



MATANEL FOUNDATION

ACTIVITY REPORT

Program: *Entrepreneurship Lishma*
Year: 2019

Name of the Program: Entrepreneurship (Municipality) Lishma

Year of activity: 2018-2019

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Function of the report's writer: Development

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Number of active participants in the program:
14 participants from 6 local authorities.

Estimated number of impacted participants:
Tens of thousands of residents of the local authorities participating in the program:
children, young adults, families, education teams, professional teams and so on.

Introduction to Lishma

Lishma NGO – Policy, Entrepreneurship, Community, is engaged in leading impactful social change processes by engaging ultra-Orthodox women who are high ranking and influential and developing and promoting ultra-Orthodox women so they may reach such positions. Lishma currently operates two leadership programs – 'Lishma Policy' and 'Lishma Authority', which produce extensive social impact and promote various social needs in the ultra-Orthodox society. In addition, this year, a process is underway to form an alumni network, which shall serve as a professional platform to encompass the vast human capital and social initiatives being developed by the program.

Underlying the organization's endeavors is a concept of social engagement and profound social responsibility as well as the realization that a meaningful construct of professional training alongside implementation including productive actions is required in order to drive legitimate social changes in the heart of the community. The organization's activities focus on core values of leadership, entrepreneurship, social impact and quality of life improvement. All this, out of a deep affinity for the unique characteristics of ultra-Orthodox society, and while recognizing the impact of such values on the future of Israeli society at large.

Final project activity report

The program is a product of the trilateral collaboration between the Lishma organization, The Shfela local Authority's Center for Training and Development (Hebrew initials: MFAM) and the ultra-Orthodox local authorities' professional forum.

The program aims to form a professional reserve of ultra-Orthodox women working in local authorities, while developing participants both personally and professionally, as well as leading, in local authorities, social initiatives that improve community's quality of life.

The program's premise is the realization that ultra-Orthodox society includes a significant population of many women with potential to contribute to the social-public arena, but as the tools, platforms and mechanisms to develop their potential are lacking, both ultra-Orthodox society and Israeli society miss out on this human capital and its potential to significantly contribute to improvement of the public's quality of life and sustainability of the society as a whole. Thus, the program focuses on supplementing the tools needed to remedy inhibitory deficiencies that currently hinder realization of the potential of local authorities' employees to act as facilitators and drivers of change and meaningful professional change processes within the community.

The program seeks to promote significant social values, such as: national perspective (mamlachtiut), social responsibility and engagement, ethics, sharing, transparency, etc. It also provides knowledge and tools for the personal and professional development of the target population in terms of altering perceptions of personal ability, forming a professional backbone, and abilities required for inclusivity in diverse communities and improvements of local authorities' work and services.

Local Authorities:

Participants in the program are representatives from ultra-Orthodox local authorities, where there is a high concentration of ultra-Orthodox populations. This year, the following local authorities participated in the program: Jerusalem, Bnei Brak, Ashdod, Modi'in Illit, Beitar and Emanuel.

The Projects:

The projects developed by the program address community welfare on various levels, including: establishing a center for families who have children with disabilities, safe and smart use of the online environment, detection of women at-risk of incurring violence, health and nutrition awareness, establishing the first center in Israel for ultra-Orthodox young adults, employment, etc.

Attached is an annex to the presentation specifying the projects and the participating local authorities.

Learning Program:

The program includes learning and training of many professional content units, including: management processes, systemic view, needs identification, forming collaborations, writing work plans, tackling objections and community sensitivities, and the like.

In conclusion, the program has formed a quality foundation and produced significant results in the context of human capital development in the ultra-Orthodox local authorities, and particularly among women, as well as in bringing to improvement in communities' quality of life.

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.):

- Established meaningful trust and collaborations with 6 local authorities, and policymakers within these authorities
- Led 7 social projects addressing complex and sensitive issues in the community
- Training program that included 10 group sessions for learning and deepening of relevant knowledge
- 4 guidance sessions for a specific project, conducted separately within each authority
- A development meeting with experts in contents relevant to the profession which the project deals with, conducted for each project and local authority separately
- A steering committee was established including representatives from the local authority, the Ministry of the Interior, social organizations and the business sector
- Concluding event attended by senior executives and key figures in local authorities
- During this year of activity, 4 participants in the program were professionally promoted in their local authority

The evaluation (methodology, results, comparisons with the precedent year, conclusions for the future...):

The program consists of 3 main learning axes that have been measured and evaluated during the program's year of operation:

1. Organizational learning for the purpose of developing projects
2. Enhancing personal skills for the purpose of municipal innovation
3. Strategic management in local government.

The results of measuring the abovementioned content axes are detailed in the Appendix titled Assessment Report.

Conclusions for the Future:

1. Recruiting the Authorities - Considerable investment should be made in establishing trust and developing relationships with senior officials in the local authorities.
2. Program's list of participants – selection should consist only of personnel that are either employed full-time in the local authority or engaged full-time in the field that the project addresses (though possibly part-time at the local authority).
3. Choice of projects – selection should be limited to projects encompassing three aspects: development and possible implementation within the program's duration period (one year of operation), structured budget for the project in local authority, realistic feasibility for extensive implementation.
4. Type of projects - a local authority project that contributes to improvement of community's life (not just an organizational upgrade of the authority itself)
5. Importance of establishing an alumni network that will enable networking, deepening of learned contents and support for continued efforts of the participants within the local authority and among the community.