

# ACTIVITY REPORT 2019



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



**A Business of One's own business and empowerment training program**  
17 programs throughout the country

**277 women participated**

**80% graduated (222 women)**

**72% have businesses at the end of the program (160)**

**64% registered their businesses by the end of the program (102)**

**12 programs were in Hebrew and 5 in Arabic.**

**Seven programs** in the center and south: Beit Shemesh, Rishon Lezion (two programs), Ofakim, Sderot, Jerusalem and Ramat Gan.

**Ten programs** in the north: Haifa and Acco (joint Jewish and Arab), Cabri, Tamra, Nazareth, Arara, Daburiya, Touran, Afula and Ha'or Haganuz.

All Participant's self-esteem and motivation to become economically self-reliant increased. Women report they believe in themselves and feel they have the personal and professional tools to generate income on their way to economic independence.

**Site visits** Six visits were held throughout the country for graduates of our programs in Haifa, Acco, Rishon Lezion, Cabri, Jerusalem and Ofakim. The women visited businesses owned by past EEW graduates who serve as role models and shared their challenges and success.

**Financial orientation courses** were run in Jaffa, Rishon Lezion, Daburiya and Ha'or Ha'ganuz. The participants learned basic financial terms and tools necessary when beginning and running a business such as banking, insurance, pension, loans, cash flow, monitoring expenses and income.

**Business marathons** took place in Tel Aviv in Haifa. Both focused on Story telling for businesses and included inspiring workshops and lectures on the topic, as well as a networking workshop.

**Business forums** for businesswomen took place in Be'er Sheva and Kiriyat Ata. The participants received tool on how to develop their businesses focusing on marketing and networking.

**Partnerships** with local municipalities, government sponsored business centers, local community centers and welfare and education NGO's.

**Visits** from the Jewish federation of Pittsburgh, Miami, St. Louis and new Jersey, as well as the mayor of Washington DC and her delegation and a delegation from China, came to learn about our work.



**Towards  
2020**

## Evaluation

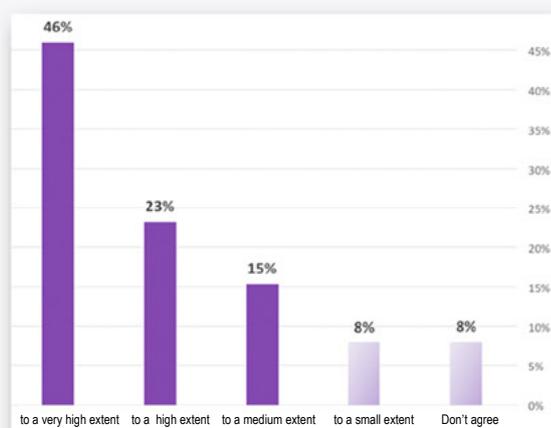
**Results from our new evaluation study:**

Select results of our long term evaluation published in 2019.

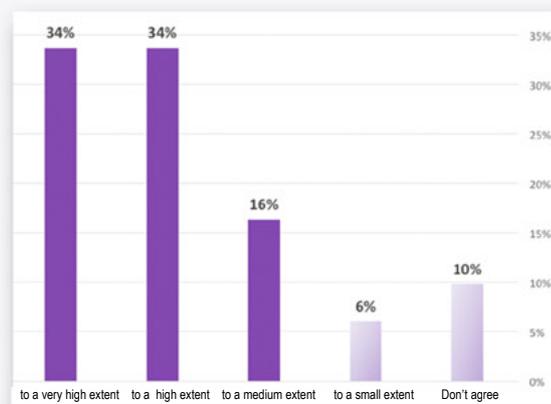
The research focused on the impact of our unique program, that combines business and empowerment training, on various aspects of graduate's lives.

**50% Have a business at the end of the program**

### Believe in themselves



### The group work contributed to personal growth



## Towards 2020:

- ◆ Expanding and developing existing programs
- ◆ Running programs in dozens of locations for various populations
- ◆ Networking for graduates on a weekly platform on our Facebook page (with over 7000 followers)
- ◆ A new program: **e.Business** for digital marketing of businesses
- ◆ A pilot program for high school girls on financial education and entrepreneurship
- ◆ A mentoring program for graduates
- ◆ Expanding small loans for graduates
- ◆ An extensive long-term evaluation

Good luck to all the women who have opened businesses  
Thank you to all our partners and supporters over 20 years.

For list of supporters:

<https://www.womensown.org.il/eedonor?lang=en>

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