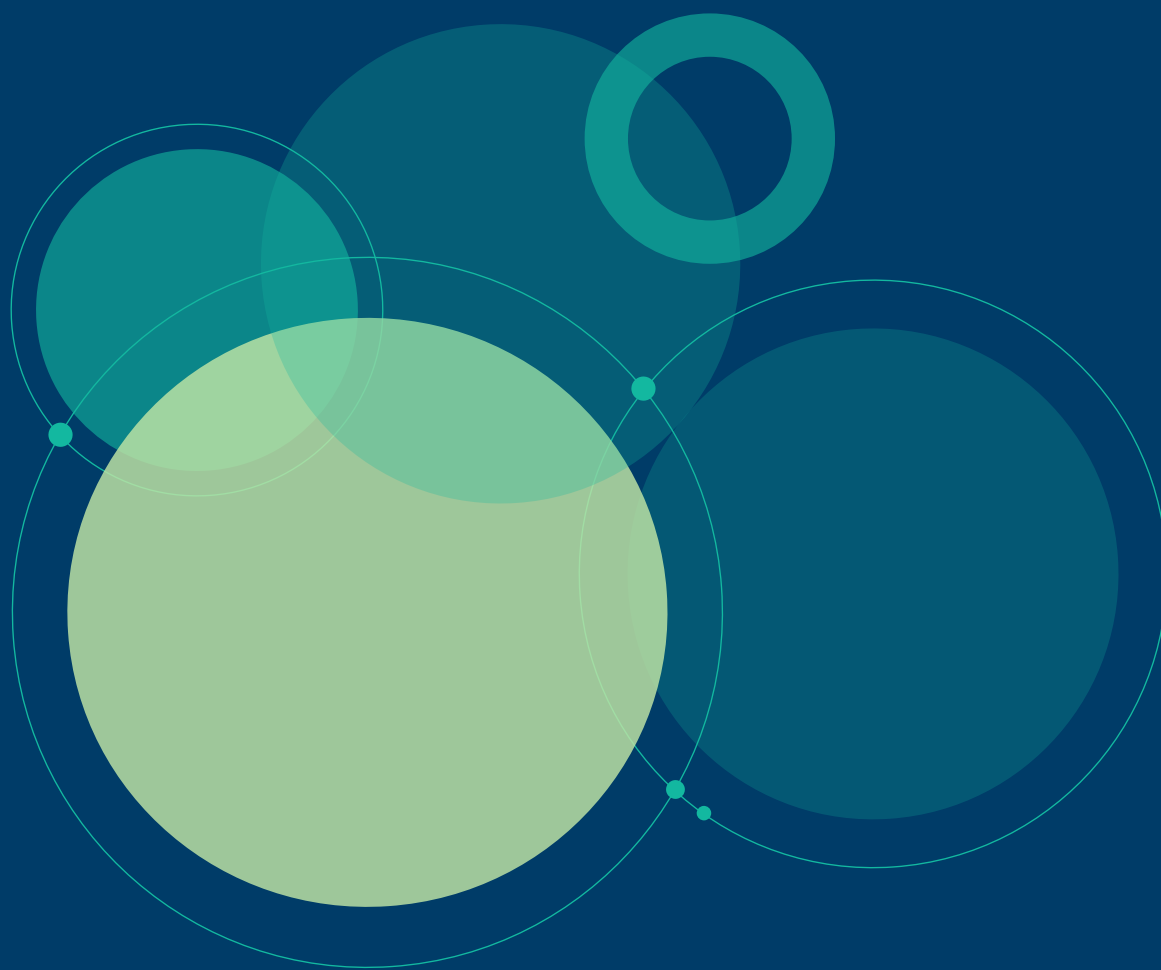


Connecting *for* Impact.

Collaborative Pathways to Gender Equity in Israel



נְתוּאֵל מֵעַ . Connecting
מִתְחַבְּרֹת לַהֲשַׁפְעָה
for Impact . מְחַוֵּר תְּאֵיִר

הַפְּטִיחֵנוּסְטִי בִּישְׂרָאֵל
מִתְחַבְּרֹת לַהֲשַׁפְעָה

שְׂנֵינָה National Council
of Jewish Women

Introducing Connecting for Impact

Connecting for Impact (CFI) is a fieldbuilding platform founded by National Council of Jewish Women (NCJW) that supports feminist leaders from across the spectrum of Israeli society to drive collective impact. Launched in 2018 in partnership with the NCJW Women and Gender Studies Program at Tel Aviv University, CFI has evolved into a unique model: we convene leadership cohorts, provide shared infrastructure and capacity-building resources, and mobilize resources for strategic collaborative initiatives.

Impact Clusters

Through CFI's "Impact Clusters" — leadership groups of CEOs — feminist organizations work together to advance outcomes within the framework of a shared theory of change. By working together, their strategic initiatives act as impact magnifiers of individual organizational efforts, enabling them to move the needle on gender equity in the key spheres of influence in Israeli society: centers of decisionmaking, public services, and civil society.

Three Cluster Initiatives

Following a SEED phase of development in 2025, three CFI impact clusters are now implementing strategic initiatives to advance gender equity in Israel:



The following pages provide a brief overview of these initiatives and their plans for the first year of operations in 2026–2027.

The Policy Forum for Gender Equity

Year 1 Budget: \$320,000 US

NEED

Gender equity is a central tenet of democracy. Experience around the world shows that **erosion of equity is a key warning sign of democratic collapse.**

In Israel today, gender equity is under threat. Women are absent from centers of decision-making and legislative initiatives pose grave threats to women's rights. Within this reality, the feminist field needs to work strategically and collectively, because **no single organization can succeed alone** in the struggle for gender equity – a struggle that is vital for safeguarding liberal democracy.

OVERVIEW

The Policy Forum for Gender Equity – launched in 2025 – convenes senior leadership of leading advocacy organizations for gender equity in Israel and provides professional resources to plan and implement synchronized strategic advocacy initiatives.

As an impact magnifier, the Forum transforms efforts of individual organizations into collective action throughout the public, legal, and political spheres. It meets around every 6 weeks and is facilitated by a senior strategic consultant who specializes in partnership and coalition management.

The members of the Policy Forum for Gender Equity are: Israel Women's Network, Naamat, Bonot Alternativa, Association of Rape Crisis Centers in Israel, Rackman Center for Advancing the Status of Women, 5050 Initiative, Matirof (formerly Mavoi Satum), Forum Dvorah, Itach-Ma'aki, Israel Religious Action Center, Asli – White Ribbon Israel, Ne'emanai Torah Ve'Avodah-Kolech, Michal Sela Forum, Yad La'Isha, and Adva Center.

OUTCOMES MAP

Long-Term Outcome: State institutions promote gender equity as a supreme democratic value through policy, and diverse and equal representation at all levels.

↑

Medium-Term Outcome: Synergic advocacy of the Israeli feminist field recruits key partners to the democratic struggle for gender equity and counters the erosion of equity at centers of decision-making.

↑

Short-Term Outcome: The Policy Forum for Gender Equity fosters increased synergy within the feminist field's actions in the public, legal, and political spheres.

DEEP DIVE

The Policy Forum has a four-pronged strategy to advance gender equity in Israel in the context of the 2026 elections:

1. Shared messaging platform
 - To develop common language for gender aspects of high-profile topics
 - To dramatically raise coverage of gender issues and create exposure opportunities in the media.
2. Dialogue process with leading influencers
3. Awareness campaign for first-time voters
 - Encouraging young people to vote, and to do so with an awareness of gender issues at stake.
4. Collective action to direct state budgets towards the advancement of gender equity for the "day after" elections.

This initiative is presented by:

Connecting for Impact's Decision-Making Cluster



Dr. Keren Horowitz
Gender Policy
Expert



Tal Hochman
Executive Director,
Israel Women's
Network



Ghadir Hani
Feminist Activist
for Shared Society



Gali Etzion
Head of Legislative
Consulting & Special
Affairs, Na'amat



**Dr. Tammy
Rubel Lipschitz**
Strategic Consultant

Supported by:

"In Her Shoes" Immersive Training Center

Year 1 Budget & Initial Start-up Costs: \$650,000

NEED

In the aftermath of October 7 and the war, there is an **acute need for appropriate trauma responses for women at risk** to be integrated into relevant public services and institutions.

Our research shows that 71% of professionals who work in daily contact with women and girls in situations of risk — women coping with trauma, survivors of sexual abuse, victims of violence, and others — believe they lack sufficient knowledge, training, and understanding of complex needs to effectively serve this population.

OVERVIEW

"In Her Shoes" will be an immersive training center for professionals from the welfare, education, legal and medical systems that work with women and girls at risk. It will offer an immersive experience of "stepping into the shoes" of women at risk in a way that simulates their emotional and material reality. Participants will receive the professional tools to guide appropriate, trauma-sensitive responses, with options for further in-house training.

Our vision is a national infrastructure for holistic, empathetic training for all professionals serving women and girls at risk. This will operate with an independent financial model that will generate revenue for the partner organizations.

In 2026-2027 the partner organizations will establish In Her Shoes, undertaking product development, renovation of training space, and an initial pilot.

OUTCOMES MAP

Long-Term Outcome: The needs of women and girls are understood and met by the systems and institutions that are meant to serve them.

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Mid-long-Term Outcome: Public Services address the complex trauma crises facing Israeli women and girls at risk holistically, effectively and with empathy.

↑

Medium-Term Outcome: *In Her Shoes* serves as a national training infrastructure for professionals serving women and girls at risk, and a field leader shaping policy and practice.

↑

Short-Term Outcome: *In Her Shoes* reaches ambitious targets of exposure, achieving both social impact and a revenue stream for partner organizations.

DEEP DIVE

Our model is based on gender-sensitive trauma-informed care principles adapted to the Israeli context, and includes:

- **Experiential training:** Simulation, guided debriefing, and practical tools for implementation.
- **Holistic approach:** unified training that can serve courts, hospitals, local municipalities, welfare offices, educational institutions, and more.
- **Training tracks:** 1-3 training tracks based on interdisciplinary expertise
- **In-house programs:** for implementation in critical touchpoints within public systems.
- **Ongoing measurement and evaluation:** Participant feedback, evaluation of effectiveness, and continuously improving the program.

This initiative is presented by:

Connecting for Impact's Resilience Cluster



Naama Goldberg
CEO, Lo Omdot
MeNegged



Ronit Shoal
CEO, the Eden
Association



Tamar Schwartz
CEO,
Women's Spirit



Ela Alon
CEO, Itach-Ma'aki

**With the support of
Professional Knowledge
Development Specialists:**



Merav Bareket



Efrat Ben Tzvi

Scalerator for Gender Equity

Year 1 Budget: \$320,000

NEED

Organizations working to promote gender equity in Israel face structural challenges which make it difficult to maximize their scope of influence. Most organizations are small, with tight budgets, high burnout, and limited organizational infrastructure.

As women's rights are rolled back, feminism is delegitimized, and funding priorities focus on a perpetual state of emergency, **gender equity organizations need to evolve**. To create a sea-change in Israeli society towards the values of equity and liberalism, they need to broaden their reach, sustainability and impact, and their capacity to roll out programs at scale.

OVERVIEW

The Scalerator for Gender Equity will be a tailored impact accelerator that will guide organizations to scale by embracing technology, sharpening their messaging, and forging cross-sector partnerships. The Scalerator will address unique obstacles facing gender equity organizations, supporting them to develop scaling paths which preserve mission integrity.

In 2027, Connecting for Impact will launch a pilot program, working with partners with expertise in nonprofit scaling.

The Scalerator's target group is organizations that work to advance gender equity in a variety of areas: health, welfare, violence prevention, education, employment and more.

OUTCOMES MAP

Long-Term Outcome: People, organizations, and systems operate in an equitable way and recognize that gender equity is good for everyone.

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Medium-Term Outcome: Diverse gender equity organizations are strong, sustainable, and collectively influential in all the major social structures of life: health, education, economy, culture, etc.

↑

Short-Term Outcome: Scalerator graduates succeed in “taking the leap” to the next level, expanding their organizational reach and resource capacities.

DEEP DIVE

The first six-months of the 18-month program will be cohort-based, and will focus on learning and experimenting with different scale models, developing an organizational mindset regarding growth and thinking about different partnership paths. The 1-year implementation stage of the program will support organizations that have presented scale programs that are highly viable to advance from planning to validation and execution.

Participating organizations will complete the program with:

- Organizational knowledge and tools for successful scaling
- A clear strategy for widening impact.
- An operating model or scalable product that can be replicated or widely implemented

Field-Building Metrics

- At least half of the participating organizations expand their scope of impact.
- New partnerships forged with the public and business sectors.
- An active community of organizations serves as a field knowledge hub.
- A culture of innovation, flexibility and constructive criticism serves as the basis for creating gender social change.

This initiative is presented by:
Connecting for Impact's Mainstreaming Cluster.



Michal Mattes-Litmanovich
CEO,
Avoda Shava - Equal Work



Ronnie Nof Maltz
Executive Director,
Women & their Bodies



Yael Boim-Fein
Scalerator Development Lead
Founder & Director,
The Israel Institute for
Gender Equity in Education



Shirley Kantor
Corporate Responsibility
Consultant



Shelly Tene Barkai
CEO & Co-Founder,
Philtech

A bold vision for a future of equity - and a roadmap to get there, together.

This package of initiatives represents a comprehensive plan to ensure a future of gender equity in Israel, developed collaboratively by over 30 non-profit organizations.

The partners to this plan came together in a period of unprecedented challenge - through war, trauma and uncertainty - united in a single conviction:

EQUITY IS A NECESSITY, NOT A LUXURY.

- ↳ When women's voices are absent from centers of decision-making, poor decisions are made.

- ↳ When girls' horizons are narrowed, progress and innovation are hindered.

- ↳ When a traumatized nation does not address the impact of war on women and girls, the country as a whole cannot fully recover.

As the CFI initiatives move from the development phase to full rollout, CFI is incubating them, assisting the clusters to mobilize resources and providing operational and fiscal support through our local operating partner Community O. We are looking for partners to join us in bringing the initiatives to fruition in full, and help us realize this bold vision for the future of Israel.

ABOUT NCJW IN ISRAEL

NCJW has been a key partner to Israel's feminist ecosystem since the beginnings of its emergence. Through strategic grantmaking and direct programming, we have helped nurture fledgling organizations, support rising leaders, and invest in the infrastructure a strong feminist field requires. For more information, see ncjw.org/israel

**We are grateful to our
partners for their support
and partnership.**

