

JOURNEY  IMPACT

SOCIAL IMPACT INVESTING LAUNCH

OCTOBER 27, 2022



PROGRAM BOOK

EVENING ITINERARY

Opening Remarks:

Dalia Black, Weave Impact Founder and CEO

Yakir Segev, Social Space Chairperson

Lisa Colt-Kotler, CHW Chief Executive Officer

Elayna and Jonathan Latsky, Impact Investors

Lisa Stadelbauer, Ambassador of Canada to Israel

Featured Social Enterprises Pitch and Q&A:

Tech 19

Relyon.AI

Social Space

Intermission and Deliberation

20 minutes

Winner Announcement

Elayna and Jonathan Latsky

Closing Remarks

Lisa Colt-Kotler

Video Presentation

Event Highlights

Dear Friends,

Thank you for participating in this incredible philanthropic initiative that is both sustainable and will empower women by taking philanthropy to the next level. We are so proud to be the lead donors and provide the seed funding to launch CHW's Social Impact Investment Fund.

The purpose is to enable women entrepreneurs to launch socially conscious businesses that create impact in Israel. The entrepreneurs will secure critical capital from CHW investors (donors) through the pooled impact investment funds. Today we will invest \$300,000 for the first round of investments. Using a gender-lens impact investment strategy, CHW will ensure better outcomes in areas such as gender disparities, social mobility, and economic opportunities for women and girls in Israel; all closely aligned with UN Sustainable Development Goals (SDGs). But more than anything, we are so excited to participate with our fellow judges in Israel and Canada to select the pre-vetted enterprises which will benefit from a CHW investment.

CHW is a non-political, nonpartisan national network of dedicated volunteers and professionals who strongly believe that the advancement of education, healthcare, and social services transcends politics, religion, and national boundaries.

If you feel inspired to support this initiative with a donation for CHW's Social Impact Investing Fund, we invite you to participate next year and join our Journey 4 Impact 2023.

Warm regards,

Elayna & Jonathan Latsky, Impact Investors

Dear Friends,

We are so excited to welcome you to the launch of CHW's first round of social impact investing in Israel and the culmination of the inaugural Journey 4 Impact trip.

We selected Social Space in Tel Aviv for our launch because it is the centre for social activism and impact innovation. It is also the site of the former 'Pussycat' strip club which has been converted into a hub of social change.

By joining us today from across Canada and in Israel, YOU are making history by participating in a groundbreaking initiative that will impact so many women's lives. Our first round will ensure economic independence for women and help build a stronger future for the next generation in Israel. We hope you will be inspired by your experience today and join us again next year for CHW's Journey 4 Impact 2023.

Our journey officially ends with the announcement of the impact investment winners. So, buckle up and enjoy the journey.

Warm regards,

Elayna & Jonathan Latsky, Journey 4 Impact Co-Chairs

Barb & Jerry Rosenstein, Journey 4 Impact Co-Chairs

Lisa Colt-Kotler, CHW CEO

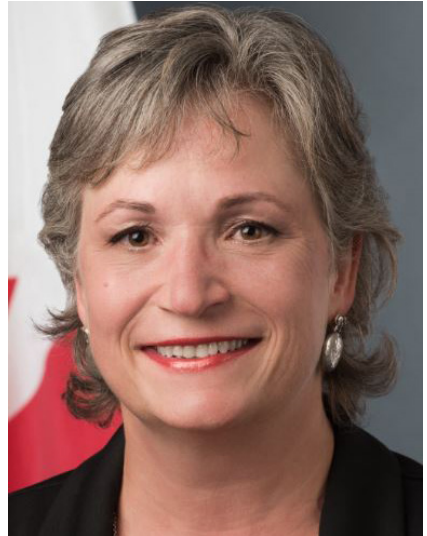
GREETING

As Ambassador of Canada to Israel, I am proud to participate in CHW's new initiative, Social Impact Investing through a Gender Lens. CHW's work with women and girls in Israel and at home is incredibly important. With this new initiative, many worthy projects will now receive a CHW investment to help them grow as they help others.

Gender equality, the empowerment of women and girls, and the promotion and protection of their human rights are key Canadian values which the Government of Canada is committed to promoting through its international development, humanitarian, diplomatic and trade policy, advocacy and programming initiatives. Canada firmly supports the view that gender equality is a human rights issue essential to achieving prosperity, sustainable development, social justice, peace, and security.

Canada is so committed to enhancing the role of women in the economy and there is a Trade and Gender chapter in the updated Canada-Israeli Free Trade Agreement. This chapter commits both sides to promoting an end to all forms of discrimination against women, including improving women's access to economic opportunities. Your work is aligned with this Canadian priority.

I congratulate CHW on their new initiative and look forward to learning more about the projects that will receive this unique funding opportunity.



Ambassador of Canada to Israel
LISA STADELBAUER

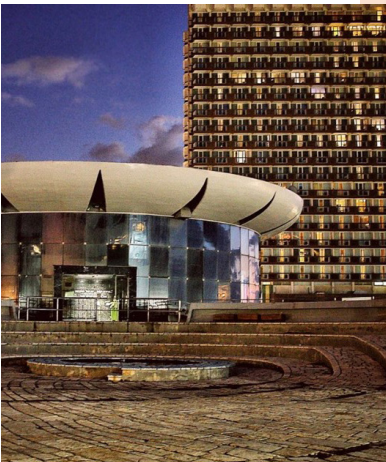
JUDGES

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Marni & Richard Stern
Renee & Ralph Wolfe
Terry Yanowski

THE VENUE

SOCIAL SPACE



Established in 2020, Social Space TLV (Atarim Square) is a centre for social activism and impactful education that seeks to promote social change and encourage people to become more socially engaged and active.

Formerly the infamous “Pussycat” strip club, their mission is to encourage a more socially conscious society. The location provides a place for educational groups, individuals, and corporations to discuss, learn, and experience the meaning of social activism, in particular focusing on the subject of gender in society.

BIOGRAPHIES



DALIA BLACK
Founder and CEO
Weave Impact

Prior to founding Weave Impact, Dalia gained over 20 years' experience in the financial services sector, including as Vice President of Delek Group, a major Tel Aviv Stock Exchange (TA25) company.

Dalia began her career as a strategy consultant with Accenture and managed investments at Viola Credit, Israel's largest venture lending fund. Dalia is passionate about putting her business skills to work as a tool to promote positive social change in Israel through creative models such as blended finance and impact investing.

Dalia is an active member of various industry committees and the Founder & Chair of Meshutaf Tel Aviv, the first Jewish pluralist school in Tel Aviv.



YAKIR SEGEV
Chairperson
Social Space

Yakir has a Master's Degree in Public Policy from The Hebrew University of Jerusalem and a Bachelor's Degree from the combined program in Philosophy, Economics and Political Science.

Yakir is a social and business entrepreneur. He was the founder of New Spirit and other business and social initiatives. Yakir served as a member of Jerusalem City Council and the President of the Hebrew University of Jerusalem student body.

Yakir Segev was Chairman of Issta Travel, the largest tourism company in Israel. Yakir also wrote the tourism masterplan for Jerusalem on behalf of the Jerusalem Ministry (2013) and previously owned a hostel in Arad.

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We apologize for any
errors or omissions.*

TECH 19

WOMEN'S EMPLOYMENT IN YERUCHAM

BACKGROUND

Established eight months ago, Tech19 is located in the low socioeconomic town of Yerucham, in Israel's South. The business aims to provide quality hi-tech employment opportunities to women in the periphery. These women will become role models to their communities, acting as an inspiration to the younger generation, while ensuring financial stability for her family.

Tech19 provides technical innovative solutions to companies before they go into production. This means solutions regarding their mechanical design, prototyping, software, and hardware development. It is "knowledge-intensive" products in the Fintech, Healthtech, and Software industries.

SOCIAL IMPACT

1. Introduction of unskilled women into the employment market. These women are typically self-taught from low socioeconomic backgrounds.
2. Increases the economic security of women and their families. Yerucham is one of Israel's development towns and therefore absorbed many immigrants who have struggled to gain quality employment.
3. Strengthening of local small and medium-sized businesses, promoting circular employment and regional economic resilience.

Tech19 will use the loan for set-up and expansion costs of growing their business, including computers, software, training, and operations over the next few years.



HANA RADO

*Chairman and Founder
of the 19 Group*

Hana Rado is an accomplished advertising executive, a social business entrepreneur, a feminist, a motivational speaker and a Zionist, who dedicates her life to promoting gender balance and to advancing occupational growth in Israel's remote peripheries. In 2019, Hana founded Group 19, which establishes social businesses in the periphery that provide outsourcing services to a large client base, primarily from metropolitan areas.

These social businesses integrate into the mainstream labor force population groups that face geographic barriers to productive and rewarding jobs that bring economic security. Group 19 provides job openings and learning experiences that are developed and led by industry experts and is building business and managerial knowledge in Israel's periphery and producing new women role models for younger generations. Equally important, they also contribute to local/regional economic development by creating new business opportunities and activities in their area. Hana is also the Founder and President of Supersonas, a venture which promotes gender balance in influential and decision-making platforms.

RELYON-AI

TECH FOR WOMEN'S HEALTH

BACKGROUND

Established in October 2020, and inspired by the need to help victims of domestic violence, Relyon.AI created a voice-activated technology within cellphones that could save people from personal emergencies.

Relyon.AI ensures support, safety, protection and assistance in situations of extreme distress. The technology works by using predefined code words in the user's own voice, to trigger automatic actions performed by the phone and provide immediate help in personal emergencies. This works even if the phone is locked and not within reach. The sound files are stored exclusively on the device itself and the entire process is performed on the phone.

Relyon.AI is a graduate of the first Michal Sela Forum Safe@Home Hackathon.

SOCIAL IMPACT

1. A tool enabling women, the elderly, and children to feel safe in their own home.
2. Millions of people are vulnerable to emergency situations that require immediate help and in 70% of these situations access to a phone is not possible.

Relyon-AI will use the loan to provide technical innovation and expansion.



LEE SHARIR
Co-Founder and CEO

Lee's previous position as a project manager of EU-funded global projects at the Israeli Smart Cities Institute, and her military service, as a captain in the IDF intelligence corps, provided her with experience in R&D projects and management skills. Lee holds an MBA from the College of Management. Her thesis focused on the importance of gender-based professional frameworks for women. She has a bachelor's degree in economics and management from Bar Ilan University. Lee has volunteered in management roles for several nonprofit organizations that promote women in the Israeli labour market. In the last few months, Lee participated in the Merage institute delegation in Orange County and the Israel Women Influencer Conference. She won the Startups Canada-Israel pitch competition for women entrepreneurs.

SOCIAL SPACE

EDUCATION ON GENDER IN SOCIETY

BACKGROUND

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Formerly the infamous “Pussycat” strip club, their mission is to encourage a more socially conscious society. The location provides a place for educational groups, individuals, and corporations to discuss, learn, and experience the meaning of social activism, in particular focusing on the subject of gender in society.

The Social Space is requesting a loan for the renovation of an educational room, which it will rent out to various groups for social activities.

SOCIAL IMPACT

1. An educational experience framing gender and society.
2. According to research on the impact of The Social Space, 85% of male visitors connected with the visit and they will actively prevent a paid-sex situation in future social situations (50% will in the long term).
3. High volume impact through the 1,500 visitors every week (60,000 visitors/year). These include about 200 NGOs and social initiatives partners, along with educational tours, corporate groups, army divisions, high school students, and governmental officials. Discussions focus on a variety of issues, including trafficking and violence against women.

Social Space will use the loan for the renovation of an innovative and interactive educational room, which will enhance the overall experience. It will also be used to generate revenue by renting out the space to various groups for social activities.



KAREN LAVIE
CEO

Keren has been the CEO of Social Space since 2020, and one of the main architects of its revenue generating sources. She comes from the hi-tech industry, with over eight years of experience.

Prior to the Social Space, Keren co-founded and served as the CPO of a “Tribely” - a smart career matching platform for professional communities.

In addition, Keren manages several mentoring programs (including for IDC and IAF), as well as management development programs for c-level managers in Israel, and teaches entrepreneurship and group creative thinking courses.



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