



Dear friends and partners,

Ramadan Kareem and a happy Passover and Easter to you all.

As we are entering the holiday season, we are happy to share with you the latest highlights on our work and new exciting developments happening at Co-Impact.

We are currently working with 55 companies undergoing an in-depth change process towards Diversity, Equity and Inclusion (DE&I) of Arab employees in the business sector. We continue to engage and enroll new leading companies on an ongoing basis to promote DE&I and broaden the impact of those transformative processes.

2022 started off with several challenges affecting us as individuals, as organizations and as a collective. At the beginning of the year, the latest wave of COVID-19 forced us back into a remote model of work to ensure the safety of our employees and loved ones. As we transitioned back to face-to-face activities, the end of the quarter was marked by a series of dire events impacting the country nationwide. Those difficult times remind us once again of the meaning and importance of our work. Ultimately, the nature of our work we lead with and within the business sector – sustainable and long-term – aspire to organizational resilience and mutual understanding.

We strive for meaningful changes, company after company, we aim at transforming the workplace culture, to a more diverse, inclusive and welcoming place, and ultimately impacting the Society as a whole.

2022 also marks a significant crossroad for us as we have passed the half-way mark of 50 out of 100 companies. We are embarking on a significant "Midway" research study to assess the revolutions in the field of DE&I of Arab society in the business sector. This will allow us to compare the results with our original research, observe the changes and adjust our course of action as we are getting closer to our 100 companies goal within a decade. The research will also enable us to assess the efficiency of our work models and adjust our practices in light of the transformations the business sector has been experiencing. We will be better equipped to sharpen our models in a way that serves our vision and optimize our impact on the field.

In other news, we are happy to share that Co-Impact continues to strengthen its infrastructure as a "Public Benefit Company" (PBC). We have recently received Section 46 after a long process with the Tax Authority, in addition to the certification of Proper Management approval received in 2021. This allows donors interested in contributing directly to Co-Impact to do so while being tax-exempted, with no further need for fiscal sponsors.

I am honored to provide you with a taste of our many activities that have taken place in recent months - the collaboration with Ben Gurion Airport, a new and significant partnership with USAID, the NGO Forum, various events including Co-Impact's Women's campaign in honor of Women's Month and more.

I'm deeply grateful for our continuous fruitful cooperation with each one of you, for your support and renewed trust in our vision as we keep on growing. May this renewal period bring health and peace; Ramadan Kareem and Happy Holidays to all.

Sincerely yours,

– Nawa



Interview with Nawa Jahshan Batshon, led by Momo Mahadav, CEO of Maala Organization, about Co-Impact's in-depth work in business companies





"Sharikat" (Share) Women campaign- March 2022

In honor of the international Women's day this March, Co-Impact launched a dedicated month-long social media campaign. It highlighted the power of women in the Israeli workforce and their important role in promoting women's employment and leading significant change in the field. The "Sharikat" ("Share") campaign encourages Arab women to take an active part in advancing other women, encourages them to share existing opportunities in the companies in which they work, to increase women's contribution to the workforce and raise awareness among women on the tremendous power they have as a group.

The campaign included many elements: videos of working Arab women encouraging other women to share job opportunities and join forces; special publications of stories sharing women's point of view and their advancement in the employment market; tailored messages encouraging sharing; the use of the feminine form in all Co-Impact job posts and more. Visit Co-Impact's [Facebook page](#) and be exposed to content in real time!



“It is extremely difficult for Arab women to break into the business world, and employers need to join the effort”

You are kindly invited to click on the [link](#) and read Co-Impact CEO's article published in Globes Magazine at the occasion of Women's Month

Employer positioning: Exposure events for partner companies in Arab Society

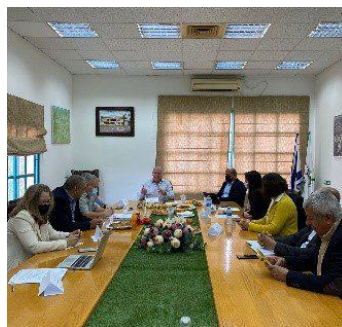
Increasing the exposure and direct connection between potential Arab candidates and employers are a key component of Co-Impact's action model. To this end, we hold exposure events at companies in collaboration with them and partner NGOs. During 2021, 22 company exposure events took place and in 2022, 5 significant exposure days have been held so far in Google, KLA, HP, McKinsey and Adama. We thank our partners in the companies and NGOs for their fruitful collaboration leading to successful events.





Strategic Partnerships

Ben Gurion Airport (BGA)- Co-Impact's partnership with BGA is stronger than ever. A meeting took place with BGA officials and leaders from the Arab business sector on March 10th, to promote the 4 main axes of the partnership: Employment, Arab passengers experience, business opportunities and involvement in the community. We are engaged in a long-term process and an ongoing dialogue - dealing with challenges and barriers affecting Arab Society and striving for solutions. We thank our partners from BGA and the Arab business leadership for their crucial involvement in this strategic collaboration.





USAID- We are very happy to share that we initiated a partnership with USAID for the next 2 years promoting our “Shared Workplaces, Shared Society” initiative. USAID is supporting our in-depth work with leading companies, the Business Council and the Mentoring Program.



NGO forum - As part of our “collective impact model”, inviting all stakeholders work together towards a common goal, 11 NGOs in the field of Arab employment have partnered with Co-Impact to find solutions towards promoting Arab employment. These NGOs share Co-Impact’s vision and complement our actions in training potential Arab candidates, promoting Shared Society values, encouraging higher education for the Arab community and acting towards diversity at large. The NGO Forum represents Arab society in cross-sectoral discussions (business, public, NGOs, philanthropy) and carries out community activities in the field of employment.

The CEOs of the Forum met this March to formulate a common vision and definition of the strategic directions of the NGO Forum, both outwards - in the employment arena of Arab Society; and inwards – to strengthen the collaboration between NGOs and forum members.



Israel's Board of Directors met on January 19th: Co-Impact led an exposure event for the Israeli board of directors together with the Ministry of Finance, the Government Companies Authority and the Ministry of Social Equality, on the importance of increasing the representation of Arab members in Governmental companies' Boards. 70 participants from high-ranking roles, both private and public sector, participated in the event.

The participants spoke of the potential impact of increasing Arab representation in the board of directors of government companies and provided examples, simple guidelines and tools, and answered questions.

Wishing you happy and healthy Passover, Easter
and Ramadan Kareem to you and your loved ones,

The Co-Impact Family

