impact. In a recent study by Merchavim Executive Board member Dr. Wurud Jayusi and her colleague Zvi Bekerman (2019), they carried out fifteen interviews with Arab teachers in Jewish schools. They found that almost all of them reported a positive experience of integration, including having a good working relationship with principals, staff, students, and parents. Moreover, they felt that they were able to reduce prejudice and promote mutual understanding, and thus contribute to coexistence in the context of the school. *"Participants expressed the belief that their work helps reduce prejudice and increases mutual understanding among the groups in conflict, through successful acculturation, despite some difficulties"* (Yes, We Can! Palestinian-Israeli Teachers in Jewish-Israeli Schools, Wurud and Bekerman, 2019, Journal of Teacher Education).

The impact of ATI may be broader than just the classroom and the teachers' room according to Gilat, Gindi, and Sedawi-Massri, 2020 *"sometimes their impact is not limited to their own school, and they help promote tolerance in the community at large"* in their article ['I am living proof of coexistence': the experience of Israeli-Arab teachers in Jewish schools.](#)' Wurud Jayusi and Zvi Bekerman suggest that increasing the number of Arab teachers in Jewish schools would be beneficial to all those involved, due to the teacher's significant contribution, not only to the schools but to Israeli society in general. This is due to a "ripple effect" in which the teachers' contributions to the schools and students are passed on to the school community, then to the parents and on to other groups in the Jewish community, continuing to broaden its positive impact.

### **Integration Empowers Arab Teachers**

Women in general, and Arab women specifically, are doubly disadvantaged in the Israeli labor market. Although progress has been made in terms of women's rights, Arab women still live in a patriarchal society in which they are not encouraged to seek work outside of the home/community and face higher unemployment levels among all women who chose to work. Teaching is one of the more acceptable career paths for Arab women, and [35% of working Arab women are teachers](#) (KAN, May 26th, 2017), leading to a large surplus of teachers.

Arab citizens often face unemployment or underemployment after completing a degree (a Bachelor's degree and, in many cases, Master's degrees) in education and receiving a teaching license from the MOE. A *"rather, a large percentage of Arab Israeli women pursue degrees in education: 42% among Muslim women and 46% among Bedouin women, compared to only 16% among Jews"* (Taub Center, 2018). There are insufficient teaching posts in Arab schools for all the new teachers, the geographical distribution of the open teaching jobs can be an obstacle, and so teaching in a Jewish school is a reliable alternative.

ATI addresses these obstacles by actively recruiting Arab teachers and disseminating information on the program to them directly (online targeted virtual campaign, at job fairs in Arab villages, in Arab colleges and Jewish teaching colleges with high Arab student populations, advertising in Arab publications, etc.). Merchavim has also initiated 'prep' courses in teaching colleges to introduce students to the possibility of teaching in a Jewish school, prepare them for what they can expect, and create the conditions for them to hit the ground running.

Finding a teaching placement in a Jewish school is an empowering event, but landing a job does not guarantee anything for the long-term. There are specific elements integrated into the program designed to increase the teachers' agency, participation in the school community, and to foster leadership qualities. During discussions between the ATI team and school principals, it is made clear that incentive funding only partially covers salary expenses and only for the first two to three years of the teachers' employment. In all our conversations with principals, we stress that it is expected that Arab teachers with satisfactory performance be offered tenure (once the MOE funds stop) and greater responsibilities in the school. This emphasis encourages principals to understand the commitment they are making and for Arab teachers to foster a feeling of belonging, the permanency of long-term employment, and job security.

### **Arab Teachers as Role Models**

Avivit Hai, a steadfast supporter of ATI, wrote this during her time with The Inter-Agency Task Force on the lack of exposure, information, and role models in Arab society: "*Arab youngsters today are still often the first generation in their families to pursue professional careers and seek higher education for employment within Israel's advanced economy. Thus, youngsters typically lack role models from their own community who have 'made it' and are familiar with Israel's higher education system, the job market and the vast variety of options and directions available*" ([Arab Citizen Employment in Israel Critical Concern and Great Potential, Inter-Agency Task Force on Israeli Arab Issues July 2013](#)). ATI teachers are role models within their families and communities and are bridges to the Jewish society. "*Through their presence and work in the Jewish schools, they were able to alter existing prejudiced opinions, and, on a personal level, they helped promote mutual understanding between Arabs and Jews. Hence, they see themselves as playing an important role in bridging the two societies and reducing prejudice, thus stimulating students to correct social inequality*" (Sleeter & Grant, 1987).

*"The phenomenon of integrating minority teachers in majority schools is not exclusive to Israel. For the most part, it has been approached from a perspective that emphasizes the importance of having minority teachers serve as role models for minority students studying in mainstream majority schools."* (Carrington & Skelton, 2003; Ingersoll & May, 2011) Although the number of Arab students attending Jewish schools is low, the presence of teachers of diverse identities does a good service to the entire school community. "*Their sociocultural experiences, as well as their potential multilingual competencies, facilitate more deliberate dealings with cultural diversity at schools.*" (Georgi, Ackermann, & Karaka, 2011 in Lengyel & Rosen, 2015).

Another interesting comment we hear from Arab teachers in the program is that once exposed to the abundance of possibilities in Jewish schools (teaching aids, technology, state-of-the-art classrooms, etc.), they want this for their children in their communities and often advocate for this with local Arab school principals. Faten Abu Hussien (from Tayibe, an Arab city in central Israel), is an English teacher in the Arab Integration Teacher in Jewish Schools at The Sheked School in Raanana, has shared that many of the things she sees at the Jewish school she wished existed in her own children's school. Frequently she shares ideas for improvement with their school principal.

## **Partnership with the MOE and other Agencies**

Since the beginning of the official joint venture of the Arab Teacher Integration in Jewish Schools program, with the Ministry of Education (MOE) in 2014, Merchavim has worked closely with the MOE's professional team (the team at the Deputy Director General's office) to ensure the establishment, continuation, and expansion of the program. It is important to note that despite many Ministers of Education and their varied political affiliation over the last decade, the MOE's support of the program has never wavered, been challenged, or threatened, and funding has been forthcoming. All government support is contingent on Merchavim's matching funding.

We have also sought out other governmental partners for their funding, as we feel this will formalize the integration process. The Ministry of Social Equality - the Minority Sector Economic Development Authority - invests ~ \$140,000 each year to finance the recruitment campaign, teacher placement and accompaniment, online campaigns, and additional activities (conference, professional development, and more) via the MOE.

Over the last year (2020) The Equal Employment Opportunity Commissioner Adv. Mariam Kabaha informed us that the Commission would also begin supporting (funding) the Arab Teacher Integration in Jewish Schools program. We view this as a vote of confidence and recognition of the program's success. Naturally, we are very proud, mainly because the Commission will contribute additional knowledge and professionalism to the program. The Equal Employment Opportunity Commission - will invest an initial amount of ~\$43,000 a year to help expand the venture and increase our joint work with school principals. Unfortunately, due to the lack of government over 2019-2020 and the COVID 19 pandemic funds have not yet been transferred. We are hopeful that in 2021 we will see the beginning of this funding.

Working with government is an effective way to institutionalize the placement of Arab teachers and to promote the creation of a future equitable central formal hiring mechanism to replace the current hiring practices in which every school principal makes their hires independently. A central hiring process can mitigate some of the challenges of Arab teacher placement and contribute to sustaining the momentum gained by the ATI program. Annually, the Merchavim team reflects on the need for the ATI program, our role in ensuring the continued integration of Arab teachers, and our exit strategy.

## **Conclusion**

Separation and a lack of inclusion in our education system dramatically reduces the ability of schools to serve as agents for fostering respect for diversity and promoting social cohesion. The ATI program shifts the institutional culture of the school towards greater inclusion and civic awareness.

In Israel's rigidly streamed school system, there are few, if any, opportunities for teachers and students from diverse communities and lived experiences to meet one another. However, by working within the educational system, and with the support of the MOE, by integrating Arab teachers into the Jewish schools, Merchavim is changing societal attitudes toward the "other".

We believe that teaching teams in all schools should reflect the diversity found in Israeli society. To this end, we facilitate two additional initiatives working to integrate Ethiopian-Israeli teachers and teachers with disabilities into schools. Our education system should be used as the meeting place for people of all identities. Ultimately, this will contribute to greater social cohesion in Israeli society.



Source of Income	% of the total program income	Amount USD (ex. 3.50 ILS)
Gov't Israel – Ministry of Ed.*	50%	127,190
Gov't USA – USAID (end of 18 month grant)	10.5%	26,695
Jacob and Hilda Blaustein Foundation	10.1%	25,758
Alan B. Slifka Foundation	7.8%	19,943
Gimprich Family Foundation	7.8%	19,943
UJIA UK Israel	3.7%	9,456
Arkin Family Foundation	Pending 10%	25,395
		<b>\$254,380</b>

\* The Equal Employment Opportunity Commission – unfortunately, due to the lack of government over 2019-2020 and the COVID 19 pandemic funds have not yet been transferred. We are hopeful that in 2021 we will see the beginning of this funding.

Read more about this subject here:

1. Does teaching on the "Other" side create a change? Wurud Jayusi & Zvi Bekerman  
<https://www.sciencedirect.com/science/article/abs/pii/S0742051X17314907>
2. Yes, We Can! Palestinian-Israeli Teachers in Jewish-Israeli Schools. Wurud Jayusi & Zvi Bekerman.  
<https://journals.sagepub.com/doi/abs/10.1177/0022487119849869>
3. Arab Teacher Integration in Jewish Schools (English, math, and science) Program. An evaluation study submitted to Merchavim by Dr. Yaron Yavelberg – Do-Et Institute (2018) [https://www.machon-merchavim.org.il/wp-content/uploads/2018/10/ATI-Research-Full-Report\\_Sept\\_2018.pdf](https://www.machon-merchavim.org.il/wp-content/uploads/2018/10/ATI-Research-Full-Report_Sept_2018.pdf)
4. 'I am living proof of coexistence': the experience of Israeli-Arab teachers in Jewish schools. Gilat, Gindi, and Massri. (2020)  
<https://www.tandfonline.com/doi/full/10.1080/09620214.2020.1766374?scroll=top&needAccess=true>
5. The Need for Minority Teachers in Urban Schools. Jenkins, Price, and Adams (2020)  
<https://digitalcommons.buffalostate.edu/srcs-sp20-edu/12/>
6. [Israel's Palestinians: The Conflict Within](#), Peleg and Waxman, 2011
7. [Public Opinion Research for Kulanana Initiative](#), Scheindlin, 2010
8. [Personal, National and Societal Attitudes of Israeli Youth](#), Nathanson, and Gazala, 2016, The 4th Youth Study of the Friedrich-Ebert-Stiftung and Kupermintz et al., 2007
9. [Bargaining with the system: A mixed-methods study of Arab teachers in Israel](#), Aggbariyah, Barak, & Avivi-Weisblatt, 2014; Schild, Bar-Asulin, & Lotan, 2011 from Gindi and Enrich, 2019
10. [Arab Citizen Employment in Israel Critical Concern and Great Potential, Inter-Agency Task Force on Israeli Arab Issues July 2013](#)



Organization Name: **Ne'emanai Torah Va'Avodah**

Contact Person: Shmuel Shattah Amuta #: 580052421

Amount of Grant: \$54,0000 (\$18,000 x three years) Date: Received: October 2018

This is a report on the 2<sup>nd</sup> year of the grant.

Program or Purpose of the Grant: Expansion of the Ne'emanai Torah Va'Avodah Legal Department

1. Please briefly describe the project and its goals (please refer back to the stated goals and objectives in your initial application for funding)

The goal of Ne'emanai Torah Va'Avodah (NTA) is to effect change within the official religious establishment in Israel so that the services it provides will meet the needs of all Jews. This will be achieved by broadening public participation, decentralizing authority, requiring transparency, and ensuring the fair representation of women. With this grant, we aim to do the following:

- Increase pluralism: Include a wider array of opinions in the religious establishment
- Reform kashrut supervision: Break the Rabbinat's monopoly
- Open up religious services: Introduce democratic norms to the system
- Influence the religious-Zionist sector: Raise awareness of the need for change in religious services

2. State the evaluation methods used (listed as point #8 in the Project Description of the proposal that received funding). How did the evaluation process inform the work of the organization? If not, why?

We monitor the extent to which our issues are resonating in the media, which helps us determine what kinds of public-information campaigns might be successful. More concretely, we look for changes in policy, laws, or regulations, as well as favorable court rulings. Finally, the fact that we not only won court cases but were awarded legal costs is a strong indication that our causes are advancing.

3. Was the project successful according to the goals and objectives stated above?

The project scored significant successes, not only in court rulings but also in concrete changes in the behavior of state institutions.

**Kosher on Shabbat:** This project seeks to break the rabbinat's monopoly on kashrut certification by providing supervision to restaurants that stay open on Shabbat while remaining entirely within the realm of Shabbat observance. The legal and public work NTA began in 2019 culminated in a Supreme Court hearing in January, 2020. The Restaurateurs Union joined the case as a Friend of the Court, demonstrating that it is possible to form alliances with organizations that are not usually concerned with the issue of religion and state. The court ordered the state to pay our legal costs and asked us to submit a revised appeal. The case will be heard again in November.

**Chametz in Hospitals:** In cooperation with Israel Hofsheet, NTA secured a Supreme Court ruling against hospitals inspecting visitors' belongings to ensure they do not bring leavened food into the hospital during Passover. We also presented guidelines for a possible solution that would meet the needs of different populations. All the judges in this case referred to our recommendations as a good option for future policy.

**Transparency:** NTA, in coordination with ITIM, won a ruling by the Jerusalem District Court instructing the Chief Rabbinate to disclose the content of its conversations with the Rabbinical Council of America regarding which rabbis are recognized to testify on Jewish and marital status. Controversy has long surrounded the way the Chief Rabbinate decides which Orthodox rabbis abroad it recognizes to give such testimony and it has never provided clear criteria for this process. For the first time, the Rabbinate will have to reveal to the public its deliberations and the criteria it uses—if any.

Our publications on the need for transparency in budget and decision-making of the Torah Culture division of the Ministry of Education (in cooperation with Panim), the management of the Western Wall, and local religious councils led to significant changes, including the Western Wall Management Foundation's publishing its meeting protocols on the web. Transparency is a democratic value, but it also has a tangible impact. Once the inequitable budgets were exposed, we have been able to pressure authorities to transfer funding to non-Haredi organizations and activities.

4. What have you learned from the evaluation of the project?

We learned that because political and legislative processes in Israel are stuck in gridlock, the legal system is one of the most important paths to change. However, we must be careful not to seek legal rulings that are far more progressive than the views of the public or the legislature. This could create a backlash in which we are accused of going over the heads of the people and with the Supreme Court to push a left-wing agenda.

5. What, if anything, would you change were you to plan this project over again?

We would not change anything in retrospect, but for the future, this project points to the need to strengthen not only our own legal department but also the field of law dealing with religion and state in Israel. With only a handful of legal experts working on the subject today, someone preparing a case is hard-pressed to find mentors, colleagues with whom to discuss strategy, or an organized body of knowledge. In the meantime, we overcome those challenges by cooperating with the small group of other organizations that do have relevant expertise and experience.

6. Were there any unexpected benefits and/or problems related to the project?

With the exception of a few relatively small changes, most of the activity has continued as usual since the corona crisis began. Meetings and study sessions have been zoomed in and things that have been done so far directly have moved to digital working methods. Economically we held a mass mobilization campaign to stabilize the movement's budget. The campaign was a great success and in fact the movement is currently financially stable.

7. Did the grant from the Gimprich Family Foundation help leverage funding from other sources?

NTA is convinced that the organization would not have been able to take on this campaign -- one which is central to our mission -- without the support of the Gimprich Family Foundation. The success of our efforts will surely help to leverage donations from other sources.

8. Were you able to collaborate with other agencies to achieve your goals?

NTA cooperated with many organizations: Israel Hofsheet, Itim, Panim, Israel Democracy Institute, Beit Hillel, Kolech, Alumah, Mercaz Herzog, the Rackman Center, Chuppot, Mavoi Satum, Center for Women's Justice, and more.

9. How will this project continue without further funding from the Gimprich Foundation?

NTA thanks you for your significant contribution this year and for the continued grant over the next year. In spite of the corona crisis, the Schusterman Foundation has continued its support for another year, complementing and leveraging the impact of the Gimprich Foundation's grant. On the other hand, another funder from whom we expect to receive significant support froze its donation in light of the crisis.



**Organization Name: Kolech** Address: Beit Giora, Rabinovich 33, Jerusalem

**Contact Person:** Sharon Weiss-Greenberg

Amount of Grant: \$20,000 Date **Received:** December 2019

**Program or Purpose of the Grant:** Organizational Growth

**1. Please briefly describe the project and its goals (please refer back to the stated goals and objective in your initial application for funding).**

2	Project goals	3	Project objectives
a	Increase and Engage Social Media Presence	a	Grow audience on Hebrew page on Facebook 10% annually Grow member audience following Kolech on English page on Facebook from 600 likes to 5000 “likes” by the end of the three-year grant period.
b	Increase pool of private donors	b	Increase number of donors from 500 to 1500
c	Develop and Cultivate Pipeline	c	Invest in targeting & cultivation of potential major donors from 8 people giving \$5000 or more to 20 people giving \$5000 or more.
d	Increase Presence in English Press	d	Article/Coverage/Mention every 3 months

**2. State the evaluation methods used (listed as point #8 in the Project Description of the proposal that received funding). How did the evaluation process inform your work?**

Given that COVID hit, it did not make financial sense to move forward with a large scale evaluation process of our progress. We did generate a pipeline and timeline. The Executive Director and Fundraiser met regularly to review progress, identify challenges, and strategize next steps. Having this process in place, ensured a sense of accountability and making progress, cultivating and soliciting donors despite the pandemic. The system required regimen which has been key.

**3. Was the project successful according to the goals and objectives stated above?**

- A. We have exceeded our goal in growing our Hebrew audience and have doubled our English page audience. Our numbers have increased in terms of “likes” (i.e. subscribers) level of engagement and our reach beyond our subscribers.
- B. This has been a particular challenge. We had planned to increase our pool of donors utilizing two flagship events: our conference and a country-wide program we call Dorshot Tov. Both generate huge audiences, over 10,000 in combination, and both were canceled due to the pandemic. Part of what makes these programs marketable to donors is the press coverage that accompanies them. Luckily, the work that Kolech was able to forge through during the outbreak of COVID generated significant press coverage. Our aim is to leverage that during the next two years of this grant period to demonstrate the need and demand for our work.

- C. We were able to cultivate one new \$30,000 donor. Additionally, we were able to slightly increase other donors, who initially had said that they would need to forgo their support this year because of Corona. Given the timing, we feel that this has been somewhat successful. Ultimately, we also had a cultivation and solicitation plan tied up with the flagship programs mentioned above. We are using this time to cultivate potential donors. Carol has generously offered and made a number of introductions to potential donors.
- D. Thankfully our accomplishments have been newsworthy. We have had a dozen (and counting) articles printed in English Jewish press platforms.

**4. What have you learned from the evaluation of the project?**

The process of having goals to meet has been helpful in motivating us to make progress, particularly during these times. Nonetheless, the world is unpredictable. While you can put forward a solid strategic plan, you need to be able to be flexible and pivot as the world changes. You need to adapt and stay relevant and necessary.

**5. What, if anything, would you change were you to plan this project over again?**

This coming year, we plan to continue to grow our online presence. When the pandemic does come to an end, we will execute our conference and Dorshot Tov flagship programs. When that happens, the built-up anticipation will result in increased attendance and revenue including sponsorships.

**6. Were there any unexpected benefits and/or problems related to the project?**

Again- the pandemic. We plan to employ a crowdfunding campaign in order to increase our donor base and help with the 2020 revenue stream as it is clear that we will not be able to hold a conference or our Dorshot Tov program by the end of 2020.

**7. Did the grant from the Gimprich Family Foundation help leverage funding from other sources?** We are certain that your support was critical in our engaging our new \$30,000 donor. We are hopeful that your continued support will allow us to grow our donor base and giving levels. At this point, we are strategizing and hoping to run with it when the climate is right.

**8. Were you able to collaborate with other agencies to achieve your goals?**

We regularly collaborate with other nonprofits. Honestly, in terms of this particular work, we had the pleasure of working with and learning from Carol.

**9. How will this project continue without further funding from the Gimprich Foundation?**

Particularly during this time, having a strategic plan and funding to move forward with this project has been critical for Kolech's survival and growth. We would not be in the position that we are in without your support. Our aim is to proceed, albeit with different tools than initially anticipated, to accomplish all of the goals within the three-year period that we set out to do at the beginning of this multi-year grant period. Please know how grateful we are for your support, guidance, and trust in us and our work.

## **Letter from Kolech board regarding leadership change**

9/3/2020

Dear Michael and Members of the Board of the Gimprich Foundation,

I hope that this email finds you well and that you are hanging in there. I am writing to thank you for your generous investment and partnership in Kolech's future, particularly during COVID. Thanks to your support of \$20,000 last year, and your upcoming gift of \$20,000 this year, in addition to the support that Carol has provided in terms of helping our staff make progress in terms of our income and revenue, we will have the resources available to sustain and grow our constituency, programming and advocacy. These months have been critical in terms of ensuring that women who are being subject to abuse are supported, legal rights for women's leadership are being protected in the Knesset, and so much more. While many women's organizations are being hit hard, you have made it possible for us to continue hitting the ground running, albeit with masks on.

In addition to the pandemic, our fearless leader, Yael Rockman, decided to step down. I wanted to assure you that we will be hiring our new Executive Director in the coming weeks and will have a period of time, approximately one month, for Yael to transition the new ED properly. We are confident that our strong staff and board, and the energy of new leadership, will positively impact our efficacy. If you have any questions or concerns on this regard, please feel free to be in touch.

Thank you for believing in our ability to effect change and empower and protect women. We look forward to sharing good news of progress and facts on the ground. I can sincerely say that it would not be possible without your support. Thank you.

Wishing you warm regards,  
Miriam Friedman Zussman  
Kolech Executive Board Member



## **Shaharit-Creating Common Good**

Report January-August 2020 Contact Person: Gabriel Sod

Amount of Grant: 30k x 20k x 20k Date Received: December 17, 2019

Program or Purpose of the Grant: Capacity Building in Resource Development

\*We received the Gimprich Foundation grant in December of 2019, as we are writing this report in August, we expect to complete the rest of the proposed activities in the remaining of 2020.

1. Please briefly describe the project and its goals (please refer back to the stated goals and objectives in your initial application for funding)

Shaharit requested Gimprich's support for three years for capacity building in Resource Development (RD). We believe that in order to fulfill our organization's potential we need to increase and improve our RD capacities in: (a) reaching new donors in underexplored funding geographical areas, including Israel; (b) expanding the skillset and involvement of our new RD team and Shaharit's network, diversifying those fundraising and lowering the burden on the CEO; and (c) updating and improving our marketing materials and website design. Furthermore, we believe that a current deficiency in systematic M&E practices limits both our organizational learning curve, and our RD capacities, as it hinders our ability to communicate our success.

2. State the evaluation methods used (listed as point #8 in the Project Description of the proposal that received funding). How did the evaluation process inform your work?

We measured our progress against the quantitative indicators laid out in the "Project Objectives" section. Additionally, in the mid-to long-term, we hope to expand our budget and number of funders. The indicators were: (1) Completing one mapping per year of five potential funders per new funding area; (2) Applying to at least two grants per new funding area per year; (3) Increasing the exposure of Shaharit in the US, Israel, Europe, and Latin America by completing one speaker series and hosting one trip to Israel, per year; (4) Completing at least one training in grant-writing for EU and other institutional donors, per year; (5) Expanding its hours by 50%; (6) Providing at least two trainings per year in RD to Shaharit network members and beneficiaries; (7) Completing one M&E training per year in; (8) Run one M&E workshop per year for Shaharit network members and employees; (9) Generating an M&E plan and outline for the organization generally, and for each project area specifically; (10) Working with external consultants to produce two new videos per year; (11) Completing our website update; (12) Working with graphic designers to produce a one-pager for each major program area, updated every year; and (13) Producing a graphic organizational Theory of Change.

3. Was the project successful according to the goals and objectives stated above?

### **(1) Complete one mapping per year of five potential funders per new funding area**

We completed the mapping of 1) potential donors in the LA and San Francisco area 2) potential donors in Germany 3) potential donors in Mexico 4) potential donors for two specific projects: our Arab leadership project and our ongoing Religious Zionist program and 5) potential donors in Israel.

**(2) Apply to at least two grants per new funding area per year**

We applied to 8 new grants since we started our Resource Development expansion project. Five of these grants applications were the result of our mapping efforts, including one grant in Germany and two grants in Israel.

**(3) Increase the exposure of Shaharit in the US, Israel, Europe, and Latin America by completing one speaker series and hosting one trip to Israel, per year.**

We planned and scheduled meetings with new funders and old donors in San Francisco, New York and Los Angeles. Regrettably, we had to cancel our trip because of the Corona crisis. However, we were able to hold a reduced “virtual tour” with some of our main funders. In addition to that, we organized a series of webinars catered towards donors and friends abroad. These included: a webinar series with the Jewish Theological Seminary in New York City, a webinar with the Zionist Federation of Australia, a webinar with the Los Angeles Jewish Federation, as well as a series of interviews in English in cooperation with the newspaper Times of Israel -this series will reach their community of approximately 1,500 friends and donors.

**(4) Complete at least one training in grant-writing for EU and other institutional donors, per year**

We examined the possibility of applying for a EU grant for a Religious Councils Leadership program, however our potential partners for this projects thought that it would be difficult to bring participants to the project with the EU as the main funder. For this reason, we decided to wait for new EU opportunities for other projects. Instead, we decided to apply for MEPI and for the Addressing Inclusion for Marginalized Communities in Israel grants of the US State Department. We are happy to announce that we have passed to the second round for MEPI and are looking forward to hearing the final results. We are still waiting on the results of the Marginalized Communities grant.

**(5) Expand its hours by 50%**

RD Staff has been expanded by 30%. This has allowed us to increase our donor searching capacities and to focus on building Shaharit’s Monitoring and Evaluation infrastructure. Our RD manager is working at 80% and our RD coordinator at 50%.

**(6) Provide at least two trainings per year in RD to Shaharit network members and beneficiaries**

We advised and worked together with Tehila Friedman, the former director of our Religious Zionist program, to reach out to new potential donors. We are currently working with Ilay Ofran, the new director of the program, to include him in our efforts to expand the funding for this program. We haven’t completed the training for the rest of our program heads. We are planning to do this in the second semester of the year.

**(7) Complete one M&E training per year**

As part of our request to the Gimprich Foundation we requested funds for our staff to complete M&E training at the Galilee International Management Institute, as well as crowd funding training. However, after reviewing different training opportunities and reevaluating the needs of our RD department, we decided to seek more suitable training options. Instead of attending the training at the Galilee International Management Institute, we are currently looking for a private consultant, who will be able to provide training catered to the needs and skills of our RD staff. We hope to start this training in the fall of 2020.

We also realized that our RD and administrative staff could greatly benefit from an Excel workshop, particularly focused on budget building and budget management. We completed this training in June.

**(8) Run one M&E workshop per year for Shaharit network members and employees**

We are planning to run the workshop in the second part of the year. We have worked with various program leaders inside the organization as we've developed M&E plans (below), in the process introducing them to the language of M&E.

**(9) Generate an M&E plan and outline for the organization generally, and for each project area specifically**

We have started Shaharit's first major program evaluation: a comprehensive evaluation of our *120* program using both surveys and in-depth interviews. We have completed the survey, which will be sent out at the end of August. We will have the first results of the evaluation by October and hope to finish a first report by December. In addition to this, we designed a survey for the new participants of our Community Organizing project, and we're currently thinking about the best methods to evaluate our Haredi and our Religious Zionist project.

**(10) Work with external consultants to produce two new videos per year; (11) Complete our website update.**

We completed our brand new website in March of this year. Because of the Corona crisis we have delayed the production of our two videos. We have instead hosted 13 webinars in Hebrew, English, and Arabic, playing a similar role to videos of bringing real voices to the public discourse.

**(11) Work with graphic designers to produce a one-pager for each major program area, updated every year; and**

We have worked with a new graphic designer and already have a brand new design for our one-pagers. We hope to have the one pagers ready by November of 2020.

**(12) Produce a graphic organizational Theory of Change.**

We will work on this in the second part of the year.

#### **4. What have you learned from the evaluation of the project?**

Through the evaluation process we were able to measure our progress in reaching our initial objectives. This helped us bring attention to projects that we have yet to complete in the second half of 2020.

#### **5. What, if anything, would you change were you to plan this project over again?**

As part of this project, we planned to attend an M&E training at the Galilee International Management Institute. However, when we reviewed the syllabus of their program in more depth, we realized that it didn't match our department's needs. We also need to partner more closely with program leaders on M&E from the very beginning of our efforts.

#### **6. Were there any unexpected benefits and/or problems related to the project?**

It's pretty typical in M&E work that the heads of programs will show some resistance to being evaluated by an external entity. We received some pushback for the evaluation of the 120 program, which delayed the process for a couple of months. However, we were able to surmount this challenge and are on a good track to finish a first draft of this evaluation by the end of the year.

#### **7. Did the grant from the Gimprich Family Foundation help leverage funding from other sources?**

We were hoping to obtain more funding for our 120 evaluation and applied for a grant specifically for this purpose. After being initially optimistic about our chances, the Corona crisis started and we weren't able to obtain the funding. However, a different funder requested an evaluation of our programs as a condition to continuing their support in coming years. We were happy to have obtained the support of Gimprich for this project and to be able to fulfil our funder's request.

\*\*A note about our budgets: we have been able to keep our budget intact for 2020, and, with a combination of reserves and new grants, we are hoping to have a similar budget for 2021.

#### **8. Were you able to collaborate with other agencies to achieve your goals?**

We started two new collaborations.

- 1) Together with organization Search for Common Ground, we applied to the United States Department of State Bureau of Democracy, Human Rights and Labor. Our joint project aims to bring together Arab-Israeli, Mizrahi, and Ethiopian communities around the overlapping challenges they face, to strengthen their collective influence and to improve the inclusion of intersectional marginalized and discriminated groups. We will form leadership working groups that will be trained and equipped to lead activities in intersectional community organizing.
- 2) Together with the Sapir Foundation we will launch an initiatives incubator designed to train a group of entrepreneurs who will run projects dedicated to promoting Jewish identity among Russian-speaking Jews and Israelis, with an emphasis on the younger generation.



## SUMMARY INFORMATION

**Date:** August 9, 2020

**Name of organization:** Rossing Center for Education and Dialogue

**Address:** 10 Yad Harutzim St, PO Box 53234, Jerusalem 9153102

**Contact Person:** Dr Sarah Bernstein

**Position:** Executive Director

**E-mail address:** [sarah@rossingcenter.org](mailto:sarah@rossingcenter.org)

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**Office Telephone:** +972-(02)2-676-4103

**Mobile telephone:** +972-(0)54-752-9222

**Amuta number:** Malcar (public charity) number: 513816421

**List all previous applications or grants from the Gimprich Family Foundation:**

\$10,000 for “JCJCR” – 2014

\$20,000 for “the Rossing Center’s Organizational Infrastructure” – 2018

**Date of last evaluation report submitted:** August 29<sup>th</sup>, 2019

**Total estimated organizational budget for 2020 (\$US):** \$1,151,998

**Name of the proposed project:** Strengthening the Rossing Center’s Digital Media Presence and Organizational Capacity Building

**Total project budget (\$US):** \$120,084    **Amount requested (\$US):** \$20,000

**DESCRIPTION OF THE ORGANIZATION:** (Mission, History and Problem statement)

The **Rossing Center for Education and Dialogue**, an interreligious organization based in Jerusalem, promotes an inclusive society for all religious, ethnic and national groups. Through education, encounter, information and research, we foster better relations between Jews, Christians and Muslims in Israel and between Israelis and Palestinians. We believe that understanding, respect, justice and equality are cornerstones for peacebuilding and a better future for us all. The overall goals of our programming are to:

- create and deepen relationships across religious lines despite differences and disagreement;
- combat prejudices and negative stereotypes;
- contribute to the better understanding and appreciation of the other’s religious, cultural and national narratives, traditions, beliefs and practices.

The Rossing Center takes an apolitical stance, working within the system as far as possible, and targeting strategic agents of change to enhance awareness of interreligious and intercultural relations in creating an inclusive society. Since the organization's founding in 2004, we have collaborated with over 130 Jewish, Christian, Muslim, Druze, interfaith, intercultural educational and public bodies, and currently reach over 7,000 direct beneficiaries each year.

*Problem statement:* Despite our impressive growth, the Rossing Center is still challenged by questions of how to most effectively engage the wider public. Our current digital media presence is still at a relatively rudimentary level and the Rossing Center has yet to become a recognized name, both locally and internationally. Clearly, if we are to effectively engage relevant audiences (including and especially the younger generation of American Jewry), the general public, and potential donors we must improve our online presence, developing our organizational digital media capacity and train our staff to deal with the new online reality.

**PROJECT PROPOSAL: Please describe the project for which you seek the foundation's support by completing the following 9 items on no more than 3 pages:**

1. **Brief Project description** (summary): The Rossing Center's project seeks to build our capacity particularly in terms of online presence in order to engage a wide global audience in promoting a tolerant and pluralist Israel. Over recent years, the Rossing Center has experienced steady growth, adding new programs, such as *Meeting Place* (a Jewish-Arab student encounter program in partnership with The Hebrew University of Jerusalem) and *Ramle Open House* (bringing together the city's diverse communities in intercultural and interfaith activities). We have also expanded existing programs: *Educating for Change*, for example, now has a **Municipal Education Departments' forum**, strengthening the program's capacity to encourage a change in discourse from sowing division and fear to one which embraces difference and diversity.

Since early March 2020, the Rossing Center's work has of course met with substantial challenges due to the Corona virus epidemic. However, we quickly moved from 'crisis' to 'opportunity', (a) by adapting significant program components (e.g., teacher trainings and student encounters) to online format, and (b) developing and implementing a series of open-to-the-public educational webinars on current topics such as '*Coronavirus in the Holy Land*' (in English); '*Women's Leadership in Times of Corona*' (in Hebrew); '*Ramadan*' (in English) and '*Easter*' (in Hebrew), reaching hundreds of individuals, particularly in Israel. As a result, we are now including webinars as a key tool in our strategy to expand and diversify our audiences in the international sphere in general and in building partnerships in the US specifically.

These vital and swiftly executed adaptations have added impetus to our growing awareness of the value and need of a strong digital presence. We see digital media as an educational platform for engaging the wider public around questions concerning the nature of Israeli society and the Rossing Center's work within the establishment aimed to create a more open, and inclusive society. In particular, we look forward to an enhanced digital presence enabling us to connect with and engage the support of the younger generation of American Jewry (so many of whom are becoming increasingly alienated from Israel) by demonstrating to them that our organization not only promotes but also puts into practice the values they hold dear of tolerance, pluralism, openness and diversity. We further seek to demonstrate that Israel can continue to play a significant role in the Jewish identity of a younger generation, if engaged around common values and activities.

At the same time, our expansion in recent years to eight highly in demand and diverse programs across the country, also challenges us as an organization to define afresh our organizational identity in readiness to share our "story" effectively in this heightened digital era with multiple audiences locally and overseas. As such, we have begun a strategic planning process which will continue over the coming months to strengthen our internal capacity, to help us sharpen and deliver our message, and strengthen our fundraising capacity. In parallel, to complement and build effectively on this process – and translate our strategic plan into an engaging story – we will work to strengthen the Rossing Center's digital media presence through a professional and specialized digital-media capacity-building process. It is for this purpose that we seek GFF support.

2	<b>Project goals</b> (vision & long term aims)	3	<b>Project objectives</b> (should be measurable & achievable within the grant period)
a.	An enhanced public profile creating a dynamic of growth in engagement and interest of diverse local and international audiences (especially among Jewish communities and their leadership) in the Rossing Center's mission and activities.	a.	(1) 75-100% increase in Facebook engagements: shares, comments, clicks, video views and sign-ups for the newsletter – by a variety of global audiences; and double the website visits over the one year project timeframe. (2) Increased participation in Rossing Center webinars and other digital events to 800-1000 participants over the project timeframe. (3) 6-8 invitations to Rossing Center staff to present (in person or online) the organization's work and/or participate in events such as conferences
b.	Strengthened name recognition, and a better defined “organizational story” on online platforms	b.	(1) 5-6 posts per week to include: diversified online content, such as videos, formatted posts, personal stories, and more, to reflect the Rossing Center’s story in ways which will appeal and relate to a variety of audiences. (2) Produce one promotional video on the Rossing Center
c.	Increased interest and support for our work will lead to an expansion in our funding sources (with particular emphasis on the US)	c.	(1) 6 presentations made over the year in person or online to develop relationships with potential funding sources. (2) 100% increase in one-time or monthly donations from new sources, to the organization or its specific programs, via an improved donation page. (3) 5-10% increase in funding for general support or specific program support on an annual or multi-year basis from Jewish institutions, family foundations etc.

4. **Project activities** (the activities that will be carried out to achieve your goals and objectives)

**Goal a:** Enhanced public profile, exposure and engagement:

- Hire an appropriate expert consultancy to assist the Rossing Center in developing its digital media strategy.
- Train Rossing staff in targeted content development and delivery.
- Plan and develop webinars' content - with a view to holding 8-10 per year. Some webinars will be conducted in English for international audiences and others in Hebrew and Arabic to attract local audiences.

**Goal b: Strengthened name recognition, and better defined “organizational story” on online platforms:**

- Create diverse online content, to reflect the Rossing Center’s story in ways which will appeal and relate to a variety of audiences.
- Produce google campaigns via google ad grants, to support name recognition among targeted audiences.
- Hire a professional video producer to create a promotional film about the organization, to serve as an exposure and informational tool on our social media platforms, in presentations to potential partners and program participants, as well as for donors in advance of and during fundraising tours.

**Goal c: Increased attention to our work, resulting in added and diversified funding sources (with particular emphasis on the US):**

- Create a digital community – “agents of change and influence” to serve as multipliers in online platforms and local US communities.
  - Establish improved online donation system.
  - Plan and conduct relationship-building US tour
5. **Time frame:** one year: November 2020 - October 2021
  6. **Target population:** In the immediate context, the direct target group is the Rossing Center itself, which will significantly enhance its capacity to engage the public through its social media platforms. The “public” for this purpose, will target:
    - Potential program stakeholders and beneficiaries, locally: i.e., government ministries; education system multipliers’, i.e., agents of change, such as municipal education authorities, school principals, teachers, teacher training colleges and student teachers; other multipliers such as tour guides, religious leaders, IDF education unit officers and non-commissioned officers; youth and young adults in various leadership development frameworks such as pre- and post-national service academies; pupils in our school programs, such as Dialogue and Identity;
    - Overseas – especially US Jewish community institutions, organizations, their leadership and younger generation, as well as other global target audiences: e.g., interfaith organizations and religious leaders; academia, and so forth. Our particular emphasis will be on engaging the US Jewish community around the vision of Israel as a place of diversity and the flourishing of Jewish peoplehood alongside other thriving communities and groups.
    - Potential donors, i.e., private and public, such as individuals, foundations, religious and government.
  7. **Key staff positions:** The key staff positions engaged in this effort are: The Executive Director, Fundraiser and our digital officer.
  8. **Board of directors** (please list the names and titles of your board members)  
Adv. Jonathan Tsevi (Chair), Rabbi David Rosen; Soher Za'atry (treasurer); Hannan Abu Dalu, Rovalit Fazeah, Christine Blomquist. Please note that the multicultural (Jewish, Muslim and Christian) composition of our board is a reflection of our organizational mission and activities to promote an inclusive society.
  9. **Evaluation methods:** The Rossing team will set benchmarks using tangible, measurable indicators, to identify changes resulting from an improved media presence, and to determine the effectiveness of the digital strategies undertaken. The baseline and target figures will be set in consultation with our digital media experts and an evaluation report following completion of the project will assess the achievements of the project objectives vis-à-vis the outcomes.

## Estimated Annual Organizational Budget

Expenditure		
Personnel costs; Please list names and titles	Cost (\$)	% of full time
<b>Management</b> ( all salaries include taxes and benefits-about 33%)		
Sarah Bernstein - Executive Director	\$75,429	100%
Keren Hendin - Finance, Monitoring & Evaluation and Municipal Program Director	\$46,286	100%
<b>Administration</b>		
Salpy Arakelian - Office Administrator	\$20,571	60%
Laura Welovelsky - Education for Change Administrator	\$13,714	50%
Pamela Lubell - Fundraiser	\$33,600	50%
John Munayer - Assistant Fundraiser and Digital Officer	\$32,571	100%
<b>Program/Project staff</b>		
Hana Bendcowsky - JCJCR Program Director	\$52,800	100%
Hussam Elias - Dialogue & Identity Program Director	\$26,743	60%
Cami Mizrahi - Education for Change Program Director	\$43,886	80%
Gal Eblagon - Meeting Place Program Director & Education for Change coordinator	\$30,171	80%
Vivian Rabia - Ramle Open House Program and Healing Hatred Director & Education for Change coordinator	\$44,571	100%
Hannan Haddad - Dialogue & Identity Project Coordinator	\$23,657	60%
Tamer Khalfo Dialogue & Identity and Education for Change Project Coordinator	\$37,714	100%
NEW - Education for Change religious sector facilitator	\$18,857	50%
NEW - Education for Change Edu departments coordinator	\$18,857	50%
NEW - Ramle Open House Jewish Project Coordinator	\$18,857	50%
NEW - Ramle Open House Arab Project Coordinator	\$5,657	15%
Total benefits and taxes	\$182,829	
<b>Total personnel costs</b>	<b>\$726,771</b>	
<b>Other than personnel services (OTPS) / Program costs (suggested categories)</b>		
	Cost (\$)	Cost per item/hour
Teaching Hours (approx. 1430 teaching hours)	\$60,057	Average cost per school \$2,000.
Facilitation, Lecturers & tour guides, translation (approx. 1400 hours)	\$63,089	Average \$45/hour
Meeting Expenses (refreshments, materials etc. for approx. 990 hours of programming)	\$18,846	Range \$3-\$20 per participant
Group transportation	\$14,570	Range \$140-\$1430 per unit.
Staff Travel (to schools, colleges throughout the country)	\$17,683	\$0.5 per km. Est. 35,276 km per year
Educational Materials (approx. 500 teacher manuals, 850 student diaries)	\$32,100	
Research grants (16 student grants)	\$6,857	Average grant: \$430
Accommodation (for seminars)	\$42,370	\$90-\$360 (full board) / person /overnight (locally/overseas)
Room Rental (for programs and workshops)	\$3,216	Average \$430
Public Relations	\$13,514	PR consulting; advertising of specific programs and events;
Evaluation	\$27,429	

Staff Training (capacity building; strategic planning 8 programs)	\$24,286	Average per program: \$3,035
<b>Total OTPS /Program costs</b>	<b>\$324,018</b>	
<b>Overhead costs</b>	Cost (\$)	
Rent & utilities, municipal taxes	\$56,571	
Telephones and communications	\$1,143	
Office supplies, printing and office maintenance	\$7,429	
Financial Services (including accountant, bookkeeper and bank charges)	\$25,494	
Insurance	\$3,429	
Fundraising Expenses	\$2,857	
Purchase of Office Equipment	\$4,286	
<b>Total Overhead</b>	<b>\$101,209</b>	
<b>Total Expenditure</b>	<b>\$1,151,998</b>	

<b>Revenue/Income</b>	Amount (\$)	*Funding type	* *Status
<b>Payment for services</b>			
Lectures and fees	\$143,091	Self-generated	Likely
<b>Foundations</b>			
Misereor	\$152,100	Foundation	Committed
Church of Sweden	\$70,200	Foundation	Likely
DVHL	\$23,400	Foundation	Likely
Kindermissionswerk	\$46,800	Foundation	Committed
Missio Aachen	\$23,400	Foundation	Committed
ICCO en Kerk in Actie	\$58,500	Foundation	Likely
Kirche in Not	\$76,050	Foundation	Committed
Evangelical Church in Rhineland	\$11,700	Foundation	Committed
EMW	\$23,400	Foundation	Committed
Porticus	\$387,270	Foundations	Likely
FELM	\$35,100	Foundation	Committed
Gimprich Family Foundation	\$20,000	Foundation	Request
<b>Government</b>			
EU	\$52,650	Government	Committed
US Embassy	\$11,700	Government	Committed
Israel Ministry of Education	\$17,550	Government	Committed
<b>Total income</b>	<b>\$1,152,911</b>		

## Estimated Annual Program Budget

Expenditure			
Personnel costs; Please list names and titles	Cost (\$)	% of full time	
<b>Management</b>			
Sarah Bernstein - Executive Director	\$7,543	10%	
<b>Administration</b>			
John Munayer - Assistant Fundraiser, Digital officer	\$24,429	75%	
Pamela Lubell - Fundraiser	\$33,600	50%	
Total benefits and taxes	\$10,346		
<b>Total personnel costs</b>	<b>\$75,918</b>		
Other than personnel services (OTPS) / Program costs	Cost (\$)	Cost per item/hour	
Digital strategy consultants	\$11,050	\$85	
Graphic Design	\$4,250	\$85	
Professional development - staff training	\$4,800	\$120	
Digital outputs (targeted campaigns and visibility aids)	\$3,500		
Website Development	\$1,750		
Materials (development of digital content)	\$1,500		
Marketing (promotional film)	\$5,000		
Webinar account	\$1,400	Annual subscription	
<b>Total OTPS / Program Costs</b>	<b>\$33,250</b>		
<b>Total Overhead (10%)</b>	<b>\$10,917</b>		
<b>Total Expenditure</b>	<b>\$120,084</b>		
Revenues/Income	Amount (\$)	*Funding type	* *Status
Gimprich Family Foundation	\$20,000	Foundation	Requested
Church of Sweden	\$30,000	Foundation	Likely
Misereor	\$70,084	Foundation	Committed
<b>Total income</b>	<b>\$120,084</b>		

In that our request to the Gimprich Family Foundation is for funding towards our organization's digital media capacity-building, we present here **an overview of the Rossing Center programs** which will benefit as a result.

**Dialogue and Identity**: This Jewish-Arab school twinning program (in partnership with the TALI Education Fund) currently reaches about 800 school pupils, 25 principals and 52 teachers in 25 participating schools (13 Jewish and 12 Arab) bringing them together in 4 themed encounters to promote understanding, intercultural knowledge and communication skills. We train the teachers (in 30 hour programs over the year) in three bi-national groups (in the north and center) and in small groups of four (two teachers from each school) prior to and following each encounter. The teachers themselves plan and facilitate the encounters.

**Educating for Change**: This 30-hour training program offers facilitations skills for educators to create a culture of discourse in and beyond the classroom that is respectful of difference and diversity and helps students discuss conflictual issues openly and honestly, and reformulate extremist and racist attitudes. Currently, the project staff and 12 trained facilitators work with the principals and core groups of 12-20 teachers (over 350 teachers altogether including the educational leadership teams) in 17 schools mainly in central Israel; 120 trainee teachers at 4 teacher training institutions; and a forum of key personnel in 11 Municipal Education Authorities in central Israel.

**JCJCR Educational Programs**: JCJCR was established to meet the challenges of the unique yet complex encounter between the Jewish majority population and the Christian Arab minority. JCJCR runs wide-ranging courses, conferences, seminars and lectures on the Christian communities, local Jewish-Christian relations and interfaith and intercultural relations. Many among its 4,000 participants in a year are 'multipliers': teachers, tour guides, young adults in pre- and post-army leadership-training programs, along with key stakeholders including government officials and the Israeli army's education units. JCJCR also provides consulting services to public and government institutions, diplomatic missions and the media.

**Healing Hatred**: An innovative model for interreligious dialogue, *Healing Hatred* helps participants understand core spiritual and moral dilemmas at the heart of the Israeli-Palestinian conflict. Facilitators are trained by program staff and equipped with counseling skills to heal trauma and fear. They in turn facilitate weekend seminars for specific groups, such as university students, community activists, etc. Healing Hatred this year will have a special focus on Israeli and Palestinian women's rights and the prevention of gender-based violence.

**Ramle Open House**: This new program constitutes a multicultural center for joint Jewish-Arab activities - a dynamic hub, 'growing' Ramle-based activities, initiated, implemented and sustained by taskforce groups of local Jewish and Arab residents to realize Ramla's potential as a diverse city and advance its development as a constructive model of a shared Jewish- Arab environment.

**ADAShA**: (meaning 'lens' in Hebrew and Arabic) provides visiting groups with a sensitive, multi-faceted yet balanced educational Israeli/Palestinian experience. In their 'Geo-Political Historical- Archaeological Tour', each group visits sites of religious and political significance, meets and studies with Jewish, Christian and Muslim religious actors and peacebuilders, social justice and political activists across the spectrum, as well as academics in relevant fields.

**Meeting Place** and **Dialogue Circles - Interfaith and Interaction on Campus**: Operating in partnership with the Hebrew University of Jerusalem: (i) *Meeting Place* involves the theme-based study by student groups of Jewish, Muslim and Christian texts as a springboard for initiatives to make the campus a more inclusive space. *Meeting Place* student facilitators are

trained by the Rossing Center employing our Healing Hatred methodology and the student groups take part in a "Healing Hatred" weekend; (ii) *Dialogue Circles* comprises 'break-out' (between classes) discussion groups for Jewish, Muslim and Christian students on current events and conflictual topics. The student facilitators for *Dialogue Circles* are trained in our Educating for Change methodology, and the program is planned to launch on an intensive basis reaching some 1000 students during the orientation days at the Hebrew University campuses.

### Collage of our activities



**My Comments on this proposal:**

**What does the Rossing Center do and why is their mission important for fulfilling the GFF vision and mission?** Much of the conflicts in this region stem from deep religious beliefs about to whom this land belongs. Much of the essence of the conflict is about religion and faith yet most conflict resolution organizations do not address faith-based issues. The Rossing center embraces religion and uses faith as a tool for healing conflicts and not sustaining them. They do this by conducting programs, both in separate and mixed religious/national groups, that address leaders and managers including school staff, municipal workers, and the military. They also work directly with children, youth and religious leaders and conduct tours that give a more balanced view of Jerusalem and the region. The Rossing Center activities encompass both religious pluralism and respect for the rights of all Israel's residences touching on the main aims expressed in our vision and mission. The entire range of their programs can be found in English at [:https://rossingcenter.org/en/](https://rossingcenter.org/en/)

**Why is the Rossing Center seeking our help now and for what?** Three years ago, we gave them a grant to expand their organizational institutions and their funding base with the promise to be invited to reapply if the grant was successful. After three years they succeeded in obtaining some new funders and in bringing the organization to the point where they have currently embarked on creating a strategic plan (partially funded by a fellow USA Jewish family foundation encouraged by our grant). The pandemic actually helped them prioritize increasing and improving their on-line presence and understanding the impact that a virtual presence can have in achieving their goals. In addition to reducing conflict in Israel, the Rossing Center believes that their message can help heal and improve the relationship that Israel has with diaspora communities by modeling an Israel that strives for cohesion. This aim will also be fulfilled by increasing their virtual presence. For these aims they seek our support.

This Jerusalem based interfaith organization was founded by Daniel Rossing as the Jewish Christian desk of the Israeli chapter of the International Inter-religious Council. In 2004 in order to be a more effective organization locally, the board of this initiative chose to become an independent locally registered Israeli NGO and to broaden its scope to include inter-religious work between all religious groups in Israel and between Israel and the Palestinians. Thus, when the organization became independent it chose to name itself after its founder. This naming was important to the founders but perhaps is part of the source of some of the challenges that this organization is trying to resolve with our help. It is not clear at first from the organization's name that they are an inter-faith organization. In fact, they are one of a very few inter-faith organizations currently operating within Israel and between Israel and the Palestinian territories and may be the largest in term of the reach of their annual audience. I think that this is a well-run organization and this is a timely project. It speaks well for them that they did not try to renew their grant until they had really succeeded in fulfilling the objectives set out in the previous grant. We should give our support.



**SUMMARY INFORMATION****Date: August 12, 2020****Name of organization:** Midor Ledor**Address:** P.O.Box 597, Sderot**Contact Person:** Stas Mardechayev**Position:** CEO**E-mail address:** stas.midorledor@gmail.com**Facebook page:**[https://www.facebook.com/pg/MidorLeDor/photos/?ref=page\\_internal](https://www.facebook.com/pg/MidorLeDor/photos/?ref=page_internal)**Other media platforms:****Office Telephone:** 074-8029777    **Mobile telephone:** 052-8851505**Amuta number:** 58-0540656**List all previous applications or grants from the Gimprich Family Foundation:**

\$12,000 received in 2013

**Date of last evaluation report submitted:** 2014**Total estimated organizational budget for 2020 (\$US):** \$1,340,857**Name of the proposed project:** Midor Ledor Youth Movement**Total project budget (\$US):** \$859,428**Amount requested (\$US):** \$25,000**DESCRIPTION OF THE ORGANIZATION:** (Mission, History and Problem statement)

Midor Ledor ("From generation to generation") is a network of mission-driven communities – groups of dedicated activists who live in marginalized neighborhoods and towns, and work to strengthen the local community through programs of all kinds, specifically focused on the needs of the local people and including a Jewish identity component. The organization was established in 2010 by young Israelis whose families came to Israel from the Caucasus Mountains region, one of the most culturally rich, isolated Jewish communities in the former Soviet Union and who are known as Mountain Jews or "Kavkazis."

With 140,000 Mountain Jews living in Israel, mainly in 14 cities, it is Midor Ledor's mission to preserve the unique traditions and values of Mountain Jews, to ensure that these are not lost forever while pursuing efforts to integrate into mainstream Israeli society, through active community leadership and social involvement programs. Midor Ledor's mission-driven communities aim to positively impact upon their members and surroundings; the organization runs holistic programs for children, youth, young adults, young families and the elderly, enriched with their Jewish heritage and strengthening their Jewish identity. Today, Midor Ledor has over 300 members – young adult volunteers who are active in 11 peripheral towns and cities around the country: Sderot, Be'er Sheva, Ofakim, Netanya, Hadera, Pardess Hana, Tirat Carmel, Nof Ha'Galil, Or Akiva, Acco and Migdal Ha'emek.

Midor Ledor understands that the best way to preserve heritage and traditions is through community gatherings and activities, incorporating the important values of respect for others especially the elderly, the importance of family, volunteering, social involvement and leadership for teenagers, all in the midst of connecting them to their roots, their Jewish identity and being part of Israeli society. For these reasons, we have established the Midor Ledor youth movement, which will embrace Mountain Jews youth with tradition and culture, as well as social leadership and community involvement, as they develop into adults while strengthening their Jewish identity.

**PROJECT PROPOSAL: Please describe the project for which you seek the foundation’s support by completing the following 9 items on no more than 3 pages:**

**1. Brief Project description (summary)**

Midor Ledor youth movement is aimed for teens living in Israel's geo-social periphery, between the ages of 13-18, with 5 different groups according to age in 10 different cities. The movement will be open to all teens interested, with at least 50% Mountain Jews participants. The purpose of the youth movement is to integrate social mobilization at a young age, through leadership and promoting excellence, while recognizing their rich heritage and Jewish identity. Local college students will lead groups as counselors, in return for a scholarship. Each age group will meet regularly twice a week and during summers, holidays and school vacations. Each year will have an annual theme of the year that will be specific and consistent in all of the activities throughout the year, such as: individual identity, intergenerational identity, Israeli identity, integrated identity and formulated identity, all in relation to their Jewish identity. Throughout the five years that the teens are in the program, the educational process they undergo connects them to their individual development, their connection to their community and families, while embracing their Jewish identity and their connection to Israel.

Midor Ledor youth movement is in the process of being developed. We received initial approval from the Ministry of Education to establish the youth movement this past year (2019-2020), and according to regulations, we must prove our ability to operate for three years before receiving regular government funding. We have completed the first year of planning, and we have this year (2020-2021) that we need to raise funds, since in the third year we will receive \$29,000 from the Ministry of Education, and after that (2022-2023) Midor Ledor will qualify for standard government funding along with other youth movements in Israel.

2. <b>Project goals</b> (vision & long term aims)	3. <b>Project objectives</b> (should measurable & achievable within the grant period)
a. Social involvement, leadership, volunteering in the community with focus on intergenerational connections	a. 10 locations with 5 different age groups in each location, with 15 teens in each group, a total of 750 teens.
b. Exposure to significant IDF service, social service and pre-military programs	b. 30% will serve in the IDF in high ranked positions. 30% will participate in social service and pre-military programs. After 4 years, 90% will complete full IDF service.
c. Exposure to higher education	c. 40% will apply to colleges and universities
d. Develop life skills including public speaking, time management, decision-making, discussion management, etc.	d. 2-3 meetings a year with change makers from Israeli society like social activists, public servants, famous people.

**4. Project activities** (the activities that will be used carried out to achieve your goals and objectives)

The activities include social activism, educational trips, individual and group guidance, along with the parents' involvement for all age groups. The core values that serve as a link to the Mountain Jews' heritage are respect for others especially the elderly, the importance of family, volunteering, and social involvement, all of which are intertwined throughout the different age groups.

**8<sup>th</sup> graders** – this being their first year in the youth movement and relatively young, the focus is on individual development and growth. This is done by connecting them to traditional cooking and family customs, they volunteer in environmental programs and bond with each other as a group. On educational trips they become familiar with Israel and become more involved in activities throughout the Mountain Jews community.

**9<sup>th</sup> graders** – the focus is connecting and respecting the elderly. This is done by creating a group cookbook with traditional recipes while learning of the history and heritage of the Mountain Jews. Throughout the year they collect stories from the elderly, volunteer with younger children teaching them about the connection to their roots and connect even deeper to their families and Mountain Jews community.

**10<sup>th</sup> graders** – during this year they strengthen their Israeli identity. They host youth from different Israeli backgrounds and become familiar with the different sectors in society, they are more involved with the children's after-school program, and lead activities throughout the week and during holidays. On educational trips they visit heritage sites like Mt. Herzl, developing a strong Israeli identity.

**11<sup>th</sup> graders** – this is the year they focus on those that are different, accepting others from other religions and cultures living in Israel, and interacting with from different backgrounds while volunteering together in Jewish and non-Jewish programs. This broadens their identity to an integrative one, understanding how we can live together while keeping our own traditions.

**12<sup>th</sup> graders** – during the last year of the youth movement and in the year before joining the IDF, this is where the teens connect back to their roots and heritage. After connecting to themselves, their community, Israeli society and all of its cultures, they connect others to their heritage by organizing a food festival with traditional food. They study about WWII, they prepare for the IDF and participate in seminars preparing them for a life of social activism.

**5. Time frame:** The youth movement operates all year round, regular meetings take place twice a week for each of the 5 age groups in each city, and according to the time of the year, activities are geared differently (depending on weather conditions, Jewish holidays and other opportunities).

**6. Target population:** Mountain Jews are not looked upon positively in Israel in the different cities they reside. This gives an opportunity for teens between the ages of 13-18 to participate in the youth movement that will change their future and perspective, as well as change the perception Israelis have on the Mountain Jews.

**7.Key staff positions** (please list specific names and positions)

All of the employees are from the Mountain Jews mission-driven communities and serve as role models: One youth movement director; Ten city coordinators; 60 college students

**8.Board of directors** (please list the names and titles of your board members)

Eight board members from the Mountain Jews mission-driven communities

Since serving on the board is something new to Mountain Jews in general, they receive guidance from Dr. Rami Sulimani from the JDC.

**9.Evaluation methods:** How will you determine if you are meeting your goals in addition to your objectives? What methods will be employed to measure project success and its impact? (Please note that if funded you will be asked to refer to the evaluation methods, goals and objectives you describe in this proposal in your report at the end of the grant cycle.) We will be tracking data regarding every aspect of this project. Since this is meant to be a long-term project that will be monitored and evaluated closely over the next 5 years, our main goal is for Mountain Jews to integrate better into society, especially after their IDF service. Our success will be determined by monitoring the benchmarks that we set out in our objectives regarding IDF service and participation in academic education. On an ongoing basis we aim that throughout the month participants attend of at least 70% of the activities. Every quarter the counselors will coordinate with schools, parents and the municipality education department regarding specific teens that might be in need of additional assistance. At the end of each year the counselors provide a review and feedback for improvement. Our overarching goal is that after completing their IDF service, 40% of the project participants will continue their involvement as members of the Mountain Jews communities. Midor Ledor will be pursuing this goal on an on-going basis.

### Estimated Annual Organizational Budget

Expenditures		
Personnel costs; Please list names and titles	Cost (\$)	% of full time
22 employees	\$628,571	22 full time workers
10 employees	\$142,858	10 half time workers
<b>Total personnel costs</b>	<b>\$771,429</b>	
Other than personnel services (OTPS) / Program costs (suggested categories)	Total Cost \$	Cost per item/hour
60 Scholarships	\$85,714	For 60 students
Workshops and professional development	\$13,714	24 events
Program activities in 10 locations 5 days a week	\$400,000	\$40,000 annual cost per location
Equipment	\$13,714	For activities
<b>Total OTPS / Program Costs</b>	<b>\$513,142</b>	

Overhead costs		
Bookkeeping, accounting & legal fees	\$13,429	
Rent, utilities and maintenance for 10 locations	\$42,857	
<b>Total Overhead</b>	<b>\$56,286</b>	
<b>Total Expenditures</b>	<b>\$1,340,857</b>	

Revenues/Income	Amount (\$)	*Funding type	*Status
Government funding	\$789,603	gov	C
Municipalities	\$116,667	gov	C
Foundations - Kasirer, DM, Shahaff, Gandyr	\$137,143	foundation	C
Gimprich Family Foundation	\$25,000	foundation	R
Self participation	\$272,444	self generated	C
<b>Total income</b>	<b>\$1,340,857</b>		

\*Funding type: self generated, foundation, gov

\*\*Status: **C**ommitted, **L**ikely, **R**equested

### Estimated Annual Program Budget

Expenditures		
Personnel costs; Please list names and titles	Cost (\$)	% of full time
Program Director	\$41,143	100
10 city coordinators	\$342,857	10 half time workers
<b>Total personnel costs</b>	<b>\$384,000</b>	
Other than personnel services (OTPS) / Program costs (suggested categories)	Total Cost \$	Cost per item/hour
Scholarships	\$85,714	60 students
Professional guidance, local + national	\$15,428	2 consultants
Program activities in 10 locations for 750 teens twice a week	\$337,143	5 groups per location
Equipment	\$25,714	For activities
<b>Total OTPS / Program Costs</b>	<b>\$463,999</b>	
Overhead costs		
Marketing & advertising	\$11,429	
<b>Total Overhead</b>	<b>\$11,429</b>	
<b>Total Expenditures</b>	<b>\$859,428</b>	

Revenues/Income	Amount (\$)	*Funding type	*Status
Foundations - Kasirer, DM, Shahaff, Gandyr	\$137,143	foundation	C
Gimprich Family Foundation	\$25,000	foundation	R
Municipalities	\$68,571	gov	C
Government funding (Ministry of Agriculture)	\$371,428	gov	C
Additional Application to Foundations	\$100,000	foundation	R
Self participation	\$157,286	self generated	C
<b>Total income</b>	<b>\$859,428</b>		

\*Funding type: self generated, foundation, gov

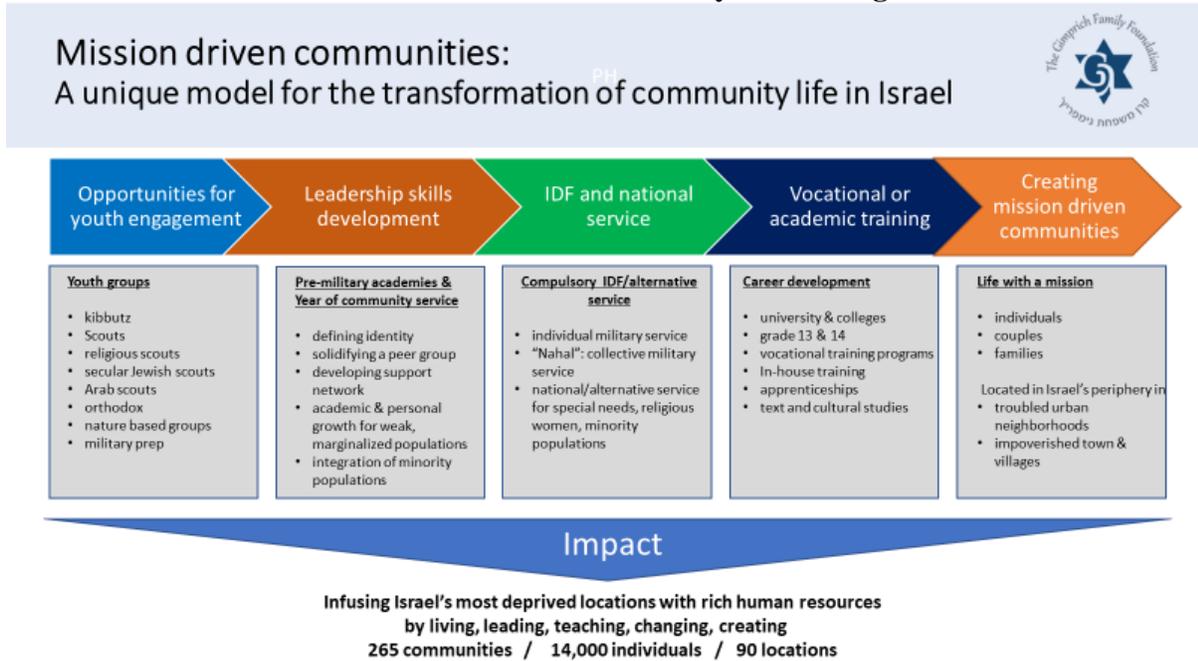
\*\*Status: Committed, Likely, Requested

Pictures of an invitation to an activity and an activity



## My Comments on this proposal

### The mission driven community model diagram



**Midor lador** (literally “from generation to generation”) is a network of mission driven communities by and for the Kavkazi community. Kavkazim also called Mountain Jews are a unique Jewish community from the Republic of Georgia, one of the predominately Muslim republics of the former Soviet Union. Midor lador is starting their own youth movement, the first step in the journey toward adult community life as noted in the image above. The youth group will serve a population that does not often join the existing youth groups. In fact, in most of the 11 municipalities where Midor lador has organized mission driven communities, youth groups do not exist or are very marginal. Unlike some of the other mission driven communities that we have supported, Midor lador is a resident’s mission driven community. This means that its members did not move to another location to establish a community in a needy area, rather since most of the Kavkazi community in Israel already live in needy areas, they just stayed put and are trying to improve their own home communities.

This project will direct Kavkazi youth living in at risk locations into a framework that will help them blossom into meaningful successful adulthood. The Kavkazi community is very proud of their unique Jewish heritage. Supporting this proposal will help expand the Israeli Judaism community and the connection of mission driven communities to the Israeli Judaism movement. Unfortunately, this community has not been embraced by the Israeli mainstream having been sent to live in the periphery where education and opportunities are limited. Passing their heritage on to the next generation born in Israel will play an important role in helping the participants develop a positive identity. In the proposal the specific steps that the youth movement will carry out are clearly defined. I think that this proposal fulfills GFF goals of supporting Jewish identity programs and supporting programs in the periphery and empowering an underprivileged group. Their need for funding is temporary as government funding is available for youth movements after several years of proven operational success. I absolutely recommend funding.



## SUMMARY INFORMATION

**Date:** August 9<sup>th</sup>, 2020

**Name of organization:** Hechalutz Movement for Common Realization

Fiscal sponsor: Derechim Organization

**Address:** Oranim Academic College, Kiryat Tivon, 3600600

**Contact Person:** Lior Davidi **Position:** Resource Development Manager

**E-mail address:** [liordavidi@hechalutz.com](mailto:liordavidi@hechalutz.com)

**Web site/Facebook page:** <https://www.hechalutz.com/>

<https://www.facebook.com/HechalutzMovment/>

**Other media platforms:** <https://www.youtube.com/watch?v=NEzFWF-ce-w>

**Office Telephone:** 04- 9838753(extension 101) **Mobile telephone:** 0523-618662

**Amuta number:** 580331478

**List all previous applications or grants from the Gimprich Family Foundation:**

- 2008, \$10,000 Rabin pre-military academy

**Date of last evaluation report submitted:** January 2020, for 2018-2019 annual year.

**Total estimated organizational budget for 2020 (\$US):** \$1,333,560

**Name of the proposed project:** The Carmel Mission Driven Community in Hadar

**Total project budget (\$US):** \$200,000 **Amount requested (\$US):** \$20,000

**DESCRIPTION OF THE ORGANIZATION:** (Mission, History and Problem statement)

“HeChalutz movement for common realization”, which is part of Derechim - Educational Center for Leadership Training, works to build a Jewish and Israeli society whose members have a shared sense of destiny and mutual responsibility, who feel at home in the rich heritage of the Jewish people. The movement has expanded and includes today a wide range of programs nationwide, that invites Israelis to join in at any stage of their lives, to engage with their Jewish heritage, Jewish values, explore their connection to the community around them, and engage with one another with joint efforts, towards realization of shared interests and hopes.

A variety of cultural and educational programming is offered for pre and post army young adults and for alumni; for training Israeli spiritual leaders and Rabbis; for educating teachers on pluralistic Jewish education in the public, non-orthodox educational system; training leaders of young mission driven communities, and building a network of student villages. We are among the biggest and most experienced Jewish educational organizations of this type in Northern Israel and have approximately 60,000 people engaged in our programming annually.

Today, most Israelis lack access to communities that can satisfy their spiritual needs, which leaves them effectively cut off from their Jewish and Zionist heritage and with little spiritual support or a sense of belongingness to a certain identity circle. These estranged Israelis are increasingly looking for ways to explore their Jewish spirituality and make it a meaningful part of family and community life, and the result is a demand for knowledgeable and dedicated Jewish spiritual leadership and communities. Ultimately, the future of the Jewish people in Israel depends on the existence of a healthy connection between Israelis and the Jewish and Zionist heritage, that binds them together. Spiritual and intentional community building is a key part of ensuring such a connection, is important for the individual, and existentially necessary for the Jewish collective.

The “Carmel Community” was founded by a group of alumni of the Yitzchak Rabin Pre-Army Leadership Academy and other HeChalutz young adults program graduates. While attending these

programs, they learned about mission driven communities and about the values of Zionism, Judaism, mutual responsibility, social justice, coexistence, and gender equality. Afterwards, they moved on to a shared residential building in Haifa, where they continue their social and communal activism in Hadar- a difficult neighborhood, where low socio-economic conditions still prevail and affect many individuals and families from different backgrounds: Arabs, Russian Jews, ultra-orthodox Jews and secular Jewish communities who live there. These sectors and individuals can work together and interact if we invite them to do so, through our programs, live side by side through a humanistic and liberal approach.

**Throughout Haifa and especially in Hadar community members lead civic initiatives to impact and bring change for the better, in the neighborhood and its surroundings, and regularly produce events for the benefit of the entire locality such as: shabbat ceremonies, holiday celebrations, and interfaith and multi-generational gatherings. Some 200 individuals are active in the Carmel Community, including spouses, partners, friends, and others who choose to live in Hadar. Carmel members work in a range of fields, such as education, social work, the public sector, and founding members of the community form the management of the entire HeChalutz movement.**

**PROJECT PROPOSAL: Please describe the project for which you seek the foundation’s support by completing the following 9 items on no more than 3 pages:**

**1. Brief Project description (summary)**

We are the Carmel mission driven community living in the Hadar neighborhood of Haifa. Members of our community are young Israelis, singles, couples and families with children who met each other through the Hechalutz movement and decided to live together permanently in Hadar, Haifa. We are mainly from secular Jewish Israeli middle -class backgrounds and are committed as a group to improving the dilapidated Hadar neighborhood and to discovering our mutual Jewish and Israeli roots and traditions. We are seeking your help to fund pluralistic Jewish and humanistic community activities that help us connect with our neighbors and our neighborhood.

2. <b>Project goals</b> (vision & long term aims)	3. <b>Project objectives</b> (should measurable & achievable within the grant period)
a. Creating a better linkage and a sense of connectivity between community members	a. 4 seminars and networking events over 10 months aiming for new potential community members and strengthening existing bonds among young adults.
b. Improving the atmosphere in Hadar by leading joint cultural and Jewish events and gatherings	b. 20 events around the Jewish Calendar such as: holiday gatherings, family events, spiritual guidance, and Jewish studies during high holiday seasons over 10 months
c. Expanding the Ecosystem model based on Carmel community and network to other communities around Israel, to inspire others to join us.	c. Targeting approx. 100 young adults who are not familiar with the movement - to attend our events and express interest to be active and interact with the community.
d. More people will join our activities and events and will	d. Leveraging our presence in communication channels that will demonstrate our views,

<p>choose to live in Hadar or in other communities. Young adults will interact with the community with more awareness to our work and mission and will show interest.</p>	<p>activities, and our members' work via at least: 4 articles, 1 short video presenting our vision and progress. Posting ongoing news on Facebook and 8 newsletters to our partners and alumni. sharing 5 significant stories about main events we led in 2020-2021.</p>
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#### 4. Project activities

Our mission is to invest efforts in the development of young activist communities, as young adults with motivation to join the community in Hadar are becoming a stronger force for creating good deeds, and are spreading out the Jewish values of brotherhood, solidarity and Tikkun Olam. This is our intention, and we hope you will support us to be able to accomplish our goals and activities:

1. Members of the Carmel Community will conduct Jewish ceremonies, Beit Midrash text studies, Shabbat ceremonies, community meetings and holiday celebrations with families, young adults, students, and grownups. They will meet and learn about their Jewish heritage, to strengthen their identity and enrich their knowledge about the Jewish tradition. Naomi Keren, currently training to become a Rabba, from the community will be leading about 20 cultural and social encounters and events every month throughout the year. Additionally, Shabbat Ceremonies will take place every two weeks in "Teveria 15" community center, on the Carmel community building's rooftop and in other venues in Haifa for 10 months. Main events will take place on October, December, April, and May.
2. During the Covid-19 pandemic we managed to adapt our work through zoom app and increased activity for the community's benefit, we intend to continue and offer zoom workshops and lessons to strengthen connections and linkage between community members and the wider public. 4 non-formal networking meetings will take place to get to know new people in the neighborhood, who are not part of our activities with the aim to expose them to it. Suggested initiatives from community members will be collected at the beginning of the year and we will help and guidance in their implementation.
3. We will keep leading our traditional Tikkun Shavuot celebration on the Carmel community rooftop for the entire neighborhood, as we held it in last May, it will be an open event for the public to study together and learn about the holiday as a community, sing together and bond, enjoy live music and some refreshments.
4. We will be present in the municipality's committee meetings around promoting pluralistic Jewish renewal events in Haifa. We will work on becoming more involved and active in decision making regarding young adults in Haifa, for better communication with municipality representatives.

Our staff use a strategic tool called "**The Ecosystem model**": a working framework that will encourage and increase the involvement of the municipality of Haifa and other organizations and neighborhoods, to work together as a larger and stronger community, for its members own betterment as well as for the wider public and to set an example to other communities in Israel.

5. Targeting approx. 100 young adults to be involved in our events through community initiatives and 4 networking seminars. This will be done via social media channels with the support of our PR and marketing staff members.

**5. Time frame-** starting from November 2020 until June 2021- 10 months in total.

**6. Target population:** Community members and other residents from Hadar neighborhood in Haifa and the wider public from Haifa or elsewhere: Adults, students, youth and children, families, the elderly and other guests. Jewish and non-Jewish citizens will be invited to join us. Approx. 300 people will take part in our yearly events, out of which, there are 13 active members in the Carmel community who live together. They will lead most of the community events with coordination and responsibility of main key staff members.

**7. Key staff positions:**

**Neomi Keren-** Rabba in training and head of community events, community relations, and mission driven communities.

**Omer Zonenshine-** Head of the Ecosystem network and development with Haifa city

**Eran Shafir-** Head of the Israeli Jewish Culture Department in Haifa

**Lior Davidi-** VP Resource Development Manager

**8. Board Members:** Benyamin Talmi- former Dean of students at Oranim Academic College, Gil Lin, Hadas Danieli Yalin-CEO of the Kibbutz Movement, Gavri Bargil-Chairman of Oranim Academic College, Eyal Meron, Yifat Koren Zimran.

**9. Evaluation methods:**

-**Summary reports of staff meetings** regarding community events and planning of yearly activities

-**Documenting main events** through photos and videos and sharing impact stories on social media channels and in the news, as well as distributing newsletters and articles.

-**Interviews and personal discussions with community members** to measure impact of events on their lives and examine change of attitudes toward involvement in the community and activism.

-**Personal interviews with other leading representatives** from the municipality and neighborhood, to evaluate the effect and impact of Carmel community on the wider city and citizens.

- **An online questionnaire** will be sent out before and after the implementation of yearly activities to Carmel community members, and to other wider community friends and residents, in order to collect their suggestions for future events and needs within the community life in Hadar. Their answers will be used to report back at the end of the year on the achieved goals and about their personal feeling of success, based on the events that were held, methods used, attendance of people to the events, lessons learnt and general feedback received during the year to come up with conclusions and adapt and improve the project for next year.

**Project Budget - The Carmel Community 2020-2021 (in US \$)**

	<b>% of Full time</b>	<b>Cost (\$US)</b>
<b>Expenses</b>		
<b>Personnel Expenses</b>		
Marketing and Graphic design- (2 staff members)	30%	12,000
Logistics, Facilitation and Guidance- (3 staff members)	40%	16,000
Program Management and Evaluation- (1 staff member)	20%	10,000
Taxes and Benefits		14,000
<b>Total Personnel Expenses</b>		<b>52,000</b>
<b>Non-Personnel Expenses</b>		
Local Community Programming	+/-20 programs	2,000
Production of Holiday Events and Shabbat Ceremonies which will be held in different locations in Haifa	+/- 20 events	5,000
Young Adults Community Seminars and networking events	4 seminars	5,000
<b>Total Non-Personnel Expenses</b>		<b>12,000</b>
<b>Total Expenses</b>		<b>64,000</b>

<b>Income Sources</b>	<b>Status</b>	<b>\$</b>
The Jewish Federation of Chicago	G	8,000
The Jewish Women's Fund of Atlanta	G	10,000
Meyerhoff Family Foundation	G	10,000
The Honey Foundation	G	16,000
Total Income before grant request		44,000
<b>Request from The Gimprich Foundation</b>	<b>R</b>	<b>20,000</b>
<b>Total Income</b>		<b>64,000</b>

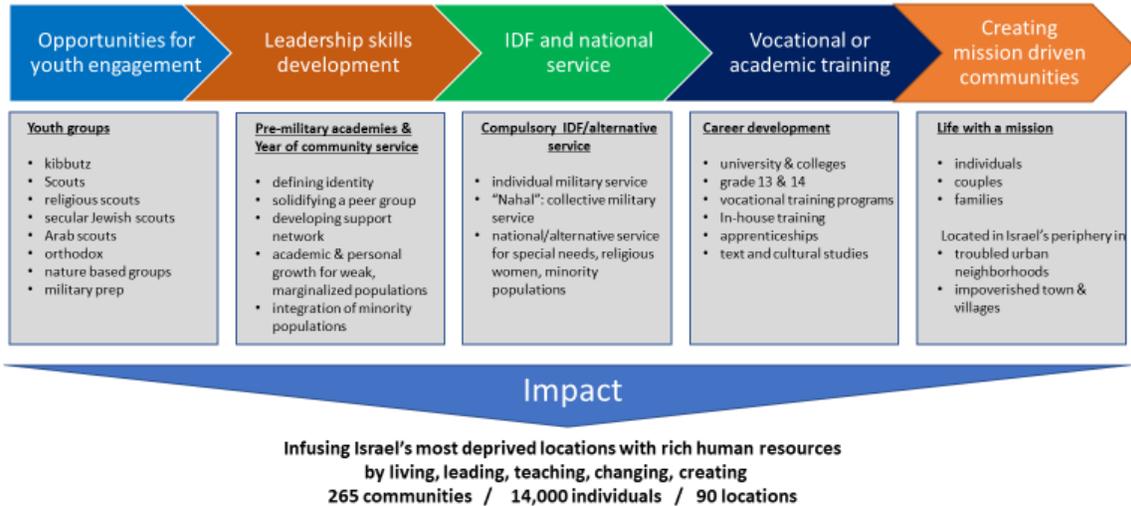
**Hechalutz Movement Organizational Budget 2020-2021 (in US \$)**

<b>Expenses</b>		
<b>Personnel Expenses</b>	<b>% of position</b>	
Lecturers, Facilitators, and guides for tours in full and part time positions	= 14 fulltime positions	517,460
Resource Development	1 full time 100% 1 part time 50%	63,250
Logistics and Administration, Program recruitment	50%	24,900
Human Resource and Finance staff -5 staff members	100%	60,000
Publication, PR, and Marketing- 2 staff members	100% X2 staff members	30,000
Taxes and Benefits		232,390
<b>Total Personnel Expenses</b>		<b>928,000</b>
<b>Non-Personnel Expenses</b>	<b>Notes</b>	
Travel costs and car expenses for staff to programs and events	For logistics and heads of programs.	60,000
Preparation of Educational Materials	Used in programs	11,000
Entrance Fees, Special Events	For 4 events	43,000
Fundraising Expenses	Travel expenses, materials, website	32,000
Room Rental for Conferences and Seminars	8 seminars	16,000
Food and Refreshments for activities and special events	20 events	113,560
<b>Total Non-Personnel Expenses</b>		<b>275,560</b>
<b>Overhead</b>		<b>130,000</b>
<b>Total Organizational Expenses</b>		<b>1,333,560</b>
<b>Income</b>		
<b>Income Sources</b>	<b>Type of Funding</b>	<b>Total</b>
Ministry of Education	Government (G)	220,000
Ministry of Agriculture	Government (G)	120,000
Tuition and Partnerships	Self-Generated and in kind (G)	400,000
Overseas Donors	Private (G) Gimprich (R) Doctoroff (R), Greater MetroWest JF, Charleston JF (G), Honey & Matanel Foundation (G)	93, 560
Israeli Donors	Private foundations & business (G), Hagit & Oren Zeev, Orbotech, Gandy foundation	250,000
Organizational Resources	General Contributions	250,000
<b>Total Income</b>		<b>1,333,560</b>

**My comments on this proposal**  
**The mission driven community model diagram**

**Mission driven communities:**

A unique model for the transformation of community life in Israel



**The Carmel community** of the Hechalutz movement for Common Realization (sounds better in Hebrew) is a mission driven community. The majority of the members of the Carmel community followed the whole path laid out in the diagram above. Our support is requested for their Israeli Judaism/Jewish pluralism activities in Haifa where they reside. Michael and I visited the Carmel community in their residence in the Hadar neighborhood. We met the Rabba in training, Naomi, who is mentioned in this proposal. They are truly pioneers both in their choice of location and in their lifestyle. They live in the only neighborhood in Haifa where I would not walk alone at night. Their presence in cooperation with the municipality through the "Eco-system" model, bringing together diverse populations in one location, is already making positive changes. Hadar is home to the Haifa African refugee community, the largest % of Russian speakers in a major city, a small secluded Hasidic population and many Arab citizens. Hadar has a number of mission driven communities. Carmel is one of the first. These communities' overarching goal is to create community in this fractured location. One of their main tools is Jewish culture. How can this be in a neighborhood where 40% of the population are Arabs? Perhaps the Jewish cultural activities conducted by the mission driven communities have even inspired the Arab population. One of the streets in Hadar, has become a cultural center for the Arab population with venues offering traditional Arab foods, live Arab music and holiday celebrations.

The members of the Carmel mission driven community living in Hadar have created for themselves a lifestyle that is uniquely Jewish and Israeli. As children, youth and young adults the Carmel community members surely attended many programs that were funded by the GFF through organizations like Bina, The Midrasha at Oranim, Tali, the Reform and Conservative movements to mention a few. These programs influenced their upbringing as they moved along the chart above. The GFF has been an integral part of the programs that helped the Carmel member community members become Jewish renewing social pioneers. We should help them spread the mission that we helped them to develop.



**Photos from events and workshops**

Neomi Keren and Omri Gilad, both live in Hadar Neighborhood in Haifa and work at Hechalutz Movement, leading a lesson about community and community activity.





## SUMMARY INFORMATION

**Date:** July 28, 2020

**Name of organization:** Kulna (Fiscal conduit-Biyeroham Tzeirim Biyeruham)

**Address:** 326 Hovevei Zion St, Yeruham

**Contact Person:** Yaniv Yitzhak

**Position:** Co-CEO

**E-mail address:** [Yaniv.Yitshak@gmail.com](mailto:Yaniv.Yitshak@gmail.com) **Web site/Facebook page:** [www.kulna.org.il](http://www.kulna.org.il)

**Telephone:** 972. (0)52.433.7004

**Amuta number:** 580450146

**List all previous applications or grants from the Gimprich Family Foundation:**

Received grant in 2019 - \$20,000

**Date of last evaluation report submitted:** April 2020

**Total estimated organizational budget for 2020 (\$US):** \$572,855

**Name of the proposed project:** Building Organizational Fundraising Capacity

**Total project budget (\$US):** \$102,114

**Amount requested (\$US):** \$20,000 a year for three years = \$60,000

**DESCRIPTION OF THE ORGANIZATION:** (Mission, History and Problem statement)

**Mission:** Kulna's mission is to expose young people, especially those from the geosocial periphery and Mizrahi families, to the values of the rich Jewish heritage from Islamic countries and create a more nuanced and pluralistic Israeli narrative that is a model for changing and repairing Israeli society. Through offering a continuum of quality programs in the desert town of Yeruham for high school graduates, young adults and educators, Kulna encourages social activism, pluralism, exploration of Jewish identity and a more cohesive society. It also encourages young people to settle and build their futures in the Negev and advances the economic, cultural and civic vitality of Yeruham and the entire region.

**History:** The Kulna organization was founded in 2015 by two young men, Kobi Ifrach from Dimona and Yaniv Yitshak from Jerusalem. A research trip to the Jewish community of Marrakesh, Morocco and subsequent meetings with Dr. David Biton, a recognized historian from Yeruham, opened their eyes to the beauty of the texts, traditions, music, history, philosophy, education and culture of Jewish communities from Islamic countries which was missing in the Israeli mainstream narrative.

With the support of Dr. Biton and the Mayor of Yeruham, they established Elul Min HaMizrach. This initiative, the first of its kind in Israel, brought 30 young adults to Yeruham for a month and a half of intensive learning and exploration of Eastern Jewish culture and tradition. Diverse participants from all over Israel delved into questions of collective and individual Jewish identity, challenges of Israeli society, inclusiveness, religious pluralism, interaction between different groups in society, including Jewish and Arab Israelis, and the crafting of a more balanced and open Israeli narrative. A narrative that includes the rich and welcoming heritage of Mizrahi communities who make up some 36% of the Israeli Jewish population.

The success of Elul Min Hamizrach led to the creation of a continuum of programs in Yeruham that serve some 200 young people from all backgrounds and are closing social gaps. Some 60% of program participants are from Mizrahi families in the geosocial periphery who for the first time are able to explore and crystallize their identities, gain confidence and become social activists with the voice of their heritage. For the 2020-21 academic year, the pre-army Mechina will have 50 participants, the Elul MinHamizrach will have 40, Zricha for discharged soldiers will have 40,

Kulna Sapir Academic program will have 45 and Beit Kulna 180. These programs encourage pluralism, openness and social activism and led to the establishment of the Kulna Campus.

With the establishment of the Kulna Learning and Cultural Center, the organization offers a broad range of cultural and educational programs for the wider community, for formal and informal educators and influencers and Israeli teens on Israeli experience programs (Masa Israel and the Tikvah program). These include seminars, workshops, retreats and evenings of music and learning that highlight different Jewish communities such as Morocco, Iraq, Iran, India, Yemen, Ethiopia and Tunisia. Pre-corona, over 800 visitors a year came to the Center. Kulna is now pivoting with online activities during the difficult coronavirus crisis.

Kulna’s rapidly growing alumni network has established the Yeshiva Mizrahit, bi-monthly learning in Yeruham and Jerusalem that explores issues of identity, culture, religion and equality. Kulna sees the Gimprich Family Foundation as an important partner in Kulna’s development and growth. Additional funding partners include: The Mack Ness Fund, Posen Foundation, Matanel Foundation, Ministry of Social Equality, Yeruham Municipality and Ze’erim B’Yeruham. Programmatic partners include: Sapir Academic College, Jewish Agency for Israel and Machon Tavor. Kulna’s fiscal conduit is Ze’erim B’Yeruham (Young People in Yeruham), a recognized non-profit organization in Israel that has registered with, and is awaiting approval from, PEF to receive tax-deductible donations from the United States.

**PROJECT PROPOSAL: Please describe the project for which you seek the foundation’s support by completing the following 9 items on no more than 3 pages:**

1. **Brief Project description** (summary) To date, Kulna’s organizational fundraising capacity has been limited. Fundraising has been driven by Kulna’s co-founders, with no professional resource development person on staff, support team or strategic planning. As such, there is a need to establish an organizational fundraising arm that will include a resource development professional who works in cooperation with the co-founders and campus director to build fundraising capacity and develop an ongoing fundraising plan. This professional will research donor prospects, reach out and cultivate new donors, establish donor stewardship, organize donor visits, develop an organizational fundraising culture and craft a compelling narrative and develop resource development materials and social media in English and Hebrew.

2.	<b>Project goals</b> (vision & long term aims)	<b>3. Project objectives</b> (should measurable & achievable within the grant period)	<b>3. Project objectives</b> (should measurable & achievable within the grant period)
a.	To build Kulna’s fundraising capacity and to create an organizational culture of fundraising and financial management	To hire a part-time resource development professional	To create a donor-centric Kulna narrative, develop resource development and marketing materials in English and Hebrew, including grant proposals, website and short videos for social media

b.	To advance Kulna’s development and drive it’s growth through philanthropic support, alongside fees for services	To research donor/foundation prospects and focus on initial potential funders to reach out and cultivate	To make a connection with ten new foundations per year and to bring three new foundations or individual donors to invest in Kulna each year.
c.	To position Kulna as an innovative organization and inspiring site visit for Jewish organizations and foundations	To create greater awareness about Kulna among Federations, foundations with active representatives in Israel and mission-centric organizations such as Hadassah, WIZO, Keren Hayesod and JNF and encourage on-site visits to Kulna (if coronavirus allows; if not to develop remote means of connecting organizations with Kulna)	To bring 10 groups from overseas to the campus each year with a minimum of 40 people.

**4. Project activities** (the activities that will be used carried out to achieve your goals and objectives)

In order to build Kulna’s fundraising capacity over the next three years, we will hire a part-time, bi-lingual fundraiser who will work in conjunction with a resource development consultant to develop an organized fundraising structure. The fundraiser will create a donor-centric narrative in English and Hebrew, develop resource development collaterals with content and design consistency. These will include two English videos – one informational and one for fundraising – each 2.5 minutes long to be filmed on the Kulna campus and one Hebrew video, same length. An online presence will be created that includes a mini website in English with a landing page and three additional pages, a quarterly e-newsletter in English and Hebrew and a crowdfunding campaign for two specific projects per year.

Working with the consultant, Kulna’s fundraiser will map all of Kulna’s programs and develop a menu of opportunities for giving for each of the programs that can meet the criteria of a wide range of foundations and donors. This will go from major projects with naming opportunities, such as naming the Kulna Campus, to student scholarships for each program to purchasing musical instruments for the Kulna Sapir music majors.

A donor database will be developed on an ongoing basis and a foundation built, with the consultant, for producing LOIs, grant proposals, reports and donor recognition content. The fundraiser will reach out to organizations to bring donor groups to Kulna.

**5. Time frame**

September 2020 – September 2023. Kulna has started working with a resource development consultant and with additional support will be able to develop and implement an organized fundraising and financial plan.

**6. Target population** (number & demographics of populations to be served)

- Individual funders in Israel and the US
- Foundations in Israel and the US
- Individual funders and foundations in Europe
- Jewish organizations in the US that support Israel

**7. Key staff positions** (please list specific names and positions)

- **Yaniv Yitshak, Co-CEO** - Yaniv comes from the world of social and educational enterprise. He was previously the director of the Yeruham Pre-Army Mechina, taught in a Yeruham high school, and was the founding director of the Yeruham Program for Technological Innovation.
- **Kobi Ifrach, Co-CEO** - Kobi is a resident of Dimona, entrepreneur and social activist in the field of settling youth in the periphery. Kobi used to live in Marrakesh, Morocco, where he worked with the Jewish community to develop a communal museum and preserve the city's Jewish institutions and cemeteries.
- **Galia Samin, Campus Director** – Galia has rich experience in running social programs for underserved young people in the periphery. Prior to joining Kulna, Galia was the assistant director of the Alma Mechina for Female Leadership and a social counselor at the Hodayot Youth Village in the Galilee. She holds a degree in Education and Israel Studies from Ben-Gurion University.

**8. Board of directors: Kulna's Advisory Board:**

- Chairman – David Biton – David Biton is a respected educator and social activist, based in Yeruham, who advocates for the equality of Jews from Islamic countries and the integration of their heritage into the wider Israeli narrative.
- Tal Ohana – Mayor of Yeruham – Tal Ohana grew up in Yeruham and was elected mayor of the city in 2018. She is the first woman to serve in this position in the town's history.
- Nir Kedar – VP, Sapir Academic College and Dean of Sapir's College of Law
- Lior Bar - CEO, Ze'erim B'Yeruham – Lior Bar is from Yeruham and has been active in advancing education in the city as a springboard for Yeruham's youth to have equal opportunities in higher education and the workforce.

**9. Evaluation methods:** How will you determine if you are meeting your goals in addition to your objectives? What methods will be employed to measure project success and its impact? (Please note that if funded you will be asked to refer to the evaluation methods, goals and objectives you describe in this proposal in your report at the end of the grant cycle.)

Evaluation will be determined by:

- Number of new donor/foundation prospects researched
- Number of new donors/foundations cultivated
- Number of meetings with prospective donors
- Number of existing donors/foundations sustained
- Increase in the amount of philanthropic funds raised
- Success of crowdfunding campaigns
- Production of resource development and donor-centric marketing materials in English and Hebrew
- In three years Kulna will be more resource development minded, and this will be an important part of its overall organizational development.

### Kulna 2020 Estimated Annual Organizational Budget

Expenditures		
Personnel costs; Please list names and titles	Cost (\$)	% of full time
<b>Management -</b>		
Yaniv Yitshak – Head of Education and Programming	43,680	100%
Kobi Ifrach – Head of Operations and Resource Development	43,680	100%
Consultant	7,400	15%
Galia Samin – Campus Director	31,200	100%
Michal Chacham - Resource Development Director	26,742	50%
<b>Administration</b> Office Manager - Racheli Harush	17,160	100%
<b>Program Staff</b>		
Noam Wachs – Head of the Mechina	31,200	100%
Shai Mamon – Elul Min Hamizrach – Group Leader (2 months)	3,500	100%
Perach Lilach – Elul Min Hamizrach – Group Leader (2 months)	3,500	100%
Ashira Horowitz – Zricha program – Group Leader (6 months)	9,550	100%
Talia Sodri – Zricha Program – Group Leader (6 months)	9,550	100%
Total benefits and taxes	74,709	
<b>Total personnel costs</b>	<b>\$301,871</b>	
<b>Other than personnel services (OTPS) / Program costs (suggested categories)</b>	<b>Cost (\$)</b>	<b>Cost per item/hour</b>
Consultants	5,623	40.16 per hour
Equipment: learning materials, books, musical instruments, sleeping bags for overnight hikes	17,142	
Marketing: online presence, recruitment collaterals,	26,087	
Professional development: workshops, lectures, conf.	4,000	\$40 per hour x 100 hours
Travel	22,480	
Program lecturers	16,160	\$40.4 per hour. 20 lecturers per year
Workshops for program participants	30,038	10 per year per program at an average of \$1,000 per workshop for a total of 200 program participants
Educational field trips	5,252	3 trips a year
Program transportation and buses	24,105	
<b>Total OTPS / Program Costs</b>	<b>\$184,350</b>	

Overhead costs		
Bookkeeping and accounting	3,429	
Telephones and communications	634	
Printing and postage	4,285	
Electricity, water	28,571	
Rent, taxes and utilities	65,143	
Renovations: Dining rooms, office space	22,000	
Maintenance	6,171	
Insurance	5,143	
<b>Total Overhead</b>	<b>\$113,376</b>	
<b>Total Expenditures</b>	<b>\$599,597</b>	

Revenues/Income	Amount (\$)	*Funding type	* *Status
Fees for programs	109,600	Self-generated	C
Government ministries	219,256	Government	C,L
Philanthropy: Posen Foundation, Mack Ness Fund, Matanel Foundation, Gimprich Family Foundation	205,313	Foundation	C,L
Rent from students	65,428	Self-generated	C
<b>Total income</b>	<b>\$599,597</b>		

### Kulna Estimated Project Budget

Expenditures	Cost (\$)	% of full time
Personnel costs; Please list names and titles		
Management		
Kobi Ifrach – Head of Operations and Resource Development	17,382	30%
Yaniv Yitshak – Head of Education and Programming	11,588	20%
Galia Samin - Campus Director	8,914	20%
Michal Chacham - Resource Development Director	26,742	50%
Total benefits and taxes	\$0	
<b>Total personnel costs</b>	<b>64,626</b>	
Other than personnel services (OTPS) / Program costs (suggested categories)	Total Cost \$	Cost per item/hour
Resource Development Consultant (6.5 hours per month x 12 months)	7,088	\$88.6 per hour
English website for donors	3,285	3 ENG webpages \$1095 per webpage
Creating and managing English Facebook page	2,857	

Donor e-newsletter in English and Hebrew – quarterly	3,429	4 each year, \$857.25 per e-newsletter
Crowdfunding campaign	3,285	
Producing four videos – 3 in English, 1 in Hebrew	4,285	4 videos in total. \$1071.25 per video
Writing LOIs and grant proposals in English	2,288	3-4 proposals a year
Buying a subscription to an international donor database	686	One year subscription
Public Relations in English and Hebrew	7,571	
<b>Total OTPS / Program Costs</b>	<b>34,774</b>	

Overhead costs absorbed by Kulna	\$0	
<b>Total Expenditures</b>	<b>99,400</b>	

Revenues/Income	Amount (\$)	*Funding type	* *Status
Self-generated income from program fees	64,626	Self-generated	C
Mack Ness Fund	14,774	Foundation	C
Gimprich Family Foundation	20,000	Foundation	R
<b>Total income</b>	<b>99,400</b>		

The second- and third-year project budgets will be based on the above and modified in accordance with the growth and development of the resource development and fundraising activities.

### **My Comments on this proposal**

**Kulna** (all of us in Arabic) is a unique initiative. It is a campus located in the Negev desert town of Yeruham where young Israelis can explore middle eastern and north African Jewish culture. Kulna targets young Israelis from the same background that it explores but also welcomes young Israelis from all backgrounds. Kulna was established by Mizrahim (Jews from Arab countries) and is located in Yeruham where the vast majority of the residents are themselves Mizrahim. We funded Kulna two years as part of our focus on expanding the communities involved in Jewish pluralism in Israel. The programs at Kulna include a pre-military academy, post army beit midrash and a freshman academic year of studies in cooperation with a recognized academic institution. All of these programs focus on traditional Jewish culture in Islamic countries including liturgical music of Sephardic and other traditions, the history of Jews in Islamic lands, and craftsmanship unique to Jews from these places.

Israel was founded by European Jews. Despite our location in the middle east Israeli Jewish culture is still predominantly European. Close to 40% of Israel's Jewish population are Jews from Arab countries. In the early years of the state large groups of Jews from Arab countries immigrated and were settled in remote locations where many struggled to adjust to the new country due to severe lack of infrastructure in these locations. Perhaps also due disregard or even distend for their cultural connections to the Arab world due to the Arab Israeli conflict.

Kulna's goal is to change the perspective of Israeli society about Mizrahim by being a platform where all Israelis can embrace the rich and beautiful traditions of the Jewish communities from Islamic lands. Some Kulna participants will be exploring the cultures of their parents and grandparents and some will be experiencing Jewish traditions from completely unfamiliar worlds. Both groups of participants will be instilled with pride in these traditions and an understanding of the important role that Mizrahim play in Israeli society.

Kulna would now like us to fund their first effort at fundraising and financial management. They need to build the most basic tools including: donor database software, materials in English (and possibly French), social media platforms and financial management tools. They are completely off the map of traditional philanthropic ventures in Israel. Bus loads bringing missions from north American Jewish federations don't get to Yeruham often. Kulna has a positive and hopeful message about Israeli society that they are eager to share with Israeli and Jewish world donors and supporters. Kulna is looking to us for a three-year grant to get them on the track into the philanthropic community in Israel. The organization has a good internal structure, support from the town of Yeruham, and is attracting serious students. This grant from us will allow Kulna to launch itself into the Israeli and Jewish world donor communities. I would be proud to have us be part of this initiative. However, I think that they can achieve their goals in two years. Within two years of beginning a project to increase philanthropic contributions the organization should have enough new income sources to replace our donation.



**SUMMARY INFORMATION****Date:** August 11, 2020**Name of organization:** Israel Hofsheet**Address:** Bet Hadar Dafna, Shaul HaMelech 39, Tel Aviv**Contact Person:** Uri Keidar**Position:** Executive Director**E-mail address:** Uri@bfree.org.il**Website/Facebook page:** <https://www.facebook.com/IsraelHofsheetBeFreeIsrael>**Telephone:** 972-50-672-8245**Amuta number:** 580512184**List all previous applications or grants from the Gimprich Family Foundation:**

2018 - \$20,000; 2016 - \$8,000; 2013 - \$10,000

**Date of last evaluation report submitted:** December 2019**Total estimated organizational budget for 2020 (\$US):** \$821,855**Name of the proposed project:** Strengthening Religious Freedom at the Local Level**Total project budget (\$US):** \$130,000 per year**Amount requested (\$US):** \$20,000 per year for three years, totalling \$60,000**DESCRIPTION OF THE ORGANIZATION:** (Mission, History and Problem statement)

**Mission:** Israel Hofsheet is the leading Israeli grassroots movement whose mission is promoting freedom of religion and Jewish pluralism in Israel. Israel Hofsheet impacts public perception and participation by mobilizing all those who seek to keep our society diverse, equal, and free. We believe that all forms of Jewish belief and practice are legitimate and should be accepted equally by the State of Israel. We are certain that doing so will enhance Israel's democratic values, which are critical to the success of Israel as a Jewish and democratic state.

**History:** Founded in 2009, Israel Hofsheet was established by a small group of activists who quickly grew the movement into a leader in its field, ensuring public awareness of growing threats to religious freedom, such as gender segregation, inequality for the LGBT community, and increased extremism of the Ultra-Orthodox Rabbinate, all of which alienate Israelis from Jewish practice and identity. Our first program was our public advocacy and social media awareness program, which now reaches over 50,000 Israelis on a daily basis. In 2013 we launched our civic activism training course for young adults, which now train 150 activists each year. In 2015, we incorporated with Havaya – the Center for Israeli Lifecycle Ceremonies to create and conduct Jewish life cycle ceremonies, with a focus on Jewish, egalitarian weddings. In 2018 we launched a new advocacy project focused on advancing religious freedom on the local level by working with elected city council members in strategic locations.

**Problem Statement:** The growing trend of religious extremism in Israel is threatening the democratic fiber of Israeli society. The Ultra-Orthodox Rabbinate controls many aspects of public life in Israel, including marriage, divorce and conversion. In response, Israel Hofsheet trains and educates thousands of Israelis to reclaim their civic power while upholding their Jewish values, giving them tools to ensure that Israel remains a democratic, free, and equal society.

**PROJECT PROPOSAL: Please describe the project for which you seek the foundation’s support by completing the following 9 items on no more than 3 pages:**

**1. Brief Project description** (summary)

This project proposal is for a three- year grant for our project “Strengthening Religious Freedom at the Local Level.” Over the course of the next three years, we will carry out annual activities to promote freedom of religion on the local level. Major activities will include training courses for elected city council members, publishing the Local Religious Freedom Index which ranks Israel’s largest cities on the most pressing issues of religious freedom, and providing ongoing guidance and consulting to city council members on advancing policies that promote religious freedom at the local level. The project will culminate in 2023 with a major social media and grassroots campaign leading up to the 2023 municipal elections, where we will encourage Israelis to take issues of religious freedom into consideration at the polls.

2. <b>Project goals</b> (vision & long term aims)	3. <b>Project objectives</b> (should measurable & achievable within the grant period)
a. To expose local decision-makers to the existing challenges in the field of religion and state and possible solutions and train them to be better advocates for local religious freedom.	a. Each year we will run a policy skills training course for <b>10-12 elected city council officials</b> who are handpicked based on their potential and strategic geographic location.
b. To strengthen the field of advocacy for religious freedom on the local level by providing individual guidance to our course graduates in advancing religious freedom in their cities.	b. Each year we will provide <b>ongoing consulting to 4-5 city council members</b> on specific issues related to their city. Issues will vary depending on the unique needs of each city, and may include public transportation on Shabbat, gender segregation in the public sphere, and cultural activities on Shabbat.
c. To increase the awareness of the general public in Israel to central issues in the relationship between religion and state and religious freedom at the local level.	c. Each year we will produce our annual Local Religious Freedom Index that will be covered in at least <b>20 local and national media sources</b> , including TV, radio, and newspapers, and appearing in English, Hebrew, and Russian.
d. To raise the profile of local issues of religion and state in the 2023 municipal elections.	d. At least <b>70% of Israelis polled</b> will state that issues of religious freedom played an important role in their voting decisions in the 2023 municipal elections.

**4. Project activities** (the activities that will be used carried out to achieve your goals and objectives)

**Policy Skills Training for City Council Members:** City council members are volunteers, many lacking experience in policy work, or with little background in issues related to religious freedom or Jewish pluralism. Each year we will recruit 10-12 city council members who are dedicated to advancing religious freedom to participate in an advanced training course. We will focus on recruiting participants from cities we identify as having potential to make changes on

our issues, and to new leaders with exceptional potential to lead change in their cities. The course will comprise of 5-6 three hour sessions on issues such as local religious councils, reaching out to the Russian-speaking sector, and working with the Haredi community, and practical tools such as social media tools, legal tools, communications strategy, and community building. The training course also includes an intensive overnight seminar.

**Publication of the annual Religious Freedom Index:** Using our proven research methodology, we will rank the 24 largest cities in Israel from “most free” to “least free”. We are producing an Index each year, from the last municipal elections in 2018 until the next elections in 2023 so we can examine changes over time in the field of local religious freedom. The Index looks at issues such as transportation on Shabbat, funding for the LGBT community, funding for pluralistic Jewish education, gender segregation at publicly funded events, cultural activities held on Shabbat, and local religious council.

**Municipal Elections Media and Grassroots Campaign:** Ahead of the 2023 municipal elections, we will launch a media campaign to advance religious freedom on the local level and encourage Israelis to take these issues into consideration at the polls. The media campaign will include viral clips that we produce and disseminate, using local celebrities to attract viewers. We will also produce clips in Russian.

### **5. Time frame**

This proposal is for a three year grant, leading to the next municipal elections scheduled for October 2023. During the coming three years, we will hold a training course each year for 10-12 municipal members. We will also publish our annual Religious Freedom Index. Ahead of the 2023 municipal elections, we will launch a media and grassroots campaign to promote issues of religious freedom on the local level.

### **6. Target population (number & demographics of populations to be served)**

This project targets city council members in major Israeli cities to provide them with tools for advancing religious freedom and pluralism in their cities, as well as the general population that is interested in ensuring a free and democratic State of Israel. We will recruit 10-12 city council members for each annual course. Through our media activity, the project will reach thousands of Israelis.

### **7. Key staff positions (please list specific names and positions)**

**Uri Keidar, Executive Director:** Uri Keidar has served in this role for three years. Prior to this role, he spent over seven years in leading positions in civil society organizations and politics, both in elected and professional positions. Uri earned his BA in political science and communications from Ben Gurion University of the Negev, where he served as the elected Chairperson of the Student Union.

**Shaked Hasson, Director of Public Advocacy:** Shaked Hasson is a political activist with a background in film and television production. She most recently served as the parliamentary assistant for MK Merav Michaeli (Labor), who at the time was the Labor Party Chairperson. Shaked also served as the chairperson of the young leadership committee for the Labor Party in

Tel Aviv. Shaked served in the IDF in Karkal, the first women's combat unit. Shaked is currently pursuing a BA in political science and international affairs at the Open University.

**8. Board of directors** (please list the names and titles of your board members)

Name	Position
Shay Even	Board member, former chair
Idit Diamant	Board member and authorized signatory
Vadim Blumen	Board member
Rina Bar-Tal	Board member
Yuval Karniel	Board member
Eran Baruch	Board member, Director of Bina
Rachel Bracha	Board member
Gil Lin	Board member
Amit Stiva	Board member
Alon Piltz	Board member and authorized signatory
Viviana Wolfson	Board member
Ofer Cornfeld	Board chair, founding board chair of Havaya
Nati Hasson	Inspection committee
Ud Doron	Inspection committee

**9. Evaluation methods:** How will you determine if you are meeting your goals in addition to your objectives? What methods will be employed to measure project success and its impact? Several of our key staff members have participated recently in professional development courses on measurement and evaluation for social change organizations. We also received a dedicated grant for this work from the UJA Federation of New York that enabled us to bring in external experts to provide training on evaluation and measurement to staff members. We will monitor our success through the following measures:

- General and election polling on issues of religion and state.
- Media coverage of the project itself and issues related to religion and state in general.
- Facebook and Google analytics.
- Questionnaires from training course participants that reflect the impact of the course.
- Statements by elected officials and key public figures about relevant issues.
- Changes in policies regarding religion and state issues at the local level.
- Level of cooperation between Israel Hofsheet and city council members in major cities.

**ESTIMATED ANNUAL ORGANIZATIONAL BUDGET**

<b>Expenditures</b>		
<b>Personnel costs; Please list names and titles</b>	<b>Cost (\$)</b>	<b>% of full time</b>
Management (Uri Keidar, Executive Director)	\$48,662	100%
Operations Manager (Shira Eidlin)	\$31,280	100%
Director of Development (Mindy Goldberg)	\$30,661	75%
Director of Public Advocacy Department (Shaked Hasson)	\$35,294	100%
Director of Center for Training and New Initiatives (Adi Tal Cohen)	\$38,339	80%
Director of Havaya - Israeli Center for Lifecycle Events (Inbar Oren)	\$34,853	100%
Director of Russian-speaking Outreach (Kayta Kupchik)	\$27,971	80%
Coordinator of Havaya Customer Relations (Iris Rashap)	\$25,944	100%
Total benefits and taxes	\$91,001	
<b>Total personnel costs</b>	<b>\$364,004</b>	

<b>Program costs</b>	<b>Total Cost \$</b>	<b>Details</b>
Public Advocacy Department	\$102,265	3 major social media campaigns
Center for Training and New Initiatives	\$120,764	4 training courses for 100 activists
Havaya - Israeli Center for Lifecycle Events	\$172,764	400 weddings and 12 lectures
Professional development	\$4,559	Two day staff training seminar
Travel	\$735	Local travel for staff
<b>Total OTPS / Program Costs</b>	<b>\$401,087</b>	

<b>Overhead costs</b>		
Bookkeeping and accounting	\$19,589	
Rent, taxes, utilities, and office supplies	\$37,175	
Total Overhead	\$56,764	
<b>Total Expenditures</b>	<b>\$821,855</b>	

<b>Revenues/Income</b>	<b>Amount (\$)</b>	<b>Funding type</b>	<b>Status</b>
Philanthropy*	\$584,500	Details below	C
Earned Income	\$155,000	Income from Havaya weddings	C
Israeli Fundraising	\$82,355	Small donors, corporate donors, board member donations	C
<b>Total income</b>	<b>\$821,855</b>		

\*Major donors of \$20,000 or more: UJA Federation of New York, the Jewish Federation of Greater MetroWest, Jewish Federation of Greater LA, Charles and Lynn Schusterman Family Foundation, New Israel Fund, Friedrich Naumann Foundation, Jewish Federation of Greater Washington, Meyerhoff Charitable Funds, Greenspan Family Foundation.

**ESTIMATED ANNUAL PROJECT BUDGET\***

<b>Expenditures</b>		
<b>Personnel costs</b>	<b>Cost (\$)</b>	<b>% of full time</b>
Management (Uri Keidar, Executive Director)	\$14,599	30% of full time position
Director of Public Advocacy (Shaked Hasson)	\$17,647	50% of full time position
Operations Manager (Shira Eidlin)	\$9,385	30% of full time position
Director of Development (Mindy Goldberg)	\$9,198	30% of full time position
Total benefits and taxes	\$16,878	
<b>Total personnel costs</b>	<b>\$67,707</b>	

<b>Program costs</b>	<b>Total Cost \$</b>	<b>Details</b>
Consultants - Online media	\$15,000	\$125*10 hours/month*12 months
Consultants - Research	\$12,000	\$100/hour*120 hours
PR and paid media	\$10,000	Social media clips, paid FB advertising
Training workshop	\$15,000	5 sessions and an overnight seminar
Travel	\$1,000	For staff and participants
<b>Total Program Costs</b>	<b>\$53,000</b>	

<b>Overhead costs</b>		
Rent, taxes and utilities (including electricity, water, communications, maintenance, printing, office supplies)	\$9,294	25% of organizational total
<b>Total Overhead</b>	<b>\$9,294</b>	
<b>Total Expenditures</b>	<b>\$130,000</b>	

<b>Revenues/Income</b>	<b>Amount (\$)</b>	<b>Funding type</b>	<b>Status</b>
UJA Federation of New York	\$60,000	Federation	C
Jewish Federation of Greater MetroWest	\$40,000	Federation	C
Jewish Federation of Greater Chicago	\$10,000	Federation	C
Gimprich Family Foundation	\$20,000	Foundation	R
<b>Total income</b>	<b>\$130,000</b>		

\*This project is part of the Public Advocacy Department, as listed in the organizational budget.

### **My Comments on this proposal**

As you are all aware, the political system in Israel often allows for the Orthodox Jewish political parties to have more than their share of political power thus creating this situation where a small percentage of the population (~20% of the Jewish citizens of Israel maintain an Orthodox lifestyle) can dictate many aspects of the majority's life including how to marry, how to be buried, and how public space will be used on Sabbath. As the leader of the movement in Israel to stop Jewish religious coercion Yisrael Chofsheet is spearheading the battle over the Jewish character of the state of Israel. It's director, Uri Keidar, is a seasoned social activist, a natural leader and a strategic thinker. Uri has been the director of the organization for three years and has established Yisrael Chofsheet as the address for opposing religious coercion. Yisrael Chofsheet initiates cooperation and coalitions with many other non-profit organizations advancing religious freedom and opposing the rabbinical monopoly, many of whom are also Gimprich grantees like Itim, Panim and Neemani Torah. Yisrael Chofsheet is a one stop shop for many issues concerning freedom of religion and state control over what it means to be a Jew in Israel.

Here is what they do:

- Teach volunteers to monitor and advocate with local and national government officials, and to organize communities around issues of religion and state. Twice funded by GFF, courses meet weekly in over ten locations around the country and train about 150 participants annually.
- Provide support, public exposure and legal advice to Israelis who are discriminated against by religious authorities. As an example, someone who was wrongly accused of breaking laws concerning kashrut in his supermarket job and was subsequently fired knew that Yisrael Chofsheet champions these causes and contacted them to share his predicament. Since, the defendant has been provided with excellent free legal aid, help in obtaining media exposure of his case, and emotional support.
- Match couples with Rabbis and ceremony leaders from all Jewish movements wishing to have a Jewish wedding who are unable or do not wish to marry under the auspices of the Rabbinical authority. Often these connections do not end with the wedding ceremony but rather are the beginning of these couples' journey into their Jewish identity. GFF supported a special effort to reach out to Russian couples seeking a non-rabbinic Jewish wedding.
- Monitor and call public attention to all aspects of religious freedom both locally and nationally such as use of public funding and public space, laws regarding shabbat observance and issues of personal status.

Since effecting change about religion and state at the national level is often impossible Yisrael Chofsheet has built a project focusing on religious freedom at the local level. They are seeking our support for this project and want a three- year grant. This is a timely request as municipal elections will be held in exactly three years. The aim of the project is to put religious freedom on the agenda of the next municipal elections by holding accountable mayors and local officials on this issue. Here is a link to their religious freedom index, an important aspect of the project that monitors and publicizes the level of religious freedom in locations around the country: <https://madad.israelhofsheets.org.il/english-about>.

I highly recommend funding this very timely project.



**SUMMARY INFORMATION****Date:** August 5, 2020**Name of organization:** Jewish Pluralism Watch (JPW) of the Masorti Movement. Donations can be made to this project through our fiscal sponsor: The Masorti Foundation for Conservative Judaism in Israel; 3080 Broadway, New York, NY 10027.**Address:** 98 Derech Hevron, POB 7559, Jerusalem 9107402, Israel**Contact Person:** Nerya Knafo **Position:** Director, Jewish Pluralism Watch**E-mail address:** [jpw@masorti.org.il](mailto:jpw@masorti.org.il) **Web site:** <https://mishmar.org.il/?lang=en/>**Facebook page:** <https://www.facebook.com/almishmarhaknesset/>**Other media platforms:** Twitter: [twitter.com/al\\_mishmar](https://twitter.com/al_mishmar); Weekly newsletter in English and Hebrew; Webinars; YouTube.**Office Telephone:** 02 565-8013 **Mobile telephone:** 050- 977-5323 **Amuta number:** 580132454**List all previous grants from Gimprich Family Foundation:** 2012: \$10,000 Jewish Pluralistic Activism project (the JPW civil tracking institute was established following the success of this project); 2017: \$15,000 "Monitoring Matters" project; 2019: \$20,000 "New Target Audiences.**Date of last evaluation report submitted:** May 2019**Total estimated organizational budget for 2020 (\$US):** \$195,000**Name of the project:** Jewish Pluralism Watch Civil Tracking Institute on Religion and State**Total project budget (\$US):** \$195,000**Amount requested (\$US):** 20,000 X 3 years for general support

**DESCRIPTION OF THE ORGANIZATION:** As the only civil tracking organization that provides in-depth, ongoing monitoring of state and religion issues in the Knesset, Jewish Pluralism Watch (JPW) is in a key position to make a difference in Israeli society. JPW is affiliated with the Masorti (Conservative) Movement which is a leading force in promoting pluralistic, democratic Zionism in the framework of an egalitarian approach to traditional Judaism. From a non-partisan position, JPW's Monitoring Department continually tracks and publicizes all Knesset Members' votes, views and actions on matters of state and religion. JPW's Education and Activism Department offers framing of state and religion issues for a variety of target populations from the belief that a more informed electorate about pluralistic Judaism and religious freedom will, in turn, put more like-minded public officials in positions to reduce the coercive effect of religion and state. JPW activities began in 2013 and are well-known in the Knesset and the media. Educational activities relate to the historical background of issues of status quo; fundamental challenges; opportunities; obstacles; key players in Israeli society; religious streams; viewpoints and strategies; how these issues influence and interact with other areas of civil society; the significance of Israel's relationship with Jewish communities worldwide and their role in the State of Israel. In addition, we train social activists in the use of operative tools for influencing policy change in issues of state and religion and promoting Jewish pluralism. *Mission:* To ensure a democratic Israel, in which the rights of all Jews to practice Judaism as they choose are protected, and to guarantee equal recognition and support by the government of non-orthodox, Jewish life.

*Problem statement:* An immense amount of ignorance exists regarding issues of religion and state and their impact on everyday life both in the Israeli public and in the Knesset. In Israeli civil society, there exists an acute lack of awareness and of tools for social activism regarding matters of religion and state and the ability to promote Jewish pluralism. Without awareness and essential activism tools, the public does not actively generate pressure on elected officials. In addition, many

bills and agreements regarding state and religion issues are crafted behind closed doors in the Knesset which results in an ongoing lack of transparency and accountability. The consequence of this is that when a bill is presented and voted on, many MKs are not aware of what they are voting for and in this way, democracy is manipulated and policies are formulated that have a negative effect on Jewish pluralism. Better informed MKs can promote a more pluralistic and clear agenda in the area of religion and state, and will understand the need for transparency and accountability.

## **PROJECT PROPOSAL**

**1. Brief project description:** JPW has established its reputation as a high-quality monitoring and education institute on issues of religion and state and is committed to serving Israeli democracy and Jewish pluralism by gathering and disseminating information to the public and to MKs. A healthy democracy is contingent upon accountability and transparency of its elected officials. To this end, the voting public is in need of an effective tool to track elected officials' stances and votes in order to stay current on issues that affect their everyday lives and to acquire methods and techniques in social activism in the struggle for a more pluralistic and democratic Israeli society.

JPW's Education & Activism Department provides seminars to young leadership frameworks (*mechinot*-pre-army gap year programs; *shnat sherut*-pre-army Year of Volunteer Service), the public at-large and delegations from Israel and overseas. Disseminated information gathered from our monitoring activities and educational seminars nurture the public discourse necessary to bring about changes in policy. For example, following the Norwegian law that allows government ministers to resign and new MKs to take their place, JPW Knesset Desk Coordinator researched MKs before taking office and wrote a brief on them with regard to matters of religion and state. One of them was Rabbi Baruch Gazhei (*Shas*). In teachings of his from the past, he expressed himself in a misogynist and racist manner. Our publicity along with that of the leading television Channel 12, led to a lively public discourse that resulted in his resignation before taking office.

No less important is information-sharing on important religion and state issues to MKs and Ministers. JPW staff attends all Knesset committee meetings on religion and state routinely monitoring all bills, statements and votes, and more recently, also government decisions and state budgets. We prepare background papers and in-depth documents explaining proposed bills, their history and possible implications. We then distribute these documents to key MKs. Nurturing relationships and providing critical information to MKs from both the coalition and the opposition assists JPW in promoting Jewish pluralism and religious freedom. For instance, upon the inauguration of the Knesset a year ago, we worked with MKs and members of *Yisrael Beiteinu* on issues of religion and state, especially with MK Eli Avidar from the *Yisrael Beiteinu* party. Responding to his question regarding which subject to focus on, we suggested the LGBTQ community – a subject that had met with total disregard from the *Yisrael Beiteinu* party. Following receipt of information from JPW, he joined the Jerusalem Pride Parade and released important statements of support for the issue. Thanks to his move, the entire party rallied around the issue and seven additional votes joined in supporting the LGBTQ community – seven votes that did not exist before our contact with MK Avidar.

A new addition, JPW's Arabic Desk, was established to monitor statements, votes, bills and various issues relating to religious freedom in the Arabic-speaking population in Israel - both Muslim and Christian. In addition, we are constantly working to strengthen our ties with the family of Jewish pluralism organizations such as *Yisrael Hofsheet*, *Neamani Torah Ve'Avoda*, the Reform Movement and *Panim*. In particular, our work with *Panim* concerns the creation of a common

political strategy and segmenting the various data pertaining to government ministries and other government institutions. In our joint work, we seek to create critical change within the government that will result in increasing budgets, changing regulations and continuous joint work relating to religious pluralism.

2. <b>Project goals</b>	3. <b>Project objectives</b>
a. To ensure an Israeli democracy that will safeguard the future of Jewish pluralism and the Jewish People	a. 10,000 followers on social media will share & disseminate our materials with their immediate circles of influence to create a better-informed & active civil society
b. To continually track and publicize all Knesset Members' votes, views and actions on matters of religion and state	b. To effectively distribute 70 analyses of bills; daily website updates of collected data from monitoring activities in the Knesset surrounding the legislative process in the state and religion arena
c. To provide educational and social activism opportunities regarding religious freedom for young adults and the general public	c. Through research activities in the Knesset, investing in the widespread use of the media, producing materials analyzing bills, Supreme Court rulings on issues of religion and state, JPW will train 80 local and overseas groups in social activism while imparting educational content
d. To provide a reliable and up-to-date source of information for Members of Knesset with regard to state and religion matters	d. To develop 35 background papers on matters of religion and state. As these issues become more 'profitable', MKs from all parties will use their knowledge to create a clear agenda based on JPW background papers & meetings with staff

#### 4. **Project activities**

- JPW will carry out 80 tailor-made workshops (workshops vary from 1.5 hours; 3 hours; 5 hours and 7 hours to 2-5 days) in Hebrew in *mechinot*, schools, colleges and universities, and in English for groups from abroad (virtually and in-person). Seminars will be conducted by JPW professional staff and experts in the field and participants will have a better understanding of religion and state issues in Israel as a result of their participation (zoom activities: <http://www.masorti.org.il/uploads/editor/files/1593436808.pdf>)
- Prepare and distribute weekly newsletters (Hebrew: 8,000 recipients/English: 650 recipients) updating public, non-orthodox & orthodox rabbis, sister pluralism organizations, journalists, overseas leadership groups on Knesset committee activities and MK voting records and statements
- Prepare and distribute two summary reports a year to our entire mailing list, MKs, parliamentary aides, journalists, civil society organizations, on Knesset activity related to state and religion; analyses of bills, Supreme Court rulings and core issues
- Increase our social media presence to communicate more effectively with Israeli public by distributing content-related materials; producing short informational videos; upgrading graphics; online updates; Facebook campaigns and live broadcasts on Facebook
- Maintaining our website in Hebrew/English as a sophisticated search engine in matters of religion and state including updated MKs' personal pages on: *Stances and Worldview*—MK's

primary approach to essential issues pertaining to democracy and religious freedom; *Initiatives and Bills*—Tracking legislative proposals initiated by MK in areas affecting the relationship between religion and state; *Votes*—A clear, comprehensive display of votes when relevant bills have made it as far as the Knesset floor; *Communication*—Select key statements regarding religious freedom from print media, online sources, or social media; *Parliamentary Activity*—MK's daily political work, including speeches before the plenary, points of order, parliamentary inquiries and official protocols from committee hearings; *Analysis and Commentary*—An explanation of MK's activity, including implications of bills introduced or supported

- Knesset Study Tours including meetings with parliament aides, a Knesset tour, meetings with at least 50 MKs and a summary session (will take place in small groups or virtually)
- Develop and produce educational materials for the voting-age public and MKs with the guidance of professional educators and lawmakers. Our impact: A background paper on Women in Key Positions in Religious Services Institutions was posted on the JPW website and used by MKs during Advancement of the Status of Women Committee meetings to promote the role of women in religion and state institutions; A number of MKs from centrist parties adopted a proposal that we formulated at JPW regarding religion and state issues; A Chairman of a Committee in the Knesset adopted a list of issues for holding discussions in the Committee following our meeting with him in which he received a document that we prepared containing crucial information
- Distribution of JPW's *Knesset Member's Guide to Religion and State* which provides professional tools to the MK staff - political, parliamentary and media advisors - to promote Jewish pluralism: [A Guide to Issues of State and Religion for Parliamentary Staff](#) (in Hebrew).
- JPW staff are physically present in all Knesset committee meetings related to state and religion – approximately 60 such meetings per Knesset session
- Continuous tracking of Knesset channel broadcasts, plenary discussions, the national legislative database and proposed bills website
- Collect and organize all queries on issues of state and religion that MKs submit to government Ministers. Following up on solutions proposed by relevant Ministers. Work with MKs includes personal meetings; work on promotion of relevant bills; promotion of committee work; community relationship building; conducting lectures and work with background papers. JPW's ability to work with MKs from political parties across the spectrum is an indication of trust, integrity and reliability that MKs put in JPW's information sharing and professional staff capabilities.
- Update 25 civil society organizations when a discussion on matters related to their activities is taking place, inviting them to attend these Knesset meetings. For instance, sister organizations reported that they used one of our policy papers for discussion in the Education Committee on the subject of Jewish pluralism in the state education system

**5. Time frame: Jan.-Dec. 2021:** Ongoing monitoring activities in the Knesset. JPW researchers attend all committees on issues of religion and state and update website. JPW newsletter in English/Hebrew report these activities; At least three of the following educational programs will be conducted each month\*\*: JPW Knesset study days; tailor-made workshops nationwide; panels; face-to-face meetings with MKs; trainings accessing information on JPW website; activism training as a tool in raising state and religion issues at public events vis-a-vis elected public officials; Publication of background papers on issues of religion and state that are on Knesset agenda; meetings with new MKs; website development; content-oriented media exposure; Measurement and evaluation of all activities by distribution and analysis of participant

questionnaires; **July-Nov. 2021:** Market educational programming to pre-army frameworks, student programs, Orthodox preparatory schools, Universities and activist training courses throughout Israel; Writing Knesset summary report; marketing educational department activities for Knesset Winter Session; **Oct. 2020 and Oct. 2021:** Analysis of evaluation data collected throughout the year. \*\*These activities are orchestrated in line with Ministry of Health/Education guidelines regarding COVID-19. When in-person meetings are not possible, these activities take place virtually.

6. **Target population:** This project targets several different populations: The public at-large; young adults in pre-army frameworks; activism programs; students; pluralism organizations; Knesset Members, Knesset Aides, elected public officials, academicians, political analysts and journalists. We estimate that the potential impact of our activities will affect a much larger circle of Israeli citizens throughout the country. Social media activities and exposure in the English and Hebrew press will also allow us to reach a much broader population of the Israeli public. Approximately 100,000 people throughout Israel will be directly affected by JPW activities.

7. **Key staff positions:** Nerya Knafo, JPW Director; Devora Greenberg, Education and Activism Department Coordinator; Adi Saada, Knesset Desk Coordinator; Knesset Desk Researcher (TBA).

8. **Board of Directors:** Sophie Fellman-Rafalovitz, Chair; Mikie Goldstein, President, Rabbinical Assembly; Itai Baker, Youth & Leadership Chair; Ofer David, Finance Committee Chair; Aviva Freedberg, Education Committee Chair; Amit Dar, Deputy Chair; Rabbi Jeff Cymet, Aliyah & Absorption Committee Chair; Yoel Carmel, Kehilla Chairperson's Forum; Moritz Kleinman, Kehillot Development Committee; Irit Zmura, Treasurer; Ariana Levitsky, Initiatives & Response Committee Chair; Mariano Patisinsky, Audit Committee.

9. **Evaluation methods:** In the framework of JPW's operations, we measure and evaluate our activities and examine ourselves: Do our activities have a measurable effect? To this end, through internal, ongoing data collection carried out by our professional staff and with the assistance of external evaluation consultant Yuval Piurko, we have gathered the necessary information to present these evaluation results. We are in the process of preparing an evaluation document that will gauge our relative success in reaching our goals this past year. Although such a document cannot replace a full-scale scientific evaluation, through the presentation of reliable statistics, we will be able to measure our ability to bring about the change that we seek. Yuval works with our staff on writing professional evaluation forms to help us understand the learning processes and changes in attitudes, along with the impact of JPW activities on our target populations.

\*Only one budget is presented below as we are requesting general support for the Jewish Pluralism Watch Institute. A three-year grant is particularly critical to our success in the current political climate and world pandemic. Our ability to feel secure that we are able to commit to the long-term work of building relationships with young leadership frameworks, MKs and overseas groups is very dependent on our ability to procure our budget. The Gimprich Family Foundation is devoted to Jewish pluralism and your support will help us attract other funders in this arena. We are aware of your partnership with *Panim* with whom we work in close coordination, and JPW's monitoring activities are critical to our mutual success. We are witness to the progress that we have made in the field of Jewish pluralism and religious freedom due to our work over the past several years in the Knesset and in the public, and we are most grateful to the Gimprich Family Foundation for your support in these efforts to ensure an egalitarian, democratic and pluralistic Jewish state.

**ESTIMATED ORGANIZATIONAL BUDGET - Jewish Pluralism Watch (2020)**

<b>EXPENDITURES</b>			
<b>Personnel costs</b>	<b>Cost (\$)</b>	<b>% of full time</b>	
Nerya Knafo, JPW Director	35,820	100	
Devora Greenberg, Education Coordinator	16,653	50	
Adi Saada, Knesset Desk Coordinator	11,279	50	
Knesset Desk Researcher (TBA)	4,656	hourly	
Director of Strategic Partnerships	8,830	25	
Total benefits and taxes	26,382		
<b>Total personnel costs</b>	<b>103,620</b>		
<b>Other than personnel costs</b>	<b>Total Cost \$</b>	<b>Cost per item/hour</b>	
Content development	8,232	Educational material development; Weekly newsletters; 2- year end Knesset reports; 35 background papers yearly	
Lectures, workshops and seminars	19,199	6 programs per month	
Marketing	5,634	Printing activism materials; PR & ongoing press relations; marketing educational activities (virtual/in-person)	
Printing educational materials	1,521	Writing, designing and printing content	
Social media, on-line activities, website	19,200	Weekly average updates on website: 20; weekly average updates on twitter: 14; 8 Facebook posts per week	
Public relations	16,500	Publishing data surrounding the legislative process; media exposure	
Evaluation	5,000	External evaluation/data analysis	
<b>Total OTPS / Program Costs</b>	<b>75,286</b>		
<b>Overhead costs</b>			
Bookkeeping and accounting	7,597		
Telephones and communications	1,130		
Printing and postage	1,677		
Electricity, water	2,158		
Rent, taxes and utilities	2,505		
Maintenance	1,027		
<b>Total Overhead</b>	<b>16,094</b>		
<b>TOTAL EXPENDITURES</b>	<b>195,000</b>		
<b>Revenues/Income</b>	<b>Amount (\$)</b>	<b>*Funding type</b>	<b>Status</b>
Masorti Foundation	57,250		L
New Israel Fund	45,000		C
UJA Federation of New York	35,000	Federation	C
Schusterman Family Foundation	30,000	Foundation	R
Self-generated income	7,750	Self-generated	L
Funding requested from the Gimprich Family Foundation*	20,000		L
<b>TOTAL INCOME</b>	<b>195,000</b>		

### **My comments on this proposal**

What began as a project of the Israeli Masorti movement (Israeli branch of Conservative Judaism) has become a pillar of the Israeli Judaism movement and of the struggle for religious pluralism in Israel. The Jewish Pluralism Watch was initiated in 2013 partially with a GFF grant. We have been following this organization's progress since, both through additional funding and by observing the vital services and information that the Jewish Pluralism Watch provides to many of our grantees working in the area of Israeli Judaism/Jewish pluralism. They are truly a unique organization, providing in depth information about all legislative activity related to state and religion, the Jewish character of the state, and political and funding ramifications of Knesset activity in these fields.

The main activity of the Jewish Pluralism Watch is attending, observing, recording and publishing outcomes of Knesset activities relating to Jewish pluralism and religious freedom in Israel. Their findings are posted every week on several social media platforms and are sent directly to individuals and organizations that have subscribed to the project. Several times every week the JPW attend meetings in the Knesset and have individual meetings with Knesset members. The main objective of JPW's work is to educate Israeli citizens about issues of religion and state and to be a resource for other non-profit organizations working in this field about Knesset activities. In addition to the weekly publications, the JPW holds meetings and tours for groups of Israelis and visitors from abroad to educate them about Jewish pluralism and religious freedom in Israel.

A byproduct of the JPW presence in the Knesset is the effect that they are having on government ministers and Knesset members. The relationship between the state of Israel and Judaism is complicated and controversial and can lead to extremely heated debates among lawmakers from different political parties. The presence of an outsider attending a meeting in order to report on it to the public changes behavior among participants and often encourages a more diplomatic approach to conflicts. Likewise, Knesset members have come to see the JPW as a resource with whom they can consult regarding issues of religious pluralism and religious freedom. This has allowed Knesset to make more informed decisions on related legislative and funding opportunities.

Two years ago, we funded this project for their outreach to new audiences. We offered them to reapply for funding after one year if the project was successful. The project was successful reaching a variety of non-traditional audiences including modern orthodox youth and Mizrahi Israelis. They did not reapply because the Knesset was in such a state of flux with three elections in 18 months that there was not a lot of Knesset to watch. Currently, despite the complex political situation in Israel, there is actually a window of opportunity for obtaining government funding and for changing harmful legislation blocking Jewish pluralism. The Blue and White party headed by Benny Gantz have Knesset members and ministers in key positions effecting Jewish pluralism such as the Ministry of Culture. Funding JPW for the three- year grant that they request will allow them the stability needed to make a long- term plan for effecting government and public change in the arena of Jewish pluralism. In addition to the current timely make up of the government, our grant to JPW will allow them to develop a strategy with Panim who we just funded for a project to increase government support of Jewish pluralism organizations. Supporting both of these organizations at the same time will greatly multiple the impact of each individual grant by partnering in their work with the government. I highly recommend supports this timely initiative.



**Micro-grants COVID 19 Israeli Judaism initiative**

Since the beginning of the pandemic the Israel Funders Forum (IFF) has coordinated multiple emergency joint funding efforts focusing on providing for the basic needs (food, PPE etc) created by the pandemic. The IFF coordinates a number of sub-committees on specific interests of foundations. We are members of the sub-committee on Israeli Judaism (Jewish pluralism). There are 25 members of the sub-committee including foundations, federations and some individuals.

The sub-committee on Israeli Judaism of the IFF is now coordinating a micro-grants initiative for Covid 19 induced initiatives in the field of Israeli Judaism. The needs include for instance ramping up abilities and equipment for on-line or socially distanced learning-beit midrash, learning how to conduct community based Jewish cultural activities that have replaced large events and have brought together neighbors who might otherwise not have shared experiences. This started with small Purim celebrations in apartment buildings and streets, continued to joint seders on the street and is blossoming new ideas for the current fall holidays. The GFF has chosen through electronic vote to participate in the initiative with a donation of \$10,000.

This initiative allows us to:

1. Spread the word among "our" organizations to apply for support for relevant projects.
2. Be part of the group of leaders in Israeli Judaism, our overriding main interest.
3. Discover new and interesting initiatives that are fulfilling our vision and mission.
4. Help build the capacity of really new and grassroots initiatives, also a role that we often play.
4. Opportunity for low cost investment in Jewish cultural startups that may be successful in guiding this field as new practices develop due to COVID-19.

Grants ranging from \$1,000 to \$10,000 will be made in October. The initiative will be conducted through a joint website with one application form. Each participating funding body will choose freely which applicants it wishes to support however the initiate will provide a chance in "real time" for collaboration between likeminded funders. The website and all other related information about the initiative will include all of the funder's logos.

Participating foundations and federations include: The GFF, The NYJF, the Sapir Institute, The Honey Foundation, The Genesis Foundation and the Steinmetz family Foundation. The current fund stands at \$80,000. When we meet on October 25 there will be an update on the use of these funds.

