

Shma Koli

The warm homes project in Jerusalem for girls
at risk

Business Plan

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Summary

The Meomek Halev Association through the "**Shema Koli**" project, has been dealing for 14 years with the dedicated rehabilitation of young women at risk and young women suffering abuse, exploitation and trauma. We provide emotional assistance to girls, by social workers and professionals, support groups and workshops with warmth and love. We provide a warm home for girls who have been thrown into the street destitute, or were ejected from broken families. We encourage and assist the rehabilitated girls to integrate into meaningful volunteer work in society, and direct them to growth in vocational training and academic studies.

General Background

Many are the boys and girls who grow up without a supportive environment and therefore find their future on the squares and streets and from there descend into the world of crime.

Under the leadership of Rabbi Moshe Peleg, the Meomek Halev organization decided to take a step forward and open a warm home for girls over the age of 18, believing that every girl who is given the opportunity will be able to build a way of life for herself according to her spirit and talents. To this end, a team has been trained to provide an answer to the girls both with emotional accompaniment, and with counseling and guidance for professional studies, and finding suitable jobs.

The girls live in apartments that we rented for them in central Jerusalem. Each apartment has a counselor and four times a week girls meet for Torah classes and festive events.

At "Meomek Halev", the attitude toward each girl is as if she were the only one in the world.

The process how we deal with the girls is to build their self-worth, prepare them for life and give them the chance and the possibility to live their lives as meaningful girls and women with self-esteem.

All this can be done by giving them education, vocational training, completion of certificates and completion of learning gaps of years they spent on the streets.

As part of our activities, we strengthen their capabilities to overcome difficulties, giving them all the tools necessary so that they can integrate into a normative society.

We prepare them to learn to take responsibility for their own actions and to choose by themselves their way of life.

As part of the project, there are currently 4 fully equipped apartments in the center of Jerusalem, and the investment bears fruit. The houses contain 30 girls all of whom we have found jobs for or they have been accepted for vocational training and are no longer walking the streets. We plan to establish an emergency shelter for absorption of

girls in S.O.S. situations. The shelter will be established on the first floor of the association's compound at 13 Shammai Street in Jerusalem.

Right now, many girls are knocking and asking to be accepted into the warm home of Me'omek Halev. Unfortunately, we are forced to reject them due to lack of funds to rent more apartments.

The background and the need for the project: 'Shma Koli' - its purpose and actions

Most of the girls who arrive are diagnosed with Attention Deficit Hyperactivity Disorder (ADHD) and the main part of them have undergone a difficult "history" during their childhood and adolescence.

We hold Psychotherapy groups in cooperation with the girls once a week, as well as empowerment and enrichment workshops with senior staff members. There are girls who come from sexually abused homes or homes where they were exposed to alcohol or drugs. In cases of addiction, we refer to AA or NA groups or to the Retorno Center for Addiction Treatment by the 12-step method.

It should be noted that most of the girls are intelligent, handsome, with high-sensitivity, and life wisdom. They are girls who have a high potential for development in any field. Most of the girls suffer from low self-esteem and self-image. One of the keys to the success of these girls' rehabilitation is their integration with normative girls, this constitutes the key to success.

There is a rehabilitative benefit in the interaction between the different types of girls, such as placement of girls in shared apartments, in which the girls are divided in the roles of cleaning the apartment, purchasing food, etc. and every girl takes a small part of the economic burden. It gives the girls space and a healthy place to live and indirectly encourages the girls to enter into a normal way of life.

We hold weekly psychotherapy sessions and encourage the girls to participate in the workshops and strengthen their motivation to voluntarily undergo an internal healing process and to build a healthy and independent life system. Things are done in a gentle and indirect way while ensuring that the girls do not feel that they are in a therapeutic institution.

We help the girls to find a job that matches their hidden potential and skills and accompany them so that they should persevere. We also encourage the girls to study academic studies, we help them obtain scholarships from various foundations and we accompany them in their progress.

Our main goal is to bring the girl to a stable mental and functional state and give her tools to prepare her for building a home, a relationship and successful parenthood.

We encourage girls to build individual personalities, help them formulate their opinions, and encourage them to find their own identity in all areas of life.

The team members and outside employees we hire in favor of the program are composed of professionals, each one in his field. Intellectuals, social workers, psychotherapists, coaches, etc.

Results of the program:

In our experience, most of the girls who come to these programs clearly improve their functioning, learn to reach their potential, increase their self-esteem, and build tools that they use later on in life.

Who is the "Shema Koli" project intended for and which services/activities will be carried out in its framework:

Girls at risk, such as exposure to alcohol, drugs, trauma.
Girls who were exposed to physical and mental abuse in their homes or in an environment that is supposed to be a supportive environment for them.
Girls who have been cut off from their homes, sleeping on the street/ without shelter and food, and are subject to physical and mental exploitation by people who take advantage of their helpless situation to fulfill their desires.
Activities carried out:
Locating the girls (we are located in the heart of Jerusalem city center - Ben Yehuda pedestrian mall and Zion Square) where there is a very high concentration of the target population to which the project is designated.
Providing immediate solutions to the urgent basic needs of every girl, such as shelter, lodging, and food.
Diagnosing each and every girl and building an individual rehabilitation program for each one of them.
Accompanying the girl (guidance and follow up) after implementation and realization of the individual and personal program that was built for every girl.
Workshops will be given in various fields, such as raising the confidence and self-worth of every girl, personal empowerment – building a desire for personal development and success in the areas of acquiring a profession, and a desire to build a normal and healthy family life.

Developing and improving the level of emotional intelligence of each girl as a step for integration into a future warm and supportive social framework.

Expanding horizons and exposure to a wide world of opportunities and development of a wide personality with broad knowledge of the world.

Plan for September 2018:

Establishing an Emergency Shelter for absorption of girls in S.O.S. situations. The shelter will be built on the first floor of the organization's compound. Girls in emergency situations will be admitted to the shelter, in the format of an emergency room in a hospital. That is, rapid absorption, diagnosis and referral to the right treatment option.

Shelter Home

Recently, we came to the conclusion that the dormitories and the professional assistance we provide are limited in quantity and can not cope with and provide a solution for so many homeless girls in the streets, so we came up with an idea for another solution to the problem: We decided to set up a "shelter home," a home that could provide immediate shelter and emergency care for the girls **for only two months**. During this period the girls stay in the shelter while we provide all their needs. During this time, our professional staff stabilizes them, finds suitable jobs or a suitable learning framework, and focuses on finding jobs or institutions outside the problematic neighborhoods. While they are in the shelter, professionals and psychologists analyze their situation and build a unique treatment plan for each girl at her next stop.

How does the proposed project add more value to the existing services in the field?

We are different compared to other bodies involved in the field, since a girl who arrives from the street and is located, (our location in the city center is very accessible and immediate to girls) immediately receives her basic needs like a shelter for lodging and food, tools for life, support, and guidance, until she is integrated into the regular social and occupational systems, and we accompany the progress of the girl (in the warm homes we operate today). This is in contrast to other bodies/ associations that provide a response in relatively partial areas: transferring the girl to another framework that meets another need, and often the transition between one framework and the next loses a considerable part of the achievements of the previous framework.

The place simultaneously combines both active rehabilitative support and a home-like family framework.

Milestones for the project – a shelter home for girls

Milestone	Ways to achieve it	Start Date	End date	Operation Factor
Arranging and preparing the shelter for girls - S.O.S center	Operation of maintenance personnel to renovate the premises.	June 2018	<u>August 2018</u>	
Recruiting donors, people with high social awareness and a circle of women for women	Internet search resources and personal connections	started		
Locating and recruiting professionals as emotional accompaniers	Personal recruitment based on acquaintance from the past	immediate		
Issuing the project at the site of mass recruitment: Headstart	Preparation of all the relevant material, for presentation at the recruitment campaign.	September 2017		
Turn to government, municipal and welfare agencies to receive funding	Preparation of all the relevant material for presentation to the parties: business plan, presentation, video, paperwork, etc. After that, arranging and delivering it to them.	immediate		
Appeal to philanthropic foundations in Israel and abroad	Preparation of all the relevant material for presentation to the parties: business plan, presentation, video, paperwork, etc. After that, arranging and delivering it to them.	immediate		
Recruiting National Service Girls	Contacting Recruitment Centers.	April 2018		

A description of a potential target population that actually benefits from the activities

	Population Nr. 1
The total population that has the need for which the project is intended, in the area of the project location	hundreds
How many people are participating in the project today? (If the project is currently operating)	30
How many participants will join in 2018?	20

Description of the roles of the project staff

Rabbi Moshe Peleg, head of the Midrasha

Job description - Supervisor of the project

Military service in the missile boats and as a combat medic in the reserves at the Sadeh hospital.

Rabbi Peleg has extensive experience from many years in establishing and managing projects in Israel and abroad. Among the things he initiated are:

He guided and coordinated work with street gangs (youth at risk) in a poor neighborhood in Jaffa.

Teaching and management of the "Mekor Chaim" Talmud Torah in Jerusalem.

He completed studies in a teacher training institute and has a BA from YULA University in the USA.

The establishment of the Shorashim Center in Jerusalem, the establishment and management of the "Shirat Yerushalayim" Seminary.

He currently manages the Shirat Jerusalem Seminary and invests his energies in rehabilitating youth who dropped out of educational frameworks and deteriorated to drugs, alcohol and girls who were exposed to physical and mental abuse.

In this project, he will work on concentrating manpower, supervision, guidance, counseling and guiding the staff of the project.

Languages: Hebrew and English

Harav Daniel Yom Tov

Principal Assistant

Graduate in social studies at Yeshiva High School "Nativ Me'ir" Jerusalem, Yeshiva studies in Yeshivat Hesder Har Ezion, IDF service Armored Corps Staff Commander. He has a BA with a teaching certificate from the Institute for Teacher Training. A professional teacher and a deputy principal at the Mekor Chaim School in Jerusalem.

Founder, CEO and Chief Broadcaster of the "Kol Hasimcha" radio station (nationwide radio + European satellite)

Working with Youth at Risk in "The Zoolah of Chazroni" in Jerusalem sponsored by the OU.

Chairman of the organization and lecturer at Midreshet Shirat Yerushalayim

As a radio director, he managed a team of 40 employees in a variety of positions: researchers, reporters, producers, broadcasters, technicians and more.

A rich record of working with youth at risk, and experience working with various types of addiction problems and getting rid of addictions.

Languages: Hebrew, English.

In addition, he will deal with all matters relating to the implementation of the roles of the new functionaries in the field.

Dr. Eli Katz

Psychologist

License of N.Y and California

License of the Ministry of Health

Ph.D. in Psychology, an expert in Addictions and more...

Harav Chai Toledo

Mentor with many years of experience in giving workshops dealing with personal empowerment and life skills.

Orly Manor

Educator, consultant and emotional therapist with extensive experience in the treatment of girls at risk.

Aharon Elia

Educator, directs and guides youth at risk.

Eliezer Toporovitz

Co-founder of the Shorashim Center, and the Shma Koli project with about 20 years of experience in teaching and directing youth at risk.

Yael Shneider

Director of a department of the Listening Ear organization that provides a telephone response to girls in distress. She is a veteran educator with an academic degree in education.

David Cohen

Founder and operator of three centers for youth at risk in Hadera, Ashdod and Jerusalem. He coordinates the activities of the Zoolah on the roof for boys without a framework.

Nir Brock

He has 10 years of experience guiding, directing and teaching life skills to young people seeking identity. He is mainly involved in guiding young students.

List of positions required to operate the project, including the role description and required profile (budgetary need)

Position: Locators

Job definition: A tour in areas of concentration of girls at risk: sleeping places in the public parks (pedestrian street area, Machane Yehuda market, pubs, etc.)

Required profile: Girls of similar background who have been rehabilitated / girls with an educational approach.

Position: Professional diagnostician

Job Definition: Diagnosing the girls and building a work plan for each one of them.

Required Profile: Professional Behavioral Diagnosis

Position: Psychologist

Job definition: providing emotional support and helping to remove the girls from a negative state of mind and bringing them into a normal mental and functional state.

Required Profile: Clinical Psychologist

Position: Social worker

Job Definition: Getting to know each and every girl, her special needs, and helping to fulfill these needs.

Required profile: Social worker

Position: Home mothers

Job definition: Responsibility for the apartments in the 'Warm Homes' project and regular operation of the apartments.

Required Profile: Women with a warm and maternal approach, as well as women who are familiar with organizing a home on all sides.

Position: Counselor

Job Definition: Accompanying the girls throughout the day and monitoring their regular daily functioning.

Required profile: Girls around the age of 30 who are able to have good interpersonal communication skills with girls from our target population.

Position: Project Manager

Job Definition: Standing above the entire system, coordinating all the activities and various factors involved in the project, initiating and taking care of running the program.

Required profile: A woman with an educational approach who has initiative, good managerial ability, and independent thinking.

Position: Project Manager Assistant

Job definition: Providing technical assistance in the field to the project manager in all

matters necessary.

Required profile: An energetic, smart, precise and faithful girl.

Position: Maintenance personnel

Job Definition: Handling all matters of maintenance in the apartments.

Required Profile: A person with good technical skills and basic knowledge in all matters related to maintenance (electricity, plumbing, carpentry and various repairs).

The strong and weak points of the association

Strong points

An excellent professional teaching staff, very dedicated to promoting the girls. A very warm and happy place with a special home atmosphere which is substitute for a home for the girls. Various classes and workshops that provide tools for coping with difficulties in life and building their personality.

The place gives a holistic answer to the girls' problems until after they have established a Jewish home.

Weak points

A. Lack of budget for professional and administrative staff which prevents proper administrative management, causes dispersal of power and time of the director of the busy institution, and as a result, there is a lack in the ability to promote and treat the girls individually.

B. Engaging in multiple activities at the same time prevents the possibility and focus on developing a solid economic foundation for the institution by developing ties with government bodies, funding organizations, foundations, etc.

Structure of expenses (one-time and fixed expenses) for the operation of The warm homes - including the salaries of the therapeutic staff.

One-time costs for girls' shelter	
20 beds 600 NIS x 20	\$3428
2 refrigerators x 5000 NIS	\$2800
Washing machine	\$685
Dryer	\$342
Closets for rooms 715 NIS x 8	\$5714
Big gas oven (for baking) 6000 NIS	\$2000
Shower repair, etc.	\$428.5
Mini-air condition	\$3285
Opening a door to the counselor's room	\$428.5
General Renovation	\$2000
Total:	\$22.111

Monthly expenses of dormitories for girls at risk and the learning center	
Rent – Shorashim Center + 3 apartments – 33.300 NIS	\$9514
Electricity – 8500 NIS	\$2428
Water – 4000 NIS for 4 apartments	\$228
Gas	\$57
Food – 600 NIS a day for 30 girls, including refreshments etc.	\$6320
Salaries	
Housemother – 3/4 time job. 6000 NIS for 2 housemothers = 12000 NIS	\$3428.5
Social worker – 8000 NIS	\$2285
Psychologist – 10000 NIS for 30 girls. 2 meetings per month	\$2857
Counselor – 4000 NIS per counselor. 4 jobs = 16000 NIS	\$4571
Special activities, refreshments, trips, etc.	\$1714
Total:	\$34.061

Strategic partnerships as sources of financing for the project

<u>Contribution section</u>	<i>Exists</i>	<i>In process</i>
<i>Ministry of Welfare</i>		
<i>Social Security</i>		
<i>Welfare Department of the Jerusalem Municipality</i>		
<i>Philanthropic foundations in Israel and abroad</i>		
<i>Private donars</i>		
<i>Business Women Club</i>		
<i>Total:</i>		