




קו משווה • קאף משפיה
K A V M A S H V E

UNEQUAL AND UNACCEPTABLE OPPORTUNITY

DEFEATING AGE-OLD BARRIERS
TO EMPLOYMENT IN
ISRAEL'S ARAB COMMUNITY

2020

ARAB CITIZENS

 of the
13% General Workforce


3-5% of the Business Market


0.3%  of Managers


UNEQUAL AND UNACCEPTABLE

Israeli Arabs constitute over 20 percent of Israel's population but contribute just 8 percent of the annual GDP and account for 5 percent of the jobs listed in the business sector.

Grounded entirely in national, religious, cultural and political schisms, this deplorable level of underemployment not only translates into a substantial loss to the country's GDP but has significant ramifications to Israeli democracy, its economic future, race relations, poverty levels and social justice. Overcoming the barrier to employment for Israeli Arab men and women is therefore one of the major challenges facing Israeli society today.

ARAB UNIVERSITY GRADUATES


46.5% Unemployed


80% of engineers and scientists not employed in their field


49% of lawyers, economists and accountants not employed in their field

WHY KAV MASHVE?

We have developed tailor-made remedies to tackle the barriers to employment for the Arab community in Israel. We do this by focusing on strategic job placements in major and high-flying companies, particularly in industries recognized as growth engines of the economy - such as high-tech, bio-tech, the food industry, finance and banking. By doing so we create credible success stories that act as door openers for other companies and inspire those who follow.

WITH YOUR HELP, IN 2020 WE CAN:

- Quadruple the number of business clubs
- Increase the number of employer boot camps and workshops tenfold
- Quadruple the number of coding boot camps
- Increase the number of leadership program participants from 25 to 200
- Launch a special gap-year program for 1,000 Israeli Arab teenagers

EVERYTHING WE DO IS GEARED SO THAT ISRAELI ARABS CAN BECOME FULL PARTNERS AND EQUAL CONTRIBUTORS IN ISRAELI SOCIETY. WE CAN'T DO IT WITHOUT YOU.

WE NEED YOUR HELP BECAUSE ISRAELI ARABS NEED IT, AS DOES ISRAELI SOCIETY. JOIN US!

MAXIMIZING THE HUMAN CAPITAL OF ISRAEL'S ARAB COMMUNITY

2019 - THE KAV MASHVE IMPACT

Breaking the Glass Ceiling for Arab Managers - Lead Forward

3 cohorts, 75 graduates | 39% of participants are women | 72% of graduates promoted to leadership positions, a total of 54 new Arab managers

Bridging the gap between Higher Education and Career - Campus Business Clubs

10 clubs in seven academic institutions | 200 participants/ graduates | 21 new Arab lawyers entered the top 20 Israeli law firms | 65% of participants are women

Opening Doors for Arab Talent to the Start-Up Nation - Coding Bootcamps

4 camps with a total of 37 participants | 80% job placements in top tier companies | First ever camp for 12 Druze women

Helping Employers Reach Out to Arab Talent – Employer Bootcamps

1st employer's bootcamp, with 12 graduates, (Amdocs hires its first ever Arab economists)

Training Employers on Diversity and Inclusion

25 diversity workshops that promote equality and inclusion were conducted in companies like Strauss, Amdocs, Microsoft, Tnuva, Osem, Deloitte, etc.

Gap-Year Academic and Career Excellence Track

300 students receive intensive academic preparation

Connecting the talent of East Jerusalem to the Israeli Economy – High School Career Guidance

100 students from 3 different schools in East Jerusalem

AN INNOVATION ENGINE FOR ISRAELI CIVIL SOCIETY



3 Kav Mashve programs adopted by the government for national deployment.



Over **8,000** university graduates extensively prepared for employment.



10,000 high-schoolers receive personal career and higher education guidance.



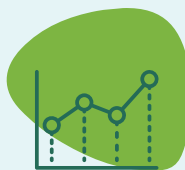
Over **600** employers hire qualified Arab professionals.



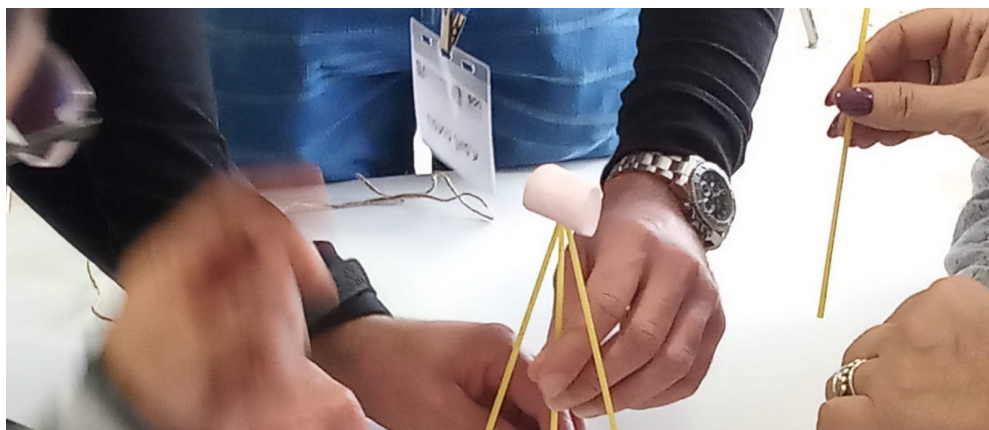
30 Arab career consultants trained.



82% placement success – Campus Business Clubs Program.



75% promotion success – Lead Forward Program.



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