



**NATAL**  
Israel Trauma and Resiliency Center

Annual Report 2019

## **Visionary and Initiator**

The late Dr. Yossi Hadar

## **Board of Directors**

Jude Yovel Recanati – Chairperson and Co-Founder,  
Paulette Eitan, Michal Amitai Tahori Adv., Yonatan Irroni, Avi Attias,  
Shelly Udvin-Aharoni Adv., Shirel Aroshase

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Prof. Avraham Freedman, Tal Recanati, Ofer Hodorov, Koby Ben Moshe, Shelly Udvin-Aharoni Adv.

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IDF's Former Chief of General Staff, Lt. Gen. (res.) Benny Gantz completed his role in January 2019,  
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Adina Bar-Shalom, Arik Zeevi, Amram Mitzna, Yehudit Ravitz, Prof. Joshua (Shuki) Shemer,  
Shlomi Yihavi, Shabtai Shavit, Shaul Yahalom, Amit Ribek, Ofra Kayam Adv., Yossi Mendelson Adv.,  
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Emeritus Ellen Gil, Brig. Gen. (res.) Avraham Esha'el, Col. (res.) Kobi Hiyon, Eitan Shmueli Adv.

## **Professional Staff**

Col. (Res.) Orly Gal

Prof. Avi Bleich, Chairperson of Professional Steering Committee

Dr. Itamar Barnea, Chief Psychologist

## **Additional Voluntarily Services**

Erez Komornik (Accounting)

Yossi Avraham (Attorney)

KPMG (Auditing)

Shimoni Finkelstein Barki (Advertising Agency)

NATAL is an Israeli registered Non-Profit Organization, no. 58-031-812-9

# Dear friends,

We are honored to present you with the annual report summarizing our work in 2019.

We live in a reality in which Israeli society is forced to live under continuous security threats bringing with it the heavy price of stress, anxiety and unease, ultimately leading parents and children who need long-term emotional support and treatment to seek NATAL's help.

At the same time, we are witnessing a steady increase in the number of veterans who are approaching us following traumatic events they were exposed to during military operations. Unfortunately, many of these veterans are unable to return to a normal life and routine.

In addition to the above mentioned, this year we continued to engage in resiliency building activities, under which we have trained diverse populations and sectors to cope with stress and emergency. Research shows us that when we strengthen the resiliency of the individual and the community in routine times, the greater the possibility of minimizing emotional damage in the long-term by strengthening the ability of the population to better cope with stress in times of emergency.

After 21 years of activity, we decided to embark on an innovative organizational process called "Future Search." This process is taking place with the participation of stakeholders from outside and from within the organization, including representatives of government ministries, foundations, philanthropists and beneficiaries previously treated at NATAL. It is a process that requires courage, organizational maturity, and a willingness to "recalculate our route," given the transformations and changes that have taken place in the field of trauma and resiliency over the past two decades.

After a lengthy process in the various committees selected, the key issues that were put on the agenda for **NATAL's mission for the year 2025** are:

- Strengthening the response given to the population to build national resilience in dealing with trauma.
- Expanding funding from government and corporations.
- Increasing revenue from philanthropy in an era of constant changes in this field, and growing competition.
- Implementation of digitization processes in areas relevant to better access information and services provided by NATAL.
- Expanding overseas activity, and social export based on business values to generate revenue.
- Creating a continuation for the organization on an administrative, therapeutic, and leadership level.
- Allowing NATAL to continue supporting those suffering from PTSD as a result of terror and war in Israel.

**We would like to thank our volunteers, therapists and various teams for your dedicated and utmost professional work. Our deepest gratitude goes out to our friends in Israel and around the world who accompany us, support us, believe in us and invest in our activities. With your help, we will continue with our mission in providing much needed emotional support to all those in need of it.**



**Jude Yovel Recanati**  
Chairperson & Founder



**Orly Gal**  
Executive Director

# The Helpline

## Unit Director: Dalia Yosef

**Unit Staff:** Unit Director, three social workers, Deputy Director, and secretary

**Unit Objective:** NATAL's Helpline offers long and short-term emotional support via the phone, email and online chat to civilians who have been traumatized due to terror and war

## Unit Activity

The Helpline supports the emotional needs of trauma victims, including those who have directly experienced a traumatic event, and their closer circles indirectly impacted such as family and friends.

The Helpline is staffed by volunteers from the community who undergo an eight-month screening and training process. During these months, four-hour sessions are held weekly. Volunteers are accompanied by professional staff of the Helpline (also long-time volunteers) who act as mentors in their training process and after. The Helpline combines several Helpline models and a unique model based on continuous phone support developed by also NATAL including:

- Single incident support call during routine times and emergencies.
- Weekly online chat with a volunteer at a specific time and day.
- Weekly or bi-weekly house visitation at the caller's home.

From the moment a caller initiates contact with the Helpline, volunteers and staff continue to accompany them with great care and empathy for as long as necessary. The Helpline acts as the gateway to the rest of NATAL's services and offers flexibility and mobility between the various units. For example, individuals requiring more comprehensive treatment are referred to the Clinical Unit, and callers who make contact in the immediate aftermath of an attack are referred to the Community Outreach unit for on-site intervention for acute stress. The transition between these units is managed by a volunteer and professional staff of the Helpline, through which a unique protocol for preparing callers

## + 2019 in Numbers

**3,055** calls were received at the Helpline (compared to 2,500 in 2018), of which 897 (compared to 540 in 2018) received constant and continuous treatment from the Helpline. In addition, the Helpline staff prepared **342** applicants for Clinical treatment. The number of applicants seeking clinical treatment in 2019 has increased considerably since Operation Protective Edge, alongside an increase in the complexity of the cases. **2** campaigns took place, one on Memorial Day and one on Yom Kippur. We experienced several emergencies in the southern regions of Israel, the one that started on the 4<sup>th</sup> of May, 2019 lasted two days, in which some **700** rockets were fired at Israel. In these two days alone, The Helpline received about **2,000** calls related to the security situation.



for clinical treatment has been established. This process constitutes a therapeutic bridge and seamless transition between units for the caller.

## Summary of 2019

### Volunteers

This year we successfully completed the 21st cycle of volunteer training and new volunteers began their shifts at the Helpline. We recruited an emergency volunteer group who will assist at the Helpline in times of emergency. In addition, we partnered with the EMDR Association to support and work with our Helpline during times of emergency.

Throughout the year, we held volunteer training sessions on various topics, such as trauma in children. We trained long-time volunteers to help in the transition of callers to the Clinical Unit. Throughout the year cultural events have taken place for the volunteers and we had a team building excursion in northern Israel. We had ongoing and personal conversations and discussions with all volunteers and mentors.

### Training

Throughout the year we provided training for volunteers, mental health professionals at Bnei Shimon Regional Council, Lachish Regional Council, Maccabi Healthcare Services, Reut Hospital and more. We also provided emergency response training within NATAL to employees, including Community Outreach Unit facilitators and Clinical Unit practitioners.

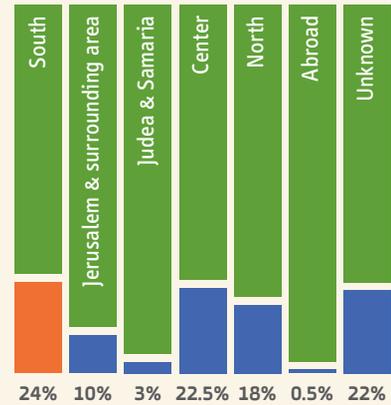
### Instruction

A professional guidance system is maintained for Helpline volunteers, including periodic training sessions with the Unit Director. Likewise, the connection between the social workers and Helpline counselors was reinforced. We improved the emergency procedure and instilled it among the Helpline volunteers and among other NATAL employees.

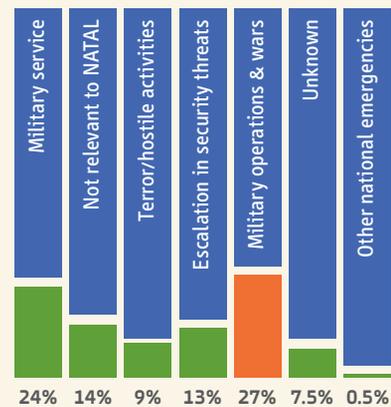
### Personnel

Three new social workers have been recruited and trained.

### Calls according to region



### Reason for call



1-800-363-363

# Clinical Unit

## Unit Director: Dr. Hana Himi

**Unit Staff:** Assistants to the Clinical Unit Director, Director of the Testimonial Center, 122 therapists nationwide, and two psychiatrists

**Unit Objective:** Provide clinical psychological treatment to individuals and group

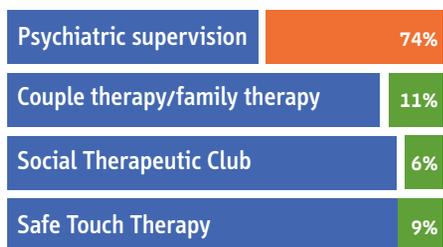
## Unit Activity

The work of the Clinical unit at NATAL is characterized by a unique approach based on providing Multidisciplinary treatment to victims of terror and war - men, women, and children, from all backgrounds nationwide, and to those within their support systems.

The psychological treatment dialogue is based on a broad understanding of trauma, and its consequences on the individual and their surroundings. Interventions are chosen based on the patient's post-traumatic symptoms, and their repercussions on daily functioning. The Clinical Unit works in line with other units in NATAL, including the Helpline (serving as a gateway to the Clinical unit) and the Community Outreach Unit. Building trust with patients begins with connecting them to a local therapist, guaranteeing their availability and accessibility to care. NATAL therapists are localized nationwide as well as in the NATAL headquarters.

The traumatic experience creates a range of post-traumatic reactions, the consequences of which negatively affect functioning in various life aspects to various degrees (interpersonal relationships, occupational functioning, school functioning, social functioning, etc). Therefore, treatment is built in a modular fashion and tailored to each patient's needs. The various modules are combined beginning with the initial intake and throughout treatment via constant dialogue with the therapists in different ways: phone and face-to-face consultations, document reviews (intakes, bi-annual reviews, psychological status reports, e-mail and status updates). The centralization of the whole treatment under one roof is meaningful both from the professional clinical aspects and for the patients. Clinically, there is a great advantage to meeting the psychological needs of patients from a range of treatment approaches, providing them tailored responses adjustable according to the course of treatment. For the patient, there is a great advantage in that their contact is with a single therapeutic source which centralizes the treatment and offers a variety of approaches to support their own and their close ones' difficulties.

254 adults patients received combined treatments. 74% of them received psychiatric supervision



## + 2019 in Numbers

629 patients were treated in the unit with an average of 448 patients per month + 58% of patients were treated using a combination of different multidisciplinary treatments + 38% of patients were treated in NATAL's headquarters + 62% in clinics across the country + 191 of the patients were children, compared with 136 in 2018, most of them from the southern regions of Israel, an area heavily affected by ongoing conflict + 199 combat veterans (44 of whom completed their treatment, 20 more in the intake process)

One of the central experiences of trauma victims is the loss of the sense of trust in others and themselves, and sense of personal capacity. The objective of therapy is to process the traumatic experience and its consequences while reconstructing the sense of trust and personal capacity. Working in this approach facilitates trust in the “other”, an experience of “being seen”, dynamic progress within the therapeutic process which reflects on the changes in functioning. Through all of these, the patient gains more and more control over the process until its conclusion.

### Procedure with Israel National Insurance (Bituach Leumi)

Before patients start treatment, the reason for referral is checked in accordance with the Israel National Insurance procedure. Escalation of security events in May and November of 2019 led to changes in policy in the Tel Aviv area:

**First change** – Recognizing the eligibility for patients returning to treatment.

**Second change** – Recognition of the responsibility of therapists to maintain telephone contact with patients during times of escalation.

### Summary of 2019

Noticeable increase in the number of patients throughout the country, including a rise in the number of children treated for anxiety. Meetings were held with all of NATAL’s therapists including professional visits and participation in staff meetings in family clinics (Haifa and Hadera).

### Special project

**The Efrat Group** – Group therapy for established post-traumatic patients based on the Fuchs Model (some combined with individual treatment). The focus is on creating a shared space where each participant joins the group dialogue at a time best suited for them. Additionally, this model facilitates social capacity building and interpersonal communication. The role of the facilitator is to combine the different stories in the shared space much like a musical conductor, by inviting each participant to share their stories in favor of the collective experience.

**Testimonial Center** – 12 testimonials of individuals in therapy were recorded in 2019.

**Canine Therapy** – The project began with two dogs; the response is overwhelmingly positive, and the project is set to expand.

**Trauma through the lens of cinema** – A series of meetings for therapists, aimed at learning the expressions of coping with trauma through the lens of cinema. The focus was on meanings of trauma in Israeli cinema, representations of the traumatic memory with consideration of time. Film makers were invited to co-create a dialogue with therapists along with the screening. recommendation for continued care is approved by the Director of the Clinical Unit.

## NATAL’s therapists across the country



# Social Therapeutic Club

## Unit Director: Hagit Buchbender

**Deputy Director:** Ruth Sagan-Cohen

**Unit Staff:** Unit Director, Deputy Director, and Activity Facilitators.

**Unit Objective:** This unit provides individuals whose trauma has become chronic with a “warm home” where they can engage in a range of activities chosen for their therapeutic benefits in a social environment.

## Unit Activity

The Social Therapeutic Club serves as a meeting place for activity and creativity, and addresses some of the difficulties that characterize the lives of PTSD victims including: social isolation, loneliness, loss of self-esteem, loss of basic skills and functioning and more. The club contributes to improving members’ quality of life and serves as a safe and supportive home that offers activities to improve basic skills in everyday functioning like concentration, accuracy and teamwork. In addition, these activities help members express their imagination, feelings, and moods, and serve as an avenue for expressing their pain and stress thus encouraging a sense of empowerment. The club consists of small, intimate groups that allow the members to share their personal stories and dilemmas and improve their sense of wellbeing.

## Summary of 2019

We continued to strengthen the club’s activities while providing a safe and warm home for its members. We’ve grown and expanded the club via both referrals from within NATAL and Israel’s National Insurance Institute (Bituach Leumi). We continued producing gifts for donors in the ceramics classes. A new protocol for the Club’s operation was implemented in cooperation with the National Insurance Institute.

### National Insurance Institute (Bituach Leumi) Group

During the year, we continued to implement the club’s policies. We made sure that members participate in activities and group discussions. The group enjoyed an excursion activity outside NATAL, including a chef-led Italian cooking workshop. We held a Purim party and a mandala making workshop, and held toasts on major holidays and birthdays.

### NATAL Group

The group enjoyed a day trip to the north, during which a sound workshop was conducted guided by a sound therapist in a mountainous town including a tour of the nearby Monkey Forest. We also held a Purim party and a mandala making workshop, and held toasts on major holidays and birthdays.

## + 2019 in Numbers

Over 2019, there were a total of **36** members within the Social Therapeutic Club 📍 A variety of **10** classes and workshops take place on a weekly basis.

**Photo: Flower arrangement workshop in the Social Therapeutic Club**



# Multidisciplinary Trauma Studies Center

Unit Director: Bina Levin

**The Unit Director ended her position after many years and a new Director began mid-year, Iris Vugman-Geva**

**Unit Staff:** Unit director, coordinator, professors, guest lecturers, group facilitators, and librarians.

**Unit Objective:** To provide specialized trainings to mental health professionals focusing on emotional stress and trauma and to operate as a unique center for the study of psychological trauma.

## Unit Activity

This unit at NATAL was established to provide ongoing education and training opportunities to mental health professionals looking to deepen their understanding of trauma. Courses are conducted by leading Israeli experts in trauma from a range of backgrounds, and combine knowledge of treatment, instruction and research. The Trauma Studies Center reflects the central components of NATAL's model: a multidisciplinary, compassionate and holistic approach that is tailored to every individual as well as the circles of influence that surround them. This unit operates NATAL's flagship trauma-focused psychotherapy course, which is accredited through Tel-Aviv University. Since its establishment 13 years ago, thousands of professionals have trained within the center's various courses and programs.

## Summary of 2019

### First Division - Trauma-Focused Psychotherapy Program

NATAL's diploma programs are conducted in cooperation with the Faculty of Medicine at the school of Public Health of Tel-Aviv University. This program has been operating for the 13th year and so far hundreds of mental health professionals have been trained. The continuous positive feedback expressed by graduates shows high levels of satisfaction from the program.

The majority of participants in this program all work in the fields of mental health, counselling, nursing and rehabilitation. Our aim is to provide training that will help in raising the amount of professionals who can contribute during emergencies in Israel.

The program presents a unique approach to dealing with trauma and disasters, based on the understanding that traumatic responses incorporate biopsychosocial factors. Participants are given tools for identifying at-risk groups and implementing prevention programs amongst individuals and the community. They learn about intervention in emergencies and disasters and how to formulate a common intervention language. In addition to the theoretical lectures, clinical discussions and experiential learning, group training is provided in dynamic therapy, behavioral-cognitive therapy, integrative therapy and children's therapy.

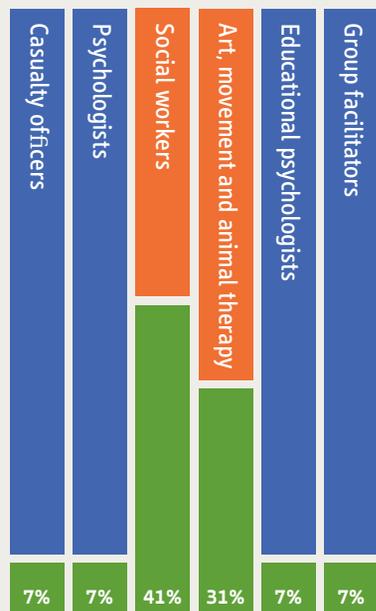
### Second Division - Advanced Training and Courses for Mental Health Professionals

This division holds short-term specialization courses, seminars, and workshops for mental health professionals looking to receive diagnostic and therapeutic tools for children, adolescents and adults suffering from post-traumatic symptoms due to a range of causes.

## + 2019 in Numbers

In the 2019 academic year, in the 12<sup>th</sup> cycle, **42** students graduated including social workers, psychologists, educational consultants and art therapists 📍 In October 2019, the 13<sup>th</sup> cycle opened with **38** students.

### Student profiles in cycle 12





### The following training, workshops and courses were held in 2019

- EMDR (Eye Movement Desensitization and Reprocessing) Stages 1 + 2 - Dr. Udi Oren
- Treating Victims of Sexual Assault and Incest - Dr. Zvia Seligman
- Coping with Grief and Loss - Galid Hellinger
- Somatic Experiencing (SE) - Gina Ross
- Mindfulness in the Therapeutic Field - Dr. Oded Arbel
- Focus- Oriented Therapy Beginners and Advanced Students- Bilha Prolinger
- In total, the training, workshops and courses included over 116 professionals over the course of 2019.

### Training IDF Casualty Notification and City Officers

IDF Casualty Notification officers have the difficult task of escorting bereaved families who have lost loved ones as part of military service, war or operational activities, in addition to soldiers who were physically and/or mentally injured.

For the past eight years, NATAL has been providing trauma training and instructing all casualties and IDF city officers.

The program, which encompasses 315 hours of study, provides its participants with professional knowledge and tools for dealing with their complex role.

In the academic year (2018–2019), a family support program dealing with grief and loss has taken place, participated by 64 officers in five training groups. Outstanding officers were integrated into the Trauma-Focused Psychotherapy Program.

The academic year (2019-2020) opened on November 14th, 2019 including 64 Casualty Notification Officers in five training groups.



### Information Center and Website

The Information Center is a professional home for therapists, students and all those interested in learning about psychological trauma. The center has a website cataloging books, articles and films dealing with the treatment of trauma and post-trauma, which is open to professionals and the general public. Throughout the year the center continued to catalog press clippings (since 1998) in NATAL's library and portal. Thus far 2,500 items have been cataloged by the librarian and two volunteers. The center purchased updated professional literature and this year the library was expanded by over 100 books in the field of art therapy, a donation by NATAL's chairperson Jude Yovel Recanati. In 2018, the center operated specialized websites serving students in the trauma-focused psychotherapy program, casualty notification officers and the general public.

Executive Director of NATAL, Orly Gal welcomes IDF Casualty Notification Officers at NATAL's Headquarters

# Community Outreach Unit

**Unit Director:** Dr. Tamar Lavi

**Deputy Director:** Rakefet Ginsberg

**Unit Coordinator:** Karkom Rosenstein

**Unit Staff:** Unit Director, Deputy Director, Coordinator, group facilitators and professional experts in the fields of mental health, trauma organizational counseling and emergency preparedness.

**Unit Objective:** To strengthen the resilience and coping resources of civilians, professionals and first responders before, during and after emergency; to develop knowledge and tools for working with diverse communities.

## Unit Activity

Many of Israel's diverse civilian populations must cope with the ongoing trauma of living under constant security threats and exposure to terrorism and war. Additionally, professionals whose line of work requires them to regularly engage in activities such as first responders are at risk of secondary trauma, professional burnout and compassion fatigue.

The Community Outreach unit works with all of Israel's diverse communities in order to provide special programs that reinforce trauma resiliency and internal coping mechanisms in order to help the entire population of Israel remain strong before, during and after emergencies.

This unit also operates the Mobile Unit, which provides short-term, in-home treatment for individuals and families who due to the acute nature of their trauma are incapable of leaving their homes. Since its establishment in 2003, NATAL's Mobile Unit has brought support and psychological support to over 3,000 families in their homes.

## Summary of 2019

### Internal Staff Training and Hiring

Three new facilitators have been hired this year including an educational psychologist, an additional Mobile Unit therapist and a clinical social worker (a former mental health officer at the IDF).

We extended the professional training of the team which was led almost exclusively by the staff members. In addition, we went deeper into understanding the topic of multicultural adaptation in our programs.

### Community Activities

**In the North:** writing the guideline protocol on clearance and absorption has ended. During the year, we continued to train three IDF teams from the Jezreel Valley and expanded our service given in Arab and Druze communities.

**In the South:** security events have led to the erosion of psychological-educational service centers and the welfare bureaus, especially in

## + 2019 in Numbers

30 mentors in the permanent staff + 13,938 service recipients  
5,382 hours of guidance / care / intervention (1,350 of which consist of Mobile Unit therapy hours) + 200 families at the Mobile Unit



Netivot. During the escalations, we reinforced various units in the south, including the municipality of Sderot and the educational department of the Ashkelon Coast.

**In Judea and Samaria:** resilience centers have been established in communities, both in the therapeutic and administrative aspects. We assisted with the launch of a community running group following the footprints of the "Running with Rami" group, which now operates independently.

### Hospital Trainings

Our work has deepened with a wider range of population groups in eight different hospitals. Training and workshops included nurses and nursing staff, social workers and medical teams. Social workers have been trained in the "Training the Trainer" program in which participants become responsible for leading hospital burnout workshops and continue to receive guidance and training from NATAL facilitators.

### Work with Arab Communities

We continued our activities with the welfare bureaus in the Arab communities through the Israeli Trauma Coalition. The "Safe Place" program has been introduced to additional Arab schools. An additional Druze supervisor has been added to the program. Translation of the "Safe Place" platform into Arabic continues.

### Support Groups

The support group for parents and children suffering from post-trauma completed five years of activity in an exciting ceremony recognizing the success of this group. A new group was opened in the fall of this year.

### Emergency Interventions

Home visits and emergency group interventions were conducted. The unit's staff assisted at the Helpline during emergencies. The entire team underwent training for working at the Helpline. Emergency interventions were conducted in Samaria and Deir al-Assad after a wall collapsed.

### Children and Youth

This year, we launched the "Safe Place" program in 19 schools across the country - from Carmiel in the north to Sderot in the south. We added lesson plans to teachers and conducted training sessions for program facilitators, tailored to their requests. We also continued the implementation of a Youth Leadership program in Ashdod, this year among two tiers in which older youth trained the younger classes. Work with youth was also carried out in Kiryat Gat.

### Veterans

After three years of activity, the video therapy group's activity has ended, and a new group is currently being formed. Three teams have been trained on working with recently released soldiers including talks about combat experiences and raising awareness of post-trauma. At the end of the year, additional teams were formed to embark on an activity that includes overnight accommodation. In addition, a group of veterans was opened in an ODT (Outdoor Team building) format operating at HaEmek Hospital.



# Human Resources and Volunteers

Unit Director: Sigal Adam

**Unit Objective:** Recruiting and supporting employees, freelance service providers, and volunteers.

## + 2019 in Numbers

Over the course of 2019, some **275** people turned to NATAL with interest to volunteer. Out of **168** people interested in volunteering at the Helpline **8** were recruited for continued training. New volunteers were recruited according to the needs and projects in the various units. We continued to cultivate our relationship with past and current volunteers through emails, phone calls and invitations to events and meetings held at the organization. More than **230** people volunteered at NATAL during 2019.



Volunteers at the "Running in Color", 2019

## Unit Activity

The Human Resources Department is responsible for the selection and ongoing welfare of employees, volunteers and independent service providers, as well as accompanying them throughout their journey at the organization. This unit implements organizational policies according to the goals and direction the organization has set upon itself, including the growth or reduction of manpower and integration of new employees and training. The Unit Director meticulously protects workers' rights, ensuring proper conditions of employment and ensuring the wellbeing of employees and volunteers. HR also reinforces sexual harassment prevention and revises the procedures and protocols on this subject.

## Summary of 2019

### Work relations

During the year, we recruited new employees, freelance service providers and volunteers for the various units. Changes were made in the division of labor and in certain role definitions according to the organization's needs.

The Community Outreach Unit currently has approximately 35 facilitators across the country. The Clinical Unit has more than 136 therapists providing services across the country. 70% of clinical staff have been providing service at NATAL for over 12 years.

### Training and Instruction

Throughout the year, the unit managers participated in professional forums, employees went to professional training. In addition, sessions took place in the Clinical Unit, the Community Outreach Unit, and the Helpline.

### Procedures

Following conflict in southern regions of Israel, the emergency procedures in the organization were updated and adapted to the new reality.

### Welfare

Throughout the year toasts were held at Passover and Rosh Hashana, and gifts for the holidays were distributed. Other social gatherings were held, including tours of two exhibitions, a lecture on Holocaust Day, a clothes swap event and more. In addition, discounted (or fully-funded) tickets and concerts were distributed to employees and volunteers. Tickets were also donated to the organization's patients.

# Research and Evaluation

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## Unit Director: Prof. Marc Gelkopf

**Unit Staff:** Unit Director, research coordinator

**Research Coordinator:** Liron Lapid Pickman

**Unit objective:** To evaluate the efficacy of NATAL's services for the purpose of improving and developing them; to conduct research in the field of trauma due to terror and war.



## Community Outreach Unit

Continued evaluation of trauma resiliency workshops for nurses and medical staff. According to data from research conducted, 648 of the workshop participants in recent years have seen a reduction in burnout, an increase in confidence and functioning as emergency professionals, and an increase in job satisfaction within their profession. Improvement of the assessment questionnaires within the Mobile Unit (now available online or in hardcopy). We also assisted the director of the unit in writing a summary and preliminary data analysis for a presentation of the Mobile Unit's model at the IPRED conference.

Within the "Safe Place" project, we received the approval of the Ministry of Education for the introduction of questionnaires in schools and improved questionnaires in collaboration with the program team. A new process began with continued research of the therapeutic running group for veterans with PTSD "Running with Rami" including new questionnaires.

## Unit Activity

The Research and Evaluation Unit examines the impact of ongoing terror and war on the mental health and resilience of various groups in Israeli society, in order to continue improving the organization's activities and to deepen our understanding of terror and war induced trauma in Israeli society. The unit perform a qualitative and quantitative evaluation of the therapeutic interventions and the various projects offered by the organization. The unit complies with the highest of academic and methodological standards, and its research conducted is regularly published in professional and academic journals.

## Summary of 2019

### The Clinical Unit

Continued evaluation of the treatments performed in the unit via questionnaires filled by the patients and therapist. The data obtained indicate the effectiveness of the treatment in reducing the symptoms of trauma, thus improving patient functioning ability.

### The Helpline

Ongoing evaluation of the effectiveness of treatments at the Helpline showing that there was a reduction in symptoms and improved functioning following treatment. We started a new procedure with the Helpline to improve the research efficacy and follow up on questionnaires.

### The Social Therapeutic Club

A research report was conducted based on questionnaires given to the management of the club and questionnaires completed by both groups (based on data collected in 2018). The findings collected from the club administration and members indicate high satisfaction among club members with regards to their activities. The findings also showed a positive social dynamic between group members and staff.

### External Relations and Resource Development

Wrote research reports intended for a number of donors including assistance in application submissions requiring research data.

### Marketing and Publicity

Improvements have been made to the dedicated page on NATAL's website including research conducted within NATAL. In addition, a self evaluation questionnaire has been built for an application that is currently being developed for NATAL which will be launched in 2020.

# Marketing and Publicity Unit

**Unit Director:** Gali Dagan

**Project Manager:** Michal Ayalon

**Events Manager:** Anat Lotan

**Marketing and Digital Director:** Daniel Akram

**Unit objective:** Raising awareness of post-trauma and legitimize receiving psychological assistance; positioning NATAL as a professional and leading source of knowledge in the field.

## Unit Activity

One of NATAL's main goals is to raise awareness of post-trauma due to terror and war, the invisible injury with no external signs or symptoms. NATAL initiates and promotes informational activities across media, bringing the needs of victims to the national agenda, and helps legitimize seeking support.

The unit's advocacy includes planned publicity campaigns as well as generating media interest based on the demands of the hour. In recent years, NATAL has invested considerable resources to develop digital media: a website, Facebook pages in Hebrew and English that are widely promoted and disseminated, activity on other social networks, content promotion through leading search engines, printing an annual magazine distributed to a million households through the national press. The unit also holds informational events, conferences and collaborations with media outlets in Israel and around the world.

## Summary of 2019

### Fundraising and Informational Events

- **Annual Women's Event** – This year we held a fascinating panel on relationships, intimacy and post-trauma that gave a glimpse of the world of four women whose partner changed after they returned from the war. The evening was hosted by Orly Vilnai, a journalist for Channel 12 and Haaretz newspaper. The event featured guest singer Lea Shabbat. A total of 350 women attended the event.
- **Fundraising Event** – An exhibition named Five Stones took place featuring the work of artist Iri Kaplan. All proceeds from the sale of her works were fully donated to the NATAL.
- **"Running in Color"** – This was the seventh consecutive year that the race took place including over 5,000 runners and more than 7,000 participants who came from Israel and abroad to attend the event including all age groups, teens, soldiers, athletes and running enthusiasts who identify with NATAL's mission.

### Campaigns

- **Memorial Day (Yom Hazikaron) campaign** was held nationwide on television, print, radio and online. The campaign was done in collaboration and supervision of Shimoni-Finkelstein-Perlmutter advertising company.
- **Yom Kippur campaign** took place calling out to veterans who participated in wars and operations through television, radio and internet broadcasts, to turn to NATAL for emotional support. The



### Special campaigns for veterans

Master classes and personal conversations with Gilad Vital, founder of the band "Shotei Hanevua" took place at David Yellin College and at a conference on "Creation as a tool for personal growth" which took place at Enosh (non-profit), the youth center in Kiryat Yam and at the Yoda Center in Modi'in. A total of 430 participants participated in the master classes.





campaign was successful and led to many calls from veterans and their families to NATAL's Helpline. The campaign was conducted in courtesy of Kobe Midan and the Shimoni-Finkelstein-Perlmutter Advertising Office.

- **"Running in Color"** advertising was launched prior to the race, integrating ads on billboard signages across the country as well as on various digital media channels, and radio stations. Extensive PR campaigns were launched with the aim of raising awareness of post-traumatic victims in Israel. Thanks and much appreciation to our main sponsor - the investment company Altshuler Shaham, who contributes to this race for the seventh consecutive year.

### Projects

- **The children's therapeutic intervention puppet show** – "Princess Kuntz and the Mirror or Miracles" has been performed 21 times this year alongside a workshop carried out by the Community Outreach Unit, it was seen by over 1,422 children across the country.
- **Collaboration with CET** – (Center for Educational Technology – content to the "Safe Place" platform have been uploaded. Continuous development, adaptation and translations of content have been made to cater to diverse age groups and sectors. In the 2019, 2,395 students from 19 schools participated in the program.

**Annual Women's Event taking place at Avigdor, Tel Aviv including 350 participants**

### + 2019 in Numbers

NATAL's Facebook page has **3,840** likes 📈 NATAL's Instagram account has **308** followers 📈 NATAL's "Running in Color" Facebook page has **5,069** likes and **179,000** views as a result of campaigns for the run 📈 The "Running in Color" Instagram has **3,763** followers 📈 **58,000** visitors to NATAL's new site during the year



## Running with Rami

### Walking and Running Groups for Veterans with PTSD

**Four post-trauma running groups were held in Tel Aviv, Jerusalem, Modi'in and Haifa.**

Throughout the year, the team in Tel Aviv had 42 members and 10 volunteers, two coaches and an additional replacement coach. The group was led by Avner Yanai from the Community Outreach Unit the group met once a week at Hayarkon Park.

The group in Jerusalem had 35 members, including ten volunteer runners and a volunteer coach. The group was supervised by Matan Porat from the Community Outreach Unit and met once a week at the Sacher Garden.

The group in Modi'in had 10 members and one volunteer coach. Ohad Aviram supervised the team, a member of the Community Outreach Unit.

The group in Haifa, which opened last summer, had six members and a volunteer coach. The group was led by Javier Sinemovitz from the Community Outreach Unit.

Some of the teams participated in NATAL's "Running in Color", the Tiberias Marathon, the Jerusalem Marathon, the Tel Aviv Marathon, Challenge 24 and more.

#### Trip to the desert

Apart from the ongoing running sessions, the diverse groups occasionally hold social events to deepen their feeling of togetherness. The culmination of these events took place last December, when 24 participants from all groups traveled to the Dead Sea and the Arad region, in which they ran in a joint run of eight kilometers to Masada. The run started at night and ended at sunrise. After the run, the participants hiked to the top of Masada to watch the sunrise.

#### Lectures

As part of the constant effort to raise awareness of the running groups, the founder, Rami Yulzari continuously gives lectures across the country. This year, Rami lectured to the Rambam Psychiatric Clinic medical staff, combat response unit staff, residents of communities surrounding Gaza, military units and more.

### Running with Rami, coping together



## Development of Professional Models and International Programs

**Unit Director:** Dr. Sigal Haimov

**Unit Staff:** Unit Director, Deputy Director, and research assistant

**Unit Objective:** Develop professional programs and models and to promote the organization's work in Israel and abroad

### Unit Activity

This unit is engaged in the development and writing of professional models, workshops, and training materials in Israel and abroad. The unit represents NATAL in meetings with partner organizations in Israel and around the world, and assists in raising awareness of trauma from terror and war through training and facilitating workshops and lectures at professional conferences. The unit writes and publishes professional articles, promotes effective cooperation between the therapeutic units in the organization and participates in research and evaluation activities.

### Summary of 2019

In 2019, the unit focused on collaborating with the Community Outreach Unit and developing a professional program and intervention model dealing with cultural sensitivity and understanding.

### Development of Intervention Methods and Models

Developed a model dealing with cultural sensitivity and dealing with the "other". Created a theoretical basis based on recent literature relating to multiculturalism. We developed a training program for health care in the United States to promote cultural sensitivity and trained the New Jersey professional training team to deliver a program to paramedics and firefighters (after conducting and analyzing their needs based on a survey).

### Work with Organizations Abroad

Shared professional knowledge and awareness amongst mental health professionals with the aim of raising awareness of NATAL's work in the field. In this framework we participated in an international forum on assistance to terror victims, we conducted a lecture on telephone

intervention for "France Victim". In addition, we submitted a proposal for a project that includes development of a Helpline and training first responders within the Belgian organization "V-Europe".

## Finance Department

**Unit Director:** Mina Yakar

### Unit Activity

Management of the organization's finances, including: updating and monitoring the flow of funds, expense and revenue management, managing salaries, monitoring and submitting annual and quarterly financial statements to the Executive Committee. Planning, managing and monitoring of the organization's budget and project budgets, under the guidance of the Executive Director.

## Maintenance and Technology

**Unit Director:** Shuly David

### Unit Activity

The unit is responsible for maintaining and upgrading technological means (computers, communication equipment, telephone systems, multimedia, etc.), information security, infrastructure integrity, addressing malfunctions and more.

### Summary of 2019

The year 2019 was characterized by acclimatizing new employees, upgrading existing computers and improving technology. During the year, EASTRONICS donated 12 new computers to NATAL. At present, NATAL has 60 computers. The telephone system and call center have been updated. The Helpline is now undergoing a pilot that converts sound into text. We also improved the website's browsing speed. New computers and printers and other technological tools replaced old ones, four new cameras were purchased for long-distance meetings, Helpline volunteers were provided with a VPN system, and information security and licenses were updated for another year.

# Resource Development and International Relation

**Unit Director:** Ifat Morad

**Project managers** – Rachel Oren, Stephanie Babcock

**Head of International Content Marketing** – Michal Richtman

**Head of European Partnerships** – Orna Peleg

**Unit Objective:** To develop NATAL's resources in Israel and abroad; to cultivate and maintain relationships with donors; to create partnerships to finance the organization's activities.

## Unit Activity

The unit focuses on developing resources and fundraising to finance the organization's activities from a variety of sources. In order for NATAL to expand its resources, the unit works to cultivate NATAL's cooperation with worldwide entities such as federations, foundations, academic institutions, and associations working in the field of trauma and resilience. Over the past decade, the unit has developed and led NATAL's social export initiatives and the sale of services on an international scale, focusing particularly on the United States and Europe. The unit works in collaboration with NATAL's friends' associations in the United States, United Kingdom and Switzerland.

## Summary of 2019

### Increased Fundraising Efforts to Adjust to NATAL's Growing Budget

In 2019, Israel faced several security threats, including several episodes of ongoing rocket attacks and, unfortunately, a sharp increase in people suffering from emotional distress as a result. Going into a new decade it is clear to us that the reality in Israel means that the home front is a battle front, therefore NATAL invests its resources in strengthening the resiliency of the population to enable a lifestyle that is normal within an abnormal situation. Community resiliency is defined by the ability to rely on internal resources to cope with emergencies, and the ability to build emotional resources and foundations during less turbulent times. In the last year, there has been a significant increase in demand for NATAL's help. Despite the efforts to reduce the budget and the efficient and proper use of resources, we see that there is a need to increase revenue so that we can meet this demand. The revenue in the organization is made up of a combination consisting of donations, government support, fundraising events and the sale of services. NATAL's budget in 2019 was 15,554,550 NIS.

### Fundraising Events in the United States

#### Los Angeles

In March 2019, a board member of the American Friends of NATAL, Dr. Dity Brunn, hosted a fundraising event in favor of NATAL and "Save a Child's Heart."

#### New York

Management of the American Friends of NATAL in New York organized an exciting event to commemorate 20 years since NATAL's establishment. Hundreds of friends and supporters attended the event. In addition,



**Gilad Vital performing at NATAL's 20 year commemoration**



NATAL's Chairperson Jude Yovel Recanati and CEO of NATAL, Orly Gal came especially from Israel to honor the event including Gilad Vital, who shared his personal story of coping with post-trauma following the Lebanon war. At the event he also performed some of his songs.

NATAL was honored to participate in a traditional craft fair at the White Plains New York Bet Am Shalom community, a fair that has been taking place for over 20 years during Hanukkah featuring Judaica and Israeli art. Israeli artist Iri Kaplan generously donated the proceeds from the sale of her unique pieces to NATAL. The event opening ceremony included a presentation on NATAL's activities presented by NATAL's CEO, Orly Gal, who also attended the event.

### Entrepreneurship and Collaboration in the International Arena

For many years, NATAL has been active in the public sphere, helping to strengthen the resilience of the citizens of Israel. In recent years, the organization has been harnessing its capabilities to provide assistance outside Israel's borders through organizations and associations in the United States, Europe and elsewhere.

#### New York

Our US Representative Maya Tadmor Anderman participated in the "Voices of September 11th" conference to mark the 18<sup>th</sup> anniversary of the tragic attack on the New York twin towers in which more than 3,000 people were murdered, leaving thousands families with deep emotional scars and grief . At the event, NATAL provided a presentation on the importance of supporting survivors, families and first responders who are affected by 9/11 and continue to suffer from severe post-trauma that does not allow them to live a normative life.

#### Chicago

NATAL provided training for social workers, community leaders, and educational teams of "Strides for Peace", which included providing coping tools for families during emergencies.

The importance of "Tikkun Olam" is one that is close to NATAL's heart, and we are proud and appreciative of collaborating with diverse Chicago based organizations

### New Jersey

The Operational Stress Management program is entering its second year of partnership with UASI (New Jersey Office of Homeland Security). The two-week training includes strengthening hospital emergency staff, social workers, paramedics, police and fire-fighters. It focuses on developing peer support networks and learning tools to prevent professional and personal burnout. The mentors are trained to become trainers and train their staff at local hospitals in the New Jersey area, accompanied by NATAL. So far, the program has trained hundreds of first responders and this year it will also be delivered and embedded in local colleges that train first responders, firefighters and police officers.





### Interns and volunteers

NATAL's internship program for volunteers speaking diverse languages entered its 10th year. The program included students from the USA, Belgium, Brazil and Germany. The program also included a group of students from an international Masters program at Tel-Aviv University. The volunteers assisted in marketing and research tasks. When they completed their internship they returned to their home countries to serve as ambassadors of NATAL.



**NATAL's internship program has been operating for the past ten years and this year a successful collaboration took place with the Tel Aviv University international Masters programs including students from USA, Belgium and Brazil**



**Group of Arab and Jewish women in a seminar led by Rina Buberoglu and Ulfat Haider in Switzerland**

that invited us to contribute to a process that helps reduce urban violence, provides self-sustaining tools and enhances the resilience of communities around the world.

### Las Vegas

Following the horrific hate crime that took place in Las Vegas at a rock performance, NATAL psychologist Yuval Simon joined a joint mission of the Israeli Trauma Coalition to help train first responders, community leaders, and mental health professionals dealing with the aftermath in the local community

### Switzerland and Italy

NATAL has been leading a unique project including resiliency workshops for Arab and Jewish women in the past three years in collaboration with the Haifa Municipality and Beit Hagefen Community Center .The experiential sessions focused on developing personal and community resilience, thus influencing the wellbeing of the participant's life and their entire community. A Swiss coexistence organization invited the entire group for a weekly outdoor seminar in the Swiss mountains together with groups from around the world. Following the fascinating success of this seminar led by Rina Buberoglu, Art Therapist in Haifa and Ulfat Haider, Senior Facilitator of Beit hagefen (the Arab-Jewish Culture Centre), they were invited to represent NATAL and Beit Hagefen at a conference of the European Union ICC Thematic Seminar: fighting discrimination and hate speech in Torino, Italy. The conference included representatives from various cities in Europe and the world.

### Professional conferences

In 2019, NATAL's representatives attended professional conferences abroad, in which they shared knowledge related to trauma and resilience, and worked on developing new channels for collaboration.

## Germany

NATAL attended and presented at a professional conference in Frankfurt.

## Florida

NATAL's Chairperson, Jude Yovel Recanati attended a panel at the IAC conference in Florida.

## Jerusalem

Orly Gal, CEO of NATAL, and Ifat Morad, Director of Resource Development represented the organization at a round table on resilience, emergency and international aid at a Social Innovation Conference, at the Foreign Ministry.

## Friends Associations

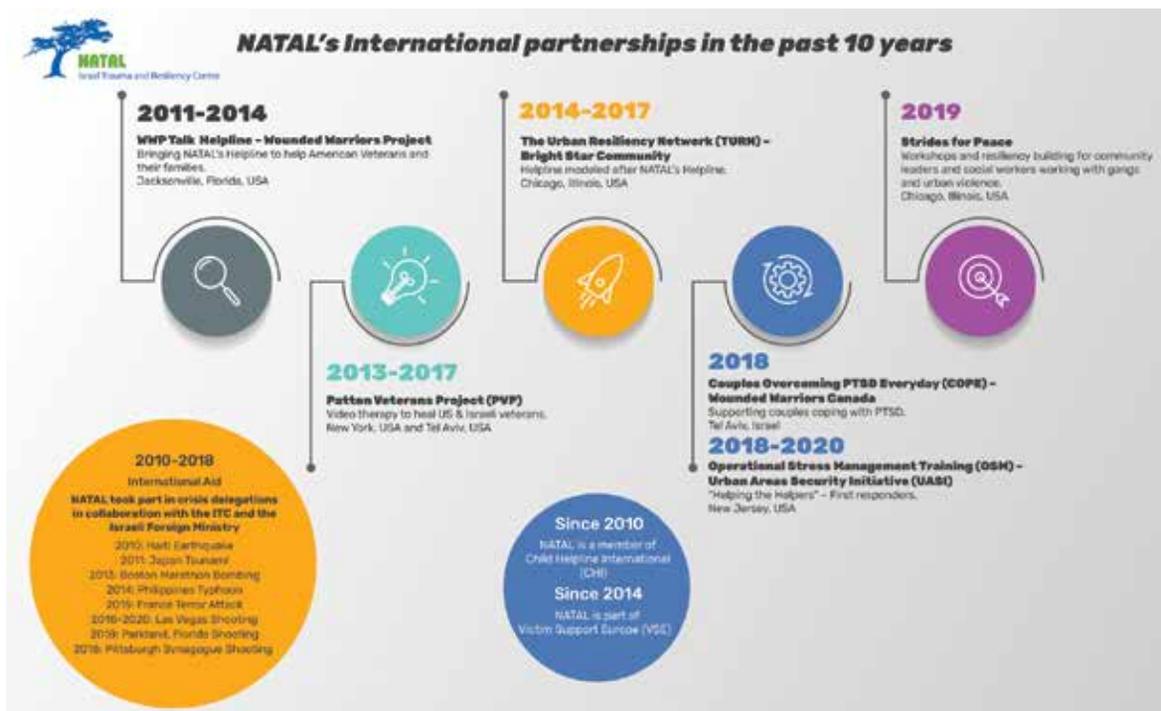
We are proud to have a long standing and stable relationship with NATAL's Friends-of associations in Europe and the United States. In 2019, the American Friends of NATAL appointed a new CEO, Jaime Waldman Seltzman.

## Visits to NATAL's Center

Throughout the year hundreds of visitors came to NATAL's center including: Foreign Ministry delegations, professionals from the USA, Europe & Canada, Jewish Federations groups, government ministries and "Passages" groups of young students from America.



Orly and Jude with Iftach and Tal Ramon at the IAC Conference in Florida



In the past decade, NATAL has been called upon to deliver its deep expertise to at-risk communities and populations outside of Israel. As part of our recognition of the global need to support victims of trauma and to support communities in their quest to strengthen resilience we are happy to have led and participated in groundbreaking partnerships in a variety of service areas

# Professional and In-Kind Support

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

## Professional and In-Kind Support

**Thank you all the companies and businesses who donated from their resources, and enable NATAL to continue its mission**

CTV  
Facebook  
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Rami Levy Hashikma Marketing  
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FM

## Partnerships

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

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El AI  
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Sapir College  
Ruppin Academic Center  
Interdisciplinary Center Hertzliya  
Weizmann Institute  
Tel Hai College

## Organizations

Ach Gadol - Organization for Lone  
Soldiers  
Yachad-OU  
United Hatzalah  
IDF Disabled Veterans Organization  
Organization of Victims of Hostilities  
Joint Israel - Ashalim  
Joint Israel - Bait Ham Ofakim  
Israel Association of Community Centers  
The Service Dog Training Center in Kfar  
Hess  
Hachshara Insurance Company Ltd  
The Volunteer Council  
Jewish Agency for Israel  
ITC - Israel Trauma Coalition  
Israel Chamber Orchestra  
ZAK"A  
Yeladim – Fair Chance for Children  
Bat Sheva Dance Company  
Mahut  
CET - The Center for Educational  
Technology  
Mashabim Institute Be'er Sheva  
Mothers of Wounded Soldiers Circle  
Israel Guide Dog Center for the Blind  
Mashabim  
Dan District Police  
Brothers for Life Organization  
Bat Ami Organization  
Yachad Organization  
AMCHA Organizatoin  
Awake At Night Organization  
Resisim Organization  
Ruach Tova  
Nature and Parks Authority  
U.S. Embassy in Tel Aviv



Embassy of the Federal Public of Germany in Israel  
 Mental health station in Hadera  
 Mental health station in The Western Galilee  
 Mental health station Hof HaCarmel  
 Mental health station Haifa  
 Incubator Theater  
 Psik Thearer  
 Tziporela Theater  
 Israeli Scouts

### Resiliency Centers

Resiliency Center Eshkol  
 Resiliency Center Binyamin  
 Resiliency Center Hof Ashkelon  
 Resiliency Center Yehuda  
 Resiliency Center Etzion  
 Resiliency Center Sdot Negev  
 Resiliency Center Sderot  
 Resiliency Center Shomron  
 Hospitals and Medical Centers  
 Tel Aviv Sourasky Medical Center  
 Rabin Medical Center Beilinson, Petah Tikva  
 Yoseftal Medical Center, Eilat  
 The English Hospital Nazareth  
 Western Galilee Hospital, Nahariya  
 Ziv Medical Center, Safed  
 Baruch Padeh Medical Center  
 Hadassah Medical Center  
 Carmel Medical Center  
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 Rambam Medical Center  
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### Public Sector

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 Ministry of Defense  
 Ministry of Education  
 Ministry of Education - Youth Promotion  
 Ministry of Foreign Affairs  
 Ministry of Welfare  
 IDF - Casualties Department  
 IDF - Combat Fitness Department  
 Meuhedet Health Insurance  
 Law Enforcement and Collection System Authority  
 Israel Airport Authority  
 Israel Prison Service

### Educational Institutions

Nokdim School  
 Tekoa School  
 Shazar High School Bat Yam  
 The house of Jacob Frhbaak School, Ashdod

Hillel Yaffe School, Hadera  
 Har Adar Community School  
 Netivot Or Elementary School  
 Alon Middle School, Ra'anana  
 Schwartz Center  
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### Regional Councils

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 Hevel-Yavne Regional Council  
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 Ma'aleh Efraim Regional Council  
 Merhavim Regional Council  
 Sdot Negev Regional Council  
 Tamar Regional Council  
 Emek Hama'ayanot Regional Council  
 Beer Tuvia Regional Council  
 Magdal Shams Regional Council  
 Maale Efraim Regional Council  
 Jezreel Valley Regional Council  
 Meitar Regional Council  
 Shomron Regional Council  
 Ofakim Municipality  
 Ashdod Municipality  
 Be'er Sheva Municipality  
 Herzliya Municipality  
 Haifa Municipality  
 Kfar Saba Municipality  
 Netivot Municipality  
 Kiriya Shmona Municipality  
 Kiryat Gat Municipality  
 Rehovot Municipality  
 Sderot Municipality  
 Tel Aviv Municipality: Sports and Spokesperson departments  
 Tel Aviv Municipality -Mesila - Aid and Information Center for Migrant Workers and Refugees  
 Tel Aviv Municipality - City Security Patrol  
 Um El Fahem Municipality  
 Educational Psychological Service in Ofakim  
 Educational Psychological Service in Jerusalem  
 Educational Psychological Service in Netivot

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

Hananya, Eli  
 Ehud Melamed, photographer  
 Orly Hoffman-Bar  
 Uriel Sinai  
 Orly Vilnai

Ilan Spira, photographer  
 Irit Bashan  
 Itai Anghel - War Correspondent  
 Itay Galila, DJ  
 Almog Boker  
 Bracha Hadar  
 Batya Weinschel, intuitive painting  
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 Gilad Vital  
 Din Mirushnikuv  
 Ofir Trainin, producer  
 Vered Shamir  
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 Yuval Hetz  
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 Irit Kaplan  
 Ami Vardi  
 Omri Assenheim  
 Eran Yardeni  
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 Tom Bar Amar



# Donors and Partners Overseas



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## Donors and Partners Overseas From \$5,000

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Israel Trauma Coalition | JDC- Israel | Jewish Federation of Greater Houston JFN - Jewish Funders Network | P.E.F. Israel Endowment Funds, Inc. | Tel-Aviv University | The Council for Volunteering in Israel | UIA - Jewish Federations of Canada | UJA Federation of New York | United Israel Appeal of Canada

## 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 do it without you!**



NATAL wishes to express its heartfelt gratitude to  
**Jude 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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NATAL is honored to have been selected to receive the Midot Seal of Effectiveness for Social Activism award for 2017. Midot works to promote effectiveness among social investors and NGO's in Israel, their evaluation process analyzes the likelihood of a given NGO to become effective, namely, its ability to create social value and improve the lives of its beneficiaries.

