

## We are delighted to share with you some of the most recent events from the Arison Group

### The Ted Arison Family Foundation

#### Worldwide

The foundation stepped-in to offer humanitarian aid through IsraAID, aimed at assisting the displaced people of the Tigray Jewish community in Ethiopia.

#### Israel

The foundation assisted MDA Israel (Mada, Magen David Adom) in purchasing smart resuscitation stations, which come complete with an advanced defibrillator device alongside a smart cabinet for storing the equipment in public spaces where large crowds are often present.

The foundation's annual grant making committee extended its support to some 13 organizations that cater to the welfare of the third- and fourth-age groups in Israel, through programs providing loneliness relief, digital literacy, and mental-health therapy, which strengthen the community and empower people with a sense of belonging.

We believe that an organization's decision to embark on such a process with us, as these companies have done, requires courage on their part, and are certain that it is the only way for a company to create added value for humanity.

Our partners include organizations that turn their gaze boldly inwards, asking compelling questions and developing a true internal awareness and willingness within their management teams, while also engaging all of their employees.

We trust and are confident that these processes bear fruit on all levels, business, social, and environmental, and are determined to continue expanding the circles of positive impact that DGM is creating in Israel and worldwide.

### The Doing Good Model (DGM)

#### Solidifying and Implementing Vision and Values in Organizations

We believe that a vision and a set of meaningful, authentic core organizational values are the most important components of a basic infrastructure, required for implementing the concept of Doing Good in organizations.

Over these past few months, we guided Synergio, a company that applies innovative technologies to create natural materials for the cosmetics industry. Our work together focused on solidifying their vision and values.

Currently, we are at the verge of completing a similar process with the company Golan Plastic, a kibbutz-owned plant in Israel's north, receiving enthusiastic feedback for the work we've done together so far.



## Essence of Life

### Mahuti

We are thrilled to have finally reopened the doors of Mahuti, essence of Life visitor's center, welcoming visiting groups over the summer to experience our flagship activities.

Since our reopening, a wide range of groups visited the center, from high-tech firms to nonprofits to medicine companies. Ahead of the return of children's groups visiting the center again, we set out to expand our team of guides. We invite you all to come with your family to enjoy the Mahuti experience.

### Essence of Life Magazine

We are celebrating our new logo and a campaign video, which invite audiences to be intrigued by many knowledge-expanding articles featured on our magazine. Enjoy our [video](#).

### Essence of Life Radio

Our broadcasting program has been revamped with a new and exciting program, called The New Conversation. The show seeks to base the art of listening to those who think differently, by sparking conversations between other-minded people about fascinating issues that touch on diverse topics.

The program is broadcasted live on [Facebook](#), and can also be listed to on [Youtube](#) and [OnDemand](#) at any time.



מגזין  
מהות החיים

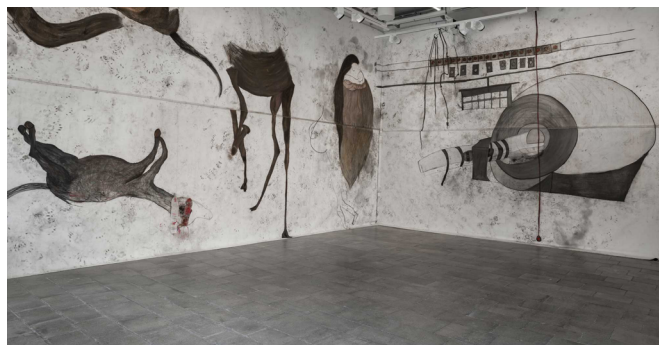
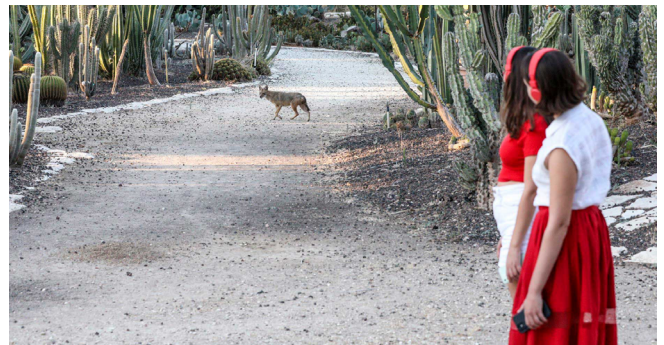


## Artport

During our **NonFinito** exhibition, which is the end-of-the-year event showcasing the work of the Artport residency artists, we were happy to host The Wolf Foundation in honoring artist Karam Natour with the prestigious Kiefer Prize.

**Golden Howls** Artport's latest public space project, was launched recently, inviting people from all walks of life and at any time of the day to set out on an audio journey in the footsteps of the Golden Jackal and other urban wildlife that have made Ganei Yehoshua Park their home.

**Monitor** the grand-scale artwork created by Maria Saleh Mahameed, Artport's residency alumni, showcased in Artport's Adhesion exhibition, has been purchased for the permanent collection of the Tel Aviv Museum of Art.



## Ruach Tova

### Yad LaKehila (A Hand to the Community) Project

Promoting the spirit of volunteering in the Arab sector, while training groups of volunteers:

In October, Ruach Tova held a conference about volunteerism in the Arab sector, which took place in the framework of the Yad LaKehila project. This project focuses on four key volunteering spheres: First Aid, Child Safety, Tackling Violence, and Financial Management for families and young participants. In collaboration with the local authorities, volunteering units will now be established for each sphere.

Currently, 30 Arab villages and cities are taking active part in the project.

### Winter Embracer Initiative

Last winter, Ruach Tova created a shared initiative with the nonprofits Social Delivery (Shinua Chevraty) and Pitchon Lev, called Winter Embracer. In the framework of this initiative, several collection stations were opened publicly across Israel and in many companies.

At the end of the campaign, more than 25,000 winter coats of good quality were collected and distributed to people in need nationwide. This year too, following last year's success, we put our hands together to relaunch the initiative and warm-up wintertime for so many people.

### Regional Get Togethers - Good Deeds Day Leadership Community

In November, sessions were held to train regional associates and prepare them for joining the Good Deeds Day Leadership community.

Each get together is planned and facilitated by Rual Tova's Regional Department team, and during each session new initiatives are shared in the field of volunteering, while participants also undergo a unique workshop that guides them on how to develop projects ideas for Good Deeds Day.



## Good Deeds Day

Our workshop series Conquer Your Content has just come to a close, involving more than 380 people from 42 countries who signed up to learn how to plan, produce, and promote their organizational story. We ran three workshops, as part of the series, and also held a workshop in Spanish covering the same topics.

Each workshop was an eye-opener event, where stories were told, wisdom was shared, and relationships were forged between people from across the globe. Most importantly, one of the key goals of Good Deeds Day was reached, and that is empowering people and organizations with tools, inspiration, and a connection to a global network that does good and supports it.

Additionally, since the summer and until the end of this year, Good Deeds Day leaders in 60 countries worldwide are organizing several media and marketing events, as part of the strategic program that takes place ahead of Good Deeds Day 2022. In Zambia, the event was broadcasted on national television, in Bolivia events took place nationwide, and in Guatemala in November a virtual summit took place with a livestream music concert.





## Design for Change

In November, the annual Design for Change conference took place over Zoom, in partnership with the Ministry of Education. Since the event was held virtually, it was important for us to engage and excite our participants, and to do this we sent out a Design for Change kit to each class and initiative presenter. The kit included a deck of reflection cards, huge sign, stickers, photoshoot board, and certificate of participation. During the conference, we shared a collection video that presented a sneak-peek into each of the 164 initiatives that were submitted. It gave a brief moment of fame and appreciation to all. The response were phenomenal.

Some 4,920 students and education staff took part in the conference.

We also got to see the video of the high-school winners, which went out to an all-girls class from Daliyat el-Karmel. Their initiative developed a QR and an app that enables the visually impaired to do their shopping independently. Enjoy the [video](#).



## The Social Cohesion Program

On October 19, the seventh round of our program Leadership for Social Cohesion came to a close. Additionally, together with Mike Prashker, we launched a new radio show focusing on the challenges around social cohesion, called A Place for Us All.

While the last program is just about to wrap, registration has almost closed for our upcoming round in January. Currently, we are in the midst of preparing for the program's alumni event, comprising a hundred participants. We are thrilled to see so many organizations joining us and stepping-up together to act and strengthen cohesion in Israeli society.

