



September 2010

Shana Tova Greetings

Dear Friends,

As we usher in the Jewish New Year and with the United Nations' launch of International Year of Youth, we thought it fitting to share two stories that highlight some of the accomplishments of JDC-Ashalim's programs for teens from disadvantaged backgrounds. JDC-Ashalim and partners are making a difference in the lives of thousands of teens, giving them the skills and tools to turn their lives around.

We thank you for your ongoing support and wish you and yours a happy, healthy and prosperous New Year.

Sincerely,

*Charles Ribakoff, Chair
JDC-Ashalim Sub-Committee*

*Dr. Rami Sulimani, Director
JDC-Ashalim*

Turning Point – Turning Youth into Entrepreneurs

JDC-Ashalim's Turning Point program had two thousand participants this past year who worked in youth-run ventures or studied in special courses about launching a business or entering the workforce. While exposure to the working world and business concepts is beneficial for all teenagers, it is proving to be a very effective resource in rebuilding confidence and promoting social mobility for at-risk youth. For youth whose future job prospects are limited since they have given up on their studies or because they live in Israel's social or geographic periphery, understanding of and experience with the real working world is motivating and empowering.

Michael, an 11th grader who struggles in school, is one example. He always dreamed of opening a business of his own. Thanks to JDC-Ashalim's NFTE (Network for Teaching Entrepreneurship) course in Michael's school, he may be able to make his dream a reality.

"The NFTE course let me take my first steps into the business world," writes Michael in a recent letter to JDC-Ashalim. As part of the course, students develop a business concept, research the market and draft a business plan. Michael designed a portable switch, based on Bluetooth technology, which can access the existing power infrastructure of the house. *"I contacted electronics and business experts who helped me design a device that I could market as best as possible, both from functional and business standpoints."*

"The Turning Point program and other such programs advance youth's success and prove that we have an outstanding generation of teens who are capable of taking charge and becoming tomorrow's leaders."

*Michael S.
Turning Point participant*

As part of the NFTE course, students hone their public speaking skills and participate in school, regional and national business plan competitions. In preparation for these competitions, Michael was given a "trial run" presenting his business idea to other classes in the school. Thanks to this course, Michael, who rarely spoke up in class, transformed into a motivated young man exuding a sense of confidence that amazed his former teachers.

"This project made me develop my personal and inter-personal skills, like convincing people and presenting to an audience. I had to work on my business and creative thinking skills and strengthen my self-confidence. I discovered hidden abilities that I never knew I had." Michael's electronic device won first prize in his school competition, passed two national competitions and made it to the NFTE Israel National Business Plan Competition, where Michael won third place.

A business plan developed by four Jewish and Muslim students at Ramla's Net@ afterschool center won the NFTE Israel National Business Plan Competition. The team's business idea, Juicy Brand, is a bottled water concept with filtered corks of various sizes containing flavored ingredients that allow users to change the taste of their drinking water. Watch the cooler shelves in your supermarket – this may yet become the next thing in the bottled drink industry!



2010 Israel National Business Plan Competition Judges and Winners. From left: Nati Feiruz (12th grade); Nadin Alwahabani (10th grade); Beni Davido, Manager of Training at First International Bank of Israel; Dvir Davidovitch (10th grade); Haim Dahan, Founder and Chair of the Ofanim Association and CEO of IHD Investments; NFTE program graduate and 2009 Israel National Business Plan Competition winner Anton Lauchin; Einat Rubinstein, Deputy Director General of Matan; Sarel Eldor, Managing Director at Goldman Sachs; and Galit Tessi (12th grade).

Building on JDC-Ashalim's success and experience, youth employment and entrepreneurship programs will be developed in conjunction with Turning Point partners - Israeli government ministries, First International Bank of Israel and NFTE - for teenage girls, Haredi (Ultra-Orthodox) and Israeli-Arab teens.

Volunteer Award to JDC-Ashalim Program Participants

Many think that teens growing up in disadvantaged circumstances do not have the time or motivation to volunteer on a regular basis. Through JDC-Ashalim's work over the years in numerous programs, we know that this is not always the case. Mazal and Shimon are models for community involvement. They were among three teens chosen to receive an Outstanding Youth Volunteer award in Kiryat Malachi.

Mazal, the oldest of five children, was born in Israel just a year after her parents immigrated from Ethiopia. This past year she completed 12th grade. Throughout high school, she participated in JDC's Ofek Bagrut program that helped her prepare for matriculation exams. She also is a regular member of the Migdalor Youth Center established through JDC-

אות המופת לפעילים

לראשונה בקריית מלאכי נערך טקס אות הפעיל המצטיין בהובלת יחידה הנוער העירונית ותכנית "אופק" ובשיתוף עם בתי הספר התיכוניים וקידום נוער בעיר. בטקס נכחו, ראש העיר, ממלא מקום וסגן, יו"ר הנחלה המתנ"ס, מפקחת רשות מטעם משרד החינוך מנהלי בתי ספר ועוד. ראש העיר, מר מוטי מלכה, ביקש מבני הנוער להמשיך ולהוביל בעשייה ובעמידה העיר, ואף העיר כי הוא בטוח שבקרוב הקהל יושב לו ראש עיר מוטנציאלי.

בני הנוער שנבחרו:



מזל לקאו - תלמידת כיתה י"ב מבי"ס אמ"ת, על התנדבותה כגן ילדים מטעם תכנית "אופק" ולהתנדבותה כפעילה במגוון מסגרות נוער חברתיות כגון: מועצת נוער, אחרי לצה"ל, קבוצת מנגינות של מועדון מנדלור ועוד.



שמעון ביטון - תלמיד כיתה י"א מבי"ס הרב החומי, על היותו פעיל בקבוצת ההפקה של ארט סיטי, בהשתתפות באירועים עירוניים, ובתפילות סדנאות בריוקיאנס במקלטים בומן המלחמה.



שני טלמית - תלמידת כיתה י"ב מבי"ס הרב החומי, על היותה

Article from local Kiryat Malachi newspaper about three teens who received the city's first Outstanding Youth Volunteer Awards. Mazal (top) and Shimon (middle) both volunteer through Better Together youth activities and Mazal also volunteers through the Ofek Bagrut program.

Ashalim's Better Together program in her neighborhood. For two years, Mazal tutored and organized activities at an afterschool center for elementary school children in her neighborhood, many of whom are from Ethiopian immigrant families like her own. She was also active in the Migdalor Youth Center's young leadership group and took part in organizing citywide events (such as memorial ceremonies for Yom Hashoa and for Ethiopian olim who perished in Sudan on the way to Israel). Mazal was recognized for her weekly volunteer commitment and for her involvement in various youth leadership programs. Mazal is now starting her National Service at an educational/rehab setting for teens who have dropped out of high school.

Shimon, who is now entering 12th grade, is second generation in Kiryat Malachi. He also found a home-away-from-home at the Migdalor Youth Center. Through his participation, he discovered the world of break dancing. Over the past two years, Shimon has taken his stage abilities further - joining a youth street-theatre group and playing in a local youth band. Shimon's contributions included public performances in city cultural events, playing an active role in the Art City teen dance and music lab, in organizing city memorial ceremonies and running break-dance workshops for children in shelters during the January 2009 Operation Cast Lead. Shimon was recognized for his cultural contributions and the advancement of his talents.

Mazal, Shimon and many of their peers in JDC-Ashalim programs are continually motivated to become active members and give back to their own communities, to become givers rather than just receivers, to become leaders and not just followers.

We are proud to be building a new generation of community activists by instilling Israel's marginalized youth with the spirit of communal responsibility that guides JDC around the globe.

RECENT VISITS

Edith Everett, JDC Board and Ashalim Sub-Committee member, visited the the math and English enrichment program which she supports in Hatzor Haglilit and met with a VP of the First International Bank of Israel, which is a partner in JDC-Ashalim's Turning Point youth employment and entrepreneurship program. Turning Point includes an element of NFTE –Network for Teaching Entrepreneurship, a U.S. based program that Edith and Henry (z"l) supported in its early years.

Nicole Witover, daughter of JDC Board member and former chair of the Ashalim Sub-Committee, visited the Better Together program in Tel Aviv's disadvantaged Hatikva neighborhood. Nicole also was the first guest at the new facilities for Ashalim's Mayda Knowledge & Learning Center, where the Witover School of Peer Learning that was recently established by Ken and Erika Witover will operate.

Victor Salama, Vice President for Business & International Partnerships at NFTE, spent a week in Israel, participating in training activities, visiting NFTE sites in Israel and meeting with fellow partners in the Turning Point program.

Ronald J. Daniels, President of Johns Hopkins University, visited the PACT - Parents and Children Together early childhood program for Ethiopian-Israeli families in Bet Shemesh.