MATANEL FOUNDATION

ACTIVITY REPORT

Program: *"Bira Kadima - The Kadima Beer - ""Brewing for a social change"", a pioneering, award-winning employment program for adults with CP and complex disabilities."*

Year: 2022

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: "Bira Kadima - The Kadima Beer - ""Brewing for a social change"", a pioneering, award-winning employment program for adults with CP and complex disabilities."

Year of activity: 2022

Name of the report's writer: Ezequiel Burstein

Function of the report's writer: Resource Development Director

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Website / Facebook address of the organization: www.tsadkadima.org.il
https://www.facebook.com/TsadKadima

Number of active participants in the program: 20

Estimated number of impacted participants: 60 and their families

Give the actually state of the program (where the program stands at the date of the activity report, no more than ten lines): A group of 20 participants, 100% disabled adults, cooks and brews beer for a social change every week, as part of their rehabilitation treatment and self-employment program at the Tsad Kadima day center in Jerusalem. Following a period of restricted production due to Covid, production and sales are gaining momentum. Families and other 40 center participants, while participating in open events, benefit from this activity since socializing is one of its goals.

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

During the last two years there were no beer sales events at all due to the COVID-19 pandemic. This year, the sales events were renewed and the participants took part in two public sales events and joined them as beer producers. It was an enourmous succes.

On the production front, the project managed to run consistently. Production and bottling sessions were held every week. During each brewing session the group produced between 20-40 liters of beer and in each bottling session, between 50-100 bottles of beer were produced. Each month there were two brewing sessions and two bottling sessions, so the amount of bottles per month varied between 100-200 bottles (two 20 liter brewing sessions - 50 bottles x 2, or two 40 liter brewing sessions each time 100 x 2). We managed to return to pre-pandemic numbers. The average amount of bottles sold during sales events was around 300 bottles of beer.

Beyond the skills required to produce the beer, there has been a significant improvement in other work skills. These include inhibition and persistence, control and planning, organizing in space and with other people, communication and initiative. In addition to active participation in sales events, the participants explained the center and the beer project to people. They explained the different types of beer and even made recommendations based on their personal taste and close familiarity with the different beers. **Those interactions are invaluable for the participants and nurture the whole society to be more inclusive**.

The evaluation (methodology, results, comparisons with the precedent year, conclusions for the future…): **As requested in the signed contract, an intervention report written by Ruth Cohen, occupational therapist and Zalti Eisenstein, occupational therapist is attached.**

Provisional guidelines for the advancement of the program in the next year:
Tsad Kadima will continue developing the project Bira Kadima - The Kadima Beer - ""Brewing for a social change"", a pioneering, award-winning employment program for adults with CP and complex disabilities, having in mind 4 main vectors a) social, b) occupational needs, c) entrepreneurial: earning small income from selling self-made products, and d) therapeutic needs; guided by the principles of the Conductive Education approach which is the guiding light of the organization.

The project will aim to increase production thanks to a joint venture with a very well-known brewing company. This partnership is being developed to have in the future the Kadima Beer in the shells of the most known supermarkets in Israel.

Soon, after finishing the construction of the new center for an active life in Jerusalem, a **Kadima Beer PUB** for the residents of the neighborhood is planned to be opened. Here you can learn about the whole project https://tsadkadima.org.il/en/lp-jerusalem2021-eng/ and considering joining us.

An official video of the Bira Kadima project here.

An **only for Matanel's** eyes video in this link: [redacted]

Other requested documentation attached.

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Bira Kadima

Intervention report

Tsad Kadima Day Center in Jerusalem
2022

Ruth Cohen, occupational therapist

Zalti Eisenstein, occupational therapist

Tsad Kadima day center in Jerusalem

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Rationale

Beer is the most sold and most popular alcoholic beverage in the world, and the third most drunk beverage in the world, after water and tea. Similar to the prosperity of Israeli boutique wineries in the last three decades, a similar trend is visible in the field of boutique breweries, a trend that also enters the kitchen, as more and more Israelis adopt beer brewing as a hobby.
Beer, which is the most common alcoholic drink, is trendy and is also the first priority among young people who treat drinking as an integral part of their daily life.
The Bira Kadima project is an innovative venture for young men and women with physical disabilities at the day center, which enables active participation in its various stages, in an interesting process, starting from the planning and establishment stage to creating and perhaps even marketing, while learning theoretically and practically together and mediated by a professional team.
Making homemade beer is not too complicated, requires relatively little equipment and is not even expensive and does not take long. So are the materials required to make the beer and the stages of preparation. This relative simplicity makes beer production an available, accessible and user-friendly process, with the time from preparation to the final product not exceeding a month.

Vision

The vision of the Bira Kadima project is derived from the principles and vision of the center whose purpose is to be an open [1]house person based [2]and aimed at integration and participation in the community for adults[3] with physical disabilities.
The day center will offer a variety of elective programs to promote one's personal development, including programs in the field of employment.
The day center will operate according to the guiding principles of education: activity, the group as a tool for learning and development, partnership with the family, partnership with other organizations.
The center will work to integrate people into the community, realize their abilities and promote their quality of life while providing choices and authentic ecological learning.

[1] Open House - An open house allows entering and exiting the house to the community and of the community to the house and transition to other settings.
[2] Person-based - the person is at the center and the service is provided according to their wants and needs.
[3] Adults - people aged 18-55 (according to the definitions of the Ministry of Welfare)

Project Goals

1- Promoting skills: the Bira Kadima project provides an opportunity for a complex activity, one that relates to and develops a variety of skills at the same time, which work mutually on each other: motor, cognitive, communicative, social, emotional skills, etc. It has a decisive effect on functioning in a wide variety of situations and which the project may promote, is the field of administrative functions. Administrative functions are a collection of high cognitive skills that enable control and control of behavior, thought and emotion, thus helping to achieve various goals. Administrative functions include a broad "umbrella" of cognitive skills including: response delay (inhibition), working memory, emotional control, initiative, mental flexibility, transitions, persistence, planning and organization, planning, problem solving and control.
Beyond that, participation in the process may mobilize motivation for action and action, generate a positive and active feeling, and develop a sense of competence. All this through an age-appropriate, socially acceptable and 'trendy' activity.

2- Establishment of a workplace adapted to the population of the center: the population of the center today is defined as one that is unable to integrate into existing places of study or employment. However, many of these people have a significant need to integrate into the labor market like their peers. In light of this, one of the main goals of the project is to establish a suitable place that provides employment and integration in the labor market for the well-being of the participants of the day center.

3- Increasing the involvement and participation of the center's participants among the general population. As part of the project, the participants participated in private and public sales events which will increase the exposure and involvement of these people in the community around them. Also, collaborations will be created with other organizations and people outside the association.

Assessment
The Bira Kadima project has been running for about 4 years. The production and bottling sessions are held every week consistently. When in each brewing session the group produces between 20-40 liters of beer and in each bottling session between 50-100 bottles of beer are produced. Each month there are two brewing sessions and two bottling sessions, so the amount of bottles per month varies between 100-200 bottles (two 20 liter brewing sessions - 50 bottles x 2, or two 40 liter brewing sessions each time 100 x 2).
The average amount of bottles sold during a sales event is around 300 bottles of beer.
During the last two years there were no beer sales events at all due to the COVID-19 pademic. This year the sales events were renewed and the participants took part in two public sales events and joined them as beer producers.

Metrics

Main objective: the participants will produce beer independently

Objectives:

1. The participants will get to know the tools and materials required to brew the beer and know where the things they need are.
2. Participants will know and perform the various steps required for cooking/brewing/bottling.
3. The participants will contact each other without the mediation of the staff members in requests and offers of help.
4. Each participant knew how to perform at least two roles in the project independently.

Goal ranking according to GAS:

1. Knowing the tools and materials and collecting elements necessary for the task independently

Participants collect the things necessary for the task without any clues at all.	+2 (purpose)
Participants need verbal guidance in one clue in collecting the elements for the task	+1
Participants need verbal guidance and several clues in collecting the elements for the task	0 (Current state)
Participants need explicit verbal guidance in collecting the elements for the task	-1
Participants need explicit physical and verbal guidance in collecting the elements for the task	-2 (starting point)

2. Remembering the brewing / bottling steps independently

Participants remember the steps of the task without any clues at all.	+2 (purpose)
Participants remember the steps of the task with little or rarely mediation	+1 (Current Status)
Participants remember the steps of the task with little verbal mediation	0
Participants remember the steps of the task with the help of great verbal mediation	-1
Participants are unfamiliar with the stages of the task	-2 (starting point)

3. Contacting each other with requests and offering help without the mediation of the staff members.

Participants contact each other with requests and suggestions for help with no reminder at all.	+2 (purpose)
Participants contact each other with requests and suggestions for help using a reminder at the beginning of the task only	+1
Participants reach out to each other with requests and suggestions for help with a few reminders during the task	0 (Current state)
Participants turn to each other with requests and suggestions for help with many reminders during the task	-1
Participants do not contact each other with requests or suggestions for help	-2 (starting point)

4. Each participant knew how to perform at least two roles in the project independently.

Each participant knows how to perform at least four roles in the project independently.	+2
Each participant knows how to perform at least three roles in the project independently.	+1
Each participant knows how to perform at least two roles in the project independently.	0 (purpose and current state)
Each participant knows how to perform at least one role in the project independently.	-1
The participants do not know how to perform any role in the project independently.	-2 (starting point)

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Intervention summary, current status report:

The purpose of the Bira Kadima project is to enable people with complex physical disabilities to participate in meaningful productive activity and increase participation in the community. Initially, about 4 years ago, the project participants did not take part in any productive project on an ongoing basis. Most of them lacked training in the field of beer production, and with little experience in the professional world.

During the project, the motivation of the participants increased and today they arrive at the place and actively start taking action. The participants developed a sense of competence and their level of confidence in their abilities increased. They are familiar with the brewing process, and know which materials and tools are necessary for the process. They are also aware of the problems that may arise and in cooperation manage to think of solutions.

The bottling process, which at the beginning of the process required a lot of physical help and not a little accompaniment, today is done almost without the intervention or assistance of staff members. The participants remember and know well the different roles, and help each other physically and verbally. They turn to each other with requests and offers of help, which was not the case at the beginning of the project.

In addition to the direct skills needed for the production of the beer, there has been a significant improvement in other work skills, such as inhibition and persistence, control and planning, organizing in space and with other people, communication and initiative. The participants take an active part in the sales events, address people with explanations about the center and the beer project, explain the different types of beer and even make recommendations based on their personal taste and close familiarity with the different beers.

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Participants – Bira Kadima, Brewing for a Social Change – Tsad Kadima

1. Eitan [redacted]
2. Osheri [redacted]
3. Ran [redacted]
4. Shay [redacted]
5. Ayelet [redacted]
6. Moses [redacted]
7. Rotem [redacted]
8. Adi [redacted]
9. Shai [redacted]
10. Moshiko [redacted]
11. Adi [redacted]
12. Miriam [redacted]
13. Efrat [redacted]
14. Yaniv [redacted]
15. Elior [redacted]
16. Itzik [redacted]
17. Sarah [redacted]
18. Neta [redacted]
19. Talia [redacted]
20. Shlomi [redacted]

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Videos and pictures of the Bira Kadima Project for Matanel

The following link is a link to a shared folder for the solely eyes of the Matanel Foundation. Here you will be able to watch the testimonies of five (5) of the participants of the project. Those videos are a not to publish. You will learn the impact of the Bira Kadima Project almost firsthand.

[redacted]

Pictures:

Bira Kadima made it also to Tekoa!!!
The beer festival in Tekoa hosted many breweries, including the Bira Kadima project.
Our special guests at the stand were the members of the band *Ethnix* , who showered compliments on the beer and the participants of the Tsad Kadima Day Center. July 2022

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The Bira Kadima Project participating in the Jerusalem Beer Festival along with dozens of high-quality beers as ours. July 2022

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A particularly happy collaboration with the Beit Ha'Galgalim association. A delicious and special culinary event. The guests had the opportunity to taste Bira Kadima and hear about this special project.

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From disability to active living

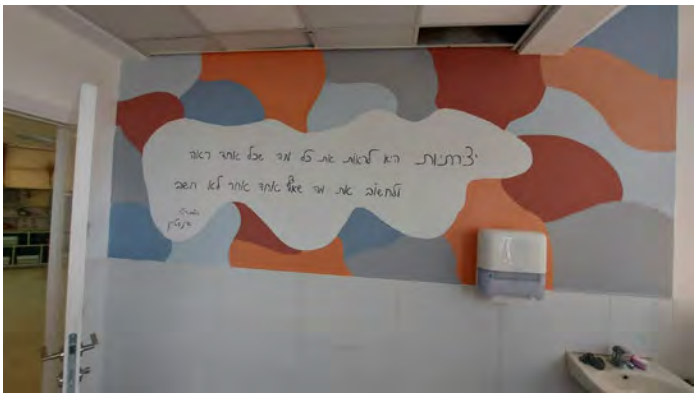
Bira Kadima Project - Financials

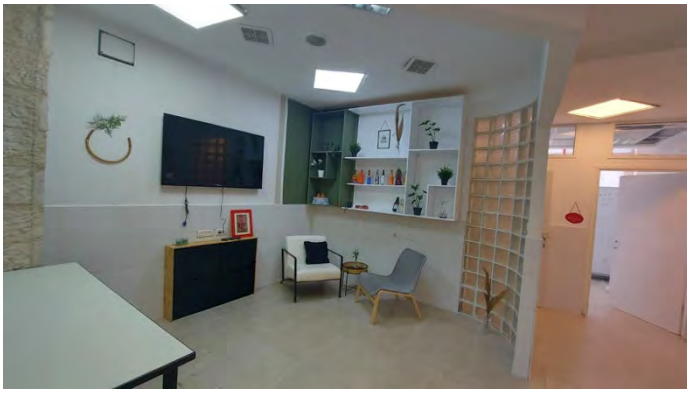
Expenses				
Item	**Details**	**Quantity**	**Yearly cost in US$**	**3-Year Cost in US$**
Human Resources	Development coordinator (50% position) a Biz Dev Brewer.	1	18,520	55,560
Materials	Cooking Materials	160 units	7,570	22,710
Nursing support for the participants			25,000	75,000
Total			**$51,090**	**$153,270**

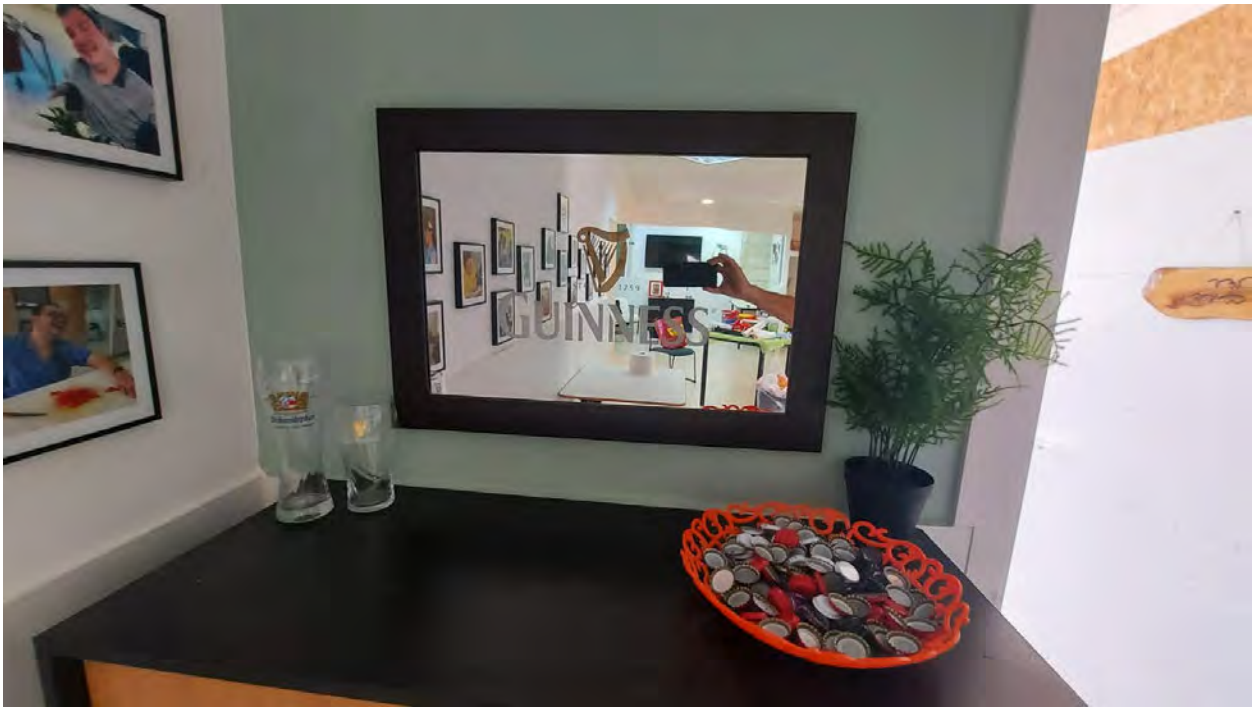
Philanthropic partners and income

Income	**Status**	**Income in (USD)**
Tsad Kadima	Received	**6,090**
The Weinberg Foundation	Received	**20,000**
Carlsberg Brewery – parnership to leverage the product	In-kind Received	-
Conrad Moris Foundation	Received	**5,000**
Matanel Foundation – 1000x20 participants	Received	**20,000**
Total		**$ 51,090**

The Matanel Foundation also allocated $5,000 to renovate and improve the common rooms and create a musical room. With the help of this donation, we were able to renovate the spaces, as you can see in the pictures below. In addition, we began a music program with a unique instrument called ARCANA. Thank you!







Our Music Program at the Tsad Kadima Day Center in Jerusalem. From September onward, there are regular weekly sessions of learning and playing the ARCANA, an very singular instrument that

allows people with disabilities to make their own music. We managed to purchase our first instrument for about $ 1500 (5000 NIS each). The cost of a weekly session is $53 (180 NIS) per hour. We are aiming for 5 hours of sessions each week.

Here, you can watch the instrument in action with the participation of a group of participants of our Center in Rishon Letzion. Among the works for pianos, wind instruments, and a variety of singers, at the Jerusalem Conservatory of Music, for the first time. Only a few months ago, they started learning how to play the arcana. For the first time in their lives they were creating music and were invited to perform. For the first time, the musical ensemble, performing on stage in front of an audience, felt equal, significant, and capable despite a lot of excitement. Following this exciting performance, the participants at the Jerusalem Day Center decided the want also to learn how to play the Arcana.

The link here:
https://www.facebook.com/TsadKadima/videos/pcb.4583545231748308/452237523018618