



MOMENTUM

BOOT CAMP FOR LIFE

WINNER OF THE IDF ATAL AWARD FOR INNOVATIVE PROGRAMMING



OVER AND OUT...

- **50,000 ISRAELI MEN AND WOMEN ARE DISCHARGED FROM THE IDF EVERY YEAR**
- **AS “NEW” MEMBERS OF ISRAELI SOCIETY, THEY FACE A RANGE OF PERSONAL, EMOTIONAL, PROFESSIONAL, EDUCATIONAL, AND FISCAL CONCERNS WHICH MANY ARE UNPREPARED TO ADDRESS**
- **SIGNIFICANT PERSONAL AND PROFESSIONAL DELAYS HAVE CRITICAL LONG-TERM EFFECTS ON THE SOCIAL, CULTURAL, ECONOMIC, AND FABRIC OF THE STATE OF ISRAEL**

EXIT STRATEGY?

- **MANY VETERANS PERCEIVE THEIR SERVICE AS BEING UNAPPRECIATED AND ARE LESS MOTIVATED TO STAY IN ISRAEL, OR SERVE IN THE RESERVES**
- **VETERANS STRUGGLE TO FIND MEANINGFUL EMPLOYMENT AND OFTEN DELAY HIGHER EDUCATION TO TRAVEL ABROAD OR JUST DO NOTHING AT HOME**
- **MANY VETERANS WHO FIND WORK GET STUCK IN LOW-INCOME HOSPITALITY OR SECURITY JOBS WITH FEW OPPORTUNITIES FOR PROFESSIONAL GROWTH**



NUMBERS COUNT

3.5

**AVERAGE NUMBER OF YEARS
VETERANS DELAY EDUCATION,
TRAVEL OR JUST DO NOTHING
AFTER BEING DISCHARGED**

150,000

**AVERAGE AMOUNT OF SHEKELS
A VETERAN LOSES EACH YEAR
WHEN DELAYING EDUCATION
OR VOCATIONAL TRAINING**

125,000

**AVERAGE COST IN SHEKELS FOR
ISRAEL WHEN VETERANS CHANGE
FIELDS OF STUDY BECAUSE
LACKING CAREER GUIDANCE**

25

**PERCENTAGE OF VETERANS
WHO FAIL TO GRADUATE FROM
UNIVERSITY OR VOCATIONAL
TRAINING PROGRAMS**

7.5

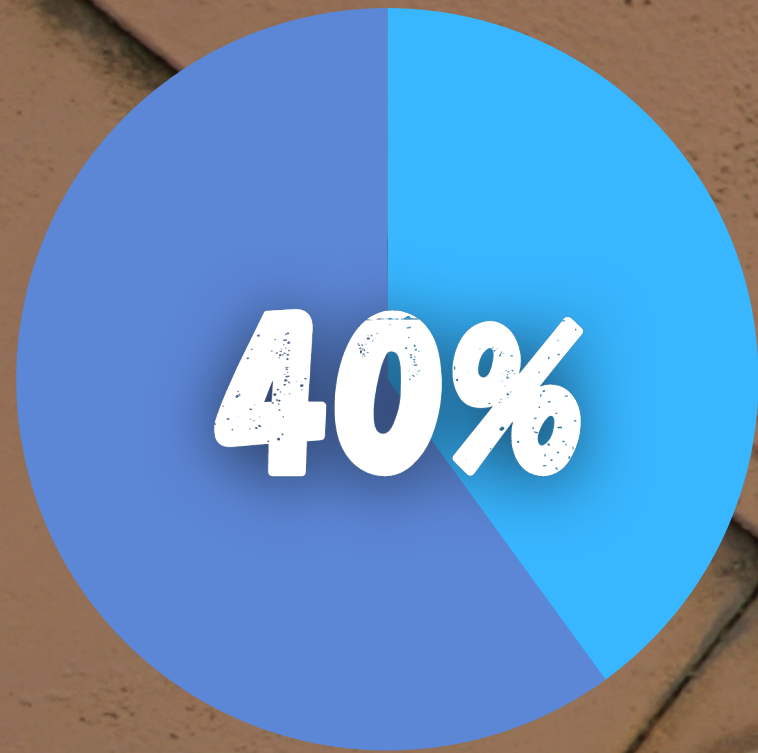
**BILLIONS OF SHEKELS IN LOST
TAX REVENUE AND GDP EACH
YEAR FROM EDUCATIONAL AND
VOCATIONAL TRAINING DELAYS**

1.4

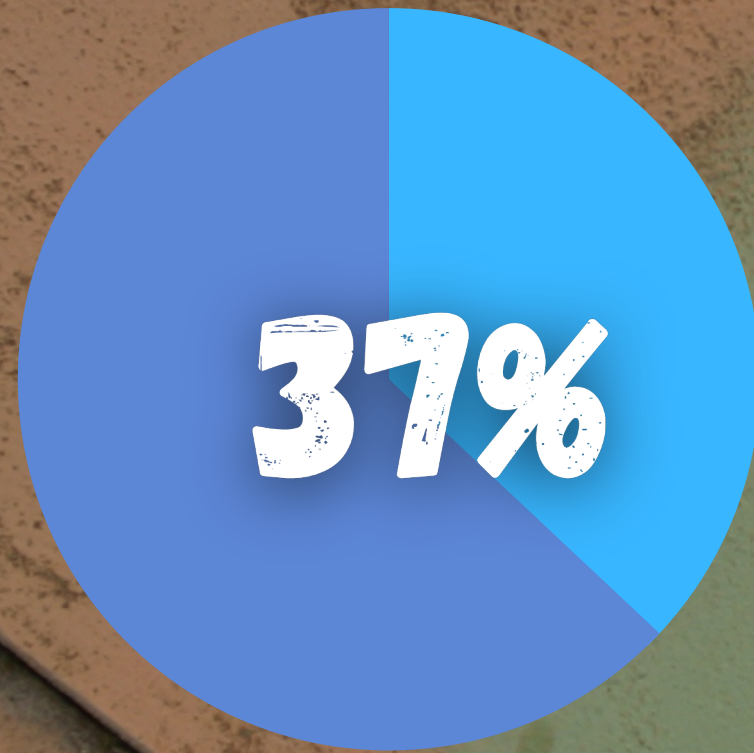
**AVERAGE AMOUNT INCOME IN
MILLIONS OF SHEKELS LOST
OVER THE LIFETIME OF VETERAN
WITHOUT A COLLEGE DEGREE**

FEELINGS MATTER

ALL SOLDIERS

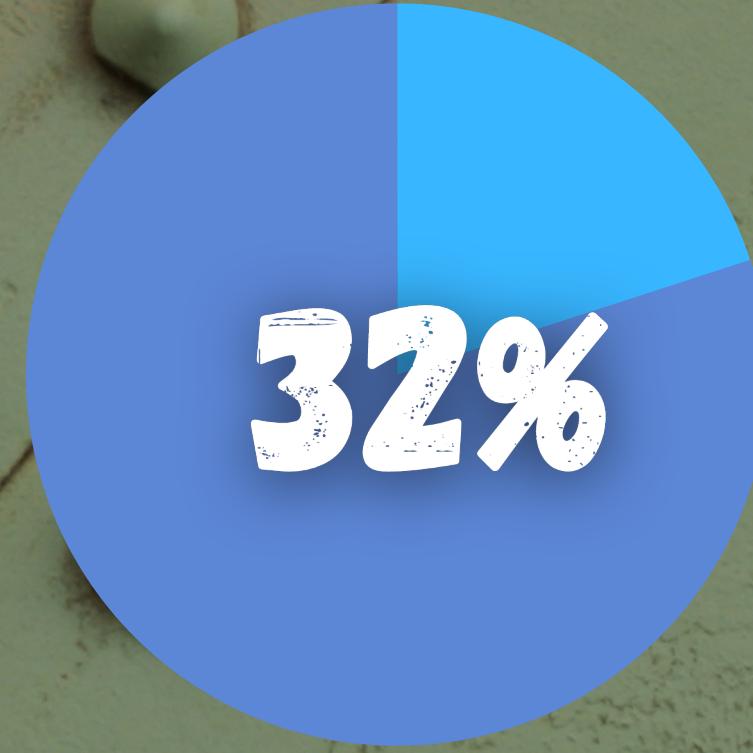


**BELIEVE THEIR
SERVICE IS
UNAPPRECIATED**

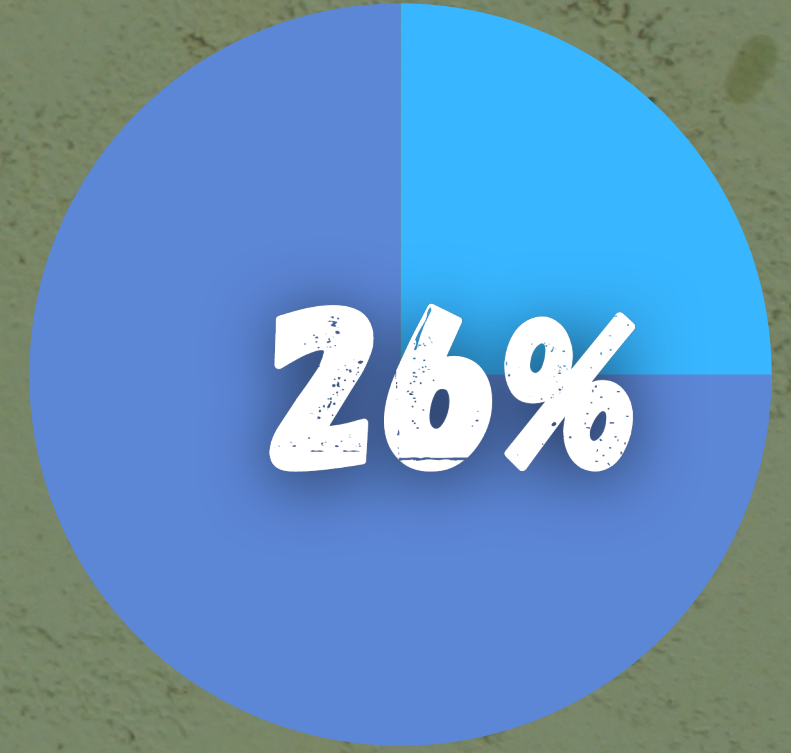


**BELIEVE THEIR
SERVICE DOESN'T
IMPACT THEIR FUTURE**

COMBAT SOLDIERS



**BELIEVE THEY
CANNOT TRANSITION
SUCCESSFULLY**



**BELIEVE THEIR
SERVICE DOESN'T
IMPACT THEIR FUTURE**



**MOMENTUM IS REVOLUTIONIZING ISRAELI SOCIETY AND
DEVELOPING THE NEXT GENERATION OF GREAT ISRAELI
LEADERSHIP THROUGH OUR CIVILIAN TRAINING MODEL**

**WITH A DECADE-LONG RECORD OF SUCCESS, WE ARE
BUILDING A STRONGER ISRAEL BY INVESTING IN, AND
HARNESSING THE INNOVATIVE ENERGY OF, OUR SOLDIERS**

WE ADDRESS THE ROOT CAUSES OF ISRAEL'S MOST PRESSING ISSUES



**HIGHER
EDUCATION**



**BRAIN DRAIN +
UNEMPLOYMENT**



**MENTAL
WELLNESS**



**SOLIDARITY +
CONTINUITY**

MISSION SUCCESS!

OUR GRADUATES ARE MORE LIKELY TO...



- ✓ ENROLL IN UNIVERSITY

- ✓ ENROLL IN VOCATIONAL TRAINING

- ✓ STAY IN SCHOOL

- ✓ GRADUATE ON TIME

- ✓ MANAGE FINANCES + PERSONAL OBLIGATIONS



- ✓ SUCCESSFULLY NAVIGATE CIVILIAN BUREAUCRACIES

- ✓ PURSUE A MEANINGFUL CAREER PATH



- ✓ CREATE CLOSURE AROUND MILITARY SERVICE

- ✓ ADDRESS PERSONAL EXPERIENCES + BUILD RESILIENCE

- ✓ SEEK MENTAL WELLNESS HELP WHEN NEEDED



- ✓ FEEL APPRECIATED

- ✓ JOIN RESERVES

- ✓ FEEL POSITIVE ABOUT THE FUTURE

- ✓ UNDERSTAND + DEPLOY SKILLS DEVELOPED DURING SERVICE

WE ARE MISSION READY

MEETING SOLDIER'S NEEDS EVERY STEP OF THE WAY

EYES TO
THE HORIZON



EMPOWERMENT + MOTIVATION
TRAINING FOR COMMANDERS

FAST
FORWARD



CLOSURE + PREP FOR CIVILIAN LIFE
INTEGRATING + STAYING IN ISRAEL

BACK TO
THE FUTURE



PLANNING FOR THE FUTURE
PREPARING FOR RESERVE DUTY

MOMENTUM
FOR CAREER



MIDDLE
OF SERVICE

TRANSITION
FROM SERVICE

ACADEMIC +
CAREER PLANNING



EYES TO THE HORIZON

**3 DAY PROGRAM TO INSPIRE AND MOTIVATE SOLDIERS
AT THE MID-POINT OF MILITARY SERVICE AS THEY
BEGIN TO CONSIDER AND PREPARE FOR THEIR FUTURE**

**OUR PILOT PROGRAM YIELDED POSITIVE RESULTS AND
INCLUDES TRAINING YOUNG OFFICERS ON HOW TO
BETTER ENGAGE SOLDIERS UNDER THEIR COMMAND**

700 SOLDIERS WILL ATTEND IN 2021

3,000 SOLDIERS EXPECTED TO ATTEND IN 2022



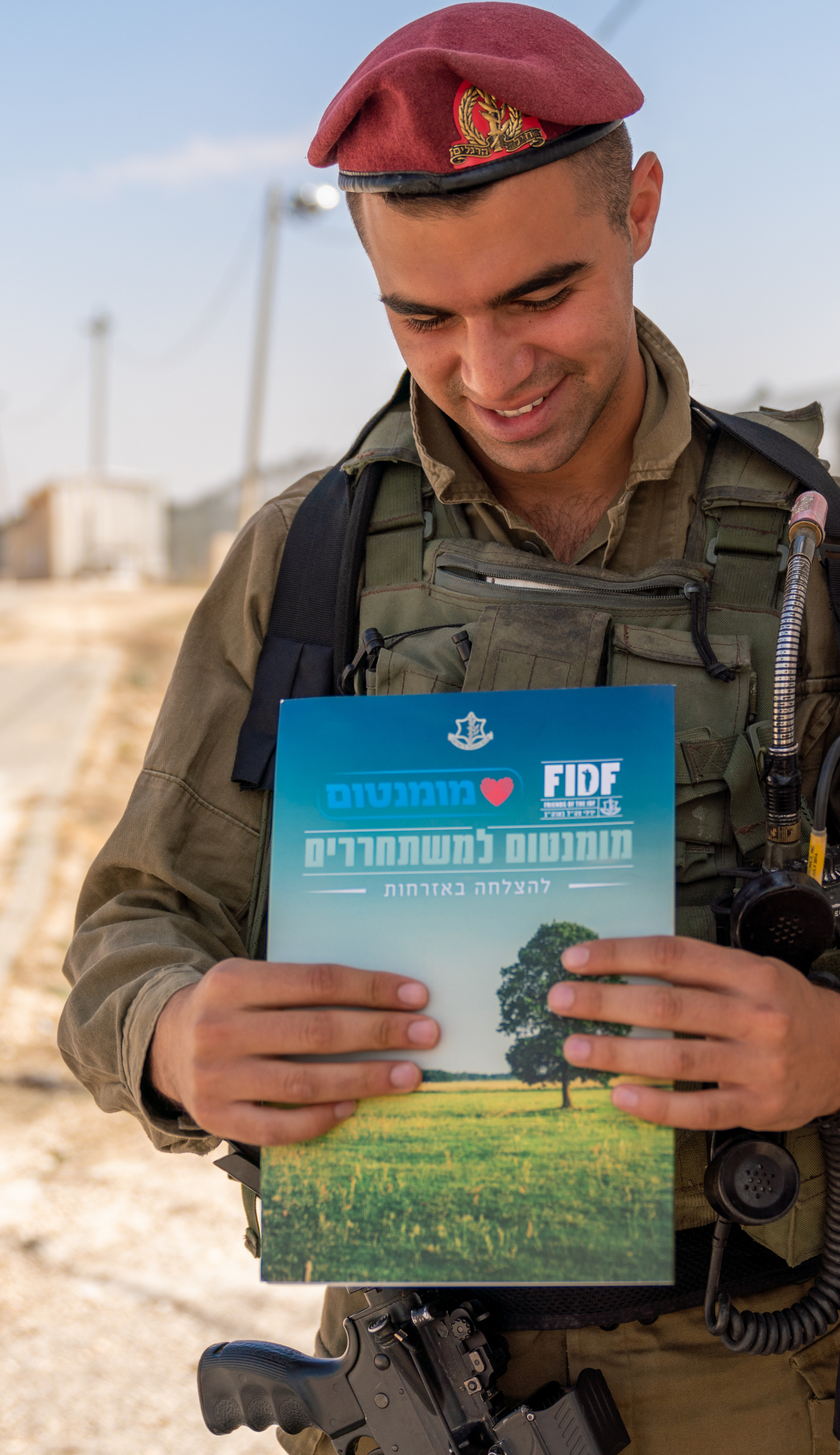
FAST FORWARD

**2-3 DAY SEMINAR WITH 15 COMBAT SOLDIERS,
HOSTED ON-BASE AND FOCUSED ON TRANSITIONING
FROM MILITARY SERVICE TO CIVILIAN LIFE**

**SOLDIERS GAIN A GREATER UNDERSTANDING
OF SKILLS ACQUIRED DURING SERVICE AND
HOW TO PREPARE FOR THEIR FUTURE**

**DEMONSTRATED SUCCESS IN EASING ANXIETY AND
CONFUSION WHILE FOSTERING POSITIVE CLOSURE
AND ACCEPTANCE OF MILITARY SERVICE**

**7,500 SOLDIERS WILL ATTEND IN 2021
10,000+ SOLDIERS EXPECTED TO ATTEND IN 2022**



BACK TO THE FUTURE

**INNOVATIVE 5 DAY RETREAT FOR FRONT-LINE SOLDIERS,
HOSTED OUTDOORS, IN SMALL FACILITATOR-LED GROUPS**

**ADDRESSES PERSONAL CHALLENGES AND
TRAUMATIC EXPERIENCES IN ORDER TO MITIGATE
LONG TERM PSYCHOLOGICAL EFFECTS**

**DESIGNATED FOR RAPID EXPANSION BY THE IDF
TO MEET THE NEEDS OF MORE TRANSITIONING SOLDIERS**

**3,000 SOLDIERS WILL ATTEND IN 2021
4,000 SOLDIERS EXPECTED TO ATTEND IN 2022**



MOMENTUM FOR CAREER

**A SIX PART SEMINAR FOCUSED ON EDUCATION
AND CAREER PLANNING, PROVIDED TO VETERANS
SIX MONTHS AFTER BEING DISCHARGED**

**DEVELOPED IN PARTNERSHIP WITH THE GANDYR
FOUNDATION AND TEL AVIV UNIVERSITY CAREER LAB**

MOMENTUM FOR ENTREPRENEURS

**A UNIQUE COLLABORATIVE PROGRAM SUPPORTING
SELF-EMPLOYED VETERANS LAUNCHING INNOVATIVE
INITIATIVES, NEW BUSINESSES, OR START-UPS**

**PROVIDES CRITICAL INFORMATION AND SOUND ADVICE
NEEDED TO BUILD A THRIVING ISRAELI BUSINESS**

MOMENTUM ONLINE


30,000 SOLDIERS WHO DO NOT YET RECEIVE MOMENTUM PROGRAMMING, WANT AND NEED OUR SUPPORT

ALL SEMINARS, PROGRAMS, WORKSHOPS, AND TOOLS ARE BEING DIGITIZED, AND WILL BE MADE FREE OF CHARGE TO ALL SOLDIERS AND VETERANS

USER-FRIENDLY ONLINE PROGRAMS AND INTERACTIVE DIGITAL PLATFORMS DESIGNED EXCLUSIVELY FOR USE BY SOLDIERS AND VETERANS

WE CAN REACH THE MAJORITY OF SOLDIERS AND CREATE THRIVING ONLINE COMMUNITIES BY INVESTING IN ONLINE AND MOBILE PLATFORMS

2020 DIGITAL PLATFORM AUDIENCE

 **28,000**

 **2,500**

 **50,000**

 **5,000**

 **400,000**

RANKED + FLYING!

**I KNOW HOW
TO MANAGE
MY FINANCES**

**I KNOW HOW
TO MANAGE A
JOB INTERVIEW**

**MY SERVICE
GAVE ME CIVILIAN
LIFE SKILLS**

**I HAVE CLEAR GOALS
FOR MY FIRST YEAR
IN CIVILIAN LIFE**

**PRE
MOMENTUM**

36%

27%

63%

61%

**POST
MOMENTUM**

87%

83%

83%

78%

KADIMA!

60,000

**NUMBER OF IDF SOLDIERS
WHO HAVE ATTENDED
MOMENTUM PROGRAMS**

105

**NUMBER OF IDF UNITS WHOSE
SOLDIERS HAVE ATTENDED
MOMENTUM PROGRAMS**

30,000

**NUMBER OF VETERANS IN
CONTACT WITH MOMENTUM VIA
ONLINE AND MOBILE PLATFORMS**

96

**PERCENTAGE OF SOLDIERS
WHO RANK MOMENTUM
PROGRAMS AS EXCELLENT**

SERVING THOSE WHO SERVE US



FAST FORWARD **BACK TO THE FUTURE** **EYES TO THE HORIZON**



CYBER + COMMS



HOMEFRONT COMMAND



MANPOWER DIRECTORATE



GROUND FORCES



INTEL CORPS



LOGISTICS



OFFICERS



AIR FORCE



BORDER POLICE



NAVY



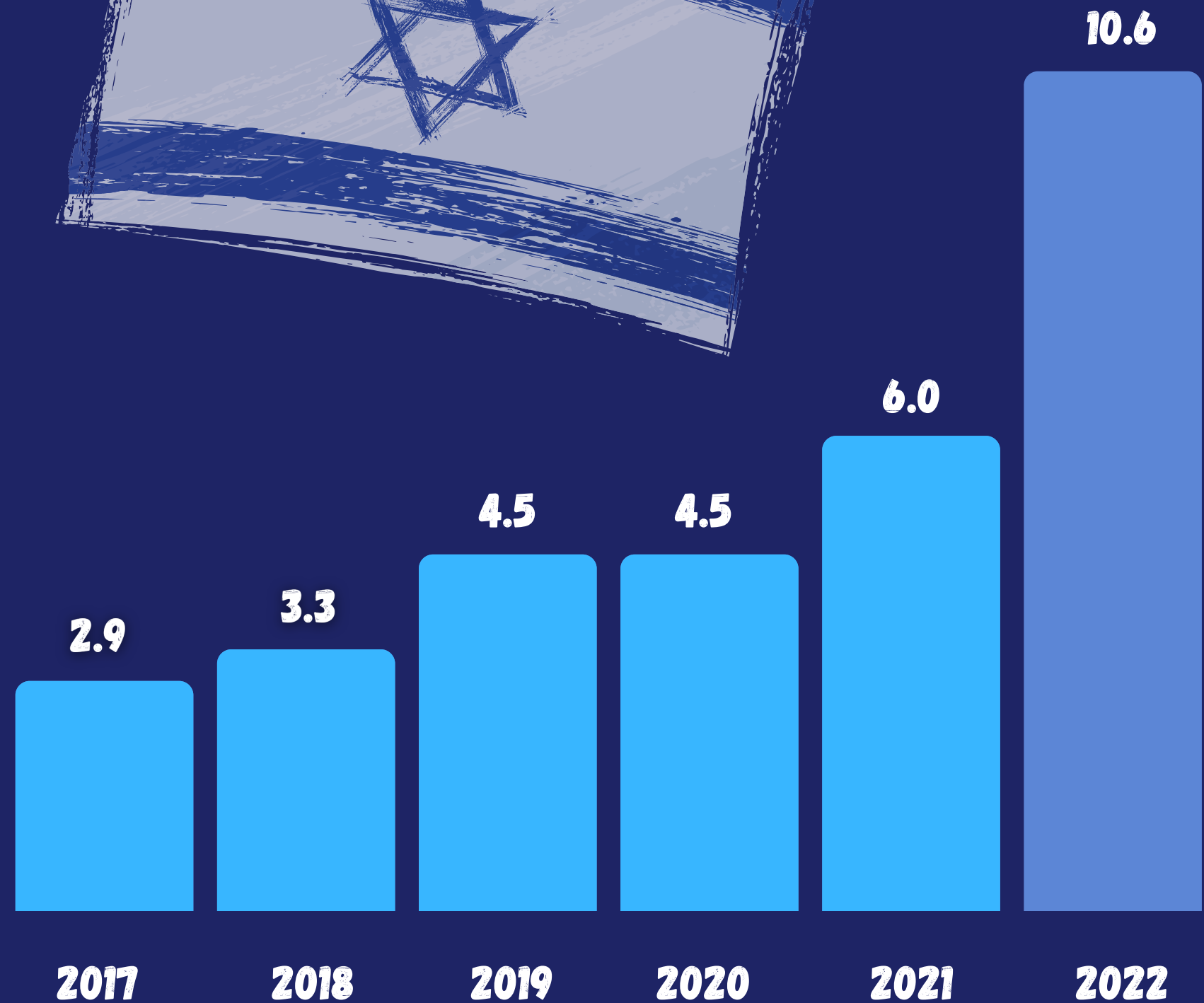
OTHER

COST-BENEFIT \$OLUTIONS

BY INSTITUTIONALIZING AN EFFECTIVE TRANSITION PROGRAM ACROSS THE IDF, THE ISRAELI ECONOMY STANDS TO BENEFIT UP TO 1 BILLION NIS EACH YEAR AS A RESULT OF INCREASED TAX REVENUE AND DIMINISHING SOCIAL WELFARE COSTS.

"MOMENTUM IS HERE TO MAXIMIZE THAT POTENTIAL AND TO ENSURE THAT THESE 50,000 YOUNG PEOPLE, AND MANY OTHERS AFTER THEM, MAKE THE GREATEST CONTRIBUTION TO ISRAELI SOCIETY."

- AMBASSADOR MICHAEL OREN



MOMENTUM ANNUAL BUDGET IN SHEKELS (M)



**A PHILANTHROPIC INVESTMENT IN
MOMENTUM IS A HIGH YIELD AND HIGH
IMPACT INVESTMENT IN THE FUTURE
OF ISRAEL WITH DEMONSTRATIVE AND
TANGIBLE RETURNS ACROSS SOCIETY**

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