

Dear Friends

We are proud to present our 2013 annual report. The year began with the aftermath of "Operation Pillar of Defense" which came at the end of 2012.

The Helpline and Clinical Unit tended to thousands of individuals, adults and children, suffering from symptoms of anxiety and fear as a result of the rocket attacks.

The Community Outreach team continued to work with residents of southern Israel in times of crisis as well as in times of calm, in addition to holding a series of workshops to strengthen resilience and empowerment in schools, using NATAL's intervention puppet show "Kuntz and the Magic Mirror" and working with youth at-risk.

In addition we provided training workshops for nurses in hospitals, educational staff, the Israeli Police Forces and other groups of service providers.

The Social Therapeutic Club began a gardening program, along with cultural and social activities.

This year we published the 14th issue of our magazine "About Feelings" that was distributed to over one million households across Israel through the daily newspapers.

The issue's title was "Trauma on the stage", and it discussed the relationship between pain and creation, between trauma and artistic expression. Among the artists featured in this issue were the poet Haim Guri, a group of mothers of wounded soldiers and the 9 Lives Band, among others.

Throughout the year we held several benefits and events, including "Running in Color" – NATAL's run for PTSD in which 5,000 participants took part and a golf tournament at Gaash Golf Club. Furthermore we held our annual Women's Event titled "Creating from Pain". The panel event was facilitated by Orly Vilnai and panelists included Osnat Shir Vishinski, Mimi Ziv, Frieda Steinberger and Pnina Alon Aisenman who all lost a child and are seeking solace in creation and art.

The Multidisciplinary Trauma Studies Center concluded its second year of specialized training programs for Casualty Notification Officers, discussing how to accompany families in the process of facing loss and bereavement.

We would like to thank our friends in Israel and abroad for supporting us, accompanying us and contributing to our activities.

With your generous help, we are able to continue to be there and support those in need.

With warm regards,



A blue ink signature of Judith Yovel Recanati, written in a cursive style.

Judith Yovel Recanati
Chairperson



A blue ink signature of Orly Gal, written in a stylized, cursive font.

Orly Gal
CEO

The Helpline: 1-800-363-363

Unit Manager: Sigal Haimov

Unit's Objective: To provide immediate and ongoing psychological assistance via telephone conversations.

Team Members: Administrative Manager, Volunteer Coordinator, 2 Social Workers, Secretary and volunteers.

About the Unit

NATAL's Helpline is the only one in the country which provides psychological help and support for victims of trauma as a result of terrorism and war. The Helpline is available to adults and children of all ages, in different languages, for an unlimited period of time, as needed. Those who call the Helpline are greeted and guided by volunteers who have undergone an extensive period of training. In a large number of cases the relationship between the callers and volunteers continues for months and even years. The volunteers are supervised by a senior professional team.

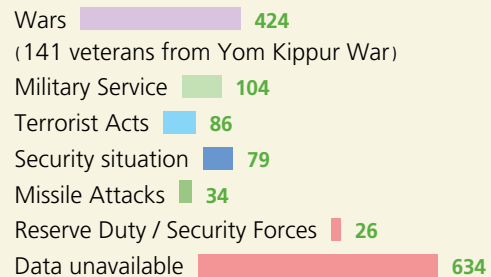
Using the phone as a therapeutic aide has numerous advantages, such as immediacy, availability and low cost. A person can receive mental help and support without ever leaving their home, being exposed, facing their fears and reservations or committing to clinical treatment. The Helpline does not aim to replace psychological treatment but introduce an additional complementary service, meant for those who are unable or unwilling to seek conventional treatment services.

2013 in Numbers

Early in 2013 many callers approached us as a result of Operation "Pillar of Defense" which occurred at the end of 2012 and in 2013 over 4,500 follow-up calls were made regarding Operation "Pillar of Defense". Furthermore, 1,387 new callers approached the Helpline, 50% of who were men and 50% women.

Overall 622 people received continuous treatment through the Helpline, and an additional 100 were

Reasons that new callers approached the Helpline



Total: 1387

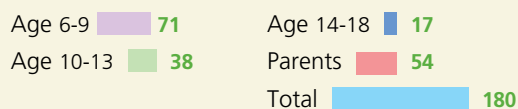
Plus 4,500 follow up calls

transferred to the Clinical Unit. As part of the veterans project, 84 people called the Helpline. About half of the calls were from family members dealing with relatives suffering from PTSD.

Summary for 2013

- We continued our partnership with the US non-profit **Wounded Warrior Project**. We continued providing professional advice and guidance in establishing a Helpline for US soldiers returning from Iraq and Afghanistan. This required adjusting the operation model, selecting and preparing employees and volunteers and providing routine training programs.
- The Helpline Director participated in a conference in Brussels held by **Child Helpline International** for children and youth and at an event at the Parliament of the European Union.
- Work continued on the development of a chat intervention model and a book documenting stories of resilience in Sderot.
- As part of providing for the welfare of the Helpline volunteers, we organized a weekend trip to Haifa for them, together with their partners.
- The volunteers participated in routine training programs administered by the senior professional team, both one-on-one and in groups.
- We provided training to mental health professionals, volunteers and outside organizations across Israel.

Children and Youth Project



The Clinical Unit

Unit Director: Sa'ar Uziely

Unit's Objective: To provide individual and group psychotherapy.

Team Members: Assistants to the Clinical Unit Director, Director of the Testimonial Center, 120 therapists nationwide.

About the Unit

Post-Trauma is a multifaceted disorder, which includes personal, interpersonal and functional components. Therefore, treatment of PTSD at NATAL is modular and tailored to the needs of each patient. The ability to provide comprehensive clinical care under one roof is more efficient for the patient. From a clinical point of view, there is a great advantage in being able to assess the patient from different therapeutic angles in order to provide diverse and personal solutions and gauge the success of a course of treatment or make necessary changes.

The patient has a significant advantage at NATAL because their relationship is with a single therapeutic organization which coordinates their treatment and offers a variety of approaches for them and their families.

One of the core experiences of trauma victims is the loss of their "inner home". This is an experience that is both mental and physical since, in order to experience wholeness and harmony, we must live within our bodies and feel that our bodies and minds are united. NATAL is

2013 in Numbers

Target Groups	No. of Patients
All the Patients in the Clinical Unit Of whom: 34% were treated at NATAL's Center, 66% were treated by NATAL therapists countrywide.	518
Monthly average (after completion/end of therapy)	332
Children (Mostly residents of southern Israel)	213
IDF Combat Veterans	84
Testimonials recorded	21
Out of all the patients, 9 adults and 62 children were referrals from Israel's Ministry of National Insurance	
<small>* It should be noted: 88% of all the patients received clinical assistance alone, while 22% were helped with a combination of treatments such as: psychotherapy and the Social Therapeutic Club.</small>	

a place, where the patient can go back and reconstruct their inner home. The uniqueness of NATAL, in its approach to treating PTSD victims, is that it offers the possibility of a combination of therapies.

Summary for 2013

During 2013, 8 therapists joined NATAL's countrywide team as well as one psychiatrist in the Northern region and an additional volunteer was added to the Testimonial Center. The therapists received 190 hours of training as well as group training in dynamic therapy for PTSD victims.

In the academic field, the annual Cognitive Processing Therapy (CPT) course for therapists in the Clinical Unit continues under the direction of Dr. Danny Derby. A two-day conference on the topic of released prisoners of war was held in conjunction with the Institute for National Security Studies. Cooperation continues with Bar-Ilan University's Department of Psychology, where documentary material is recorded for research purposes and doctorate work under the direction of Dr. Rivka Tuval Mashiah.

In the public outreach field, most of the effort was put towards the 40th anniversary of the Yom Kippur War. Activity was focused on explaining testimonial processes and reaching out to the target groups. As part of this: Two lectures were held on testimonials for injured officers. Sa'ar Uziely participated in two gatherings with the IDF 14th Division to mark the 40th anniversary of the Yom Kippur War, he was interviewed on radio, television and in the newspapers, and participated in a lecture on the phenomenon of Post-Trauma commonly experienced by veterans, as part of the events to publicize our services for university students. In addition Dalia Shatz, a NATAL volunteer and "Mother of the Wounded" assisted greatly in referring veterans to the Testimonial Center.

It is important to note

NATAL's Testimonial Center enables people who have suffered a traumatic experience to tell their stories in front of a camera. This process helps to process the experiences and the memories. In the broadest sense, the project allows us, as a society, to preserve the meaning of our collective experience.

Social Therapeutic Club

Club Manager: Hagit Buchbinder

Objectives: Providing emotional support and help through activities and social gatherings.

Unit staff: Deputy Manager, activity leaders.

About the unit

The Social Therapeutic Club serves as a safe, warm and supportive home for adults suffering from chronic trauma, as a result of direct or indirect exposure to terrorist attacks, war, loss and bereavement. The Club members are some of NATAL's most vulnerable service users, often experiencing social isolation, loneliness, problems with self-esteem and loss of basic skills, among other difficult issues. Housed in NATAL's Center in Tel Aviv, the Club has 2 art studios, a computer/exercise room, a library, a garden area and a communal kitchen in which members cook meals and eat together, as well as celebrate one another's birthdays and festivals.

The activities focus on improving areas of daily functioning such as concentration, preciseness and teamwork. In addition, these activities allow participants to express their imagination, their feelings, and their moods, as well as serving as a channel to convey their pain and anxiety. The activities include physical activity, in order to restore a sense of control, reflection and learn impulse control while also discharging stress. According to this rationale, the activities promote empowerment, expression, interpersonal communication and physical activity. The group activities take place in smaller settings, allowing members to raise issues and questions about themselves in order to improve their quality of life.

We would like to share

A survey of the participants' satisfaction with the Clubs and their content indicated significant stability in regards to participation, persistence, and personal relationships. Such stability is not taken for granted when referring to people suffering from PTSD. This indicates that the Club is successful in serving as a warm and supportive place, contributing to its members' wellbeing.



Purim 2013, Drumming Circle

2013 in numbers

At the end of 2013, the Club was attended by 50 participants, 24 from NATAL's group and 26 from the group sponsored by the Ministry of Social Security.

2013 Summary

We expanded the Club's content and activities in order to refresh the daily routine. We opened a gardening class, continued our cooking, movement, ceramics, leather-works, yoga and drawing classes. We celebrated Purim with a "drumming circle" as well as Rosh Hashana and Passover, we organized theatre trips, tours at the Israel Museum, Coca Cola company and the Israeli Stock Exchange, as well as hosting guest lecturers. In addition, we parted from our drawing teacher Moshe Atar who has been working with us for 12 years, and welcomed Yossi Bachar.

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The Multidisciplinary Trauma Studies Center

Manager: Bina Levin

Objective: To train mental health professionals in treating trauma and stress.

Staff: Coordinator, staff lecturers, guest lecturers, librarian.

About the Unit

Emergencies and disasters expose Israeli society to psychological hardship. Disasters such as terror attacks, wars, traffic accidents, physical and sexual violence can significantly damage the individual, families, groups and communities, and may even result in crises within community support services. The Multidisciplinary Trauma Studies Center was established to provide mental health professionals with the tools to face crises and trauma during emergency and disaster. The Center provides extensive and comprehensive training for mental health professionals on both the theoretical and practical levels. The lecturers are senior professionals and leaders in the fields of trauma. The Unit also provides a unique information center on psychological trauma.

2013 Summary

The program for trauma-focused psychotherapy

This year-long course takes place in collaboration with the Tel Aviv University Faculty of Medicine at the School of Public Health. In 2013, our sixth graduating class was



Students in a lesson

Training IDF Casualty Notification Officers and City Officers

In 2011 NATAL initiated a course to provide training on supporting families experiencing loss and bereavement, in collaboration with the IDF Casualty Notification Officers and City Officers. Because of the positive feedback received at the end of the course's second year, we extended it to a three year course for 80 participants, and opened another group for an additional 80 participants.

comprised of 27 mental health professionals, including social workers, psychologists, educational counselors and art therapists. The seventh course opened in October 2013, including 27 members from the mental health, counselling, rehabilitation and nursing professions.

Advanced training courses for mental health professionals

The Unit also offers specific training workshops for mental health professionals:

- EMDR Stage 1 and EMDR Stage 2 – with Dr. Udi Oren
- 2 courses for integrative child psychotherapy, focusing on anxiety and trauma – with Dina Sandrov
- 2 courses on treating victims of sexual assault and molestation – with Dr. Tzivia Seligman
- Somatic Experiencing - Stage 1 and Stage 2 – with Gina Ross
- A total of 110 professionals participated in our 2013 training workshops.

Library Expansion

Our library, maintained by a volunteer librarian, provides information for a host of mental health professionals, therapists, students and anyone interested in trauma studies. The library's website has a catalogue of books and academic articles on the field of trauma and we are continuing the long process of online cataloging of relevant newspaper articles since NATAL's founding in 1998.

The Community Outreach Unit

Head of Unit: Dr. Rivka Toval- Mashiah

Former Team Manager: Esti Friedrich

New Team Manager: Yotam Dagan

Unit's Objective: To facilitate the creation of community resilience

Staff: Mental health professionals, activity coordinator and volunteers

About the Unit

Many members of Israeli society face post-traumatic symptoms following a lifetime of living under a security threat or direct exposure to terror and war. In addition, there are professionals, who must engage, every day, in activities such as search and rescue, working with and supporting bereaved families and more. NATAL's community staff attempts to reinforce resilience and psychological resources in local authorities, educational facilities, health organizations and companies through: workshops, presentations, courses and seminars regarding trauma, anxiety and providing help in facing trauma and emergency.

The community services are provided on two levels. The first is training educational, community and mental health professionals to treat trauma and crisis through initial interventions as well as more extensive support and ongoing work. The second level includes working with groups and organizations that are exposed to trauma due to their line of work. These organizations receive organizational consultation and professional development for managerial teams in the private and public sector. In this framework, the members of the organization or the employees undergo a process of emotional ventilation and initial processing in order to normalize and recognize their post-traumatic responses, reinforce healing processes and locate those who may experience hardship in the future. In a group process, utilizing verbal and creative tools, the participants are able to identify their personal resources and coping style, while learning to preserve and cultivate them.

2013 Summary

During 2013, NATAL's Community Outreach Unit operated on several levels, including providing support

during emergencies, improving professional skills, supporting institutions and organizations and developing and implementing therapeutic models.

We continued to support groups of relatives of wounded soldiers (parents, spouses), as well as embarking on outdoor activities with prisoners of war and their spouses.

Providing support during and following crises for at-risk populations

- This year the community unit focused its efforts on operating our Mobile Unit that allowed for immediate interventions with parents and children residing in missile-stricken areas, especially during and after "Operation Pillar of Defense".
- The team collaborated with Resiliency Centers in the south and the north, managing and coordinating the therapeutic work on behalf of the Israel Trauma Coalition (ITC).

Improving the skills of professionals

NATAL's community unit conducted workshops for professionals from the fields of health, welfare and education. The workshops focused on establishing personal resilience, coping with terror attacks, treating trauma and conducting immediate interventions

Supporting organizations, security establishments, and government institutions

- For the second year NATAL conducted workshops for the Israeli police force.
- Provided a youth leadership program to 50 youth from Ofakim in order to provide collective support to the community during crises. The youth also had personal empowerment sessions.



Graduation of Ofakim Youth Training project

- Empowerment and resilience training for employees working in Bank Leumi, the Airport Authority, Strauss and other companies in the south.

Developing models for working at times of crisis and implementing them in the field

- Workshops for medical staff in the following hospitals: Tel Hashomer, Soroka, Barzilay, Hadassah Har Hazofim.
- We continued dialogue between Arabs and Jews through planning a course for Arab therapists.

- NATAL held a course in the Um El Fahem Welfare Department in collaboration with the ITC which touched on a variety of issues of trauma at the cultural level, including small group training workshops in Arabic.

- We continued our unique project combining group work and the use of photography for girls at Beit Apple Children's Village in Gan Yavne.

Developing the community staff

One of NATAL's therapists joined the ITC's mission to Boston to work with the community following the Boston Marathon attack.

2013 in numbers

Type of Activity	Population description	Received treatment	Hours of service
Emergencies and ongoing security situations	Mobile Unit activity	171	859
	At risk populations: Children at-risk in Children's villages, the elderly, battered women's shelters	166	50
	Local authorities' employees and volunteers	145	124
	Empowerment through children's workshops and puppet show	3,550	240
	Empowerment through yoga for women	19	75
Total		4,051	1,340
Prisoners of war	Prisoners of war and wounded veterans	43	91
	Outdoor workshops for prisoners of war and their spouses	40	60
Total		83	151
Indirect trauma sufferers	Relatives and family members of people suffering from post-trauma	40	90
Improving professional skills	Therapists and social workers in local authorities, organizations and institutions	184	198
	Preschool teachers, caregivers and geriatric social workers	101	99
	Mental health clinic	20	10
Total		305	307
Organizations, institutions and groups	Medical staff in Tel Hashomer, Barzilay, Soroka and Har Hatzofim Hospitals	160	446
	Israeli Police	690	271
	Bank Leumi	40	4
	Center for Educational Technology	40	46
	Casualty Notification Officers	42	204
	Delegations from Israel and abroad ⁷	64	8
Total		1,036	979
NATAL Staff training		12	24

Research Unit

Unit Director: Prof. Mark Gelkopf

Unit's Objective: To assess the efficiency of NATAL's psychological services for the purposes of improvement and development

Team Members: Research Assistant

About the Unit

NATAL's Research Unit gathers information and provides research and assessment services to all of NATAL's departments. This includes: ongoing assessment of the efficiency of treatments and interventions offered, research to examine the effects of living under a continuous state of war and terror on the mental health and well being of different population groups in Israeli society; and to keep improving NATAL's work and deepen our understanding of the issues of trauma caused by terrorist attacks. The Research Unit strives to achieve high academic standards and is regularly published in professional academic literature.

Summary for 2013 – Working with NATAL's Units

The Clinical Unit

Ongoing assessment via questionnaires, preparing presentations on the treatment of children in Netivot and Ofakim for a conference at Tel Aviv University (June 2013), writing reports on the veterans project, beginning the development of a new and abbreviated questionnaire with new metrics (based on current professional literature).

The Helpline

Presentation of an intervention model for adults, development of an abbreviated questionnaire to assess long term intervention in children and writing reports and development of new methods of assessment and research.

The Community Outreach Unit

Data and questionnaire analyses, writing reports on the Mobile Unit, nurses project and schools' resiliency project for foundations and donors.



Testimonial Center (reconstruction)

The Social Therapeutic Club

Evaluation of the Club's activities via questionnaires completed by the Club's Director and, for the first time, a special study on the Club's activities using specially designed anonymous questionnaires. Data regarding age, gender, occupation, lifestyle, marital status and so forth, were taken into account.

Testimonial Center

We continued with the ongoing assessment of the testimonial project using questionnaires and an internal research report and we began writing an article on testimonials based on data from the questionnaires.

Resource Development

Several reports to donors: Veterans and nurses projects, Children and Parents' Helpline and the Mobile Unit.

Academic Articles

Articles submitted for publication

Article on the intervention helpline model; Article on project involving the mentally disabled; Article on soldiers and hazing, based on data from soldiers' focus groups; Article on "Knowing the Other".

Articles in development

Continuation of an article about the Mobile Unit (data from previous years); Article on the Testimonial Project.

Human Resources Unit and Volunteer Network

Unit Manager: Sigal Adam

About the Unit

The Human Resources Unit handles NATAL's employees and volunteers. This process begins with creating human resource policies, creating and organizing procedures, employee and volunteer selection, recruitment, and guidance. The process also includes handling employment contracts, salaries, employee rights and welfare.

Summary for 2013

Employee Selection, Recruitment and Absorption Processes

Employees, freelancers and volunteers (including National Service Volunteers) were selected and absorbed into NATAL's various units, according to its needs. In addition: handling terms of employment, salaries, contracts and so forth.

Training Programs

The various units' employees participated in seminars and training programs, as needed in the field that aimed at improving their professional level.

Procedures

Procedures were updated in various units, including updating and adjusting NATAL's emergency procedures.

Welfare

All NATAL employees and volunteers participated in an annual trip, as well as recreational activities and tours for different departments. They received gifts for the Rosh Hashana and Passover holidays. Also, gatherings were held to toast the holidays of Passover, Rosh Hashana and Hanukkah. The Shavuot holiday was celebrated with a singing event that was donated. We started a weekly yoga class for NATAL employees and we continued a partnership with Leumi Card, in which employees and volunteers were regularly notified of discounts on shows, plays and other types of recreational activities.

Social Therapeutic Club

Recreational activities e.g. fieldtrips, lectures and plays were arranged for club members. Activities were donated or for a token fee.

Other

Participation in the national emergency exercise entitled "Corners of the Globe," including compiling data and reports.

The value of our volunteers

At the beginning of the year a special event was held in honor of all those who volunteered for NATAL during 2012. There was a screening of the documentary film "Gan Eden" followed by a Q&A with its creator and director, Ran Tal. During the year new volunteers were recruited to the Helpline, the Testimonial Center, the marketing and publicity unit, as well as the International Relations Unit. Meanwhile, we continued investing in and nurturing our senior volunteers. It is noteworthy that more than 80 volunteers participated in NATAL's "Running in Color" event and were a vital part in the production of the whole event. Overall, 213 people volunteered at NATAL; 65 of them worked in teams for the emergency Helpline and the Community Outreach Unit, which were activated during emergency situations throughout the year.



Volunteer appreciation event, 2013

Finance Department

Unit Manager: Mina Yakar

Unit's Objective: Financial management of NATAL including updating and monitoring the overall budget, handling employee salaries, completing annual and quarterly financial reports for NATAL's Executive Committee, and monitoring project budgets.

The Marketing and Publicity Unit

Unit Manager: Gali Dagan

Unit Objective: Raising awareness of Post-Trauma and creating legitimacy to receiving psychological assistance.

Team Members: Spokesperson, Digital Marketing Coordinator, Production Coordinators.

About the Unit

One of the unit's objectives is to raise awareness of PTSD due to war and terrorism, in order to keep the needs of those suffering in the spotlight and help legitimize seeking psychological assistance. This includes planned publicity campaigns as well as creating a media buzz according to the demands of the hour. As well as TV, radio and newspapers, NATAL has an active online presence, in addition to publishing our own annual magazine, publicity events, conferences and joint projects with various national and international media outlets.

Summary for 2013

- "Running in Color" NATAL's run for PTSD was undoubtedly the highlight event for 2013. The race took place in collaboration with Nirlat Paint Company and the Tel Aviv-Jaffa Municipality. The event was sponsored by Noble Energy, Altshuler, Shacham and the Yahel fund. 3,500 runners participated and altogether 5,000 people attended the event, including parents and children, youth group members from Israel and abroad, soldiers, and students from all over Israel. The colors symbolized bringing visibility to the hidden wounds which we treat in NATAL.
- NATAL's 4th Annual Women's Event entitled "Creating out of Pain" was attended by over 330 women and featured a panel of female artists and mothers whose art is inspired by personal loss. The panel included the actress, Osnat Shir Vishinski, the artist Mimi Ziv, the photographer Frida Steinberger and novelist Pnina Alon. The event was hosted by Orly Vilnai, and the singer Din Din Aviv gave a special musical performance.
- Dalia Shatz's new book "Returning to Life" was launched. The book tells the story of 17 injured IDF soldiers and Dalia's own personal story.

- Our unique children's puppet show entitled "Kuntz and the Magic Mirror" was staged to over 2,835 children across Israel.
- 127 golfers participated in our 2013 annual fundraising tournament held at the Gaash Golf Club and we initiated fundraising campaigns at New-Pharm, Supersol and Yesh chain stores.
- We held a symposium on released prisoners of war in collaboration with the Institute for National Security Studies.
- A month-long, countrywide campaign to mark Memorial Day on TV, radio, CTV in malls, notices in the press and on the Internet.
- "Has '73 passed?" was a campaign to mark the 40th anniversary of the Yom Kippur War. It was created and produced by the advertising agency Shimoni Finkelstein Baraki for NATAL and won first place in JCDecaux company's poster contest. It attained massive coverage on bus stops in Tel Aviv and thanks to its effectiveness, the campaign was extended to all the media.
- We organized lectures by Shmuel Maoz (with his movie "Lebanon"), Oded Ben-Ami and Itai Anghel and performances from rock group "9 Lives" at the Ariel College of Management, Rishon Le-Tzion College of Management, Herzlia Interdisciplinary Center and the Haifa Technion.
- A unique group "Running with Rami" was formed by Rami Yulzari with the cooperation of Etgarim NGO to allow combat veterans suffering from PTSD to participate in training for long-distance running.



2013 Women's Event (Photo: Dana Kopel)



"Running in Color", 2013 (Photo: Eran Yardeni)

Each session is accompanied by a NATAL therapist and a trainer.

- Over 1 million copies of the magazine "About Feelings" were published and distributed. This 14th edition of the magazine dealt with the connection between trauma and art and featured interviews with poet Haim Guru, director Amos Itai, and choreographer Gait Lis among others.
- We initiated an online community on "Camoni" ("Just like me") Social Health Website.
- We opened an art gallery on NATAL's website to sell specially designed products and artworks, whereby a large part of the proceeds are donated to NATAL.

NATAL in the Media

TV, Radio, Newspapers, Websites

On Memorial Day and Yom Kippur: Items on TV Channel 2 and Channel 23, Army Radio, Channel 2 Radio, and "Be'Mahaneh" IDF Magazine featuring NATAL's experts and volunteers, as well as a lead article in "Israel Today" with released prisoners of war and their wives.

For the **"Running in Color"** event and "Running with Rami": Massive media activity in conjunction with

Daniella Reibenbach Public Relations Agency, a program with Oded Ben-Ami on FM 88 and items on the Sports Channel, Channel 2, The Jerusalem Post, Ha'aretz, L'Isha Magazine, IDF Magazine, Channel B Radio and Ynet website.

Digital Coverage

The NATAL website received over 116,000 visits and 105,544 people posted on NATAL's official Facebook page.



"Running in Color", 2013 (Photo: LilianePhoto)

International Relations and Resource Development in Israel and Abroad

Unit Director: Ifat Morad

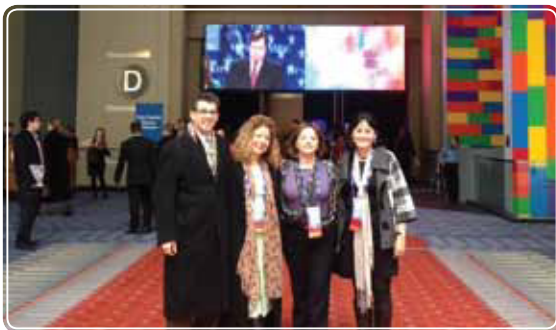
Unit's Objective: Raising funds in Israel and abroad as well as developing donor relations in order to provide funding for NATAL's activities.

Staff: Project Managers, volunteers from Israel and abroad.

About the Unit

The International Relations and Resource Development unit focuses on raising funds for the organization's activities in addition to developing new and diverse sources of funding in light of the growing competition and financial crises. In addition, the unit continuously works to expand NATAL's collaborations worldwide, including federations, foundations, academic institutes and organizations focusing on trauma. NATAL has affiliate associations (Friends of NATAL) in the United States, United Kingdom and Switzerland, and the Unit maintains close relations with them. Our vision: to facilitate maximal results, meet challenges and move projects from their initial stage to complete implementation, in order to create financial and organizational stability and allow Israeli victims of trauma to receive optimal care.

The organization set the goal of increasing its sources of income through providing knowledge and services such as: workshops and training for professionals. The Unit has developed partnerships with overseas organizations interested in replicating our unique models of care e.g. Wounded Warrior Project.



Yariv & Neta Peled, Judith Yovel Recanati and Orly Gal at the 2013 AIPAC conference

- NATAL maintained a significant presence at the annual AIPAC conference in Washington DC in March 2013. Yariv Peled, a member of "9 Lives" rock band whose members are all wounded combat veterans, presented at the main event for over 14,000 people and spoke about NATAL's contribution to helping trauma-stricken veterans. Orly Gal, NATAL's CEO presented the issue of cultivating resilience in Israeli society and how NATAL contributes to this important task. Other members of NATAL attending the conference included Judith Yovel Recanati, NATAL's Founder and Chairperson, and CEO of the American Friends of NATAL Maya Tadmor Anderman.
- NATAL participated in the annual Dragon Boat Festival on the Sea of Galilee, combining sports and philanthropy, and were joined by over 30 other charitable and corporate organizations.
- NATAL was presented with the **2013 Public Advocacy Award** from the **International Society for Traumatic Stress Studies (ISTSS)** in acknowledgement of our outstanding and fundamental contributions to advancing social understanding of trauma in Israel. This is the first time in the award's 12 year history that the winner has not only been an organization but also located outside the US.
- As a member of **Child Helpline International** since 2010, NATAL was invited to CHI's 10th anniversary conference held at the United Nations building in New York in November 2013.
- Judith Yovel Recanati participated in the Jewish Federations of North America's General Assembly, as a panelist on "The Power to Change - A discussion with women philanthropists".
- NATAL began working in collaboration with **Wounded Warrior Project (WWP)**; an American non-profit whose mission is to honor and empower wounded warriors who served in Iraq and Afghanistan. Through this unique partnership, NATAL's experts work closely with WWP to develop a veteran help-line modeled after NATAL's Helpline, customized to meet U.S. veterans' needs.

Friends of NATAL Abroad

NATAL invests significant effort in maintaining and strengthening relations with its affiliate organizations in Europe and the US. This year, the senior management visited London in order to cultivate and extend the circles of support for the UK Friends of NATAL, as well as New York and Chicago. During these visits, strong relations were forged between NATAL and representatives from synagogues and communities throughout the US, as they adopt patients and fund their care. In addition to contributions from Israel and the affiliate organizations in the US, UK and Switzerland, NATAL receives significant support from organizations and donors in Finland, Canada and Australia. The unique English-speaking volunteer program operated for its fourth consecutive year. The volunteers represent NATAL upon their return to their home countries all over the world.

Visitors

NATAL's Multidisciplinary Trauma Studies Center in Tel Aviv continues to draw visitors who wish to learn more about trauma resulting from wars and terror attacks. Among our visitors in 2013 were AIPAC groups,

mental health professionals from the US, Europe and Australia, representatives from Jewish federations and communities in the US, partners working with NATAL on a regular basis in the IDF, the Police, Ministry of Welfare and Ministry of Health, among others.

Maintenance and Technology Unit

Unit Director: Shuly David

About the Unit

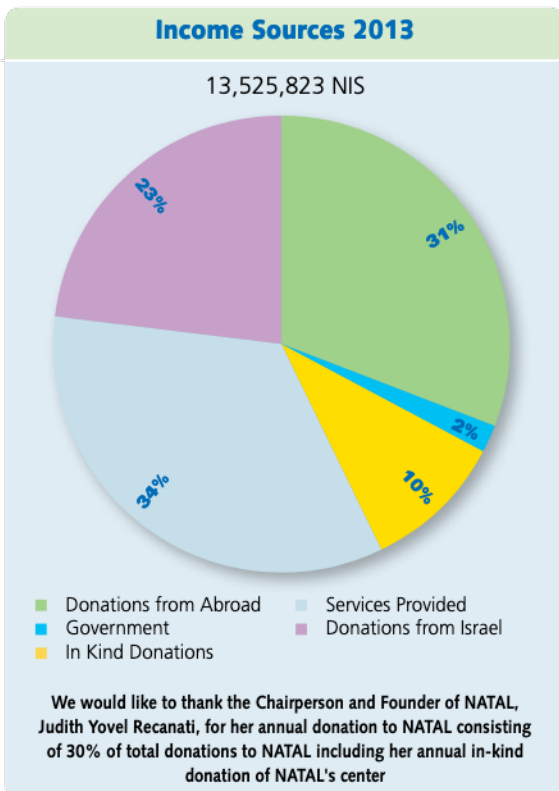
The Maintenance and Technology Unit at NATAL provides advanced and up-to-date response to all NATAL's professional and administrative needs. The unit is responsible for maintaining and upgrading technology systems (computers, communication equipment, phones, multimedia), and is responsible for information security, infrastructure integrity and repairing malfunctions, among others.

Summary for 2013

At NATAL things can shift instantly from routine to emergency procedure, according to the state of security in the country. In order to respond to everyone who approaches us for psychological support and assistance in real time, we must make sure that the technological infrastructure is intact.

- In the past year, we upgraded and updated our computer and multimedia setups at NATAL. We also upgraded our telephone system in order to respond more widely to Helpline callers.
- We keep broadening the scope of our activities. Every day we conduct seminars, workshops and various activities in our classrooms, library and conference meeting rooms.
- During the year we underwent an information security audit which bore positive results.
- The members of the Social Therapeutic Club benefitted from several new computer terminals and new cooking equipment for their cooking class.

2013 in numbers



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NATAL is able to carry out its mission thanks to the support of hundreds of individuals, foundations and corporations. We cherish all of them and would like to express our gratitude especially to the following donors for their support of NATAL during 2013.

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Thank You

We would like to convey our heartfelt thanks to all of our donors and supporters who have helped us meet our objectives and face challenges. With your help, we were able once more to provide assistance and support to those in need.

NATAL wishes to thank Judith Yovel Recanati for her annual contribution covering general and management expenses. This contribution is based on a deep identification and affiliation with Israeli society's strength and resilience, and allows us to use donations in their fullest to fund emotional and community support.

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