



Unistream aspires to foster business-oriented leadership emerging from resource scarce communities, thereby promoting social change and opportunities for success.

UJA Toronto and Unistream
Educating Tomorrow's Leaders Today
Proposal: Continued Support for Unistream
UJA Toronto Eilat Center

Background:

Unistream's mission is to foster tomorrow's business and social oriented leadership emerging from resource-scarce communities - "Educating Tomorrow's Leaders Today," thereby promoting social change and opportunities for success. Mr. Rony Zarom who grew up in a financially challenged community is today one of Israel's leading hi-tech entrepreneurs. In 2001 Mr. Zarom translated his commitment to Israeli society into action through the establishment of Unistream.

Unistream's Kfar Yona Centre was inaugurated in September 2002. It rapidly generated interest from municipalities, local educational institutions and from community and business leaders. Subsequent to its success additional centers were opened in Ma'alot-Tarshicha (2003) the Gilboa region (2004), Afula and Eilat (2006), Upper Nazareth, Acco, Hatzor HaGellit, and Or Yehuda (2007). The Netivot Center was established in September 2008.

There are currently over 500 teens being nurtured in the 10 Unistream Centers throughout Israel.

Thanks to the UIAC's generous support, the Eilat Center was made possible in 2006. We are asking that you continue your support towards our Unistream Center in Eilat and fund a new Unistream group for the 2009/10 program.

The Problem/Need: Israel's resource-scarce communities are rarely able to provide teenage youth with frameworks in which they can pursue their natural curiosity and develop their talents and skills. This lack of options leads them to believe that there is no point in being intellectually curious or motivated. Israel loses their potential contributions to society, and these teenagers are left to live with the frustration of stunted aspirations. The communities have no record of cultivating a genuine local leadership of their own.

The Response:

Unistream's Educating Tomorrow's Leaders Today Program provides an innovative solution to this challenge by implementing educational programs that train participants as business entrepreneurs and community leaders. Unistream is inspiration for youth and aspiration for them and their communities, communities that are dependent upon welfare institutions and struggling to overcome social problems.

Educating Tomorrow's Leaders Today is a rigorous and innovative three-year educational endeavor that utilizes the business world as a model to empower these disadvantaged Israeli high school youth (grades 10-12) with outstanding potential. In all of Unistream's Centers, its multi-cultural participants are taught and mentored by the top Israeli professionals (members of the Unistream Friends Forum) while being nurtured by Unistream coordinators. Participants obtain hands-on experience in all aspects of business management from the business establishment stage through brainstorming sessions, choosing a product, market research, raising core capital, prototype development, production and marketing.

The Educating Tomorrow's Leaders Today program enables youth to evolve into successful teen leaders and offers them entry into Israel's modern, technologically advanced society and economy. The program is built upon four pillars: Team Development; The Acumen of Business Skills; Leadership Development; and Community Involvement.

Target Population: 25 high school students in Eilat ages 15-18, with excellent potential, that live in areas characterized by high-unemployment, prevalence of high school dropouts, youth committed crime and high dependence on social and welfare institutions.

Project Components: Unistream operates nine Unistream Activity Centers nationwide serving over 500 teenage youth in this three-year program. Groups of approx. 25 youth carefully screened for acceptance to the program attend each center at least two afternoons every week for three hour workshops from 4:30 – 7:00 PM each time, totaling six hours of workshop time each week. The centers are open from 11:00 am to 8:00 PM every school day. On alternate days to scheduled workshops, many of the participants also choose to spend after-school hours at the Center preparing



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homework and meeting with their friends and "colleagues" from the workshops, as well as having the opportunity to informally conduct business in progress as a result of the workshops. Likewise, on alternate days, participants are able to get tutoring help with their school work. After-school hours on days when workshops are not conducted are also used for taking initiatives for social responsibility in the community by some participants.

Curriculum:

Workshops take place in the Unistream activity centers, hi-tech laboratories that provide a stimulating environment for thinking, learning and developing leadership skills. Each center is equipped with state of the art technological equipment. Workshops held twice a week are facilitated by a professional center coordinator and local volunteer business people.

Each center is staffed by a center coordinator who facilitates the execution and implementation of the Unistream curriculum. S/he is in essence the teen's personal coach, working with each individual on life's challenges and obstacles. The coordinator becomes familiar with the participant's life through meetings with teachers, parents and other family members in order to get a full picture of each participant. The coordinator is responsible for the smooth running of the center, cohesion of the group and the success of the individual.

Year I: Unistream "Youth MBA 101" teaches about the business world and offers tools in preparation for setting up and running business initiatives. Workshops cover topics on marketing, accounting, ethics, economics and strategy. There are meetings with leading Israeli business personalities and visits to local businesses and the Israeli stock market. Further into the program year the participants set up and administer start-up companies and go through a brainstorming process for their business initiative. The participants also learn life skills in workshops on subjects including time management, decision making, public speaking and conflict resolution. Self-awareness and empowerment workshops are offered to impact upon the development of the individual and for the building of a cohesive group. In the framework of the first year, the youth are required to set up and operate a community service project which could include working directly with weak populations, environmental awareness or mobilizing their group on behalf of a certain cause.

Year II: The program focuses on implementation. The participants manage and administer the start-up companies while they write a business plan deciding on such issues such as ownership of the entity, designing proto-types, production, marketing strategy and financial evaluation. The group is accompanied by a volunteer business person who provides guidance and advice, but does not make decisions for them. The participants continue to volunteer in community projects, taking on more responsibilities and tasks.

Year III is the peak of activity for the enterprise. The participants are busy running their companies, working on customer and investor relations, as well as marketing and sales of their product. Concomitantly, participants undergo training as business mentors and guide younger groups. Participants receive additional support in taking high school graduation exams and college entrance exams, resume-writing, career planning and acquiring necessary life skills. The group meets once a week for workshops allowing them time for hands-on business activity coupled with independent work in preparation for exams, pre-army programming for determining military service tracks, and filing college applications.

Program Goals

- To cultivate a cadre of social-oriented, business leaders in resource scarce communities
- To prepare teenagers for the challenges of the business and hi-tech sectors
- To promote values of democracy, equality and social justice
- To develop participants' commitment to their home community

Program Objectives

- To provide gifted teens from resource scarce communities with a structured three-year business program
- To provide participants with a home-away-from-home social environment
- To implement volunteer programs to help others in participants' home town
- To provide participants with hands on experience in establishing and running a company

Evaluation: Measurement and evaluation has always been an integral part of the Unistream process and although past evaluation has shown that the program is very successful, the quest for a holistic and statistically measurable indicators and evaluation led Unistream to a professional team of outside evaluators – Neat Evaluation Ltd. (Neatev). Neatev, a



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leader in measurement & evaluation methodologies and processes, is helping us upgrade the existing evaluation process. All of Unistream's program elements are now being evaluated by Neatev.

Neatev professionals evaluate program administration, program content and program facilitation. They also gather data for use in a longitudinal study to measure the impact of the program on alumni army service aspirations, higher education choices and career paths. The objective criteria measured include the number of active participants and their concrete achievements, such as: participation in establishing and administering community service projects and developing a financially sound business. Subjective criteria for assessing the program include: changes in youth attitudes towards themselves, their relationships with others and academic achievements.

Budget:

Continued Support for Unistream - UJA Toronto - JAFI Eilat Center

Budget for 1 Group, for 1 activity year (September 2009 - August 2010) – CA\$

	1st year
Coordinator	13,911
Professional Training	1,159
Field manager & IT	2,898
Activity	5,796
Prizes and Awards	638
Evaluation	580
Communication	811
Maintenance	869
Activity equipment	1,159
Meals	1,391
Travel	580
Enrolment process	4,057
Investment	1,159
Total Cost	\$ 35,008

Additional Operational Expenses:	Total
Allocation of building (rent)	2,000
Maintenance of the center	7,000
Total In-Kind costs	9,000

Overhead cost (Unistream participation)	11,000
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Total	\$	
Total	55,008	
Income	Total	%
Requested - UIAC	35,008	63%
Eilat Municipality	9,000	16%
Unistream (Rony Zarom, founder)	11,000	20%
Total Income	55,008	100%

Total request from UIAC – 35,008 CAD