



ERETZIR

2024

End of Year Report

2024 began as a year of war: a war on our home, a war on the image of Israeli society, a war on our shared commonality, and a war on our resilience. Over the past year, we have worked to establish and deepen the work of our local communities and social entrepreneurs who operate in Israel's periphery. We have guided local organizations and new and groundbreaking initiatives that have provided unique responses to the emergency situation we have found ourselves in, and we have continued to lead community-building efforts in residential complexes in cities in the periphery, both on the ground and policy levels.

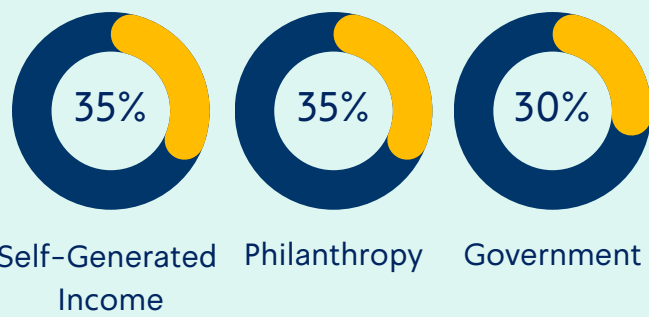
Civil society has emerged in all its glory in the difficult year that has passed. The local communities and social entrepreneurs in the periphery, who are the core of Eretzir's activities, make a tremendous contribution to personal, community and social resilience in Israeli society and constitute a vital pillar in the national resilience of the State of Israel. We invite you to take a look at the extensive work that we have been privileged to do during the past year.

102 Workers
67 Communities and Social Entrepreneurs
221,553 Beneficiaries

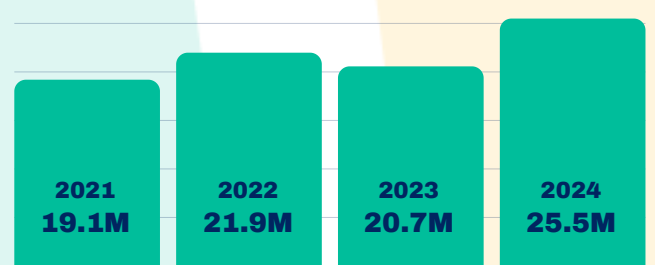
31 Local Governments Working with Us
110 Partnering Localities for Neighbors' Day*

*This year, even with the war, it was decided to celebrate the holiday in a different way and under the title Neighbors' Day (in Hebrew, it is usually called the Neighbors' Holiday). This is the fourth year that Eretzir, in partnership with the Service for Community Work of the Ministry of Welfare and Social Security, and JDC-Ashalim, is helping mark this day country-wide.

Sources of Income



Budget Growth



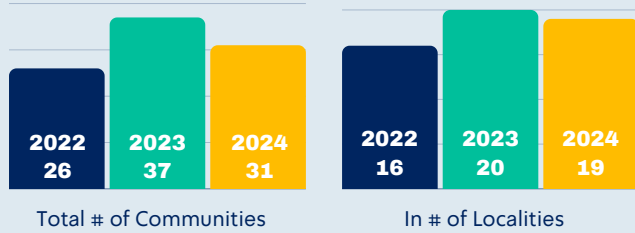
Communities

Communities, by virtue of their daily activities and especially since October 7, play a critical role in strengthening the sense of belonging, control, and meaning – both for their members and for the environment around them. In this complex reality of war, they are the key to community resilience. In the past year, we have initiated new courses, developed training to provide tools and develop skills for community leaders, created opportunities for networking and shared learning between communities, and worked to strengthen the sense of community in periphery cities. The goal was and still is – to allow as many people as possible to feel that they are part of something, that they are not alone, and to restore in them a sense of meaning and belonging.

31 Communities



Scope of Activity



Network of Green Communities

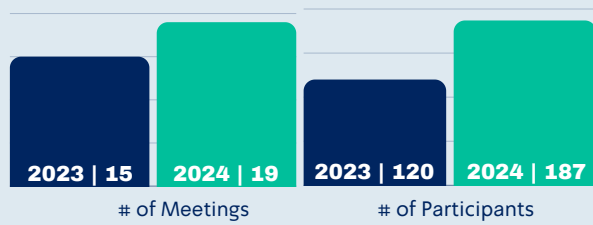
A group of shared learning for leaders of sustainable and community-based initiatives from the Communities Network

8 Communities in Green Comm. Forum
4 Workshops and Work Days in September
1 Catalog of Green Initiatives for Inspiration



The Bustan

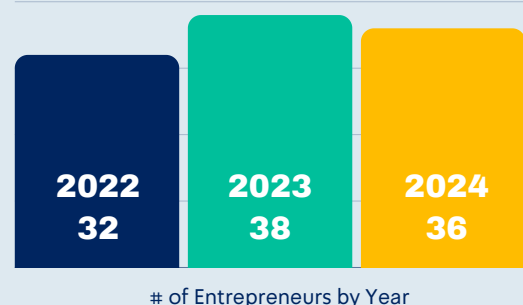
Annual training program for community development professionals.



Social Entrepreneurs

Eretzir is an infrastructure for social-business ventures that operate in a variety of fields. We accompany our entrepreneurs in developing social solutions with a sustainable business model. In the past year, we've given our entrepreneurs tools for professional growth and promotion of their initiatives. In addition, we taught a unique course focused on how to raise government and philanthropic resources. We also launched a dedicated resource development program for entrepreneurs who wish to grow in this field as well as developing a solution to cracking various government opportunities.

Scope of Activity

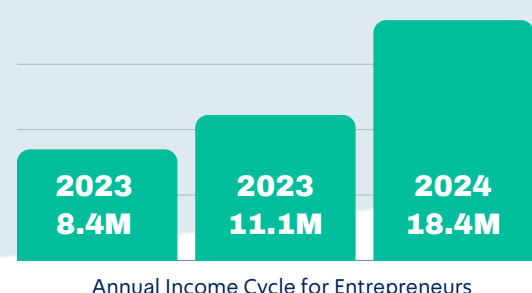
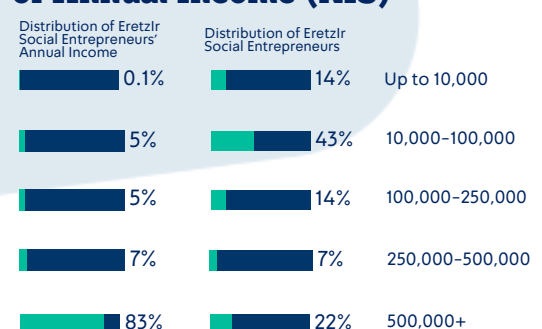


36 Entrepreneurs

92 Consultation Hours Provided by Eretzir Professionals



Project Distribution by Amount of Annual Income (NIS)



Annual Income Cycle for Entrepreneurs

EretzIr Projects

EretzIr, in addition to supporting community and social initiatives has also used its extensive experience in these areas to launch and develop our own in-house projects. We do so through identifying needs on the ground in the periphery areas of Israel, building cross-sector partnerships, and creating initiatives that work to bring tangible change to the communities in which we work.

Urban Renewal

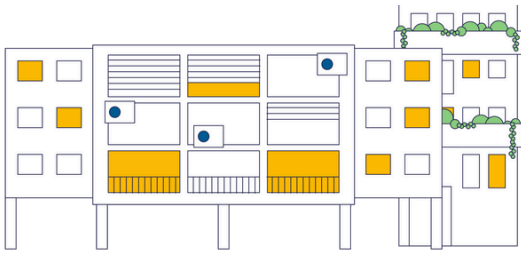
We promote mechanisms for sustainable, community-oriented urban development, both through building communities in residential towers (vertical communities) and urban renewal complexes in Haifa, Nahariya, and Be'er Sheva, and by leading the multi-sectoral round table for policy change in the field of urban renewal.

105

Participants in the Round Table
For Policy Change

1,600

Beneficiaries
In Community Building Projects in Residential
Complexes in Peripheral Cities



Pnima - Tourism

Our responsible tourism venture, "Pnima," brought thousands of tourists to get to know communities and social entrepreneurs in the EretzIr network in the North and South despite the complex security situation. Our participants were exposed to Israeli activism at its best, meeting the beautiful face of civil society in Israel.

42

Groups Brought by "Pnima" in 2024

Early Childhood Education Program

In Partnership with Yad HaNadiv

This year, at the initiative of the Yad Hanadiv Foundation, we were privileged to lead a project aimed at improving the quality of education and care in private and unsupervised early childhood settings (birth to age 3) in municipalities in the South of Israel. The program will provide caregivers-educators with tools, professional support, and a professional community in two selected cities in the South for five years. In addition, the program will develop a model of community work with the parents of daycare centers. EretzIr's experience in building communities and developing entrepreneurship, together with our many years of experience in developing and leading co-op models of early childhood education, will help us lead this important project and contribute to developing the quality of early childhood education in peripheral cities.



EretzIr Emergency Response

Two well-known facts about community-based responses in emergencies: 1. communities and organizations that function well in routine times will be better able to cope with emergencies, and 2. the best and most accurate responses grow from the "bottom up." For the past year, we have focused on two main actions: onboarding new social, emergency-oriented initiatives to our network of social entrepreneurs and developing community-based emergency relief through our own initiative and operation.

Emergency-Oriented Initiatives that Joined Our Network

The Day After

A project established out of a need that arose in the field and as a result of the excessive strain put on reservists and their families. The project brings together a group of social entrepreneurs from elite IDF units and caregivers and offers an emotional social support system for reservist soldiers and their spouses.

45

Groups Received Treatment This
Year

Talking Together

A project established immediately after the October 7th massacre by psychologists specializing in the treatment of trauma, providing an immediate response to children of the families who were on the front lines. The project provides a non-judgmental treatment response for children aged 0-14, with an emphasis on toddlers and young children. The goal of the intervention is to prevent the development of post-trauma by strengthening attachment security surrounding the trauma.

100+

Treatment Professionals
Working with Initiative

1,500

Children and Families Who
Received Treatment in 2024

Lahav Farm

Part of Rimon Farms

Rimon Farm was established in 2021 as a therapeutic farm for at-risk youth aged 14-18 from the South of Israel who had dropped out of school. After the October 7th massacre, their activity expanded to Lahav Farm which specializes in treating security and rescue forces to prevent post-trauma. The specialized program at Lahav Farm helps soldiers and teams develop resilience and more easily integrate into their daily lives, through a focused group process on an isolated therapeutic farm. The farm is run by professionals who are expert group facilitators in the field of trauma.

90

Security and Emergency Teams
Who Received Treatment



In-House EretzIr Emergency Initiatives

Community Emergency Teams in the North (CETs)

The establishment of the Community Emergency Teams (CET) project was carried out during the period of escalation in Israel's North. This was part of a collaboration with the Jewish Federations of North America (JFNA), the Shusterman Foundation, ICEJ, the IDF, and the Ministry of Social Services. As part of the project, we provided training for 40 CETs in 15 localities and a large amount of emergency equipment to each team (generators, walkie-talkies, megaphones, masks, and more). The project was a complementary response to additional municipal initiatives that were designed to prepare civil society for emergencies. Its uniqueness lies in providing a community and social response (in the fields of welfare, education, and information distribution) to diverse, functional communities such as immigrants, Ultra-Orthodox families, families with children with special needs, Arabs, Bedouins, and more.

15

Localities

40

CETs Created

Residential Building Resilience and Emergency Teams in Nahariya & Ashkelon

Resilience and Emergency Teams in Residential Towers is an initiative of Eretz-ir in collaboration with Joint Israel, to establish community emergency teams in residential towers. The goal of the program is to strengthen community resilience in towers and apartment complexes, by training coordinators and volunteers who will operate in times of emergency to support residents, map needs, and create community activities. The teams were trained to provide a community and social response in times of emergency while improving their ability to best deal with the situation.

150

Active Participants



The Best Cities Start with Their People