



# ANNUAL REPORT

2 0 2 4



# A MESSAGE FROM TALI NIR, 121's Executive Director



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2024



Photo by Nicole Feinholz

**Dear friends,**

The year 2024 was marked by a brutal war, profound loss, and pain that touched nearly every home in Israel. In Israel's North and South, hundreds of thousands were evacuated from their homes, and the hardships in every aspect of life reached intolerable levels.

In this harsh reality, we expected the government to respond after the catastrophic failure of October 7th and offer wide-ranging support. In some matters this happened, but in many others, we had to push decision-makers to act.

Together with 176 partners-social, educational, philanthropic, and business organizations-we have worked across multiple social arenas and achieved significant results. It was not an easy task. It was extremely difficult to gain the attention of decision-makers, but when we did, we improved the lives of tens of thousands of Israelis:

The Ministry of Education corrected an historical injustice by adopting our proposal, providing meals in all secondary schools for at-risk youth. This has had an enormous impact, bringing dropout students back to class and ensuring that all at-risk students can realize their basic right to education.

The Ministry of Welfare has also responded to our request and launched a public campaign against elder fraud, led voluntarily by Rina Matzliach, a 121 board member. The ministry also began promoting our additional proposal for a national program to prevent loneliness among elderly citizens without a supporting network.

In other areas we advanced, the struggle was harder: early childhood education (ages birth to three) suffered budget cuts despite the developmental setbacks of tens of thousands of toddlers and the urgent need for training and supervision for their educators. The state also struggled to deliver job assistance and vocational training for the tens of thousands who suffered employment loss and urgently need it.

We sought additional ways to help, and in 2024 initiated two new projects following the war:

The first project, together with dozens of partner organizations, focuses on developing policy proposals to expand mental health services and resources for community rehabilitation. Together, we are also designing a detailed plan for ways that the state can strengthen national resilience through education, welfare, and community systems in the local authorities.

The second project works directly with civilians who were affected by the hostile acts during the war, to develop together a legislative correction proposal. This is to ensure all victims receive proper recognition and the rights they deserve for recovery.

The achievements and progress you will read about in this report belong to both you and us. In a time of prolonged insecurity, we are deeply grateful for your unwavering support and partnership.

In 2025, we will continue our urgent shared mission: rebuilding the social infrastructure that impacts all of our lives. Together, we can create a better future for everyone!

With gratitude and deep respect,

**Adv. Tali Nir**

CEO, 121 – Engine for Social Change

# THE YEAR

## In numbers



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6

We developed and promoted 6 detailed proposals for policy and legislative change, accompanied by public and media campaigns.



8

We wrote 8 policy papers on focused issues, which were submitted to the government and the Knesset.



176

We worked together with 176 philanthropic, social, educational, and business organizations, representing diverse groups in the Israeli population.



5,600,000

More than 5.5 million people were exposed to our activities through the media and social networks.



580,000

The number of citizens who have directly benefited from government assistance, which has increased as a result of our activities since the foundation was established.



4,300,000,000 NIS

The scope of government investment in social services, which has been added thanks to our activities since the foundation's establishment.



# OUR KEY ACHIEVEMENTS

## 1. RECIPE FOR SUCCESS: AN INITIATIVE THAT LED TO A HISTORIC BREAKTHROUGH!

Thanks to our initiative, the Ministry of Education adopted a government meal program for all middle and high schools for at-risk youth for the first time. This is a historic achievement, made possible thanks to four years of joint activity with 18 partner organizations, education networks, parent associations and educational authorities. Until this year, the Ministry of Education provided meals only to elementary school students in the social and geographical periphery, leaving thousands of youth without a solution.

In 2024, we were able to achieve a breakthrough: the Ministry of Education adopted our proposal and began providing hot meals to 17,000 students in secondary schools for at-risk youth, while integrating the program into the budget base for the coming years. This success is the result of a five-year process that included research and formulation of a policy proposal, recruiting support from educational authorities and administrators, and presenting testimonies from students and teachers who illustrated the critical importance of nutrition in schools.

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**Thanks to this achievement, thousands of at-risk boys and girls now have the conditions to concentrate on their studies, stay in school, and reach their full potential. We continue to monitor the implementation of the program and are working to expand it to the Ministry of Labor's schools for at-risk youth.**

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Roi Maor, Deputy CEO & Policy Director, Yekutieli Meshi, Advocacy & Government Relations Director, Tali Nir, Executive Director of 121, Meeting at the Ministry of Education

## 2. IN GOOD HANDS: HEADQUARTERS FOR INVESTING IN EARLY CHILDHOOD

Quality education for children ages birth to three is the foundation for children's development and reducing social gaps. In 2024, we continued to work with 63 partner organizations in the partnership we established, In Good Hands – Headquarters for investing in Early Childhood, to ensure national investment in the professional development of early childhood educators and in improving the conditions of educational frameworks.

After we succeeded in bringing about significant state investment in basic and development training for early childhood educators in recent years, the war resulted in significant budget cuts. Therefore, we worked to convince the Ministry of Education to take various steps

to effectively utilize existing budgets and minimize the damage to the professional support system for the daycare staff.

In addition, we worked with our partners to develop a proposal for a multi-year national plan aimed at making all early childhood education frameworks supervised, subsidized, and of high quality. This proposal will constitute a roadmap for partnership to advance the necessary reform in the field. Because without changing national priorities and investing in early childhood education, we are harming the future generation and the future of the country.

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**Since the establishment of the partnership, thanks to our activities, approximately 25,000 educators have undergone professional training, and approximately 200,000 toddlers benefit from a higher quality education. We continue promoting a revolution in early childhood education, to ensure that every toddler in Israel receives the best education, regardless of the socio-economic status of their parents.**

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Minister of Education, Yoav Kish, from the Seeing the Future 3 conference, on the subject of early childhood education policy during wartime.

# OUR KEY ACHIEVEMENTS



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## 3. HOPE FOR THE SOUL: THE HEADQUARTERS FOR PROMOTING MENTAL RESILIENCE AND HEALTH

Mental health is an integral part of the well-being of citizens, but the State of Israel invests less than half of the average in OECD countries in this area. The Iron Sword War intensified the need for a comprehensive systemic response that will strengthen the mental resilience of the individual and the community and ensure that everyone has access to appropriate care. In 2024, the 121 Foundation began leading a broad-based effort to advance national mental health and community resilience policies. In collaboration with social organizations, professionals, and philanthropic foundations, we formed a new partnership, Hope for the Soul, which aims to advance fundamental policy change in the field.

In the second half of the year, we held a series of roundtables with dozens of experts and organizations, analyzed policy documents, and defined the urgent needs of the population. Following the process, we formulated two key policy goals that we will develop and advance with our partners:

1. Increasing state budgets for community-based care and rehabilitation, so that more people can receive timely and tailored mental health care.
2. Expanding local government capabilities in providing resilience and mental health services, so that each authority can provide its residents with locally tailored services.

The next stage in the project is the formulation of detailed policy proposals and an action plan to harness decision-makers to promote far-reaching policy changes.



Shira Lorenz Reiner, Advocacy & Government Relations, Director General of the Ministry of Economy, Amnon Merhav, Tali Nir, Executive Director of 121, Yekutiel Meshi, Advocacy & Government Relations Director, Rotem Mashli, Advisor to the Director General of the Ministry, Meeting at the Ministry of Economy

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**Together with our partners, we are working to expand resources and responses to strengthen resilience and mental health infrastructure, so that Israel can emerge from the current crisis and provide a real, long-term response to the public.**

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## 4. THE SPRINGBOARD: INVESTING IN THE WORKFORCE OF THE FUTURE

The Iron Sword War deeply shook Israeli society and the economy, and also severely affected many workers—evacuees, self-employed people, reservists and victims of hostilities, who were forced to stop working and found themselves without income. To help them return to the labor market under good conditions, the Springboard Partnership - the Headquarters for

Investment in the Workforce of the Future, which we established in 2018, worked to promote national investment in employment assistance for all victims.

Throughout 2024, we held an ongoing dialogue with senior officials at the Ministry of Economy, the Ministry of Finance, and the Ministry of Labor to promote government investment in professional training, with an emphasis on training tailored to the needs of the market in each region and area. We formulated a detailed proposal to improve the procedures for supporting professional training, which we presented to decision-makers, and worked to prevent further cuts in training budgets.

In addition, we joined the steering committees of the Joints' Emergency Plans and regional cluster initiatives in the south and north of Israel, to promote proper investment in professional training, and to ensure that it is provided in accordance with the needs of workers and employers. Among other things, we sought to promote support for workers who were thrown out of the workforce due to the war, for various reasons, and for low-wage workers.

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**Since the partnership was established, the Springboard has led to a government reform in professional training, so that most training is now done in collaboration with employers, a model that guarantees employees a stable employment horizon. We continue to promote investment in professional training and employment assistance as a key to the social and economic rehabilitation of the country.**

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# OUR KEY ACHIEVEMENTS



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### 5. THE GOLDEN PATH: A PROJECT TO PROMOTE DIGNIFIED LIVING FOR SENIOR CITIZENS

In 2024, 121 Foundation focused on protecting senior citizens from economic exploitation and preventing their loneliness, two critical challenges that threaten their quality of life and ability to age with dignity. We also began laying the foundations for a long-term campaign to advance the increase in old-age pensions.

In order to combat the phenomenon of exploitation of senior citizens, we initiated an awareness campaign in collaboration with the Ministry of Social Affairs, which was led voluntarily by journalist Rina Matzliach, a 121 board member. The goal of the campaign was to raise awareness of the signs of exploitation and provide tools for preventing it, and it is widely distributed in various government systems and also broadcast on television.

At the same time, we initiated a dialogue with the Ministry of Social Affairs and the Ministry of Social Equality to promote systemic solutions to alleviate loneliness among senior citizens. As a result, the Ministry of Social Affairs established an inter-ministerial team to examine the possibility of adopting our proposal for funding community workers in local authorities, who would be in regular contact with lonely senior citizens and connect them to appropriate services.

To advance the most important goal in the field - increasing old-age pensions, we began by establishing an activist community led by senior citizens themselves. This community works to raise awareness of the acute need in light of the outrageously low old-age pension and to create public pressure on policymakers.

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**In the coming year, we will continue working to implement government reforms that will protect senior citizens and strengthen social support for those living in loneliness. We will also continue to lead the fight to ensure a dignified life for every senior citizen, expand the activist community, and increase public and political pressure to promote the increase in old-age pensions .**

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Yekutiel Meshi, Advocacy & Government Relations Director, Tali Nir, Executive Director of 121, Noam Hugi, Spokesperson for 121, Minister of Welfare and Social Security, Ya'akov Margi, meeting in his office.

### 6. IRON SWORDS WAR: PROVIDING A RESPONSE ACCORDING TO THE NEEDS OF THE HOUR!

The Iron Sword War changed the face of Israeli society and led to a deep socio-economic crisis, which severely affected many families, evacuees, workers who were thrown out of the labor market, and employers who were forced to reduce or cease operations. In light of

the new reality, the 121 Foundation adapted its activities and acted quickly to ensure an economic safety net for the victims of the war.

Immediately after the war broke out, we mobilized 48 social and business organizations for an unprecedented collaboration that resulted in the approval of government assistance for tens of thousands of laid-off workers. We were able to convince the government to provide unemployment benefits from day one to those laid off or fired, and to provide monthly grants to those aged 67 and over who had lost their income.

Throughout 2024, we continued to work to expand support for the populations that were hit hardest. We promoted a "flexible employment" model that would allow for a gradual return to the labor market, while providing compensation to employees in part-time jobs. The Ministry of Economy adopted our proposal and formulated an outline, which it is trying to promote as a government legislative proposal.

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**Our activity has resulted in government assistance to tens of thousands of families, and we hope that our proposal for a flexible employment mechanism in emergencies will be accepted and approved in legislation, to allow for the possibility of continuing partial employment in future emergencies in accordance with the conditions of the emergency.**

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# OUR SUPPORTERS



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A heartfelt thank you to all the supporters of our projects and our organization in 2024:



יד הנדיב יَاد هَنَّادِيف  
Yad Hanadiv

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Zurim Association



THE STEINHARDT  
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רם ושולמית עמר  
Ram & Shulamit Amar

אנדראה והווארד פינגר  
Andrea & Howard Finger

The Arkin Family  
Foundation



קרן משפחת  
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David Farber



# OUR PARTNERS



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We are proud to work together with hundreds of incredible partners:



## RECIPE FOR SUCCESS

Forum for the Promotion of Nutrition in Education

- MAZON: A Jewish Response to Hunger
- Orenstein Project
- Branco Weiss
- Atid
- Na'amat
- Amal Educational Network
- The National Parents' Organization
- The National Council for the Child
- The Directors of Education Departments in Local Authorities Association
- Israel's National Student and Youth Council
- Israel Bar Association
- Lokchim achrayut
- Leket Israel
- Nevet
- The Follow-Up Committee on Arab Education - Israel
- Parents' Committee in Arab Society
- Mehayom – for a healthy lifestyle and diabetes prevention



## IN GOOD HANDS

Headquarters for Investing in Early Childhood

- Yad Hanadiv
- Ram & Shulamit Amar
- Freesbe
- Beracha Foundation
- Andrea & Howard Finger
- The Shashua Foundation
- Rashi Foundation
- Bernard Van Leer Foundation
- Newton Kids
- Northern Goals Association
- Duet Institute

- Ben Gurion University, Duet, and The Mental Health for Infant Association
- Tel-Hai Academic College
- University of Haifa, Center for Child Development Research
- Tel Aviv University, Early Childhood Research Laboratory
- The Israeli Association for Psychologists
- ASSAF - Aid Organization for Refugees and Asylum Seekers in Israel
- Mahout Center
- Infogan
- Baderech Lagan
- Women Lawyers for Social Justice
- Emunah
- Safe in my kindergarten
- Goshen - community child health & well being
- Ganim b'Ramah Acheret (Daycare on Another Level)
- Dabru Iti
- Eitan Generation: Advancing the Status of the Child in Israel
- Dialogue
- Kibbutz Movement
- Horut Bizchut
- The National Council for the Child
- Infancy Institute Reichman University
- OMEP Israel
- The Fund for Innovation Education
- Smart Start, Israel Association of Community Centers
- Yalduta – early starters
- MATZMICHIM
- Leading Education from the Field: Early Childhood in Israel
- The Adler Institute
- Oranim College
- Kibbutzim College

- SEED Center, The Academic College of Tel Aviv-Jaffa
- Toddler Center - Tirat Carmel
- Fighting For the Children
- The Harris Program - Faculty of Education - Bar Ilan University
- WIZO
- Beit Yaakov Daycare
- Neot Margalit
- Na'amat
- Branco Weiss
- Yanbua Association: Promoting the Status of Women and Children in the Village of Reina
- Puzzle
- Reggio Emilia
- The Seymour Fox School of Education, The Hebrew University of Jerusalem
- Ganim b'Ramah Acheret (Daycare on Another Level)
- Gordon College
- Mom2Mom
- The Academic College Levinsky-Wingate
- Branco Weiss
- Eretz-Ir Society and Community
- Rashi Foundation - Knowledge Community
- Fulfilling Dreams - Union Kindergartens
- Hiba - The Private Kindergartens Organization
- Gan Mugan
- Hop!



## Hope for the Soul

The headquarters for Promoting Mental Resilience and Health

- The Joint
- Johnson & Johnson
- Metiv - The Israeli Psychotrauma Center
- Enosh
- The Movement for Public Psychology

- in Israel
- NATAL
- Israeli Families for Mental Health
- Disability Rights Clinic
- Yahat
- Lishma
- Otzma
- The Union of Social Workers
- ICAR Collective
- The Society for Patients' Rights
- National Union of Israeli Students
- The Israel Association of Community Centers (IACC)
- Israel Psychiatric Association
- Coalition of Religious Organizations for Mental Health
- Mashabim
- Eran
- Goshen
- The Briah Foundation
- "Forum Neshot HaMiluimnikim," the Reservists' Wives Forum
- OTI - The Israeli Autism Association
- The Community Mental Health Association



Yekutieli Meshi, Advocacy & Government Relations Director, Tali Nir, Executive Director of 121, Finance Committee Discussion office.



# OUR PARTNERS



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## THE SPRINGBOARD

### Investing in the Workforce of the Future

- Zurim
- Mega Or
- Rashi Foundation - Knowledge Community
- Bituach Yashir
- Bank Hapoalim
- The Lucius N. Littauer Foundation
- Fidelio Charitable Trust
- MBC: College of Technology and Science
- XTRAS Israel
- Israel Garage Association
- The Federation of Israeli Chambers of Commerce
- Falcha Workers Organizations
- Al Fanar: Advancing Employment among Arab Citizens in Israel
- Experis Israel
- Billy Rubin
- Be-Atzmi
- Dialogue
- The Foundation for Encouragement and Development of the Construction Industry in Israel
- The Craft and Industry Association
- Israel Hotels Association
- Manufacturers Association of Israel
- Association of Youth Centers Consul
- WebschoolN Digital Training
- MOMENTUM
- Moona
- Initiative 710 - NGO 51
- Erez College
- Gal College
- Geffen Ac
- Prog College

- Bet Shemesh Engines Ltd.
- DCIC Innovation Center – Israel Innovation Authority
- Kivun Center
- Cisco
- ELA - The Israel Association for Lifelong Learning
- Forum of Employment Organizations for Young People
- Paamonim: The Responsible Way
- Zionut 2000: Social Responsibility
- KMH Foundation
- Women's Spirit
- ORT Singalovski
- Atid Network
- Tlamim
- Beth-El Group



## The Golden Path

- Migdal
- Dalia and Eli Hurvitz Foundation Ltd.



## Iron Swords War

Providing a response according to the needs of the hour!

- Kav LaOved
- Israel Disabled Struggle Headquarters (NPD)
- One Million Lobby
- Disabled, Not Half a Human Being
- Smart Start, Israel Association of Community Centers
- Erez College
- Ben Gurion University, Duet
- The Center for Compassionate Mindful Education
- Orenstein Project
- Atid Network - Education
- Northern Goals Association
- Women's Spirit
- Merhav - Movement for Israeli Urbanism
- Forum of Employment Organizations for Young People
- Be-Atzmi
- Ganim b'Ramah Acheret (Daycare on Another Level)
- Moona - A Space for Change
- OTI - The Israeli Autism Association
- Simcha Layeled
- Tic People of Israel
- Yad Mordechai Museum
- Paamonim: The Responsible Way
- Al Fanar: Advancing Employment among Arab Citizens in Israel
- Koach Laovdim: Democratic Workers' Organization
- Rabbis for Human Rights
- Tsah"i: Unique Educational Consumers
- NAS Research and Consulting
- Taking Responsibility
- Ger'in Yachad Beit She'an and the Valley

- Shivat Zion Fund
- Lavi Israeli Educational Institutions
- PNIMA
- Economic Empowerment for Women
- The Fund for Innovation Education
- ITACH - MAAKI: Women Lawyers for Social Justice
- Gal College
- Maavarim BaEmek
- TECH-CAREER
- The Faculty of Law at Bar-Ilan University
- Civic Leadership
- Ono Academic College's Military Disability Recognition Clinic
- Special Families Coalition
- The Clinic for the Representation of Marginalized Population, The Clinical Legal Education Center, The Hebrew University of Jerusalem
- KMH Foundation
- Bet Shemesh Engines Ltd.
- Reichman Legal Clinics
- The Association for Civil Rights in Israel
- The Federation of Israeli Chambers of Commerce



Yekutieli Meshi, Advocacy & Government Relations Director, Tali Nir, Executive Director of 121, Finance Committee Discussion office.

# OUR PEOPLE



## 121 Staff

**Tali Nir** | Executive Director

**Roi Maor** | Deputy CEO & Policy Director

**Liat Eilam** | Partnerships & Activities VP

**Inbal Cohen-Tuval** | Strategic Development VP

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**Shira Lorenz** | Advocacy & Activism Coordinator

**Boaz Ahad Ha'am** | Advocacy & Government Relations

**Zohara Pur** | Resource Development Coordinator

**Yael Evron Dagan** | Resource Development Coordinator

**Ruth Stern-Katry** | Policy Researcher

**Keren Arkin** | Policy Researcher &

Partnerships Coordinator

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**Tamar Rosenthal** | Administrator & Human Resource Coordinator

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