

The Philanthropic Partnership to Strengthen Northern Israel
The Center for Entrepreneurial Jewish Philanthropy

Request for Proposals for the City of Tsfat

May 2010

Background

In the months following the Second Lebanon War, Hubert Leven and Ronit Segelman of the Rashi Foundation, and Peter Hochfelder and Joseph Hyman of the Center for Entrepreneurial Jewish Philanthropy, met to create a partnership aimed at engaging a new generation of philanthropists interested in entrepreneurial solutions to the pressing needs facing Northern Israel. By the summer of 2007, ten partners were recruited and \$1.5 million committed, resulting in the establishment of *The Philanthropic Partnership to Strengthen Northern Israel*.

During the past three years, the partnership has invested \$3 million in 11 amutot whose programs and capital projects focus on one of four areas: early childhood development (*Northern Goals Association*), supporting children and teens at risk through formal and informal education (*ICELP- Feuerstein, Kishorit, Maksam, Tafnit and Youth Renewal Fund*); volunteerism and leadership (*Ayalim, IsraCorps, Kav Hazinuk and Tzofim Haifa*); and economic development (*Kochav Hatzafon*). The impact of these programs has been considerable and we are deeply grateful to all the professionals and volunteers whose hard work and deep commitment has touched the lives of thousands of people throughout the region.

As the partnership looks to the future, we are please to focus our efforts on the city of Tsfat. In March, we hosted Mayor and Mrs. Shohat for a candid, but extremely productive discussion on the needs and opportunities that exist within the city. We were very impressed with the Mayor and his vision for a revitalized Tsfat. He has taken difficult, but important steps to chart a new direction and the partners want to invest in these efforts. In addition, we believe that with the inauguration of Bar Ilan's medical school there exists a moment of opportunity to strengthen many aspects of this historic community. With this in mind, **we are inviting any amutah that directly impacts Tsfat and its population to apply for funding.**

Mission and Focus

The partnership's mission in Tsfat is threefold: **support programs that impact the lives of the city's population with a special sensitivity to at risk populations; leverage our funding**, whenever possible, by partnering with other amutot, government ministries and other philanthropists; and **better educate ourselves on issues facing Tsfat while strengthening our families' connections to the region.**

In the past, we have focused our efforts on specific areas of funding, but because Tsfat is a very unique and diverse city, we do not want to limit the opportunity and therefore we will consider any submission made by a local, regional, or national amutot as long as the focus is Tsfat.

At the same time, we are looking for programs and capital projects that will have a long term impact on the city. In order to accomplish this, we will seek out funding opportunities that empower people and not just provide them with services.

As in the past, we have established well thought out criteria by which we will select the recipients. **Your amuta's ability to address these criteria in a specific and concise way will help us to better understand the importance and impact of your work.** In order to help you prepare your presentation we wanted to share with you these criteria:

1. **long-term impact** (including the articulation of clear and tangible goals);
2. **strength of business plan** (including specific, well conceived strategies and budgets);
3. **track record** (priority will be given to programs that have demonstrated concrete impact and ongoing success);
4. **strength and experience of your professional leadership;**
5. **your ability to leverage our support** (philanthropic partners, other amutot and the government); and
6. **your ability to secure future funding** (to ensure continuation of the Program, or operation of the capital project once our funding concludes).

Funding Parameters and Considerations

1. The partnership is looking to fund 3-5 projects. We will consider investing in a variety of opportunities, including :
 - existing programs in Tsfat that have demonstrated major impact and require additional funding to expand;
 - providing continued funding for successful programs in Tsfat whose funding is at risk due to unforeseen circumstances;
 - bringing to the city programs which have a successful track record of impact and are capable of, and committed, to establishing a long term presence in Tsfat;
 - sponsoring new capital projects that will help create and expand strong programs ; and
 - seeding promising ideas that stand a very strong chance of succeeding and impacting a large segment of the population.
2. Organizations may submit one request for \$100,000- \$400,000.
3. Program grant requests may be for up to three years, through Aug. 2013 and may be retroactive to Sep. 2010, even though the final decisions will be made in

Nov. 2010. In addition, you may include start-up costs that are directly related to the establishment, or expansion of a program.

4. Capital projects must be completed by December 2012. Funding will be disbursed as costs are incurred & benchmarks met.
5. Whenever possible, the group's funding should be leveraged against other support.
6. Applicants must be recognized and registers as an amuta in Israel.

The Process and Deadlines

In order to provide funding by December, we are establishing the following firm deadlines. In addition, we are outlining the exact information we are looking for from each organization.

1. Organizations are invited to submit their concept paper **no later than June 20, 2010**.
2. In order to assist you, we are hosting a meeting with all the potential applicants on **Sunday May 30th from 12:30-15:00 to review the process and answer your questions**. We are giving you three weeks, by design, to strategize and formulate your programmatic ideas prior to the meeting with the hope it will enable you to come well prepared with specific ideas and questions. Please check the Rashi website for the location and directions.
3. CEJP will review and analyze all the concept papers and provide the partners with 35-40 quarter finalists.
4. The partners will divide into three committees, each of which will analyze 12-14 papers and select 6 for the entire partnership to consider.
5. The partners will then meet together to consider the 18-20 semifinalists and select the 8-10 finalists, who will be given feedback and questions.
6. Each finalist will have two weeks to revise/ edit their submission based on the partners' feedback.
7. Rashi will simultaneously work with the amutot to develop the partners' evaluation trip itinerary to Israel and if wanted, will attend a "dress rehearsal" of the final presentations.
8. The partners will visit the 8-10 finalists in October.
9. Grantees will be informed shortly thereafter (November). Written agreements will be finalized and initial funding will commence immediately.

Unfortunately, we will not be able to consider any application that is late, exceeds the page-length requirements, or does not include all the information outlined in the Project Concept Paper Guidelines and Format in the accompanying document.