

MATANEL FOUNDATION

ACTIVITY REPORT

Program:
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: Sipur Haim Perah Hazahav

Year of activity: 2023

Name of the report's writer: Moran Zipper

Function of the report's writer: Co-CEO

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Number of active participants in the program: 400

Estimated number of impacted participants: 550

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

The "Sipur Haim Perah Hazahav" program, a flagship program of "Zikaron BaSalon," aims to foster intergenerational relationships between employees of various businesses and Holocaust survivors.

In the first quarter of 2023, we recruited young adults as volunteers to establish strong connections with Holocaust survivors experiencing loneliness. During the second quarter of 2023, the volunteers and survivors collaborated on a joint assignment: to explore, develop, and share the personal stories of Holocaust survivors using a unique approach developed by Zikaron BaSalon.

On Yom HaShoah in 2023, Israel's Holocaust Remembrance Day, the volunteers hosted Zikaron BaSalon events nationwide and shared the survivors' personal stories. Through this process, both survivors and volunteers developed mutual and meaningful relationships, helping to alleviate social isolation among survivors and rebuild intergenerational connections.

Following Yom HaShoah, our volunteers continued visiting survivors and holding intergenerational meetings. While most volunteers met weekly, some met bi-weekly.

Currently, we are working on launching an additional group of "Sipur Haim Perah Hazahav" involving 750 participants from 50 businesses.

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

- Continuity: Over 80% of last year's program volunteers are still actively participating.
- Impactful Relationships: 89% of surveyed Holocaust survivors affirmed the significant relationships formed with volunteers.
- Events: 460 Zikaron BaSalon events occurred on Yom HaShoah eve in 2023, where volunteers shared survivors' personal stories, fostering meaningful connections.
- Training Participation: 88% of volunteers attended all our trainings on intergenerational connections, Holocaust survivor backgrounds, personal storytelling, and narrative cohesion.
- Ongoing Support: In addition to weekly meetings, volunteers and survivors maintain an active WhatsApp group for support, showcasing excellent engagement and cooperation.

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

Throughout the year, we maintained regular contact with participating Holocaust survivors, conducting phone surveys every three months with approximately 25 survivors each time. These surveys, utilizing a questionnaire developed by UCLA, aimed to assess their sense of loneliness. Our evaluations revealed high levels of satisfaction among the survivors, with 89% reporting meaningful experiences during program meetings. Additionally, they expressed gratitude for the program's impact in alleviating their loneliness and appreciated the positive content introduced through joint assignments with volunteers.

Volunteers benefited greatly from engaging with survivors' personal stories and had direct access to the Program Coordinator for guidance and support. They shared their experiences and ongoing challenges in building relationships with the survivors, receiving assistance from a Gerontologist at Zikaron BaSalon when needed. In some instances, adjustments were made in survivor-volunteer pairings due to factors such as compatibility issues or distance, always prioritizing the well-being of the survivors.

In 2023, 92% of the volunteers hosted a Zikaron BaSalon meeting and told the survivor's story, as well as 84% from 2021 and 2022 continued to tell the survivor's story the following year as well.

During the year 2023, a digital space (drive) was established for photos, quotes and shares of the volunteers and Holocaust survivors.

In addition, 2 rounds of feedback were held for volunteers and Holocaust survivors in which they evaluated the activity in the program, from these feedbacks we learned the above data.

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

Temporary guidelines for promoting the program next year:

In the events of October 7, 2023, we saw pictures that we didn't think we would see again. The parallel to the Holocaust is understandable, especially in terms of the pure evil we were exposed to in the horror stories. But the significant difference, among other things, is that now we have a country and an army that fights for us.

Now more than ever is the time to listen to the Holocaust survivors and draw strength and hope from them. They remind us that even from the holocaust, the most terrible period in history, it is possible to rise from the break - grow, improve, grow and look forward.

In light of this, our current focus is on expanding volunteer recruitment efforts through diverse organizations in Israel's geographic and social peripheries, aiming to reach Holocaust survivors residing in these underserved areas. Recognizing the significance of offering reciprocal tasks to both survivors and volunteers, we emphasize the importance of delving into survivors' experiences during the Holocaust, crafting comprehensive personal narratives, and sharing them on Holocaust Remembrance Day. These endeavors foster profound intergenerational connections between survivors and volunteers, ensuring their enduring presence, particularly amidst the complexities of our time.

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

Project Expenses	Detail	2023 (NIS)	Actual execution 2023
Volunteer Guides	Recruitment of volunteers for the program, pairing the volunteers with Survivors, providing guidance and leading the volunteers. For every 50 volunteers - one Volunteer Guide	130,000	136,000
Content Development	Development of the unique tool that will accompany the project - "Lifer, Story" notebook (first stage- hard copy, second stage - digitized version) and development of group training sessions (learning the characteristics of Survivors and gaining tools for the purpose of creating meaningful intergenerational connections, gaining	28,000	35,000

	storytelling tools, presentation skills, story building skills and preparation for the Salons)		
Volunteer Training	3 training sessions for each group of volunteers (in addition to the introductory meeting)	60,000	56,000
Media and Marketing	Raising awareness of the project to the relevant audience: companies and corporations, HR employees with the help of social media, creating content marketing the project, creating informational content for potential partners/volunteers, and creating informational content for the Survivors	20,000	18,000
Production and print of the notebooks	Each volunteer receives a unique notebook	14560	15000
Assessment	feedback questionnaires in the beginning, middle and end of the project accompanied by a professor from Ben Gurion who will measure the effectiveness of the program	12,000	10,000
TOTAL		264,560	270,000

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

<https://docs.google.com/document/d/102iGiz5RQK7ZS2Pxrm2hEUqCxuKi8zZPkedKgJSHBsI/edit?usp=sharing>

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://www.youtube.com/watch?v=Eucxmeu-QVg>