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: *2023*

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: 2023

Name of the report's writer: Benjy Maor

Function of the report's writer: Director of Resource Development

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https://tsadkadima.org.il/en/

https://www.facebook.com/TsadKadima

Number of active participants in the program: 20

Estimated number of impacted participants: Thousands

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

Bira Kadima operated continuously throughout 2023 up until the October 7 massacre and ensuring war up until Israel Home Front Command guidelines allowed us to return to activities in late November. The young adults with cerebral palsy and complex physical disabilities who decided - contrary to the diagnosis that they are not employable and not suitable to integrate into the labor market – to find a way have a meaningful, productive occupation. These entrepreneurs with disabilities took responsibility throughout the year in all the work processes to produce the beer with everyone having specific roles on brewing day and on bottling day, by running the project Facebook and Instagram pages and attending various events such as Beer Festivals to promote Bira Kadima.

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

Included amongst the goals that were achieved in the past year, we would like to share the following:

- After being paused during the Corona pandemic, Bira Kadima returned to full activity mode. We also recruited a volunteer expert in the field how significantly improved the professionalism of the production process and he continues to help in this matter to this day.
- In addition, we went through a new branding process and the new beer labels are much more inviting (see pictures attached in the email with this report).
- Thanks to your support, we purchased additional equipment, added another professional team member to assist the entrepreneurs with disabilities and attended to several beer events in the wider community.
- Bira Kadima is currently exploring a possible partnership with a Jerusalem brewery with the aim of turning our venture into a social enterprise that will enable the sale of beer to companies and events as part of our building connections to the community - all revenue will go towards further development of the Bira Kadima.
- We have attended numerous events, including beer festivals, both local and national, among them: a beer festival in Tekoa, a beer festival in Jerusalem, an event for the Friends of the Biblical Zoo, a Jerusalem winter event, and an event at a boutique beer venue in Modi'in – attended by the city's mayor.
- One special highlight was a visit to Bira Kadima by Howard Blas, an expert on disabilities, who decided to write an article* about this project here: https://www.jpost.com/food-recipes/article-741427
- An additional highlight was a visit by the Fokus Jerusalem German TV station highlighting Israel. They also included Bira Kadima in their periodic news item show. *

*In both cases, we requested that mention of the Matanel Foundation support, however they did not include it, which is ultimately out of our control.

As in 2022, also in 2023 The Matanel Foundation generously allocated $5,000 to renovate and continue to improve the common rooms and create a musical room. With the help of this donation, we were able to renovate the spaces (pictures of this are attached with this report) and continue a music program with a unique instrument called ARCANA. The Arcana has harmonic and melodic capabilities, a joystick and keys that act as the frets and chords and buttons that cater to different levels of cognition. Arcana is also equipped with switches and handles that account for a variety of motor skills and allow people to play the instrument with their feet or heads. The Arcana program requires a dedicated professional who introduces and teaches the instrument to people with disabilities. Thank you!

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

Tsad Kadima uses the Goal Attainment Scaling (GAS) measurement tool, with which we break down a project's goals into defined specific deliverables and defined ratings of the expected change in each young adult participating in the activity.

We regularly check the level of results, and accordingly, adapt the activities accordingly to bring the results as close as possible to the pre-defined goals.

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

For 2024, we will focus on:

- Increasing the volume of production while maintaining the rehabilitative therapeutic values - following the growing demand for beer, we understand that we must increase production while maintaining the rehabilitative activity itself.
- Equipment upgrade - in order to produce more and in a more accessible way.
- The connection to the community – we will continue to emphasize the matter of connecting to the community and creating partnerships between people with and without disabilities.

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

The Evaluation Report is attached to the email sent with this activity report

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.

JPG photos are attached to the email sent with this activity report

https://www.facebook.com/birakadima

https://www.instagram.com/birakadima/

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.

https://youtu.be/ieVDtGKMQR0

5 short testimonies from the participants

“This is the only place in Israel where people with disabilities can make beer.”

“Each one of us contributes to the brewery process according to his or her abilities.”

“It is very important for me to be part of this project, I am part of a group and this makes us part of society.”

“Our beer is great to drink, and it’s better tasting when you made it yourself.”

“Beer made by us, brings us great pride.”

“I love Bira Kadima – I love what I do”