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: *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: *"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: 2024

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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 - Israel's first micro-brewery fully run by young adults with CP and complex physical disabilities, thanks to adaptations making the process as accessible as possible – operated continuously throughout 2024. These entrepreneurs with disabilities believe in themselves, their abilities and their right to live meaningful, productive lives (despite the Welfare Ministry's labelling them as unemployable or uneducable). Each entrepreneur has specific roles on brewing day and on bottling day. The group decides together how to run Bira Kadima's social media and to attend Beer Festivals. In 2024 we brewed beer in memory of the late Neta Epstein z"l - who was part of the community of beer brewers in Israel and lived on Kibbutz Kfar Aza and was murdered after shielding his partner with his body on Oct. 7.

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.):
Included amongst the goals achieved in the past two years, we would like to share the following:

- Bira Kadima was honoured to add two new styles/types of beer to our inventory –

- "Neta" beer named in memory of the late Neta Epstein z"l - who was part of the community of beer brewers in Israel and lived on Kibbutz Kfar Gaza and was murdered after shielding his partner with his body on Oct. 7. The recipe was one that Neta wanted to try to cook but sadly was not able to.
*We also connected with the Kibbutz Kfar Aza community and shared our version of "Neta" beer with their local pub there as a tribute and in support of them.
*Please see the attached pictures of the special beer bottle label in Neta's memory (in Hebrew) and of the Kibbutz Kfar Aza pub.
-Another type of beer we introduced was IPA. – a popular type of beer that replaced the American pale ale in our brewery.
Both new types of beer required a fermentation method called "dry hop" which was also introduced to our entrepreneurs with disabilities, increasing their skills and level of specialization in brewing beer.

- We updated the graphics of our bottle stickers and packages (of 4 beers) – see attached pictures and in the below social media links.

- We purchased new equipment and significantly improved the level of accessibility for our entrepreneurs with disabilities enabling them to fulfil a wider range of functions in the beer brewing and bottling process

1) a semi-automatic bottle sticker machine operated by a switch
2) an electric bottle capping machine operated with a switch (instead of having to pull down a lever) making it fully accessible for all

Videos of both of the new equipment in action are included in the below linked 5-minute video we produced as part of this grant report.

- Students from the Hadassah Academic College photography and communication department created an advertising video with us – please see this at the beginning and end of the below 5-minute video we produced as part of this grant report.

In 2024, as in 2022 and 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. 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:
Even though 2024 was the final year of your generous three-year grant, we hope our partnership with Matanel Foundation will help Tsad Kadima find new partners. We will continue to enable the Bira Kadima initiative to grow and expand its contribution to the entrepreneurs – young adults with complex physical disabilities and to the wider community in Israel.

Please join the Evaluation Report, the Financial Report and the list of the participants to the program (as PDF documents)
List of participants, Evaluation and Financial Report are 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/qS8NeMzhlUs

5 short testimonies from the participants

"Beer made by us, brings us great pride."
"Each one of us contributes to the brewery process according to his or her abilities."
"I love Bira Kadima – I love what I do"
"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."
"This is the only place in Israel where people with disabilities can make beer."

The 2024 year ended very sadly for Tsad Kadima and for Bira Kadima – tragically, one of the original, veteran entrepreneurs with disabilities who was with the enterprise from the start, died suddenly on November 11, 2024 – Ron Touchband z"l, May his Memory Be for a Blessing.