



# **ORR SHALOM**

For Children and Youth at Risk



# Orr Shalom

# 2 0 2 0

---

# Annual Report



## Dear Friends,

This year was challenging for all of humanity. When we began to understand the potential impact of a global pandemic, we were very concerned about disruptions in services to our children. We quickly adapted our programs to meet new COVID-19 guidelines and regulations, and are extremely proud that through our creativity and agility, we were able to ensure continuous support and care, and even increased our material, therapeutic, and educational services.

**The following annual report highlights some of Orr Shalom's successes, milestones and challenges in 2020.** In particular, we are delighted that we were able to create and launch a new International Society for Orr Shalom, working to increase exposure and awareness for our organization. Additionally, for the first time in Orr Shalom's 40-year history, we launched a far-reaching public relations campaign in Israel and worldwide, widening our reach through both traditional and new media.

On behalf of all of Orr Shalom's children and staff, and lay leadership, *thank you for your ongoing investment in Orr Shalom.* Our success in 2020 was only possible due to the tremendous support we received from people like you!

With appreciation,

**Anat Ramaty Shashua**, Chair, Board of Directors

**Gordon Hecker**, Chair, International Society

**Tali Halaf**, CEO

**Naomi Liberman**, VP External Relations



## 2020: Year in Review

In 2020, with the help of our friends and supporters, Orr Shalom continued to run our **five** flagship programs:

1 2 3 4 5

### Orr Shalom's Foster Program

supports foster families and children regardless of race, religion or ethnicity



**800**

**children  
in 600 families**  
received support and  
care



**210**

**children**  
with special needs  
received special support



**4**

**Foster Centers**  
provided ongoing  
therapeutic services and  
counselling

1 2 3 4 5

### Orr Shalom's Emergency Homes for Babies & Toddlers

provide short-term care for very young children who have been abused, neglected or abandoned



**6**

**Emergency Foster  
Families**  
provided 24/7 care



**38**

**babies and toddlers**  
received emergency care



**27**

**babies and toddlers**  
were placed with warm,  
loving families



1 2 3 4 5

## Orr Shalom's 21 Therapeutic Family Group Homes

provide loving family-style homes for **215 children** throughout Israel



**40%**  
are siblings



**30%**  
are male and  
**70%**  
are female



**70%**  
of these children  
were removed from  
dysfunctional biological  
home situations  
by court order

1 2 3 4 5

## Safe Haven Overnight Camp

cares for Orr Shalom's children with nowhere to go during school holidays,  
and who cannot be successfully integrated into other frameworks



**4**  
yearly sessions  
ran over Passover, summer,  
Sukkot, and Chanukah  
vacations



**215**  
children  
required Safe Haven's  
therapeutic care over the  
course of 2020 - an  
increase of 258% from  
2019 due to quarantine  
regulations from the  
Ministry of Health



**100%**  
of Safe Haven's  
sessions  
were run in full  
accordance with  
guidelines from the  
Ministry of Health



1 2 3 4 5

## Orr Shalom's *Beating the Odds Program*

supports 300 young adults, ages 18-27 who have aged out of foster care or our Therapeutic Family Group Homes, helping them secure their place in Israeli society as informed and empowered young adults.



**90%**

**of graduates**

who were eligible enlisted in the IDF or National Service



**98%**

**of graduates**

who enlisted successfully completed their IDF or National Service



**50**

**Graduates**

enrolled in higher education in 2020



**26**

**Graduates**

joined our new program aimed at employability and successful financial management

**Click to hear more!**

Meet Dana, an Orr Shalom graduate who now works in the very Orr Shalom Home she grew up in:  
[www.youtube.com/watch?v=d3Nj9xSvpVg](https://www.youtube.com/watch?v=d3Nj9xSvpVg)





## Covid-19 challenged us - but did not defeat us!

Throughout quarantine, closures, and many other restrictions necessitated by the Covid-19 pandemic, we learned that Orr Shalom is far stronger and more flexible than we ever imagined. This past year, Orr Shalom's children and staff went in and out of quarantine; children and staff tested positive for the coronavirus; and we needed to provide 24/7 care for all our children in a more intensive way than ever before. Many families, already on the brink, began to fall apart due to the stresses of the pandemic. As a result, Orr Shalom experienced a record increase of 300% in the number of children referred to our care, whom we welcomed in and cared for despite the extra challenges posed by Covid-19.

However, we did not - and we will not - let a virus impact the provision of life-saving services to 1,400 children and young adults. We are proud to report that throughout the year we significantly increased services to provide extra material support, as well as extra therapeutic and educational resources, with the health and safety of our children and staff at the forefront of every organizational decision.

### Orr Shalom's Response



**Raised over 1.6 million NIS** through digital campaigns



**Opened an Emergency Hotline** providing immediate counseling for graduates



**Welcomed over 1,000 new donors and partners** in our life-saving work



**Commissioned a Covid-19 best practices study** to evaluate the adjustments we made and prepare us for the next waves of the pandemic



**Provided hundreds** of hot meals, food baskets, and grocery gift cards to our Homes and graduates during Israel's national lockdowns



**Distributed 180 laptops** across our programs in order to enable distance learning



**Adapted therapeutic services, workshops, seminars and training** to digital platforms for children, graduates, and staff



## Building Awareness & Partnerships

In 2020, **The International Society for Orr Shalom**, under the Chairmanship of Gordon Hecker, was created to help ensure the organization's continued growth and development. Composed of Orr Shalom's most involved partners and investors, the International Society has developed a mission that includes "friend-raising," fundraising, and developing global partnerships with other organizations that serve at-risk children in order to develop global best practices. Society members serve as Orr Shalom ambassadors, sharing our story and spreading word of our impact.



International Society for  
**ORR SHALOM**

In 2020, **Orr Shalom initiated a comprehensive marketing and branding campaign** with several partners both locally and internationally to increase awareness of our programs and recruit foster families. Campaign components included live TV interviews with Orr Shalom professionals and participants, print articles across different media, and increased social media presence. In parallel to these PR efforts, Orr Shalom launched multiple digital fundraising campaigns, both locally and internationally, raising over 1.6 million NIS!

**Click here to see!**

**Orr Shalom's VP, Naomi Liberman,**  
speak with an **Orr Shalom** foster mother:

<https://www.youtube.com/watch?v=CKqs6ZyGvqU>

**Our success in 2020 was only possible due to the tremendous support & investment we received from friends and partners like you!**

**Visit our website to learn more: [www.orr-shalom.org.il/en/](http://www.orr-shalom.org.il/en/)**



**Orr Shalom for Children & Youth at-Risk** is Israel's oldest and premier non-profit organization, caring for 1,400 children and young adults removed from their biological homes due to severe neglect and psychological, physical, and sexual abuse. For over forty years, Orr Shalom has provided each and every child with immediate protection, a warm family home, and all the therapeutic and educational interventions needed in order not only to survive, but to thrive. We care for all children in need of our services regardless of ethnicity, religion, or nationality.



**ORR SHALOM**  
For Children and Youth at Risk

**Orr Shalom for Children and Youth at-Risk**

P.O. Box 796, Bet Shemesh, Israel 9903708. Tel: (972) 2 9936906  
naomil@orr-shalom.co.il | [www.orr-shalom.org.il](http://www.orr-shalom.org.il)