

American Jewish
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Committee



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BUILDING ISRAEL'S FUTURE NOW

A Paper Outlining a Core Jewish Priority



Submitted to the Jewish Federations of North America
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EXECUTIVE SUMMARY

Last summer, thousands of middle-class Israelis demanded social justice. They protested Israel's soaring cost of living and staggering inequalities. **They demanded a better Israel.**

The government appointed the blue-ribbon Trajtenberg Commission, which recommended improving access to social and educational services and increasing employment and higher education for those who have not been a part of Israel's success.

The Commission also highlighted JDC's unique expertise in building a more equitable Israel. Federation Core dollars have made this possible—and this year, more than ever, are essential to creating groundbreaking solutions for Israel's neediest people.

Together we create opportunities:

1. EVERY ISRAELI DESERVES EQUAL JOB OPPORTUNITY.

For Israel to truly thrive, we need to get Israelis working again.

In 2012 JDC will focus on ensuring the career advancement of chronically unemployed Israelis and helping more people gain the skills they need to be financially independent.

2. EVERY ISRAELI CHILD DESERVES A CHANCE TO GROW UP SECURE AND STRONG.

Every child we help today becomes an adult who is part of Israel's success tomorrow.

In 2012 JDC will pursue new directions to help children and youth, including an increased focus on families and on adjusting social services for young Israelis facing especially challenging obstacles to breaking the cycle of poverty and cultural isolation.

3. EVERY ELDERLY OR DISABLED ISRAELI DESERVES TO LIVE INDEPENDENTLY.

Honoring the dignity of the society's most vulnerable citizens is an imperative for the State of Israel.

In 2012 JDC will focus on providing critical help for Holocaust survivors and adapting 21st-century technology to improve the quality of life of Israel's elderly. Work with the disabled will include empowering parents with disabilities and creating more independent-living supportive services.

Your Federation Core funding enables JDC to maximize its impact on Israelis and Israeli society by leveraging funds from the national and local governments, Israeli philanthropists, NGOs, and other donors.

JDC must secure at least \$8.3 million from unrestricted funds and Select Core Priority commitments to develop innovative solutions that will create a stronger, better future for Israel.

BUILDING ISRAEL'S FUTURE NOW

Issues brought to the public's attention this summer affect the weakest strata of Israeli society far more than the middle-class protesters. JDC gives disadvantaged Israeli citizens a voice by developing transformative solutions to improve their lives.

Federation Core dollars are critical to shifting Israel's trajectory from one of poverty and inequality to one of prosperity and equality.

JDC is building a better Israel by:

1. PROVIDING EQUAL JOB OPPORTUNITY FOR ALL ISRAELIS

Social Challenge:

Fewer Israelis participate in the workforce, per capita, than in almost any other OECD country; only 57% of working-age adults are either employed or actively seeking employment. While diverse factors fuel this phenomenon—tradition, lack of skills and know-how, and others—the outcome is universal: poverty and its devastating implications for the lives of individual Israelis each and every day.

Trajtenberg Recommendation:

Expand employment and higher education opportunities, with an emphasis on integrating Israeli Arab women and ultra-Orthodox Jews into the workforce.

Core Dollars in Action:

JDC has helped over 75,000 chronically unemployed Israelis prepare for and find employment; 40,000 are "mainstream" young adults. These efforts have boosted the national workforce participation by 1%.

- Employment counseling and job-readiness programs through 36 Young Adult Centers are empowering 21,000 Israeli young adults to find and keep reliable jobs.
- A network of job opportunity centers is enabling some 9,000 Haredim to support their families; a similar network of one-stop employment centers is being developed to integrate Israeli Arabs, Bedouins, and Druze into the workforce.

The Future:

In 2012 Federation core dollars will help ensure the career advancement of chronically unemployed Israelis and stem the threat of working poor in Israel by providing opportunities to garner marketable skills.

CASE STUDY: Haredi Job Opportunity Centers



Breaking Down Barriers to Work

Ruth, a Haredi (ultra-Orthodox) mother of six, had given up her teaching career many years ago to care for her children at home. But when her husband died suddenly, she was desperate to support her family and had nowhere to turn – a challenge compounded by Ruth's limited work experience and cultural concerns.

Then she heard about JDC's Haredi Job Opportunity Centers. A counselor helped Ruth feel comfortable with her choice to look for employment and develop a resume highlighting her transferable skills for any form of office work. Together they designed a job search plan that included social networking and responding to local postings. Ruth worked diligently to contact potential employers through the Center's extensive database until she found an insurance company that was recruiting a new customer service employee.

Center staff helped Ruth prepare intensively for her interview, which was successful and landed her the job. Today Ruth is not only satisfied with herself, but feels affirmed in the legitimacy of her choice to look for work. "I needed support, insight, guidance, and connections," she said. "The Center had all of this."

Thanks to Federation Core dollars Ruth is integrating into Israel's workforce and becoming financially independent.

2. ENSURING ISRAEL'S CHILDREN AND YOUTH GROW UP SECURE AND STRONG

Social Challenge:

Over a third of Israeli children live in poor families. Some 15% grapple with the brutal and isolating effects of poverty, physical abuse, or family dysfunction. Others struggle to overcome academic difficulties, negative peer pressure, or other major threats to their healthful development.

These children are the voiceless who cannot fight for their own opportunities. Rescuing them from the cycle of poverty and neglect today, we are strengthening the citizens who will be part of Israel's success tomorrow.

Trajtenberg Recommendation:

Free preschool education from age three and increased daycare subsidies, reflecting the need to invest in early childhood to close educational and socioeconomic gaps and ensure equal opportunity for all Israelis.

Core Dollars in Action:

JDC is an expert in reinforcing healthy, nurturing dynamics for children and is the vanguard of early childhood services in 70 low-income communities. Over the last decade JDC has created scalable programs to close learning gaps and promote literacy and healthful physical and emotional development for tens of thousands of children, their families, and communities.

CASE STUDY: Daycare Intervention for At-Risk Toddlers



As toddlers, **David**, 3, and **Jonathan**, 1, mirror the challenges of a difficult home life...and the possibility for change.

While their young parents struggled to make their relationship work against mounting pressures, the boys acted out continuously. At home, they showed an active dislike for their newborn baby sister. When they arrived at daycare, the boys lagged far behind the other children developmentally. An immediate intervention was critical.

JDC coordinated a holistic plan to tackle the boys' developmental and behavioral challenges. At daycare, an occupational therapist worked directly with David and Jonathan and instructed center staff in how to support the boys' progress. At home, a counselor began to make weekly visits to address family dynamics and offer parenting training.

In the initial home visits, the counselor realized that the boys' parents were not used to playing with their children and had difficulty setting boundaries. Receptive to the counselor's presence, however, they soon began to learn how to manage the boys' anti-social behavior and to engage their children in family and play activities.

Today David and Jonathan are faring much better. Their motor skills have improved significantly and they are blossoming as children should—in an environment that is attuned to their needs.

The Future:

In 2012 Federation Core dollars will fuel three strategies: focusing on families as a vehicle for change in children's lives, investing in upgrading early childhood programs and adapting social services to better reach the most disadvantaged children.

3. FOSTERING DIGNIFIED, INDEPENDENT LIVING FOR ISRAELI ELDERLY AND DISABLED

Social Challenge:

One in four Israeli seniors is poor and isolated. Some are Holocaust survivors, pioneers who built and have fought to defend the State of Israel. And the trends are devastating: with the number of Israeli elderly expected to double in 25 years—from 742,000 to nearly 1.4 million—poverty and hardship will be a harbinger of Israel's future if we don't act now.

At the same time, 700,000 disabled adults ages 21-67 are maligned and excluded from Israeli society. Yet they have the right and the potential to live independently if afforded the appropriate services, training, and opportunities.

Trajtenberg Recommendation:

Double the reach of JDC's flagship Supportive Communities model to increase independent living for the elderly and for people with disabilities.

Core Dollars in Action:

JDC's community-based services—the predecessor to U.S.-based NORCs (Naturally Occurring Retirement Communities)—provide over 50,000 Israeli elderly with the services



and emotional security to age in their own homes. JDC has also created access to essential health and social opportunities such as dental care and day care centers so that Israel's elderly can age with dignity.

JDC has developed similar programs to enhance accessibility and social and vocational opportunities for Israelis with disabilities, including six Centers for Independent Living serving thousands of citizens each year from the Negev to Haifa.

The Future:

In 2012 JDC will develop critical services to help elderly Holocaust survivors, tackle issues of elder abuse, and adapt 21st-century technology to respond to seniors' needs. Work with the disabled will include empowering parents with disabilities and developing independent-living services such as regional transportation services.

The Cost of Helping

- **\$850** supports five underprivileged school children emotionally and academically
- **\$1,700** provides ten Israeli seniors with medication subsidies for one year.
- **\$15,000** trains five currently unemployed Haredi or Arab women and places them in gainful employment

THE FINANCIAL BOTTOM LINE

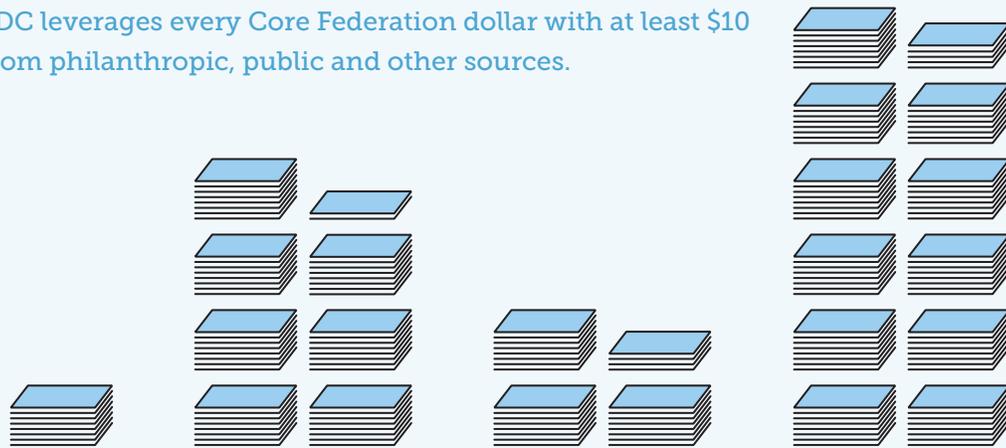
JDC must secure at least \$8.3 million from unrestricted Core funds and Select Core Priority commitments to develop innovative, scalable solutions to pressing needs in Israeli society.

JDC super-leverages these critical core Federation dollars by more than 10 times over with designated funds from philanthropic, public, and other sources to reach JDC's total budget of \$94.5 million for this Select Core Priority.

Program Area	JDC Commitment	Partners Via JDC ¹	Partners Directly to Project ²	TOTAL (\$)
Equal Opportunity for All Israelis	3,037,650	26,016,100	8,205,800	37,259,550
Caring for Vulnerable Children and Youth	3,500,750	18,839,400	8,360,500	30,700,650
Fostering Independence among Elderly and Disabled	1,760,700	14,152,200	10,630,100	26,543,000
2012 TOTAL BUDGET (\$)	\$8,299,100	\$59,007,700	\$27,196,400	\$94,503,200

HOW YOUR FEDERATION DOLLARS ARE LEVERAGED

JDC leverages every Core Federation dollar with at least \$10 from philanthropic, public and other sources.



$$\begin{array}{ccccccc}
 \mathbf{\$8.3M} & \mathbf{+} & \mathbf{\$59.0M} & \mathbf{+} & \mathbf{\$27.2M} & \mathbf{=} & \mathbf{\$94.5M} \\
 \text{JDC} & & \text{Partners Via JDC} & & \text{Partners Directly} & & \text{TOTAL} \\
 \text{Commitment} & & & & \text{to Project} & &
 \end{array}$$

1. Restricted JDC funding which is donor-designated for specific programs. These funds may come from Federations, foundations, individuals, governments, NGOs, endowment funds or mailboxes.
 2. These are funds that do not pass through JDC's books but are contributions directly to a JDC project. These funds may come from local communities, governments, foundations and/or individuals.