

**Opportunities for Matching and Leveraging Governmental Funds
Related to the Arab Sector and Jewish–Arab Relations in Israel
2012–2013 Examples**

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It is important to note that this paper is far from comprehensive and does not include projects outside of the government framework. The paper provides a few concrete examples of matching opportunities, but many more exist. This document is not for distribution.

Context of Matching Opportunities:

Over the last few years, significant government matching funds for projects in economic development, education and other areas, geared towards the Arab sector and for Jewish-Arab shared society projects have become available. Since the government outsources projects to local municipalities and non-governmental organizations for implementation, much of this matching is contingent upon the existing resources of these two entities. External philanthropy, in the form of matching, can play a decisive role here. Projects with scale up potential can also be positively affected. For example, Sharikat Haya, the Arab-women economic empowerment program started by JDC, operated in partnership with the Abraham Fund Initiatives, and recently adopted by the Ministry of Social Services – will now be adopted by over 40 Arab municipalities with government funding.

This paper provides examples of programs that fit two practical criteria:

- a. Programs for which governmental budgets have been approved and are ready for investment in the Arab community.
- b. Programs which require matching funds from either the implementing local Arab municipality or a non-governmental organization in order for government funds to be released.

1. Employment:

ITWORKS

- Funding available from: Israel's National Insurance (Bituach Leumi)
- Matching scheme: **Modular, per course. The government to matching ratio is about 3:5.** Bituach Leumi selected ITWorks to be the single provider for a massive nation-wide three-year employment plan. Bituach Leumi is providing a total of \$700,000 for the implementation of 20 courses in ten different cities of approximately 20 participants each. For each course, Bituach Leumi will provide \$35,000, but to carry out the course ITWorks needs an additional \$50,000 from donors.
- Implementing body: [ITWorks](#) is an Israeli not-for-profit providing technological instruction and professional development to low-income, marginalized men and women throughout Israel. ITWorks was established in 2006 in response to its founder Ifat Baron's observations in her role as Program Manager for Cisco's Networking Academy (Corporate Social Responsibility department). Although the high tech industry was growing, she noted, persistent vacancies for entry level jobs threatened further development. Utilizing courses

designed to train prospective Cisco employees, ITWorks set out to fill the estimated 5,000 vacancies for skilled positions in the technological sector.

- In a sentence: Technological training and job placement into entry level positions for low income populations in the high tech field.
- Project outline: A course in each of the ten cities will provide 15–20 adults who do not have academic degrees or employable skills with eight months of training. For the second year, the program will provide professional job search and placement activities while simultaneously welcoming a new group of 15–20 adults for an eight-month course in the same city. Graduates of these courses receive internationally recognized technology certificates based on CISCO, Microsoft and QA content. Based on external evaluation of courses conducted in the past, this model has an 80% placement rate, A year after the course ended, 78% of the graduates were working full time, as opposed to 18% before the course.
- Current status: Implementation is beginning this year, contingent on securing matching funds. This will also determine which populations are served.

2. Employment-oriented Education

Kav Mashve's Career Training Program for Arab High School Students

- Funding available from: Ministry of Education, in coordination with the Authority for the Economic Development of the Arab Sector.
- Matching scheme: **Modular per school. The government to matching ratio is 1:1 up to NIS 1 million** (about \$278,000) for the next three years.
- Implementing body: [Kav Mashve](#)
- In a sentence: Providing skills, knowledge and empowerment to Arab high school students. The goal is to enhance students' career planning and professional aspirations through meetings with them and their parents.
- Program rationale: High rates of unemployment and under-employment of Arab university graduates are due to a combination of cultural and institutional factors, as well as a lack of skills training in high school. Meetings and mentorship through Kav Mashve will alleviate some of these barriers. Contributing factors to

unemployment and underemployment include: cultural barriers, shortage of industrial areas, insufficient public transportation in and between Arab localities, lack of Hebrew and English language competency, misunderstanding or lack of access to information on conditions for acceptance to institutions of higher learning, relevance of academic majors to the labor market, knowledge gaps regarding career options, lack of role models, and disorientation once entering the university.

- Program outline: The program provides three “baskets” of tools for Arab students at the conclusion of high school in order to prepare them for higher education institutions and the labor market.

The program includes five four-hour meetings for every high school student in participating schools. Each conference includes the students’ parents and working to develop each student’s plan for higher education, career, visiting universities, visiting successful businesses, and meeting members of the community who serve as role models.

Current status: The program was developed by Kav Mashve in cooperation with the Authority for the Economic Development of the Arab Sector during the last quarter of 2010 and 2011. Ten program trainers were trained and the program was successfully piloted in three Arab schools. The Authority and the Ministry of Education have given approval for this innovative program to run in up to 50 schools during the 2012–2013 school year. Funding is available to continue the program in up to 50 schools a year for a total of three years. The number of schools depends on the level of funding received for the program.

3. Closing the Digital Gaps

Computer for Every Child – Closing the Digital Gaps in the Arab Community

- Funding available from: Computer for Every Child National Program, Prime Minister’s Office and the Authority for the Economic Development of the Arab Sector.
- Matching scheme: **Modular. The government to matching ratio is a 1:3 minimum.** Available funding in the Authority for 2012–2013 is NIS 5 million (approximately \$1,390,000) out of a total budget of NIS 12,250,000 for the national program. The complete package per computer costs \$1,200, of which the government has committed \$500, the operating NGO pledges \$325 and each family needs to

add an additional \$75, leaving up to \$300 for matching funds that the Arab local authorities are required to – but often cannot – match.

- Implementing body: [The National Association for Social Development](#), the NGO that operates the National Program.
- In a sentence: Providing a computer and training to narrow gaps and enhance computer literacy for the weakest populations in Israel. Increasing the percentage of Arab children in the program through targeted funding.

Program rationale and outline: The ‘Computer for Every Child’ project was initiated by a group of leading Israeli businesspeople in 1996 to help children from lower socioeconomic strata narrow the digital gap by equalizing basic conditions of the digital age, including providing equipment, increasing usage time on computers, and improving computer knowledge. It brings together three sectors: the business community, the national and local government (municipal authorities), and civil society. The project targets the most underprivileged children, of which the Arab community is disproportionately represented. The percentage of Arab children taking part in the project is about 26%, which is approximately their share in Israel’s total population, yet below their percentage in the poverty index. Despite extensive efforts to increase the portion of the Arab municipalities in the project, many municipalities lack the funds to finance their share in the cost sharing arrangement. Therefore, Arab children are less likely to receive a computer compared with their Jewish counterparts in municipalities that can afford the fee.

The project includes distribution of a new, state of the art computer, 60 hours of training, software, internet connection, access to technical support by phone, and three years of in-home service. The children’s parents are invited to participate in this training, and experience shows that many mothers participate, who are then amongst the courses’ graduates. The program also runs a special project with Bedouin children from the Abu Basma Regional Council, projects for children with special needs and others.

- Current status: The project is ongoing. Funding is conditional on the necessary matching being provided either by Arab localities that want to be included in the program, or by external funders to subsidize the Arab municipal government costs.

4. Early Childhood and Women’s Empowerment in the Negev

“Parents as Partners” AJEEC’s early childhood framework in the Bedouin community

- Funding available from: Ministry of Industry, Trade and Labor and the Authority for Economic Development.
- Matching scheme: **The government to matching ratio is about 1:1.** The establishment of each early childhood center includes a training course for the mothers who would then run the center, the physical establishment including equipment, and then running costs for each center and ongoing professional support for the mothers. The Ministry of Industry, Trade and Labor will contribute to the training costs and, once training and establishment are complete, has committed to paying for the children’s education, which would completely cover the salaries of the mothers or care givers. However, the Ministry does not cover all the costs of the training, of professional support and of the ongoing equipment needs of these groups. Establishment and first year costs for running each pre-nursery group is about \$55,500. Of this the Ministry would cover about \$25,500 and AJEEC must raise the remaining \$30,000. One hundred such new pre-nursery groups are approved for establishment over the next three years, if matching is provided.
- Implementing body: [NISPED-AJEEC](#) in collaboration with the Ministry of Industry, Trade and Labor.
- In a sentence: Creating an additional 100 early childhood groups for Bedouin children ages 0–3 in the Negev and training the mothers to operate them.
- Program rationale and outline: Participation of Arab–Bedouin children in early childhood groups is extremely low. This low rate negatively affects integration into society and stunts achievements later in life. NISPED–AJEEC’s “Parents as Partners” project was created to offer a solution to this problem, as well as to empower Bedouin mothers to work and be recognized as educators within their own communities. The model was recognized by the Ministry of Industry, Trade and Labor a few years ago and enabled the establishment of 63 innovative pre-nursery groups each with 15 children and two kindergarten teachers. The project enables sustainable, stable and empowering jobs for over 100 Bedouin women, and the new addition of 100 early childhood groups will cater to the needs of an additional 1,500 Bedouin children over the next three years. The project includes training the mothers as caretakers and establishing the early childhood frameworks.

5. Empowering Young People in the Druze Community

The Neurim Youth Centers

- Funding available from: Druze National Development Program, Prime Minister's Office, via JDC.
- Matching scheme: **The government to matching ratio is 1:3.** The program has unprecedented governmental support in the scope of approximately \$2.2 million the next four years. This funding requires annual matching from donors in the amount of approximately \$675,000. Each of the Druze municipalities is contributing a building to function as the youth center. In cooperation with JDC, a consortium of funders, including the Jewish Federation of San Francisco, the Lautman Fund and the Rothschild Caesarea Foundation has already raised \$540,000, and is looking to raise an additional \$365,000. This sum includes extra funding to cover infrastructure that governmental budgets do not cover, such as the renovation of the youth centers.
- Implementing body: [Merkaz Ma'ase](#)
- In a sentence: Establishing Youth Centers in all 13 Druze villages in Israel in order to promote equal opportunity and excellence among young Druze, aged 13–25 years.
- Program rationale and outline: The Druze community has limited access to opportunities and resources which would allow them to fully integrate into mainstream Israeli society. At the same time, Druze society is struggling with the transition from traditionalism to modernity, which poses challenges for youth and young women in particular. The Neurim program promotes leadership development, volunteerism, excellence and equality of opportunity through Youth Centers in Druze villages. The program provides 13–25 year olds from varied populations, from at-risk youth to exceptional students, a continuum of high quality and value-rich activities, focused on promoting volunteerism, leadership development, educational enrichment and excellence. The program actively engages members of the Druze Community at all levels of planning and implementation, thus empowering local leadership.

6. Jewish–Arab High Schools Dialogue

Givat Haviva's MIFGASHIM "Face to Face" program

- Funding available from: Ministry of Education.

- Matching scheme: **Modular, per school. The government to matching ratios is 1:1.** The Ministry of Education has committed to providing NIS 1 million (approximately \$270,000) in the first year (2012–2013), and up to NIS 1.5 million for each of the next two years, conditioned on matching. These amounts will enable 2,800 to 3,000 youth to go through the year-long intervention program in the schools. The cost of one conference for 100 pupils (50 Jewish and 50 Arab) is about \$19,000. To meet the budget needs for the coming years, Givat Haviva expects to raise half of its funds from Israeli donors, one quarter from supporters around the world, and one quarter from its internal budget.
- Implementing body: [Givat Haviva “Face to Face” Program](#).
- In a sentence: Scaling up Givat Haviva’s Jewish–Arab high school dialogue program in order “to enhance mutual acknowledgement between Jewish and Arabs citizens of Israel, for the need to create shared citizenship based on respect and equality, while lessening feelings of fear and alienation.”
- Program rationale and outline: Jewish and Arab high school students in Israel rarely have a chance to meet each other. The plan aims to enable Jewish and Arab youth to go through a dialogue process, as part of their school program, serving as an inherent component of education for equal and shared citizenship. The program pairs one Jewish and one Arab school, each undergoing its own study process, and provides an intensive two-day seminar which brings all students together. The program is led by experienced mediators, who work with both the teachers and students in the two schools. Schools participating in the program commit to including shared society in regular class lessons throughout the school year and to send the teachers of the relevant classes to seminars and trainings on “shared living.” At the end of the process, approximately 100 students coming from both schools meet for a two-day moderated, intensive Jewish–Arab dialogue. Following this conference, meetings at the respective schools take place again so the students can digest and analyze what they have experienced.
- Current status: The collaborative project between Givat Haviva and the Ministry of Education started on February 1, 2012, and has so far reached 1,900 students from 35 different Jewish and Arab schools. By the end of its first year, an additional 900 children will participate. The Ministry has committed to enhancing the program further next year if matching is provided. For the current year, Givat Haviva needs to raise an additional \$100,000 in the form of matching.

7. Sustainable Development in the Negev

Wadi Attir Project

- Funding available from: Ministry of Development of the Negev and the Galilee in collaboration with a governmental consortium including the Ministry of Agriculture; the Authority for Economic Development of the Arab, Druze and Circassian Sector, the Authority of Bedouin Settlement in the Negev, as well as JNF.
- Implementing body: The project is a joint initiative of the [Sustainability Laboratory, a US-based non-profit and the Hura Municipal Council](#).
- Matching scheme: **The government to matching ratio is 1:1**, up to \$3 million over the next three years. The overall estimated cost of establishing Wadi Attir, including site preparations, infrastructure, livestock, plants, education, and tourism facilities is estimated at \$6 million. The government will provide 50% and the partners must raise 50%.
- In a sentence: Project Wadi Attir is an initiative of a Bedouin community in the Negev for establishing a sustainable, desert, farming operation integrating social, environmental, technological and economic considerations.
- Program Rationale and outline: The project is designed to leverage Bedouin traditional values, know-how and experience with sustainability principles, modern day science and cutting edge technologies. The project showcases a breakthrough of sustainability practices in an arid environment, which are replicable locally and in other regions. Organized as an agricultural cooperative, the first of its kind in the Bedouin sector, project Wadi Attir just completed three years of intensive preparation, capacity building, and planning. The project has been allocated approximately 120 acres by the Land Authority. The core of the project comprises an organic farming enterprise involving animal husbandry and the production of organic meat and dairy products; the cultivation of medicinal plants and the development of a related range of health and beauty products; and the reintroduction and cultivation of nutritious, desert-hardy, indigenous vegetables. The site will house a regional education and training center focused on ecology, entrepreneurship, and sustainability innovation. The site will also serve as an eco-tourism

destination featuring Bedouin culture, crafts, food, and farm products.

- Current status: Over the past four years an intensive planning process took place, led by the project partners the Sustainability Laboratory, a US-based non-profit, and the Hura Municipal Council. This process was supported by foundations and individuals led by members of the Arnow family. Land allocation and governmental funding for the project has now been approved and implementation is about to begin.

8. Additional areas where governmental matching is available:

- Higher Education: As part of the special budget increase that the Council for Higher Education received from the government for promoting “enhanced accessibility of institutions of higher education for Arab students,” a number of various matching opportunities have emerged. As of now there is not an exact matching scheme. During a dialogue with Professor Trajtenberg, Head of the Council for Higher Education, at the Jewish Funders Network Conference in Israel, he discussed working together with philanthropists to identify exactly which spheres and which matching schemes would be possible. One area the new program does not currently cover is assistance to Arab students in their 2nd and 3rd years at the university, especially in finding jobs before graduation and preparing for future careers.
- City without Violence: A national program that the 13 Arab localities participating in the “NIS 800 million five-year plan” are part of. The program includes creating local capacities for law and order as well as coordination mechanisms with the Israeli Police. Outcomes include neighborhood watch programs, youth against violence programs, installing surveillance cameras and establishing local headquarters for the programs. Matching is required to help local Arab councils with their 20% share, as well as to assist community projects participating in the program for example, mobilizing segments of the community from youth to the elderly to participate in street patrols and funding youth counselors to work inside the schools. Funding is available from the Authority for Economic Development through the Ministry of Internal Security.
- “Game Changing Projects” in Arab localities: The Authority for Economic Development is seeking to promote a number of large projects like sports centers and cultural centers that would create additional revenue and act as catalysts for economic and social

development in a number of large Arab and Druze localities. For example, a high level sports and tourism facility for the Druze community is planned for Daliyat El Carmel, which would require matching funds from the municipality.

- Enhancing education and employment for “uninvolved” young Arabs: According to a survey recently conducted for the Authority for Economic development, about 40% of young Israeli Arabs between the ages of 18–22 neither work nor study. The Authority is currently developing a program with JDC to create programs for these youngsters.