

Economic Empowerment for Women

Newsletter Rosh Hashana 2022

עסק משלך

העמותה להעצמה כלכלית לנשים
جمعية التمكين الاقتصادي للنساء
Economic Empowerment for Women



The summer heat is behind us
and a new year in front of us

[linkedin](#)

[facebook](#)

[website](#)



From Our CEO's Desk



Rosh Hashanah is a great opportunity to reflect on the past year and to dream about the coming year.

It is an opportunity for renewal, growth and change.

Our activities are across cultures, languages, locations, and ages, improving the lives of women and their families. The Corona crisis has allowed us to create greater change and expand our tools and resources in a hybrid fashion. Encouraging business entrepreneurship, building a business community, and providing personal and professional tools are, as we view it, evidence of empowerment and strength. We will continue this life-changing path together with you, our supporters, and partners for the past 22 years of activity.

Happy New Year!
Shana Tova !
Orly klimshtein- CEO

“A Business of One’s Own“

Over the past few months, “A Business of One’s Own“ training programs have been held throughout the country:

- **Shfar'Am** - in collaboration with the municipality and the local advisor on the status of women
- **Yokneam/Megiddo** and the surrounding area - in collaboration with the youth center and the local advisor on the status of women and the St. Louis Jewish Federation
- **Bir al-Maksur** - in collaboration with the local municipality
- **Jerusalem** - for ultra-Orthodox women, in collaboration with the Jerusalem MATI center and the local municipal employment center
- **Beit Shemesh** - for ultra-orthodox women in collaboration with the "Otzma" center
- **Bat Yam** - in collaboration with Otzma Center
- **Be'er Sheva** - in collaboration with the



government sponsored MAOF.
 • **Rishon LeZion** - in collaboration with the Hizdamnut Center



Business Owners' Forum



- An online (Zoom) national forum of business owners supported by Bank Hapoalim
- **"She Start 2"** Haifa businesswomen's forum in cooperation with Wizo Haifa and "Presentense"
 - A **Shfar'Am** forum in Arabic for businesswomen from the region supported by the First International Bank
 - **Sachnin/Arabe** forum and **Beit Shemesh/Jerusalem** forum supported by the New York Jewish Federation
 - **Western Galilee** regional forum for businesswomen EEW graduates
 - **Buaina/Nojdat** forum in Arabic for EEW graduates
 - **Pardes Hana Karkur** forum for businesswomen EEW graduates
 - **Beit Shemesh** forum "Businesswomen's Network"



'Esek Im Hifaiyut' The Haifa Businesswomen's Club



The club was established in cooperation with **WIZO Haifa**, the **Haifa Economic Corporation** and the local advisor on the status of women, out of a need that emerged from the field during the Corona crisis, to create a community local Haifa businesswoman. The community has a thriving Facebook group and successful workshops and lectures have been held.



EEW's facilitators

A tribute to a longtime facilitator

Orly Havkin

Empowerment facilitator

Orly joined EEW upon its establishment 22 years ago (!) Since then she has been a vital pillar in EEW's activity and has helped many women embark on a new independent path and realize their potential.

"At the end of August, I will turn 70. My gift for myself to celebrate this surprising number is that I am moving to Canada, to live near my daughter and her family, in an area of mountains, rivers and rainforests.

In Israel, I say farewell to many things that I really love and cherish, one of them is our EEW. From the day of its establishment, about 22 years ago, I have been participating as a partner in EEW's holy service as an empowerment facilitator. I had the privilege of meeting wonderful women: the managers, the staff members, and especially I got to closely know my co-facilitators: smart, warm, caring women who choose to act to help other women improve their lives.

I am filled with deep gratitude for the privilege of being part of such significant activity for so many years, and with such wonderful women.



Asmahan Shbat Hiti

Facilitator in the field of financial management

"In the German Colony - one of Haifa's most pastoral locations - EEW established its first offices: this is where my own private journey began in July 2004. I became involved as a facilitator for women entrepreneurs and business owners, a journey full of experiences of enrichment, learning, insights, and satisfaction. I had the privilege of meeting amazing women from all walks of life both EEW's staff from all around the country and program participants.

The connection with EEW was rooted deep in my heart, especially upon joining in June 2014 as I was awarded the position of a financial manager, a position full of experiences, challenges and learning in an environment full of amazing and creative women.

The extensive activity of EEW in the field and my connection with the women, both the entrepreneurs and the entire staff of the EEW, constitute a meaningful function in my life and has an immense and particularly exciting social impact.

For all these years and the wonderful work for social change that takes place in EEW, I wish to thank you all for the path we've shared and the weaving of the unique embroidery of activities and wish you much success on your continuous impact and amazing activity.



A new facilitator joins our team

Birtukan Aynalem

Birtukan has a degree in Education and Social Sciences and is also a graduate of the Adler Institute, qualified for the guidance of parents and families.

Birtukan immigrated to Israel at the age of 11 from Ethiopia without her family and began to study the culture and language. She put a lot of effort into advancing herself and acquiring an education and later became a personal, business and financial coach. She strongly believes in learning, is full of ambitions and a desire to develop and eliminate barriers in our society. She also believes that there is a possibility to improve the status of women and families at risk by acquiring professional knowledge and with the help of various courses, books and tools that help them achieve financial independence.

Birtukan has a lot of experience in facilitating and we are excited to collaborate with her!



"I accompany families from a low socio-economic status and families at risk. For me it is important to give to others... promote and help families at risk, that cannot afford getting paid help, as well as improve relationships within the family."

Staff development

Once in a quarter, meetings are held for facilitators, staff and the management of EEW for enrichment, peer learning, service improvement and training and enjoying and motivating the sense of "togetherness":

* A meeting on **sexual abuse and the ME TOO #** movement led by attorney Inbar Kidar and moderator Orli Havkin on crime victims and their legal rights, focusing on the feminist and gender perspectives of this phenomenon.

*The use of **humor in business**, Led by Dana Yosipovitch



A graduate success story

Ira Shier

Ira Shier from Shlomi in the North, a personal stylist. Ira's personal story is a touching one: at the age of 10 months while she was hospitalized in the Soviet Union, due to a fatal mistake made by the nurse she underwent numerous surgeries to enable her to walk but was still left with a functional and aesthetic difficulty throughout her life. The decision to accompany people with physical difficulties and disabilities, with the aim of strengthening self-acceptance and love, with an emphasis on styling and improving external visibility, became a vocation in her career.

Her income from personal consultations and workshops initially reflected success. However, following the Corona crisis Ira experienced a decrease in self-confidence and in the energy that so characterized her.



EEW gave a package of 5 free personal consultations, and Ira, a graduate of "A Business of One's Own" training program in the Western Galilee 2020, received a push and encouragement and to gained new perspectives and tools, for promoting and managing her business during such a challenging period. Among other things, Ira decided to focus on preparing a Zoom workshop, producing a video telling her unique story and producing a tracking chart for customer management. She initiated the integration between a lecture and the sale of second-hand clothes and giving a discount for styling advice, initiated an approach to old and new customers by establishing a WhatsApp group for sending materials and invitations for activities, and even started working on a special project with a group of people with disabilities. From the first meeting, to which she arrived despaired and powerless, her condition improved, as she gradually wrote down and implemented new ideas, to the stage where she ended the process goal-oriented, motivated and with renewed energy.

Volunteers

"I aim to make a difference by creating an atmosphere that encourages volunteering. The creation of a personal connection, the trainings, the sense of loyalty, as well as the preservation of the sense of value and meaning, make these women EEW's greatest ambassadors.

Dganit Luks
EEW's volunteer director

”When a person lights a fire for others, the fire will also light their own path“



Meet the volunteers:

Carmit Cohen Bardugo from KLA joined our LinkedIn team and contributed a great deal by setting up and managing EEW's page and helped us create content for our Facebook page.

"My first blind date with EEW was at a lecture I volunteered to deliver on the subject of branding and social networks.

I thought then that it was a one-time experience. It turned out to be a long-term relationship.

The lecture was so successful that we continued with more fruitful meetings in order to help women business owners strengthen and position their status on social networks, so that they could reach more donors. We did a lot together - we set up a LinkedIn page, we defined our donors' "avatar", we even built a work plan and a marketing channel for raising more donations. I was privileged to meet wonderful women, who do holy work, always with a smile and fully-hearted.



One of the things that most left an impression on me was the strong relationship between EEW's staff and the women who took part in the program. More than once I have seen that the team chooses to mark special events and purchase goods from those women participating in the program, which I found most inspiring. I am glad I had the privilege of both meeting amazing women and contributing a little to the extensive and so important activity that the EEW promotes."

**If you wish to volunteer please contact
Dganit Luks 054-4231377**



To Round Up press here

04-8520027 | 119 Yaffo Road St. Haifa | eew@womensown.org.il
Economic Empowerment for Women

הודעה זו נשלחה ל- eew_merkaz@womensown.org.il על ידי eew@womensown.org.il

על מנת להסיר עצמך מרשימת תפוצה זו [לחץ כאן](#)

גם דיוור זה נשלח על ידי [פולסים](#)