

RECIPIENT OF THE 2026 PRESIDENT'S PRIZE FOR VOLUNTEERISM



THE CASE FOR SUPPORT

Shnat Sherut 50+

Israel's border communities lost the professionals who held daily life together.

A generation of experienced Israelis over 50 has the expertise to replace them – and the willingness to serve.



A program of Elul | 2026

Two challenges, one answer

Israel's need for human capital

Israel's peripheral communities have lacked sufficient professional support, even before October 7th. The war only deepened existing gaps in education, healthcare, welfare, mental health and community leadership.

Now more than ever, as Israel rebuilds, there's an urgent need for experienced professionals.

An untapped generation of experience

Adults in the second half of life are one of society's most underutilized resources. They hold decades of professional expertise and a strong desire to keep contributing.

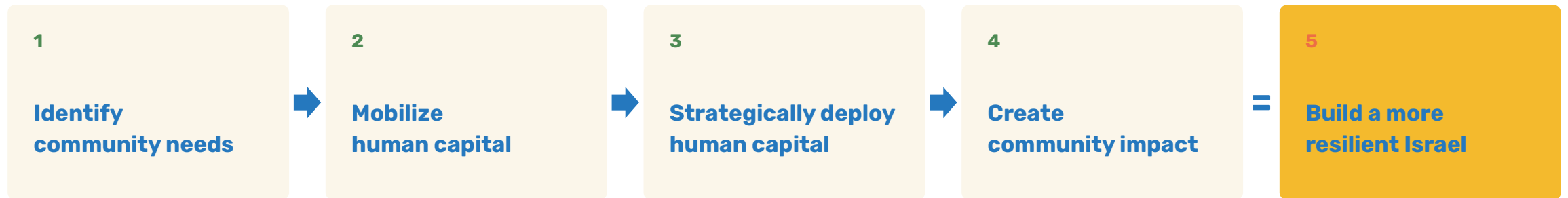
Until now, almost no framework has existed to put that expertise to work.

Shnat Sherut 50+ turns two challenges into one shared opportunity – matching Israel's need for expertise with the people who already have it.

A five-step model, delivered in two phases

PHASE ONE • RECOVERY

PHASE TWO • RESILIENCE



PHASE ONE • STEPS 1-4 2024 - 2026

Recovery

An emergency response following October 7 – and a recognition that many of these communities lacked enough professional capacity even before the war.

PHASE TWO • STEP 5 2026 onward

Resilience

Strengthening the communities themselves, so they are equipped not just to recover, but to carry Israel forward into the future.

“The program transformed from an emergency response into an innovative social model.” – President’s Prize citation, 2026

This is not a volunteer visit

TRADITIONAL VOLUNTEERING

Commitment

Short-term visits

Immersion

Visits communities briefly

Continuity

Limited continuity

Expertise

General assistance

Impact

Immediate relief

Motivation

Fitting service around a career

SHNAT SHERUT 50+

One full year of service

Lives within the community it serves

Deep integration and lasting relationships

Professional expertise matched to identified need

Strengthens local institutions for the long term

People at a stage of life defined by purpose and meaning

A year, not a week. Residents, not visitors. Expertise, not goodwill.

One year, measured

67

VOLUNTEERS

across four regional
councils, north and south

81,606

HOURS

of professional service
delivered

NIS 17.1m

IN HUMAN CAPITAL

what councils would have
paid to hire the same skills

1 in 5

STAYED ON

volunteers who kept serving
after their year formally
ended

*Across both cohorts to date, 32 volunteers have stayed on beyond their year of service –
18 from the pilot year, and 14 from 2025-26.*

*Valuation: rates per profession derived from Avodata, the Israeli Ministry of Labor occupational database, plus statutory employer costs
and an allowance for external provision – weighted by the professional mix of the cohort. Full method in the appendix.*

Eleven shekels of human capital per shekel invested

11:1

of professional services delivered
for every NIS 1 invested

PROGRAM COST

NIS 1.58m

HUMAN CAPITAL DELIVERED

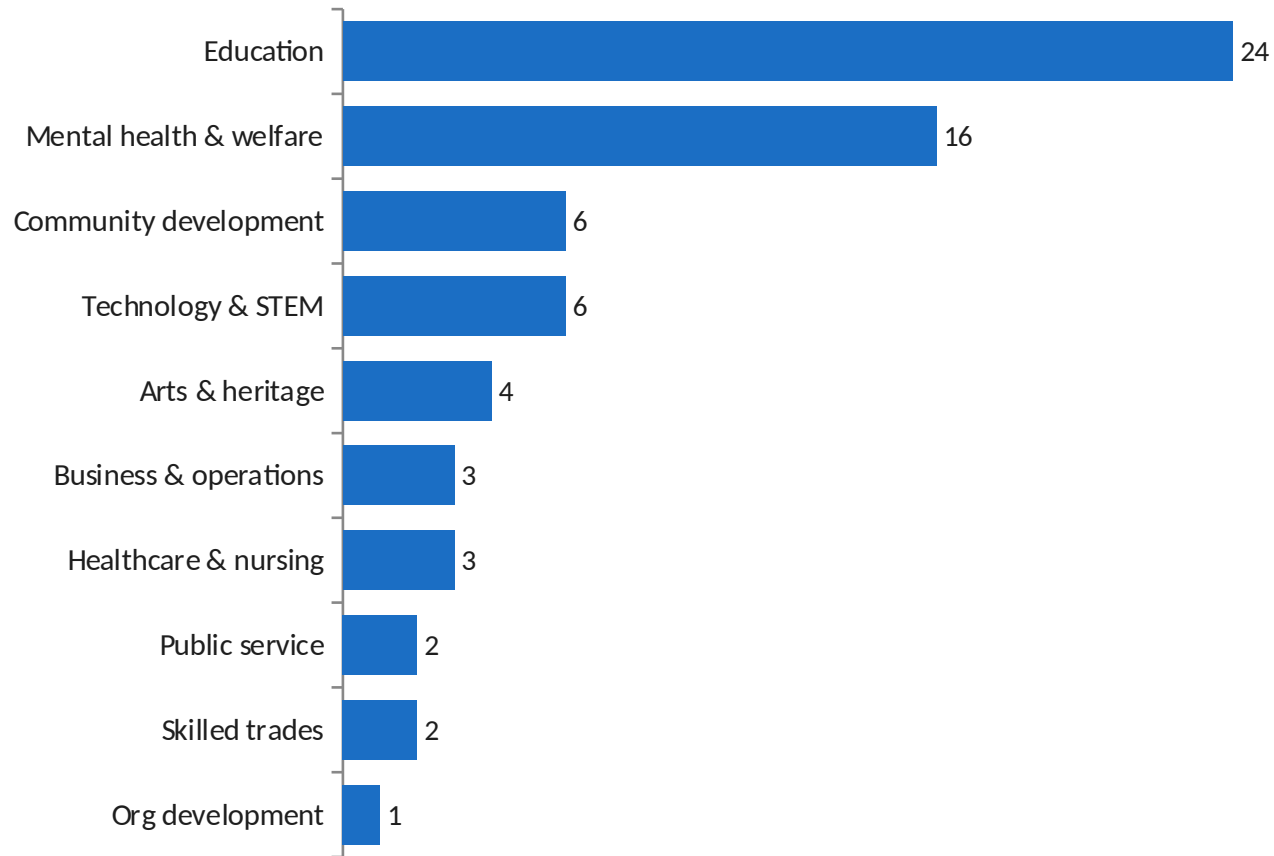
NIS 17.1m

The value of professional services regional councils would otherwise have had to buy in. These are roles they cannot currently fill.

Full calculation in the appendix, page 18.

Demand from regional councils consistently exceeds what the program can staff.

Experience cannot be taught



91%

HOLD A DEGREE

61 of 67 volunteers have an academic background.

66.9

AVERAGE AGE

Median 68. Youngest 56, oldest 80.

1 in 3

ARE OVER 70

The largest single age band is 70 to 74.

67%

ARE WOMEN

45 women and 22 men across the cohort.

70%

MARRIED OR PARTNERED

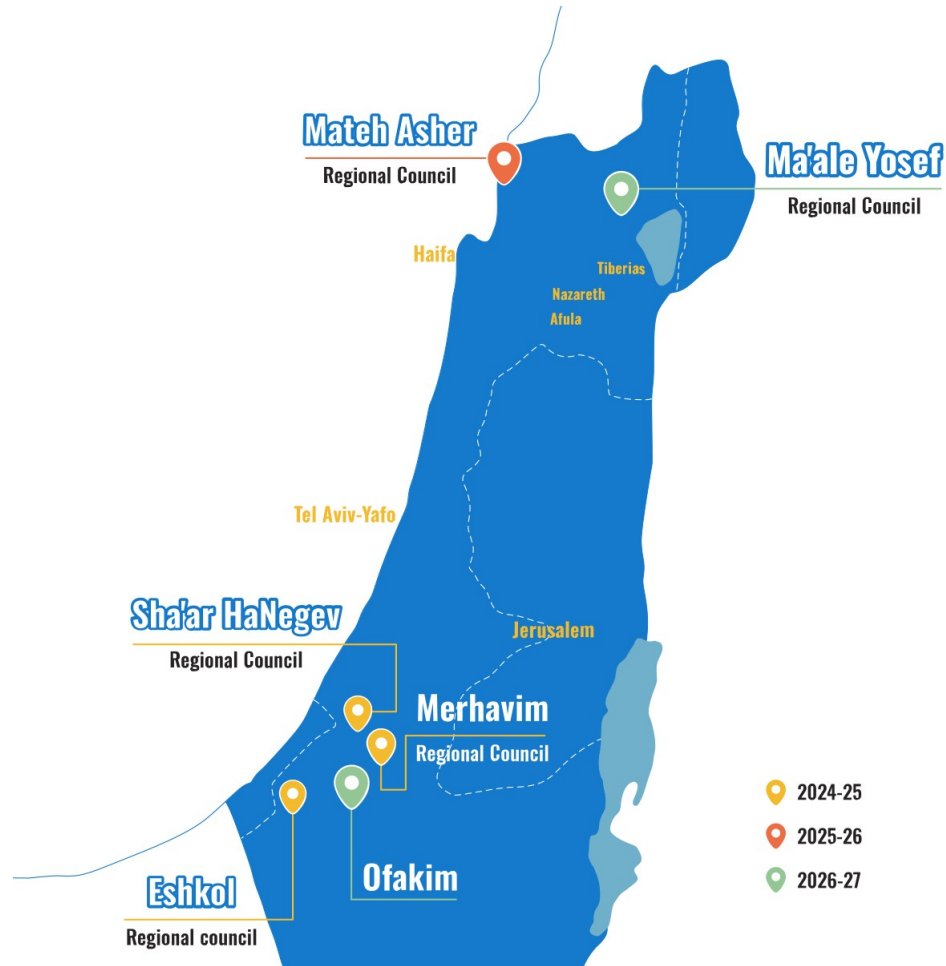
Many relocate as couples, deepening community ties.

+5 hrs

BEYOND THE ROLE

Additional hours each week, above the 24 contracted.

From three councils to eight



2024 – 25

58 volunteers • three councils, South only

Merhavim + Eshkol + Sha'ar HaNegev



2025 – 26

67 volunteers • four councils, South and North

The three above + Match Asher



2026 – 27

80-90 volunteers projected • six councils

The four above + Ofakim + Ma'ale Yosef



2027 – 28

120+ volunteers projected • eight councils

The six above + two more councils, north and south

Locations for 2027-28 to be confirmed.

Growth is not the ambition – it is a response to demand we cannot currently meet.

What a year of service looks like



Educators

From kindergarten through high school – teachers, principals, early years and special educational needs specialists, and English language educators supporting children, schools and youth programs.



Health & Wellbeing Professionals

Nurses, therapists, counselors and social care professionals strengthening health, welfare and community services.



Community & Business Leaders

Managers, HR professionals, organizational consultants, artists, engineers, technology specialists and skilled tradespeople helping municipalities build stronger, more resilient communities.

"If I were asked what made the greatest difference, it was knowing there was always someone to turn to."

– Kinneret, Director of Informal Education, Rosh HaNikra

What changed for the people they serve



Rehabilitation

Malka Beinhorn, a Shiatsu therapist, treated approximately twenty wounded soldiers at Adi Negev.

"It reduces the pain, and I am able to function better throughout the day."

— David, wounded soldier



Healthcare

Meirav Livni ran a weekly group for older residents, using art and shared memory rather than conventional therapy.

One man who had lost his speech after a stroke, and used his phone to communicate, later spoke to the group unaided for fifteen minutes.



Education

Amnon Gavish ran a five-hour mathematics catch-up session, and another volunteer stayed after school hours. Grades rose into the 80s and 90s.

"What they are doing with the students is simply extraordinary."

— School staff, Sha'ar HaNegev



THEY COULD HAVE GONE HOME

Instead, they stayed.

Across two cohorts the volunteers served through two wars — Iron Swords, ongoing since October 2023, and Rising Lion in June 2025. They worked from bomb shelters alongside the residents they had come to serve.

None of them left.

The President's Prize for Volunteerism



Presented by President Isaac Herzog, Jerusalem, June 2026

In Israel the program is known as "Now is the Time – A Year of Service for Adults."

"For inspiring civic responsibility during a time of crisis, and for strengthening social resilience in Israel."

PRIZE CITATION, 2026

The citation describes a program that moved from an emergency response into an innovative social model – independent confirmation that phase one is complete.

What your support makes possible

**By 2027–28: eight communities, 120+ volunteers.
NIS 2.88 million to deliver – here is how a gift contributes.**

NIS 22,500	One volunteer	A full year of professional service in a border community
NIS 90,000	Four volunteers	A professional cluster within a single community
NIS 180,000	Half a group	Eight volunteers – a defined stream such as education or mental health
NIS 360,000	A full group	Sixteen volunteers – serving one regional council for a year
NIS 720,000	Two groups	The full expansion into two new councils for 2027–28

This program also receives supportive funding from JDC and the Jewish Agency, and regional councils cover volunteer housing separately.

Together, this support meaningfully increases the value each donated shekel generates.

How to give

UNITED STATES

PEF Israel Endowment Funds

Gifts are tax-deductible in the United States.

AUSTRALIA

The Chai Foundation

Gifts are tax-deductible in Australia.

ISRAEL & ELSEWHERE

Directly to Elul

We will arrange the most efficient route for your country.

Named and dedicated giving

A donor funding a full group may name it.

Individual placements may be dedicated in memory or in honor of someone.

Dollar figures are indicative and converted at approximately NIS 3.65 to the dollar, August 2026. All commitments are made in shekels.

THE TEAM

Who is behind the program



Guy Gardi

CEO, Elul



Meir Dov "Berko" Bercovich

Project Manager, Shnat Sherut 50+



Jane Levy

Head of Fundraising and Resource Development,
Shnat Sherut 50+

SHNAT SHERUT 50+ FOUNDING TEAM



Rina Cohen

Founder • Education



Dr. Tamar Oged

Education



Eran Baruch

Community Leadership



Boaz Shalit

Strategy

ELUL BOARD OF DIRECTORS

Shaya Ben Yehuda

Chairman

Niva Ram

Board Member

David Keren

Board Member

Tali Schaffer

Board Member

Nava Ben-Or

Board Member

Meir Wilensky

Board Member

Ran Stromaza

Board Member

Naomi Granot

Board Member

Who supports this program

The program is funded by a coalition of Israeli institutions, the Israeli government and North American federations.

ISRAEL



NORTH AMERICA



Thank you to our generous partners for their continued support.



TRANSFORMING EXPERIENCE INTO RESILIENCE

Rebuilding communities. Restoring hope. Strengthening Israel.

Communities are strengthened by people.
People are strengthened through purpose.

A program of Elul | shnatsherut50plus.org



How we value volunteer service

This is a replacement-cost valuation, not a social return on investment. It answers one question: if these volunteers did not exist, what would a local authority have had to pay to obtain the same professional services – services it cannot currently recruit?

METHOD

- Base earnings per profession taken from Avodata, the Israeli Ministry of Labor occupational database.
- Statutory employer costs added: National Insurance, pension at 6.5% minimum, severance at 6%.
- An allowance applied for purchasing services externally rather than employing directly.
- A rate set for each of the ten professional categories the program places into.
- Rates weighted by the actual number of volunteers in each category.
- A 10% seniority adjustment applied, reflecting a cohort averaging 66.9 years, giving NIS 210 per hour.

THE ARITHMETIC

Volunteers	67
Hours per week	29
Weeks served	42
Total hours	81,606
Weighted rate	NIS 210 / hour
Value of human capital	NIS 17.1 million
Program cost	NIS 1.58 million
Value delivered per NIS 1	11 : 1

Program cost is Elul's full 2025–26 operating budget: regional staff, volunteer stipends, activities, management and marketing. Statement of limitations: employer cost components are statutory Israeli rates. The allowance for external provision is a valuation assumption, applied conservatively – Israel does not publish a standard agency multiplier. The 10% seniority adjustment reflects a cohort averaging 66.9 years, 91% of whom hold an academic qualification. These are indicative procurement costs, not formal market quotations.