



National Council of Jewish Women

Talking Points for the Israel Granting Program (IGP)

1. What is NCJW's Israel Granting Program?

NCJW's Israel Granting Program supports grassroots projects throughout Israel that work to improve the lives of women, children, and families through women's empowerment and progressive social change. Over the past 66 years, NCJW has continuously strived, through its granting programs, to meet the current needs of Israel's civil society. Recently, issues such as gender segregation, violence against women, and lack of women visible in the political and public spheres have become the greatest challenges to a just and equitable civil society.

2. Who does NCJW support through IGP?

NCJW supports non-profit, grassroots, or non-governmental organizations that have a demonstrated ability to provide critical programs to address Israeli women's rights and gender equality with respect to economics, politics, education, domestic violence, and social justice.

NCJW has supported organizations that:

- ▶ Advocate for government allocation of funds for gender-based programs for women and educate Israel's lawmakers on women's issues;
- ▶ Provide victims of domestic violence with a dynamic support group which focuses on personal development and empowerment;
- ▶ Protect the employment rights of Ultra-Orthodox women within the education system by working nationwide to raise awareness about employment law amongst Ultra-Orthodox women;
- ▶ Support the LGBT community through public education campaigns for gay youth;
- ▶ Promote women's leadership and gender integration and equality in all levels of Israeli society and democracy.

In 2014, NCJW funded:

- ▶ **Turning the Tables** provides economic and professional empowerment to women who exit the destructive cycle of sex traffic and prostitution.

Its mission is to provide vocational training, to develop self-worth, and to promote alternative livelihood opportunities. Further, it aims to mainstream the issues of personal damage caused to women in this cycle and the social damage caused to society by the very existence of sex traffic and prostitution.

- ▶ **Israel Hofshit (Be Free Israel)** is a national, unaligned Israeli grassroots movement whose mission is to promote freedom of religion and Jewish pluralism in Israel. Israel Hofshit impacts public perception by mobilizing all those who seek to keep Israeli society diverse, equal and free, based on our most broadly shared Jewish values. The NCJW grant will go toward a grassroots campaign to keep the issue of alternative options to religious marriage, and the current Knesset activity on this issue, at the center of the public discourse and high on the public and media agenda. The proposed alternative options to religious marriage aims to bring about and establish alternative options alongside of a religious marriage option, for all couples of all streams and beliefs, regardless of religion or sexual orientation.
- ▶ **WePower** is a non-profit, non-partisan Israeli NGO, promoting women's leadership, gender integration and equality at all levels of Israeli society. WePower proactively focuses on advancing women to top influential positions at the highest levels of decision-making and elected positions, thus propelling social change leading to an equal civil society. WePower's main goal is to increase the number of women who run and are elected for public office on the national and municipal level. WePower provides potential leaders with specific trainings and tools to prepare them for leadership roles, especially in the municipal arena. NCJW's grant will go towards evaluation and capacity-building for the organization.
- ▶ **The Yerushalmit Movement** is a non-profit civic organization, founded by a group of young Jerusalemite activists and professionals, to build Jerusalem as a vibrant, pluralistic and inclusive city. The Yerushalmit Movement's initiatives include a campaign against religious extremism and gender segregation and promoting the status of young families in Jerusalem. NCJW's grant will support a poster and social media campaign — "Yerushalmiot, nice to meet you" — against the exclusion of women from the public sphere and to challenge the refusal of the national Israeli bus company, Egged, to advertise women images in Jerusalem.

A full listing of projects that NCJW has previously supported is available on our website at www.ncjw.org in the section entitled "Our Work in Israel."

NCJW does not provide financial support for operating costs, deficits, fundraising, repayment of loans, or as direct support to individuals. NCJW is an

affirmative action employer and grant maker. Eligible applicants are expected to adhere to all non-discrimination laws in Israel.

3. How does it fit into NCJW's mission and history?

The organizations to which we grant financial assistance must provide services consistent with NCJW's mission of supporting gender equality and empowerment of women and girls in Israel. *Special consideration is given to organizations that collaborate or have strategic partnerships with others or can use NCJW funds to leverage other grants.*

4. How many grants do we give out and at what levels?

In 2015, NCJW will award grants ranging from \$10,000 to \$20,000 to projects or initiatives that meet NCJW's funding priorities.

5. Why is NCJW the best organization to address and support specific programs in Israel?

NCJW has been active in Israel for more than 66 years, working on groundbreaking initiatives that have responded to the most pressing needs of each decade – helping people to help themselves and creating a legacy of education and empowerment. NCJW's current programs in Israel include:

- A. The NCJW Women and Gender Studies Program at Tel-Aviv University — the first bachelor's degree-granting program of its kind in the Middle East, this program provides an interdisciplinary analysis of issues impacting women and other minorities.
- B. The NCJW Israel Granting Program — this supports grassroots projects throughout Israel that work to provide gender equality as well as empowering women and girls.
- C. The NCJW Research Institute for Innovation in Education (RIFIE) at Hebrew University — this program supports projects that promote the education of at-risk and disadvantaged children and families in Israel.
- D. Advocacy and Coalition Work — NCJW's advocacy and coalition work in Israel makes it an important partner and leader in collaborative work to effect public policy change on a wide range of issues.

6. Why should I support IGP?

By supporting NCJW's Israel Granting Program, you are powerfully aligning your philanthropic support with an organization with a track record of creating real

and lasting social change in Israel. NCJW conducts a rigorous process of vetting the organizations and projects it supports to ensure they meet the highest standards of excellence and effectiveness, including a review of measurable outcomes. By investing in the Israel Granting Program, you are investing in creating a bright future for Israel's most vulnerable populations.

7. How do I (or my section) make a gift to IGP?

Sections or individual donors may support the Israel Granting Program at any level they choose. It may be valuable to speak with your section's board to introduce a line item in the budget dedicated to IGP. Gifts of \$2,500 and above will be recognized by NCJW, Inc. in printed donor materials. All gifts will be allocated to the overall granting program and will be used where the need is greatest. A section can make a gift allocation from their treasury or they can fundraise and recruit donors for IGP. Gifts are accepted by check or credit card. When submitting a check, please be sure to indicate "Israel Granting Program" in the memo line.

8. I (or my section) used to partner with a specific IGP project with my gift of \$2,500. Can I still do that?

Gifts in support of the overall Israel Granting Program enable NCJW to make the most meaningful impact in Israel. In the past, donors who made a gift of \$2,500 and above had the opportunity to "partner" with a specific project. Currently, sections/donors are still invited to select a project that speaks to them, inspires them, and connects most closely to their personal mission. They are welcome to also talk publicly about their support for IGP, referencing the project, and they will continue to receive special recognition for their generosity. However, we no longer allocate these gifts dollar for dollar with a particular project as we are funding IGP overall and looking for support that enables us to carry out our mission in Israel in the most meaningful and expansive way. Those generous donors of \$2,500 and above will receive recognition for anchoring the Israel Granting Program and all of its many grants.

9. I (or my section) made a gift to the Israel Emergency Fund recently as part of the Israel Granting Program, how has that money been allocated?

AJEEC-NISPED (Arab-Jewish Center for Equality, Empowerment and Cooperation – Negev Institute for Strategies of Peace and Development): Recently, NCJW responded to an urgent need for safe spaces (bomb shelters) for the residents of the unrecognized Arab Bedouin villages of the Negev.

Woman to Woman Jerusalem Shelter for Battered Women: NCJW's emergency grant made possible a three-night "respite retreat" from dread and the blare of sirens for mothers and their children — all victims of domestic violence and residents of the shelter's halfway house in the south of Israel and in harm's way of missile attacks.

EDEN Village: NCJW raised enough funds to relocate sixty high-risk teens and staff from EDEN Residential Treatment Center, a housing facility less than two miles from the Gaza border.

Thanks to the groundswell of support, NCJW has created an **Emergency Grants Fund** to be an ongoing part of NCJW's Israel Granting Program (IGP) so that we may respond swiftly when situations like these threaten the organizations we support through IGP.

More information can be found on <http://my.ncjw.org/Israel>.

10. I have additional questions. Whom can I speak with?

Marianna Golyak, NCJW Manager of Annual Giving and Donor Relations
(mgolyak@ncjw.org; 212 875 2745)

Shari Eshet, NCJW Director of Israel Office (ncjwisrael@gmail.com)

Sharon Lipton, Co-Chair, Israel Granting Committee (jssad@aol.com; 248 673 7888)

Janet Neuenschwander, Co-Chair, Israel Granting Committee (ruwitch@aol.com; 210 496 2830)