



Ethiopian National Project Annual Activity Report

Highlights in Brief: September 2008 - August 2009

*Presented by Dr. Nigist Mengesha, Director-General
October 2009*



ENP Scholastic Assistance participants delivering traditional holiday sweets to people in need during Hannukah

***“Start a child on the right road, and even
in old age he will not leave it.”***

(Proverbs 22:6)

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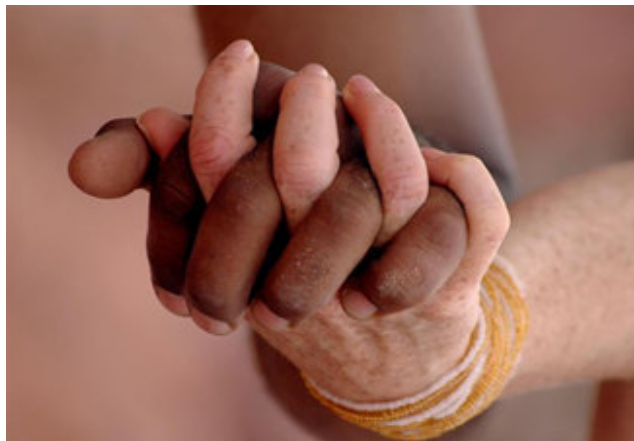
The Ethiopian National Project

ENP's mission is to address the most pressing social and educational needs of Ethiopian-Israeli youth aged 13-18. By investing in today's youth ENP is ensuring that the Ethiopian-Israeli community has a brighter future.

A unique partnership between the United Jewish Communities (UJC), the Government of Israel, representatives of Ethiopian Jewish Community Organizations, the Jewish Agency for Israel (JAFI), the American Jewish Joint Distribution Committee in Israel (JDC-Israel) and Keren Hayesod-UIA, ENP unites those dedicated to advancing the Ethiopian-Israeli community.

ENP adopts the following strategies to bring about long-term, sustainable changes:

- **Working in true partnership with the Ethiopian-Israeli community:** The ultimate goal is for the Ethiopian-Israeli community to become fully independent, integrated into Israeli society and capable of confronting the issues that they face. To this end, ENP involves the community at a local and national level at every stage of the creation, implementation and evaluation of ENP's programs.
- **A holistic approach:** ENP programs identify and address the cultural, social and emotional challenges faced by Ethiopian-Israeli teenagers that hinder their academic success. By taking a "bigger picture" view of their needs, the impact of ENP's work on the lives of Ethiopian-Israeli teenagers increases manifold.
- **Empowerment:** Recognizing the support that the teenagers need from those around them in order to genuinely transform their lives, ENP equips youth leaders and parents with the skills to support the teenagers beyond the framework of ENP programs.



With your support, ENP is strengthening the future parents, breadwinners and leaders of the Ethiopian-Israeli community.

The Need for ENP Today

The Ethiopian-Israeli population, currently standing at 116,000, has the highest rate of poverty of any social group in Israel. 68% live below the poverty line. Their economic and social deprivation, combined with a crisis of cultural transition, has a hugely negative impact on every aspect of the lives of their children, of which 16,000 are aged 13-18.

- **The level of academic achievement among Ethiopian-Israeli students is still unacceptably low.**
- **An alarmingly high percentage of Ethiopian-Israeli teenagers aged 14-17 drop out of school and become at risk of partaking in criminal behavior, using drugs or alcohol and drifting to the fringes of Israeli society**

A vicious cycle has been created in which underachievement amongst teenagers reduces their chances of improving their socio-economic status and in turn, condemns future generations of children to a life of poverty.

It is imperative that we invest in these children's education and break this cycle.

The ENP Approach

Three key initiatives lie at the heart of ENP's work:

- **Scholastic Assistance:** This program provides supplementary hours of academic assistance to students in small groups. It also addresses the social and personal barriers to academic achievement that the students face.
- **Youth Outreach Centers:** ENP's network of centers serve as a safe haven for the most alienated Ethiopian-Israeli youth across the country. They offer a range of enriching, extra-curricular activities and provide youth with emotional support
- **Leadership Development:** ENP trains Ethiopian-Israeli activists at local and national levels to lead and transform the Ethiopian-Israeli population into a strong and self-sufficient community.

These initiatives are complimented by a range of further programs:

- ENP-Atidim for High Achievers
- Parents Workshops
- University Scholarships
- Drugs and Alcohol Abuse Prevention
- IDF Preparation
- School Mediators

Success & Challenges

The Ethiopian-Israeli community has come a long way since ENP was created in 2005. Professional evaluations of ENP's programs reveal the tremendous impact that ENP has makes on the lives of Ethiopian-Israeli youth. More and more students are succeeding in school and passing their matriculation exams; crime and anti-social behavior among Ethiopian-Israeli teenagers has decreased enormously. The long-term prospects for the Ethiopian-Israeli community are looking much brighter. The community is taking greater responsibility for its own future, with grassroots activists rising through the ranks to initiate change and graduates of ENP programs serving as positive role models for the younger generation.

Nevertheless, there is much work to be done in order for ENP to fully achieve its ultimate goals.

2008-2009 has been a particularly difficult year in Israel for a number of reasons:

1. Increased Economic Hardship in Israel: This has exacerbated the challenges faced by Ethiopian-Israeli youth, generating an increase in the demand for our services.

2. Operation Cast Lead: Six of the cities in the south in which ENP operates (Ashkelon, Beer Sheva, Kiryat Gat, Kiryat Malachi and Sderot) were subject to a barrage of over 3,200 rockets in 2008, culminating in IDF Operation Cast Lead in Gaza (December 2008-January 2009).

This directly affected over 1,650 students in the Scholastic Assistance and ENP-Atidim programs and the 640 teenagers who frequent ENP's Youth Outreach Centers. During this time, the teenagers experienced feelings of fear, tension and uncertainty and ENP staff worked tirelessly to help them cope with this additional challenge in their lives.

3. The Global Financial Crisis: At the same time, the global financial crisis, combined with the "Madoff Affair," had a catastrophic effect on the entire non profit world. ENP's budget was reduced from \$16 million in 2007-8 to \$10 million in 2008-9: this shortfall in funding unfortunately impacted the scope of ENP services.

Despite these difficulties, ENP has risen to the challenge and as this report will show, ENP continues to implement high-quality programs and transform the lives of Ethiopian-Israeli youth.

ENP at a Glance

Cities in which ENP operates	26
Students receiving Scholastic Assistance	5,062
High achieving students in ENP - Atidim	550
At-risk teenagers benefitting from ENP's 27 Youth Outreach Centers	2,749
Parents Workshops – empowering parents to support their teenagers	73
Teenagers participating in ENP's IDF Preparation Programs	270
Activists being trained through ENP's Leadership Development Programs	93
Teenagers benefitting from ENP's Drug and Alcohol Abuse Prevention programs	109
Students awarded University Scholarships to support their studies	112
School Mediators providing social, cultural and educational support to Ethiopian-Israeli students	3

“We cannot always build the future for our youth, but we can build our youth for the future.”

(Franklin D. Roosevelt)

Scholastic Assistance

Education is critical to advancing in Israeli society and yet the level of academic achievement among Ethiopian-Israeli students is unacceptably low. Unfortunately, the schools in the low-income areas in which the Ethiopian-Israeli community lives, do not offer adequate enrichment and sometimes even fail to provide basic educational support for Ethiopian-Israeli students.

The magnitude of the gap between Ethiopian-Israelis and the general, Jewish population is dramatic.

- In 2007, only 37% of Ethiopian-Israeli youth completed their *bagrut* (Israeli matriculation exams) in contrast to 64% of the general Jewish population.
- In 2007, only 20% of Ethiopian-Israeli 12th Graders completed *bagrut* at a level that would enable them to enter university, in comparison to 57% of the general Jewish population. (Myers-JDC-Brookdale Report, 2007)

Scholastic Assistance Program

ENP Scholastic Assistance provides supplementary hours of educational support to students in Grades 7 - 12 to strengthen their academic achievements. Support is provided to small groups of students (four- six students per group), allowing for the development of highly effective, personalized study plans.

For high school students, the program consists of preparatory lessons for the *bagrut* to improve students' proficiency, particularly in math, English, Hebrew and other subjects crucial to success in these exams. Students also participate in "learning marathons" - periods of intensive study during school vacations.

Great emphasis is placed on personal development, such as building self-esteem, study skills and self-motivation. In addition, the program offers a range of enriching, extra-curricular, cultural and social activities, such as night hikes and trips to museums. These stimulating and creative activities build a sense of community among the students, increase the students' motivation to participate in the program and help cultivate excellent relations with the staff.

Goals of the Scholastic Assistance Program

1. Increase the number of Ethiopian-Israeli students who pass the *bagrut* exams and improve the level of achievement in these exams.
2. Improve academic achievement in the years leading up to matriculation.
3. Reduce the number of Ethiopian-Israeli students dropping out of normative, educational frameworks and the extent of hidden dropouts.
4. Strengthen students' motivation to study and self-confidence in their abilities.

Implementation

- **5,062 students** across 26 cities benefitted from ENP Scholastic Assistance in 2008-9.
- In response to the needs of particular students, Scholastic Assistance was provided in new subjects such as literature, Bible and history.
- Greater emphasis was placed on involving parents in their children’s education, recognizing the value of the moral support that they offer.

Achievements & Successes

- **Positive feedback from school principals: 78% of school principals** view ENP’s work as contributing greatly to the academic advancement of these students. (Myers-JDC-Brookdale Study, 2008).
- **High levels of attendance:** the level of attendance of the students has increased to 85%, indicating that motivation is higher and that ENP has succeeded in conveying the message of the importance of education. (Myers-JDC-Brookdale Study, 2008).
- **Greater self-confidence: 70-80% of students** reported improvement in their self-image, ability to ask for help and perseverance. (Branco-Weiss Evaluation, 2009).

Myers-JDC-Brookdale Evaluation (2009)

The latest assessment of ENP's impact reveals the following success:

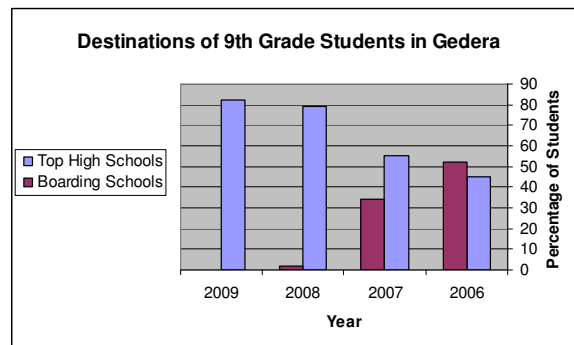
- **52.4%** of Ethiopian-Israeli students who received Scholastic Assistance achieved matriculation certificate eligibility in contrast to only **42.9%** of Ethiopian-Israeli students not on the program.
- **87% of students** are very pleased with the Scholastic Assistance Program and **90%** would recommend it other students.
- **81% of students** see the program as greatly enhancing their motivation to study

A Sample of Success: Gedera

A key indication of success is whether 9th grade students transfer to high schools where they will work towards their *bagrut*, or whether they are “tracked out” to boarding schools, which do not offer the *bagrut* track.

In 2008, **82%** of Ethiopian-Israeli 9th Grade students were accepted into top-performing high schools, in contrast to 33% in 2006.

In 2008, less than 1% of students transferred to boarding schools, in contrast to 52% in 2006.



This dramatic turnaround is testament to the success of ENP’s Scholastic Assistance program and to the students who participate in it.

ENP’s work in Gedera is supported by UJA-Federation of New York.

In the words of a student:

“Last year, in seventh grade, I started to go to ENP’s Scholastic Assistance program in Hadera. I did not want to go but I was talked into it by my teachers at school. I was a poor student and I lacked motivation. I know my parents love me very much but they had given up on me. I didn’t have any faith in my abilities and as I wasn’t producing anything of quality. I forgot what I could do—I didn’t know what I could do. When the program first started, I only half attended. I thought it was dumb and that it was a waste of my time because I wouldn’t learn anything. But it was fun so I wound up going more and more often. My youth counselor talked to me and tried to convince me that I could do a lot more than I was and I believed her. I started going to school more regularly and stopped being as much of a disruption. To the surprise of everyone, mostly myself, I started doing really well in school. I even improved on my level exams and went up from level three to two! I was invited to attend an ENP sponsored summer program. I am so thankful that people cared about me even when I didn’t think that I had anything worth saving.”



***“The fate of empires depends on the education of youth.”
(Aristotle)***

Youth Outreach Centers

Growing up in low-income neighborhoods with little to do with their time other than wander aimlessly through the streets, it's all too easy for youth at risk to succumb to the temptations of crime, drugs and alcohol.

- **Drug and alcohol use:** Ethiopian-Israeli youth have higher rates of drug and alcohol use compared to the general Jewish population.
- **Juvenile delinquency:** Between 1996 and 2005 the number of juvenile delinquency files among Ethiopian-Israeli youth increased **600% from 139 to 900 cases**. 43% of them were for violent crimes. (Myers-JDC-Brookdale study, 2009)

ENP's network of Youth Outreach Centers offers a safe haven to the most alienated Ethiopian-Israeli teenagers. Open daily, the Youth Outreach Centers include computer labs, empowerment workshops and a variety of enriching, extra-curricular activities. Many of the counselors running the Centers are young, Ethiopian-Israeli university graduates who serve as positive role models for the teenagers.

Goals of ENP Youth Outreach Centers

- **Reduction in risk behaviors and delinquency**– lower rates of drug use, alcohol abuse, violent activities and crime.
- **Personal growth** - Higher aspirations for the future, greater self-confidence, improved interpersonal skills.
- **Increase utilization of the Youth Outreach Center services** – more teenagers participating in activities at the Youth Outreach Centers.

Highlights – Youth Outreach Center Activities

Sports Day...Performances by the ENP band, "Heart-to-Heart"...Educational Programs: HIV & AIDS Awareness....Human Rights....Israeli Politics....Contemporary Issues in Society....Ethiopian dancing and music....Hip-Hop, Salsa and Breakdancing Classes.....Singing Competitions....Guitar for Beginners... Basketball Tournaments.....Photography workshop....Film Discussion GroupsComputer courses.....Jewish Studies classes....Dialogue in Theatre....Nature Hikes in conjunction with the Society for the Protection of Nature.....Biking Groups.....Homework Club.... Volunteering in the Community....Ceremonies for the Jewish Festivals.....Trips to Theme Parks

Achievements & Successes

ENP is proud to report that during 2008-2009, ENP's 22 Youth Outreach Centers made a dramatic impact on the lives of 2,749 Ethiopian-Israeli teenagers nationwide.



ENP Youth Outreach Center participants and counselor from Sderot

- **ENP is clearly filling a huge gap:** 73% of the youth at ENP’s Youth Outreach Centers do not attend any other after-school framework and 68% of the youth have never participated in such a framework previously. (Myers-JDC-Brookdale Report, 2008)

These teenagers have nowhere else to go.

- **Huge reduction in juvenile delinquency:** Since the launch of ENP's Youth Outreach Centers in 2005, there has been a **60% decrease** in the number of Ethiopian-Israeli youth with police files.

Moshe, a 21 year-old counselor at one of the Hadera Youth Outreach Centers and a former participant in ENP’s programs, captures the impact that the youth outreach centers make on the lives of the participants.

“When I was 17, I began to go to the Youth Outreach Center in Hadera. I was the biggest troublemaker around. Many of my peers dreaded my presence at the Center, but my ENP youth counselors worked one on one with me for over a year to improve my behavior and my interactions with others. The transformation I went through was incredible - many of my teachers told me they never would recognize the bright, courteous 12th grade student in their classrooms as the troublemaker who had disturbed their classes in 9th grade. I was a changed person, for the better. I am now 21, and I can’t imagine what my life would be like if I hadn’t been exposed to ENP’s Youth Outreach Center. Today, I work as a counselor in the Youth Outreach Center.... I’m a living example that with some help and a lot of motivation, you really can change and succeed.”

University Scholarships

Attaining a place at university is no small feat for Ethiopian-Israeli students. However, many fall at the final hurdle – they lack the means to support themselves financially for several years of full-time study. ENP's scholarships help ease these students' financial burden while they complete their degrees. In return, recipients commit to regular volunteering for ENP programs, thereby giving back to the community and serving as inspiring role models for younger Ethiopian-Israeli youth.



In 2008-2009, with the generous support of the UJA-Federation of New York and the Jewish Federation of Greater Seattle Jewish Federation, ENP awarded scholarships to **103 students studying in elite faculties** - sciences, engineering and technology.

In addition, **six Ethiopian-Israeli medical students** are recipients of the 2008-9 Yanoff Master Ethiopian-Israeli Healthcare Fellowships, with the gracious support of the Jewish Federation of the Lehigh Valley, Beth-Israel Federated Jewish Charities of Fayetteville, North Carolina and the Harry Yanoff and Jeanette Master Yanoff Charitable Trust of Cumberland Community Foundation.

At the moving and festive award ceremony in June 2009, UJA-Federation of New York's Ilan Halperin summed up the pride ENP feels towards these students:

"You are the best there is. You are the activists and the successes."

ENP - Atidim

Through ENP-Atidim, highly-talented, Ethiopian-Israeli middle school students are encouraged to maximize their potential, strive for the highest levels of academic success and realize their dreams. Students in Grades 8 - 12 who have the potential for academic excellence are included in the ENP-Atidim program, which provides:

- Four to six hours per week of specialized educational support in mathematics, sciences and English.
- Enrichment activities exposing students to academia, the sciences and technology.
- Exposure to career opportunities through visits to successful companies across the country.

Youth Coordinators and trained professionals heavily invest time and effort into each and every student, personally accompanying them on personal, emotional and social levels.

Goals of ENP-Atidim

The program is designed to help participants achieve personal and social excellence, specifically focusing on three main goals:

1. **Attaining a top quality matriculation certificate**, enabling their acceptance into prestigious faculties in university.
2. **Becoming self-driven**, highly motivated and aware of their responsibilities to community and society.
3. **Envisioning a brighter future** and being able to make educated decisions regarding their professional future.

Implementation

In 2008-2009, ENP-Atidim succeeded in transforming the lives of 550 talented Ethiopian-Israeli students in schools across Ramle, Afula, Kiryat Gat, Kiryat Malachi, Ashkelon and Ashdod.

The year has been full of trips that are broadening students' horizons and enabling them to dream of their own careers. Highlights include:

- A visit to the Intel factory, learning about career opportunities with Intel.
- Outings to Tel Aviv University, participating in lectures on scientific topics such as the 'Study of the Universe' and the 'Brain and Memory.'
- An interactive medical course comprising 14 workshops, where students learn about anatomy and medicine in a hands-on environment. The class dissected lungs and hearts, learned about the brain and studied resuscitation and the respiratory system.
- Talks by Ethiopian-Israeli university students who serve as positive role models.



Achievements & Successes:

- **85%** of ENP-Atidim graduates (2007/2008) were eligible for a full matriculation certificate. (Branco Weiss Evaluation, 2009)
- **72%** of ENP-Atidim graduates (2007/2008) met the university entrance requirements. (Branco-Weiss Institute Evaluation 2009)
- **Increased self-confidence**, demonstrated by student's enthusiasm and initiative in giving back to the community. Students are leading educational programs for elementary school children and acting as "study buddies" for weaker students.

During the summer vacation, 11th Grade ENP-Atidim students participated in a five-day leadership summer camp. The students who participated underwent a rigorous selection process. The workshops presented students with real scenarios that world leaders were faced with and students brainstormed different ideas for coping with these situations. In the words of one of the participants: "At the completion ceremony we understood that we had undergone a serious process of learning, preparation and understanding and how it is our job to implement all that we have learned and experienced over the five days we spent at camp. One of the experiences that made a big impression on me was our visit to Independence Hall in Tel Aviv where the first Israeli Prime Minister, David Ben Gurion, proclaimed the State of Israel. For many of us, it was our first time visiting the historical site."

Linoy is an outstanding 9th Grade student who studies English with the 10th graders in her study groups. In a normal school framework, Linoy would not be able to study with 10th graders because school rules do not allow students to skip classes in only specific subjects. Thanks to ENP-Atidim, Linoy is able to study with students on her level, and she continues to excel. She expresses her gratitude to ENP-Atidim for enabling her to realize her potential and advance in her studies.

Daniel is a highly intelligent 12th Grade student who consistently achieves high grades. However, due to his lack of self-confidence and poor inter-personal skills, he was always reluctant to take part in social activities. ENP's staff wanted to strengthen his self-belief, and arranged for him to become a "study buddy" for a weaker 8th Grade student, Yasu. They hoped that by helping Yasu with his studies, Daniel would become more aware of his own capabilities and increase his self-confidence. Initially, Daniel was very nervous and didn't believe that he was capable of helping Yasu but with the encouragement of ENP staff, Daniel agreed to give it a try. After a few meetings between them, Daniel has begun to see how much he has been able to help Yasu with his studies, and his confidence has increased. Both Daniel's teachers and Daniel himself can see how much his self-image and social skills have improved since he has started tutoring Yasu, and are grateful to ENP's staff for creating this opportunity for Daniel to recognize his own talents and capabilities.

Drugs & Alcohol Abuse Prevention

ENP's drugs and alcohol prevention program is designed to prevent youth at risk descending into alcohol and drug abuse by:

- Increasing awareness of the hazards of substance abuse
- Reinforcing self-esteem
- Empowering youth to take responsibility for their actions
- Strengthening the parent-teenager relationship

Each program typically comprises 25 sessions, of which several are joint parent-teenager meetings. In addition, separate parents' workshops are run to improve the parents' understanding of the issues that their teenagers face in contemporary Israeli society and equip them with the tools to support their teenagers. ENP's Drugs and Alcohol Abuse Prevention program is implemented by the Efshar Non-Profit Organization in cooperation with the Israel Anti-Drug Authority, the Ministry of Absorption and the Ministry of Social Affairs and Social Services.

In 2008-2009, 78 teenagers participated in eight programs in Pardes Hanna, Afula, Gedera, Ashdod, Kiryat Gat and Sderot.

Achievements & Successes

A recent Myers-JDC-Brookdale nationwide evaluation of the program has revealed the program's success in the following areas.

- **Changing Behavior Patterns - 69% of participants reported that they changed their behavior** to a great extent towards alcohol, in light of the knowledge they gained about alcohol and drugs through the program.
- **Greater Self-Esteem: 58%** said that the program had reinforced their ability to withstand peer pressure. This is the most critical area of the program's implementation, given that alcohol and drug abuse are symptomatic of low self-esteem and negativity.
- **Improved Parent-Teenager Relationship:** 42% noted that, to a great extent, the program improved their relationship with their parents.

No less importantly, ENP's staff are to be commended for their dedication and commitment to these young people: **93% of participants reported that they highly respect the program leaders** for truly caring about them, listening to them and helping them solve their day-to-day problems.

“I learned that there's no need to get involved with drugs and alcohol.”

“I learned how to stand up for myself...to say no...to not get involved with people who'll lead me to drugs and alcohol”

Parents Workshops

For most Ethiopian-Israeli parents, the transition from an agrarian, rural and traditional culture to a modern, industrialized society has been overwhelming. Combined with their limited knowledge of even basic Hebrew, this has hugely impacted their ability to support their children's education and social integration.

ENP's Parent Workshops program encourages and enables parents to become more involved with their children's education by providing them with the basic skills and information necessary to take responsibility for their children's education. It equips parents with knowledge about the Israeli school system so that they can step in when intervention is required, and increases awareness of their rights and obligations within the educational system. The program also reinforces the parents' role as educators and teachers of their native language, heritage and Ethiopian culture.



As of 2008-2009, ENP has implemented over 73 workshops.

A mother of six, Malka began to struggle to cope with her children after her husband passed away. In keeping with tradition, her husband had been the dominant head of household and took charge when it came to discipline. Now, his absence was having a noticeable effect on the children's behavior in school and at home. Almost daily, Malka would receive phone calls from her children's schools complaining of their behavior, and she simply did not know what to do. Malka found her way to ENP and signed up for a series of parent workshops, where she learned practical tools for how to manage her new role of mother and father to her children and had the support of the group throughout this process.

“The workshops gave me the confidence to be more proactive in facing my children's difficulties and to be more involved with the schools. For example, when my 14 year-old son was skipping school, I refused to let him watch TV, go on the internet or play outside. He soon learned that staying at home was no picnic! I've also become better at setting boundaries and giving clear messages to my children about what's allowed and what isn't.

The workshops taught me how important this is – the workshops have helped me enormously.”

IDF Preparation

Meaningful army service is often the gateway to success in Israeli society, but Ethiopian-Israelis encounter many social and cultural barriers to success in their army service. As a result, a high percentage of Ethiopian-Israelis do not enlist or fail to complete their service.

ENP's program teaches Ethiopian-Israeli youth aged 16-18 about the nature of the army, pre-army national service options, and most importantly, exposes them to Ethiopian-Israeli role models who have had positive and successful experiences in the army. IDF Preparation also assists those participants with police records and other issues that prevent them from being recruited into the army. Training is intended to develop the participants' leadership skills so that, once in the army, they will advance to higher positions.



Achievements & Successes

This year, 285 Ethiopian-Israelis have participated in ENP's IDF Preparation program in Gedera and Kiryat Gat. The 2007 evaluation by the Myers-JDC-Brookdale Institute highlights the success of this program, nation-wide:

- After participating in the program, **56% of participants** report feeling very ready to serve in the army.
- **82%** of participants reported that they "will definitely" or "most probably" join the IDF.
- **48%** reported that they are interested in joining elite units.
- **52%** are motivated to serve as officers.

When Maya did not fill out the necessary papers to formally complete her army assignment process, the young cadet was grounded at her new base for a full two months as punishment. "I didn't want to be just a guard," she described as the reason behind her disobedience. "I can do a lot more." The coordinator of the ENP IDF Preparation program intervened as an intermediary and has been in regular contact with both the young, new soldier and army officials ensure that Maya is able to fulfill her dream of contributing to the military. This will avoid further frustration and punishment for disobedience, and will ultimately prevent Maya from dropping out of the army.

Domestic Violence

Unfortunately in recent years, the level of domestic violence in the Ethiopian-Israeli community reached alarming heights. A disturbing statistic revealed that 5 out of the 12 spouse murders in Israel in 2006 were of Ethiopian-Israeli women. This is shockingly disproportionate to a population which comprises approximately 1.7% of the Israeli population.

In response, ENP, with the generous support of the Israel Emergency Campaign and in partnership with Behalachin, Bar Ilan University, JDC-Israel, JAFI, the Ministry of Welfare and the Ministry of Absorption, created a desperately-needed program that tackled the underlying causes of domestic violence in the Ethiopian community, such as high unemployment and failure to adjust to Israeli society.

Achievements & Successes:

- **Significant Decrease in Domestic Violence:** In November 2008, the Ministry of Immigrant Absorption released a report noting that the levels of domestic violence were the lowest they have been in over five years. This success can in part be attributed to ENP's efforts through its Domestic Violence Prevention program.
- **Nation-wide Implementation:** The Ministry of Immigrant Absorption launched a new campaign modeling ENP's tactics and has taken over responsibility for the Amharic-speaking social workers originally employed by ENP. The Ministry of Immigrant Absorption's campaign, called "No to Domestic Violence," is revolutionary. Never before has the Government of Israel partnered with immigrant organizations to affect positive change in the Ethiopian population in Israel.

ENP's Domestic Violence Prevention program succeeded in creating partnerships between the leading bodies committed to grappling with the issue of domestic violence, when before there was no such collaborative action. It has also strengthened the national effort being made to stop this phenomenon. With continued government collaboration and the support of North American Jewry, a brighter future is now in sight for the Ethiopian-Israeli community.

Leadership Development

ENP's Leadership Development Program develops and trains Ethiopian-Israeli activists and grassroots leaders, including local steering committee members and activists, organization representatives and national ENP leaders.

The program seeks to:

- Prepare community members to become leaders.
- Increase the involvement of the Ethiopian-Israelis in their own absorption.
- Bring about change from within.

ENP's Municipal Leadership Development Program recruits and forms a high-potential nationwide group of immigrant activists who are empowered to advance their community.

Beit Shemesh – A Success Story



“Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.”

(Chinese Proverb)

Five years ago, the Ethiopian-Israeli community in Beit Shemesh was struggling. There was no city-wide coordination of services, no strategic or holistic approach to meeting their needs, and the Ethiopian Israeli community itself was fragmented, lacking strong leadership.

With the generous support of The Jewish Federation of Greater Washington and the United Jewish Endowment Fund, ENP initiated a Community Leadership and Empowerment Program with the goal of training future leaders, to unite the community, and to develop a vision for its future.

In 2006, graduates of this program undertook a mapping of the services available to the Ethiopian-Israeli community and discovered a dire shortage of programs during after school hours for elementary aged children. With the support of the Jewish Federation of Greater Washington, these activists created the “Inya Linya” program – an afterschool framework for Ethiopian-Israeli children in Grades 4-6.

On November 1st 2009, a delegation of five ENP steering committee members from Beit Shemesh will arrive in Washington to share their personal stories of immigration and absorption and to talk about the difference the Leadership Training/Empowerment Program and “Inya Linya” are making to the Ethiopian Israeli community in Beit Shemesh.

Beit Shemesh represents a tremendously exciting and unique model of how by empowering and investing in Ethiopian-Israeli activists, the community itself can spearhead and sustain long-term change.

School Mediators

ENP's School Mediator program introduces Ethiopian-Israeli mediators into schools with large concentrations of Ethiopian-Israeli students. Specializing in the disciplines of education, social work and cultural mediation, the mediators:



- Encourage and enable greater parental involvement, while also providing the student with an ally and enhancing the child-parent relationship.
- Through home visits and personal conferences, the mediators continuously engage families in their children's studies. In addition, parents are involved in other activities, such as cultural meetings and celebrations.
- Serve as a resource for the entire school, explaining misunderstood cultural differences and preventing these distinctions from impacting negatively on students.
- Alert the relevant professionals to specific psychological and social difficulties facing teenagers, and make sure that appropriate responses are implemented and followed up.

With the expertise of these mediators, greater support and understanding is fostered within the existing educational and social service infrastructure.

Public Relations and Development

Missions & Visits

Since September 2008, ENP has hosted over 110 visits to ENP programs with close to 1,500 participants. In the two-week period surrounding the General Assembly, ENP hosted over 25 site visits, including 11 simultaneous visits for the Lions of Judah conference.

"You all clearly understood the importance of investing significant effort into planning and implementing interactive, meaningful site visits... your efforts made considerable impact."

"We were able to see how our dollars can have such an impact by partnering with ENP."

"We very much enjoyed interacting with these kids and the staff seemed attentive and gracious. Great facility and wonderful program. I would highly recommend this stop on the tour."

Mission Highlights

Virginia Legislators: Mrs. Anne Holton, wife of the Governor of Virginia visited the Inya Linya program in Beit Shemesh (supported by the Jewish Federation of Greater Washington and its Endowment Fund). She met with the students and their parents, both of whom shared their dreams and aspirations for the future.

Campaign Chairs & Campaign Directors: Herding Sheep: In July 2009, 102 UJC Federation Campaign Chair and Directors experienced, first-hand, the leap from an agrarian lifestyle to the fast paced life in Israel by herding sheep and goats with Ethiopian-Israelis who once were shepherds and hearing the stories of village life! ENP staff discussed the challenges of successful integration as individuals who have experienced it and are playing a role in helping others overcome these challenges.

GA 2008

The 2008 General Assembly in Jerusalem was attended by over 3,000 participants and ENP's strong presence at the GA maximized the exposure attendees had to ENP's programs and impact. Alongside ENP's beautiful booth, Dr. Nigist Mengesha and ENP had numerous meetings with Federation professionals.

One of the days of the GA was devoted to trips to the field, to experience the work that organizations nationwide are carrying out in Israel. ENP proudly hosted one of the tracks. Participants decorated the walls of ENP's Youth Outreach Center in Ashkelon, learned traditional Ethiopian dancing and, most importantly, had a great opportunity to truly meet

the youth who participate in ENP's programs. By all accounts, ENP's presence at the GA was a powerful one.

Lions of Judah Conference

ENP hosted 11 different site visits on a single day for delegates! Delegates had an opportunity to get a taste Ethiopian culture – literally - through a cooking activity where women prepared their own feast of traditional Ethiopian food and Ethiopian dance workshops. The visits included intimate discussions with ENP staff who are transforming their communities and many women were moved to tears as they heard the personal stories of ENP professionals and their journeys towards achievement and success.



Dr. Nigist Mengesha was one of the featured women at the opening plenary and participated in the "Women Take the Lead" panel. Hadas Malada, one of 6 Yanoff Master Ethiopian-Israeli Healthcare Fellows receiving a scholarship for medical school, received a standing ovation after her presentation at the closing plenary of the Lions of Judah Conference. Below is an excerpt of Hadas' powerful words and call to action:

What I like about ENP is that it concentrates on empowering local communities and supports their independent advancement and self-leading. I believe that this way of working is a central factor in the power of ENP to create a true change. I am very proud to be part of this effort and I hope that maybe through my life I can pave a path towards a better tomorrow.

But I know, and I know that you do to, that giving back is not just something for the future—it is for today. So today, while I am studying, I make it a point to give back in the best way I can, today. I volunteer for Magen David Adom, I teach sexual education and awareness, I play with abandoned Bedouin children who are hospitalized at Soroka hospital, and I even teach anatomy to visiting American students at Ben Gurion University.

Giving back, and making a difference as much as one is able- that is something we have in common. We share that. We are one and the same. Your unending support of me, my peers and my community is helping us all make Israel the place my family and so many others have dreamed of reaching. Thank you for all you have done and continue to do every step of the way.

Outbound Visits

This year, Dr. Nigist Mengesha and Grace Rodnitzki made four trips to the United States to secure the continued support of North American Jewish Federations, foundations and donors for ENP's critical work. Through face-to-face meetings, Nigist and Grace have appealed to the hearts of North American Jewry highlighting the extent of need for the services that ENP provides, the urgency of ENP's financial situation and the critical importance of Federation's continued, if not increased, support. Such visits to Federations are outstanding opportunities not only to inform, but to inspire, and are clearly having an impact on the feeling of connection and understanding of the importance of ENP's work.

ENP's investment in time and resources to carry out such visits has proven itself. With each visit, ENP finds that the hosts often initiate the exploration of additional avenues to support ENP's work and to establish connections between their community members and the beneficiaries. Federations are always thankful for the opportunity to get the more detailed, personal update on the work being carried out in Israel.

This year, ENP has visited Federations, foundation representatives, community members, lay leaders and private donors in the following areas: **Los Angeles, Orange County, East Bay, San Jose (Silicon Valley), San Francisco, San Diego, Ventura, Santa Barbara, Baltimore, Washington DC, Broward County, Miami, South Palm Beach, Palm Beach, Delaware, Philadelphia, Northern New Jersey, New York, Cleveland, Dayton, Cincinnati, Kansas City, Indianapolis, Tuscon, Denver, Montreal, Springfield, Fall River, Providence and Stamford.**

Despite the timing of the trips coming in the shadow of one of the most severe economic crises experienced in recent history, the Federations' desire to continue to fund ENP was tangible at every visit. Without exception, ENP was well-received in each of the Federations and returned optimistic that more Federations will join the success story that is ENP. The mood was one far from despair, with rather an emphasis on planning, strategizing and seeking to fund those programs that make the greatest impact and resonate with their communities. Towards its later visits, ENP even noted a sense of optimism in the likelihood of identifying funds that could be utilized by ENP, this year and beyond.

Special Campaign

By 2009 it was clear that 15 of ENP's 22 Youth Outreach Centers were at risk of closure and thousands of high-school students were set to be excluded from ENP's Scholastic Assistance program.

A massive outreach effort, including teleconferences and the production of marketing materials for use by Federations, was conducted throughout August and continues on an ad hoc level today. To supplement this special effort, the David and Inez Myers Foundation presented ENP with a Youth Outreach Center Challenge Grant: if 10 Federation gifts of \$25,000 each were obtained, the Foundation would match an additional 5 gifts of \$25,000, totaling \$375,000 for 15 ENP Youth Outreach Centers. These funds would in turn be

matched by local Israeli sources to enable the continued operation of Centers at a minimum budgetary level.

Thanks to the outpouring of support from individuals and Federations throughout North America, this disaster was averted. With this support from North American Jewry, all of ENP's Youth Outreach Centers that were at risk of closure remain open. Further, 650 high school children who were to be excluded from ENP's Scholastic Assistance program will continue to benefit from this critical program in the current school year.

Philanthropy in Israel

This year ENP has begun to look towards Israeli corporations and communities in Israel as additional sources of funding and has made significant progress in marketing and raising awareness of ENP programs, by focusing on:

- **Media representative and VIPs:** inviting them to ENP sites to see first-hand the impact that ENP is making on the lives of Ethiopian-Israeli teenagers
- Building connections with potential sponsors through the Jerusalem Business Network
- Increasing awareness of ENP's works amongst the English-speaking communities in Israel, for example through speaking engagements for The Association of Americans and Canadians in Tel Aviv, Netanya and Jerusalem.

Events

ENP also launched two, high-profile fundraising events in Jerusalem:

- **Ethiopian Cultural Event** (March 2009) in conjunction with the Begin Heritage Center, the Absorption Department of the Jerusalem Municipality and Bahalachin.

This successful event showcased traditional, Ethiopian culture, featuring well-known Ethiopian-Israeli musicians and dancers as well as ENP activities. Many of the youth involved in ENP's programs performed song and dance pieces that they produced at their activities in ENP Youth Outreach Centers all over Israel



- **"Ethiopian Happening"** (August 2009) which included a buffet of Ethiopian cuisine, sale of traditional art and handicrafts, a silent auction of Ethiopian sculpture, and performances of Ethiopian dance, theater and music.

ENP Online

Website

ENP's website www.enp.org.il was launched at the end of January 2009! ENP invites staff, volunteers, donors and all ENP supporters to visit the site regularly for the latest stories, news and updates from ENP. The English site is fully functional and the Hebrew website is due to be completed very shortly.



ENP Blog

Ethiopian National Project has impacted the lives of countless Ethiopian-Israelis, helping them make the transition to Israeli life and society. ENP's blog "Stories and Pathways" www.enpblog.blogspot shares the personal stories and experiences of ENP staff, participants and volunteers who have had the honor of hearing these stories, first-hand.

Facebook

ENP also joined Facebook this year! Given that Facebook is one of the top five most commonly visited websites on the internet, ENP's presence on Facebook is fantastic way for ENP to maintain contact with our ever-growing "fan base" in Israel and abroad.

The screenshot shows the Facebook profile for the Ethiopian National Project. The profile picture is the ENP logo, which is a circular emblem with a central figure and text in Hebrew and English. The page has tabs for Wall, Info, Events, Photos, YouTube, and Discussions. Below the tabs is a text input field for writing a post, with an 'Attach' button and a 'Share' button. The page also features a 'Suggest to Friends' section, an 'Information' section stating the organization was founded in 2004, and a 'Fans' section showing 6 of 107 fans. The main content area displays two posts. The first post is titled 'Ethiopian National Project' and describes an event in Jerusalem, including a buffet, art sale, and performances. The second post is titled 'Ethiopian National Project Fundraiser' and mentions a 25th anniversary event on August 23, 2009, at the International Cultural & Community Center (ICCC). A third post is partially visible, mentioning 'Ethiopian National Project' and a link to a blog post.

Interns & Volunteers



In 2008-2009, ENP welcomed 6 students studying abroad in the Rothberg International School at the Hebrew University of Jerusalem into ENP's Jerusalem office and Youth Outreach Centers as interns and part of the family that is working to affect change.

Otzma volunteer Tamara Maltiel lived in Arad as part of her Israel experience and volunteered at ENP's Youth Outreach Center twice a week. The words of an objective 'outsider,' who has now joined the ENP family reveal the work being done and the impact of the Center on the lives of the youth:

"The best part of my experience living in Arad was by far my work at ENP's youth center, which provides an outlet for teens so that they have a safe place to be in the evenings. I came twice a week and got to know the teens there well. At the center, we bonded over card games, backgammon games, and crossword puzzles. All of them had many questions about what life in America is like and how life in Israel compares and I was really interested in learning about what life is like for teenagers in Israel.

"It is clear how much the center means to the teens in Arad. It is one of few places open in the city for teens to meet their friends in the evenings. The staff watch over and offer advice to the teens who have no one else they can turn to. It is truly heartwarming and I am proud to have been part of the ENP family."

In Their Own Words

The following song was composed by girls at Rehovot Youth Outreach Center. The song has a beautiful message of bringing yourself up even if you fall. It uses the sun as a metaphor; every evening it loses its strength and stops shining, but every morning it brings itself up to try again.

Shows the courage...

*I'm dreaming about reaching there
Maybe another step, and maybe this is early
I want to see the light at the peak
Meanwhile I am alone on the ground*

*I always hoped that the day would arrive, always
I aspired in hope to fulfill the dream
I wanted to realize the endless desire
I didn't ask anyone because I knew the journey was entirely mine
And I knew that if I want to succeed
I need to aim higher or promise myself
Not to give up, yes, yes, yes, even if it's hard
To push myself upward until I've tasted success*

*I'm dreaming about reaching there
Maybe another step, and maybe this is early
I want to see the light at the peak
Meanwhile I am alone on the ground*

*And even if I fall I know
So get up and stand on my own two feet
I won't close my eyes, and I'll try again
To move forward in this journey called my life
Like a journey in the desert without water
Like the sun that loses itself in the nights
It slowly lost the strength
But every morning it brings itself up on its own two feet.*

Vision of the Future

ENP aims to turn around the fortunes of the Ethiopian community in Israel through preventative measures, focusing on education. As ENP looks towards the future, it sees within its grasp a reality where the vast majority of Ethiopian-Israeli teenagers can obtain quality matriculation certificates, enabling them to pursue university education and break the poverty cycle.

By investing in today's youth, ENP is helping to secure the future of the next generation of Ethiopian-Israelis.

Such a future will guarantee full integration of the Ethiopian-Israeli community, and ensure their dream of returning to the Promised Land is truly fulfilled. Yet this future requires an investment. It requires the active commitment of the partners that created ENP to ensure its continued ability to make a major impact.

There are currently 16,000 Ethiopian-Israeli teenagers aged 13- 18. ENP in 2007-8 was transforming the lives of 7,500, nearly half. In 2009-2010, that number will decrease to 3836, only one in five youth.

<p>\$1,000 will secure the place of <u>one more child</u> on ENP's Scholastic Assistance program for <u>one year</u></p> <p>\$25,000 (with matching funds) will keep one ENP Youth Outreach Center open to over 100 teenagers, for <u>one year</u></p>
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ENP demands that the commitment to it be upheld; the future of the Ethiopian-Israeli community depends upon this support. This community deserves to be considered a high priority for which funding is an obligation. For this commitment and support today will enable the Ethiopian community in Israel, ultimately, to become fully independent, integrated and able to support itself.

"It is not your obligation to complete the task but neither are you free to desist from it"

(Ethics of the Fathers 2:15)

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Implementing Bodies

- **Scholastic Assistance** - Branco Weiss, ORT, The Israel Association of Community Centers, Maksam and Beit Tziporah
- **Youth Outreach Centers** - FIDEL, Almaya, the Foundation for the Development of Hadera, Dror, Hiyot, the Gedera Community Center
- **ENP-Atidim for High Achievers** - Atidim
- **Drugs and Alcohol Prevention Programs** - Efshar
- **Leadership Development:** Representatives of Ethiopian Jewish Community Organizations (Netzigut)
- **IDF Preparation** - Aharai!, Tziones Yisrael,
- **Parents Workshops** - FIDEL
- **School Mediators** - FIDEL

Municipal Partners

Afula, Arad, Ashdod, Ashkelon, Beersheva, Beit Shean, Beit Shemesh, Gedera, Hadera, Jerusalem, Kiryat Bialik, Kiryat Gat, Kiryat Malachi, Kiryat Motzkin, Kiryat Yam, Lod, Migdal Haemek, Nazareth Illit, Netanya, Pardes Hanna, Petach Tikva, Ramla, Rehovot, Sderot, Tirat Hacarmel and Yokneam.

The following Federations have played a part in making ENP a success:

- Jewish Federation of Greater Atlanta
- Jewish Community Association of Austin
- The Associated: Jewish Community Federation of Baltimore
- Jewish Federation of Berkshires, Inc.
- The Birmingham Jewish Federation
- United Jewish Community of Broward County
- Jewish Federation of Central New Jersey
- Charleston Jewish Federation
- Jewish Federation of Greater Charlotte
- Jewish United Fund/Jewish Federation of Metropolitan Chicago
- Jewish Federation of Cincinnati
- Jewish Community Federation of Cleveland
- Columbus Jewish Federation
- Jewish Federation of Greater Dallas
- Jewish Federation of Delaware
- Jewish Federation of Metropolitan Detroit Fall River UJA Inc
- UJA Federation of Greenwich
- Jewish Federation of Greater Hartford
- Jewish Federation of Greater Houston
- Jewish Federation of Greater Indianapolis
- Jacksonville Jewish Federation
- The Jewish Federation of Greater Kansas City
- Knoxville Jewish Alliance, Inc.
- Jewish Federation of Las Vegas
- Jewish Federation of Lehigh Valley
- Jewish Federation of Greater Long Beach and West Orange County
- Jewish Federation of Greater Los Angeles
- Jewish Community Federation of Louisville

- Madison Jewish Community Council
- Memphis Jewish Federation
- United Jewish Communities of MetroWest New Jersey
- Greater Miami Jewish Federation
- Mid-Kansas Jewish Federation
- Milwaukee Jewish Federation
- The Jewish Federation of Nashville
- Jewish Federation of Greater New Bedford
- UJA Federation of Jewish Philanthropies of New York
- UJA Federation of Northern New Jersey
- Jewish Federation of North Shore
- Jewish Federation of Omaha
- Jewish Federation Orange County
- Jewish Federation of Greater Orange County
- Jewish Federation of Palm Beach County
- Jewish Federation of Palm Springs and Desert Area
- Jewish Federation of Peoria
- Jewish Federation of Greater Philadelphia
- Jewish Federation of Pinellas County
- United Jewish Federation of Pittsburgh
- Jewish Federation of Greater Portland
- Jewish Federation of Rhode Island
- Jewish Community Federation of Richmond
- Jewish Community Federation of Greater Rochester
- Jewish Federation of San Antonio
- United Jewish Federation of San Diego County
- Jewish Community Federation of San Francisco, the Peninsula, Marin & Sonoma
- Sarasota-Manatee Jewish Federation
- Savannah Jewish Federation
- Jewish Federation of Greater Seattle
- Jewish Federation of Silicon Valley
- Jewish Federation of South Palm Beach County
- Jewish Federation of Southern Arizona
- Jewish Federation of Southern Illinois, Southern Missouri and Western Kentucky
- Jewish Federation of St Louis
- United Jewish Fund and Council of St Paul
- United Jewish Federation of Greater Stamford
- Syracuse Jewish Federation
- Tampa JCC/Federation
- Jewish Federation of Ventura County
- Jewish Federation of Volusia & Flagler Counties
- Jewish Federation of Greater Washington
- Jewish Federation of Washtenaw County

Additional supporters of ENP include:

- AEPI
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- The Baron de Hirsch Fund
- Harold Grinspoon Foundation
- The Harry and Jeanette Weinberg Foundation, Inc., Maryland
- World ORT
- Wosk Family

ENP's Partners

- **UJC / The Jewish Federations of North America**
- **The Government of Israel**
- **The Jewish Agency for Israel**
- **The American Jewish Joint Distribution Committee in Israel**
- **Keren Hayesod – UIA**
- **Representatives of Ethiopian Jewish Community Organizations**

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