

# MATANEL FOUNDATION

## ACTIVITY REPORT



### ***Kaima Beerotaim***

**Year: May 2015- October 2016**

*'Kaima Beerotayim' – an agricultural farm with community participation that provides an occupational and educational framework for youth who have dropped out of the formal education system.*

*The work on the farm, based on the CSA model (Community Supported Agriculture) enables the youth to learn through social interaction with adults who are partners to the activities, along with the taking of responsibility, initiative and creativity required of them in the agricultural work and in dealing with the challenges that nature presents.*

*At the heart of 'Kaima Beerotayim' is the community, its people are active participants in the activities and consumers of the agricultural products. The selection of seasonal vegetables we grow on the farm will be sold by direct sale and the money will go to the 'Kaima Beerotayim' non-profit organization. The community is invited to volunteer on the farm, to see first-hand how the food they eat is grown, producing relationships with young and older farmers and to embrace the youth that has dropped out of its educational, family and social frameworks.*

*In addition to the agricultural activity, a kitchen and guest area will be built at 'Kaima Beerotayim' where Farm to Table meals will be held, and at which we will host the finest chefs and leading culinary experts in Israel. Our goal is to include in these meals only local producers, with an emphasis on businesses that integrate community service in their production processes. All proceeds from the meals will go towards the organization's activities.*

*'Kaima Beerotayim' is being established by three women, a mother and her daughters, two generations living on the Shevach family farm in Beerotayim - Irit Shevach, a pensioner and senior manager at Tnuva's Forum 100, Human Resource Manager at the Tnuva concern and director of sales and distribution centers; Rani Erez, mother of three home-schooled children with training as a human resource manager, and Shai Shevach, culinary expert and leader of the Slow Food Youth Network Israel.*

*The educational and ethical foundations of 'Kaima Beerotayim' are a continuation of the activities of the 'Beerotayim Playground', established by the Shevach and Erez families, and the 'Kaima Beit Zait' farm.*



Name of the Program: Kaima Beerotaim

Year of activity: May 2015 - October 2016

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The actual state of the program (where the program stands at the date of the activity report,) :

Kaima Beerotaim was founded on June 5th 2015 and since then had 42 youth participants 7 of which continue with us from day one. Cooperation with the authorities is improving and some even show us as a meaningful educational studies.

We started the second season of growing vegetables after an excellent winter season enabled us to meet the budget . Since we are in an area where many farmers sell their produce at low prices and the greater the competitive , we added a farm business plan events that allow us to convey the message and generate more revenue .

As part of our educational evidence we are developing contacts with the families of the youth on the farm , which allows them more personal development point.



## **The main achievements during the last year of activity:**

***In brief:*** Since establishing Kaima Beerotayim in 2015, in the space of 18 months, we have met a number of important targets. Specifically, we:

- Registered our farm as an Israeli NGO; prepared the land and installed our physical infrastructure (with the assistance of *pro bono* industry partnerships); planted and began harvesting our first crops; and brought a variety of products to market.
- Worked with 36 youth in our full-time educational employment initiative, 5 of whom have already returned to some more formal learning program/intend to matriculate/are in rehab; etc.
- Built our professional educator team and recruited/trained 5 volunteers who regularly work with our youth.
- In the process of expanding our relationships with the local educational authorities, including offices within the Emek Hefer Municipality, critical to the process of solidifying future financial partnerships.
- Established strong relationships with a number of NGO's, including Kaima Beit Zayit; the Shafririm Institute of Special Education; Elem Netanya, our local chapter of a countrywide network treating young people who have fallen through society's cracks do not seek traditional social services; Zahala, a nation-wide coaching project to promote social and civic engagement; Ehad M'Shelany, a pre-military social leadership development program; and others.
- Held 11 community events that brought together some 1,200 people of all ages.
- Built a CSA customer base of 80 families, on track to increase to 100 by the end of the year. We also hold a Friday morning market and sell our crops. On Fridays we have special events once a month in which we host with regional specialties and use "left over" vegetables to prevent food waste.
- A special program was achieved by our team with Shafririm school in Emek Hefer that allows students to attend school 2 - 3 days a week and work in Kaima Beerotaim 2 -3 days and be recognized as a 12 year graduate. This program grants the school more than one option of approach to the students special needs. This makes us a long term recognized educational partner.

## Provisional guide lines for the advancement of the program in the next year:

- Expanding relationships with Education Departments in Kfar Yona and Kadima -
- Construction of an annual program with the Department of Education in Emek Hefer
- Employment of two National Service in our adult team
- Expending farmland – plant an orchard with a special financial donation
- Executive Workshops on sustainability while the youth take part in planning and learning new skills.  
This is a business and educational plan for expansion of organizational income.

## Our main partenrs:

