



July 3, 2008

Dear Friends,

Two weeks ago, we celebrated Ashalim's 10th Anniversary here in Jerusalem and it was an uplifting experience for us all. Over the years at various stages of Ashalim's development, we have asked ourselves: "How is Ashalim perceived in the landscape of services for children and youth at risk in Israel? What is our added-value? How do we ensure that the program models we developed make a greater difference on the micro level and reach more children and youth? What is our impact on the macro level?"

At the 10th Anniversary events the answers were clear. Ashalim's ten years of cumulative work have indeed made their mark on the system of services – improving care of vulnerable children and youth, raising professional standards, and fostering inter-disciplinary and inter-ministerial cooperation. Ashalim is recognized for its distinct role as a developer and innovator in the field of services for children and youth at risk in Israel. And Ashalim is being asked to bring its pioneering programs and services to even more locations throughout the country.



I would like to express our appreciation to Lynn Jacobs for traveling to Israel and representing our partnership with the UJA-Federation of New York at the week's events. From its inception, UJA-Federation of New York has been by our side, contributing resources, expertise and wisdom. Lynn's sound input and loyal participation in Ashalim committees over the years are a prime example.

This week, we had the pleasure of hosting the Caring Commission from the UJA-Federation of New York, and they were able to view the 10th Anniversary exhibit now on display at JDC-Israel offices.

We look forward to marking Ashalim's 10th Anniversary in New York later this year. Details about the upcoming events will be publicized shortly. In the meantime, it is my pleasure to share with you feedback and photos from the celebration in Israel. I thank you once again for your dedication to the future of Israel's children.

Sincerely,

*Dr. Rami Sulimani
Director-General*



Banner reads: Ashalim for the future of our children.
Today's Child, Tomorrow's Israel.

Panel discussion moderated by Arnon Mantver (right), Director-General of JDC-Israel. From left: Shlomit Amichai - Director-General, Ministry of Education; Ilana Shreibman - Deputy Director-General for Benefits, National Insurance Institute; Nahum Itzkowitz - Director-General, Ministry of Social Affairs; Prof. Avi Israeli - Director-General, Ministry of Health

The highlight of the week's events was certainly the full-day conference on the upcoming challenges in work with children and youth at risk.



Prof. Hillel Schmid
Director, The Haruv Institute



10th Anniversary exhibit featuring artwork of children, staff and families in Ashalim programs



Knesset Member
Rabbi Michael Melchior

Ashalim was joined by hundreds of professionals from the field, from academic institutions, and from our partner Ministries, including Director-Generals, Deputy Director-Generals and senior staff of Ashalim's Government partners, MK Rabbi Michael Melchior, and Professor Hillel Schmid.



The outstanding Bandanet choir from Rehovot performed a number of Israeli songs.

An evening dinner celebration was held at JDC-Israel to pay tribute to Ashalim's founding partners, NGO partners, Ashalim staff, and JDC-Israel staff who were instrumental in Ashalim's development. Earlier in the day, at the Ashalim Board Retreat and meeting, board members discussed Ashalim's strategic plan for the years 2009-2011.



Menachem Wagschal, Deputy Director-General of Ministry of Social Affairs, speaks for Government partners.



Lynn Jacobs, member of Ashalim's Board, shares greetings on behalf of UJA-Federation of New York.



Arnon Mantver and Dr. Rami Sulimani exchange experiences from conference before the dinner.



Nili Zeidel, a blind young woman gifted with an exceptional voice and daughter of Special Needs Programs Professional Committee member Gila Zeidel, sang magnificently.



Prof. Yossi Tamir, first Director-General of Ashalim and current Director-General of Tevet



"Hila Flash" team making their winning presentation

The wrap-up event held in Tel Aviv, the national final competition for the NFTE-Turning Point youth entrepreneurship training program, was full of energy and brought to life what Ashalim is all about – creating opportunities for fulfillment for Israel's children and youth at risk.

The panel of judges had the difficult task of selecting the most interesting and well-formulated business plan.



In the audience were the finalists' parents, peers and teachers, as well as program partners representatives from FIBI – the First International Bank of Israel, NFTE – the National Foundation for Teaching Entrepreneurship, Matan-Your Way to Give (Israel's United Way), Zionism 2000, ELEM and Israeli Government Ministries.



From left: Arnon Mantver - Director-General, JDC-Israel & Chairman of Ashalim; Ahuva Yanai – CEO, Matan; Nediva Fenster - program alumna; Yossi Levy – EVP, FIBI Resources Division; Jack Elaad - Chairman of FIBI



Victor Salama, VP Strategic Initiatives, NFTE flew in especially for the event and brought greetings from New York.

**A few excerpts from
congratulatory messages:**

"Ashalim's greatest achievement was – and still is – the fact that it thought to seat all the relevant government ministries around one table, thereby de-facto creating partnerships and pooling of human, professional and budgetary resources with unprecedented success."

Shlomit Amichai, Director-General
Ministry of Education



"The conference was exceptionally impressive and it was even more impressive to see the true partnership that you have built with the Government ministries who expressed their commitment in every way possible. This is a remarkable achievement, and a very significant one that will certainly make real change for children at risk."

Orly Silvinger, Deputy Managing Director
Beterem – The National Center for Children's Health & Safety

"The important role that Ashalim took on in pooling resources, finding unique solutions, and building innovative responses for children who need special services in our country is a point of light in the darkness that surrounds families and children in need of help and services."

Dr. Ya'akov Polakevitch, Head of Mental Health Services
Ministry of Health

"Ashalim, an organization that stands on three legs – the government, JDC, and the UJA-Federation of New York, combines different government ministries, NGOs and Jewish communities overseas. Ashalim's unique makeup makes it a suitable platform for partnerships and work based on long-term thinking."

Menachem Wagschal, Deputy Director-General
Ministry of Social Affairs

"The conference was truly impressive. And now what is needed is another decade at least as successful as the past one."

Avremi Torem, General Director
Beit Hagalgim – The Shai Society for the rehabilitation and support of disabled children