Teaching how to fish rather than providing fish

Strategic consultation for nonprofits and social enterprises in reaction to the Corona crisis

In response to the Corona crisis, Midot and Social Finance Israel have embarked on a unique venture to address the difficult budget challenges in which many nonprofit organizations and social enterprises have encountered since many rely heavily on philanthropy.

The venture includes providing initial strategic advice to these organizations, free of charge, in response to the crises. This was the first initiative in Israel to provide any response in this area. The initial announcement was made on Sunday, March 22, 2020, with the aim of supporting ten NGO’s/social enterprises (copy of the announcement can be found at the end of this document).

The response from recipients was immediate, and in a short time, more than 40 NGO’s and social enterprises signed up for the program, well beyond what we have anticipated.

The consultations were offered in three complementary areas of expertise; each recipient was invited to speak with our consultant according to their needs:

- Diversifying Sources of Income and Analyzing Opportunities for Self-Income - Consulting by Guy Beigel, CEO of MIDOT.
- Management and task prioritization during a crisis - Counseling by Ira Friedman, SFI VP.
- Enhancing donor relationships and developing philanthropy during a crisis & "The Day After" - Stable and Sustainable Resource Development - Counseling by Yariv Sultan, Director at MIDOT and Director of Philanthropy at SFI.

Each recipient receives approximately three hours of individual counseling through a video conference with one of the consultants, which takes place after an hour of initial screening and an analysis of the recipient’s needs. The consultation is completely discreet and is not recorded or documented in order to give the recipient full liberty to reveal the challenges it faces.

So far, all consultations have been conducted with nonprofit CEOs and their resource and community development managers.
The response below has been heartwarming and strengthen our intentions:

I want to thank you from the bottom of my heart for a fascinating three-hour session with me. Thank you for taking the time you gave me during such challenging period. In Three hours, you taught me a whole course. You helped me strengthen my understanding of how much knowledge and experience I already have made me and believe in it. You helped me make the story we need to tell as an organization operating in the social sector during this time more accurate. 

Thank you for opening to a channel I had not thought about until now.

I learned a lot; I will share the team with what I learned as well as my close circle which is supporting us at these times.

Thank you very much; I am grateful for our brief yet significant acquaintance.

With best regards,
Social Finance Israel & Midot

Screenshot of a consultation with co-CEOs of PresenTense
Social organizations and the Corona virus crisis – coming out stronger

In response to the current crisis, Midot and Social Finance Israel are embarking on a special project to address the difficult budget situation in which many nonprofits have found themselves since they rely heavily on philanthropy.

Against a backdrop of over a year without an orderly government budget and already felt damage, many nonprofits and social organizations are experiencing, as a result of the Corona crisis, a very rapid reduction in activity and they are anticipating a continued decline in donations.

This is the right time to re-plan the revenue path, and balance philanthropy with other revenues properly, while fostering the necessary economic understanding: establishing an up-to-date resource development system, enterprise risk management capabilities, and in the spirit of the day - cost savings, while trying to avoid damaging employee and service recipients.

Midot and SFI are currently providing 10 organizations/associations (in accordance with the registration order) a personalized consultation and support package, free of charge. Consultation will include 3 hours of a video meeting and will focus on subjects relevant to the specific organization, such as:

- Diversifying sources of funding and exploring opportunities for self-revenues
- General management and tasks-prioritization during crisis
- Donor cultivation and philanthropy during crisis + "The Day After" – preparing a stable and sustainable resource development strategy

Consultation will be conducted by Guy Beigel CEO of Midot, Ira Friedman VP at SFI and Yariv Sultan Director at Midot and Philanthropy Director at SFI.

In line with responsiveness and our capabilities, we will look at providing this service to additional organizations later.

For details and registration please send an email to: yariv@socialfinance.org.il

With best regards,
Social Finance Israel & Midot