

# Sparkil

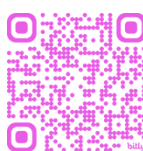
EDUCATIONAL  
TOOLKIT



## Peripheral Perspectives: Israel's Diverse Communities



FOUNDING PARTNERS



Do you want to learn more?

Please contact Yishai Goldflam:

yishaigo@sparkil.org | +972-52-3822408

Info@sparkil.org | Sparkil.org



In this session, students will explore the concept of Israel's periphery and the diversity of Israeli society. They will gain insights into the socio-economic, cultural, and geographical factors that shape the lives of individuals. This session offers a unique way to learn about Israeli society by highlighting the complexities and intersections of various identities and backgrounds in the peripheral regions of Israel, emphasizing that the periphery is not only geographical but also cultural and economic.

### **Activity Goals**

Students will learn and understand what constitutes Israel's periphery and how different socio-economic and cultural factors affect individuals' lives in Israeli society.

### **Grade Level**

Ages 11-16

### **Materials Needed**

"Steps of Society" cards (included in Appendix A)

### **Lesson Duration**

60 minutes

### **Play "Steps of Society" (30 minutes) (Appendix A)**

- Objective: Explore how different socio-economic and cultural conditions affect people's lives in Israeli society through "Steps of Society" cards. Please see Educator's Guide (Appendix B) for full explanation on how to play the game.

### **How to play**

- Distribute one card from each category to each student at the beginning of the game (you can print several copies, depending on the number of students).
- All students start at the designated starting point on the game path.
- The teacher reads the scenarios in each category (e.g., "If you live in Tel Aviv, take 2 steps forward. If you are unemployed, take 2 steps backward.>").
- Students who have cards matching the prompt move themselves forward or backward along the path accordingly.



Pause after each category to discuss the impacts of each scenario. Ask students how such factors could influence a person's opportunities and decisions in real life. Clarify names of places or aspects that are not known to students.

See Appendix B for discussion questions.

End the game after a set number of rounds or once all cards have been addressed.

### **Discuss**

- What aspects impact people the most and define them as 'Periphery' in Israel? What did this game teach you about the complexities of social, economic, and cultural dynamics in Israeli society?
- What identity intersections do you think exist in real life in Israel? Consider the fact that you randomly got cards with different aspects—let's try to combine a real person from these cards.

## **Part 2: Exploring SparkIL and the Israeli Periphery (30 minutes)**

### **Introduction to SparkIL (5 minutes)**

Begin by introducing SparkIL to the students. Explain that SparkIL is an impactful platform that supports businesses in the Israeli periphery through impact lending. Highlight how SparkIL helps foster economic development in less-developed areas by providing financial resources to local entrepreneurs.

### **Group Activity Discovering Peripheral Businesses (10 minutes)**

- Divide the class into small groups. Each group can either receive a pre-selected "SparkIL Business Card" (Appendix E) that details a specific business supported by SparkIL, or they can access the SparkIL website directly to choose a business.
- Instruct each group to identify three SparkIL businesses on the platform. For each business, they should consider and discuss the following questions:
  - Why is this business defined as part of the periphery? Encourage students to think about geographic location, economic status, and social impact.

### **Present (10 minutes):**

Have each group present the business they've explored to the class and share their insights on why this business is considered a peripheral business based on what they've learned.

### **Optional Final Discussion (5 minutes):**

Following the presentations, facilitate a discussion about the common themes and characteristics observed in these businesses. Discuss how support from platforms like SparkIL can impact these peripheral areas positively.

# Post-Learning Engagement Opportunities

Dear Educator,

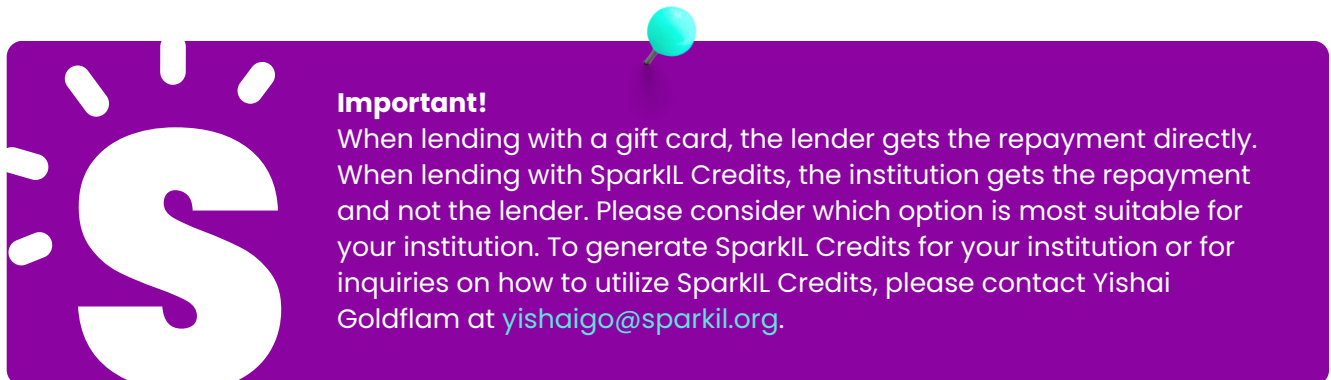
After exploring these core values in class, here are several ways to extend the impact of our lessons into practical, real-world actions involving students and their families. We encourage selecting at least one of the following initiatives to continue nurturing these values:

## 1. Letter to Parents: Empowering Unity and Support

- **Purpose:** To inform parents about the classroom activities centered on Israeli Society 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 impact loan to a business their child felt connected to during the class activities (see Appendix C for the proposed letter).

## 2. Institutional Gift: Expressing Kindness Through Support

- **Purpose:** Enable students to directly contribute through impact lending 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 SparkIL Credits 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 gets the repayment directly. When lending with SparkIL Credits, the institution gets the repayment and not the lender. Please consider which option is most suitable for your institution. To generate SparkIL Credits for your institution or for inquiries on how to utilize SparkIL Credits, please contact Yishai Goldflam at [yishaigo@sparkil.org](mailto: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 resonate with, applying lessons learned.
- **Action:** Use the Loan-raising Brainstorm Worksheet (Appendix D) to guide students through planning and executing a loan-raising initiative. This includes understanding the chosen business’s impact, brainstorming loan-raising ideas, and planning for action.
- Lend the money raised to the student’s chosen businesses through SparkIL website.

# **Appendix A:** Steps of Society Cards

### Geographic Location

#### Negev Desert Resident

You live in a remote part of the Negev Desert, where public transportation is sparse and access to healthcare facilities is limited.

### Geographic Location

#### Tel Aviv Resident

You live in Tel Aviv, Israel's economic and technological hub, with easy access to numerous job opportunities and cultural activities.

### Geographic Location

#### Golan Heights Resident

You live in the Golan Heights, which offers beautiful landscapes but has fewer educational institutions and economic opportunities than central Israel.

### Geographic Location

#### Eilat Resident

You live in Eilat, benefiting from a thriving tourism industry but limited in terms of diverse job opportunities outside of hospitality and retail.

**Professional Life**

**High-Tech Employee**

You work for a leading high-tech company, enjoying a high salary and career growth opportunities.

**Professional Life**

**Teacher**

You are a teacher, facing challenges such as limited resources and lower pay scales.

**Professional Life**

**Healthcare Worker**

You are a nurse at a major hospital, providing critical services but often working under stressful conditions.

**Professional Life**

**Factory Worker**

You work in a factory, providing stable employment but with few opportunities for advancement.

**Cultural and Ethnic  
Background**

**Immigrant from  
Russia**

You immigrated 15 years ago from Russia, struggling with language barriers but contributing new cultural perspectives.

**Cultural and Ethnic  
Background**

**Ethiopian Jew**

You are part of the Ethiopian Jewish community, facing social integration challenges but supported by a strong community network.

**Cultural and Ethnic  
Background**

**Druze Citizen**

You are a Druze, maintaining a unique cultural identity but facing challenges in national representation.

**Cultural and Ethnic  
Background**

**Jewish immigrant  
from Canada**

You are a recent immigrant from Canada, you learned Hebrew in day school and have some family in Israel.



### **Educational Background**

#### **Student at Technion**

You are studying engineering at the Technion, equipped with excellent prospects for your future career.

### **Educational Background**

#### **High School Dropout**

You dropped out of high school due to financial pressures, and you are facing significant challenges in entering the job market.

### **Educational Background**

#### **Art Student**

You are pursuing a degree in fine arts, passionate about your studies but concerned about job prospects.

### **Educational Background**

#### **Ph.D. Candidate in Environmental Science at Ben-Gurion University**

You are a Ph.D. candidate specializing in environmental science, contributing to sustainable development research with promising career opportunities

**Economic Status**

**Wealthy Background**

Your parents are startup founders and you come from a wealthy home.

**Economic Status**

**Single-Parent Household**

You come from a single-parent household where the parent works multiple jobs to support the family.

**Economic Status**

**Financially Stable**

Your family has a stable income and can comfortably afford all basic needs.

**Economic Status**

**High Debt Household**

Your family has accumulated significant debt and struggles to keep up with payments.

# **Appendix B:** Educator's Guide

## Appendix B: Educator's Guide

---

This session aims to teach students about the diversity in Israeli society through the lens of Israel's periphery. The concept of the Israeli periphery goes beyond geographical boundaries to include social, cultural, and economic dimensions. Traditionally, the periphery is seen as areas far from central urban hubs such as Tel Aviv and Jerusalem. However, in Israel, the definition extends beyond location. Understanding the Israeli periphery requires recognizing that central and peripheral distinctions are not always clear-cut. Some cities in the central region have high unemployment rates and low equality of opportunity, thus demonstrating that periphery issues can exist in various locations. This multifaceted view of the periphery highlights the complexity of Israeli society and the diverse challenges its people face.

**Overview - "Steps of Society" cards:** the cards in this session are designed to help students understand the diverse experiences of individuals living in different socio-economic and cultural contexts within Israel. Through gameplay, participants will explore how factors like geographic location, professional life, cultural background, and educational opportunities influence one's ability to progress in society.

**Objective:** The objective of the game is for players to navigate through societal challenges and opportunities, represented by cards, to reach the end of the game path. Through this process, players will gain insights into how different backgrounds can impact one's social mobility and overall life trajectory.

### The different topics presented:

#### 1. Geographical Location:

Geographical location plays a significant role in shaping the opportunities and challenges individuals face. In Israel, geographic peripheries include remote areas such as the Negev Desert, northern regions like the Golan Heights, and tourist-centric locations like Eilat. These areas often experience disparities in access to services, infrastructure, and economic opportunities compared to central regions like Tel Aviv and Jerusalem.

#### Key Implications:

- **Access to Services:** Remote and rural areas may have limited healthcare, education, and transportation services.
- **Economic Opportunities:** Central regions often offer more diverse and higher-paying job opportunities than peripheral regions.
- **Cultural Isolation:** Residents in geographically isolated areas may experience a sense of cultural isolation from the mainstream.

#### 2. Professional Life

The type of profession and industry an individual is involved with significantly influences socio-economic status and personal growth opportunities. In Israel, the high-tech sector located primarily in central urban areas such as Tel Aviv and Herzliya offers substantial economic benefits and career growth compared to traditional industries in more peripheral regions.

#### Key Implications:

- **Economic Stability:** Careers in high-tech and advanced sectors often provide greater stability and higher wages.
- **Career Growth:** Opportunities for professional development are typically more abundant in urban centers.
- **Work Conditions:** Variations in work conditions, such as stress levels and job security, differ significantly across sectors.

### 3. Cultural and Ethnic Background

Israel is a mosaic of cultural and ethnic backgrounds, including Jewish immigrants from various countries, Arabs, Druze, Bedouins, and others. Each group faces unique challenges and contributes differently to the societal fabric.

Key Implications:

- **Social Integration:** Some ethnic groups face challenges in social integration and access to equal opportunities.
- **Cultural Preservation:** Minority groups often strive to maintain their cultural identities while seeking greater inclusion in the broader society.
- **Representation:** Political and social representation varies significantly among different ethnic and cultural groups.

### 4. Educational Background

Education is a critical determinant of socio-economic mobility. In Israel, educational opportunities can vary greatly depending on one's location, economic background and cultural factors. Higher education institutions like the Technion and Hebrew University provide significant advantages.

Key Implications:

- **Economic Impact:** Higher educational attainment is closely linked to better job prospects and higher income.
- **Economic Impact:** Education can be a key factor in overcoming socio-economic barriers.
- **Access Disparities:** Not all communities have equal access to quality education, particularly in peripheral areas

## Geographical Location

Prompt	Action	Questions for discussion
Negev Desert Resident: You live in a remote part of the Negev Desert, where public transportation and access to healthcare facilities is limited.	Take 2 steps backward.	Which areas are peripheral in Israel, and why? How can access to transportation affect opportunities for people living in peripheral areas? In what ways might job availability differ between peripheral and central regions? How can geographic isolation impact cultural integration and access to activities?
Tel Aviv Resident: You live in Tel Aviv, Israel's economic and technological hub, with easy access to numerous job opportunities and cultural activities.	Take 2 steps forward.	
Golan Heights Resident: You live in the Golan Heights, which offers beautiful landscapes but has fewer educational institutions and economic opportunities than central Israel.	Take 1 step backward.	
Eilat Resident: You live in Eilat, benefiting from a thriving tourism industry but limited in terms of diverse job opportunities outside of hospitality and retail.	Take 1 step forward, 1 step backward.	

## Professional Life

Prompt	Action	Questions for discussion
High-Tech Employee: You work for a leading high-tech company, enjoying a high salary and career growth opportunities.	Take 3 steps forward.	Would you rather be a healthcare worker in JLM or a teacher in a small town? And why? How do career growth opportunities in peripheral areas compare to those in central regions? How might economic stability differ for workers in various professions across peripheral and central regions? What are the challenges and benefits of different work conditions in peripheral versus central areas?
Teacher: You are a teacher, facing challenges like limited resources and lower pay scales.	Take 1 step backward.	
Healthcare Worker: You are a nurse at a major hospital, providing critical services but often working under stressful conditions.	Take 1 step forward, 1 step backward.	
Factory Worker: You work in a factory, providing stable employment but with few opportunities for advancement.	Take 1 step forward, 1 step backward.	

## Cultural and Ethnic Background

Prompt	Action	Questions for discussion
Immigrant from Russia: You are an immigrant from Russia, struggling with language barriers but contributing new cultural perspectives.	Take 1 step forward, 1 step backward.	What challenges might different cultural and ethnic groups face in integrating into broader Israeli society? How can strong community networks help individuals overcome socio-economic challenges? How does national representation vary among different ethnic and cultural groups in peripheral areas? Why do new immigrants consider the periphery in Israel although they might live in central areas?
Ethiopian Jew: You are part of the Ethiopian Jewish community in Ashdod, facing social integration challenges but supported by a strong community network.	Take 1 step backward, 1 step forward.	
Druze Citizen: You are a Druze, maintaining a unique cultural identity but facing challenges in national representation.	Take 1 step backward.	
Jewish immigrant from Canada: You are a recent immigrant from Canada, you learned Hebrew in day school and have some family in Israel.	Take 1 step forward.	



## Educational Background

Prompt	Action	Questions for discussion
<p>Student at Technion: You are studying engineering at the Technion, equipped with excellent prospects for your future career.</p>	<p>Take 3 steps forward.</p>	<p>How does access to education influence opportunities for people? How can cultural and economic background relate to access to education? How do career prospects differ based on educational background between peripheral and central regions? How can education help individuals from peripheral areas overcome socio-economic barriers?</p>
<p>High School Dropout: You dropped out of high school due to financial pressures, facing significant challenges in entering the job market.</p>	<p>Take 2 steps backward.</p>	
<p>Art Student: You are pursuing a degree in fine arts, passionate about your studies but concerned about job prospects.</p>	<p>Take 1 step forward, 1 step backward.</p>	
<p>Ph.D. Candidate in Environmental Science at Ben-Gurion University: You are a Ph.D. candidate specializing in environmental science, contributing to sustainable development research with promising career opportunities.</p>	<p>Take 2 steps forward.</p>	

## Economic Status

Prompt	Action	Questions for discussion
Wealthy Background: Your parents are startup founders and you come from a wealthy home.	Take 3 steps forward.	How does a family's economic background influence the opportunities available to its members? How does economic background impact the ability of people to move to areas with better access to services? In what other ways can economic background affect individuals?
Single-Parent Household: You come from a single-parent household where the parent works multiple jobs to support the family.	Take 1 step backward.	
High Debt Household: Your family has accumulated significant debt and struggles to keep up with payments.	Take 2 steps backward.	
Financially Stable: Your family has a stable income and can comfortably afford all basic needs.	Take 2 steps forward.	

# **Appendix C:** Parent's Letter



To  
Your Recipient's Name

From  
Your Recipient's Name

**Subject: Empowerment Through Giving: A Family Opportunity**

Dear Parents,

We hope this letter finds you well. Recently, your child participated in an engaging and educational activity that explored the concept of Israel's socio-economic and geographic periphery. 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:** In our session, your child embarked on a journey through the multifaceted nature of the Israeli periphery. Through interactive discussions and activities, they explored how the concept of the periphery extends beyond geographical boundaries to include social, cultural, and economic dimensions. This experience highlighted the diverse challenges faced by various communities in Israel and the importance of fostering economic development and social integration.

**Our Invite:** In the spirit of unity and community support, we invite you to join us in a unique opportunity. Would you consider making a refundable, interest-free loan, in the name of your child, to the actual business in Israel? Your loan will directly support the growth and resilience of peripheral small businesses 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 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](http://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 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.

Warm regards,

[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.

# **Appendix E:** Cards of SparkIL Businesses

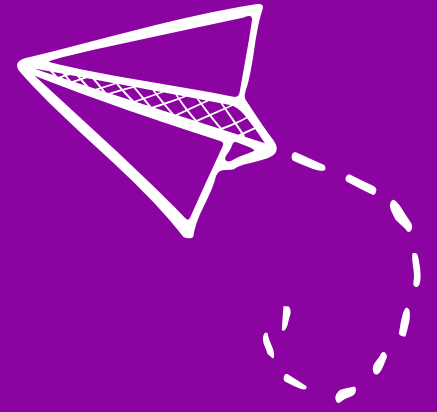
The Spark logo features the word "Spark" in a bold, white, sans-serif font. To the left of the text is a small icon consisting of a central dot with several short lines radiating outwards, resembling a spark or a starburst. The background of the entire image is a close-up portrait of a woman with brown hair and bangs, smiling slightly. Behind her is a piece of wood art with intricate, colorful patterns and textures, including a large, stylized sun or wave motif in shades of orange, red, and black.

**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.

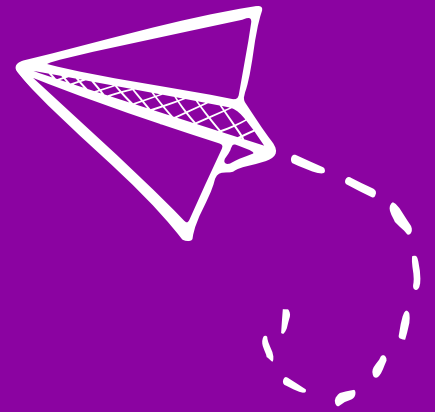


**Shay Rilov**  
**Robin Food**

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

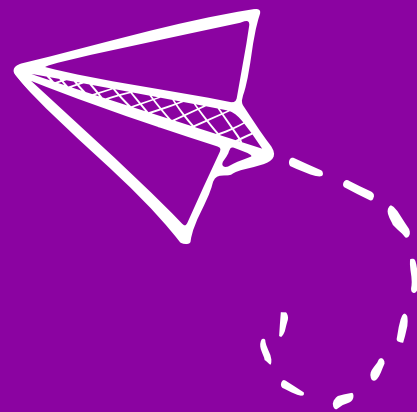
Our operations need funding for food, kitchen costs, staff, and logistics. More than ever, with the ongoing war, we're committed to feeding soldiers, evacuees, and those in need. With the help of a loan, we will be able to make a continued impact in such a crucial time.

The Spark logo features a stylized sun icon with rays to the left of the word "Spark" in a bold, purple, sans-serif font, followed by a small trademark symbol (TM).A woman with short grey hair, wearing glasses and a headset microphone, is shown in a yoga studio. She is wearing a grey tank top and has her hands pressed together in a prayer position. The background is a bright, out-of-focus window with a grid pattern.

**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.



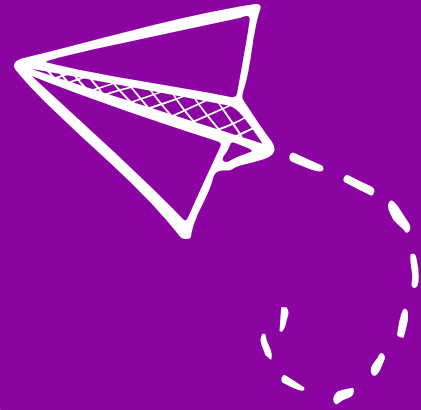
## What I Need Help With

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.

**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.

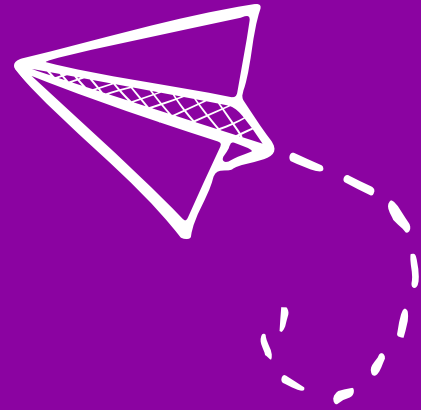
**Lutuf Nouasser**  
Elhaneen Theater





## 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.

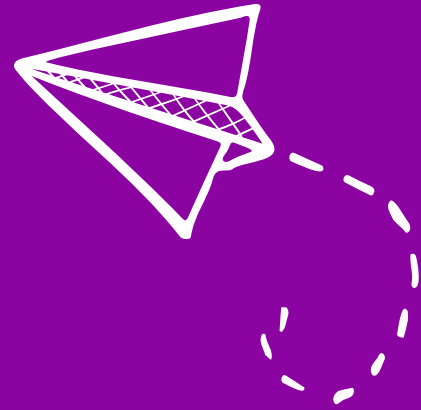
# האקדמיה לכדורגל



**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

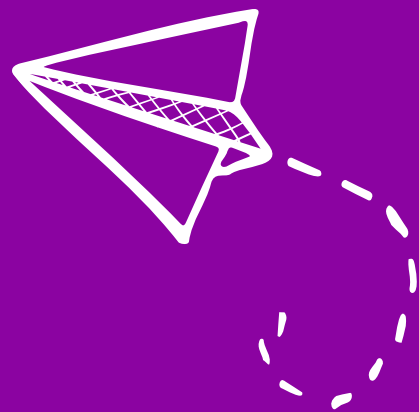
The academy's operations were stopped due to the war, leading to significant financial strain as parents could not pay fees. We urgently need financial assistance to meet our obligations, ensuring the academy's survival and continuity.



**Kseniya Mikhailkevich**  
Kapkan Barbershop

## Who Am I?

My name is Kseniya Mikhalkevich 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.

Spark<sup>IL</sup>

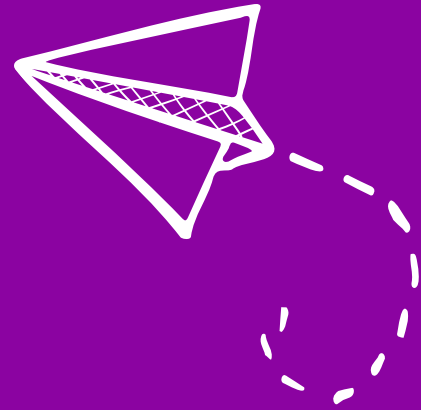
א.פ.י.א.

**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.



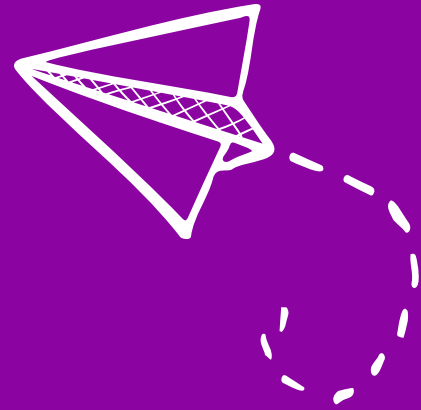
**Spark™**

**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.



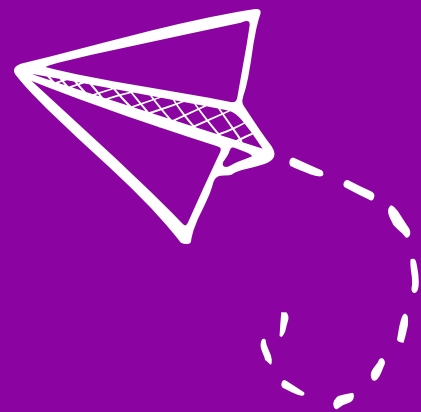
## What I Need Help With

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.

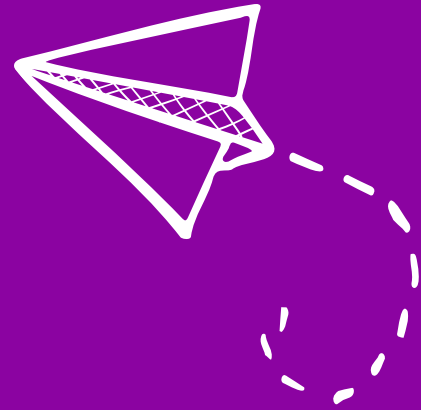


**Spark**<sup>™</sup>

**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.

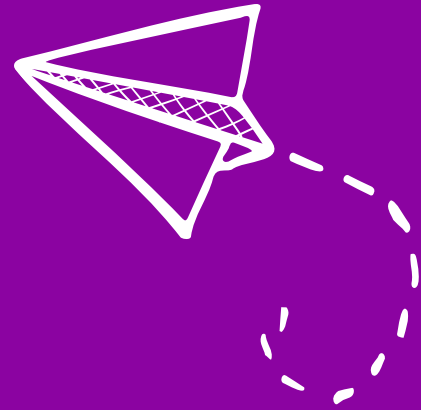


**Solomon Eran Mordechai**

“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.

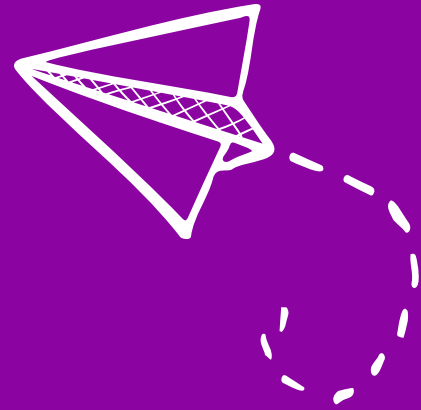


**Sara Grijiyak**  
Halimudia Tutoring Academy



## 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.

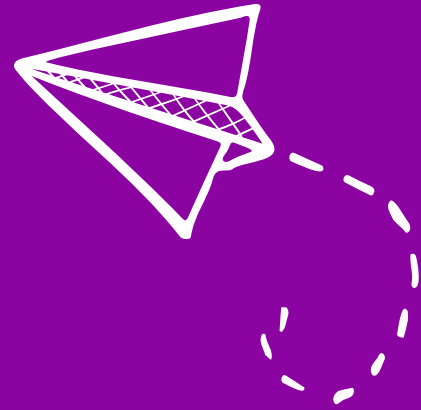


**Dotan Horowitz**

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

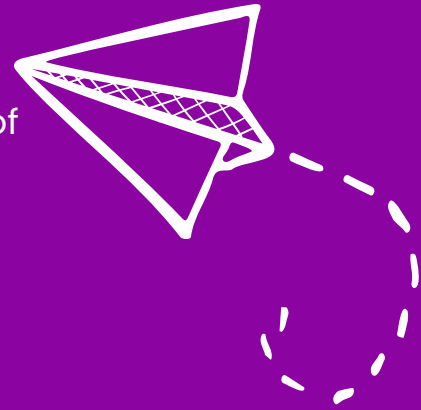
The war has caused a significant setback, with all my lectures canceled and consulting work paused. This has led to a considerable cash flow gap. I'm seeking a loan to bridge this gap and get back on track, helping businesses navigate these challenging times.

A close-up photograph of a woman with dark, curly hair, smiling warmly and looking down at a black and white cat she is holding. The woman is wearing a grey top. The background is a plain, light-colored wall. The overall mood is affectionate and intimate.

**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

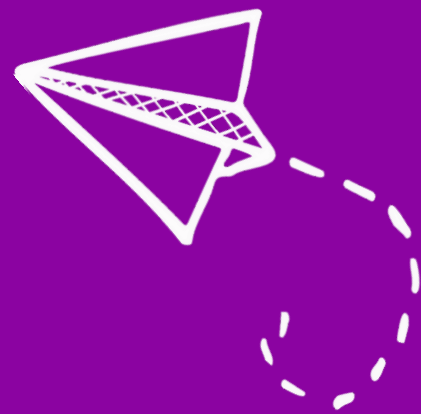
In order to further the impact of my business, I plan to create a small animal park that can serve as a safe space for trauma workshops and animal interactions. A loan would enable me to finalize this development, and provide a sanctuary for survivors to find solace and healing.

Spark™

**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.

Spark

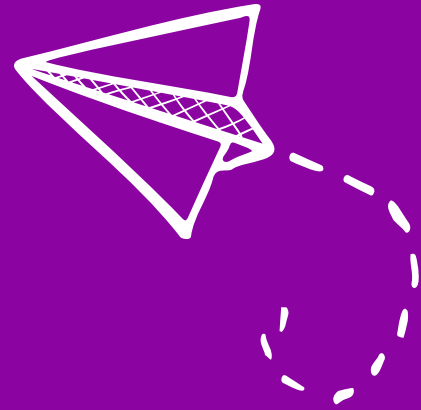
**Aviva Orbuch**  
Kukia Cafe





## 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

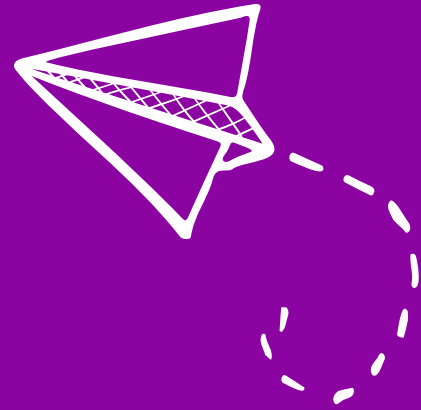
We were evacuated from Kibbutz Kfar Giladi due to the war. Our café is without income and is now in debt to both suppliers and employees. The sudden closure also led to the loss of all our perishable goods. I am eager to reopen and revive our beloved café, but this requires funds to restart operations, 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 black top with a colorful floral scarf. Her arms are crossed, and she is wearing red and white manicured nails and gold rings. 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.

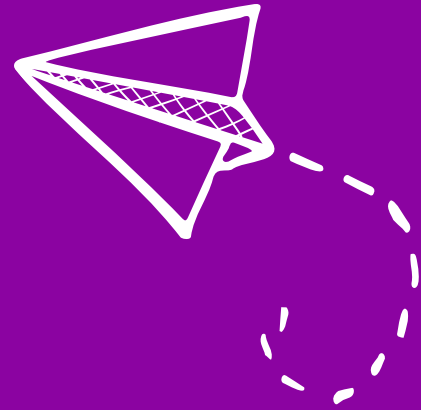
A close-up portrait of a man with short, dark hair and a light beard, wearing a green hoodie. He is sitting in the driver's seat of a car, with the car's interior and a view of a blue sky with clouds visible through the windows. The Spark logo is in the top left corner.

**Spark**<sup>LL</sup>

**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<sup>IL</sup>**

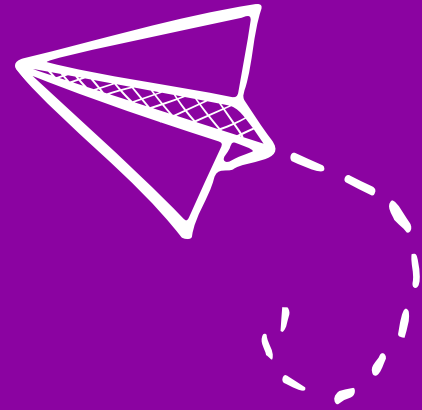
  
זרימה שקטה  
סלח - סלח  
052-5755805

**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

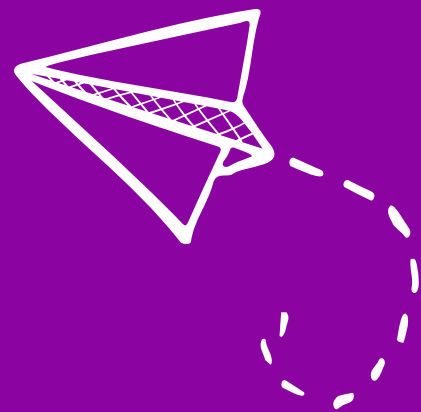
Due to economic challenges of the war, I seek a loan to maintain our operations and continue delivering high-quality services.

**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.



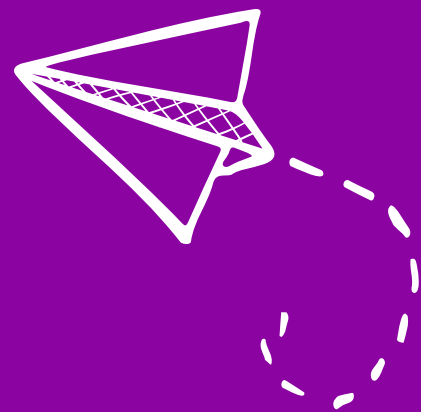
## What I Need Help With

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!**



