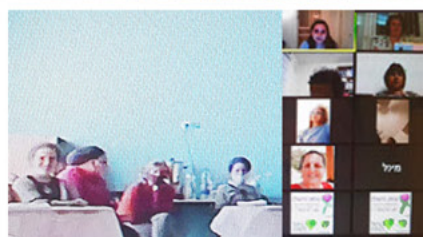


# ACTIVITY REPORT 2020



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



## A Hybrid Year

### The corona crisis as a growth engine

EEW's 20th anniversary began with the "corona" storm and the realization that the economic halt and the expected "female recession", in which women are the first to be hit by the crisis, also brought along an opportunity to adapt to changing needs.

An online needs survey was conducted among graduates, that led to identifying the essential responses to business stability and the importance of continuity of training during a period of crisis and uncertainty.

"A Business of One's Own" Programs became hybrid at once, resources were allocated for the promotion and management of EEW and its digital and technological tools, as well as the adjustment of the professional training, the establishment of a small loans fund, and personal business support.

Training programs for establishing businesses as an additional and/or main source of income, continued to operate in cooperation with the local municipalities, and in a hybrid manner, combining in person and on line learning:

In Bat Yam (for the first time a full Zoom course), Beit Shemesh, Rishon LeZion, Jerusalem, Upper Galilee, Western Galilee, Haifa, Afula, Sachnin, Kiryat Ata and Daburia, and in the Nazareth and Beer Sheva forums.

Depending on location and Corona guidelines, we will continue with additional locations throughout the country.

### 740 women received a response from EEW in 2020 :

In personal consultations: 140 businesswomen  
In "Lectures from Home": 400 businesswomen  
In "A Business of One's Own" and business forums: 200 women

### Training and assimilation of technological tools

For the participants of all the programs, for the facilitators and staff, for the operation and of online learning.

### 2000 hours of consulting were given to over 200 graduates

of "A Business of One's Own". To accompany and support businesses that were established with the help of EEW with great effort, the consultations were by the choice of the graduates, who chose a facilitator from our new booklet "EEW Consultants", which was produced especially for this purpose.

For the booklet, click here

### "Lectures from Home"

For hundreds of businesswomen from all over the country, in Hebrew and Arabic, to deal with and acquire tools during the corona crisis. The lectures were delivered by EEW facilitators and volunteer lecturers from the KLA Women's Forum.

To view the "Lectures from Home" playlist, click here

### Establishment of an EEW's YouTube channel:

The content so far on the channel:  
28 lectures, about 600 views, and about 85 new subscribers.

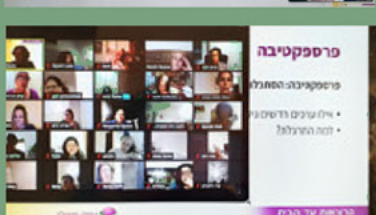
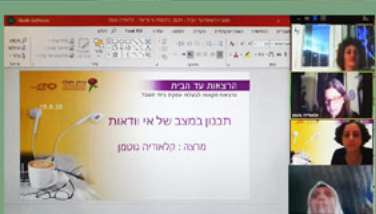
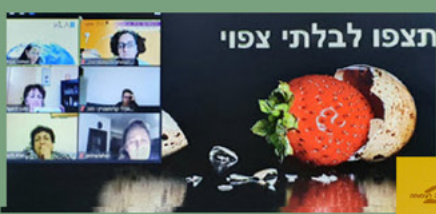
To join EEW's YouTube channel, click here

### A virtual tour of successful women's businesses

held at EEW for the first time. The tour provided and inspirational learning experience for the graduates of "A Business of One's Own" 2020, from different cities around Israel.

### Hybrid forums for businesswomen

held in Nazareth and Be'er Sheva, for business development, with an emphasis on processes of change and adaptation to a crisis situation, and a special focus on digital marketing.



### Business training and accompaniment for joint social enterprises of Jewish and Arab women in Sachnin

in cooperation with the local "Association of Cities for the Environment" (hybrid lectures and in person small groups), from the stage of building a business plan, to the stage of exposure to potential investors.

### A unique program for high school girls

introducing them to business entrepreneurship and financial education, was carried out with great success at Alliance High School, in collaboration with the education department of the "Leadership" program in the Haifa Municipality.

### Expanding the amount of small loans

with favorable terms for graduates' businesses, with the kind contribution of the KLA Women's Forum, Isracard and the Reshef Foundation.

### Partnerships

EEW led collaborations with local authorities, local advisors on the status of women, MAOF business centers of the Ministry of Economy, the Jerusalem MATI center, and local welfare and education departments.

### Keeping in touch with partners & supporters

Early in 2020, we were visited by two groups from Jewish federations that have been supporting us for many years: The Miami Federation and The St. Louis Federation. Each group met graduates of our programs and the EEW staff, and members were impressed by the women's businesses and the process they have gone. Additional visits became virtual and we talked with many partners on Zoom, some of whom even preceded their contribution in support of EEW's needs during this challenging time.

### Evaluation research

A long-term evaluation study that examines the impact of the "A Business of One's Own" programs on the graduates, between the years 2014-2019 is currently being completed. We will soon be able to share the findings and apply their conclusions in the future.

## Towards 2021:

- Development and establishment of an innovative program, adapted to the current situation, for women who have been forced to drop out of the labor force (employees, unpaid leave), and are being forced to recalculate their options and learn about the employment opportunities available to them.
- Business personal consulting "Zoom-in for the Business"
- "Lectures from Home" - Once a week by facilitators, alumni of the volunteers.
- "A Business of One's Own" hybrid programs - in additional town and cities, and for a variety of populations.
- Expanding the amount of small loans - under favorable conditions, to assist graduate's businesses.
- Establishment of a "Businesswomen Community" - for graduates of "A Business of One's Own" programs.

Good luck to all the women who have started their own businesses, along with our appreciation to the facilitators, the board, our staff, volunteers, partners, supporters and those who have believed in us for the past 20 years!

For a link to the list of partners and supporters, click here

