

Sparkil

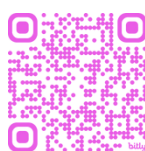
EDUCATIONAL
TOOLKIT



Building Bridges of Support
Through Mutual Responsibility



FOUNDING PARTNERS



Do you want to learn more?

Please contact Yishai Goldflam:

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Info@sparkil.org | Sparkil.org

Dear Educators,

Welcome to the SparkIL educational kit. This kit, centered around the SparkIL platform, is divided into five lesson plans designed to offer your students a comprehensive understanding of the following themes:

Mutual Responsibility: Explore the Jewish value of mutual responsibility and strengthen connections between Global Jews and Israelis.

Jewish Social Entrepreneurship: Examine how Jewish values influence and drive entrepreneurial efforts.

Social Jewish Entrepreneurship Workshop: Engage students in identifying and solving community issues through entrepreneurial initiatives.

Diversity in Israeli Society: Highlight the diversity of Israeli society and the varied backgrounds of entrepreneurs within the SparkIL platform.

Impact Lending–The Evolution of Tzedakah: Introduce the concept of Impact Lending as one of the elements of Tzedakah. Learn how an idea the Rambam wrote 800 years ago is considered innovative today.

Each lesson plan uses SparkIL as a practical case study to explore these concepts, highlighting the power of impact-lending and its impact on diverse Israeli communities.

About SparkIL

SparkIL, a subsidiary of the Jewish Agency and the Ogen Group, is a peer-to-peer platform designed to engage global Jews with Israelis on a personal basis via the tool of interest-free micro-loans (or: Impact Loans) to small Israeli businesses. SparkIL supports a wide range of entrepreneurs, from those in Israel's geographic and socio-economic periphery to businesses impacted by recent conflicts. The platform promotes a cycle of continuous support, in which loans are repaid to the lender and can be re-lent to new businesses, illustrating a sustainable model of social impact and mutual engagement.

Intended Use of This Kit

This educational kit is tailored for young American Jews aged 11-16 in various settings such as day schools, supplementary schools, youth movements, JCCs, and summer camps.

Instructions for Educators

- **Engagement:** Promote interactive and participatory learning. Utilize the online SparkIL platform or the printable cards in Appendix E to engage students directly with real Israeli businesses.
- **Technology:** Provide access to the SparkIL website during sessions for real-time learning. Use the following QR code for easy access. In settings without internet access, use the printable business owner cards.
- **Preparation:** Acquaint yourself with the SparkIL platform and the businesses featured to effectively guide discussions and respond to student inquiries.
- **Follow-up:** Page 4 of this kit offers a number of ways to convert theory into action, either as individuals or as a group. We encourage you to choose one of the suggested calls-to-action to complete the educational process with your students.

We invite you to reach out to us with any questions or inquiries.

Kol Tuv!
Yishai Goldflam

yishaigo@sparkil.org





Activity Goals

Engage students in understanding the impact of mutual support within the Jewish community and beyond, by exploring the concept of 'כל ישראל ערבים זה לזה' (All of Israel are Responsible for One Another) through real-life examples and the SparkIL initiative.

Grade Level

Ages 11-16

Materials Needed

1. Materials for Icebreaker
2. Art supplies for creative presentations
3. Access to SparkIL website
4. Printed texts (Appendix A)

Lesson Duration

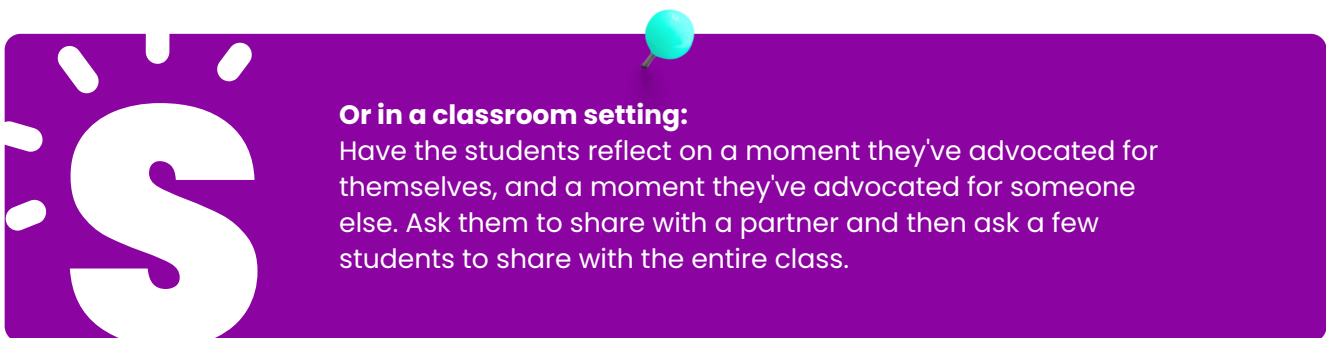
60-75 minutes

Play 'Cotton Ball Race' Icebreaker (10 minutes)

- Objective: Foster teamwork and demonstrate the power of collective effort.
- How to Play: Divide the group into small teams that will compete against each other (each team receives cotton balls in a different color). Each participant in a team is given a ball and must blow it to the other side of the classroom. Once a participant reaches the other side, the next participant in the team begins blowing their cotton ball until all participants have crossed the classroom. The winning team is the one that reaches the other side first.

Ask (10 minutes)

- How did you feel during this game?
- Did you feel a sense of responsibility for your teammates during the game, and how did that responsibility manifest?
- In what ways can the principles of teamwork and interconnectedness from the games be extended to foster a sense of collective responsibility in broader communities and society?
- Can you think of ways you can use teamwork and cooperation in your everyday life outside of the game context?



Or in a classroom setting:
Have the students reflect on a moment they've advocated for themselves, and a moment they've advocated for someone else. Ask them to share with a partner and then ask a few students to share with the entire class.

Learn Introduction to the value of Mutual Responsibility (20 minutes)

- Divide the class into small groups and hand out the attached learning page (Appendix A).
- Ask them to read the sources and answer the questions.
- Ask the groups to share their answers with the entire class.

*See [Teacher's Guide](#) for more context (Appendix B).

Act If Not Now- Impacting Israeli businesses (30 minutes)

- Introduce your students to the SparkIL initiative and how it helps local businesses in Israel.
- Divide the class into groups. Ask each group to go to the SparkIL website and choose one business that resonates with them, or, if there is no access to the internet, hand out the cards of SparkIL businesses in Appendix E.
- Ask each group to present the business's story in a creative way:
 - a. Artistic Expression
 - i. Provide posters or art materials.
 - ii. Ask the groups to draw the person and business and tell their peers about the drawing.
 - iii. Create a classroom gallery to showcase the artistic masterpieces.
 - b. Lights, Camera, Action!
 - i. Ask groups to record a video that describes a day in the life of the person and business they have presented.

Presentation: Each group will be able to present their chosen business to the class, using their creative projects—whether through an art showcase or a video screening. This segment highlights the diverse stories of Israelis and their businesses, fosters creativity and deepens the students' understanding of the real-world impact of financial support and community solidarity.

Post Learning Call to Action

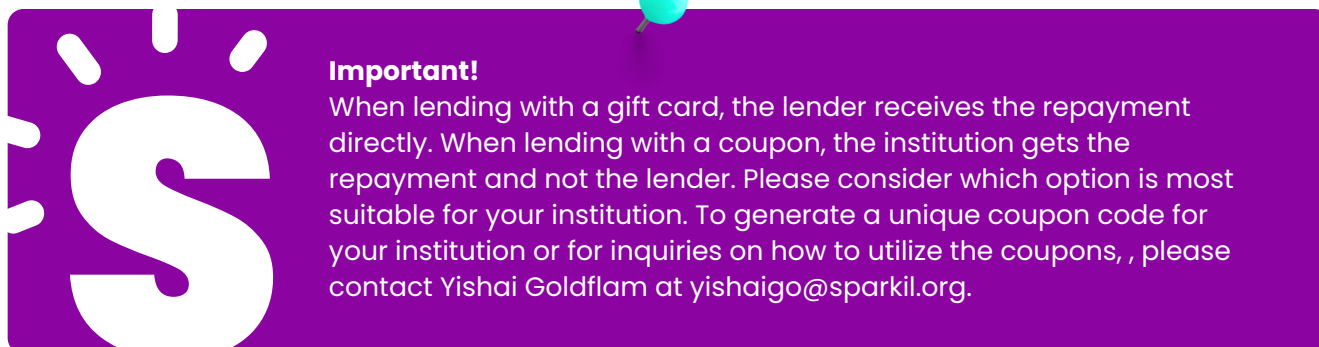
After exploring these core values in class, here are several ways to extend the impact of our lessons into practical, real-world actions involving students and their families. We encourage selecting at least one of the following initiatives to continue nurturing these values:

1. Letter to Parents: Empowering Unity and Support

- **Purpose:** To inform parents about the classroom activities centered on unity and the support of Israeli small businesses through SparkIL.
- **Action:** Send home a personalized letter outlining the activity highlights and the concept of SparkIL, and invite families to participate by making a refundable, interest-free loan to a business their child felt connected to during the class activities (see Appendix C for a proposed letter).

2. Institutional Gift: Expressing Kindness Through Support

- **Purpose:** Enable students to directly make an impact-loan to an Israeli business. Your institution will be an integral part of the impact-lending process and will encourage the students and their families to match existing funds.
- **Action:** Your institution will provide gift cards or coupons of \$18 or \$36 to each student at the end of the activity. They will then be encouraged to match these funds and double the impact-loan they make on the SparkIL site. This could be an opportunity to engage a donor who would be interested in this initiative and would cover the cost of the gift cards. Digital gift cards are available on the SparkIL website.



Important!
When lending with a gift card, the lender receives the repayment directly. When lending with a coupon, the institution gets the repayment and not the lender. Please consider which option is most suitable for your institution. To generate a unique coupon code for your institution or for inquiries on how to utilize the coupons, please contact Yishai Goldflam at yishaigo@sparkil.org.

3. Class Project: Loan-raising for Israeli Businesses

- **Purpose:** To engage students in a creative and collaborative loan-raising project for an Israeli business they connect with, applying the lessons learned.
- **Action:** Use the Loan-raising Brainstorm Worksheet to guide students through planning and executing a fundraising initiative. This includes understanding the chosen business's impact, brainstorming loan-raising ideas, and planning for action (Appendix D)

Appendix A: Text Study

Pirkei Avot 1:14

**"He [Rabbi Hillel] used to say: If I am not for me, who will be for me?
And when I am for myself alone, what am I? And if not now, then when?"**

- Why do you think the three sentences "not for myself" "only for myself" and "if not now when" are in this order?
- What do you think each of them means? Put the quote in your own words.
- A famous Rabbi once said that being Jewish is being able to quote this one quote from Hillel. Why do you think he said that? What Jewish values does it encapsulate?
- The phrase "And if not now, when?" speaks to the urgency of action. Can you think of a situation where immediate action is required to support someone in your community?

Talmud: Shevuot 39a

"All of Israel are responsible for one another"

- Who do you feel responsible for?
- How do you interpret the statement "כל ישראל ערבים זה לזה" in the context of our global Jewish community? Do you feel a sense of responsibility towards other Jews, including those in Israel?
- Why should I be responsible for someone living on the other side of the world? And why should they be responsible for me?

Appendix B: Teacher's Guide

Appendix B: Teacher's Guide

The concept of "If I am not for myself, who will be for me? But if I am only for myself, what am I? And if not now, when?" encapsulates a profound philosophy on self-reliance, altruism, and timely action:

- **Self-Advocacy and Responsibility:** The phrase "If I am not for myself, who will be for me?" highlights the importance of self-reliance and advocating for one's own needs and rights. It reminds individuals that personal growth and security begin with oneself.
- **Altruism and Community:** "But if I am only for myself, what am I?" shifts the focus to the collective, emphasizing that life's value is significantly found in our relationships and contributions to others. It questions the morality of living a life solely centered on self-interest.
- **Urgency and Timely Action:** "And if not now, when?" underscores the importance of seizing the moment to act. It encourages promptness in both personal improvement and in efforts to aid others, emphasizing that waiting for the "right time" may result in missed opportunities for action and change.

The key aspects of the concept "כל ישראל ערבים זה לזה"
"All of Israel are responsible for one another":

- **Interconnectedness:** "כל ישראל ערבים זה לזה" is the idea that Jews are not isolated individuals but are part of a larger community. The actions and well-being of one person are intertwined with the actions and well-being of others
- **Shared Responsibility:** the obligation of each individual to contribute to the welfare of the entire community. This responsibility extends beyond immediate family and friends to encompass the broader Jewish community.
- **Support and Assistance:** It implies a commitment to offering support, assistance, and care to fellow Jews in times of need. This can include both material and emotional support, fostering a sense of solidarity during times of celebration and hardship alike.
- **Ethical and Moral Dimension:** the ethical and moral implications are that It encourages individuals to act with compassion, kindness, and a sense of justice towards others in the community

Appendix C:
An example of
a letter to parents



To
Your Recipient's Name

From
Your Recipient's Name

Subject: Empowering Our Kids - A Lesson in Unity and Support

Dear Parents,

We hope this letter finds you well. Recently, your child participated in an engaging and educational activity that explored the timeless concept of 'כל ישראל ערבים זה לזה' (All of Israel (i.e. the Jewish People) are responsible for one another). We wanted to share the valuable insights they gained and invite you to be part of a meaningful initiative called SparkIL inspired by their experiences.

Activity Highlights: Your child delved into the idea that as a community, we share a responsibility for one another. Through interactive games and discussions, they grasped the importance of unity and collective support. They also explored the SparkIL initiative and the help it provides to small businesses in Israel, particularly during these challenging times.

Our Invite! In the spirit of unity and community support, we invite you to join us in a unique opportunity. Please consider making a refundable, interest-free impact-loan, in the name of your child, to the actual business they selected during the activity. Your impact-loan will directly support the growth and resilience of a local business in Israel.

Why Participate?

Educational Value: This initiative further reinforces the values and lessons your child learned about unity and shared responsibility.

Community Impact: Your impact-loan will directly support the success of a local business in Israel, through the platform of SparkIL, which is especially needed during these trying times.

Empowering our Kids: By actively involving parents, we show our children the real-world impact of their actions and the power of collective support. We recommend doing this together with your child!

Next Steps: If you are willing to participate, please go to www.sparkil.org, find a business your child connects with, and follow the instructions to make an impact-loan starting from as little as \$25. Starting a month after giving the impact-loan, you will begin receiving the repayment from the business, until the full loan is repaid. Upon receiving the money, you can withdraw the funds, or re-lend to another business!

We appreciate your consideration and support. Together, let's continue to instill these important values and make a positive impact on our community.

[Organization/School Name] [Contact Information]

Appendix D:
Class Project:
Loan-raising for
Israeli Businesses

Purpose: This project aims to immerse students in a hands-on experience of supporting Israeli businesses, leveraging the insights gained from our lessons on mutual responsibility and the spirit of entrepreneurship.



1

Step 1: Selection and Analysis

- **Choosing a Business:** Decide as a class or in groups which Israeli business you'd like to support through your loan-raising. Discuss the reasons behind your choice. Use the SparkIL website to explore different businesses.
- **Understanding Needs:** Research the selected business on the SparkIL website to identify its specific needs and challenges.



2

Step 2: Creative Conceptualization

- **Idea Generation:** Encourage creative thinking to come up with a variety of loan-raising ideas. Think about events, online campaigns, or community initiatives that could generate funds.
- **Collaboration Potential:** Explore possibilities for partnering with local businesses, schools, or organizations to amplify your efforts.



3

Step 3: Feasibility Study

- **Resource Listing:** Identify what resources (materials, volunteers, digital tools) will be necessary for your chosen loan-raising idea.
- **Challenges and Solutions:** Anticipate potential obstacles and discuss strategies to overcome them, ensuring the feasibility of your plan.



4

Step 4: Decision Making

- **Selecting the Best Idea:** As a group, choose the loan-raising idea you believe will have the greatest impact.
- **Naming Your Initiative:** Create a catchy and meaningful name for your loan-raiser that captures its essence and purpose.



5

Step 5: Implementation Plan

- **Team Formation:** Determine what teams or roles are needed to bring your loan-raiser to life (e.g., logistics, marketing, finance).
- **Task Assignment:** Clearly define tasks and responsibilities for each team member, focusing on areas such as logistics, social media outreach, and event management.
- **Scheduling:** Set realistic deadlines for all tasks and key milestones, including planning, promotion, and the actual event.

Dear educator, should you wish to further enrich your students' understanding, consider allocating additional time to explore the following text:

Why Are We Called Yehudim? By Rabbi Avi Weiss (yctarah.org)

It is commonly known that the reason that we call ourselves by the name Yehudim (Jews) is that most of us come literally from the Kingdom of Judah, or more specifically the tribe of Judah. Yet, there is a deeper reason why we have continued to use this term specifically when there are countless other names that our people and religion could go by...

In the narrative, Yosef (Joseph) takes Shimon (Simon) hostage and demands that the brothers bring Binyamin (Benjamin) to Egypt, as a precondition for both Shimon's release and his (Yosef's) providing of more food for Yaakov's (Jacob's) family.

Yaakov is understandably hesitant. Having already lost Yosef, his favorite, he fears losing Binyamin his only remaining son from his beloved wife Rachel. It is here that Yehudah (Judah) bravely rises to declare that he would act as an "Arev," a surety for Binyamin. "If I don't return him," he says to his father Yaakov, "I will bear the sin forever." (Genesis 43:9)

Yehudah's pledge is unusual. Normally when a debtor guarantees collateral, the collateral comes from a party other than the debtor. Here, Yehudah takes his obligation to a higher level. Yehudah himself is both the one who makes the commitment as well as the guarantor. This indicates how seriously Yehudah takes the pledge or the "Arevut" he is offering.

"Arevut," writes Rabbi Ahron Soloveichik. "means more than just another concern for one's fellow Jew. It means that I am a surety—each and every Jew is a surety for every other Jew. Just as a surety in money is held responsible as if he had been the debtor, so, also, every Jew is a surety for all the spiritual obligations of every other Jew."

Of course, this does not mean that Jews are not concerned for all of humankind. We are. Every human being is created in the image of God. In the words of our Rabbis, *chaviv adam shenivrah be-tzelem Elokim*. As such, we have very deep obligations to all people. But our obligation to our fellow Jews is unique. As we are more connected to our inner family with whom we share a common tradition, history, and destiny, so too concern our larger family – the people of Israel.

Hence, we are called Yehudim, as we are named after the person who so intensely exemplified *ahavat Yisrael* – Yehudah. We must realize the centrality of the principle of Jewish unity. Rabbi Yehudah Halevi, the medieval poet and philosopher notes that all of Israel can be compared to a human body. When one limb hurts, the entire being is affected. So it is with *Am Yisrael*. All Jews are one body. He taught that when one Jew is in pain, Jews everywhere feel that pain.

Yet, he also taught us that when a Jew dances and experiences joy, we all dance and feel the joy. Let us hope that we can experience the unity of joy, an important element in our obligations as Yehudim, more and more in the days, months, and years to come

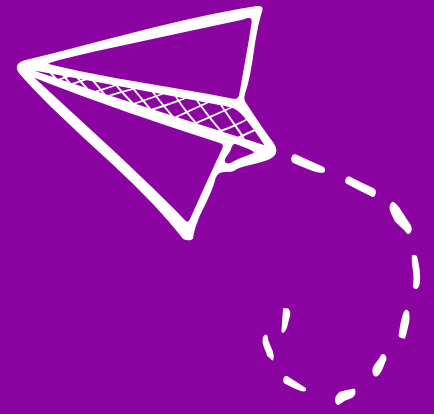
Appendix E: Cards of SparkIL Businesses

The Spark logo features the word "Spark" in a bold, white, sans-serif font. To the left of the text is a stylized sun icon with rays emanating from a central point. The background of the entire image is a close-up portrait of a woman with brown hair and bangs, smiling slightly. Behind her is a piece of wood art with intricate patterns and colors, including a large, textured, circular shape in shades of brown and orange.

Hila Alsheikh
Bul-Etz Wood Art

Who Am I?

My name is Hila Alsheikh and I am a 28 year-old mother of three adorable children. My husband, children and I live in Petah Tikva, and I'm deeply passionate about art and children.



What Do I Do?

My business, "Bul-Etz," consists of wood-art workshops for kids and occasionally adults. I also make wooden construction kits which make great gifts.

Why Do I Do It?

Through this journey, I have discovered the wonderful ways in which art and children intersect – two realms that resonate deeply with me. Making such artistic experiences accessible to children is truly my mission in this work.



What I Need Help With

All class activities have unfortunately come to a halt due to the war. Therefore, my primary source of income has ceased, causing significant damage to my business. With the help of a loan, my vision is to utilize it as a means to sustain my business and prevent it from any further financial setback. Despite the challenges posed by the war, I hope I can find a way to continue the activities that keep my business afloat.

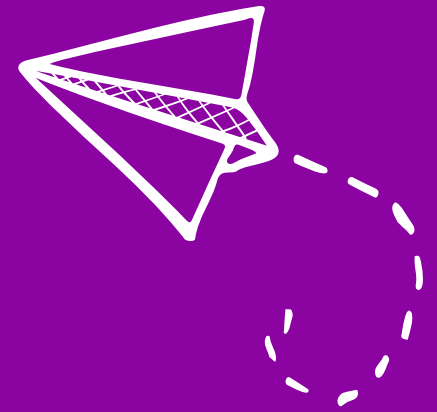
Spark™

Shay Rilov
Robin Food

ROBIN FOOD

Who Am I?

My Name is Shay Rilov, I am 30 years old and live in Haifa. My passion for sustainability has led me to pursue a significant cause: reducing food wastage in Israel.



What Do I Do?

I am the Director of the Robin Food Association. Our ambition is to solve Israel's food waste problem. Our mission includes rescuing leftover vegetables and fruits and converting them into nourishing and comforting meals. Additionally, we conduct workshops and activities to educate about our cause.

Why Do I Do It?

Motivated by the fact that one third of the world's food is wasted, we aim to raise awareness and provide practical solutions to this global issue by making a tangible difference in our community.



What I Need Help With

Our operations need funding for food, kitchen costs, staff, and logistics. More than ever, with the ongoing war, we're committed to feeding soldiers, evacuees, and those in need. With the help of a loan, we will be able to make a continued impact in such a crucial time.

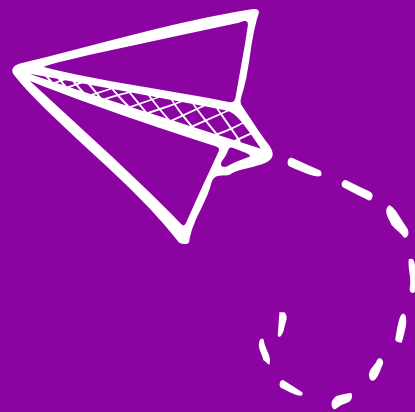


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Merav Reuel Moyal
Yoga Studio

Who Am I?

My name is Merav Rael Moyal and I live in Moshav Aminadav, right outside of Jerusalem. My husband Shlomo and I are proud parents of our four daughters. I am passionate about yoga and meditation and have pursued it as a career here in Israel.



About My Business

As the owner of Yoga Studio, I am deeply involved in instructing yoga classes and training new yoga teachers. I also create wellness content for our community of about 2,500 individuals. Together, we explore the transformative power of yoga and meditation.

Why Do I Do It?

My passion for yoga and meditation is about creating a wave of positive change. It's about enhancing our ability to impact lives positively, spreading the essence of a balanced, mindful lifestyle further and wider.



What I Need Help With

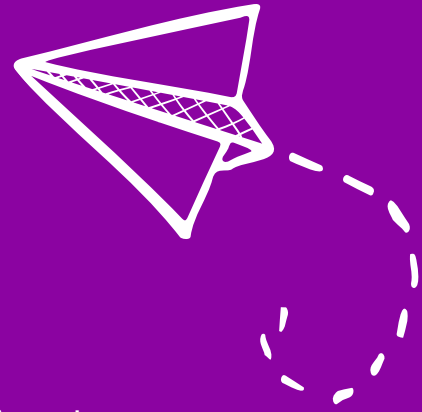
The war has shifted our world as we know it and has been accompanied by a push for the necessity of digital platforms. I am seeking a loan so I can develop a well-being content-sales website that features nutrition, various forms of movement like yoga and walking, and resources for meditation and sleep.

A black and white portrait of a man with a beard and short hair, smiling warmly. He is wearing a dark t-shirt. The background is a wall covered with numerous small, framed photographs, likely related to dance or performance. The overall tone is professional and creative.

Liran Michaeli
Dance Studio

Who Am I?

My name is Liran Michaeli and I am a choreographer and artistic director. Together, my wife and I teach dance in Israel alongside raising our four children.



About My Business

My business specializes in running dance groups for young teens and adults. We are recognized for our dance education and performances at Israel's top festivals and seminars. We've made a significant mark in Israel's South, operating in many underprivileged districts.

Why Do I Do It?

Dance is more than movement; it's a medium to express love for our country, culture, and art. We aim to instill a deep appreciation for these values in our students through the world of dance. Our mission goes beyond teaching steps; it's about shaping hearts and minds through the rhythm of our heritage.



What I Need Help With

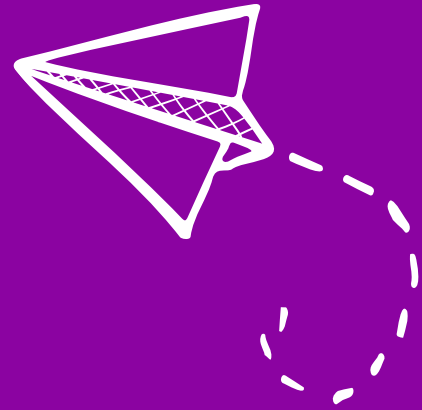
The recent war brought unexpected challenges, halting our activities right at the start of the new season. We're seeking financial support to cover marketing, canceled performances, and staff salaries. This loan will help us navigate these tough times and continue inspiring through dance.

Lutuf Nouasser
Elhaneen Theater



Who Am I?

My name is Lutuf Nouasser and I am an Arab-Israeli Actor from Nazareth. I established Elhaneen Theatre because I am passionate about art and theater and my belief that culture is vital for the advancement of society.



About My Business

Our theater is a home and an open stage for all creators and artists to work on imparting cultural and artistic values and creating high-quality theater. Elhaneen Theater actively seeks, exposes, and encourages new talents in the field of theater, making its productions accessible to the public everywhere.

Why Do I Do It?

Our dream is to live in a society that believes in the transformative power of art – using it to address challenges and build a hopeful, inclusive community. We are committed to showcasing contemporary, high-quality theater that responds to societal changes, nurturing new talent and keeping the spirit of our culture alive through challenging times.



What I Need Help With

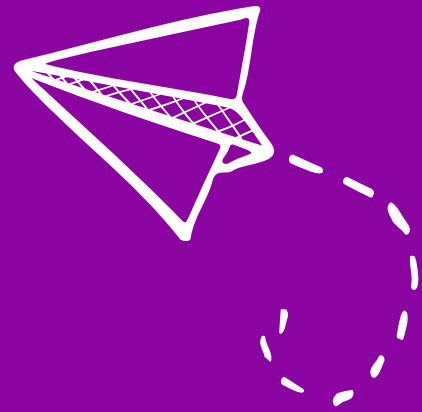
The recent war has halted our activities, freezing our income streams. We need financial support to cover expenses like employee salaries and rent. A loan would help us maintain our theater's resilience during these tough times, ensuring our return to normal operations.



Farhi Assakalah
Al-Maghar-Athletes

Who Am I?

My name is Farhi Assakalah. I am a former soccer player and the proud founder of The Football Academy in the Druze village of Maghar.



About My Business

The Football Academy in Maghar serves 470 children. It offers a soccer school and is home to 10 teams, including two girls' teams. We're committed to nurturing excellence, success, and confidence in our players.

Why Do I Do It?

My passion for soccer goes beyond the field. It's about guiding young players to believe in themselves and strive for greatness. The academy is my way of giving back, helping children chase their dreams, and instilling values of hard work and dedication.



What I Need Help With

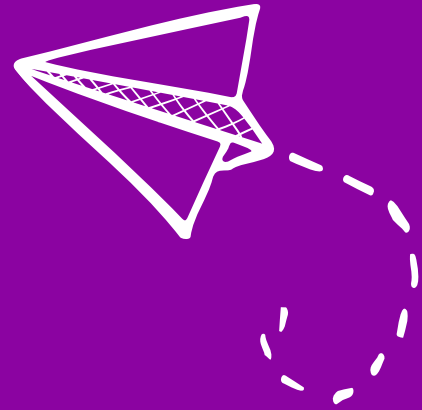
The academy's operations were stopped due to the war, leading to significant financial strain as parents could not pay fees. We urgently need financial assistance to meet our obligations, ensuring the academy's survival and continuity.



Kseniya Mikhailkevich
Kapkan Barbershop

Who Am I?

My name is Kseniya Mikhailkevich and I am a 38-year-old barber, wife, and mother of two, living in Harish. My barbershop in Netanya is my pride and joy, where I dedicate my skills to my clients.



About My Business

My barber shop specializes in men's grooming. I take great pleasure in transforming men into their handsome, refined selves. My clients leave looking and feeling their best.

Why Do I Do It?

I love seeing the instant transformation in my clients – it's not just a haircut; it's about boosting confidence and refining appearance. My goal is to continue providing this essential service, awaiting the safe return of my loyal customers.



What I Need Help With

With many of my male clients serving in the reserves, my business is facing a decrease in revenue. I'm seeking a loan to cover six months of rent and for equipment repairs. This support is vital for sustaining my barbershop through the war and until my brave clients return.

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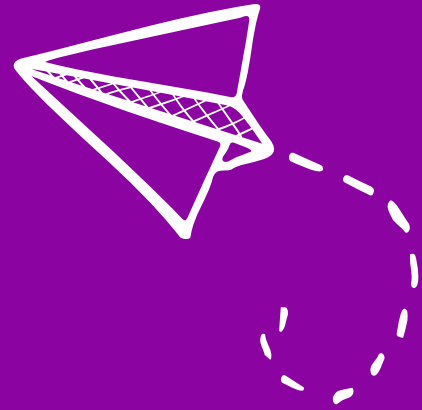
א.פ.י.צ.י.ה



Matan Yaish
Euphoria Pizza

Who Am I?

My name is Matan and I am a 29-year-old living in Netivot. Despite having 15 years of professional experience as a hairdresser, I decided to pursue my lifelong passion and open a Pizzeria.



About My Business

Five years ago, my family and I opened Euphoria Pizza. It's not just a pizzeria; it's a shared dream where each family member adds their unique touch. We work together to create delicious pizzas. Recently, we've been donating our pizzas to IDF soldiers.

Why Do I Do It?

My family is my strength, and Euphoria is our collective dream. Making pizzas is more than a job; it's about bringing a slice of happiness to every customer. We're determined to keep spreading joy, one pizza at a time.



What I Need Help With

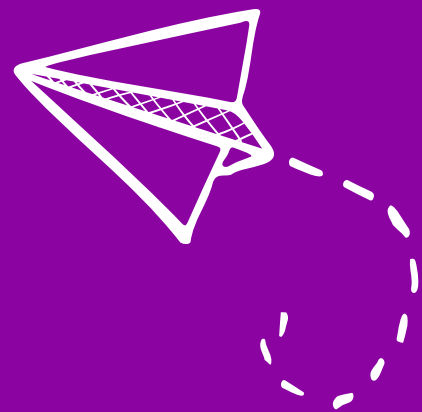
The war has been tough on us. I'm seeking a business loan to upgrade our equipment. This will help us make even better pizzas more efficiently, easing our team's workload and enhancing our beloved family business.

Spark^{IL}

Rami Livneh
Dates for All

Who Am I?

My name is Rami Livneh and I am a date farmer in Moshav Ein Yahav. I am passionately devoted to cultivating the land and preserving our community's heritage.



About My Business

Our date plantation in the Arava desert climate is a testament to our resilience. We thrive against all odds, symbolizing the spirit of perseverance and dedication.

Why Do I Do It?

This land is not just soil and crops; it's a legacy I want to pass on to my children. Cultivating dates is more than a job; it's about sustaining a lifestyle that values hard work, community, and a deep connection to our roots.



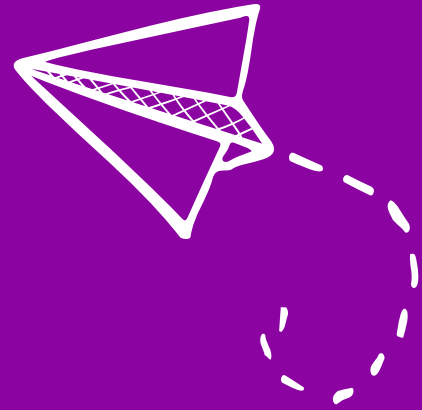
What I Need Help With

Summoned for army reserve duty, I'm running my business with limited staff, leading to a decline in sales. A loan would support us in maintaining the plantation and preserving our way of life, crucial for our family and the community's future.

Daniel Siman-Tov
DJ

Who Am I?

My name is Daniel Siman-Tov. I am a DJ and family man from Pardes Hana who is passionate about bringing music and happiness to people. My wife is a teacher, and our son, Yarin, is starting kindergarten soon.



About My Business

I am a DJ for events, parties, and concerts. My passion lies in doing good for people, spreading happiness, and music.

Why Do I Do It?

Music is my medium for making a difference. Despite the setbacks, my commitment to spreading happiness and support through music remains unshaken. I'm determined to persevere, finding new ways to bring light and positivity into people's lives.



What I Need Help With

Since the war has begun, every event I had scheduled has been canceled, and the impact that this has had on my business is significant. I'm seeking a loan to help me during these challenging times.

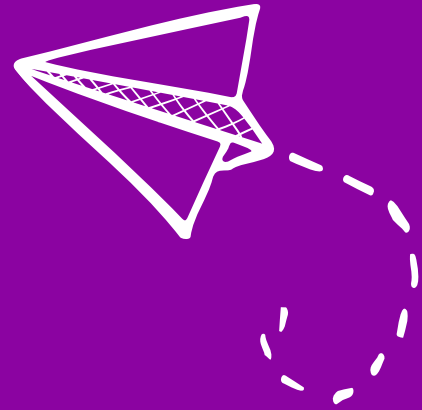
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Simcha Buta
Wonder Stone Workshop



Who Am I?

My name is Simcha and I am the proud owner of an art therapy workshop. My passion lies in using creativity to bring joy and therapeutic benefits, which led me to invent the 'Miracle Stone', a unique and versatile crafting material.



About My Business

My business has focused on offering craft workshops utilizing 'Miracle Stone'. Our workshops cater to a wide range of clients, including public institutions like schools, kindergartens, and local councils. We aim to infuse creativity and therapeutic benefits into the lives of both adults and children.

Why Do I Do It?

My motivation is to bring creative healing and joy, especially during these challenging times. The goal is to reach more people through our new online platforms, providing a creative outlet and therapeutic escape when they need it most.



What I Need Help With

The impact of the war has led to a shift in our focus. I have started providing at-home craft kits for children, and I am in need of a loan in order to strengthen our online presence to increase orders. This would provide us with the funds to set up a website dedicated to the kits, enhance our social media engagement, and finance the import of additional materials.

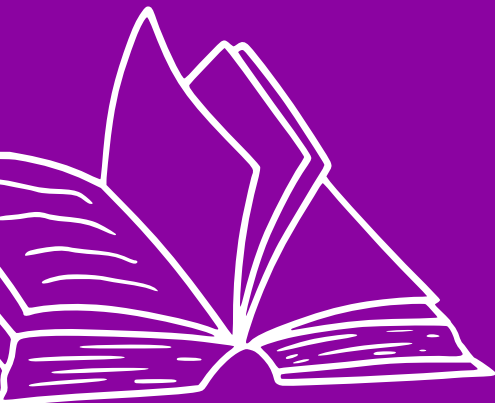
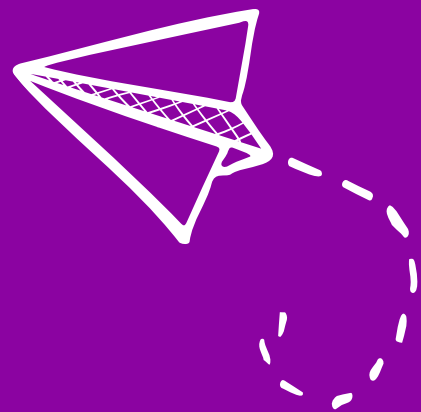


Solomon Eran Mordechai

“Listen & Know” Music School

Who Am I?

My name is Solomon Eran Mordechai and I am a music teacher and composer from Jerusalem. With over 30 years of experience in music education, I'm passionate about making music accessible and enjoyable for all.



About My Business

My music school, "Listen & Know", offers a blend of online and in-person learning. We teach students to understand and feel music, enabling them to play by ear.

Why Do I Do It?

My mission is to remove the anxiety often associated with learning music. I aim to teach students a technique that allows them to truly enjoy and express themselves through music. It's not just about learning; it's about experiencing and living music.



What I Need Help With

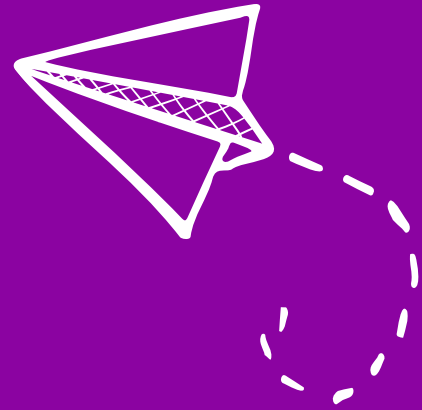
To navigate the challenges of the war, I need support for website redesign and digital marketing to reach more music enthusiasts. This will help expand our reach and bring the joy of music to more students during these difficult times.

A portrait of Sara Grijiyak, a woman with brown hair, wearing glasses and a blue hijab. She is smiling and wearing a blue zip-up jacket. The background is white with a faint, light blue circular graphic behind her head.

Sara Grijiyak
Halimudia Tutoring Academy

Who Am I?

My name is Sara and I am a passionate educator dedicated to preventing school dropouts and boosting students' motivation and joy in learning.



About My Business

We are a non-profit that offers comprehensive support to at-risk students, focusing on personal tutoring, remedial education, and fostering self-worth.

Why Do I Do It?

Education is more than just academics; it's about nurturing confidence and competence. My team and I are dedicated to helping students rediscover the joy and purpose of education.



What I Need Help With

The war has disrupted regular school attendance, and many families are facing financial and emotional stress. We need a loan to extend our reach, ensuring we can provide essential assistance to more students. Our goal is to fill the educational gaps and support students and families during these challenging times.

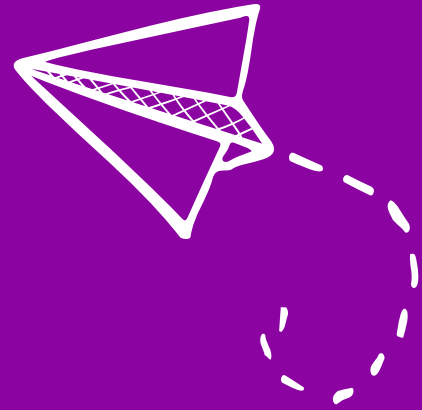


Dotan Horowitz

Bright Biz

Who Am I?

My name is Dotan Horowitz and I consider myself to be an optimist and firm believer in the goodness of people. After spending nine years in the Gaza Envelope, I've relocated with my family to the Arava.



About My Business

As a business consultant, I specialize in entrepreneurship, business development, general and digital marketing, and online commerce. I also provide tailored courses for small business teams, sharing my expertise and insights to help them grow and succeed.

Why Do I Do It?

My mission is to empower entrepreneurs and small businesses. I thrive on seeing others grow and succeed, and my consultancy work allows me to be part of their journey, contributing to their development in the business world.



What I Need Help With

The war has caused a significant setback, with all my lectures canceled and consulting work paused. This has led to a considerable cash flow gap. I'm seeking a loan to bridge this gap and get back on track, helping businesses navigate these challenging times.

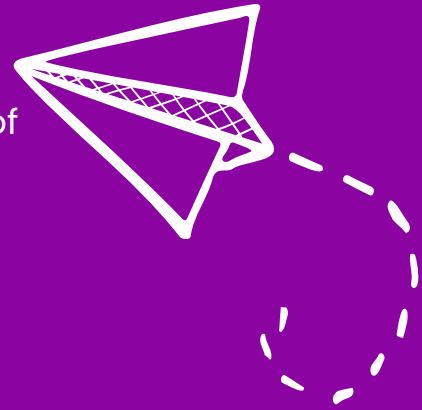
A close-up photograph of a woman with dark, curly hair, smiling warmly as she holds a black and white cat. The woman's eyes are closed in a happy expression, and she is looking down at the cat. The cat has a white chest and face with black patches. The background is a plain, light-colored wall. In the top left corner, the word "Spark" is written in a white, sans-serif font with a small sunburst icon above the letter 'S'.

Spark^{LL}

Maya Reiter
Maya's Support Animals

Who Am I?

My name is Maya Reiter and I live in Ein Yahav with my husband, our two children, and a variety of animals. I am passionate about helping people heal through the power of animals, more specifically with trauma and anxiety.



About My Business

Since the war, my focus has been on helping survivors, particularly children, of the Kibbutzim near the Gaza Strip. The therapeutic presence of animals in my workshops has been a crucial source of comfort and healing for many. I conduct sessions in schools, kindergartens, and other settings, and have been able to witness the positive impact animals have on people's mental and emotional well-being.

Why Do I Do It?

I am dedicated to harnessing the therapeutic nature of animals to bring comfort and healing to those in need, especially during these challenging times.



What I Need Help With

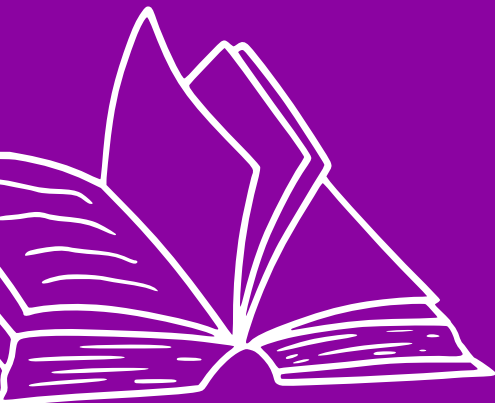
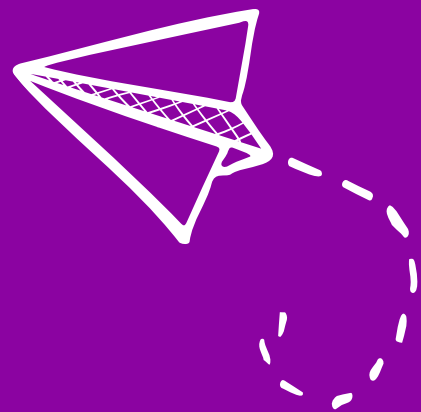
In order to further the impact of my business, I plan to create a small animal park that can serve as a safe space for trauma workshops and animal interactions. A loan would enable me to finalize this development, and provide a sanctuary for survivors to find solace and healing.

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Irina Klinikov
Travel Agency

Who Am I?

My name is Irina Klinikov and I am the proud owner of a travel agency that is dedicated to sharing the world's beauty. Since making Aliyah from Russia in 2005, I've been living in Ashdod with my partner and our daughter.



About My Business

My agency specializes in destinations such as Lithuania, the Czech Republic, Hungary, and Bulgaria. It operates three branches in the south of Israel.

Why Do I Do It?

Travel is more than a business for me; it's a way of connecting people with the world's wonders. Despite the current challenges, I am committed to keeping this dream alive, helping people explore and experience new cultures, and creating unforgettable memories.



What I Need Help With

Tourism has been greatly affected by the war, so I am seeking a loan in order to cover operational costs and sustain my business during this unprecedented time.

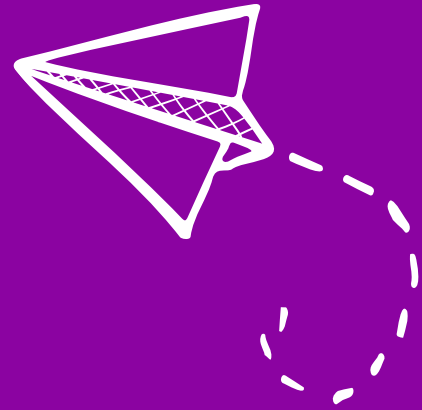
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Aviva Orbuch
Kukia Cafe



Who Am I?

My name is Aviva Orbuch and I am a pastry chef and the proud owner of a café in Kibbutz Kfar Giladi located on the northern border.



About My Business

Kukia Cafe, known for its diverse and homemade menu, is a cherished community spot for locals and visitors. Our café boasts a diverse menu including quiches, lasagnas, pastries, salads, cakes and cookies, all made on-site.

Why Do I Do It?

Running the café is more than a job; it's a way of life. It's about bringing people together, offering comfort through food, and being a crucial part of our community.



What I Need Help With

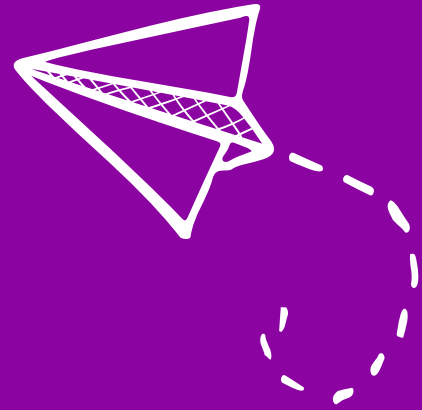
We were evacuated from Kibbutz Kfar Giladi due to the war. Our café is without income and is now in debt to both suppliers and employees. The sudden closure also led to the loss of all our perishable goods. I am eager to reopen and revive our beloved café, but this requires funds to restart operations, repay debts, and restock supplies.

A portrait of Anna Mazarsky, a woman with blonde, wavy hair, smiling warmly. She is wearing a bright green blazer over a floral patterned scarf and large, circular silver earrings. Her arms are crossed, and she has red and white manicured nails. The background is a blurred indoor setting with warm lighting.

Anna Mazarsky
Starting Up Consulting

Who Am I?

My name is Anna Mazarsky and I am the owner of Starting Up Consulting. I live in Rishon Letzion with my partner and two sons.



About My Business

We specialize in guiding SEED-stage startups through the fundraising process, offering comprehensive coaching and support. Our goal is to prepare entrepreneurs for meaningful engagement with investors, ensuring they are well-equipped for every step of the fundraising journey.

Why Do I Do It?

Our passion is to guide and support budding entrepreneurs, helping them realize their potential and successfully launch their ventures.



What I Need Help With

The startup industry has slowed significantly due to the war, as most entrepreneurs and investors have paused their activities. I'm seeking a loan to reinvigorate our business, investing in marketing and rebuilding operations to start recruiting more clients again.

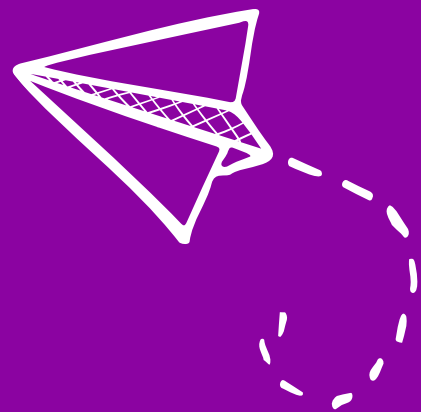
A close-up portrait of a man with short, dark hair and a beard, wearing a light green hoodie. He is sitting in the driver's seat of a car, with a sunroof visible above him. The background shows a bright blue sky with white clouds. The car's interior is dark, and the sunroof is open, showing the sky.

Spark^{LL}

Michael Ohayon
The Bowling Restaurant

Who Am I?

My name is Michael Ohayon and I am a 27-year-old restaurant owner from Ramat Gan. When I'm not working, I enjoy drumming, fishing, and bowling, cherishing these moments with friends and family.



About My Business

The Bowling Restaurant, located in Herzliya, combines exciting bowling experiences with delicious food. It serves as the perfect place for celebrations and gatherings.

Why Do I Do It?

My joy comes from creating a space where people can relax, celebrate, and make positive memories. Whether it's a child's birthday or a casual game with friends, I aim to make every visit to our restaurant a memorable and enjoyable experience.



What I Need Help With

The war has put us in a difficult position. I'm seeking a loan to invest in advertising and upgrading our venue. My goal is to make The Bowling Restaurant the go-to place for celebrations and events as we emerge from these challenging times.

Spark^{IL}

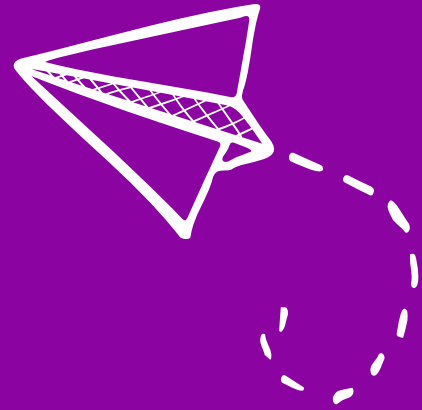

זרימה שקטה
סלח - סלח
052-5755805

Jelani Salah
Quiet Flow Plumbing



Who Am I?

My name is Jelani Salah and I am a certified contractor living in Jerusalem. I am a happily married husband and father of four children.



About My Business

Quiet Flow specializes in plumbing, firefighting, sanitation, and sprinkler systems. Our commitment is to deliver high-quality and responsible projects, ensuring the best service for our clients.

Why Do I Do It?

My motivation is rooted in the sense of accomplishment and client satisfaction that comes with each completed project. I'm dedicated to ensuring that every client receives professional, top-notch work, providing them with the assurance and peace of mind they deserve.



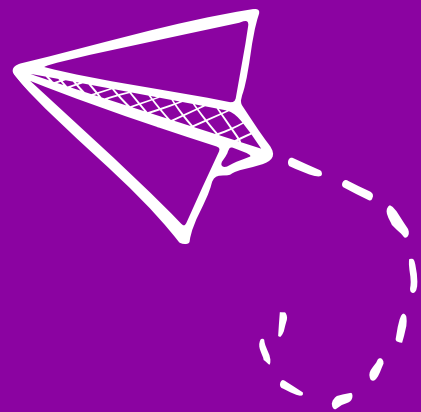
What I Need Help With

Due to economic challenges of the war, I seek a loan to maintain our operations and continue delivering high-quality services.

Naama Dadon
Bayla Fitness Dance

Who Am I?

My name is Naama Dadon and I am the founder of "Bayla Fitness Dance," a studio dedicated to empowering women and girls through dance. I live in Rechasim with my eight children.



About My Business

"Bayla Fitness Dance" combines sports training with dance in a method that's tough, yet fun and exciting. We cater to women and girls, offering classes and private sessions in jazz, ballet, hip-hop, Latin, and modern dance styles.

Why Do I Do It?

My work at Bayla Fitness Dance is more than a job; it's about creating a space where women can explore and express their emotions through movement. It's about fostering confidence, joy, and community through the power of dance.



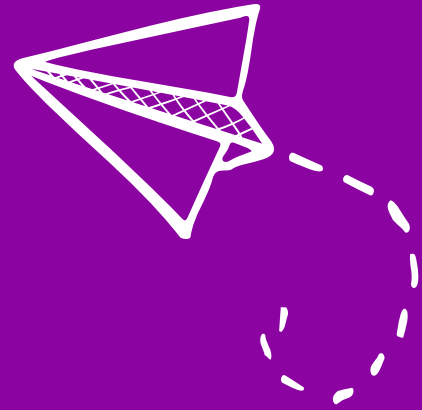
What I Need Help With

Due to the war, we lost significant revenue and are having difficulty reaching new clients, particularly in the religious sector. We are in need of support for intensive advertising and marketing in order to keep our business afloat.

Ella Braitman
Fashion Designer

Who Am I?

My name is Ella Braitman and I am a Moscow-born fashion designer and business founder. Driven by my lifelong passion for creative and high-quality women's fashion, I created Flo.



About My Business

Flo by Ella Braitman stands for exceptional women's fashion, combining top-notch tailoring with premium fabrics. Our brand has become a symbol of style and quality.

Why Do I Do It?

Fashion is more than clothing; it's a form of expression, a way to connect with oneself and the world. My love for fashion is deep-rooted and personal, driving me to create pieces that empower and inspire. Through Flo, I aim to continue this expression, bringing unique and beautiful designs to women everywhere.



What I Need Help With

Facing a significant downturn due to the war, I'm looking for investment to rejuvenate Flo and continue our journey in the dynamic fashion world.

Thank you!

