

Dear Friends

We are proud to present you with NATAL's 2016 Annual Report.

This report covers all activities over the last year within every unit, including relevant data, trends, special events and more. It is a great opportunity for us to extend our thanks to all of NATAL's staff, therapists, and volunteers who have all done some very impressive work and continue to exhibit great professionalism and commitment to NATAL's mission.

Over the past year the wave of terror attacks which began as indiscriminate stabbings across the country grew to include two serious shootings in central Tel Aviv and claimed the lives of many civilians, while simultaneously leaving many more wounded both in body and soul. During these times NATAL operated within its emergency mode, with the Helpline operating 24/7 in order to answer the great influx of callers seeking support. At the same time we unveiled NATAL's new online chat service which similar to the Helpline, is operated by a group of dedicated and trained volunteers.

This year NATAL established its first Public Advisory Board, led by former IDF Chief of Staff, Major General (Res) Benny Gantz. The board includes prominent Israeli public figures, artists, journalists and representatives of students and youth in Israel. The purpose of the Public Advisory Board is to accompany NATAL as it continues to fulfill its mission within Israeli society, to help and raise awareness about the issue of trauma due to terror and war, and to support NATAL's position as a leading professional knowledge center in the world.

NATAL's annual "Running in Color" event took place in the shadow of the fires that raged in different areas around the country. The dark clouds of smoke were replaced with joyful and optimistic colors. The 5,000 participants who attended the event included veteran combat soldiers, families, and hundreds of Jewish children and teenagers from North America.

NATAL spoke at the Knesset's (Israeli parliament) Welfare and Health Committee, headed by MK Eli Alaluf, where for the first time we presented NATAL's work over the years, the impact of increasing amounts of victims of terror and war on our budget, and to address the issue of greater government support.

As part of our efforts to export NATAL's professional knowledge – including the unique therapeutic models related to trauma – NATAL began to construct and develop international trauma resiliency programming, related to all aspects of emergency management and preparedness. At the same time a professional team from NATAL traveled to Chicago, a city beset with trauma due to urban violence, for the purpose of establishing a Helpline model that is adapted to the local culture. The trainings are designed to enhance the professional knowledge of like-minded organizations across the world and position NATAL as the go-to organization in the field of crises and emergency related trauma. The trainings provide NATAL with an additional source of income that goes directly to NATAL's activities.

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

With your support and dedication we can continue in our mission to provide help to those who need us.

The Helpline

Unit Manager: Gila Sela

Unit's Objective: providing emotional support, one-time or ongoing, through phone calls, chat and e-mail.

Helpline team: Director of the Unit, Deputy director, three social workers, a secretary and volunteers.

Breakdown According to the Wars



In 2016 - 63 volunteers, 13 counselors and 10 chat volunteers have been part of the Helpline team.

During the year, we received over 2,000 incoming inquiries from around the country. In the statistical breakdown it can be seen that from all of Israel's wars, the majority of callers turned to NATAL for help relating to "Operation Protective Edge".

About the Unit

NATAL's Helpline is the only one in the country specializing in providing support and psychological assistance to victims of trauma and war. The Helpline stands available to veterans, children and adults in a variety of languages, for short or long-term therapy, as needed. The Helpline team consists of carefully trained Helpline volunteers who have undergone a six month specialized training course.

The relationship and treatment between the volunteer and the caller ranges from weeks to months to even years. Helpline volunteers are ongoingly monitored and guided by professional and senior Helpline staff in order to ensure that their service is efficient and effective. The volunteers are supervised and mentored by expert mental health professionals in the unit. The use of the telephone and the Internet as a therapeutic tool includes many benefits including immediate availability, anonymity and many more. The caller can and may receive emotional support via the phone, chat or e-mail without leaving the comfort and safety of their home, without being exposed, or without committing to long-term clinical treatment.

The emotional support that is provided via chat or the phone is not intended to replace psychological treatment, but to offer immediate therapeutic intervention and providing emotional coping tools for routine times and emergencies. Furthermore, the caller can decide if a one-time conversation is enough for them or if they would like to continue long-term support over the phone with a Helpline volunteer, including the possibility to be referred to the Clinical Unit for more in-depth treatment.

Summary for 2016

Enhancing the Helpline Capabilities

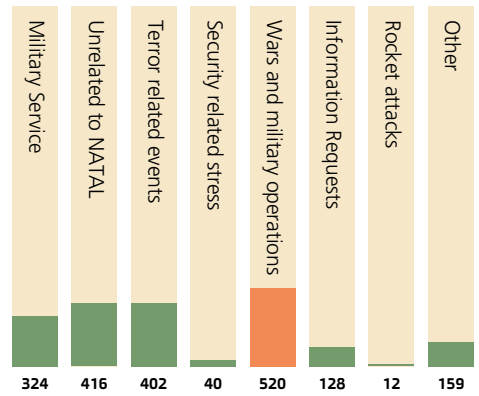
- Opening new channels of communication including a chat and e-mail service. The goal is to appeal to a younger audience who prefers to use online media and text instead of phones. We have simultaneously increased marketing campaigns to raise awareness of this new service.
- We expanded the Home Visitation Project with the aim to expand the number of callers reached via Helpline volunteers.

Training of Volunteers and Professional Staff

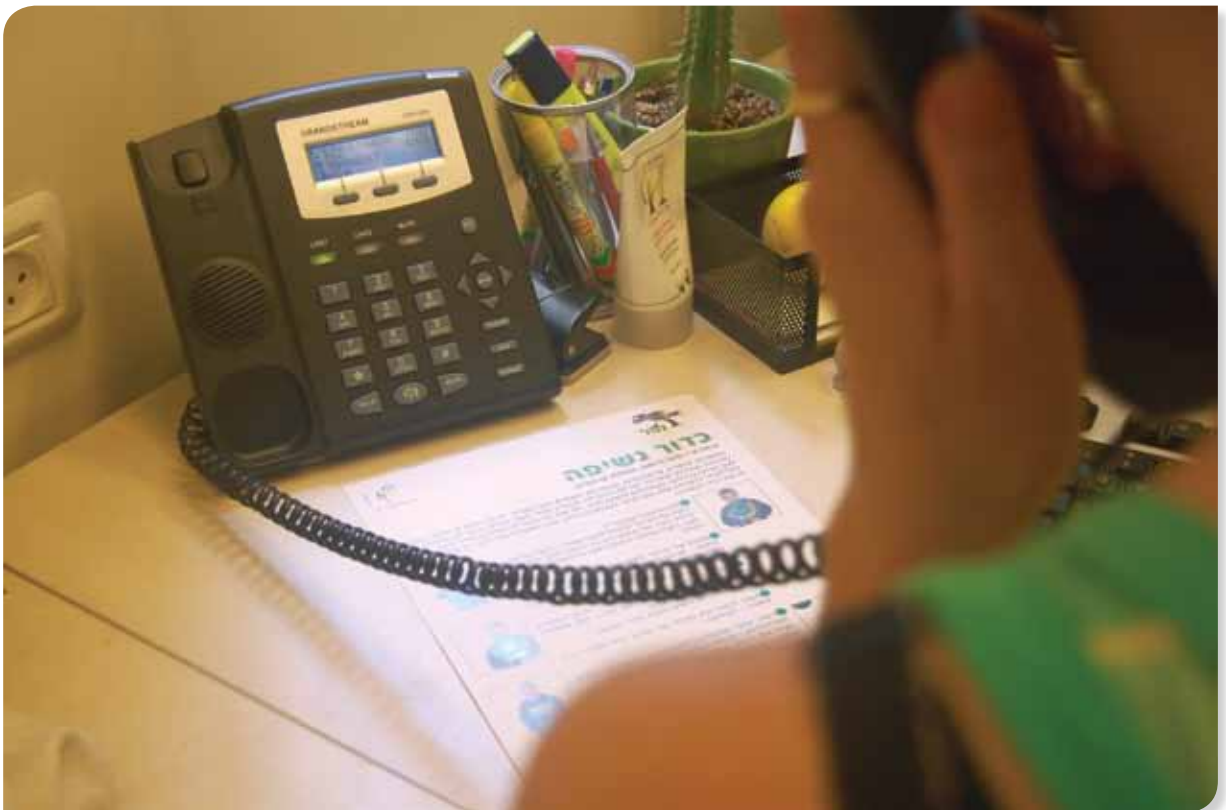
- Enrichment and knowledge – There were five mandatory workshops provided to the Helpline team including meetings with professors and practitioners in the field of mental health. They shared their first-class professional knowledge in the field of mental health through workshops, activities, "Rescue Fantasy" etc.

- Technological upgrades were made including the upgrade of NATAL's CRM system, implementation of the new online chat support system, upgraded synchronization between the Helpline phone and caller management system.
- The 19th training course for 10 new volunteers began after which they have been successfully integrated at the Helpline. The course was designed for both Helpline volunteers and chat volunteers.
- We have increased the team of professional supervisors of the volunteers to be able to handle the growing need. The Helpline also organized a team-building activity to empower and unite the supervisors.
- Team building and empowerment activities were held including a field trip to mark 10 years since the Second Lebanon War. As part of this, Member of Parliament Ofer Shelah conducted a fascinating lecture on the subject of the Second Lebanon War, visited the Observatory "Misgav Am", including a commemoration ceremony for the fallen soldiers at Kfar Giladi.

Events that Lead People to Call NATAL's Helpline



The gender division is 49.5% female and 50.5% male. This reflects a continuation and growing statistical trends which we have seen in previous wars, pointing at an increasing balance between male and female callers to the Helpline (previously strongly dominated by female callers).



Clinical Unit

Unit Manager: Sa'ar Uziely

Deputy Director: Dr. Hannah Himmy

Unit's Objective: To provide individual and group therapy

Team members: Assistant to the Clinical Director, Director of Testimonial Center, 120 therapists nationwide.

All patients in the clinical unit: 633
Weekly average: 432.
32% were treated in NATAL Center;
68% were treated nationwide; 17%
received combined treatment.

Cooperation with National Insurance Institute of Israel

Since 2012, following an influx of terror and war victims in Israel, the National Insurance Institute of Israel started subsidizing psychological treatment of adults and children who are recognized as suffering from PTSD due to terror and war.

As a result in some cases the first 24 clinical sessions provided by NATAL are partially subsidized by the National Insurance Institute. In the event that the patient is in need of further clinical care, NATAL will continue providing treatment and will cover the costs.

Since 2012, 55 adults and 350 children were treated at NATAL in this framework

About the Unit

Tailored, multidisciplinary treatment is the goal of the clinical unit at NATAL. Treatment that involves a combination of two or more types of interventions such as individual therapy, Safe Touch therapy, art therapy, movement therapy, spousal support, psychiatric care and the Social Therapeutic Club. The unit offers itself as a safe place for both patients and therapists alike. We understand that many victims of trauma have often lost belief both in their surroundings and themselves, and perceive the world as a dangerous and threatening place which can hurt them again. Within the therapeutic discourse we aim to enhance their experience of safety which can then extend itself into the world outside the treatment room and gradually allow the patient to reestablish trust and confidence. The corresponding result is a positive response to the treatments provided through quick and accessible care.

In addition we also provide support for loved ones who suffer from secondary traumatization including spouses, children, parents, and grandparents, who are also eligible for treatment.

The creation of safety also stems from our model which allows for the combination of treatment methods based on individual needs. Our recognition of their post-traumatic status is not conditional upon any formal recognition of such through health and welfare institutions.

Summary for 2016

- Children: 244 children were treated in 2016, mostly living in southern Israel. These children received treatment after being diagnosed as suffering from symptoms developed as a result of a life exposed to ongoing conflict.
- Human Resources: In 2016 2 therapists joined at NATAL's center in Tel Aviv and 2 more in other areas. More therapists are in the process of being recruited.
- Professional Development: In 2016 the EMDR course including 50 academic hours was completed and facilitated by Dr. Udi Oren.

Special Projects

- Veteran Combat Soldier Project: Over the year 153 veteran soldiers were treated within the clinical unit – 51 of whom have finished their treatment and 5 currently undergoing intake.
- Testimonial Center: The Testimonial Center continued in 2016 to document traumatic experiences of terror and war.
- A CRM system that facilitates all phases of clinical work (intake, semi-annual evaluations, status updates, treatment summaries and scheduling) was implemented.

Social Therapeutic Club

Unit Manager:
Hagit Buchbinder

Purpose of the unit: Psychological and emotional support through cultural, recreational and social gatherings – a "warm home" that welcomes individuals who have been traumatized due to terror and war, and their families.

Team: Club director, deputy director, activity instructors.

About the Unit

NATAL's Social Therapeutic Club acts as a meeting place, activity center and supportive outlet for creativity and provides therapeutic solutions to some of the challenging situations often faced by trauma victims; social isolation, loneliness, lack of self-esteem, loss of basic skills and more. The club contributes to improving the quality of life of its members and serves them as a warm and supportive home. All activities have a therapeutic focus in improving the basic skills of everyday life – concentration, precision and teamwork. In addition the activities help reflect club members' imagination, feelings and moods while channeling the expression of painful emotions and stress release. According to this rationale, the activities promote empowerment, expression, interpersonal communication and physical activity. All group activities are held in small intimate settings, allowing members to explore and raise doubts and questions about themselves in order to improve their quality of life.

Summary for 2016

This year we continued in our work to strengthen the club as a safe and supportive place for participants and the club grew both in new participants (from both NATAL and Social Security) and new instructors. This year the activity of ceramic gifts production was renewed. Much effort was put into the absorption of new club members from various channels, to which end an event with a focus on rehabilitation work was held at NATAL by the Ministry of Social Security. A panel of 3 female club participants from the Social Security group spoke and answered questions and showed some of the works of other participants of the club.

By the end of 2016, NATAL's Social Therapeutic Club was attended by 44 participants - 19 participants from the NATAL group, and 25 from the group sponsored by the Ministry of Social Security.



The Multidisciplinary Trauma Studies Center

Unit Manager: Bina Levin

Unit's Objective: Training mental health professionals within a variety of subjects in situations of emotional stress and trauma, assistance in raising public awareness, operating as a unique center of knowledge in the field of psychological trauma.

Team: Director, coordinator, tenured professors, lecturers, librarian

About the Unit

Emergencies and disasters expose Israeli society to psychological hardship. Disasters such as terror attacks, war, car accidents, physical and sexual violence can cause significant damage individuals, families, groups and communities. The Multidisciplinary Trauma Studies Center provides professionals from a variety of mental health fields with ongoing education opportunities in various trauma related specializations. The Center offers extensive and comprehensive training on both the practical and theoretical level. The unit also acts as a unique center for information on psychological trauma.

Summary for 2016

2016 was marked by the expansion of academic programs for Casualty Notification Officers and City Officers, along with building upon current courses in collaboration with different NATAL units.

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.

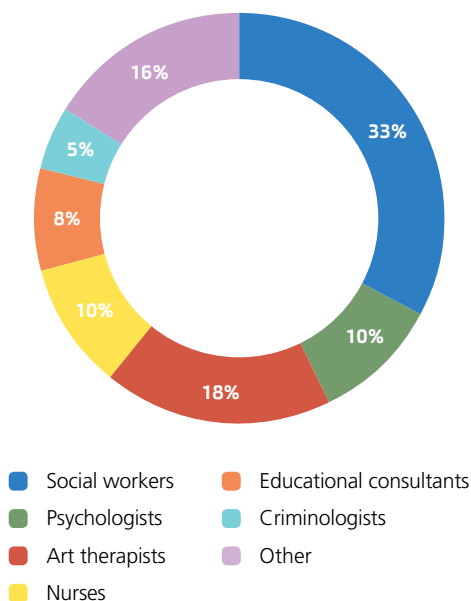
- 34 students graduated from the center's 9th cycle of the program in 2016 and included social workers, psychologists, counselors and art therapists.
- In October 2016 the 10th cycle opened with 39 students enrolled from a variety of mental health, counseling, rehabilitation and nursing professions.
- This program is officially recognized as continuing education.

Advanced Training Courses for Mental Health Professionals

Short term specialization courses and workshops for mental health professionals

- Stage 1 and 2 EMDR with Dr. Udi Oren.
- Integrative psychotherapy for children, focusing on anxiety and trauma – Dina Sandrov.
- Somatic Experiencing with Gina Ross.
- Cognitive Behavioral Therapy in children and adolescents for the clinical team from the Ben Shemen youth village –Dr. Yossi Adir.
- Mindfulness in therapy – Dr. Yuval Oded.
- Mindfulness therapy for psychosocial services of Meuhedet Health – Dr. Oded Arbel.
- Focused oriented therapy – Bilha Frolinger.
- A total of 215 professionals participated in the courses of 2016.

Student Profile
(10th cycle of students starting in 2016)



Training IDF Casualty Notification and City Officers

- Over 2015-2016 the second year of studies started for the young officers and a new course "intervention during crisis and trauma" was opened for senior officers. 7 groups which included 70 participating officers completed this training.
- Over 2016-2017 another course of "intervention during crisis and trauma" for young officers was provided as well as 2 other courses for senior officers - mediation and coaching.

Library Expansion

The library is professional resource for therapists, students and all those interested in the field of psychological trauma, with a variety of books and articles on the subject. The library is staffed by a volunteer librarian who together with an additional two volunteers, have been cataloguing all publications and articles (since 1998) in NATAL's portal with 1,800 items already catalogued.

325 people studied at the Multidisciplinary Trauma Studies Center over the course of 2016.



Graduates of the 9th cycle of trauma studies at NATAL hold their diplomas.

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 2016

In 2016 we continued with upgrading technological systems and investing in the maintenance of information security within the organization. We added the Call Center program to manage the Helpline's calling system and synchronized the CRM. The new Online Chat service was introduced for use of Helpline volunteers and staff using the program Wizsupport. In addition, this year we conducted training to NATAL's employees including training on the use of Office 365, training on the use of Call Center and training on the use of the new Online Chat service to Helpline staff. We continued to host numerous delegations at NATAL's headquarters including businesses, institutions, academic students and more.

Finance Department

Unit Manager: Mina Yakar

About the Unit

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.

Community Outreach Unit

Unit Director: Dr. Tamar Lavi

Deputy Director: Rakafet Ginsberg

Unit's Objective: Working within various communities in Israel in order to assist and strengthen the resilience of civilians, professionals and first responders.

The team: therapists, organizational and group counselors, student groups.

About the Unit

Many of Israel's civilian populations are forced to cope with post-traumatic symptoms due to living under constant security threats and exposure to terrorism and war. Additionally many professionals whose line of work requires them to regularly engage in activities such as search and rescue, first response, supporting bereaved families and more. NATAL's community team 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 before, during and after emergency.

The Services Within the Community Outreach Unit are Offered on Three 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.
- The third is working closely within populations and demographics in distress to treat widespread symptoms of trauma through NATAL's Mobile Unit. The Mobile Unit provides in-home targeted treatment to individuals and their families who due to the severity of their trauma symptoms are unable to leave their home.

Summary for 2016

- The community staff has undergone an expansion which began in 2015 and continued through 2016 via the merging of core staff members with growing additional staff including two members from the Arab sector.
- Throughout the year and alongside the staff expansion we reorganized the strategic framework of the unit and established a forum for directors of various fields within community outreach. These are senior in-the-field professionals that have taken professional and administrative responsibility under 5 different fields: the Mobile Unit, therapeutic running groups, Safe Place – NATAL's online trauma resiliency portal for children in schools, the northern

2016 in Numbers

35 Permanent staff

33,700 Program recipients: men, women and children

5,735 Children who saw NATAL's therapeutic puppet show

2,091,674 Revenue from the sale of services (NIS)

region, programs in cooperation with the Arab sector, and art therapy programs. In addition to any specific program responsibility, all such directors participate in the unit's steering committee.

- We deepened the theoretical knowledge of both senior and more recently added staff in trauma and emotional first aid.
- With the expansion of the unit's activities a project coordinator was internally delegated from within the team. Cooperation and task delegation with the coordinator can help move forward many administrative processes such as the collection of financial resources, placement of therapists, and progress on CRM integration.
- Joint professional trainings were held between the Community Outreach Unit and the Helpline.
- The unit's staff worked to deepen our connection with the southern region and to expand upon our response capabilities to people in this area. We strengthened our ties with resiliency centers in Sderot and the Ashkelon coast while at the same time expanded upon the solutions available in the north of the country, specifically in Arab communities.
- We expanded upon our available responses and support to professionals who are at risk of secondary trauma – primarily social workers. "Safe Place" has continued to widen its capacity including the creation of training manuals for program leaders. We started a process of providing organizational training to crisis managers in municipalities all across Israel.



NATAL's therapeutic intervention puppet show "Kuntz and the magic mirror".

Activities of the Community Staff 2016

The quality and volume of work accomplished over the course of 2016 brings with it a great appreciation for the community staff of facilitators. Our team achieved its mission to bring high levels of satisfaction to all recipients of our services. The demand to provide adapted quick response to a range of needs this year was particularly high.

Within Israel's periphery regions we have seen an increase of 108% in programming hours, and also in the number of service recipients. This is probably a result of an increased amount of workshops in schools with NATAL's "Safe Place" program.

There was a significant increase in revenue from the sale of services (approximately 169%). This is in response to our work with the Israel Police and Israel Rail and also due to increased volume of work from the Israel Trauma Coalition. 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, and "Safe Place" among others. With significant help of the marketing and public relations unit, we started substantial work in hospitals for nursing staff where we had positive reactions from participants. In addition, we aspire to widen our combat veterans project, with a special focus on the running groups and "I WAS THERE" film workshops in collaboration with US based non-profit Patton Veterans Project.

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. We put the focus on the employee and to make sure they receive the proper treatment and benefits as a NATAL employee or volunteer.

Summary for 2016

This year, like the previous ones, we continued with selection processes as well as absorption of employees and volunteers for NATAL's various units. Employment agreements have been updated this year according to the needs. We performed extensive updating of employee welfare and benefits in accordance with the Israeli law and new guidelines.

Training and Tutorials

Unit managers participated in professional forums throughout the year and some employees took part in external professional development. Professional training sessions for therapists were held throughout the year in the clinical unit, the Community Outreach Unit and the Helpline.

Welfare

NATAL employees participated in team-building activities, festivities during Passover and Rosh Hashanah including distribution of gifts to employees and other activities including yoga classes to NATAL employees.

Volunteering

At the beginning of the year we held a tribute to volunteers including certificate distribution. In total 185 individuals who volunteered at NATAL in 2016 and new volunteers were recruited according to the needs in different units. As our volunteers are of major importance to our work, we continue to focus strongly on volunteer recognition and maintenance.

As part of NATAL's annual "Running in Color" event, over 78 volunteers and staff, including 51 new volunteers were recruited specifically for the benefit of the race. At the Helpline, screening processes were conducted with regards to selecting appropriate Helpline volunteers. At the Social Therapeutic Club, we continued to organize and execute group trips, tours, lectures, performances and other activities free of charge or for a nominal fee for Club members.



Field trip with NATAL's team to Vertigo Eco Village for a body and soul activity.

International Collaborations 2016

In these uncertain times of widespread instability, crisis preparedness and management is more critical than ever. As NATAL knows well, it is necessary to have the tools to maintain healthy functioning and sustainable resiliency before, during, and after crises occur.

"During that mission to Israel we traveled across the country," said Harris. "We ended up one day at NATAL - Israel's Trauma Center for Victims of Terror and War. I was struck by the work they do. I wanted to bring that information home to Chicago."

Pastor Chris Harris

NATAL's Collaboration with Chicago's TURN Center Begins

In October 2016, after years of strategic planning and brainstorming, NATAL arrived in Chicago to begin a 5 week trauma training for African American faith leaders working in communities beset by the trauma of urban violence. NATAL's staff of Sigal Haimov, Itshak Levy and Moshe Seigel led the training of 14 participants, including Pastor Chris Harris, the CEO of Bright Star Community Outreach and founder of The Urban Resiliency Network (TURN) Center, a community based resource dedicated to serving Chicago with trauma-informed counseling, and other social services, aimed at minimizing negative factors that cause violence while increasing protective influences that yield positive outcomes. A very moving graduation ceremony was held at the end of the training and another trip is planned for June 2017 to continue in this special collaboration.



TURN Center graduates of NATAL's trauma training at their graduation ceremony in Chicago. Picture includes Sigal Haimov who led the professional team, Orly Gal, Executive Director of NATAL, the international relations directors from Israel and American Friends of NATAL. Pastor Harris stands in the back with the board of TURN and the participants.



Emergency Preparedness and Crisis Leadership Trainings in Europe: Focus on Germany

NATAL has a very meaningful relationship with Germany through the German Embassy in Tel Aviv and in 2016 began the development of emergency preparedness and trauma resiliency programs for local implementation in Germany. Based on its 20 years of in-the-field experience, these trainings are being designed to reinforce crisis leadership and to strengthen coping capacities at the executive level within German municipalities, first response organizations, hospitals and government bodies.

Orna Peleg, who joined NATAL in 2016 as Director of Strategic Partnerships, Europe, is leading the endeavor together with Yotam Dagan, who recently became Director of International Programming. Groundwork accomplished in 2016 enabled a successful trip to Germany in February 2017 where an initial round of successful meetings with key individuals and organizations was held.

Research and Evaluation

Unit Manager:

Prof. Mark Gelkopf

Unit's Objective: To evaluate the efficacy of NATAL programs and services, and the deepening of knowledge through research in the field of psychological trauma due to terror and war.

The team: Director of unit, research coordinator.

About the Unit

The research and evaluation unit gathers information and provides services in research and evaluation to all NATAL units. The unit carries out ongoing studies in the effectiveness of treatments and various trauma interventions offered for adults and children through the organization. Additional studies are conducted to examine the impact of terrorism and ongoing conflict on mental health and the resiliency of various groups in Israeli society to further improve the organization's activities and to deepen the understanding of trauma in Israel. The research and evaluation unit works to the highest of academic and methodological standards with studies that are regularly published in both professional and academic journals.

Summary for 2016

Clinical Unit

We continued with ongoing evaluation of treatments carried out by the unit through questionnaires completed by patients and caregivers. In addition, several research reports that focused on veterans and children indicated efficacy in reducing symptoms and improving function.

Helpline

At the start of 2016 we began working with a new questionnaire that assesses treatments carried out on the Helpline and evaluated psychological symptoms and the degree of daily functioning. Currently we are waiting to accumulate the final number of completed treatments in order to discover the preliminary results.

Community Outreach

We have built an evaluation framework for the Mobile Unit, which provides in-home care, for three age groups – adult, adolescent and young children. The indexes which will be checked include post-traumatic symptoms, daily function, behavioral problems and more. The questionnaires will go into use during 2017.

We also continued to build an evaluation system for Safe Place (NATAL's trauma resiliency program conducted in schools for children and youth) and have outlined an extensive research proposal to evaluate the workshops which will include a control group. In addition, project evaluation for the "Running with Rami" groups began and included questionnaires, and continued assessment of the ongoing workshops for nurses and medical personnel.

Social Therapeutic Club

An assessment of the club's activities through questionnaires took place, which were filled out by club managers and included in a written

Operation Protective Edge"- Ongoing Study"

2016 research continued the study which began during Operation Protective Edge with the original study participants. We collected study data from smartphones over an intensive evaluation of 4 times a day for 10 days. We are currently consolidating and analyzing the data collected.

Additionally, the findings from the original study from Operation Protective Edge were accepted for publication in the Journal of Psychiatry, with 2 other articles currently being peer-reviewed and 3 more in the process of being written. These findings were also presented in two lectures at the international conference in Dallas of the International Society of Traumatic Stress Studies, and in 2 other lectures within Israel's international conference on psychosis, trauma and recovery.

research report. Club members also completed a questionnaire designed to report their perspective of club activities. The questionnaires reveal a rise in the satisfaction of club members and gives evidence to its meeting of diverse needs.

Testimonial Center

Questionnaires were given in 2016 to participants with NATAL's Testimonial Center. An academic article was also submitted for publication which presented updated data of this assessment and is currently being reviewed.

Resource Development and International Relations

Throughout the year various research reports were written in English for differing funding partners. Likewise proposals for research funding were submitted together with the resource development unit from which 2 research projects received designated funding.

Academic Articles and Book Chapters

Article dealing with mental reaction pathways in wartime and was accepted for publication in the journal of Academic Psychiatry: Interpersonal and Biological Processes (Professor Gelkopf, Lapid, Grinapol, Webeloff, Carlson, & Greene). Article dealing with feelings of threat and their connection to war related events and pre-traumatic symptoms (Liron Lapid, Talia green, Professor Mark Gelkopf). Professor Mark Gelkopf, Professor Avi Bleich and Liron Lapid wrote a chapter in a book describing NATAL's holistic model to trauma treatment.

Telephone Survey

In 2016 we formulated a telephone survey which aims to get the current status of mental reactions to terror attacks and war in a variety of population groups within Israel's society. Another purpose for the study is to deepen the understanding of threat and responses to threat within Israel.



IDF's Former Chief of General Staff, Lt. Gen. (Res) Benny Gantz will be leading NATAL's new Public Advisory Committee which will be aimed at promoting the support and awareness of Post-Traumatic Stress Disorder (PTSD) due to terror and war in Israel. 17 years after its founding, NATAL has decided to establish this advisory committee with the specific function of advising and accompanying NATAL as it expands its place and role in Israeli society. Initiatives will include using various media outlets to reduce the social stigma of PTSD and to promote its awareness, while simultaneously initiating and providing influence over governmental decisions and fundraising.

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 2016

Fundraising Events and Outreach

This year's women's event "transcending borders" took place in March 2016 including a panel of courageous female humanitarian aid workers who have helped save lives in conflict and disaster zones around the world. The event was also attended by renowned Israeli singer, Yehudit Ravitz who also performed at the end of the event.

Campaigns

- Memorial Day campaign: National media campaigns were broadcasted on Memorial Day for victims of terror and war. The campaigns were produced by respected Advertising Agency Shimoni Finkelstein-Perlmutter.
- "Chat" campaign: Along with the establishment of NATAL's online chat support services, NATAL launched a digital campaign targeting veterans especially. The campaign, which was primarily launched via social media channels and leading websites, was exposed to over half a million users who viewed the campaign video.
- Yom Kippur campaign: During the year, a new campaign was launched on the radio, television and the Internet directly targeting veterans from all of Israel's wars. The campaign included creating awareness of symptoms of PTSD for veterans to understand relevant symptoms if necessary. The campaign was a success and led to numerous inquiries from veterans and their families to NATAL's Helpline.
- "Running in Color" campaign: In the run up to NATAL's annual running event, a comprehensive media campaign was launched across Israel including billboards (cross-Aviv, Rapid, CTV screens), advertising on buses, radio campaigns and social media advertising. The campaign's main goal was to raise awareness of PTSD as well as NATAL's services.

"Running with Rami" Running and Walking Groups

There are currently two running groups in operation in Tel Aviv and Jerusalem including over 45 participants, team volunteers, coaches and therapists. Participants practice once per week at Hayarkon Park or Sacher Park in Jerusalem. Several members of the group attended special training and became certified running coaches. Some members of the groups participated in races such as the Tiberias Marathon, Marathon Barbur, the Tel Aviv Marathon, Mountain Valley marathon. The groups participated additional activities together including in yoga, cooking, bowling, movies and more.

Projects

- The 17th annual magazine "about Feelings" was published with a special focus to mark ten years since the second Lebanon War and the pain of the bereaved families, veterans and all those who are still suffering in body and mind. This edition included interviews with a renowned Israeli Unit Officer who was injured in the second Lebanon War, a combat female pilot and her coping abilities following the war, an interview with veterans who lost fellow combat unit members, etc.
- Therapeutic Intervention Puppet Show "Kuntz and the magic mirror" was integrated into the social and educational systems, recently in Tel Aviv and the surrounding areas. In total there were dozens of performances and combined workshops led by community staff to over 5,000 children across the country.
- "Safe Place" - NATAL's Digital Educational Online Portal for resiliency and trauma prevention, in collaboration with CET, Israel's Center for Educational Technology continues to serve teachers and children in schools across the country and has been introduced in over 30 schools in 2016. "Safe Place", approved by the Ministry of Education, continues to be uploaded and developed to stay updated and is now available also in Arabic and English.
- Targeted outreach to IDF veterans - As part of our outreach to veterans, we held informational events at universities including renowned Israeli public figures, journalists and artists who speak on the subject of PTSD to young adults with the aim of encouraging them to seek treatment. This year NATAL has reached over 1,000 students.

Fundraising Events

National fundraising day of the Ministry of Education took place in March 2016. In this context, NATAL volunteers and employees toured schools around Israel and provided resiliency and informational workshops to over 40 schools. This was held in conjunction with "Nitzan, "Eran" and various organizations treating the hearing impaired. Over NIS 100,000 was raised in this context.



Lior Raz speaking to students at the Cinemateque in Jerusalem and at the Technion in Haifa

Running in Color, 25.11.16

NATAL's annual "Running in Color" event took place for the fourth year at the Hayarkon Park in Tel Aviv. It was attended by over 5,500 runners, including families, youth, adults, soldiers and athletes from Israel and abroad, who came to the run with a sense of solidarity and support of NATAL's mission.

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.

Friends of NATAL

NATAL makes great efforts in strengthening ties with NATAL's Friends in Europe and the United States. As of the summer a new Executive Director has been appointed to the AFN, Jeremy Chwat, to replace previous Executive Director, Maya Tadmor Anderman. Maya Tadmor Anderman will continue with AFN focusing on US based partnerships. We wish great success to both.

It is important to note that in addition to donations from Israel and our friends in the US, and Europe, NATAL's friends represent NATAL at international conferences and events abroad to develop new partnerships. In 2016, for example NATAL attended a panel at the Jewish Funders Network Conference in San Diego, a professional conference of rescue personnel in Tucson as well as the closing sessions of the Chicago training program.

About the Unit

The 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.

Summary for 2016

In light of the increasing demand for NATAL's services, NATAL's budget also increased. 2016 was a challenging year with regards to incidents related to terror and war. Throughout the year, Israel has witnessed numerous and ongoing terror attacks all across Israel, resulting in an increase of 50% in callers to NATAL's Helpline. This activity resulted in a dramatic increase in NATAL's budget, and our challenges in the department grew accordingly. NATAL's expenses for 2016 stand at 18,000,000 NIS. Our fundraising strategies include reaching out to governmental bodies, foundations, businesses, private individual donors and fundraising events.

Entrepreneurship and Cooperation in the International Arena

NATAL focuses on social innovation to create multiple streams of income through partnerships and trainings which result in self-generating revenue. To this end, this unit advances NATAL's consulting services as well as the adoption of its therapeutic model in organizations abroad, while maintaining sensitivity and contextual understanding of diverse cultures and operation styles around the world.

- In the United States: NATAL recently trained a group of African American faith leaders within the Bronzeville, Chicago neighborhood – an area beset by trauma due to urban violence. To read more on this project, see page 11.
- In Europe: NATAL will be exporting its knowledge of emergency preparedness and crisis leadership to European first response organizations and national institutions. NATAL will soon begin implementing these trainings in Germany for executive level leaders with a focus on trauma resiliency.
- NATAL will be collaborating for the 4th consecutive year with the Patton Project to provide Israeli veterans with PTSD the opportunity to tell their stories via digital storytelling.
- NATAL's unique treatment models have already been successfully

instituted and adapted within organizations abroad like the Helpline with the US Wounded Warrior Project.

Volunteers from Abroad

The unique volunteer program for English speaking volunteers operated for the seventh consecutive year. The volunteers serve as NATAL ambassadors when they return to their home countries in England, Australia and USA, and Germany, and help us in raising awareness of NATAL's work. Each year, our volunteers help us with events including our annual "Running in Color" event. We are proud and thankful of our volunteers who help us spread the word!

Visitors at NATAL

Each year NATAL welcomes visitors and groups from around the world including AIPAC groups, mental health professionals, representatives of federations and foundations, American Jewish communities, partners from the IDF, the police, the Ministry of Social Affairs, the Ministry of health and many more.



Orly Gal with the President of Boeing International, Bertrand-Marc Allen. NATAL was invited as a special guest at the 100 year celebration of Boeing's operation in Herzlyia.



NATAL was honored to host a group of disaster relief professionals and crisis intervention specialists from Indonesia. In the picture is Yotam Dagan, Head of International Programming and Ifat Morad, Head of Resource Development and International Relations.



NATAL



NATALIsrael



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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 2016.

Professional and In-Kind Support

Thank you to all the companies and businesses that donated from their resources, enable NATAL to continue in its mission.

CTV
DJ Itay Galila
Meccineta
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Ariel and Adiel Event Attractions
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Israel Hayom Newspaper
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Tel Aviv Municipality Advertising
Team 3 Security
Aviv Group
Kol Israel Radio
Comodor
Orna, Ruth
Campus Siim - Sport and Movement
Israel Railways
Recanati, Rafi - Insurance
Rapid
Rami Levy Grocery Chain
Shvoong
Strauss-Elite
S.Schestowitz Ltd.
Local and National Broadcasting
Networks

Radio Stations 103FM, 104.4FM,
99ECO FM
2040 The Mid-Management
Empowerment Program
Teshar

Partnerships

Thank you to all the organizations and government bodies who chose NATAL as a partner.

NPTech
Ajeec
Ariel University
Ben Gurion University
Bar Ilan University
University of Tel Aviv
United Hatzalah
Intel
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Terror Victims Association
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Assaf HaRofeh Medical Center
Shazar High School Bat Yam
Darca High School Bat Yam
Bank Leumi
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Career Israel
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Israel Trauma Coalition (ITC)
ZAK"A
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Youth at Risk
Mahut
Eshkol Regional Council
Bnei Shimon Regional Council
Regional Council of Hevel-Yavne
Hof Ashkelon Regional Council
Merhavim Regional Council
Neve Midbar Regional Council
Sdot Negev Regional Council
Emek Israel Regional Council
Rahat Regional Council

CET - The Center for Educational Technology
 Sapir College
 Tel Hai College
 Mothers of Wounded Soldiers Circle
 Noor Center
 Barzilai Medical Center
 Hadassah Medical Center
 Carmel Medical Center
 Soroka Medical Center
 Poria Medical Center
 Kaplan Medical Center
 Rambam Medical Center
 Reuth Medical Center
 Tel HaShomer Medical Center
 Resiliency Centers: Sderot, Hof Ashkelon, Sdot Negev, Eshkol
 Mashabim
 Israel Police
 Ministry of Defense
 Ministry of Foreign Affairs
 Ministry of Education
 Ministry of Welfare
 Ofakim Municipality
 Elad Municipality
 Ashdod Municipality
 Be'er Sheva Municipality
 Givatayim Municipality
 Haifa Municipality
 Yavne Municipality
 Netivot Municipality
 Kryat Gat Municipality
 Kryat Malachi Municipality
 Sderot Municipality
 Tel Aviv-Yafo Municipality - Department of Sports and Public Outreach
 Brothers for Life Organization

Yachad Organization
 AMCHA Organizatoin
 Awake At Night Organization
 Eran Organization for Emotional First Aid
 Resisim Organization
 IDF - Bereavement and Casualty Notification Officers
 IDF - Combat Fitness
 Meuhedet Health Insurance
 Ruach Tova
 Israel Airport Authority
 Embassy of the Federal Public of Germany in Israel

Yuval Hetz
 Yuval Nadal
 Yossi Tzveker
 Yael Dan - Radio Broadcaster
 Yaakov Bachrach
 Nine Lives Band
 Lior Raz - Actor
 Michael Aloni - Actor
 Miki Haimovich
 Moshe Shai
 Nadav Meyerson - Kickboxing Instructor/ Personal Trainer
 Nir Dvori
 Oded Ben Ami
 Eren Yardeni - Photographer
 Tzvika Komei
 Kobi Meidan
 Roni Dotan
 Rotem Abuhab - Actor and Writer
 Samuel Moaz - Director

Thank you to all the public figures, artists, professionals and friends who helped raise awareness and advance the cause of NATAL.

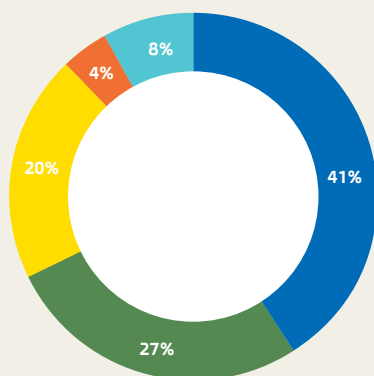
Aviv Hofi
 Ofir Azuri Consultation Team
 Orly Hoffman-Bar - Studio One Size
 Uriel Sinai - Photographer
 Orna Frimerman
 Irit Bashan
 Itai Anghel - War Correspondent
 Anal Blumental
 Devorah Fishman
 Didi Harari - TV and Radio Host
 Dani Brosoveny
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 Vered Shamir
 Zev Yanai
 Ziv Koren - Photojournalist
 Tal Berman
 Tal Pockard Tsalel



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 The Azrieli Foundation
 Yahel Leon Recanati Foundation, in memory of Leon Recanati
 Yovel Recanati, Judith

Income Resources in 2016, Total of 17,980,000 NIS



■ Donations from abroad
 ■ Self generated income
 ■ Donations from Israel
■ Governmental support
 ■ In kind donations

* Percentages in graph have not yet undergone financial audit.

Many thanks to NATAL's Chairperson, Judith Yovel Recanati for her annual and generous donation to the amount of 25% of NATAL's income, including her in kind donation for NATAL's operating costs.

Donors and Partners Overseas

Donors and Partners Overseas

From \$5,000

American Friends of - Dror for the Wounded
Asofsky Family Foundation
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Hofstetter Charitable Fund
Iranian American Jewish Federation of New York
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Jewish Federation of Metropolitan Chicago
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John and Marine van Vlissingen Foundation
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Kostman, David & Ifat
Lang Barry & Janet Philanthropic Fund
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Rozalia Stiftung
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Wilnai, Amos & Ruthie
Young, Toni
Yovel Recanati, Judith
Zaretsky, Michael

With Special Thanks

AIPAC - American Israel Public Affairs Committee
American Jewish Committee
Friends of the IDF
Jewish Agency For Israel
Jewish Community Foundation of Southern Arizona
Jewish Federation of Greater Houston
JFN - Jewish Funder network
Lion of Judah
P.E.F. Israel Endowment Funds, Inc.
The Columbus Jewish Federation
UIA - Jewish Federations of Canada
UJA Federation of New York

Friends of NATAL Affiliates

American Friends of NATAL
Swiss Friends of NATAL
UK Friends of NATAL



We would like to thank all our donors and friends for your friendship and support. You helped us succeed in providing professional psychological treatment to those who turn to us.

We are deeply thankful and appreciative of our volunteers, employees and professional staff for your hard work and dedication to NATAL's mission in treating the invisible wounds of war.

We Couldn't Able to Do it Without You!

NATAL wishes to express its heartfelt gratitude to Judith Yovel Recanati, NATAL's Founder and Chairperson, for her ongoing annual donation to support the organization's operating costs and internal expenses.

Her generous contribution is made in recognition of the strength of Israeli society, and enables every additional donation to support NATAL's direct services and projects for victims of trauma due to terror and war.





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