

# *MATANEL FOUNDATION*

## *ACTIVITY REPORT*

**Program:** *Bar Mitzvah in the Periphery*

**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: Barmitzvah In the Periphery

Year of activity: 2022

Name of the report's writer: Chani Genud

Function of the report's writer: Program Director

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**Number of active participants:** 32 Bar Mitzvah boys from families of Soviet origin or from Israel's socio-geographic periphery

**Estimated number of affected participants:** close to 2000 people. The Bar Mitzvah ceremony includes the participation of the boy and his family, other family members, friends, and classmates. That is, about 50 people on average per participating family.

**Specify the actual status of the plan (where the plan stands on the date of the activity report, no more than ten lines):**

In 2022-2023, we expanded the Bar Mitzvah program to a target audience of families from the Soviet Union. We trained instructors and made cultural adjustments to the content of the meetings. A dedicated Russian-speaking coordinator was also employed to coordinate with the families and the counselors. We launched a targeted campaign for a Russian-speaking Israeli audience in order to increase exposure to the project. Later, we expanded

the program and also trained Ethiopian-Israeli instructors. We contacted a number of NGOs that work with Ethiopian immigrants and distributed the project through them. Finally, we collaborated with the Seder Yeshiva in northern Israel and trained 22 counselors who will work in Acre, Nahariya, Safed and Maalot in order to reach families in the periphery as well. Two months ago, a local (salaried) coordinator was recruited to locate families in the periphery and connect the trained counselors to them.

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

We expanded the Bar Mitzvah program to additional audiences and made the necessary cultural adjustments. We trained an appropriate training team, created targeted Russian-language campaigns and distributed the project in Amharic to Ethiopian-Israeli families.

With the understanding that these audiences do not contact us through the website, we decided to employ a coordinator who will work in the field and personally recruit the families and accompany the process with them. So far, 32 families have participated in this project (out of a total of 700 families who participated in this year's Bar Mitzvah program). The total subsidy given to these families is NIS 16,660, an average of NIS 520 per family.

Since this target audience of immigrants from the Soviet Union and the periphery challenges us in terms of recruitment and participation, we take steps in several channels to reach them: targeted campaigns in Russian and Amharic, a local coordinator who locates and accompanies the families, outreach through associations and municipal bodies, and cultural adaptation of the content.

**Evaluation (methodology, results, comparisons to the previous year, conclusions for the future...):**

Each family fills in feedback after the funeral process and the Bar Mitzvah ceremony. The feedback indicates high satisfaction on the part of the families regarding the entire process, starting from the referral stage, the series of meetings and accompaniment at the Bar Mitzvah ceremony. Attached in one sample feedback appendix.

As mentioned, our main challenge is reaching these families, so throughout the year we worked through several channels to reach them. In the coming year, we will continue these activities. If the local coordinator in the north of the country succeeds in locating and recruiting peripheral families, we will copy this model to additional peripheral areas in the south of the country. We aim to double the number of participants in the coming year to 64 families.

**Temporary guidelines for advancing the program next year:**

There is a work plan for 2024 that includes a virtual campaign with sponsored promotion, and we upload the plan on the Tzohar website with details for registration. In addition, we have trained 20 Bar Mitzvah instructors for the coming year and we employ a local coordinator who will work with municipal authorities who is responsible for recruiting families from the periphery.