



The Matanel Foundation
Ani Shlishi
2022 Report and 2023 Request

Ani Shlishi (I Am Third) is a nonprofit organization providing workforce training, financial education, and community engagement opportunities for Israel's low-income, at-risk youth ages 16–18 regardless of gender, religion, or ethnic background. Ani Shlishi's mission is to prepare youth to enter the workplace, support their personal and financial stability, and develop their ability to lead and mentor others. Ani Shlishi collects second-hand clothes for resale at its thrift stores in Tel Aviv, Rishon LeZion, and Mevaseret Zion near Jerusalem, and assists teens in acquiring hands-on retail experience and customer service skills through six-month paid internships. While



working at Ani Shlishi, participants receive instruction in managing their finances and assistance in finding employment or resuming their education. After graduation, the Alumni Program offers ongoing training in interview skills, resume writing, and online job search techniques. Ani Shlishi provides these young people with the tools and motivation they need to succeed; in the words of one participant, “Ani Shlishi is a wonderful place that has given me practical tools, experiences, and even best friends for life. I learned what it means to persevere, what it means to be independent, to be

punctual and to work properly.”

We thank the Matanel Foundation for its generous grant of 48,000 NIS, which has enabled Ani Shlishi to provide our at-risk youth with these critical skills. Following is a description of activities supported by the Foundation in 2022, a summary of organizational objectives for 2023, and a request for continued funding.

ORGANIZATION SUMMARY

Ani Shlishi's philosophy is “First comes the greater good, the welfare of others is Second, and I am Third.” This principle guides the organization's efforts in support of youth – 75% are female -- who have dropped out of school, live in youth shelters, and struggle with significant social, emotional, and behavioral issues. Ani Shlishi's stores operate as alternative schools, training young people with no prospects for employment or achievement within conventional educational frameworks. Ani Shlishi builds self-confidence through accountability and structure; teaches practical workplace, financial, and interpersonal skills that are transferable to any working environment; and provides mentorship and guidance in a supportive atmosphere. While working as a team toward a common goal – creating an enjoyable shopping experience for Ani Shlishi's customers -- participants gain self-esteem, a strong sense of community, and a recognition of their own potential.



Ani Shlishi's participants are referred by ELEM: Youth in Distress, the Otot Shelter in Herzliya, and the cities of Abu Ghosh, Bat Yam, Or Yehuda, Jerusalem, Rishon LeZion, and Tel Aviv. In collaboration with social workers and case managers, Ani Shlishi guides teens through hands-on training in sales and service as they work with customers in the stores. As they learn the many aspects of store operations, their responsibilities are steadily increased. They coordinate donation pickups, help with store displays and signage, and assist in training new participants; they also receive budgeting assistance so that they can spend their salaries wisely, avoid debt, and learn to save for the future.

After completing their internships, these teens are more likely to finish their education, find sustainable employment, and become financially self-sufficient. They are also more likely to become leaders who can mentor others and, in so doing, help to address the social challenges they themselves have faced.



As they prepare to graduate, Ani Shlishi works with participants on interview skills and helps to connect them with potential employers. After graduation the Alumni Program continues to support them, offering ongoing financial education and training in resume preparation and job search methods.

Because of the considerable challenges these teens must overcome, the Ani Shlishi youth cohort is kept at 24 per store per year to allow each participant a full six months of individualized training. **This has led to remarkable success: 72 teens have graduated from the program this year for a total of 300 graduates from the program overall; more than**

90% have found jobs, are resuming their education, or have registered for national service. Graduates' jobs include national service in education and work in restaurants, clothing and jewelry stores, an architecture firm, a hair salon, a bakery, and an automobile repair shop.

2022 ACCOMPLISHMENTS

Joining Igul L'tova

Ani Shlishi is now a member of the Igul L'tovah (Round Up) program. This program allows donors to "round up" their monthly purchases to the nearest shekel and donate those shekels to Ani Shlishi. We are continuing to sign customers up for the program.

Strengthening the Board of Directors

Ani Shlishi added four members to its Board of Directors In 2022. Our Board includes individuals with professional expertise in workforce development, youth at risk, retail, fundraising, law, and strategic planning. The active engagement of the Board has helped Ani Shlishi to provide our young participants with high-quality workforce training



and leadership development. Quarterly Board of Directors meetings have been instrumental in ensuring that Ani Shlishi meets its immediate, long-term, and financial goals while planning for continued expansion. Board members also apply their professional experience to working with the Operations team, helping to address any challenges that arise.

Matching Funds Campaign: In partnership with MyIsrael Charity, Ani Shlishi's Board launched a fundraising campaign in June 2022. Board members accessed their personal networks to ensure the success of the campaign, and the organization met its fundraising goal.



Partnership with Abu Ghosh

In October 2021, Ani Shlishi opened its third store in Mevaseret Zion, and in early 2022, Ani Shlishi developed a partnership with the city of Abu Ghosh, which now supplies all youth participants for our Jerusalem program. This store is co-managed by a religious Jewish woman and an Arab Israeli man. Our staff members are fluent in Arabic and the Ani Shlishi curriculum has been translated into Arabic to accommodate our newest participants. This is a wonderful model of coexistence that has opened up new opportunities for expansion for Ani Shlishi.

The Ani Shlishi Alumni Program

We continue to build the Ani Shlishi_Youth and Alumni Program. The key elements of this initiative include:

- A robust financial literacy program including budgeting skills, differentiating between wants and needs, and fixed and variable expenses. Our youth participants now participate in this program along with their in-store work.
- Facilitation of the smooth integration of Ani Shlishi alumni into normative frameworks (school, work, and military service).
- Ensuring that Ani Shlishi alumni have the practical skills and tools they need to develop into confident, capable, and contributing members of the community,

The program includes group workshops and one-on-one sessions on the following topics:

1. Employment:

- Resume Writing: How to recognize and describe your skills and talents (group



session followed by one-on-one assistance); facilitated by a professional job coach provided by the City of Tel Aviv

- Navigating the job search
 - Interview skills and public speaking
- 2. Financial Skills:**
- Opening a bank account and understanding bank and credit card statements
 - How to manage a budget and live within it, understanding the difference between wants and needs, fixed and variable expenses
- 3. Communication and Social Skills:**
- Learning to resolve interpersonal and workplace challenges through role-playing
 - Setting strong personal and professional boundaries and making positive choices
- 4. Leadership and Mentorship:**
- Aspects of Leadership 1- What makes an effective leader?
 - Aspects of Leadership 2 - Mentoring others from similar backgrounds personally and professionally to help them achieve their goals
 - Guest Speakers:
 - Local business owners; how they got started, what they look for in an applicant.
 - Women business leaders (spotlight on Women in Tech)

During the pandemic, a majority of Ani Shlishi participants surveyed have said that they feel insecure about the future. These vulnerable teens need all of the skills and support available to them in order to succeed in the competitive COVID-19 and post-COVID 19 economic environment, and Ani Shlishi is here to meet those needs. The Alumni Program represents a long-term investment in our participants, providing continued training and education that will offer them a path to independence and socio-economic mobility. As one graduate says, “The experience I have gained has given me the confidence to find a job for the long term.”

Partnership Development

In 2022, Ani Shlishi was once again among the ten Israeli nonprofits and social businesses selected to participate in the **WeWork Israel Impact Program**, which offers meeting space for the Ani Shlishi management team and structured opportunities for networking and collaboration. This partnership also provides access to each company working within the WeWork ecosystem, providing an additional source of volunteers.

Ani Shlishi is a member of the **PayPal Israel Community Impact Program**, which encourages PayPal employees to volunteer at grantee organizations. PayPal staff members can assist in providing workshops for Ani Shlishi’s alumni in the subject areas outlined above.

Funding

1. Bank Hapoalim: Ani Shlishi has developed a strong working relationship with Bank



Hapoalim, a committed funder. This has allowed Ani Shlishi to expand its connections with the Israeli business community.

2. Government Funding: The **City of Rishon LeZion** refers at-risk youth for participation in Ani Shlishi's training program and the city underwrites a portion of staffing expenses at Ani Shlishi's Rishon LeZion store. The municipality has increased its financial support for Ani Shlishi's program in 2022.

3. MyIsrael Charity: One of 18 organizations throughout Israel, Ani Shlishi was selected by MyIsrael Charity as a recipient of its U.K. fundraising efforts.

2022 Metrics of Success

Goal: To enhance the readiness to enter the Israeli workplace, personal and financial stability, and self-esteem of Ani Shlishi program participants.

In 2022, Ani Shlishi met its objective:

Process Objective: At least 48 at-risk youth will complete paid Ani Shlishi staff internships. In 2022, Ani Shlishi employed and provided workforce education for 48 youth.

Impact Objective:

At the end of their internships, program participants responding to a survey will state that they have gained at least four of the following during their rotations:

- Skills that will help me to find employment
- Skills that will help me to manage my finances
- Increased motivation to work hard and succeed in life
- Positive relationships with peers and adult mentors
- Increased self-esteem and confidence that I can become a leader

In 2022, 100% of Ani Shlishi graduates stated that they had gained all of the skills listed in the survey.

Evaluation: Professional store staff and social workers from referring agencies monitor the progress of Ani Shlishi's program participants. Following each internship, surveys measure participants' personal growth and satisfaction with the skills and information they have received. A financial quiz is also administered to assess how much knowledge has been acquired. This data is collected and analyzed to evaluate the program.

Feedback is also solicited from participants' social workers and case managers. Comments from these partners have included: "Ani Shlishi's managers hold high expectations of professionalism for the youth, which reinforces within them that they are capable of contributing at a high level. This is what makes Ani Shlishi so special."

Ani Shlishi has reached a milestone – at 24 participants per store per year, more than 300 at-risk youth have received six-month internships and graduated from the program.



Since the last survey, Ani Shlishi has successfully integrated more than 90% of alumni into normative frameworks, including two alumni who have returned to Ani Shlishi as store managers. The success of our graduates inspires Ani Shlishi's program participants.

Partnerships and Recognition

Ani Shlishi's nonprofit and city government partners operate youth shelters, refer at-risk teens to the program, and monitor their progress:

- City of Abu Ghosh
- City of Bat Yam
- ELEM/Youth in Distress in Israel

- Amutat Otot Youth Shelter Herzliya
- City of Jerusalem
- City of Or Yehuda
- City of Rishon LeZion
- City of Tel Aviv-Yafo

Additional partners:

- Google: Provides advertising at no cost through Google Ad Grants.
- Heseq Foundation: Charitable foundation that offers educational scholarships to former Lone Soldiers. Volunteers assist youth with resume writing and job search skills.
- Kaima Youth Social Services: Trains/empowers youth through organic farming. Provides mentorship to the Ani Shlishi team.
- Marom Group Consulting: Assists with strategic planning, capacity building.
- Masa Israel Journey: Provides volunteer marketing interns.
- Nefesh b'Nefesh: Provides office and meeting space at no cost.
- Onward Israel: Provides volunteer marketing interns.
- PayPal Israel: Volunteers provide workshops for the Alumni Program.
- Skilled Volunteers for Israel: Provides business/operations consulting.
- WeWork Impact Program: Provides meeting space and opportunities for networking and collaboration.
- WIZO Family Social Services: Receives clothing donations from Ani Shlishi.

2023 OBJECTIVES

Process Objective: At least 72 at-risk youth (24 per store) will complete paid Ani Shlishi staff internships.

Impact Objective 1: After their internships, program participants responding to a survey will state that they have gained at least four of the following during their rotations:

- Skills that will help me to find employment
- Skills that will help me to manage my finances
- Increased motivation to work hard and succeed in life
- Positive relationships with the peers and adult mentors at Ani Shlishi



- Increased self-esteem and the confidence that I can become a leader

Impact Objective 2: At least 85% of Ani Shlishi graduates will find jobs, resume their education, or register for national service.

Ani Shlishi's success continues to generate a significant number of youth referrals and we have an extensive applicant waiting list; our goal is to continue to expand into more Israeli cities. We are currently in talks with the cities of Ashdod, Haifa, and Ramla regarding the possibility of expansion.

Ani Shlishi requests 50,000 NIS in funding for 2023 from the Matanel Foundation; this funding will ensure that more of Israel's youth at risk have the opportunity to gain the skills and experience they need to succeed. We are extremely grateful for our partnership with the Matanel Foundation as we continue our impactful work.