

MIFALOT

THE EDUCATION & SOCIAL PROJECT

In cooperation with the Hapoel Tel Aviv Football Club
Sport for Development and Peace



 Mifalot
Education and Social Project

MIFALOT – THE EDUCATION AND SOCIAL PROJECT

Hapoel Tel Aviv Football Club harnesses its popularity, winning tradition, and commitment to social responsibility through an effective, efficient, and far-reaching Education and Social Project known as Mifalot.

Letter from the Chairman

Mifalot is a testament to the positive force of social responsibility and the universal reach of football. For over ten years, Mifalot has been a light to over 100,000 children and youth. Regardless of race, religion, gender, social standing, economic background, or disability, Mifalot has worked to ensure that all children are able to learn, play, and reach their full potential. The Hapoel Tel Aviv football club and Mifalot are dedicated to sport for development and peace in full flight, and we are forever grateful for our supporters and dedicated staff that turns our vision into reality. Looking forward at the challenges that remain, we know that more can, and should, be done to address the educational, social and coexistence needs of young people throughout our nation, our region and around the world.

Avraham Burg
Former Speaker of the Knesset
and Chairman of Mifalot



ABOUT MIFALOT

Mifalot is the largest and most diverse sport for development and peace organization in the Middle East. We aim to achieve social change through football by:

- ⚽ Addressing the educational and social needs of children and youth. We provide them with the tools to learn, grow, excel and develop themselves and their community;
- ⚽ Educating and advocating for a culture of peace, diversity, coexistence, tolerance and mutual respect.

Each year, Mifalot operates over 300 programs that cater to over 20,000 children and youth in Israel, Palestine and Jordan and in our growing international initiatives in Cameroon, Rwanda, Angola, Benin, Germany, India and Haiti.

Mifalot is an active member of the international sport and development community, and a model for other football clubs around the world.



In every Mifalot program, children wear the Hapoel Tel Aviv colours, attend Hapoel Tel Aviv matches, and become members of the Hapoel Tel Aviv family.

Mifalot's vision is to fully utilize the potential and power of football in order to:

- Promote peace, tolerance and coexistence across different cultural, religious, ethnic and social groups.
- Build more active, compassionate and cohesive communities.
- Support the sustainable development of a more open, just, and engaged society.





HAPOEL TEL AVIV FC: MUCH MORE THAN FOOTBALL

Mifalot was founded in 1997 by the owners of the Hapoel Tel Aviv Football Club at the time - Moshe Theumim, Sammy Sagol, and Motti Orenstein. Their idea was simple - use football to give back to the community and create real change. Today, Mifalot is the largest and most diverse sport for development and peace project in the region. Hapoel Tel Aviv's responsibility and dedication to Mifalot are based on a unique system of commitment and participation that includes:

- ⚽ Contractual commitments from Hapoel players to participate in Mifalot activities
- ⚽ Sharing Hapoel's logo
- ⚽ Tickets to Hapoel games



Sami and Tova Sagol

“At Hapoel Tel Aviv we have a responsibility to give back to our community, our children and our fans. We strive to make a difference in the lives of those in need.”

**Sami Sagol,
Former Owner
Hapoel Tel Aviv FC**





MIFALOT'S STRATEGIES FOR SUCCESS

Mifalot's projects succeed because of:

- ⚽ Experience and know-how
- ⚽ An inclusive approach for all populations
- ⚽ Sustainability
- ⚽ Teaching and practising mutual respect
- ⚽ Monitoring and evaluation

CREATING SOCIAL CHANGE

Mifalot operates over 300 projects based on the following themes:

Our Mutual Goal: Peace and Coexistence

- ❁ Fostering a culture of peace and coexistence among all citizens of Israel and between Israelis, Palestinians and Jordanians.
- ❁ Football bridges social, religious and ethnic divides. It is an international language that is loved by everyone, irrespective of nationality, religion, race or gender.
- ❁ We give opposing sides the opportunity to play, interact and work together as a team, not against each other.





■ **Projects:**

- ❁ **Know Your Neighbor/Football Our Common Ground:** Breaking down stereotypes and building trust - both on and off the field - between different groups within Israel and between Israelis, Palestinians and Jordanians.
- ❁ **Language Through Play:** Acquiring language skills and literacy to further the social integration of new immigrants from Ethiopia and the Former Soviet Union and refugees/asylum seekers from various countries.

“I think that this project is great and that the activities and interaction greatly helped the kids get to know others who are different and to play together as one group. I hear the kids talking and they really enjoyed themselves.”

Nasser (Palestinian Project Coordinator, Sussiya - Football: Our Common Ground)

Youth and Community

- ⚽ Football teaches life skills, empowers the individual, strengthens the community, integrates marginalized populations into mainstream society and fosters inter-group relationships.
- ⚽ No group is forgotten. We embrace all of Israel's majority and minority populations, including girls, Israeli-Arabs, at-risk youth, youth with special needs, new immigrants and refugee/asylum seekers.
- ⚽ Partnerships with community centers, schools and other NGO's involve entire communities.



■ **Projects:**

- ⚽ **On the Field:** Mifalot's flagship project uses football to encourage moral, social and educational values and a healthy lifestyle.
- ⚽ **Life Skills - Sports in Motion:** Building basic skill acquisition in young children
- ⚽ **Sports Leadership:** Promoting community involvement and activism among youth.
- ⚽ **Civil Service -** Promoting equality in Israeli society and empowering individuals by enlisting Israeli-Arabs, youth with special-needs and at-risk youth in Israel's national civil service program.
- ⚽ **Mifalot Family:** Strengthening the bond between parent and child by creating opportunities for parents and children to engage in football activities together.

"The session really helped us learn to fulfill our roles [as civil service leaders] in the best and most effective way, to lead a group, to coach football as a way of instilling values and to be part of a bigger group."

Ahmed Darwish
(Participant - Civil Service Project)



The Special Needs Community

- ⚽ Football strengthens social, mental and physical development in children, youth and young adults with special needs.
- ⚽ We give children, youth and young adults with special needs the chance to play football and be part of a team just like everyone else.
- ⚽ Children, youth and young adults with special needs and non-special needs play as teammates - a process that builds understanding, friendship and empathy.
- ⚽ Parents of children, youth and young adults with special needs participate in project activities to strengthen relationships with their kids and to create a parents' support network.



"This is my son's second year participating in Mifalot's activities for autistic children. His social and emotional abilities, self confidence and athletic skills have significantly improved. He now knows how to lose, with all the difficulty that comes with it - especially for a child that lacks the skills or models for coping with such situations."

Shai Avigdori (Holon)



■ **Projects:**

- ⚽ **Game of Life:** Developing social skills and behavioral norms in children, youth and young adults with special needs.
- ⚽ **Tie/Win:** Integrating children, youth and young adults with special needs and non-special needs youth.





Mifalot International

Mifalot's Global Projects

- ⚽ Years of proven success has led to increasing international interest in Mifalot.
- ⚽ Our project models have been adapted in countries around the world, including Palestine, Jordan, Haiti, Rwanda, Cameroon, Germany, India, Angola and Benin.
- ⚽ Our 3-step international strategy:
 - Adapt the project model to local needs through a mutual learning process
 - Train the local community to sustain the project
 - Offer remote support and guidance

The International Sport for Development Community

- ⚽ Mifalot is highly involved and respected in the international sport for development community.
- ⚽ Mifalot uses this networking to learn from others and improve our project models.





“The educational process at Mifalot is amazing and constantly influences me. I was part of the Mifalot delegation that was the ‘center’ of an international tournament in Germany. Our mixed team of Jews, Arabs, Israelis and Jordanians worked as a team thanks to this process.”

Elinor Zaharah
(Gush Halav - Civil Service Project)

Participation in International Delegations

- ⚽ Mifalot is invited to participate in international football tournaments and events, including: “The One Nation Cup” (Bremen, Germany). Our mixed team of both Jewish and Arab Israelis aroused much interest and favor at the tournament.
- ⚽ The “Discover Football” Tournament (Berlin, Germany). Our team was the only multi-national delegation, representing Israel and Jordan, and three religions - Judaism, Islam and Christianity. They received much attention and met with German Chancellor, Angela Merkel.



MIFALOT'S ACHIEVEMENTS

Mifalot's success and effectiveness are proven by international and domestic accolades, including:

- ❖ Best Sport for Development Project at the Beyond Sport Awards 2010
- ❖ Support and recognition from the UN's Special Advisor for Peace and Sport
- ❖ The European Club Association (ECA) award for Best Social and Community Program
- ❖ Sderot Conference award as the leading Israeli NGO in the field of Community work
- ❖ Membership on the Streetfootballworld Board of Directors (a global network of 82 organizations with a strategic alliance with FIFA)
- ❖ The Wingate Award for Social Excellence
- ❖ The Globes and Schwab Foundation award for social entrepreneurship
- ❖ The International Jewish Sports Hall of Fame, The Lifetime Achievement Award
- ❖ Strong partnerships with the leading international networking organizations in the field of sport for social development and change



Funding Organizations

- Anthony Robbins Foundation
- Ashalim-JDC Israel
- Beracha Foundation
- Bonim Atid Group, UJA-Federation of New York
- Bridgeway Foundation
- Budwine Foundation
- Dutch Jewish Humanitarian Fund
- European Union
- FIFA - Football for hope
- Fishman Social Responsibility
- Friedrich Erbert Stiftung
- Heinz Horst Deichman Stiftung
- Jacksonville Jewish Federation
- Jewish Agency for Israel
- Jewish Federation of Nashville and Middle Tennessee
- Jewish Federation of Pinellas County
- Jewish Women's Foundation of New York
- Kahanof Foundation
- Keren Hayesod - United Israel Appeal
- Keren Gandir
- Levi Lassen Foundation
- National Insurance Institute
- Solelim Fund, UJA-Federation of New York
- Steinhardt Foundation Israel
- The Pears Foundation
- The Israeli Government, Ministry of Regional Cooperation
- The Ted Arison Family Foundation
- Tmura Venture Philanthropy Fund
- USAID
- ZIVIK - IFA

Corporate Funding Partners

- Aroma Espresso Bar
- Bank Hapoalim
- BBDO- GITAM
- Clal Health Division
- Derech Eretz
- Dor Gaz
- Keter Plastic, Ltd
- Le'an
- Motorola Solutions Foundation
- Nimrod Shoes
- Pach Taas LTD
- Sotheby's

Local Partners

- Abu Basma Regional Council
- AMEN - Youth Volunteering City
- Aguda Le'Hitnadvut
- College 4 All
- Fidel- Association for Education and Social Integration of Ethiopian Jews in Israel
- The Perach Tutorial Project
- Tel Aviv University, Campus Si'im
- The Anti Drug Authority in Israel
- The Azrieli Foundation
- The Israel Association of Community Centers
- The Israeli Ministry of Construction & Housing - Neighborhood Rehabilitation
- The Israeli Ministry of Culture and Sport - Sport Authority - Athena
- The Israeli Ministry of Education - The Schmid Commission
- The Israeli Ministry of Education - Youth Empowerment
- The Karev Program for Educational Involvement
- The Wingate Institute
- United Kibbutz Movement
- Yeladim - Fair Chance for Children

International Partners

- Aghozo Shalom Youth Village (Rwanda)
- Beyond Sport
- Cherish Our Children International
- FARE
- FC Barcelona Foundation
- Glocal-Community Development Studies, Hebrew University
- Kom Mitnadev
- Peace and Sport
- Prodev (Haiti)
- Sportgarten (Germany)
- StreetFootballWorld
- The Africa Center - Ben Gurion University
- The International Institute for Leadership
- The Israeli Government, Ministry of Foreign Affairs MASHAV
- Thomas Libih Sports Academy (Cameroon)
- VIDC

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