

MATANEL FOUNDATION

ACTIVITY REPORT

Program: Empowering visually impaired individuals

Year: 2025/26

Please present your activity report according to the following lines. The whole report will not exceed 2 or 3 pages (as word document).

Name of the Program: Empowering visually impaired individuals

Year of activity: 2025/26

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Function of the report's writer: CEO

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Number of active participants in the program: We employ around 20 individuals with blindness certificates in the association's activities throughout the year. Please find attached a detailed list.

Estimated number of impacted participants: Since the beginning of the year, we have visited 22 schools, reaching an average of approximately 500 students and staff at each school. This means that more than 50,000 people were exposed to the topics of blindness, assistive technology, and accessibility aids. Please find attached a detailed list.

Give the actually state of the program (where the program stands at the date of the activity report, no more than ten lines): Peula's program remains active and continues to expand, despite the disruptions caused by the war. The program combines employment opportunities for blind and visually impaired adults with public awareness activities designed to increase understanding of blindness, assistive technologies, and inclusion. During the reporting period, Peula continued to work with schools, companies, and older adult populations across Israel. Although some activities were temporarily paused due to the security situation, the program remains stable and is preparing for significant growth in the coming year, especially in the area of awareness and educational outreach.

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.): Throughout the year, the Association employed approximately 20 certified blind or visually impaired individuals in its activities, primarily as holistic therapists and lecturers. These employment opportunities provided participants with meaningful work, income, confidence, and a stronger sense of independence.

In the area of awareness and educational outreach, Peula conducted activities in 22 schools during the reporting period. Each school activity reached an average of approximately 500 students and staff members. Through these visits, thousands of children, educators, and community members were exposed to the realities of blindness and visual impairment, as well as to the importance of accessibility, assistive devices, and adaptive technologies.

One of the major strengths of Peula's school-based activities is their broad ripple effect. When the Association visits a school, it reaches not only students, but also teachers and staff members, and in practice

the impact often extends far beyond the school itself. Students bring the conversation home, and awareness spreads to families, neighbors, and the wider community. In many cases, school activities lead to follow-up phone calls from individuals seeking information, guidance, or support regarding blindness, visual impairment, accessibility, and available services.

In addition to school activities, Peula continued to hold awareness events, lectures, and treatment activities for companies and community groups. Another important achievement was the continued effort to expose adults and elderly people with visual impairment to the practical assistance available to them, including technological aids, accessibility solutions, rights, and support services. This component has become increasingly significant, as many visually impaired adults remain unaware of the tools and services that can improve their independence and quality of life.

Alongside its in-person activities, Peula also provides ongoing telephone support to blind and visually impaired individuals and their families. This support includes practical guidance, explanations about rights and services, and referrals to the support network that the Association has built over the years. In many cases, blind individuals themselves provide telephone guidance to others, sharing practical advice on topics such as computer use, accessible software, assistive technologies, and equipment that can be purchased or obtained. Through this telephone support, Peula helps individuals understand how to obtain essential equipment, glasses, and software, including free accessibility software and built-in accessibility tools available on smartphones such as iPhones. Many people are simply unaware that such resources exist or do not know how to access them. By bridging this information gap, the Association enables visually impaired individuals to make greater use of available tools, improve their independence, and strengthen their ability to participate fully in daily life.

During a year in which public attention in Israel has naturally focused on physical injuries and trauma resulting from the war, Peula also worked to ensure that the needs of people living with blindness, severe visual impairment, or hearing loss were not overlooked. While much attention is rightly given to post-trauma and limb loss, far less attention is paid to those who have lost their sight or hearing. Peula sees it as part of its mission to bring these issues into the public conversation and to ensure that accessibility, dignity, and inclusion remain central concerns.

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

The program is evaluated through both quantitative and qualitative measures. Quantitatively, Peula tracks the number of participants employed through the program, the number of lectures, workshops, and awareness activities held, and the number of people reached through school, corporate, and community events. During the reporting year, the program maintained employment for around 20 visually impaired adults and conducted 22 school outreach events, in addition to lectures and activities in other community settings.

Qualitatively, Peula evaluates the impact of its work through feedback from participants, schools, staff members, employers, and community audiences. Responses consistently show that the program not only increases awareness of blindness and visual impairment, but also changes attitudes and reduces stigma by creating direct encounters with blind and visually impaired lecturers and professionals. The employment component likewise demonstrates strong impact, as participants report increased self-confidence, social inclusion, and a greater sense of financial independence.

Compared with the previous year, the main challenge was the interruption caused by the war, which temporarily slowed down activities and limited the number of events that could be held. Nevertheless, the program remained active, preserved its employment framework, and continued to deliver outreach whenever possible. The conclusion for the future is clear: there is both a strong need and a strong demand for Peula's work, particularly among schools, community audiences, and older adults with vision loss.

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

In the coming year, Peula plans to significantly expand the program following the holiday period, with a particular focus on doubling the number of awareness activities compared to the current year. The

organization aims to broaden its outreach to schools, workplaces, and community frameworks, while also strengthening its work with adults and elderly individuals experiencing vision loss.

The main priorities for the next year are:

- expanding employment opportunities for blind and visually impaired lecturers and holistic therapists;
- increasing the number of school awareness sessions and public lectures across Israel;
- deepening outreach to older adults in order to increase awareness of available services, rights, assistive technologies, and support tools;
- investing in transportation, equipment, and operational infrastructure to enable wider geographic reach and more frequent activities;
- continuing to promote a more inclusive society by exposing the general public to the abilities, challenges, and contributions of people with visual impairments.

Peula believes that by strengthening both employment and public awareness, the program will continue to improve the quality of life of visually impaired individuals while also creating broader social change in Israeli society.

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

Annual project budget

Vehicle maintenance: 30,000 NIS/year

Equipment maintenance and new equipment for activities: 20,000 NIS/year

Associated costs of organizing and producing various outreach events: 15,400 NIS/year

Insurance: 12,000 NIS/year

Travel and transportation across the country: 30,000 NIS/year

Printing and promotional materials, especially the bookmarks distributed in schools and companies 15,000 NIS/year

Office rent and municipal property taxes (Arnona) 30,000 NIS/year

Total annual cost: 152,400 NIS (\$50,000)

Other sources of funding:

Grant amount from the Matanel Foundation: \$10,000 (30,445 NIS)

Private donations in Israel: \$40,000 (121,955 NIS)

Thanks to the generous grant received from the Matanel Foundation, Peula was able to maintain and strengthen the employment of blind and visually impaired adults within the Association and continue awareness and outreach activities in schools and community settings.

We are confident that, with your continued support, the program can be expanded to reach many more schools, companies, and community frameworks across Israel, while creating additional employment opportunities for blind and visually impaired individuals and increasing awareness, accessibility, and inclusion throughout society. In light of the program's ongoing impact and the growing demand for these activities, we would be deeply grateful for the opportunity to continue our partnership with the Matanel Foundation in the coming year.

We deeply appreciate your generous support and are honored to count the Matanel Foundation among our valued partners.

Please find below a link to our website where we shared the Foundation's logo acknowledging the Foundation's generous support:

<https://www.peula4u.org.il/%D7%A9%D7%95%D7%AA%D7%A4%D7%99%D7%9D-%D7%A2%D7%A1%D7%A7%D7%99%D7%99%D7%9D/>

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. Please find attached.

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. Please find attached.

Kind regards,
Eli Sharoni, CEO

July 8, 2026