

# Dear Friends

We are proud to present our annual report for 2015.

The past year consisted of complex challenges. In addition to the ongoing treatment of those suffering from trauma as a result of "Operation Protective Edge", we mobilized mental health professionals to help injured civilians and combatants in city centers and towns during the new wave of random terror attacks that started in September 2015. The outcomes of the terror-related events are reflected in the data represented by our professional units throughout the report. The Helpline provided emotional support to those who needed as a result of "Operation Protective Edge", and we have seen a very high distribution of callers coming especially from Jerusalem. The Community Outreach Unit helped residents of Jerusalem and surrounding areas to solve problems and urgent needs alongside the ongoing activity of the Mobile Unit in southern Israel.

We invested many resources in education and knowledge. We launched "Safe Place, NATAL's Digital Educational Online Portal for resiliency and trauma prevention which was Developed in collaboration with CET, Israel's Center for Educational Technology. NATAL's Therapeutic Intervention Puppet Show for children "Kunz and the magic mirror" was approved by the Ministry of Education and integrated in districts throughout Israel. We expanded our programs serving a variety of populations, and provided training to professional teams in the field of welfare and education. The Multidisciplinary Trauma Studies Center completed the fourth year of our special program to train Casualty Notification Officers and IDF City Officers, and ended the eighth cycle of our one-year program in collaboration with the University of Tel Aviv yearly. We published the 16th edition NATAL's Annual Magazine "About Feelings" of which over one million copies were distributed through daily newspapers nationwide. This edition featured the sights and sounds of war following "Operation Protective Edge" from the front lines and the population of Israel exposed to war-related events.

Finally and on a joyous note, we are happy that over five thousand people came our annual "Running in Color" event this year for the third consecutive year. The run is organized in the aim to raise awareness of PTSD and of those traumatized by terror and war whose wounds are transparent.

We wish to thank our friends in Israel and overseas including our supporters, donors and sponsors of our activities. With your help, we will continue to help all those who need us.

With warm regards,



A blue ink signature of Judith Yovel Recanati, written in a cursive style.

**Judith Yovel Recanati**  
Chairperson



A blue ink signature of Orly Gal, written in a stylized cursive font.

**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 in different languages, for an unlimited period of time, as needed. Those who call the Helpline are 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.

## Summary for 2015

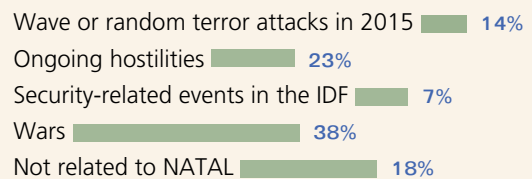
The past year was characterized by upgrading and improving the Helpline service to callers, and strengthening its infrastructure and effectiveness, both in terms of technology and specialized training for volunteers. We started a new training course for volunteers after which we recruited 10 new volunteers we started a course to train volunteers in providing support through chat services and recruited 13 new volunteers for this, five of which are volunteers in NATAL's Emergency Team. The Helpline's professional staff provided training across the country to municipalities, the Educational Psychological Services of local municipalities, healthcare providers, and the Ministry of Defense.

## 2015 in Numbers

During the year we received over 2, 000 incoming calls from all over the country. The Helpline provided regular support during routine times and support to the

general public, institutions and organizations during the wave of random terror attacks that struck the country starting in September 2015. Approximately 40 Helpline volunteers provide emotional Helpline support during routine times and approximately 40 more are recruited during emergencies. The main reason for calling NATAL's Helpline is related to stress and anxiety that accompany the daily lives of the population of the country during and following waves of terror attacks. Another large group that turn to the Helpline consists of veterans who served in the IDF during "Operation Protective Edge" and feel that their lives have not returned to normal after their service. A large number of callers turn to NATAL following public outreach campaigns launched on Yom Kippur, Memorial Day for victims of terror and the day marking one year since "Operation Protective Edge". We received calls from veterans of the first Lebanon War, the Second Lebanon War, Yom Kippur War and other war-related events. The gender division is 53% female and 47% male. This reflects a change in the calling trends in comparison to past years in which the distribution consisted mainly of 60% women and 40% men.

### Events causing people to turn to NATAL



### Breakdown according to the wars



Breakdown of the data showing the volume of people seeking emotional support at NATAL from Israel's various wars and operations. It is evident that the largest volume of callers turn to NATAL as a result of the most recent "Operation Protective Edge"

# The Clinical Unit

**Unit Manager:** Sa'ar Uziely

**Deputy Director:** Dr. Hanna Himmy

**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 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 2015

During 2015 approximately 620 patients were treated at NATAL's Clinical Unit. We treated an average of 409 patients per month: 20% received combined (multidisciplinary) treatment, 32% received on-on-one psychological treatment at NATAL's headquarters, and 68% were treated by therapists across the country. As a direct result of "Operation Protective Edge", 166 new patients began treatment at NATAL of which 121 were children and 45 adults.

## Children

During 2015 approximately 233 children were treated, mostly children living in southern Israel. The children received treatment after being diagnosed as suffering from symptoms developed as a result of a life exposed to ongoing conflict.

## Staff

During the year we expanded our unit and added six new therapists, including a psychiatrist.

## Professional training for staff

A course in EMDR took place, led by Dr. Udi Oren.

## IDF combat veterans project

During 2015, 122 IDF combat veterans were treated in the Clinical Unit. 21 combat veterans completed their treatment and there are 11 additional combat veterans in the intake process.

## Testimonial Center - summary of activities for 2015 and goals for 2016

During 2015 we documented ten testimonials of victims of Israel's wars and terror attacks. The testimonials included bereaved parents who were able to preserve the memory of their children and share the challenges bereaved families face.

## Research

Data analysis of the questionnaires before and after testimonies shows that there is symptom relief following the testimonial process. People who underwent the process expressed a feeling of relief and overall satisfaction with the process. We created questionnaires related to bereavement and loss which will enable research regarding bereaved family functioning before and after the loss, diverse bereavement patterns and the relationship amongst bereaved family members.



Testimonial process

# 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:** Unit manager, 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 2015

2015 was marked by the expansion of academic programs for Casualty Notification Officers and City Officers and improving the information center and library services.

### 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 2015 academic year, our eighth graduating class was comprised of 28 mental health professionals including social workers, psychologists, educational counselors and art therapists.
- In October 2015 we opened the ninth cycle of the course including 34 members from the mental health, counseling, rehabilitation and nursing professions.



Students receiving certificates at completion of the year-long course, 2015

## 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.
- A course for rehabilitation of victims of sexual assault and incest- with Dr. Zivia Seligman.
- Two courses on Somatic Experiencing – with Gina Ross.
- A course for integrative child psychotherapy, focusing on anxiety and trauma – with Dina Sandrov.
- A Mind-body workshop focusing on consciousness – with Dina Sandrov.
- Cognitive and behavioral treatment of children and adolescents – with Dr. Yuval Oded.
- Emotional first aid for the social workers at the Shaare Zedek Medical Center – with Ms. Ayelet de Picciotto
- A total of 153 mental health professionals participated in our 2015 courses and workshops.

## Training IDF Casualty Notification Officers and City Officers

- This year we continued our partnership with the Ministry of Defense in training IDF Casualty Notification Officers and City Officers.
- In January 2015 we opened a new year of studies for young officers and continued train and provide guidance to senior officers. In the school year that ended, 70 Casualty Notification Officers took part.
- Key course content: Updated theories on loss and bereavement, escorting psychiatric patients, secondary traumatization, family resilience, family and career, from crisis to growth, casualty notification, and more.
- In October 2015, the second year of studies started for the young officers and a new course “intervention during crisis and trauma” was opened for senior officers. Furthermore, seven training groups were opened during the course of 2015.
- Continuous education for graduates of the program is offered at NATAL’s Multidisciplinary Trauma Studies Center including a library consisting of a large variety of academic material in the field of trauma.



## Maintenance and Technology Unit

**Unit Manager:** Shuly David

### About the Unit

The Maintenance and Technology Unit provides advanced and up-to-date response to all of 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 2015

2015 was marked by continued upgrading and replacement of technological systems and investment in maintaining information security in the organization. This year a major procedure took place in which we transferred NATAL’s email system to a cloud service thanks to a donation from Microsoft. This procedure lowers ongoing costs, and includes a new method to secure data. The call center system was upgraded to provide immediate response during routine and emergencies, we upgraded our IT equipment, and ongoing technological support was given to professionals, patients and students. We continued to host numerous delegations at NATAL’s headquarters including, businesses, institutions, academic students and more.

# The Community Outreach Unit

**Unit Manager:** Yotam Dagan

**Deputy Director and replacement:** Dr. Tamar Lavi

**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



Resiliency building workshop for children followed by therapeutic intervention puppet show "Kuntz and the magic mirror"

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 2015

- This year we worked on expanding the amount of people who overcome trauma while continuing to strengthen emergency preparedness and continue with ongoing treatment. As part of the expansion of our activities we added a new Deputy Director to the team, Dr. Tamar Lavi.
- During the last quarter of 2015, much of our work was focused in Jerusalem and other areas which were affected by the latest wave of random terror attacks. During the outburst of violence in Jerusalem and its surroundings, the unit provided quick response to problems and urgent needs.
- The launch of "Safe Place", NATAL's Digital Educational Online Portal for resiliency and trauma prevention, was an incremental tool in providing immediate relief during emergencies, especially in schools around Jerusalem. We are currently building an online intervention lesson plan which can be used in classes as a central platform for relieving stress and anxiety.
- We expanded activities with the Israeli police in a series of workshops aimed at preventing professional burn-out and emotional fatigue amongst officers.
- We expanded our activities in the Arab sector by developing a partnership with the "Nur" trauma treatment center in Wadi Ara, in which we intend to collaborate on our work in Arab schools.

## 2015 in numbers

The total number of recipients of our services this year amounted to 22,177 men, women and children. The total hours of emotional support, treatment and intervention to children and families was 11,722. In 2015 our unit saw an increase of 15% in total operating hours (in comparison to last year), an increase of over 35% in the number of recipients of treatment, and very significant increase in the number of those treated through our Mobile Unit. Special projects took place

such as our programs providing support to: youth at risk at the "Beit Apple" boarding school (phototherapy, yoga, training, playback theater), support groups for the wives of former Prisoners Of War, support groups for partners, and family members of wounded veterans, "Safe Place", and more.



## 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.

### 2015 in numbers

At the end of 2015, NATAL's Social Therapeutic Club was attended by 42 participants, 19 participants from the NATAL group, and 23 from the group sponsored by the Ministry of Social Security.

### Summary for 2015

During 2015 we continued to offer a variety of activities at the club with the aim of providing a home to those who suffer from acute and chronic trauma. Events took place to celebrate festivities including Purim, Rosh Hashanah and Passover and a unique flower arranging workshop took place. In addition we went on day trips to various and interesting destinations across Israel and held jewellery making workshops. In order to maximize our outreach, we focused much effort in recruiting new members who need it, to the club.



Papier mâché created by Club members

# 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 2015

- Following "Operation Protective Edge" we created an emergency team within the administrative offices to provide support at the Helpline during emergencies providing specified training for the roles needed.
- Welfare: we provided team-building activities, festivities during Passover and Rosh Hashanah including the distribution of gifts. We continued to offer weekly yoga classes to NATAL employees.
- Selection processes were carried out as well as the absorption of employees and volunteers for NATAL's various units.
- We organized tours and lectures for the Social Therapeutic Club.

## The value of volunteering

At the beginning of the year we held a tribute to volunteers including an interesting lecture by Yasmin Feingold, Israeli rowing champion who was injured and shared her touching recovery story. The event included the distribution of certificates and gifts.

The Helpline opened a new chat line course with a total of 18 participants and we continued with the international intern program in the International Relations and Resource Development department recruiting English-speaking volunteers to help raise awareness of the effect of trauma on the Israeli population. We recruited over 60 volunteers to help at NATAL's annual "Running in Color" event. In total 186 people volunteered at NATAL throughout the year.

### "Running with Rami" running and walking group for veterans with PTSD

The Tel Aviv team consists of 25 participants and 8 volunteers and two volunteer coaches. The group practices weekly at Hayarkon Park in Tel Aviv. In 2015, two members of the group participated in a coaching course and some members of the group participated in races such as the Tiberias Marathon, Jerusalem Marathon, the Tel Aviv Marathon and more. The group participated in workshops and activities including yoga, cooking, bowling, movies and more.

The Jerusalem group consists of 19 participants, including two volunteers. They practice weekly at the Sacher Park. Avner Vinai, from the Community Outreach Unit guides the group together with two volunteer coaches from the Tel Aviv group. The Tel Aviv and Jerusalem groups sometimes practice together and participate in races together as they wish.





# 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 2015

### Clinical Unit

A new clinical questionnaire was introduced for elderly patients. Among the new indicators: post-traumatic growth, social support, action and acceptance (mental flexibility index), and symptoms related to bereavement. In addition, we wrote several research reports focusing on the veteran population indicating efficacy in reducing trauma symptoms and improving functioning.

### Helpline

Following "Operation Protective Edge" an emergency call evaluation questionnaire was built for use in future emergencies.

### Community Unit

We created questionnaires evaluating the unit's projects, including the puppet show and workshop in schools and training medical staff in hospitals. In addition, an evaluation model was built to evaluate the online "Safe Place" workshops. An article on "Safe Place" was written with the team for the book "South, North and everything in between" published by the Israeli Trauma Coalition.

Ongoing work was carried out evaluating questionnaires

filled out by nurses in the resiliency workshops and research reports were written pointing out improvement in the efficiency of the nurses training workshop in providing help during emergencies.

### Social Therapeutic Club

Activities were evaluated through questionnaires given to the club director and a research report was written based on the findings.

### Testimonial Center

Ongoing assessment of the Testimonial Project through questionnaires. We continued to work on an academic paper based on recent data and began to prepare a questionnaire dealing with symptoms of loss and bereavement.

### Resource Development

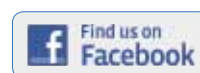
Research papers were prepared for reports submitted to foundations.

### Research conducted during Operation Protective Edge

During the operation, the research department carried out a unique and wide-ranging research project dealing with emotional response during the war in real-time. During 2015, the data was analyzed and the initial results showed that, amongst other findings there were three patterns of emotional response during the war: resilience (72%), recovery (15%) and relapse (13%), and there were different response patterns for men and women. These findings are currently under publication through various scholarly articles, and are presented by the research unit in an international academic conference on the subject of stress and anxiety.

### Academic papers

Article about emotional response in the elderly population exposed to rocket fire (Pelgi, Gelkopf and Berger) published in the journal of Psychiatry Research; Article about intervention in schools to reduce symptoms and know the other (Berger, Gelkopf, Heinberg and Zimbaro) published in the Journal of Educational Psychology; Article about soldiers participating in or witnessing acts of humiliation against the civilian population (Gelkopf, Berger and Roe) published in Peace and Conflict: Journal of Peace Psychology.



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# 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 2015

### Fundraising events and outreach

- The conference "After twenty years: commemorating Yitzhak Rabin" was held in cooperation with NATAL and the Holon Institute of Technology as part of an exhibition under the same title. The curator and editor of the conference was Professor Dana Arieli, and included Dr. Ilan Kutz, Prof. Rutu Modan, Prof. Rivka Tuval Mashlach, Dr. Naama Meiri-dan and more. The exhibition featured a book including an article written by Yotam Dagan, head of NATAL's Community Outreach Unit, on behalf of NATAL, and an article by Judith Yovel Recanati, Chairperson and Founder of NATAL, who is an art therapist by profession.

### Campaigns

- 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.
- Campaign was launched marking one year since "Operation Protective Edge". It was broadcasted on

### Running in Color

NATAL's annual "Running in Color" event took place for the third year at the Hayarkon Park in Tel Aviv and was attended by over 5,000 runners, including many families who came to support us. Altschuler Shaham, who have contributed to NATAL for many years provided us with the main sponsorship and donation, as well as Israel Discount Bank, The Yahel Foundation and Carasso Motors.



national television, newspapers and the internet and focused on the emotional scars following the trauma of terror and war-related events. The campaign targeted both veterans and the general population.

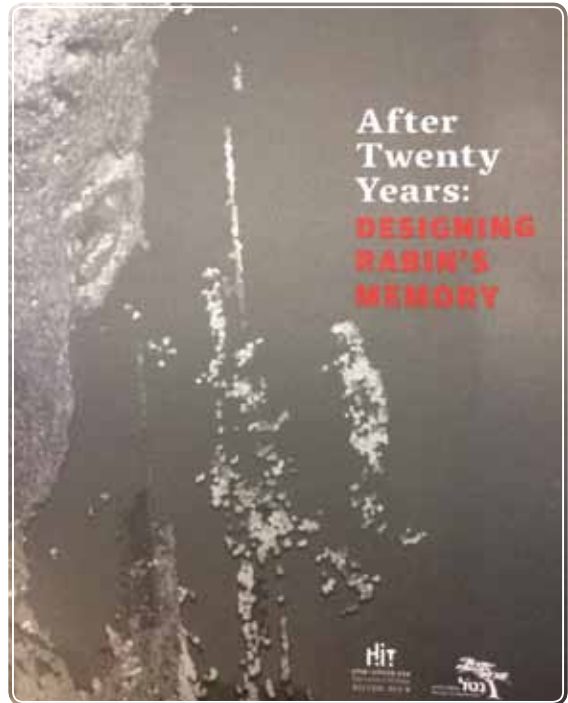
- A new Yom Kippur campaign was broadcast on the radio reaching out to IDF veterans from all wars and operations throughout Israel's history. The radio broadcast made a direct appeal to veterans describing symptoms of PTSD and urging them to seek support if needed. The campaign was also broadcast on television, radio and the internet and was a success, resulting in numerous enquiries from veterans and their families to NATAL's Helpline. The campaign was launched in courtesy of Kobi Meidan and advertising agency Shimoni-Finkelstein-Barki.
- Poster campaigns were distributed on trucks and on them was written "trauma should be treated otherwise it will come back". The campaign lasted for two weeks in major cities including Jerusalem and Tel Aviv. This unique campaign received much attention and again, led those who need our help to contact NATAL.

## Projects

- The 16th annual magazine "About Feelings" was published with a special focus on "Operation Protective Edge", the tremendous pain of bereaved families of combatants, those who have lost friends, all those who are dealing with the consequences of war, both in body and mind. The edition included interviews with three bereaved fathers who lost their sons in battle, emergency staff of the Soroka Medical Center and IDF veterans struggling with post traumatic stress disorder who decided to go on a journey to the Himalayas when war started struck the country. This year again, we distributed over one million copies dispatched along with daily newspapers all across Israel.
- Therapeutic Intervention Puppet Show "Kuntz and the magic mirror" was approved by the Israeli Ministry of Education and held 56 performances to over 3,500 children combined with workshops led by the Community Outreach Unit.
- "Safe Place", NATAL's Digital Educational Online Portal for resiliency and trauma prevention, developed in collaboration with CET, Israel's Center for Educational Technology was launched following a successful pilot in schools across the country. Relevant content is regularly uploaded and developed to stay

### Women's Event

This year the event hosted a panel of young women who chose to serve in combat units of the IDF and have taken part in major operations and units including paramedic units, the air force, "Karakal" combat unit and more. The panel was moderated by TV host Miki Haimovich and included renowned Israeli singer, Gali Atari.



Cover of the book "After twenty years: commemorating Yitzhak Rabin" featured at the conference

updated and relevant to the different grades and ages, and we are in the process of translating and adapting the platform to Arabic and English. This platform has also been approved by the Ministry of Education at the end of 2015.

### Targeted outreach to IDF veterans

- As part of our outreach to veterans, we held informational events at universities with renowned war reporter, Itay Angel to attended by over 1,000 students.

### Fundraising events

- National fundraising day of the Ministry of Education took place in January 2015. In this context, NATAL volunteers and employees toured schools around Israel and provided resiliency and informational workshops to over 40 schools.
- We participated in the "Heroic Family" campaign initiated by the "YOU" chainstore, and other chainstore fundraising campaigns.



**NATAL**, Back to Life

# 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



Orly Gal, Executive Director of NATAL with Dr. Ursula Ponder Lain, German Defense Minister

## Volunteers from abroad

The unique volunteer program for English speaking volunteers operated for the sixth consecutive year. The volunteers serve as NATAL ambassadors when they return to their home countries in England, Australia and USA, and help us in raising awareness of NATAL's work. This year our volunteers helped us especially during the annual "Running in Color" event in which they raised awareness of the race and helped raise funds to assist children and youth.



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 2015 in the international arena

- Following "Operation Protective Edge", we had to expand our resources due to the high demand in the population that was exposed to trauma. In addition, the random and ongoing terror attacks that swept the country resulted in hundreds of new people turning to NATAL for help. Activities at NATAL grew and with it also the budget and the challenges to recruit funds. Our fundraising activities are large and diverse including applications to governmental agencies, foundations, businesses, private donors and through fundraising events.

- International knowledge exchange - Each year, we organize activities to raise awareness of the importance of trauma care in Israel and abroad. This year dozens of groups and delegations visited NATAL, accounting for a strong platform to promote the subject of raising awareness of PTSD.
- To mark 50 years of diplomatic relations between Germany and Israel, NATAL participated in various events during the year and strengthened its warm ties with Germany.



Participants of a "Masa" group visiting NATAL

### Friends of NATAL

NATAL invests heavily in strengthening our ties with NATAL's Friends in Europe and the United States. It is important to note that in addition to donations NATAL receives from Israel and our friends in the US, UK and Switzerland, NATAL gets warm support from organizations and donors in Finland, Canada, Germany and more.

### Visitors to NATAL

AIPAC groups, a group of mental health professionals from the US, Europe and Australia, representatives of federations and American Jewish communities, dialy parnters from the IDF, the police, the Ministry of Social Affairs, the Ministry of Health and others.

## 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.



Ceramic birds created by artist Irit Kaplan and sold in museums across Israel, all proceeds are donated to NATAL



### Your donation can help change a life!

A very meaningful way to celebrate a birthday, anniversary, Bar/Bat Mitzvah, graduation or wedding, or to commemorate a loved one is through a special donation. Your generosity will help give a brighter future to thousands of Israelis in need. For more information please contact [info@afnatal.org](mailto:info@afnatal.org)

# 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 2015.**

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

Appleseeds Academy  
Ariel and Adiel Event Attractions  
Ben Horin Alexandrovitz - Strategy, Communication & Crisis Management  
Brandman Research  
Calcalist Newspaper  
Campus Siim - Sport and Movement  
Channel 1  
Channel 10  
Channel 2  
Channel 2 Reshet & Keshet  
Channel 24  
Comodor  
CTV  
Debby Communications  
D.J. Itay Galo  
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