

# MATANEL FOUNDATION- ACTIVITY REPORT

## The Women of Jerusalem Program

Submitted by: 0202 – Points of View from Jerusalem

Reporting Period: January – October 2025

Name of the Report's Writer: Marsha Lubovny

Function of the Report's Writer: Executive Director, 0202 – Points of View from Jerusalem

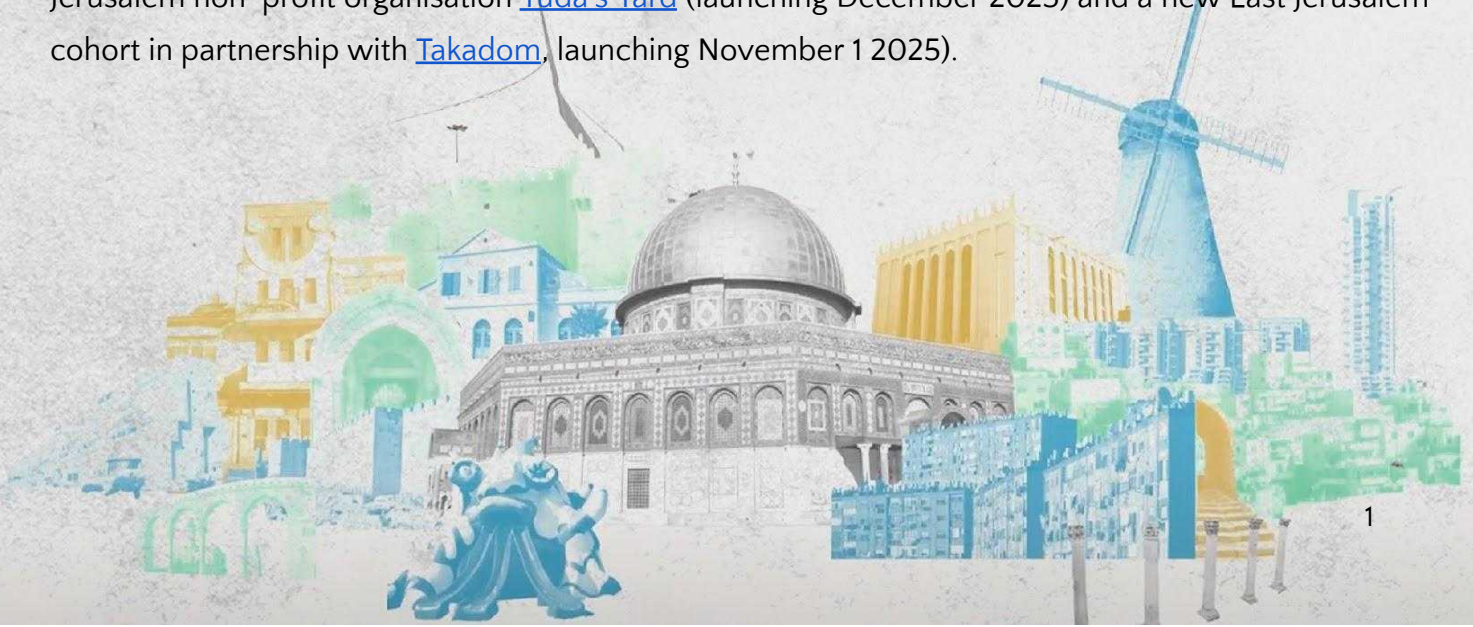
Mail: [marshal@0202updates.org](mailto:marshal@0202updates.org)

Phone: +972-54-577-1495

Website: <https://www.0202updates.org/>

## Current State of the Program (as of October 2025)

Now in its third year, the **Women of Jerusalem Program** continues to serve as a unique cross-communal initiative equipping women from East, West, and Ultra-Orthodox Jerusalem with essential capacity-building skills and digital media tools. In 2025, the program successfully concluded three cohorts–Arab, Haredi, and West Jerusalemite women, each completing a 12-session training in digital media tools, leadership, and storytelling. Alongside the training, participants took part in dialogue sessions that fostered trust, understanding, and shared learning across communities. Preparations are now underway for the next cohort of Haredi women (launching December 2025), West Jerusalem women, who will consist of a group of ex-Haredi women in collaboration with Jerusalem non-profit organisation [Yuda's Yard](#) (launching December 2025) and a new East Jerusalem cohort in partnership with [Takadom](#), launching November 1 2025).



## Summary Achievements (January–October 2025)

- **52 women from across Jerusalem's 3 major demographic communities** completed the full training course. 16 Arab, 20 Haredi, 16 West Jerusalemite.
- **Estimated Number of Impacted Participants:** 500+ community members and family networks
- **36 group workshops** were held, covering training subjects of: photography, videography, editing, journalism, activism, leadership, and public speaking.
- A total of **nine intercommunal dialogue sessions** were conducted, focusing on key cultural topics in Jerusalemite society, such as gender, personal and group identity, and the shared experiences of women across different communities.
- **52 creative media works** produced by participants, including podcasts, short films, photography exhibits and written essays. [Link to some of their media works here.](#)
- Participant stories and productions showcased on social media platforms, including 0202's pages, with a cumulative audience reach of **105,000+**.
- Partnerships expanded with the new inclusion of the organisation's Takadom (East Jerusalem women's leadership organization) and Yuda's Yard (West Jerusalem social support hub for ex-Haredi community) to increase the program's reach within population sectors, public recognition and inter-organizational resource support.





West Jerusalem Cohort

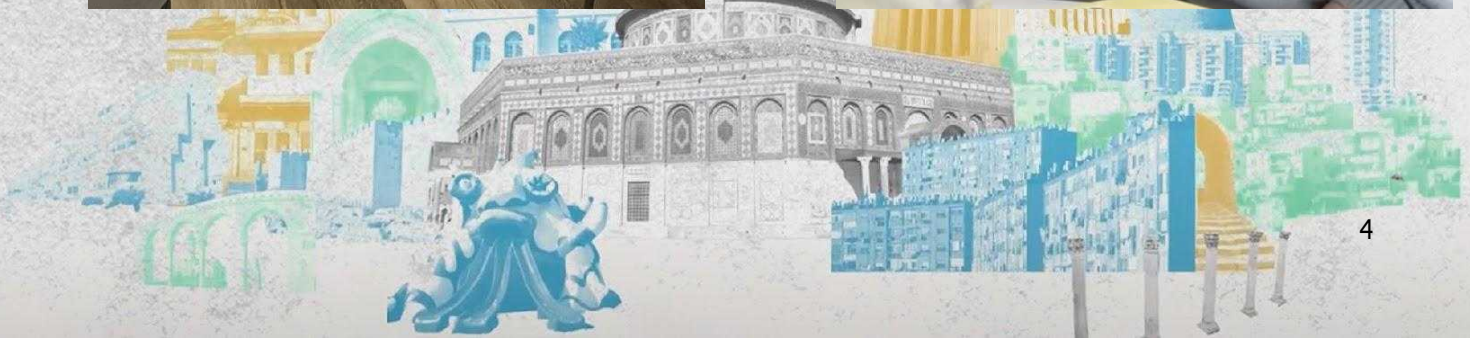
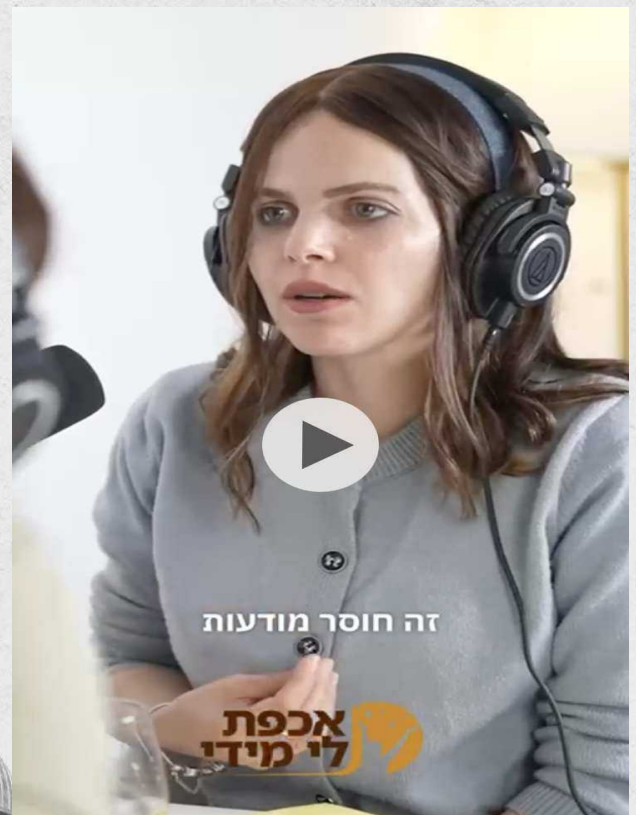


East Jerusalem Cohort





Haredi Cohort

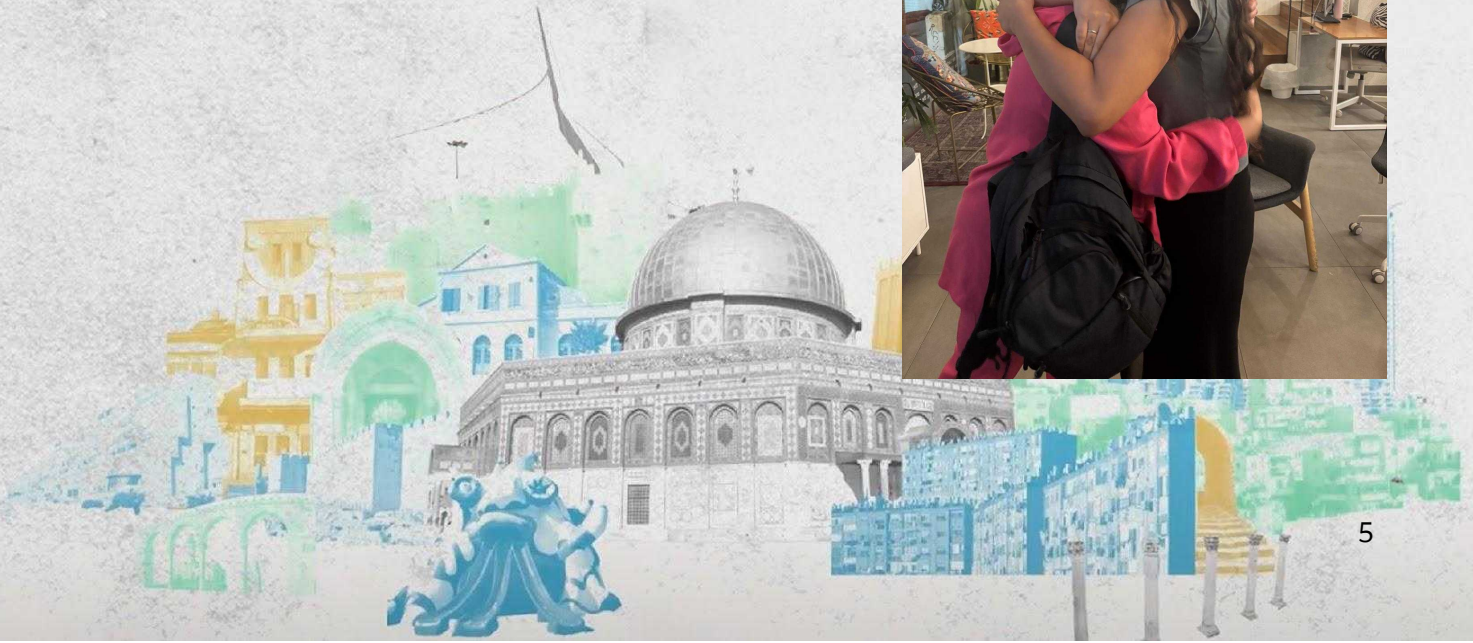


# Evaluation and Results

## Quantitative Assessments

Quantitative Outcomes (based on pre- and post-program evaluations of program participants) cover a range of key performance indicators tied to successful fulfilment of program goals, these include:

- **Workshop retention:** 72% attended more than 8 consecutive sessions
- **Skills improvement:**
  - **Videography & Photography** – 72% significant improvement
  - **Editing** – 69% moderate to significant improvement
  - **Storytelling & Media Marketing** – 78% stronger proficiency
  - **Leadership skills & Self-Confidence** – 72% increased confidence
- **Cultural understanding:** 82% reported improved awareness of other communities within the frame of 2 or more intercommunal dialogue sessions
- **Increased positive perception of other demographic groups:** 72% reported a greater personal empathy and interpersonal connection with members and communities of other demographic groups within the frame of 2 or more intercommunal dialogue sessions



## Qualitative Outcomes testimonials:

Program participants were provided with one-on-one meetings with group coordinators to provide feedback and optional submission of personal testimony for sharing within and between groups, and for publication. These constitute a significant component of the program's qualitative measurement of impact, in addition to the media creations of participants. Below is a selection of submitted testimonies from participants of each group:

*"Before the program, I hadn't taken a video of myself in over 20 years. I didn't have the courage or the know-how. There was a shame behind it. Now, after the program, I give myself the mission to take a video of myself at least once a week to give myself the confidence that what I say does matter. I am not ashamed."*

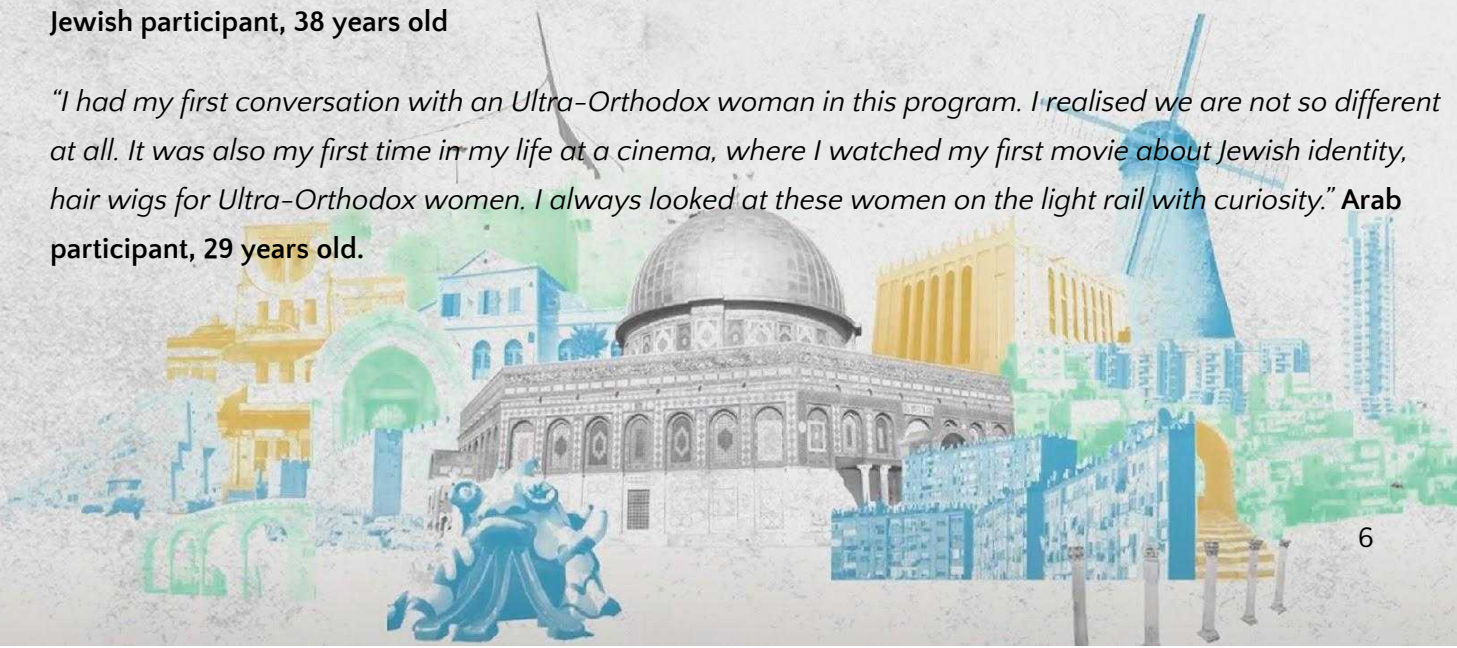
**Haredi participant, 55 years old**

*"I got married at 16 and had 4 children by the age of 23. I never finished school, and my husband never let me study or get a job. I am now 34. The media and leadership program at 0202 was the first-ever skills course I have ever done. Recently, I divorced my husband, who was abusive and left me alone to provide for the children. The digital editing skills I gained in the program helped me get a job as a video editor at a company in East Jerusalem."* – Arab participant, 34 years old

*"I am tired of being scared, of being angry. Meeting these Jewish women helped me soften. We are all just women. It doesn't matter whether Jew or Arab, religious or non-religious, we all share this identity. Meeting Jewish mothers showed me our shared motherhood, how we just want our children to be safe."* Arab participant, 42 years old

*My whole adult life, I worked as a receptionist, but I felt stuck, like I wasn't reaching my potential. Through the program, I learned how to present ideas confidently. For the first time, I felt that my work could matter. Recently, I have begun searching for new work with companies where I can play a greater creative role, and it feels like I finally have a future where I can express myself and support myself at the same time."* Secular Jewish participant, 38 years old

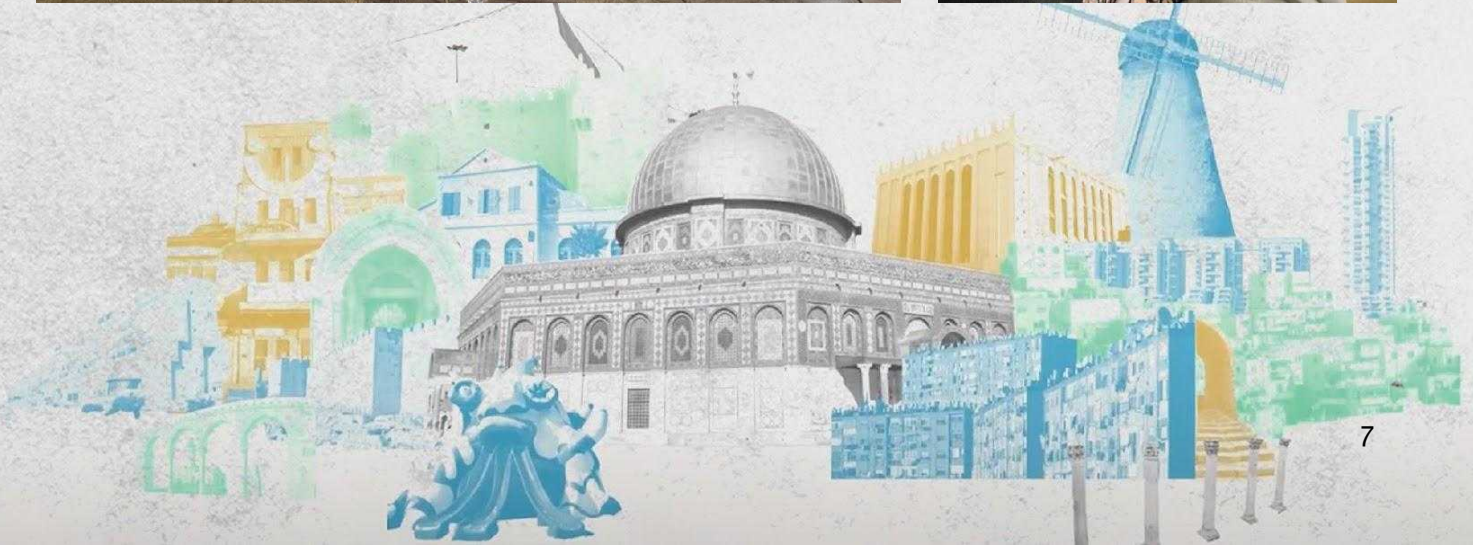
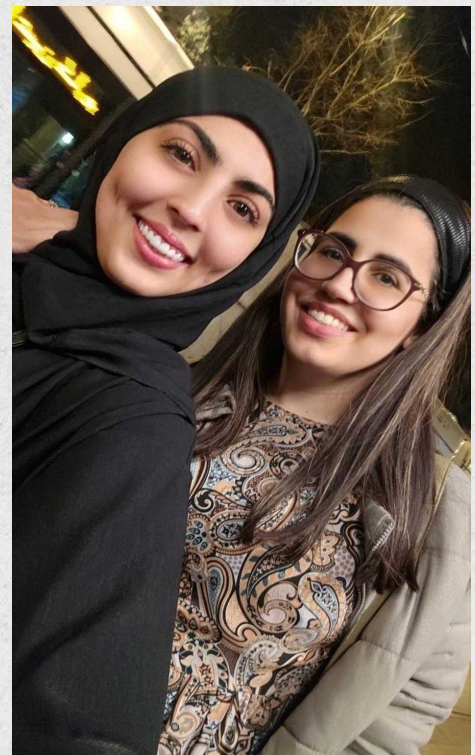
*"I had my first conversation with an Ultra-Orthodox woman in this program. I realised we are not so different at all. It was also my first time in my life at a cinema, where I watched my first movie about Jewish identity, hair wigs for Ultra-Orthodox women. I always looked at these women on the light rail with curiosity."* Arab participant, 29 years old.



*"I used to be scared of media, I grew up being taught it was dangerous. But through this program, I learned that media can also be a tool for good, for expression, connection, and even holiness when used with intention. The program gave me the courage and tools to share my own stories. -Haredi participant, 28 years old*

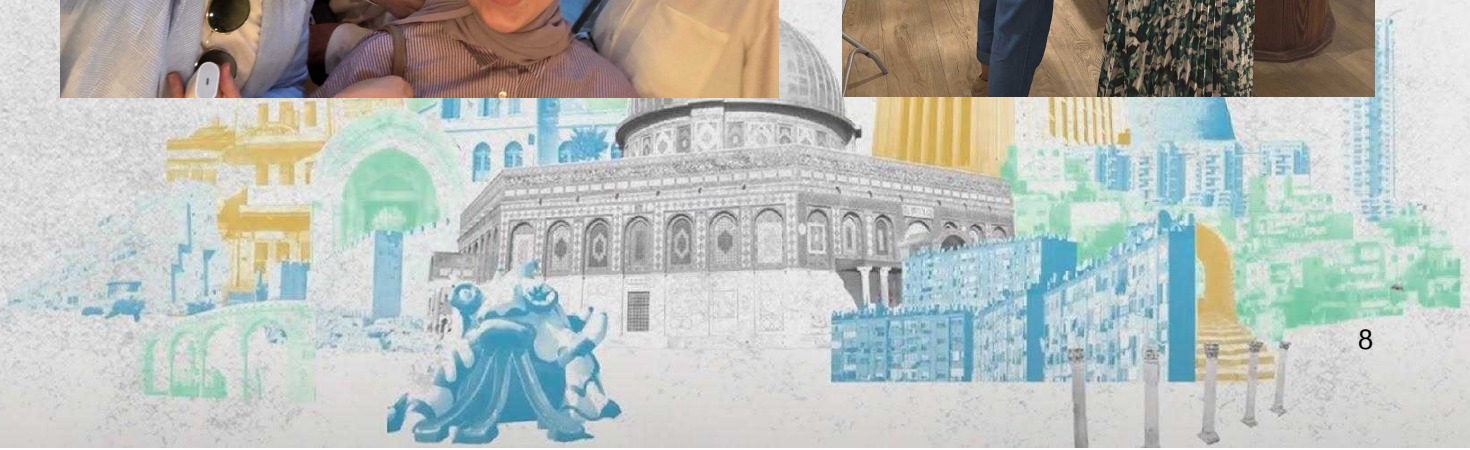
## Dialogue and Intercommunal Activities

During the program period, 9 in-depth dialogue sessions brought together participants from across Jerusalemite communities to explore identity, womanhood, and the impact of conflict on daily life. Many experienced their first meaningful interaction with women from other communities. Follow-up events, including joint film screenings and storytelling evenings, are planned for December 2025 to maintain these relationships.



## Challenges and Responses

1. **Arab Community Hesitancy:** Concerns about “normalization” were addressed through trust-building exercises with women from Arab and Jewish communities, clarifying the program’s political neutrality and skills-based focus, and offering optional dialogue participation.
2. **Motherhood and Scheduling Constraints:** Flexible hybrid online workshops were introduced to improve accessibility, with a shared group calendar tool used to ensure that early or late arrivals could be best grouped to overlap despite diverging schedules.
3. **Regional Instability (Iran War, June 2025):** Kept meeting schedules flexible, allowing workshops to be delayed in cases of imminent attacks, and venues with adequate safety measures and access to shelters were used, and participants informed of proper routes and use.
4. **Fear of Online Exposure:** Participants hesitant to share public work were supported with risk management guidance and the understanding that offline creation held equal value. Participants were provided the option of publishing items with anonymity, gaining the confidence of seeing social reaction whilst retaining a confidential identity.
5. **Low Digital Literacy (Haredi Cohort):** Women with no prior experience using smartphones were provided with personalized one-on-one mentoring. This support allowed all participants to advance together, ensuring that workshop flow and group dynamics were not hindered by differing digital skill levels.



## Notable Participant Achievements

- Graduates have already begun to secure new employment roles in video editing, digital marketing, and communications companies.
- One participant initiated a successful crowdfunding campaign to publish her first book on the loss and longing of losing her husband in the Meron crowd crash of 2021. She stated that her fellow participants inspired her to create the book. – <https://headstart.co.il/project/84666>
- Several participants launched podcasts exploring women's issues and identity in Jerusalem. – <https://open.spotify.com/episode/5lobalKloz3klRVMi6D4xi?si=dSHELSPFTqyH4ZaRfPjKQ&preview=video&nd=1&dlsi=1c20ae010e15499b>
- Women have created support groups- 100+ group of divorced women seeking to remarry in a conservative community and navigating its challenges. 30+ group dedicated to victims of sexual assault.
- Others have published written and multimedia works, amplifying underrepresented female voices in public discourse, such as providing commentary on haredi army conscription and its impact on women.

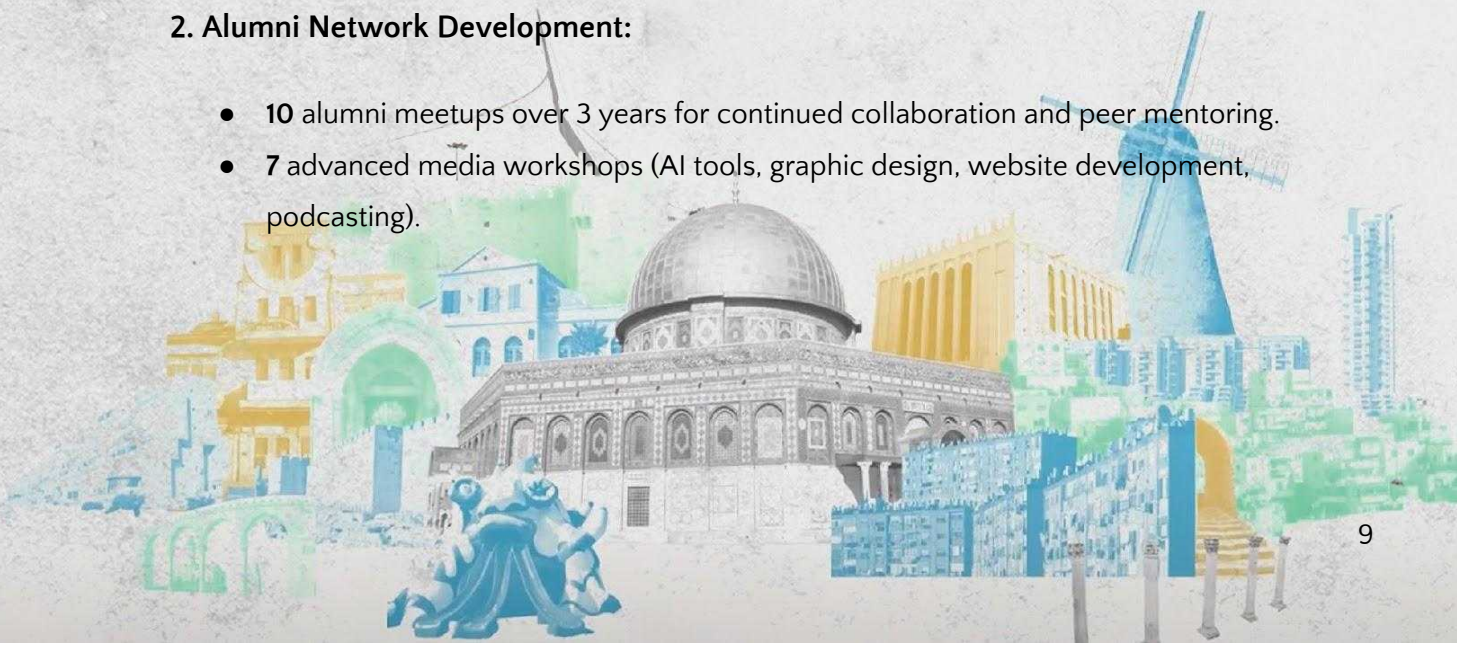
## Provisional Guidelines for Advancement (2026–2028)

### 1. New Cohorts:

- West Jerusalem- *Ex-Haredi Women Cohort* Haredi Cohort, and *East Jerusalem Cohort*- November/December 2025

### 2. Alumni Network Development:

- 10 alumni meetups over 3 years for continued collaboration and peer mentoring.
- 7 advanced media workshops (AI tools, graphic design, website development, podcasting).



- Programmatic integration of internships, speaking opportunities, and publication of alumni media projects on 0202 platforms.

### 3. Strategic Program Goals:

- Strengthen economic empowerment pathways for graduating participants through supported job placements and entrepreneurship training.
- Broaden program partnerships with local media outlets and NGOs.
- Expand cross-community collaborations to include mixed media projects and public exhibitions showcasing the diverse works of the women.

## Additional Resulting Developments

Due to the success and growing recognition of the **Women of Jerusalem Program**, additional civic stakeholders in Jerusalem have requested programmatic activities modelled on its capacity-building approach for women. This demand led to the creation of a new initiative in 2025– an unprecedented expansion into the Schmidt Girls School in East Jerusalem, marking the inaugural year of the Youth of Jerusalem Program. The program equips 15 young Arab women with skills in critical media consumption and creation, leadership, storytelling, and cross-cultural understanding, now fully integrated into the school's curriculum.

A central component of the program focuses on **critical engagement with media**, helping participants recognize bias, misinformation, and manipulative content across platforms such as TikTok and Instagram. Through guided discussions and practical exercises, students learn how to question narratives, identify fake news, and understand how digital content can influence perceptions and fuel radicalization or extremism. By strengthening their digital literacy and analytical thinking, the program empowers youth to become responsible media consumers and active voices for peace and nonviolence in their communities. Building on its early success, the **Youth of Jerusalem Program** is set to expand in 2026 to reach six schools across East and West Jerusalem.



## Summary Remarks

The Women of Jerusalem Program demonstrates the transformative power of combining media education, storytelling, and dialogue to empower marginalized women across Jerusalem. Participants emerge as confident storytellers, producers of ethical and engaging media content, and bridge-builders between divided communities.

Through the continued support of the Matanel Foundation, 0202 is expanding these life-changing opportunities, equipping more women with tools for economic independence, personal growth, and civic leadership. Together, we are fostering a generation of Jerusalem women who lead with empathy, creativity, and courage, reshaping the city's narrative from the ground up.

Thank you for supporting our work.

Kind regards,

Marsha Lubovny and the team at 0202-Points of View from Jerusalem

