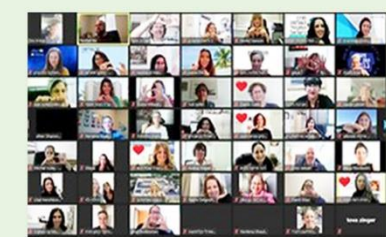


April 2021



From Our CEO's Desk

This has been a complex and challenging year for all of us, a year in which we have had to make numerous changes, adapt to a new and unexpected situation, both as an organization as well as in our private lives. A new reality was forced upon us, and our attitude towards it determined the changes we have made in the services provided to women on their way to economic independence. Much emphasis has been placed on our graduates' community of businesswomen - knowing that they needed us in order to survive this crisis and continue to run a 'living' and even developing business. We provided unconditional business loans, training on how to deal with a business in crisis, and creating products tailored to the impossible limitations, which turned into unlimited possibilities. Wishing you a safe return to a full routine of prosperity, growth and business and personal development. We wish to thank all the donors, supporters, partners, management, facilitators, volunteers, and staff, for expressing their trust in our 21-year-old organization, during times of crisis and worldwide turmoil.

First Quarter 2021

Virtual conference - "Integration of Women in the Job Market" during corona: EEW, in partnership with Unistream, held an innovative conference that brought together international companies with entrepreneurs to create new and creative opportunities for "integrating women in to the labor market during the corona period", while creating collaborations and providing "how to" recommendations in an adequate and accurate manner. **The new situation: A female recession.** If up to the present moment women's economic situation has been precarious, following the crisis, they have entered into a period of deep recession and hundreds of thousands have been forced into the unemployment market. **The desired situation: The integration of women back into the changing labor market,** in light of the crisis and the percentage of women fired, which is among the highest in the world. At the conference, we raised answers / recommendations / insights for dealing with the crisis, and how we intend doing so.

A national conference of the Association of Municipal Advisers for the Advancement of Women On March 9th, we participated in a national conference for creating acquaintances, cooperation and business partnerships between women's organizations and business owners, led by the Association of Advisers for the Advancement of Women and in partnership with the local government. Hundreds of participants, including all the advisers for the advancement of women's status and gender equality in Israel, took part and became acquainted with the work and activities of EEW and its services. We were moved by this gathering, the first of its kind, which laid out the solutions offered to business women, and by the women's power we felt in such an important meeting, for promoting opportunities and collaborations.

In the field

- **Twelve "A Business of One's Own" programs** - have opened and will open this year: **In the north:** Western Galilee, Haifa - for Arab women (in the Halisa neighborhood) and in Misgav - for Bedouin women. **Center / South:** Rishon Lezion, Pardes Hanna Karkur, Jerusalem and Beit Shemesh for ultra-Orthodox women, Bat Yam and Beer Sheva.
- **Four forums for business owners** - in Nazareth, in Haifa in collaboration with "Presentense", in Rishon Lezion and in Shfar'am.
- **Two extended forums: "Keep on Going"** – for a selective group, will open in Sachnin and Beit Shemesh.
- **Three of 12 staff meetings and facilitators** have already been held. Once a month we meet online for the purpose of learning, motivating, and enjoying each other's company. Peer learning was held: **Through an experiential game "The Networker"** (by Natasha Mazor), for building self-presentation and acquaintance among entrepreneurs. **Using projection cards** (by Danya Galili), for the development and expansion of the "toolbox" and participatory and open communication. **Teaching with technology**, colorful and interactive (by Ronit Timsit).

• In celebration of **International Women's Day**, we decided to surprise EEW's board of directors, volunteers, and facilitators, who assisted and accompanied the graduates with utmost dedication, and adapted themselves to this complex period of uncertainty in a praiseworthy manner. Each received a special delivery of a white branded T-shirt and a keychain with EEW's logo, designed and crafted by our graduate - **Ivette Kordonsky**. In a festive online meeting, smartly dressed, we celebrated the event in an occupational theater workshop moderated by **Neta Nadav**.

• **Dozens of fascinating lectures for business owners on Zoom - "Lectures from Home"** (for graduates and other businesswomen), are being held for free for the 2nd year every Sunday evening, on topics adapted to current times of dealing with the corona pandemic effect, and delivered by EEW lecturers, guest lecturers, graduates and volunteers.

• **A package of five personal business consultations – "Zoom in for Business"**, are given to business owners, graduates of EEW, in addition to five "Hamsa" consultations given at the beginning of the corona period. A collection of graduates' success stories with the help of consultations, was compiled.

• **One of the many collaborations, currently implemented with the "Social Incubator" at the Technion**, (an academic unit specializing in research and education for technological involvement in the community, a course of "Applied Workshop for Small and Medium Business" in the Faculty of Industrial Engineering and Management). In a first phase, a team of students and business consultants accompany two business owners from Haifa (graduates of EEW), providing 50 hours of business consulting for each, for the purpose of motivating business growth.

Our Randa was nominated as one of the 100 most influential women in the Arab sector

"If you want to know a nation, look at its women". - "إذا اردت ان تعرف أمة فانظر الى نساءها". We are proud of our staff member **Randa Haj Yahya Khotaba**, who was chosen as one of the 100 most influential women in Arab sector, by the "Bukra" website, as part of International Women's Day. The "Bukra" website (the leading website in the Arab sector), held an online Zoom event attended by 100 leading / influential women in the Arab sector in Israel, who shared their success stories under the title: **"Say your word .. Raise your voice"**

Lecturer of the Year 2021 competition Inspirational Stories

This year, two very dear contestants of ours, inspiring us with amazing, and exciting life stories, participated in this competition: **Etty Bellu** – A facilitator and business consultant who lives in Ein Habsor and a facilitator in the southern groups, who lectured on **"Living, Loving, Remembering"** - dealing with the loss of her daughter Shaked and her personal choice of living. Alongside her was her student **Tova Singer** - a talented intuitive painter, an artist, lecturer and workshop facilitator, a graduate of the "A Business of One's Own" program in Be'er Sheva, in her lecture **"A Steel Woman, A Porcelain Woman"**, on the loss of the life she knew and built out of a deep depression, to a thriving artist with an exhibition of her own. The semi-final, in which 20 contestants participated, Etty Bellu advanced to the final stage and reached the honorable 3rd place, (in the final ranking of the 10 participants in the final stage of the competition).

Partners and Supporters

During the corona pandemic, and due to the lock-downs and restrictions, we were unable to meet with our supporters in Israel and around the world, in order to closely share with them EEW's extensive activities, which they have been supporting throughout the 21 years of our existence. We therefore chose to hold virtual tours meetings, as well as online Zoom meetings. For example, with the Jewish Federation of Pittsburgh, together with of Tal Avraham, our graduate, and our empowerment facilitator Lydia Abud. The connection and sharing the challenges of the period, with our partners, resulted in unreserved support and a vote of confidence from all our supporters in the Jewish federations and other foundations around the world, and we wish to thank them for the great interest, tips and meetings that have strengthened us along the way of rendering continuous support for business women during the time of crisis.