



NATAL, Annual Report 2014

Visionary and Initiator

The late Dr. Yossi Hadar

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Cover Photo: Children take cover during a Gaza launched
rocket attack in a Hod Hasharon Kindergarten

Print: Superprint / Design: Tal Pockard Tsalel

Dear Friends

We are proud to present our annual report for 2014. The past year was a hard and painful one. Yet again, soldiers and civilians have fallen in “Operation Protective Edge” in their mission to protect the country and maintain a “normal” life. There is no consolation for the deep loss that we feel along with the rest of Israel. Our hearts break to pieces with each notification of another death, and we are troubled by the constant worry of ongoing conflict and pain. Alongside the tremendous difficulty, this year also included many positive and hopeful events including initiatives for combat soldiers, activities to strengthen the morale of people living in southern Israel and giving support to those returning to civilian life after the war. This is our home, and this is where we raise our children and grandchildren with hopes for a better future.

Since the kidnapping of the three teenage boys in June 2014 to the end of “Operation Protective Edge”, NATAL has operated in emergency mode on all fronts. The toll-free Helpline gave response to thousands of people seeking emotional support, day and night. The Community Outreach Unit operated mainly in the south as well as central communities which were evacuated due to constant rocket attacks in order to offer respite for parents and children. The Clinical Unit received new patients during and after the war. The Public Outreach Unit worked to promote awareness of war-related trauma and in encouraging legitimacy to seek help. The Resource Development Unit raised funds and donations for NATAL’s various activities which have increased immensely due to the war.

While assistance was provided immediately during times of emergency, it is after the war that the wounds need to be healed, and that is where NATAL comes in. The Social Therapeutic Club renewed the music therapy course as well as other activities. The Multidisciplinary Trauma Studies Center completed the third year of a special program to train Casualty Notification Officers and IDF City Officers. This year we published the 15th edition of NATAL’s Annual Magazine “About Feelings”, which was distributed in over one million copies in main newspapers nationwide. This year’s edition dealt with resiliency, and the way it can be strengthened in the company of our loves ones.

This year we held the second “Running in Color” event which was held at Tel Aviv’s Hayarkon Park with over 3,000 participants. All the donations to this event went directly to the victims of “Operation Protective Edge” in an effort to help them return to their “normal lives” following the war.

On behalf of NATAL, we wish to thank our friends in Israel and overseas who support our mission and donate to our activities.

With your help, we will continue to do all that we can in order to support and treat those who are suffering in the shadow of war.

With warm regards,



Judith Yovel Recanati
Chairperson



Orly Gal
CEO

The Helpline

Unit Manager: Gila Sela

Unit's Objective: To provide immediate and ongoing psychological assistance via telephone conversations

Team Members: Administrative Manager, Assistant to Manager, 2 Social Workers, Secretary and volunteers

About the Unit

NATAL's Helpline is the only one in the country which provides psychological help and support for victims of trauma as a result of terrorism and war. The Helpline is available to adults and children of all ages, in different languages, for an unlimited period of time, as needed. Those who call the Helpline are greeted and guided by volunteers who have undergone an extensive period of training. In a large number of cases the relationship between the callers and volunteers continues for months and even years. The volunteers are supervised by a senior professional team.

Using the phone as a therapeutic aide has numerous advantages, such as immediacy, availability and low cost. A person can receive mental help and support without ever leaving their home, being exposed, facing their fears and reservations or committing to clinical treatment. The Helpline does not aim to replace psychological treatment but introduce an additional complementary service, meant for those who are unable or unwilling to seek conventional treatment services.

Summary for 2014

Following "Operation Protective Edge" it was concluded that NATAL's volunteer network needs to be expanded in order to be better prepared for long-term emergencies. As a result, we conducted several courses for emergency training including training of NATAL's staff.

After an intense period during the war NATAL organized an outdoor team building field trip for volunteers giving them the opportunity to recharge and relax.

We held training sessions for various groups including social workers and psychologists in regional councils across Israel and in various non-profit organizations.

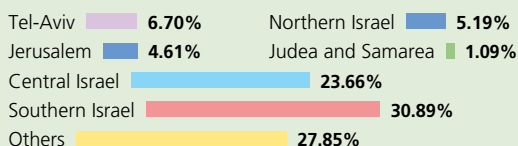
Thousands of calls were received at the Helpline during 2014. The majority of the calls were related to stress and anxiety as a result of "Operation Protective Edge". Other calls were related to other wars and reawakened

Operation Protective Edge

During "Operation Protective Edge" in the summer of 2014, over 100 NATAL Helpline volunteers worked non-stop in order to provide immediate support to approximately 3,500 incoming calls. This amount is only the amount of calls that have been made during the war, a very large amount as part of the 4,776 callers that reached out to the Helpline during the year. Detailed table below.

The most common cause for calling NATAL's Helpline is stress and anxiety that was caused by the war. The ongoing conflict also triggered past traumas and caused a reaction in many of those who are already suffering from PTSD. Many new callers (including veterans of the first Lebanon war, the Second Lebanon War and Yom Kippur war) to the Helpline came as a result of the outreach campaigns through various media channels that were broadcast during Memorial Day and Yom Kippur. The majority of callers to the Helpline were women (65%) and 35% of them were men, this could be related to the mass reserve mobilization of mostly male combat soldiers.

Callers according to areas in Israel



The Helpline taking calls during "Operation Protective Edge".
Photo: Orel Cohen, Calcalist

trauma that "Operation Protective Edge" triggered in those who are already traumatised. Caller backgrounds: combat soldiers and civilians during the war - 73.43%; National security issues - 18.93%; Combat soldiers in active duty and those affected by previous wars - 7.65%.

The Clinical Unit

Unit Manager: Sa'ar Uziely

Unit's Objective: To provide individual and group psychotherapy

Team Members: Assistants to the Clinical Unit Director, Director of the Testimonial Center, 120 therapists nationwide

About the Unit

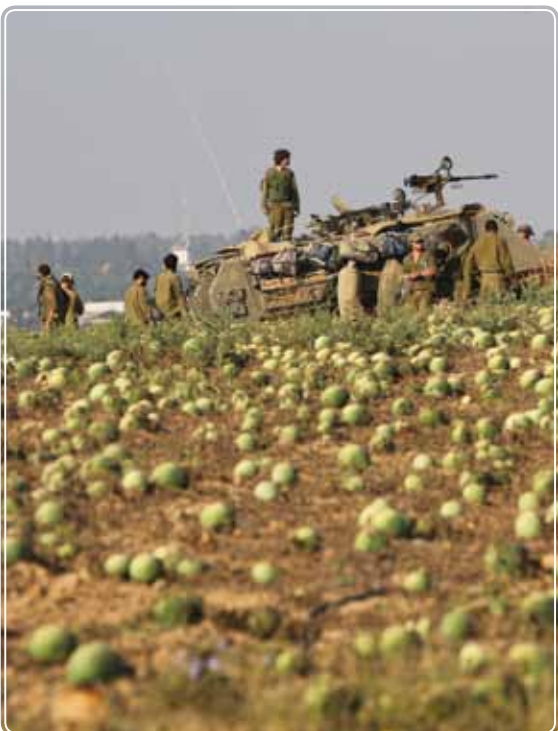
Post-Trauma is a multifaceted disorder, which includes personal, interpersonal and functional components. Therefore, treatment of PTSD at NATAL is modular and tailored to the needs of each patient. The ability to provide comprehensive clinical care under one roof is more efficient for the patient. From a clinical point of view, there is a great advantage in being able to assess the patient from different therapeutic angles in order to provide diverse and personal solutions and gauge the success of a course of treatment or make necessary changes.

The patient has a significant advantage at NATAL because their relationship is with a single therapeutic organization which coordinates their treatment and offers a variety of approaches for them and their families.

One of the core experiences of trauma victims is the loss of their "inner home". This is an experience that is both mental and physical since, in order to experience wholeness and harmony, we must live within our bodies

2014 in Numbers

Target Groups	No. of Patients
All the Patients in the Clinical Unit Of whom: 38% were treated at NATAL's Center, 62% were treated by NATAL therapists countrywide.	516
Monthly average (after completion/end of therapy)	320
Children (Mostly residents of southern Israel)	204
IDF Combat Veterans	92
Testimonials recorded	19
Out of all the patients, 126 were referrals from Israel's Ministry of National Insurance	



Soldiers in duty during "Operation Protective Edge".
Photo: Ziv Koren

and feel that our bodies and minds are united. NATAL is a place, where the patient can go back and reconstruct their inner home.

The uniqueness of NATAL, in its approach to treating PTSD victims, is that it offers the possibility of a combination of therapies.

Summary for 2014

- The impact of "Operation Protective Edge" is evident in the Clinical Unit. Following "Operation Protective Edge" during summer of 2014, NATAL treated 56 patients, including 48 children and 8 adults.
- In the academic field, there was a course "combining Eastern and Western approaches" led by Yuri Sela, and an annual CPT course led by Dr. Daniel Derby.
- The Clinical Unit received positive feedback from those undergoing the testimonial process, including reported sense of relief, cooperation and overall satisfaction.
- Amongst those treated via the Testimonial Center was a patient who passed away several weeks after completion of documentation process. Her children called to thank NATAL for the opportunity to hear her entire life story documented first person.

The Multidisciplinary Trauma Studies Center

Unit Manager: Bina Levin

Objective: To train mental health professionals in treating trauma and stress; To promote understanding of the importance of training mental health professionals in the field of trauma; Operating a unique knowledge center in the field of psychological trauma.

Staff: Coordinator, staff lecturers, guest lecturers, librarian

About the Unit

Emergencies and disasters expose Israeli society to psychological hardship. Disasters such as terror attacks, wars, traffic accidents, physical and sexual violence can significantly damage the individual, families, groups and communities, and may even result in crises within community support services. The Multidisciplinary Trauma Studies Center was established to provide mental health professionals with the tools to face crises and trauma during emergency and disaster. The Center provides extensive and comprehensive training for mental health professionals on both the theoretical and practical levels. The lecturers are senior professionals and leaders in the fields of trauma. The Unit also provides a unique information center on psychological trauma.

Summary for 2014

This year was marked by the expansion of the curriculum offered to the Casualty Notification Officers course, and establishing a more efficient method of cooperation with NATAL's units, especially during times of emergency such as "Operation Protective Edge".

Operation Protective Edge

Study courses in trauma-focused therapy continued regularly. Due to the war that started in late June, the program for Casualty Notification Officers was paused as officers were immediately drafted and resumed in September in order to enable the students to complete their studies and receive their diplomas.

During the war, the team of instructors at the Multidisciplinary Trauma Studies Center provided moral and emotional support to the Casualty Notification Officers who were operating under continuous stress and emergencies.

Conclusions and decisions were made regarding future procedures during times of war.



Students receiving their certificates at completion of the year-long course, 2014

The program for trauma-focused psychotherapy

- This year-long course takes place in collaboration with the Tel Aviv University Faculty of Medicine at the School of Public Health. In the academic year 2014, our seventh graduating class was comprised of 25 mental health professionals including social workers, psychologists, educational counselors and art therapists.
- In October 2014 we opened the eighth course including 28 members from the mental health, counseling, rehabilitation and nursing professions.
- Advanced training courses for mental health professionals.

Advanced training courses for mental health professionals

This unit offers specific training workshops for mental health professionals:

Two courses of EMDR Stage 1 and EMDR Stage 2-with Dr. Udi Oren

- 2 courses for rehabilitation of victims of sexual assault and incest – with Dr. Zivia Seligman.
- Two courses on Somatic Experiencing– with Gina Ross.
- 2 courses for integrative child psychotherapy, focusing on anxiety and trauma – with Dina Sandrov.
- * A total of 120 professionals participated in our 2014 training workshops.

Training IDF Casualty Notification Officers and City Officers

In 2011 NATAL initiated a course to provide training on supporting families experiencing loss and bereavement, in collaboration with the IDF Casualty Notification Officers and City Officers. In the third year that finished 70 Casualty Notification Officers took part.

- Key course content: escorting psychiatric patients, secondary traumatization, family resilience, family and career, from crisis to growth, loss and bereavement, and more.
- In January 2015 NATAL will open a new course of Casualty Notification Officers.
- Continuous education for graduates of the program is offered at NATAL's Multidisciplinary Center.



Maintenance and Technology Unit

Unit Manager: Shuly David

About the Unit

The Maintenance and Technology Unit at NATAL provides advanced and up-to-date response to all NATAL's professional and administrative needs. The unit is responsible for maintaining and upgrading technology systems (computers, communication equipment, phones, multimedia), and is responsible for information security, infrastructure integrity and repairing malfunctions, among others.

Summary for 2014

- A strategic process took place to upgrade NATAL's database through a sophisticated CRM system.
- SPSS software was installed for use in the Research Department.
- The Internet infrastructure and telephone system in the building were upgraded.
- A therapeutic garden was constructed at the Social Therapeutic Club.
- Ongoing maintenance of NATAL's Multidisciplinary Studies Center to enable group and students to use the audio and visual facilities.

Operation Protective Edge

In the summer of 2014 the unit gave technological response to the needs of NATAL's various units during times of constant emergency. NATAL's toll-free Helpline service was expanded including an upgraded version of the telephone system and call center software that enable better call and statistical reporting services. New computers were purchased for the benefit of training and activities in the field and facilities were provided to accommodate volunteers who helped during critical times.

The Community Outreach Unit

Unit Manager: Dr. Rivka Toval-Mashiah

New Team Manager: Yotam Dagan

Unit's Objective: To facilitate the creation of community resilience

Staff: Mental health professionals, organizational consultants, activity coordinators, students in training and volunteers

About the Unit

Many members of Israeli society face post-traumatic symptoms following a lifetime of living under a security threat or direct exposure to terror and war. In addition, there are professionals, who must engage, every day, in activities such as search and rescue, working with and supporting bereaved families and more. NATAL's community staff attempts to

reinforce resilience and psychological resources in local municipalities, educational facilities, health organizations and companies through: workshops, presentations, courses and seminars regarding trauma and anxiety and providing help in facing trauma and emergency.

The community services are provided on two levels. The first is training educational, community and mental health professionals to treat trauma and crisis through initial interventions as well as more extensive support and ongoing work. The second level includes working with groups and organizations that are exposed to trauma due to their line of work. These organizations receive organizational consultation and professional development for managerial teams in the private and public sector. In this framework, the members of the organization or the employees undergo a process of emotional ventilation and initial processing in order to

normalize and recognize their post-traumatic responses, reinforce healing processes and locate those who may experience hardship in the future. In a group process, utilizing verbal and creative tools, the participants are able to identify their personal resources and coping style, while learning to preserve and cultivate them.

Summary for 2014

During 2014, the Community Outreach Unit operated on several levels:

Strengthening the wellbeing of the existing team to prevent fatigue, conducting activities in the field, increasing emergency preparedness by increasing staff, development of a model for experiential learning – ODT (outdoor team building exercises) with the understanding that it is strong and effective, maintaining relationships with institutions and organizations, providing assistance to targeted audiences, and as mentioned emergency preparedness during "Operation Protective Edge". Note that special emphasis was placed on providing emotional support to the Bedouin community especially during times of emergency.

Operation Protective Edge

Since the kidnapping of the three teenage boys in June 2014 followed by "Operation Protective Edge" the Community Outreach Unit has been providing crucial psychological support all across Israel including conflict resolution in the Jerusalem area, southern Israel, central and northern communities that hosted residents who were evacuated from the towns surrounding Gaza. This process required major recruitment of professionals and students. In many communities, the important work following the war still continues now. The Ofakim Resiliency Center that was established by NATAL in collaboration with the Ofakim Municipality was open 24/7 to provide services to the community under constant rocket fire. The Youth Leadership Program volunteered in helping residents of Ofakim and the resiliency center. NATAL worked in full cooperation with all the bodies that operated in Ofakim during the war.

2014 in numbers

Type of Activity	Population description	Recipients	Hours of service
Emergencies and ongoing security situations (including "Operation Protective Edge")	The Mobile Unit supported families in the south of Israel At risk populations: Children at-risk in Children's villages, the elderly, battered women's shelters, employees and volunteers of local authorities	5,878	7,522
	Empowerment workshops with children, parents, educational teams and welfare teams	8,771	716
Support groups	Prisoners of war and wounded veterans / outdoor workshops for prisoners of war and their spouses / women exposed to traumatic events and indirect trauma sufferers (relatives and family) / special yoga groups to strengthen resiliency especially amongst women / organizations, institutions and medical staff in Tel Hashomer, Barzilay, Soroka and Har Hatzofim Hospitals	165	544
Helping the helpers program	Improving professional skills of first responders and mental health professionals / therapists and social workers in local authorities / organizations and institutions / educational teams: preschool teachers, caregivers and geriatric social workers	386	333
NATAL Staff training	Welfare and social services / training of NATAL's therapists / consulting and training organizations and institutions / medical staff in hospitals / Israeli Police / IDF / businesses / municipalities / delegations from Israel and abroad	1,024	1,031
Total		16,224	10,146



Stress relieving activities for children during "Operation Protective Edge" provided by NATAL's Clinical Unit

Human Resources Unit and Volunteer Network

Unit Manager: Sigal Adam

About the Unit

The Human Resources Unit handles NATAL's employees and volunteers. This process begins with creating human resource policies, creating and organizing procedures, employee and volunteer selection, recruitment, and guidance. The process also includes handling employment contracts, salaries, employee rights and welfare, and termination of services.

Summary for 2014

Recruitment of employees and volunteers

During the year, selection processes were carried out as well as the absorption of workers and volunteers for NATAL's various units.

Welfare

An annual trip was organized for members of the organization, as well as specific activities and trips for each department separately. Gifts were distributed during Passover holidays and the Jewish New Year. This year, the employees continued to benefit from weekly yoga classes, and enjoyed lectures on various topics including healthy eating when stressed, a lecture on the Warsaw Ghetto during the holocaust etc. Also, gatherings were held to toast the holidays of Passover, Rosh Hashana and Hanukkah. As part of the social Therapeutic Club's program, day trips have been organized including lectures and visits to museums and the theater.

Volunteers

Earlier this year, an appreciation event took place for NATAL's volunteers during the course of 2013. The event was dedicated in the memory of Tami Lederman, a dedicated volunteer at the Multidisciplinary Trauma Studies Center who passed away in 2014.

NATAL's Volunteer base expanded, and new volunteers were recruited for:

- NATAL's Public Outreach campaign in schools: students in the faculty of social work helped children relieve stress in bomb shelters
- Data collection for thousands of incoming calls made during "Operation Protective Edge".

- Volunteers played a major role in NATAL's events including "Running in Color", NATAL's Annual running event to raise awareness of PTSD.
- We continued with the international intern program in the International Relations and Resource Development department recruiting English-speaking volunteers from MASA programs to help raise awareness of the effect of trauma on the Israeli population
- In total, 236 people volunteered at NATAL; 44 of them worked in teams for the emergency Helpline and the Community Outreach Unit, which were activated during emergency situations throughout the year.

Operation Protective Edge

- Due to the ongoing emergency in the summer months, the Helpline operated 24/7. The role of the HR department was to provide the Helpline with all the administrative support needed including: recruitment of volunteers, office support, food supply, etc.
- Internal daily data collection on all of NATAL's activities during the war, and reporting to NATAL's management.
- Submitting reports on NATAL's activities to the Israeli Trauma Coalition and representing NATAL in conference calls.
- Responsibility for registering calls to the Helpline and producing statistical reports for: NATAL's management, The Israeli Trauma Coalition and welfare representatives in major cities.
- Tending to the large amounts of interest expressed to volunteer during the war.
- Assistance in recruiting additional staff for the Community Outreach Unit when needed due to high demand.
- Management of the emergency kits dispatched all across Israel to communities under continuous rocket fire.

Social Therapeutic Club



Unit Manager: Hagit Buchbinder

Objectives: Providing emotional support and help through activities and social gatherings

Unit staff: Deputy Manager, activity leaders

About the unit

The Social Therapeutic Club serves as a safe, warm and supportive home for adults suffering from chronic trauma, as a result of direct or indirect exposure to terrorist attacks, war, loss and bereavement. The Club members are some of NATAL's most vulnerable service users, often experiencing social isolation, loneliness, problems with self-esteem and loss of basic skills, among other difficult issues. Housed in NATAL's Center in Tel Aviv, the Club has 2 art studios, a computer/exercise room, a library, a garden area and a communal kitchen in which members cook meals and eat together, as well as celebrate one another's birthdays and festivals.

The activities focus on improving areas of daily functioning such as concentration, preciseness and teamwork. In addition, these activities allow participants to express their imagination, their feelings, and their moods, as well as serving as a channel to convey their pain and anxiety. The activities include physical activity, in order to restore a sense of control, reflection and learn impulse control while also discharging stress. According to this rationale, the activities promote empowerment, expression, interpersonal communication and physical activity. The group activities take place in smaller settings, allowing members to raise issues and questions about themselves in order to improve their quality of life.



2014 in numbers

At the end of 2014, NATAL's Social Therapeutic Club was attended by 46 participants, 20 participants from NATAL's group, and 26 from the group sponsored by the Ministry of Social Security



Summary for 2014

In an effort to offer continuous activities that cater to the needs of Club members, we have renewed and upgraded the existing classes and added a few more. We renewed the music classes, and continued with cooking classes, gardening, ceramics, leather workshops, yoga and painting. In addition we visited theater performances, visited museums and went on day trips around Israel. As part of the Club's purpose to provide members with a homely feeling, we celebrate holidays together including Purim, Passover, Rosh Hashana and Hannukah. We continued to have group orientation that takes place every week hosted by the club manager and the head of NATAL's Clinical Unit.

The Social Security group went on day trips and guided tours of museums including the Palmach Museum as well as regular activities that take place in the Club.



Photos of Papier mâché created by Club members

Finance Department

Unit Manager: Mina Yakar

Unit's Objective: Financial management of NATAL including updating and monitoring the overall budget, handling employee salaries, completing annual and quarterly financial reports for NATAL's Executive Committee, and monitoring project budgets.

Research Unit

Unit Manager: Prof. Mark Gelkopf

Unit's Objective: To assess the effectiveness of NATAL's psychological services for the purposes of improvement and development in the field of trauma

Team Members: Unit Manager and Research Assistant

About the Unit

NATAL's Research Unit gathers information and provides research and assessment services to all of NATAL's departments. This includes: ongoing assessment of the efficiency of treatments and interventions offered, research to examine the effects of living under a continuous state of war and terror on the mental health and well-being of different population groups in Israeli society; and to keep improving NATAL's work and deepen our understanding of the issues of trauma caused by terrorist attacks. The Research Unit strives to achieve high academic standards and is regularly published in professional academic literature.

Summary for 2014

The Clinical Unit

Ongoing evaluation via questionnaires given to adults and children treated in the Clinical Unit. Preparation of a research report indicating and proving the efficacy of treatment resulting in the reduction of symptoms and the improvement of daily functioning in adults and children.

The Helpline

An article on the Helpline's long-term intervention model for adults was published in the Community Mental Health Journal.

The Community Outreach Unit

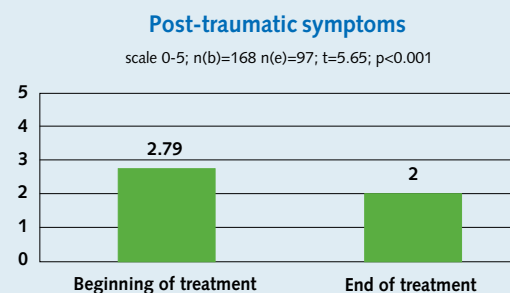
Throughout the year we have been analyzing and reporting on the activities of this unit that operates mainly in the field. This year especially, we have focused on conducting evaluations of the Mobile Unit and resiliency workshops for nurses. The reports focus on the effectiveness of NATAL's programs in reducing symptoms of PTSD and improving daily functioning levels. The reports show that the projects in the Mobile Unit have reduced symptoms of PTSD and have improved the daily functioning levels of participants. The nurses

Operation Protective Edge

During "Operation Protective Edge" in the summer of 2014, NATAL's Research Unit conducted a unique and comprehensive research project analyzing the emotional responses of people living in southern Israel in real-time. The purpose of this study was to:

- Understand the characteristics of post-traumatic stress reactions in everyday life during the war.
- The way in which symptoms evolve in real-time during crisis.
- The relationship between symptoms and other factors (such as exposure to the events of war, emotional state, social status) in the level of everyday experiences. The relationship between daily emotional reactions during times of war and presence of post-traumatic symptomatology after several months.

The study was performed using a sample of experiences (ESM), which collected information in real-time including thoughts, feelings, symptoms and conditions. 182 people from the south and central Israel filled out a short questionnaire twice a day for 30 days during "Operation Protective Edge". Over 10,000 questionnaires were received. In addition, participants completed a background questionnaire, and follow-up questionnaires, throughout August, October, and December 2014. The preliminary results indicate significant emotional reactions to events of war at the national and individual level. On the other hand adjustment and emotional stabilization over time has also been reported. Full results of the study, to be received later, may have significant implications both on the theoretical and practical level.



Graph showing the reduction in symptoms of PTSD following treatment at NATAL's Clinical Unit

have reported on improvement in their efficiency and professional competence in the ability to help during emergencies.

Social Therapeutic Club

We have conducted an evaluation of activities at the Social Therapeutic Club via questionnaires that were submitted by both, the Club Manager and Club members. A report has been written focusing on the results of questionnaires by club members concluding that members have a positive experience at the club, accompanied by a sense of belonging and ability to form meaningful social relationships.

The Testimonial Centre

We continued with the ongoing assessment of the testimonial project using questionnaires and an internal research report and we began writing an article on testimonials based on data from the questionnaires. A report on this is to be published in the near future.

International Relations and Resource Development

There is ongoing cooperation between the departments in order to assess the effectiveness of the projects at NATAL and to share the success, challenges and progress of NATAL's projects in the field of trauma with our donors and supporters.

Academic Articles

Article about the ongoing Helpline intervention model; Article on the impact of exposure to missiles in the population with cognitive disabilities

A Longitudinal Study of Changes in Psychological Responses to Continuous Terrorism

Impact of Exposure to Potentially Traumatic Events on Individuals with Intellectual Disabilities

Special issue introduction article deals with mental health conditions of conflict was published in Israel Journal of Psychiatry.



Israeli IDF soldier returning home after "Operation Protective Edge". Photo: Itamar Grinberg

The Marketing and Publicity Unit

Unit Manager: Gali Dagan

Unit Objective: Raising awareness of Post-Trauma and creating legitimacy to receiving psychological assistance.

Team Members: Spokesperson, Digital Marketing Director, Production Coordinators

About the Unit

One of the unit's objectives is to raise awareness of PTSD due to war and terrorism, in order to keep the needs of those suffering in the spotlight and help legitimize seeking psychological assistance. This includes planned publicity campaigns as well as creating a media buzz according to the demands of the hour. As well as TV, radio and newspapers, NATAL has an active online presence with a website, Facebook, Twitter and other social networks, in addition to publishing our own annual magazine, publicity events, conferences and joint projects with various national and international media outlets.

Summary for 2014

Fundraising events and outreach

- NATAL's annual "Running in Color" event took place for the second time at the Hayarkon Park in Tel Aviv. The race was held in collaboration with Sport Web, Nirlat and Super Push. This year, over 3,000 runners took part including members of youth groups around the world. Veterans and families came to enjoy the happening, and especially to support NATAL. The race was accompanied by a comprehensive public



"9 Lives" Veteran Rock band and Yehudi Ravitz after a performance

Operation Protective Edge

This year, the department's activities focused strongly on creating awareness of Post-Traumatic Stress and continuous cooperation with the media who worked around the clock in order to address the citizens of Israel during the constant times of emergency. Initiatives including stress-relieving activities such as music therapy, art therapy and theater workshops were organized for children and youth in the areas most affected by rocket attacks.

From the day that the three teenage boys were kidnapped to the end of the war, NATAL has worked in emergency mode.

Our activities included:

- Continuous cooperation with Israel's "106 enquiry centers" across the country.
- Advertising NATAL's Helpline number in main news channels.
- Interviews with NATAL's mental health professionals in the media (Channel 2, News 1, News 10, breakfast programs in all channels).
- Publishing tips and recommendations to alleviate anxiety (Yediot Aharonot, Walla TV, Ynet) in-depth articles (Ha'aretz, The Marker, Ma'ariv, Jerusalem Post), and continuous updates on our websites and social media.
- Anxiety relief activities were held in southern regions exposed to ongoing rocket attacks, as well as youth villages and kibbutzim that hosted southern residents that were evacuated from their homes. The activities offered included the children's therapeutic intervention puppet show "Princess Kuntz and the mirror of miracles", playback theater, music therapy, puppeteering and art workshops. The activities mentioned above reached over 3,000 people, including children and parents, educational staff, the local welfare and community. This was coordinated directly with officials in local authorities in order to reach the maximum amount of residents of in each area.



Participants at the annual "Running in Color" event

- relations campaign in cooperation with Nirlat and a radio campaign led voluntarily by renown radio broadcaster Tal Berman.
- Veteran rock band "9 Lives" performed at a unique fundraising concert that took place immediately after "Operation Protective Edge", at the "Reading 3" concert venue. The event included a special appearance by acclaimed Israeli artist, Yehudit Ravitz. More than 500 people came to support NATAL at this event.

NATAL in the Media

- National media campaigns were broadcasted on Memorial Day for victims of terror and war, and for the week approaching Yom Kippur. The campaigns were produced by respected Advertising Agency Shimoni-Finkelstein-Barki.
- Memorial Day campaign focused on giving bereaved families the opportunity to commemorate their loved ones in realizing their dreams. Memorial Day broadcasts included ongoing interviews on the radio and television channels. Moreover, an in-depth report was written on the work of Dalia Shatz "Mother of the Wounded soldiers".
- This year's annual Yom Kippur campaign, launched shortly after "Operation Protective Edge", focused on the scars that remain that are caused by terror

and war. We also focused on the intergenerational connection between the 1973 Yom Kippur War and "Operation Protective Edge".

Special activities

- The "Running with Rami" running group for traumatized combat veterans concluded the first year of activities, and a new one started. The running group consists of 25 members accompanied by 9 trained running volunteers, Rami Yulzari (head of the group), a coach and a NATAL therapist. This year, two new coaches were trained. Some of the group members took part in various sporting and running events such as the "M2V" (Mount to Valley) race. Every month, social activities are organized in order to unite the group and to strengthen the bond.
- The 15th annual magazine "About Feelings" was published and distributed with over a million copies dispatched along with the daily press. This year the magazine focused on trauma and resiliency. The magazine included interviews with three bereaved siblings who are also musicians: Shlomo Gronich, Nimrod Lev and Dana Vyshinsky. Another article included an interview with Doron Almog whose family lost loved ones due to war more than once. An interview was also conducted with Rami Yulzari and his wife, on dealing with pain through running and sports.



Veterans in the "Running with Rami" group while practicing

- The Children's puppet show "Kunz and the mirror miracles" continues to tour in the southern localities, and at the same time has been integrated as part of the educational curriculum of social-values in northern Israel. Over 150 performances were held across the country (south to north including Hadera, Pardes Hanna, Haifa and its suburbs) and over 7,000 children were exposed to it.
- Collaboration with CET (Center for Educational Technology): NATAL established an online platform, in collaboration with the Center for Educational Technology, that includes developing interactive content on coping techniques for children, parents and teachers in emergency situations, stress and trauma.
- As part of a therapeutic Photography Workshop held at NATAL in collaboration with USdirector Ben Patton and participants struggling with PTSD, we produced and broadcast a news report on Channel 10.

Events targeting Veterans

- A lecture took place with renowned war reporter Itay Engel, reporter for Israeli program "Uvda" and a lecture was held at Ben-Gurion University by Oded

Ben-Ami, a former IDF spokesman, today a reporter on Channel 2.

- A new creative outreach movie targeting veterans was produced in conjunction with ZEEK. The video includes a brief explanation of PTSD in combat veterans demonstrated by a cartoon figure portraying a veteran dealing with symptoms of PTSD in everyday life. The movie was screened at several events in academic institutions, and was distributed via various channels on the Internet.

Fundraising events

- A Laline donation campaign took place throughout the month of February at Laline's chain stores. Customers were invited to donate 5 or 10 Shekel in favor of treatment of victims of terror and war.
- National fundraising day of the Ministry of Education was held in March in conjunction with NATAL, and other non-profit organizations. In this context, we held workshops in 40 schools led by NATAL's staff.



NATAL, Back to Life

Excerpt from an article featuring NATAL in Haaretz newspaper in August, 2014

The war that comes after the Gaza war

For soldiers with post-traumatic stress disorder, the real battles are just beginning.

By Gili Cohen | Haaretz, Aug. 8, 2014

After almost 30 days of fighting in the south and the entry of tens of thousands of troops into the Gaza Strip, the Israeli Defense Forces is beginning its "day after" routine. The brigades that fought in Gaza have held their Operation Protective Edge "graduations" and some 30,000 reservists have shed their uniforms and returned home. But for many, this is not the end. "The war may be over, but the internal tumult is just beginning," said Saar Uzieli, a clinical psychologist who is the head of the clinical unit at Natal, the nonprofit Israel Trauma Center for Victims of Terror and War.

During the hostilities, the organization's hotline received some 5,000 calls from residents of southern Israel, worried parents of soldiers and some conscripts and reservists, all seeking someone to listen to their apprehensions. "Some were afraid of going into the Gaza Strip and dying, some might have been afraid to say 'We're afraid.' Some need a place that can contain the fear," said Gila Sela, the head of Natal's hotline. "When everyone is such a great hero, you need a place to unwind."

According to estimates, mental health authorities treated more than 100 soldiers during the fighting for anxiety and post traumatic stress disorder. Those who were treated included soldiers on the front line, those inside Israeli territory and those on the home front. In an interview with Haaretz, Lt. Col. Dr. Ophir Levy, commander of the IDF's unit for combat stress, declined to say how many troops sought help but said the numbers were relatively small compared to the number of soldiers who took part in the fighting. Some 30 soldiers were treated for anxiety before the ground war even started. These figures were higher than those in recent rounds of fighting in Gaza: 23 such cases during Operation Cast Lead

in 2009 and 19 cases during Operation Pillar of Defense in 2012.

IDF mental health officers along with psychiatrists, both in the regular army and reservists, established special teams to handle "combat reaction" in soldiers, considered a precursor to PTSD.

The army says the goal of these mental health teams is to aid the soldiers, among other methods by talking them through their problem, without removing them from the military framework. Troops undergo mental preparation during periods of quiet too, said Levy. "There is a window of opportunity for preventing chronic PTSD. ... Most mental health officers succeed in providing a good response since soldiers remain in the areas of hostilities," said Levy. Every unit that took part in combat received the support of a mental health officer, who was assigned to the unit in advance.

Immediately after the three-day cease-fire went into effect Tuesday morning, the forces that had been deployed in the Gaza Strip regrouped within Israel, and the mental health teams got their marching orders, Levy said, adding that at that stage combat reaction is a normal

response to intensive combat. For that reason the Medical Corps tries to bring in its treatment teams right away for meetings with combat units at the platoon and company levels, especially for units that experienced particularly difficult incidents. These include the Golani Brigade operations in the Gaza City neighborhood of Shujaiyeh, or the activities of the Maglan special forces unit in Khan Yunis. A number of soldiers in these units were diagnosed with PTSD during the fighting, and a few were removed for treatment.

One reserve unit contacted the combat stress unit independently and arranged for a kind of "group therapy" session for its troops with staff from Levy's unit.

Similar steps were taken during and after the Second Lebanon War in 2006, with follow-up for significant periods after the war. According to figures issued by the IDF Medical Corps in September, 1.5 percent of soldiers who saw combat in that war suffered from PTSD. It is expected the numbers suffering from PTSD, in all its forms, will be similar for Operation Protective Edge.



A funeral during "Operation Protective Edge", Photo: Ziv Koren

International Relations and Resource Development in Israel and Abroad

Unit Manager: Ifat Morad

Unit's Objective: Raising funds in Israel and abroad as well as developing donor relations in order to provide funding for NATAL's activities

Unit Team: Unit Manager, Project Managers, English and Hebrew speaking volunteers from Israel and abroad

About the Unit

This unit's primary objective is to raise funds for NATAL's various activities as well as resource development from various sources as competition increases and the economy fluctuates. The aim is to create financial stability for the organization so that we can treat the maximum amount of sufferers of trauma in Israel in the best and fastest way possible. The unit also operates as a gateway to expanding NATAL's cooperation with various bodies internationally, from federations and foundations to academic institutions and other non-profit organizations working in the field of trauma.

In our activities abroad, the unit operates to advance NATAL's consulting services and to duplicate NATAL's therapeutic model in organizations abroad, while maintaining sensitivity and context that is relevant to the cultures and operating style abroad. A part of NATAL's mission is to be a part of a joint effort to develop treatments that will advance treatment of trauma, in Israel and abroad. For example, NATAL's unique Helpline model for treating trauma victims is now being adopted by US organization Wounded Warrior Project which was established to help US veterans returning from Afghanistan and Iraq.

Summary for 2014 in the international arena

- **NATAL at the Annual AIPAC Conference, 2014:** This year, our representative at the Ofakim resiliency center, Yahaloma Zahut, represented NATAL at the AIPAC conference in Washington to an audience of over 13,000 people. She told her personal story and explained about the important work of NATAL in the

southern town of Ofakim, which is suffering from ongoing rocket attacks.

Special collaborations with US organizations

- **"I was there" film workshops:** This year a unique project took place in cooperation with Benjamin Patton who is a US film director and author. He comes from a family with a long military history and is the grandson of General S. Patton Jr. Benjamin Patton worked for many years with the US Army and developed a workshop where soldiers create short films based on personal experiences related to their military service.
Two workshops were held in collaboration with NATAL, one in Israel with Israeli veterans and one in the US with US veterans.
- **NATAL's collaboration with US Wounded Warrior Project:** NATAL continued to train the Wounded Warrior Project team in Jacksonville, Florida. After the training provided by NATAL, the Wounded Warrior Project will operate a tailor-made Helpline, which will cater to their objectives and needs.
- **International CHI Conference:** NATAL is a member of the Child Helpline International. This year, we took part at the annual conference that took place in London and reported on NATAL's work during "Operation Protective Edge" and the crucial role of the Helpline during the war. The Helpline's Unit



Benjamin Patton, Dr. Rivkah Tuval Masiah and participants in the film workshops

Manager attended the conference to represent NATAL's work.

- **Conference dedicated to Israel by the Karmel Community in Finland:** NATAL's Executive Director Orly Gal and head of the department, Ifat Morad, attended a conference dedicated to Israel held in Finland. Israeli Ambassador to Finland, Dan Ashbel, Chairman of the Jewish community and his deputy came to express their gratitude to the community of Karmel and their support of Israel and NATAL. At the conference, Orly Gal presented NATAL to the audience and spoke about the importance of strengthening the resiliency of Israeli society.

International knowledge exchange

This year several groups visited NATAL amongst them:

- Therapists and politicians from Northern Ireland who met with NATAL in order to discuss the similarities in trauma resulting from ongoing conflict.
- Delegation of the Counter Terrorism Committee led by Jean-Paul Laborde visited at NATAL and learned about NATAL's activities in strengthening the resiliency of civilians in Israel.
- A delegation of trauma professionals led by Bishop Ulmer from Los Angeles visited NATAL in order to learn about NATAL's activities in the line of fire.

Friends of NATAL

NATAL is in continuous and strong relations with NATAL's Friends in Europe and the US This year NATAL's Executive Director, Orly Gal and Chairperson and Founder, Judith Yovel Recanati, visited the U.K. Friends and met with veteran organization Help for Heroes, an organization that helps veterans suffering from both physical and mental wounds of war.

Thank You

We would like to take this opportunity to thank Judith Yovel Recanati, Founder and Chairperson of NATAL, for her ongoing donation to NATAL's operating costs, meaning that all donations go directly to the projects treating trauma victims. Her generous donation is given due to her recognition of the importance of strengthening Israel's emotional resiliency.

Operation Protective Edge

During the war the resource development and international relations unit has focused on raising funds and support from numerous sources in the aim of providing professional psychological support to all those who turned to us both during the war, and following the emergency. There is no doubt that donations to NATAL this year especially, are paramount in helping us strengthen the resiliency of Israel.

In March, NATAL's Chairperson and Founder, Judith Yovel Recanati and Executive Director, Orly Gal took part in an intergenerational gathering celebrating women who give time, money, skills and ideas to their communities. This exciting women's philanthropy event took place at OSU Hillel in Columbus, Ohio in partnership with the Columbus Jewish Federation. NATAL's Friends were very dedicated to helping support and raise funds for NATAL during the war and we are very thankful for their ongoing support.



Executive Director of NATAL, Orly Gal meeting the German Chancellor Angela Merkel during her visit to Israel in the summer of 2014

Professional and In-Kind Support

NATAL is able to carry out its mission thanks to the support of hundreds of individuals, foundations and corporations. We cherish all of them and would like to express our gratitude especially to the following donors for their support of NATAL during 2014.

Thank you to all the companies and businesses that donate from their resources, enabling NATAL to continue in its mission

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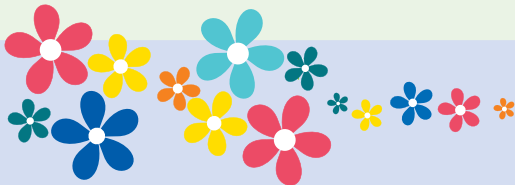
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Thank to all the public figures, artists, professionals and friends that helped us to raise awareness and advance the cause of NATAL

Amos Be'er
Anal Blumentel
Aviv Hofi
Dani Brosoveny
Didi Harari – TV & Radio Host
Eran Yardeni – Photographer
Irit Bashan
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Yovel Recanati, Judith

With Special Thanks

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We would like to express our gratitude and appreciation to all our wonderful volunteers who contribute their time and professionalism to NATAL's activities.

We couldn't do it without you!



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