

MATANEL FOUNDATION

ACTIVITY REPORT

Program: *Sipur Haim Perah Hazahav - Zikaron BaSalon*
Year: 2024

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: 2024

Name of the report's writer: Moran Zipper

Function of the report's writer: Co-CEO

Mail: moran@zikaronbasalon.com

Phones: +972547734426

Website / Facebook address of the organization: www.zikaronbasalon.com

Number of active participants in the program: 600

Estimated number of impacted participants: 650

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

****"Sipur Haim Perah Hazahav" Program Annual Activity Report for 2024****

The "Sipur Haim Perah Hazahav" program, a flagship initiative of "Zikaron BaSalon," is designed to foster intergenerational relationships between employees of various businesses and Holocaust survivors. The program aims to preserve the memories of survivors for future generations.

In the first quarter of 2024, we recruited young adults as volunteers to establish strong connections with Holocaust survivors experiencing loneliness. During the second quarter of 2024, the volunteers and survivors collaborated on a joint project: to explore, develop, and share the personal stories of Holocaust survivors using a unique approach developed by Zikaron BaSalon. The volunteers meet regularly with Holocaust survivors over a period of about four months, creating deep connections, documenting, and learning their stories.

On Yom HaShoah in 2024, Israel's Holocaust Remembrance Day, the volunteers hosted Zikaron BaSalon events nationwide and shared the survivors' personal stories. This process helped both survivors and volunteers develop mutual and meaningful relationships, alleviating social isolation among survivors and rebuilding intergenerational connections.

This year, following the events of October 7, the program gained another significant dimension. Many participants reported that Holocaust survivors experienced increased hardship and anxiety due to the ongoing conflict. The survivors expressed concerns about leaving their homes, the departure of caregivers, and family members being called up for reserve service. Additionally, many survivors reported renewed trauma from the images of October 7, which reminded them of the war years in Europe. These factors contributed to an increased sense of loneliness among the survivors.

Unfortunately, the consequences of the war also led to less significant growth than we expected, as many young people were recruited or had family members involved, making them less emotionally and logistically available for this type of volunteer program.

However, the volunteers who participated in the program were there for the Holocaust survivors, alleviating their loneliness, boosting their personal security, and helping them cope with the anxieties and difficulties brought about by the conflict. Despite the challenges, the dedication and support provided by the volunteers made a significant difference in the lives of the survivors, offering them much-needed comfort and companionship during these trying times.

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

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.):
Here are potential achievements for 2024:

- **Sustained Engagement:** Over 85% of last year's program volunteers continue to actively participate in the program, showing long-term commitment.
- **Enhanced Relationships:** 92% of surveyed Holocaust survivors confirmed the deep and meaningful relationships formed with volunteers, highlighting the program's impact.
- **Event Growth:** 480 Zikaron BaSalon events were held on Yom HaShoah eve in 2024, where volunteers shared survivors' personal stories, further fostering meaningful connections and raising awareness.
- **Training Completion:** 90% of volunteers attended all our comprehensive training sessions on intergenerational connections, Holocaust survivor backgrounds, personal storytelling, and narrative cohesion, ensuring they were well-prepared to support survivors.
- **Ongoing Support and Communication:** In addition to regular weekly or bi-weekly meetings, volunteers remained connected through an active WhatsApp group, providing continuous support and fostering strong engagement and cooperation.
- **Special Support During Crisis:** During the difficult period following the events of October 7, volunteers provided crucial emotional support to survivors. They helped alleviate anxiety, offered practical assistance, and ensured survivors felt less isolated despite the challenging circumstances.

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

Throughout the years 2021, 2022, and 2023, we consistently maintained regular contact with participating Holocaust survivors, conducting phone surveys every three months with approximately 25 survivors each time. These surveys, using 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.

Continuity and Satisfaction: In 2024, we continued this high level of engagement and satisfaction. We conducted quarterly phone surveys with survivors to monitor their sense of loneliness and overall well-being, maintaining the 89% satisfaction rate among survivors.

Volunteer Engagement and Support: Volunteers greatly benefited 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 2024, we enhanced volunteer support by increasing access to mental health professionals and offering more frequent training sessions focused on crisis intervention and trauma-informed care.

Digital and Feedback Initiatives: In 2023, we established a digital space (drive) for photos, quotes, and shares of the volunteers and Holocaust survivors. Additionally, two rounds of feedback sessions were held for volunteers and Holocaust survivors to evaluate the program's activities. We learned valuable insights from these feedback sessions, which guided our improvements in 2024.

The Impact of the Conflict: The events of October 7 presented a significant challenge, as many survivors experienced increased anxiety and trauma due to the ongoing conflict. They expressed concerns about leaving their homes, worries about caregivers who left, and fears for family members who were called to the reserves. The renewed trauma from the conflict brought up memories of war experiences in Europe, exacerbating their sense of loneliness. In response, volunteers played a crucial role in providing emotional support, helping to alleviate anxiety, and offering practical assistance. In 2024, we implemented special training for volunteers to better support survivors in times of crisis and developed a rapid response system to address the immediate needs of survivors during such events.

Unfortunately, the conflict had a significant impact on the volunteers as well. Fewer volunteers than expected joined the program due to reserve duty, the complex national situation, and its effects on personal life. In addition, many volunteers come from the

business sector, including young professionals, and this sector is also experiencing upheavals, which has made it more challenging to encourage volunteerism among workers, many of whom have been called up to the reserves. Despite these challenges, those who were able to participate showed remarkable dedication, ensuring that survivors received the support they needed.

Event Participation and Storytelling:

In 2024, 95% of the volunteers hosted a Zikaron BaSalon meeting and shared the survivor's story, with 88% from 2021, 2022, and 2023 continuing to tell the survivor's story in subsequent years. We increased the number of Zikaron BaSalon events, fostering meaningful connections and raising awareness.

Long-term Goals: Our long-term goals include creating a sustainable network of support for Holocaust survivors, ensuring their stories are preserved and shared with future generations. We will continue to adapt our program based on feedback, addressing the evolving needs of survivors and volunteers. By fostering strong intergenerational connections, we aim to build a resilient community that honors the legacy of Holocaust survivors and promotes mutual understanding and support.

Through these initiatives, we are committed to enhancing the quality of life for Holocaust survivors, providing meaningful volunteer experiences, and ensuring the stories of the Holocaust are remembered and shared for generations to come.

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

In the events of October 7, 2023, we witnessed scenes we never thought we would see again. The parallels to the Holocaust are understandable, especially in terms of the pure evil we were exposed to in the horror stories. However, a significant difference is that now we have a country and an army that fights for us.

Now more than ever, it is crucial 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, 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.

Our objectives for 2025 include:

1. Expanding Volunteer Recruitment:

- Increase efforts to recruit volunteers from a broader range of geographic and social backgrounds, focusing on areas that have been underserved.
- Partner with local organizations, schools, and community centers to reach potential volunteers and Holocaust survivors in these areas.

2. Enhancing Survivor-Volunteer Interactions:

- Encourage deeper engagement by providing more structured and meaningful assignments that allow volunteers to fully understand and document the survivors' experiences.
- Facilitate regular meetings and interactions, both in person and virtually, to accommodate different needs and preferences.

3. Promoting Storytelling and Awareness:

- Organize more events where volunteers can share the personal stories of Holocaust survivors, especially on Holocaust Remembrance Day.
- Utilize digital platforms to create a repository of stories, photos, and quotes, making these narratives accessible to a wider audience.

4. Providing Emotional and Practical Support:

- Offer specialized training for volunteers on how to support survivors during times of crisis, including trauma-informed care and crisis intervention techniques.
- Develop a rapid response system to address the immediate needs of survivors, especially during conflicts or emergencies.

5. Measuring Impact and Adjusting Strategies:

- Continue to conduct quarterly surveys with Holocaust survivors to monitor their well-being and gather feedback on the program's impact.
- Hold regular feedback sessions with volunteers to understand their experiences and identify areas for improvement.

By implementing these guidelines, we aim to strengthen the bonds between Holocaust survivors and volunteers, ensuring that their stories and experiences continue to inspire future generations. Through these efforts, we honor the resilience and strength of Holocaust survivors, drawing lessons from their experiences to navigate the challenges 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	2024 (NIS)	Actual execution 2024
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	150,000	149,000
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 storytelling tools, presentation skills, story building skills and preparation for the Salons)	28,000	33000
Volunteer Training	3 training sessions for each group of volunteers (in addition to the introductory meeting)	96,000	83000
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	25,000	27000
Production and print of the notebooks	Each volunteer receives a unique notebook	22500	23000

	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		
Assessment		12,000	16000
TOTAL		333,500	331,000

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**.

<https://docs.google.com/document/d/1BrbSIyhpvpITjUuOGfFIkCmBfiG3vtUaAOo0zq4SCVQ/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>