Gvahim’s 2011 Q4 Update to Matanel
January 2012

The Pinto Family
David Bensadoun

The Pollack Family
2 Anonymous Partners
Elisabeth & Noam Kogan
Elie Ayalon
Sarah Mimran

The Mor Family
The Gvahim Alumni Fund
Sylvain Devico
Ella Shamir
Liran Amir

Michael Halimi
Yoel Carasso
Elie Belames
The Katz Family
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Tania Amar
Joel Weill
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E. & T. Croitoru

Advancing the对接
Connecting talents
Established by the Rashi Foundation
Dear Joëlle and Gad,

As 2011 has come to a close, I would like to update you on Gvahim’s work.

Much progress has been achieved both in terms of the assistance we provide to highly-qualified Olim and in terms of the development of our organization, and I want to thank you and Matanel for making this possible.

In particular, thanks to your involvement, Gvahim has reached a record **85% of quality employment rate** by the end of programs. Still, 2012 will be a crucial year for our organization to be able to meet the soaring demand for its assistance – Gvahim is currently able to assist 200 highly-qualified Olim per year, while 200 per month turn to us for assistance.

Your continued support is critical for our professional team to be able to assist as many highly-qualified Olim as possible in 2012, so that they find work in Israel at the level of their qualifications and expertise, and therefore stay in Israel and contribute maximally to its development.

Gvahim’s Team, its Alumni and the wider Gvahim Community join me in sending you and your family our best wishes for 2012.

Mickael Bensadoun, PhD
Executive Director,
Gvahim
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Quick Overview

Happening right now at Gvahim:

- Placement Phase (or “Phase 2”) of Gvahim’s 2011 Summer Program
- Training Phase (“Phase 1”) of Gvahim’s 13th Career Development Program
- Continued support to Alumni
- Online assistance to thousands of highly-qualified Olim via Gvahim’s website
- First Professional Hebrew Course designed with Berlitz about to end
- Launch of Gvahim’s Young Leaders program of Pre-Aliyah internships
- Monthly networking events
- Planning of Gvahim 14 in Jerusalem
- Planning of Gvahim’s Finance Course with Bank Discount
- Planning of the move into the new Gvahim Center at Tel Aviv University
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Gvahim 13 participants during a workshop on how to use LinkedIn in their networking strategy in Israel. Left to right: Karel (Czech Republic), Anastasia (Russia), Lorisa (USA), Beti (USA), Trinidad (Argentina), Jay (USA), Anath (Holland) & Boris (France).

Meet ‘Gvahim 13’
Professionals from 8 Countries, aged 24 to early 50s

At the break, Daniel (left) receives personalized advice on how to adapt his networking strategy to his profile.

Areas of Expertise:
Finance, Real Estate, Hi-Tech, Pharmacy, Law, Marketing & Communication, IT, Education, Public Administration, etc.

Gvahim 13
Facts & Figures

23 Professionals from 8 Countries, aged 24 to early 50s
Launched just a few days before *Rosh Hashana*, Gvahim’s 13th Career Development Program for highly-qualified Olim (new immigrants to Israel) has now reached the end of its Training Phase (‘Phase 1’).
‘Phase 1’: During this phase, participants have benefited from:

- Workshops on all aspects related to an effective job search in Israel & cultural integration into an Israeli workplace
- 4 hours of individual HR consultation
- A professional Hebrew course for those needing it

What is special about Gvahim 13 is that the workshops were grouped on fewer but more intensive days, resulting in:

- Stronger group dynamics & support
- Better progress of the whole phase

Anastasia (left), adapting her CV to the Israeli job market and to the objectives she has defined with the help of Sharon, her HR consultant (right).
Joëlle, from Gvahim’s 2011 Summer Program, defines with Maya (Placement Officer at Gvahim) the companies and positions she will be targeting, and the type of Mentor she will need.

‘Phase 2’: Developed thanks to JNF-UK’s support in 2010 (Gvahim’s ‘50 Alumni Program’), the now standard Placement Phase is based on individual placement services and mentoring. It will give Gvahim 13’s participants every chance to succeed professionally in Israel and contribute to their field at their level. Group training will continue at the pace of once a month for the next 6 months.

What’s Next?

Placement

Joëlle, from Gvahim’s 2011 Summer Program, defines with Maya (Placement Officer at Gvahim) the companies and positions she will be targeting, and the type of Mentor she will need.

Mentoring

Jimmy (Gvahim 9) with his mentor Keren, who helped him connect with his current employer.
An *Ola Hadasha* herself a couple of decades ago, and now VP Marketing of Magic Software, Gvahim Board Member Tania Amar opens this event with a brief account of the difficulties she faced at a time when no programs for highly-qualified Olim existed.

The event was generously sponsored by JNF-UK.

Update on Gvahim’s “Mankalim Le’Aliya” (CEOs for Aliyah) Event (3.11.11)
The Goals

- To gather new allies ready to act so that highly-skilled Olim can express their professional talents in Israel, and stay.
- To boost Gvahim’s “win-win-win” process, whereby highly-qualified Olim have a successful Aliyah, Israeli companies benefit from global skills & expertise, and the State of Israel is strengthened to better face its present and future challenges.

Gvahim’s ‘Aliyah Pledge’

CEOs were asked that their companies:

- Hire 1 Ole/a + 1 Intern (potential Ole) in 2012
- Provide 2 mentors for Gvahim’s participants
The seating arrangements were made to encourage mingling between CEOs, Olim and Gvahim staff & volunteers.

**Outcome**

- Bringing together some 40 CEOs and VPs HR of medium, large and some very prominent Israeli companies, and getting them to meet highly-qualified Olim and see both their talents and the difficulties they face when they arrive in Israel, the event in itself was a success.

- Follow up is under way, with dozens of meetings already scheduled to transform the spirit of the event into real, day-to-day cooperation and actual (and so-to-speak ‘routine’) placement.

**More about the event:**

- See the film projected at the event: [http://www.youtube.com/watch?v=sLJJ26zFkbE](http://www.youtube.com/watch?v=sLJJ26zFkbE)

From left to right: Dr Eliezer Shkedi (CEO of El Al), Advs. Eli Zohar & Yudi Levi (Partner and Managing Partner at Goldfarb Seligman & Co).
On November 1st, Gvahim’s Entrepreneurial Accelerator was launched, with 15 entrepreneurs (8 very promising startups) gathering daily at “Maze 9”, in downtown Tel Aviv.

The Hive’s mission: to help Olim entrepreneurs move from “buzz” to successful business in Israel.
The Goals

- Every year, outstanding entrepreneurs from all over the world choose Israel to establish their start-ups but lack the proper local knowledge needed for the success of their enterprise.
- The Hive’s mission is to offer full development support to highly-promising Olim entrepreneurs who choose to start their venture in Israel.

The Hive by Gvahim

During the 6 months of the pilot program, the 15 entrepreneurs will benefit from:

- A co-working space
- Weekly workshops with experts in the business, legal (etc.) aspects of ventures
- A seasoned Israeli mentor
- Follow-up on objectives defined with the steering committee
- Exposure and introductions to investors

The Hive’s steering committee (left-to-right): Mickael Bensadoun, Cynthia Phitoussi, Moshe Mor, Rina Pridor, Yuval Mor, Audrey Chocron (excused: Eran Goren).
Gvahim’s new **Young Leaders** program, supported by Masa, is gaining momentum, with Israeli companies opening internship positions for potential Olim.

Participants of **Gvahim Summer** continue through the placement phase, and the program will merge with Gvahim 13 for tracking and follow-up training sessions.

Gvahim’s new **Professional Hebrew Course**, developed with Berlitz, successfully completed its first phase.

Gvahim now offers **Individual Tracks** to assist Olim in between full programs.

Business as usual continues, noticeably with:

- HR and Placement consultations for **Gvahim Alumni** still in need of assistance;
- Overhauling process of the **Online Job Offers** section on Gvahim’s website, where Israeli employers can now post offers on their own. Olim can also follow up on offers in real time thanks to our (beta) **New Jobs RSS feed**;
- **Mentoring Training** continues for native Israelis and “Old” immigrants who volunteer to accompany one highly-skilled Ole/a in their field.
The Fundraising Front

➢ The Name of the Game: Everyone is Involved

Gvahim Board Member Sam Pinto, urging his guests to join him in supporting the organization at an event generously hosted by himself and his wife Lisette at their home in Tel Aviv.

With a 2012 budget 50% larger than 2011’s, Gvahim’s fundraising efforts continue, so that the organization can reach its goal:

To assist at least 210 new Olim and 50 Alumni still in need of assistance in 2012.
Gvahim’s Board:
Towards 100%
By US standards, Board Members are active leaders of the organization, and as such they contribute the “3 T’s”:
- **Their Time**
- **Their Talent**
- **Their Treasure**

Gvahim is proud that its Board is committed to upholding these high standards, especially in terms of all Board Members supporting the organization financially.

Gvahim hopes this commitment will also help bring about a new era, where Israeli individuals and businesses are increasingly involved in philanthropy.

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The Fundraising Committee

“Objective 100%”: All Board Members...
- **Give**
- Open their Contacts Lists
- Organize Meetings & Introductions
- Meet Potential Partners when Abroad
- Contribute their Ideas

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Gvahim’s Board of Directors, Nov. 2011. Back row, left-to-right: Sam Pinto, Alain Zeitoun, Eran Goren, Yair Shamir (Chair), Liran Amir, Joel Weill.
Front row, right-to-left: Sarah Mimran, Nelly Assouline, Elisabeth Kogan, Tania Amar (Chair of the Fundraising Committee), Daphna Zevadi, and Gvahim’s Executive Director, Mickael Bensadoun.
A historic picture: Brad Hofman (right), Alumnus of Gvahim 11, plants the seed of the Gvahim Alumni Fund with his first check of support to the organization, following a 30-page business plan giving the Fund its first definition.

First Facts and Figures

- Number of Alumni in the Fund: 7
- Money raised in 4 months: NIS 10,000+
- Highest donation level: NIS 4,900
- Goals for 2012: 200 Giving Alumni NIS 500k (‘stretch’ goal)

The Gvahim Alumni Fund

- Gvahim’s Alumni are increasingly concerned that the organization should be able to go on assisting the incoming waves of highly-qualified Olim. A small team of Alumni has gathered to define a strategy which will be implemented starting in January 2012.
- The Alumni Fundraising Team’s second mission will be to involve Alumni in the fundraising effort outside Gvahim.
- As of the end of 2011, the Alumni Fundraising Team is part of the bigger Gvahim Alumni Committee, whose responsibilities also include orientation of new Olim, networking, placement and cultural actions, as well as organization of volunteering actions benefiting Israel.
A visit of Misrad Klita’s Executive Director, Dmitry Apartsev, at Gvahim last week (see picture above), showed both that there is a real mutual interest in a partnership and that the road will be a long one.

A former Senior Executive at BNP-Paribas, volunteer Céline Benhamou is now leading the reflection on Gvahim’s Revenue. Implementation to start in Q2 of 2012.

Following a consultation with business executives, Gvahim has started asking companies who recruit Alumni for a voluntary donation covering the cost of the program for the recruited Ole/a ($2,000).

Gvahim now has its own Nihul Takin (certificate of proper management), the first step towards making direct donations to the organization tax-deductible in Israel.

Gvahim is diversifying its donation channels:
- Online Donations in NIS and now USD (see here)
- Tax-deductible donations in Euro in France thanks to the Centre Communautaire de Paris
- Tax-deductible donations in Canada thanks to Magbit Canada
- “Amis de Gvahim” (France) in planning
Development Priorities for 2012

“After all the turbulence of the beginning of the aliyah I can for sure now say that it was the best decision I've made in my life. Gvahim helped me in a way that I can't describe in fitting in the Israeli society, and I think that it would make a huge difference if all new skilled olim could have the same opportunity as I had”.

David (from Brazil), a *Yehuda Mor (za”l)* Alumnus of Gvahim 12
1. The Hive by Gvahim

- Though this pilot program has raised much interest far beyond the world of entrepreneurs and VCs, pioneering partners still have to get involved for the program to come to full fruition, and for Gvahim to be able to assist dozens of highly promising Olim entrepreneurs coming to Israel every year.

- **Budget**: $51,500 (or $6,500 per startup)
2. Career Development Programs (CDPs)

- New resources are needed for Gvahim to multiply implementations of its success-proven Career Development Programs and therefore assist ever large numbers of highly-skilled Olim.
- **Budget:** $50,000 per CDP ($1,800 per Ole/a)
3. New Gvahim Website

- As its name rises among highly-qualified Olim seeking good employment in Israel, Gvahim is committed to providing online assistance to the thousands of highly-qualified Olim who do not receive individual support (Gvahim’s website counts over 5,000 registered members as of the end of 2011). We are looking for one or several partners to develop Gvahim’s eLearning, eNetworking and ePlacement capabilities.

- **Budget:** $60,000
If you would like to be involved in the development of one of these priority areas, for more highly-qualified Olim to successfully express their professional talents in Israel, please contact us at:

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Thanks for Writing with us a New Page in Israel’s History!

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