

MATANEL FOUNDATION

ACTIVITY REPORT

Program: *The Ayalim Leadership program*
Year: 2019

Please present your activity report according to the following lines. The whole rapport will not exceed 2 or 3 pages (as word document).

Name of the Program: *The Ayalim Leadership program*

Year of activity: 2019

Name of the report's writer: *Maya Mizrachi*

Function of the report's writer: *Director of partnership*

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Website / Facebook address of the organization:

<https://www.facebook.com/AyalimAssociation/>

www.Ayalim.org.il

Number of active participants in the program: *25 Leaders*

Estimated number of impacted participants:

The 3 circles of impact we engage in the Ayalim Leadership program:

1. **20** Ayalim village leaders and directors
2. **850** students that are part of the Ayalim program and are led by the village leaders.
3. **14 student villages** that are spread across the Negev, Galilee and Lod and engage **Tens of thousands** of people with in the local communities - with children, youth, people with special needs, elderly and more, that all enjoy hundreds of volunteering hours of educational and cultural activity initiated and led by the Ayalim student.

Give the actually state of the program (where the program stands at the date of the activity report, no more than ten lines):

The Leadership program of 2019 with 12 leaders has now come to an end and we have already began the Ayalim Leadership program of 2020 for the 4th time with 14 Leaders.

During the beginning of September, we held the very first seminar week – teaching the leaders the Ayalim story and mission, an in-depth look into the personal connection of each one of the leaders to the mission and finally practical tools in their first steps as student village leaders.

Between the 22-28th of September we will hold the “Ayalim beginning of the year week” – in which all of the Ayalim students –North to South will gather in the Negev for a week of Active Zionism, Lectures and workshops all in favor of the great vision to make the Negev flourish and get the students actively involved in Ayalim’s latest projects! This week is all led by the Leadership team who have built the weeks plan and are responsible for all of the activities taking place.

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

The Main achievements for the Leadership program of 2019:

1. Firstly, the success of the program has led to the participants to their “next step”:
 - 5 of the members have now been chosen to become part of the Ayalim official team.
 - 3 have continued to their second year as village leaders.
2. The **connection between the leaders and the Jewish community** in the diaspora has led to the connection with the Greek Jewish community that have reached out to Ayalim and are hosting us for our first leadership **delegation in Ioannina during October.**
3. The **demand for student village leaders** has taken a great leap this year as for every 1 position there were 3-5 candidates, making it clear that the program is challenging, interesting and relevant to the young leadership of Israel.
4. The student village leaders initiated this year 8 major events: **Ashram in Dimona**, **The Negev Beer festival** in Ashalim, **The first social pub in Lod – Ludmila**, **The Karmiel local beer festival**, **The Yachini farmers market**, **Ako – Culture music** night with the locals of the old city, **The Halutz 33** culture garden has renewed its activity in the Old city of Beer Sheva and finally the brand new **Halutz 33 branch in Yeruham!**
5. Expansion of the Leadership team with new participants that will lead New villages – in Yeruham and Or Yehuda.
6. The **demand of students** to the Ayalim villages has grown since last year, we see more and more students applying to our villages.

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

Evaluation from the passing Ayalim Leadership program of 2019:

1. **Methodology** – Just like the entire Ayalim program, we understand that the way to fulfill the vision of strengthening the Negev and Galilee is by creating a **strong, active and Zionist community** that is dedicated to these areas. The leaders are taken on a personal journey throughout the year that exposes them to their personal connection to the Jewish and Zionist story > understanding fundamental issues of the Israel society and the Jewish world > and finally connecting their personal and Zionist Ideals to the story of the Jewish people in Israel, in the Negev and Galilee. Thus, creating a **strong community of village leaders** that take action based on the tools they have learnt in the program, promising their connection to the Ayalim Idea, Making them better leaders in Ayalim and better leaders in the Israeli society as a whole.
2. **Results** – we are extremely content with the results of the leadership program as it is not only helping us to fulfill the Ayalim vision – creating more and more alumni communities that are choosing to remain and live in the Negev and Galilee, but it is supporting the creation of the young leadership in Israel.
3. **Comparisons with the precedent year and conclusions for the future**

– As the 3rd year of the leadership program, this year more than ever we have understood the importance of the connection of our village leaders to the local community and the local leadership in the areas that we are set in across Israel's periphery. Only by understanding the local needs and working together we are able to constitute strong communities that are willing not only to remain and live in the areas but to change the equation in these areas – turning them to young vibrant cities that attract more and more youngster and families.

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

Next year guide lines will **firstly** emphasize study units that we have learnt during the last year, that they have a larger impact on the leaders skills to nurture community “seeds” with in their student community village.

Secondly, over time, the Ayalim leadership program has become a platform not only for creating demographic change in the Negev and Galilee but also for young Zionist entrepreneurs, who convey cultural and social events for the community. Thus, we will also emphasize management tools for the promotion of initiatives lead by the leaders.

Unit A - The Jewish Bookcase. studying selected texts from the Jewish bookshelf as a concept that sees philosophy in general and the in Jewish philosophy in particular is necessary for a leader in the Israeli society. **5 Hours a month**

Unit B - Fundamental Issues in Israeli Society. This unit includes the formulation of the participants' personal identity through meetings with public opinion leaders and intellectuals who deal with fundamental issues of Israeli society. – **12 hours, once a Month**

Unit C - Practical Specialization - Throughout the year the program participants will lead the community building processes within the Ayalim villages. **5 Hours Once a month**

Unit D - Organizational Tools - the program participants will receive training from the organization's senior management team in various fields, such as: The Associations vision, building strategic programs, developing partnerships and a control and measurement system. During the year the program participants will undertake various projects that will serve as tools in their training processes as community leaders and community builders. **Total of 200 yearly hours**

Please join the Evaluation Report, the Financial Report and the list of the participants to the program **(as PDF documents)**

Please join photos – as **JPG files** – and any link or any other document connected to the program which will seems to you relevant – as **PDF document**.

Please join a 5 minutes movie which presents your institution and the particular project supported by the Matanel Foundation. The movie should be accessible to the philanthropic world and to other potential donors.