



2014 ANNUAL REVIEW



Beit Issie Shapiro
Changing the lives of people with disabilities
On the Willie & Celia Trump Campus



WHO WE ARE

Beit Issie Shapiro is Israel's leading developer and provider of innovative therapies and state-of-the-art services for children and adults across the entire range of disabilities.

We strive to share our knowledge to improve the lives of people with disabilities and create lasting social change throughout Israel and the world.

WHAT WE DO

Beit Issie Shapiro is unique. We develop innovative models and effective solutions to address unmet needs in the field of disabilities.

We work with various age groups and we believe not only in caring for each person individually, but in providing essential support to families and communities in all sectors of the population in Israel.

WHY WE DO IT

We believe in building a more inclusive society by promoting, protecting and ensuring full and equal participation, enjoyment of fundamental freedoms and assertion of all human rights by people with disabilities.

In 2014,
Beit Issie Shapiro
directly impacted
24,123 people

5,325

CHILDREN AND FAMILIES
SERVED BY DIRECT
EDUCATIONAL AND
THERAPEUTIC SERVICES

15,721

PEOPLE IMPACTED
THROUGH SOCIAL CHANGE
AND ADVOCACY IN THE
COMMUNITY

3,077

PROFESSIONALS,
PARENTS AND PEOPLE
WITH DISABILITIES
REACHED THROUGH
RESEARCH AND TRAINING

Dear Friends,

It is with great pleasure that we once again are able to reflect on our accomplishments during the past year. Alongside our sense of satisfaction that we have continued to make a difference in the lives of thousands of people with disabilities and their families, we cannot help but think about the challenge that we faced during "Operation Protective Edge", Israel's war with Gaza's Hamas, and how it particularly affected the most vulnerable people in the country: children with disabilities.

Amidst barrages of missiles and blaring sirens, we had just 90 seconds to scuttle our kids to the bomb shelter - an almost impossible task for someone who is deaf or blind, uses a wheelchair or has autism. Yet Beit Issie Shapiro's doors remained open. As well as launching a national emergency hotline, we continued to provide services, therapies and support to children, adults and families throughout Israel.

The year 2014 was a year of unlocking the potential of our children with the use of technology through our social entrepreneurs - the amazing professionals at Beit Issie Shapiro. It was also a privilege to work on the global level: from presenting at the United Nations our work in promoting best practice, to delivering training around the world. We feel proud to be Israeli, showcasing the creative and high-level work we are spearheading.

Thank you for sharing our vision to create a more inclusive society and for supporting our mission to change the lives of people with disabilities in Israel and throughout the world.

We hope you will enjoy reading this review - you are partners in our success.

Jean Judes
Executive Director



Caron Bielski
Chair of the Board



Naomi Stuchiner
Founding President





• Beit Issie Shapiro develops and provides top-notch, multi-disciplinary and comprehensive services for children and adults with disabilities, in many areas of everyday life. We innovate, research and disseminate our models on national and international levels.

STRENGTH

A STORY: MODELS OF INNOVATION AND INCLUSION

Omri (9) and Ziv (6) are the first brothers to benefit from the new wheelchair basketball program – led by a Paralympic coach who is himself in a wheelchair – at our Jonah Press Sport and Recreation Center. It is the only such program in the region for children with and without disabilities.

Their mother, Neta, describes the program’s effect on both of her sons: “By including both typical children and children who use wheelchairs, this special program answers the needs of siblings. Here, everyone plays the game in a wheelchair. Here they are equal.

Omri doesn’t have many places to experience physical sport. At school, kids don’t usually throw the ball to him. Here, he can play like everyone else. As for Ziv, he sometimes used to be jealous of Omri. Omri is pushed in his wheelchair while Ziv must walk by himself. At basketball, Ziv really understands the challenges of being in a wheelchair and learns for the first time to play basketball with his brother.

“I’m just so happy that they both have a place where they can express themselves both physically and emotionally, and can build a good and real friendship.”

BUILDING POWER FROM WITHIN

Living with a physical disability can have a tremendous negative impact on the emotional wellbeing of young children, sometimes leading to frustration, stress and eventually mental illness and even breakdown. Our breakthrough course in emotional wellbeing, in collaboration with the Israeli government, ensures that all early intervention professionals nationwide are attuned to the emotional and psychological states of young children with disabilities, and are equipped with the tools to discover and address problems as early as possible. Beit Issie Shapiro is the first organization in Israel to develop knowledge and services in this field.

LEADING THE WAY

With a view to ensuring cross-the-board implementation of all Cerebral Palsy (CP)-related activities at Beit Issie Shapiro, the newly-established Jerry and Eileen Lieberman Cerebral Palsy Center of Excellence is on its way to becoming the leading authority on CP in Israel and beyond. Beit Issie Shapiro develops and enriches direct services, including digital tracking of toilet training, iPads and assistive technologies, motorized wheelchairs, and a curriculum to promote inclusion. The center has begun to document, as never before, our accumulated knowledge, expertise and methodologies so that our model can be shared and replicated by others, and reach tens of thousands of people with CP and related conditions in Israel.

RENEWED VIGOR

Our newly renovated HydroZen pool is a revolutionary model that enables our children to benefit from the unique characteristics of both hydrotherapy and Snoezelen multisensory stimulation. Developed at Beit Issie Shapiro, this therapy is specially adapted for children and adults with significant disabilities, including those with attention deficit disorders or water anxiety. Here, we can further harness our clients’ strengths and help them attain maximum functioning in a calm and quiet therapeutic setting. For those who have no other alternative, only this kind of adapted environment can have a much-needed positive impact on the rest of their lives.

- 32** VOLUNTEERS WITH SPECIAL NEEDS
- 100+** CHILDREN WITH DISABILITIES PARTICIPATING IN OUR GROUNDBREAKING INCLUSION PROGRAMMING
- 700+** INDEPENDENT CENTERS OPERATING NATIONALLY, BASED ON OUR ORIGINAL MODELS IN SNOEZELLEN, HYDROTHERAPY AND EARLY INTERVENTION



NAVEH



• The Trump International Institute for Continuing Education in Developmental Disabilities provides training and enrichment for professionals working in the field of developmental disabilities, families of children with disabilities, and people with disabilities themselves. Over 40,000 people have benefited since its establishment.

INDEPENDENCE

A STORY: THE TRUMP INTERNATIONAL INSTITUTE FOR CONTINUING EDUCATION IN DEVELOPMENTAL DISABILITIES

Meet Naveh Peleg, who is 28 years old and has a severe learning disability. After unsuccessfully trying to get accepted to university, Naveh enrolled in Beit Issie Shapiro's Trump International Institute's two-year vocational training program for people with disabilities. In the first year, the course covers general life skills - including conflict resolution in the work environment - which serve as a foundation for the second year, when Naveh studied Animal-Assisted Therapy. Against all odds, Naveh successfully completed the program and received two job offers. Faced with the unique and extraordinary opportunity to make his own life choice, Naveh decided to accept a full-time teaching position at Shafirim school for children with learning disabilities.

"What's so beautiful about studying at Beit Issie Shapiro is that there is a very open, tolerant and accepting environment. The course really developed my creative thinking and taught me to believe in myself and to trust my ideas as well. It really affected my life and now I have a job that I love."

LOVE AND MARRIAGE

Everyone deserves to be happy and live a full life. More lovebirds tied the knot after participating in the Trump International Institute's special course on intimate relationships and partnerships. The course is the first of its kind in Israel and helps people with disabilities realize their right to love and be loved. This year, a new wave of engagements and weddings took place after students learned to communicate effectively, build self-esteem and overcome many unique obstacles facing people with physical and sensory disabilities when forming relationships and finding life partners.

AWARD-WINNING APPS

We extensively use and integrate new technologies in order to provide our children with disabilities more opportunities for exercising choice, communication, self-expression, education and recreation. We facilitated the development of the app 'Issie Play', which won Microsoft's "Innovate for Good" competition. IssiePlay helps children with disabilities increase their level of independent play through interactive games that have been adapted for children with disabilities. This goes hand in hand with our strategic efforts to 'educate the market' by increasing awareness of the need to design accessible apps and technology products, and supporting their development in the tech community.

"NOTHING ABOUT US, WITHOUT US"

The National Self-Advocacy Project is the final frontier of true inclusion, a unique collaboration between Beit Issie Shapiro and Israel Elwyn designed to give people with intellectual disabilities the opportunity to have their voices heard, to organize themselves and work to advance their own rights. In partnership with the Ruderman Family Foundation and the Jewish Federation of Greater Los Angeles, 100 leaders with intellectual disabilities participated in self-advocacy groups throughout Israel this year. This leadership program fosters groundbreaking opportunities for political and social action within local communities and society as a whole.

79

COURSES AND SEMINARS

1,921

PEOPLE WITH DISABILITIES, PARENTS AND PROFESSIONALS TRAINED

6,752

COURSE HOURS



ODED



Photo Credit: Basti Hansen

• In partnership with PresenTense and The Ruderman Family Foundation, the A3i accelerator - Accelerating Inclusion In Israel - helps entrepreneurs catalyze their ideas into full-fledged ventures to improve the lives of people with disabilities.

HOPE

A STORY: TECHNOLOGY

Oded Ben Dov, co-founder of the start-up Sesame Enable, believes present technologies are not being applied enough to people with disabilities. He brought his venture - the world's first completely touch-free smartphone, designed by and for people with disabilities - to Beit Issie Shapiro to join the world's first accelerator focused on solutions that address the needs of people with disabilities. He came to the right place.

Oded explains: "The accelerator helped us crystalize the company's message and vision, broaden our vision of the disabilities market and, through the program's mentors, solve big go-to-market questions and deliberations. It also gave us reassurance that it is OK to pursue solutions for special needs, something that the standard business space failed to do. The accelerator was unique in gathering many people who cared about special needs and had a vision of bettering the world."

Now, the company is opening the world of smartphones to millions who have previously not been able to access them, and working rigorously to make this vision a reality.

CHAMPIONING THE RIGHT TO PLAY

Beit Issie Shapiro's original Park Chaverim was awarded the International Play Association's 2014 Right to Play Award, recognizing projects that use innovative and practical ways to implement Article 31 of the UN Convention on the Rights of the Child. This award has provided us with another opportunity to showcase and share our model of inclusive playgrounds and accompanying social and educational programming, which provide thousands of children in Israel and worldwide with the basic childhood right to play, and help create a better and more inclusive society.

WHAT DO THE PARENTS SAY?

The explosion of new mobile technologies is just beginning to be evaluated in professional literature. Our Research and Evaluation Unit conducted Israel's first-ever pilot study to investigate the experience of parents of children with and without developmental disabilities, and evaluate the impact of iPads and other Touch-Screen Mobile Devices (TSMD) on their children. Our published conclusions describe how TSMD offer a non-stigmatizing tool that can complement support strategies to aid the child with disability and the family to improve communication, social interaction, anxiety reduction, and relaxation. There is a need to further develop supportive and guiding services for parents.

GRANDPARENTING: SUPPORTING THE ENTIRE FAMILY

We know that a disability impacts the entire family. Even grandparents receive critical support from Beit Issie Shapiro. They face the double challenge of helping out in the raising of their grandchild with a disability as well as supporting their children (parents to a child with a disability). We share the expertise that we have developed to benefit thousands of families across Israel, including through our support groups and an article on 'special grandparenting' produced in collaboration with Bar Ilan University.

22

IPADS HELPING 120 CHILDREN AND THERAPISTS WITH SPEECH, MOTOR SKILLS AND PLAY

400+

CARERS, PROFESSIONALS AND PARENTS TRAINED TO USE TECHNOLOGIES FOR CHILDREN WITH DISABILITIES

2000+

MEMBERS OF THE TECH COMMUNITY EXPOSED TO OUR 'ASSISTIVE APPROACH'



ATSUKO



*Beit Issie Shapiro is a global leader in the field of disabilities, with a growing number of organizations, municipalities, government ministries and individuals from overseas interested in replicating our models, collaboration, consultation and training. Every child with a disability deserves the best - and we are committed to doing our best to ensure that.

CHANGE

A STORY: GLOBAL

In Japan, Atsuko Hashimoto develops educational programs for television and is mother to Shintu (pictured). She recognized the lack of care in Japan's regular educational system regarding sensory disturbances in typically developing children or children with slight disabilities who fall through the cracks.

To help these children in the classroom and at home, Atsuko reached out to Beit Issie Shapiro for guidance in bringing the Snoezelen approach to the Japanese population. Drawing on our experience and proven record, we worked with her to develop a model for the installation of a Snoezelen room in a typical school, and to create supporting content. We also provided consultation for a corresponding professional symposium attended by over 60 city workers, teachers, professors and caregivers.

"I am not a therapist so sometimes I didn't have confidence to spread Snoezelen. But after consultation from Beit Issie Shapiro, I discovered that there are many things I can do as a creator. I realized that I need to create Japanese Snoezelen."

ADVOCATING FOR FAMILIES ACROSS ISRAEL

In order to generate widespread change, Beit Issie Shapiro urges legislators and government to advance changes in guidelines, legislation and policy, as well as to scale up and roll out our models nationally. In 2014, we had a lot to celebrate, with at least three new changes being passed: improved entitlements of sick leave for parents of children with disabilities, approval of new regulations for safe transportation for toddlers with disabilities, and establishing a government-funded post for a nutritionist in rehabilitation daycare centers in view of eating problems among toddlers with disabilities.

MAKING A DIFFERENCE FOR ALL ISRAELIS

Disability is a universal concern that cuts across all cultures, uniting those affected by a common desire to provide the best care and quality of life for those with disabilities. By engaging in community-based activities - focused on parents, professionals and youth - we are building bridges and creating unprecedented cross-cultural dialogue between Jews and Arabs, and between people with disabilities and without. We are transforming this unique experience and these working relations into a vehicle for true people-to-people relationships based upon shared values and interests. This work is generously supported by U.S. Agency for International Development (USAID) with the support of the American people.

LEVERAGING PARTNERSHIPS AT THE UNITED NATIONS

As an established and well-reputed actor within pivotal United Nations circles, we led our first side-event to the UN's annual Conference of States Parties to the Convention on the Rights of Persons with Disabilities (CRPD). This gathering of key players and partners in the global disabilities field was co-sponsored by the Permanent Missions of Israel and Germany to the UN, and chaired by Prof. Michael Stein from Harvard Law School. The discourse focused on changing attitudes and fighting stereotypes for an inclusive society. The nations have to unite as there are one billion people with disabilities in the world.

1,128 OVERSEAS VISITORS

25 COUNTRIES BENEFIT FROM OUR EXPERTISE TO DATE

16 NEW PROFESSIONAL COLLABORATIONS

7 INTERNATIONAL PROFESSIONAL ASSOCIATION MEMBERSHIPS



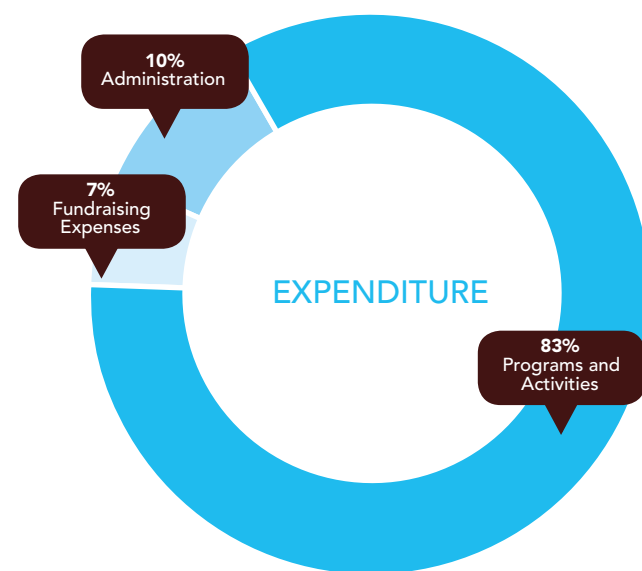
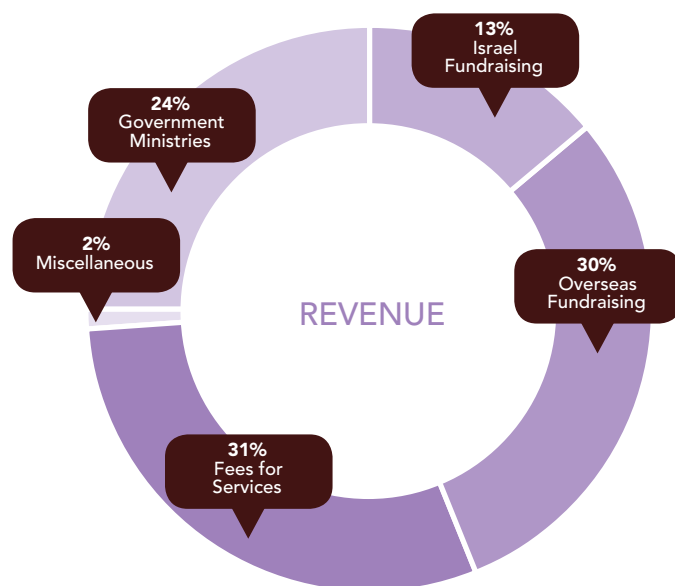
FINANCIALS*

Summary of Beit Issie Shapiro 2014

REVENUE	IN US \$
Overseas Fundraising (net in Israel)	3,162,378
Israel Fundraising	1,416,646
Government Ministries	2,529,916
Fees for Services (from parents and organizations)	3,213,222
Miscellaneous	165,229
Total Revenue	10,487,391

EXPENDITURE	IN US \$
Programs and Activities	8,681,509
Administration	1,055,307
Fundraising Expenses (Net in Israel)	755,050
Total Expenditure	10,491,866
Operating Surplus (Deficit)	(4,475)

*unaudited



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THANK YOU

Beit Issie Shapiro is grateful to our remarkable family of donors from all over the world, whose gifts in 2014 supported our work, accomplishments and innovations. Thank you for bringing light to our mission and giving hope to so many children with disabilities and their families.

Gifts of \$1,000,000 and higher make a lifetime of difference and donors achieving this threshold are so precious to us. We are eternally grateful to you and salute your exemplary generosity and passion in profoundly impacting the lives of children with disabilities and their families.

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We are delighted to thank these wonderful donors for their significant new gifts in 2014 and their tremendous and extraordinary support:

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We deeply appreciate the generosity of our Diamond Donors. Through your tremendous cumulative contributions of \$50,000 and higher, you make it possible for Beit Issie Shapiro to change the lives of children with disabilities and their families.

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- Friends Associations
- Academic Research
- Conference Presentations
- Consultation
- Training
- Clients of International Rehabilitation Center
- Knowledge Exchange
- International Conference on Disabilities

EXPERTISE

- Snoezelen
- Hydrotherapy
- Service Development
- Inclusive Playground
- Technology

BEIT ISSIE SHAPIRO'S GLOBAL IMPACT

Special Consultative Status to UN • EU - Funded Project on Play for Children with Disabilities • Member of International Organizations

CONTACT

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Beit Issie Shapiro

Changing the lives of people with disabilities

On the Willie & Celia Trump Campus

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