

KEREN MORAG – Wexner Israel Fellowship (Mid-Career: Masters in Public Administration – Class 13), 2002

- 2020 – present: Performance Manager at SFI, overseeing several Social Impact Bonds focusing on diverse social challenges.; Working with Yaron Neudorfer – Co-founder and CEO of SFI, WIF class 12.
- Prior to joining SFI - Served as Co-Manager of the Collective Impact initiative, a partnership to promote employment in the Arab society. A groundbreaking project operating on a business model and a strong multi-sectoral partnership. Co-Manager with Yifat Ovadia, founder, also a WIF, class 23.
- Spent several years in the private sector, served as VP of the consulting division at Taldor, a hi-tech company.
- Over a decade (13 years) at the Office for Immigrant Absorption, last position as head of the Customer Services Division.
- M.A in Public Administration from Harvard University [Wexner Foundation scholarship] and an M.A in Communication and International Relations from the Hebrew University in Jerusalem

The SFI Group

Leads an outcomes-focused approach to addressing social challenges in Israel.

Established in 2013, Social Finance Israel leads the Israeli impact ecosystem with innovative social-financial models and interventions.

In 2020, Social Finance Israel was joined by **Midot**, which brought significant expertise to the measurement process assessing the effectiveness and impact in the social sector.

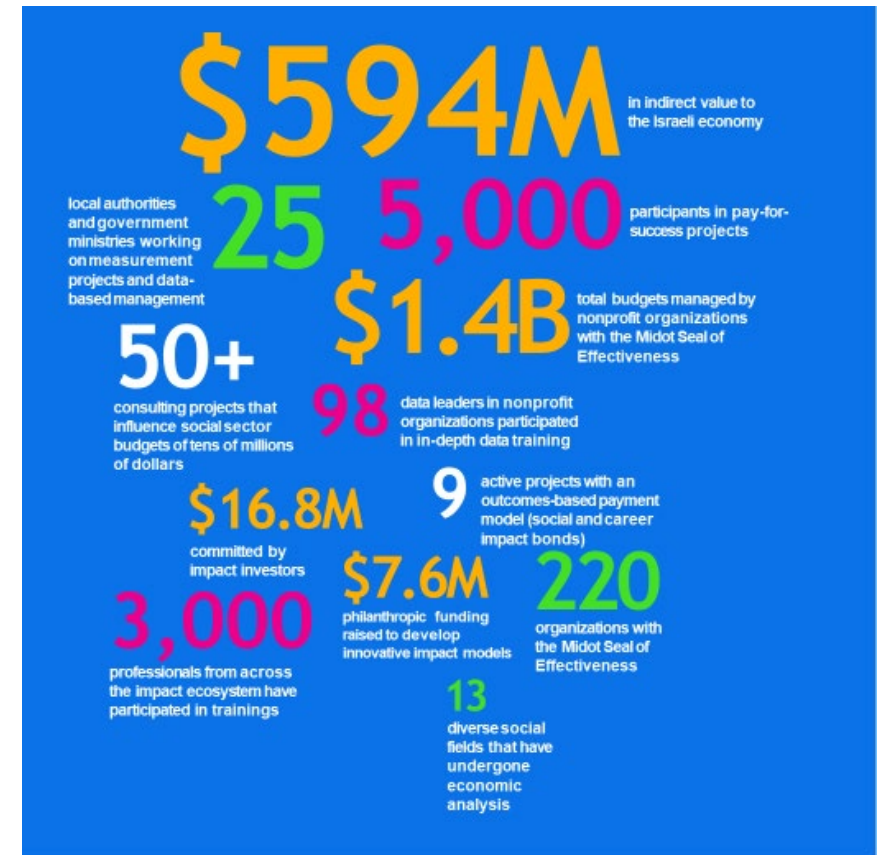
In 2022, **Nova** joined- specializes in building data strategies and tools for data-based management for the public and social sectors, while also focusing on training individuals and teams in the field.

Together, the current group provides end-to-end solutions with advanced tools for outcome-focused work - in the worlds of research, impact funding, outcome-based payments, program development, measurement, data-based management, analytical tools, training, and execution of complex social projects.

SFI works with the government, local authorities, social organizations, and corporate entities to promote measurable and sustainable social impact across Israeli society.



Social impact by the numbers



Our active projects are projected to contribute **over \$590 million** to the Israeli economy over a decade. Every dollar that supports SFI's work leads to an **80X multiplier** in value to the country's GDP

Momentum**Social Impact Bond to increase the number of students in Rahat who have passed matriculation exams in Math and Hebrew**

Began in 2019

**1,350**
participants

Rahat

**14.8 M NIS/
\$4.15 million**

Scope of investment in the project



4 of 5 years of intervention have been completed. Results have been received for the first cycle, out of three cycles.

**50%**

more students passed 4 and 5 units of math and Hebrew matriculation

**About the Project**

The Momentum Social Impact Bond focuses on increasing the number of students who have passed matriculation exams at the level of 4 and 5 study units in Mathematics and Hebrew in Rahat, in order to increase their rate of integration in higher education and quality employment in Israeli society, and thereby improve social mobility in the Bedouin population. Before the program, the rate of students passing exams at the level of 4 and 5 units in Mathematics from the Bedouin population was among the lowest in Israel (14%, compared with 34% in the general population).

The Impact

The number of students passing these exams in the first cohort (out of three) increased by 50% compared with the situation before the intervention.

Looking Forward

In light of the program's success, the Ministry of Education asked to scale the project and launch Momentum 2, which is expected to become the largest Social Impact Bond in Israel and one of the largest in the world. The program will emphasize a quality matriculation certificate in addition to ensuring its graduates successfully transition into academia. The project will continue to operate in Rahat for three additional cycles, with an emphasis on transitioning into a sustainable model, as well as introducing it in four additional towns, including: Hura, Segev Shalom, Kuseife, and Ar'ara in the Negev.

Jump starting higher education

Began
in 2015

Social Impact Bond to minimize higher education dropout



867
participants



**10.5 million NIS/
\$2.95 million**
Scope of investment in
the project



5 cycles completed out of 10
total cycles



50%
decrease in
dropout rates



Partnes
The University of Haifa,
The Academic College
of Tel Aviv–Yaffo,
Aluma.



About the Project

The Social Impact Bond focuses on reducing higher education dropout rates in majors with characteristically high dropout rates - computer sciences and information systems, by helping students on various levels - emotionally, academically, financially, and employment-wise.

The project is being executed at the University of Haifa and the Academic College of Tel Aviv-Yaffo. Many of the students are from the Arab population, and even more are the first generation in their family to enter the higher education system.

The Impact

Dropout rates were reduced by 50%. In an alumni survey, 94% reported that they were employed in the hi-tech sector.

Looking Forward

The project is in the process of expanding to additional institutions in order to implement the best practices developed as part of the project.

Israel's population is 9.8 million people
(as of September 2023).

7.8 million are Jewish [73%]

2 million Arab [21%]

549K other [6%]



Bedouin society in Israel:

There are 340,000 Arab-Bedouin citizens living in the Negev, and about 140,000 live in 47 unrecognized villages in the El-Kassum and Neve Midbar regional municipalities [12 of them have recently been recognized but development is yet to commence].

In these unrecognized villages and municipalities, the people live without basic services including connection to the power, water, and sewer grids. Healthcare and welfare services are very scarce; basic infrastructures, such as access roads and public buildings do not exist.

19 of the 1,400 murdered victims of the Hamas terror attack and the rockets launched on Israel, were Bedouins from cities and unrecognized villages in the south (including 6 children, 4 from one family).

7 others are declared as missing or kidnapped by Hamas.

8 family homes were destroyed due to direct rocket hits and dozens of homes were damaged by debris.

Many Bedouin officers and soldiers are fighting with the IDF in Gaza (in regular service and reserve duty). Recently, due to the war, there are many more looking to enlist.



Bedouin society on 7.10.23 and during the war



A joint emergency room for the Arab population in the Negev- was established:

In the past decade, residents of the Negev have dealt with many combat events. In each round, the number of rockets launched on the area has increased and so has the danger to the lives of civilians.

The Home Front Command and government ministries worked to protect the Negev communities and established warning systems and emergency teams. **These efforts excluded the unrecognized villages, leaving residents without an emergency response.** Bedouin villages in the Negev have no protective areas and most **do not even have warning systems.**

The war that broke out on October 7th did not distinguish between Jews and Arabs. The Bedouin society in the Negev has suffered dozens of fatalities, and there are many missing and wounded. **These people continue to be exposed to the continuing risk of rockets, without being able to defend themselves and are anxious and traumatized.**

The Arab Emergency Committee in the Negev, together with many NGOs, the Arab Bedouin authorities in the Negev, the Home Front Command, and government representatives **opened an emergency room located in Hura to assist families, victims, and the wounded from the Bedouin communities in the Negev,** especially the residents of the unrecognized villages, during the state of emergency. **The emergency room coordinates a variety of responses according to the needs coming from the field.**

Goals set by the emergency room:

1. **Place mobile shelters** in the Bedouin villages in the Negev to protect civilians [a shortage of 11,000 mobile shelters].
2. Provide assistance to enhance food **security for families in multidimensional poverty** and/or need during wartime.
3. **Empower mental resilience for the affected population in a primary/secondary circle.**
4. Provide accessible **healthcare** services to residents, considering the infrastructural gaps in this area in the unrecognized villages (16 clinics were closed due to lack of protection).
5. Assistance in the **educational field** and conduct in a "routine emergency" situation to prevent widening educational gaps.
6. Provide **legal counseling** to individuals affected directly and/or indirectly by the war.
7. A campaign specifically for Bedouin society and unrecognized villages on emergency conduct and **access to government orders** during wartime.
8. Promote **strategic campaigns to change public opinion and prevent a sense of alienation** among Israeli society against Arabs and Bedouins
9. Run a **network of volunteers** and support volunteer initiatives.

Resilience Center in the Arab society –

Ibrahim El-Atuna is the manager of the clinical unit

The team is composed of 13 psychologists and social workers

Provides a response to only 9 municipalities and two regional municipalities

They cannot reach all the unrecognized villages and provide solutions to the vast needs now and in the post-war period

It is estimated that between 300-400 people were directly affected (hostages, family members, etc.)

So far, the Resilience Center has received over 1,400 telephone inquiries

250 of them are receiving assistance according to anxiety treatment protocols



The Israeli Trauma Coalition (ITC)

The Israeli Trauma Coalition, founded in 2001 by the UJA Federation of New York, has become, over the years, a cornerstone in the national treatment of trauma and emergency readiness in Israel.

The coalition operates 13 resilience centers, yet **only one in for Arab society.**

Training social workers in Hura with Shirin – a psychologist from the Resilience Center



The need: expand the support circles by training Bedouin teams to provide mental first-aid and build personal resilience

Currently, the grant supported by the Wexner Foundation will provide training for 400-500 social workers in the south

30 hours of training – In the fields of first-aid and self-preservation of the treatment teams.

Villages that started the training: Hura, Lakia, Ksseifa, El Kassum regional municipalities

In the future, they would like to expand the training to education and health teams as well.

The move will allow for a much larger ripple effect.



Training Bedouin teams to provide first-aid response

Supported by

the Wexner Foundation

The bravery of Bedouin society on October 7th 2023



A week ago, the body of Amar Abu Sabila was identified. He was 25-years-old and a father of 2 from Abu Talul.

Amar was murdered during the Hamas terrorist attack on Saturday next to the Sderot police station.

Abu Sabila drove to visit both his brothers at a construction site in Sderot. He encountered the car of the Swissa family and heard Odelya crying after her husband Dolev, (the driver), was murdered. Amar rushed into the car to extract her and her 2 daughters from the back seat, but both he and Odelya Swissa were shot and murdered by Hamas terrorists while shielding her daughters who were hiding in the back seat.

Amar sacrificed his life attempting to rescue a Jewish family.

Sharing the bravery of Bedouin society on October 7th 2023



The story of Aya Meidan
from Kibbutz Be'eri & the
three brothers from Rahat
who saved her





We started our session with a moving song by Shai Lee Atari, who wrote the song “In our kindergarten” 9 years ago. The song takes on a different meaning after her husband was murdered on 7.10 trying to protect her and their one-month-old baby

Thank you from the bottom of my heart to the Wexner Foundation for this important initiative

Thank you for your rapid organization and your willingness to assist us during this crisis

For the generosity you exhibit and the warm embrace.

Thank you!