



ERETZIR 2023

End of Year Report

Eretz-Ir is a professional, organizational, and economic platform that supports residents positively influencing the place they live. We connect with residents who want to create change in their environment and help them to organize, acquire professional tools, and meet like-minded partners. We connect a variety of partners to all our initiatives and lead programs that create a common language, common goals, and a pooling of resources among all stakeholders.

We have been operating since 2006 with the belief that the cities in the social and geographic periphery of Israel will offer a communal quality of life to their residents, that residents who organize will become active partners in the creation and development of the city, and that the cities will be vibrant, will provide community and economic opportunities, and will be places where eclectic parts of Israeli society choose to live.

25 Municipalities Working with Us Long-Term

104 Municipalities Partnering for Neighbors' Day*

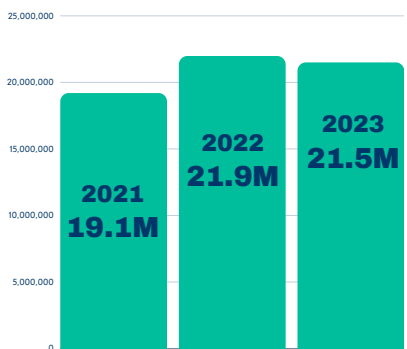


*Neighbors' Day, a holiday in its third year under the leadership of Eretz-Ir in partnership with the Service for Community Work, the Ministry of Welfare and Social Security, and The Joint-Ashalim.

Distribution of Income Sources



Budget Increase



Communities Division

Network of Local Communities

We believe in the power of community to forge local, social leadership, to strengthen civil society, and to shape the quality of urban living. We support a variety of communities and provide them with an organizational and economic platform, professional guidance, training, and opportunities for collaboration. You can find in our network communities for active seniors, families, the environment, culture and creativity, and more.

36

Communities

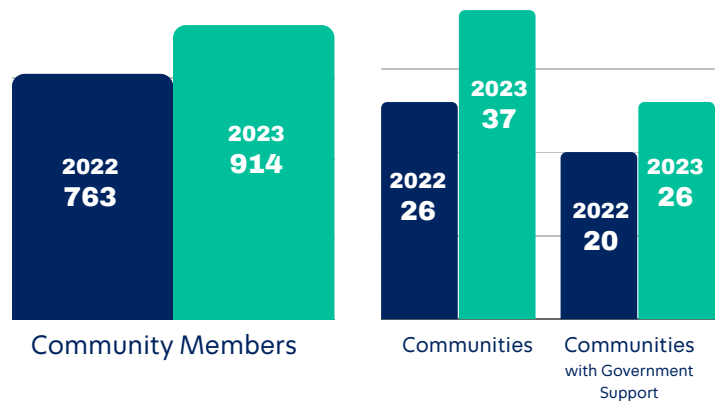
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Municipalities

Main Areas of Activity



Scope of Activities



The Bustan

A yearly training program for local community development professionals.

120 Participants **13** Meetings **1** Seminar
50 who are not a part of our Network

Building Community in Residential Complexes

We lead multi-sector projects that connect key concepts of community development to the world of building and construction, focusing on building complexes that are new or being renovated. In each project, a partnership is forged between all stakeholders, including real estate entrepreneurs, impact investors, municipalities, academia, and relevant government bodies.

One such project is the Social Urban Renewal Round Table that we are developing with 4 philanthropic funds, over 400,000 NIS in funding, and dozens of partners including the Department for Urban Renewal, real estate entrepreneurs, civil society organizations, academia, and other professionals. The first six months have been dedicated to learning the field and building an organizational structure for the Round Table.



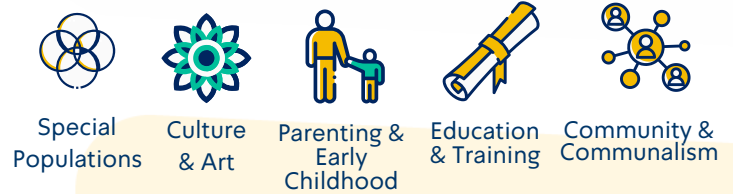
Social Entrepreneurship

35 Social Entrepreneurs Active in '23
4 Emergency Initiatives Added

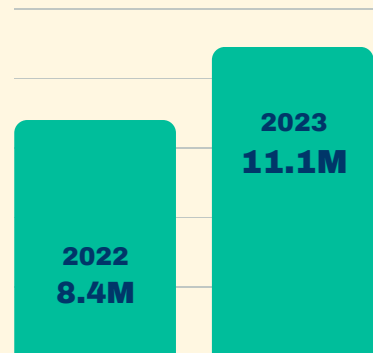
Eretz-Ir provides critical infrastructure for social entrepreneurs and social businesses that work in a variety of fields in Israel's periphery. We support entrepreneurs in developing socially minded initiatives with sustainable business models.

Since the beginning of the war with Hamas in October 2023, Eretz-Ir has begun recruiting emergency initiatives to be a part of its platform to allow for quick, agile responses to needs that arise within communities. Four such initiatives have joined Eretz-Ir so far.

Main Areas of Activity



Revenue from Total Activities



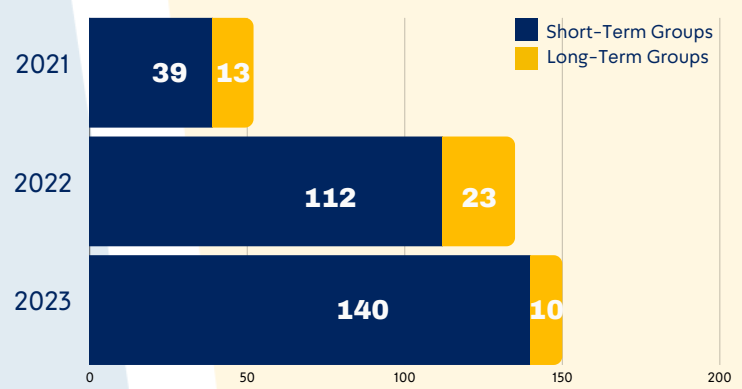
Pnima Tourism

Pnima invites both domestic and international visitors to experience a new type of tourism, an opportunity to connect and to look inside ("pnima" in Hebrew) Israeli society, to experience from close up local communities and social entrepreneurs.

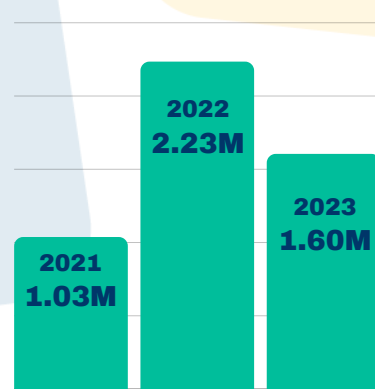
Our tours are based on the rich stories and activities of Eretz-Ir's network of communities and social entrepreneurs. Pnima helps them to be prepared to host groups and to provide a meaningful experience for participants.

All trips from October to December 2023 were cancelled due to the war that broke out on 7 October 2023, severely impacting Pnima's work in quarter 4.

Scope of Activities



Revenue from Activities



% of Revenue Returned to Communities and Social Entrepreneurs



Ilanot Medical Leadership Program

The Ilanot program run by Eretz-Ir is meant to significantly increase the number of skilled medical professionals in the Negev, a milestone in the strategic workforce plan led by the Israeli Ministry of Health. This program is meant to build medical leadership in Israel and to increase the medical workforce in both the Negev and the Galilee.

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2022 Applicants Accepted

266

2023 Candidates Who Applied

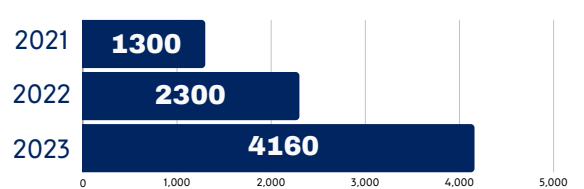
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Training Days Held

Lauder Employment Center

The Center works to promote opportunities for personal and professional development in the field of employment for young people so that they can establish their home in the Negev. In cooperation with academic institutions and employers, we conduct professional training programs, employer spotlight days, interview days, tours, and conferences.

Registrants for Activities



Olim to the Negev

Olim to the Negev is a program for Russian-speaking immigrants who came to Israel as a result of the war in Ukraine. Its main focus is optimal integration into Israeli society and the Negev job market. We offer Hebrew courses, career prep workshops, networking with Negev employers, and personal career guidance for job placement.

46

Courses, Trainings, and Events

923

Participants in Activities

'Tribe'

Tribe is a training and empowerment program for Bedouin women in the Negev who are lacking digital literacy. The program includes training for designing and building websites and guiding participants in their first steps as freelancers in the field. This program is based on a unique model that combines quick and professional training alongside emotional support and community vision.

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Graduates receive guidance in the form of case management while they are establishing their businesses.

7

Established an independent studio

The Best Cities Start with Their People