Sports for Social Change Coalition

1. Overview

Sport has the unique ability to connect, empower and mobilize diverse communities. The universal language of sport promotes people-to-people encounters that are essential for breaking down barriers of hate and building bridges of hope in our region. These encounters help to equip the next generation with the skills and values needed to lead social change in their communities.

The global Sports for Peace and Development Community has developed into a powerful movement for social change with a rich network of stakeholders. Israel can harness this platform to create a more inclusive Shared Society and to develop closer ties in the region.

The Sports for Social Change Coalition is a growing movement of sports for peace stakeholders in Israel who are working together to maximize the collective experience and impact of sports for peace and social change organizations to:

a. Scale-up impact through partnerships, joint activities and knowledge sharing.
b. Create system-level change (in addition to programs and services).
c. Increase investments and resources for the sector.
d. Increase awareness of the vital role which sports can play in connecting youth from different social, economic and cultural backgrounds.

Using the Collective Impact approach, an innovative model for addressing complex social issues through cross-sector collaborations, One Team - Sports for Social Change (formerly Budo for Peace) serves as the Backbone organization to support and facilitate the process and the collective impact work of the Coalition.

Why form a Coalition?

1. Social and regional unrest: The events of the past few months, the terrible loss and the broken trust, emphasizes the vital importance of Shared Society and relations between Jews and Arabs.
2. Covid: Has raised the importance of being adaptable, resilient and working through collaboration.
3. Collective experience and impact: Opportunity to leverage decades of collective experience to increase the community’s impact and build on previous collaborative initiatives in the sports for peace sector.
4. Global Sport and Peace Community: The sports for peace community in Israel can tap into the active and thriving global community with potential for collaborations and resources.
5. Abrahamic Accords: Offers opportunities to use sport for peace to develop closer ties in the Region.
6. MEPPA: The $250 million Nita M. Lowey Middle East Partnership for Peace Act (MEPPA), a new fund which will deliver $250 million over five years to projects that support peacebuilding and Palestinian economic development.
2. Members of Coalition

13 leading sports for peace organizations representing 9 different sports were selected to serve as the Leadership Team (see Appendix 1). The selection was based on a matrix of criteria.

3. The Process

a. Launch (April 2021): The Sports for Social Change Coalition was launched on the 6th of April 2021, the International Day of Sports for Development and Peace, with 30 different sports for peace organizations from 10 different sports represented.

b. Selection of Leadership Team (April 2021): A Leadership Team of 11 organizations were selected, based on a matrix of criteria (see Appendix 2). The Leadership Team will serve as the Steering Committee of the Coalition in its formative stages.

c. Leadership Team Meetings (May - June 2021): The Leadership Team began meeting and addressed some of the following issues:
   i. Trust-building among members
   ii. Arab representation in Coalition

d. One-on-one Meetings (July - August 2021): Meetings with Leadership Team Members to evaluate the process to date.

e. Research and Mapping (August - October 2021): Mapping and analysis of the sports for social change ecosystem in Israel conducted by NAS Research and Consulting Ltd. Research goals include:
   i. For Coalition members: Use research as a basis for discussion on the Coalition's Common Agenda:
      ■ Determine the Coalition’s short and long-term goals
      ■ Understand community’s needs and opportunities
      ■ Ensure transparency among members
   ii. For Funders: Use research to show funders potential collective impact by the Coalition and needs for capacity building.

f. Donor Engagement (September - October 2021): A series of donor engagement events, in partnership with the Jewish Funders Network, to launch the Coalition to the donor community, raise awareness and increase funding to the sector.

g. Common Agenda Workshop (October 2021): The third Leadership Team Meeting, hosted and facilitated by Sheatufim, focused on collaboratively creating a Common Agenda. During the Workshop, the Mapping Report was presented by the NAS Team, followed by a discussion with Coalition Members.

h. Recruitment of Arab-led organizations and inclusion of data in mapping (October - December 2021): The Coalition members agreed that in order to create a Common Agenda, the diversity of the Coalition needed to be increased. Three Arab-led organizations from the North (Kabul), Center (Jisr A-Zarka) and South (Hura) of the country were recruited and their
data was included in the mapping findings. The updated mapping will be used as a working tool to define goals and a Common Agenda.

i. Build community, define goals and Common Agenda (January - April 2022)

4. Partners:

   “Sports for Social Change” (formerly Budo for Peace, established in 2004) is an Israeli non-profit organization that uses sports as an educational platform to promote personal growth, good mental and physical health, social change, tolerance, and peace in all sectors of Israeli society.

b. Sheatufim: Collective Impact Consultant and Facilitator
   Sheatufim is the home of collective impact in Israel. Sheatufim has many years of experience in creating coalitions, promoting the Collective Impact approach in Israel and applying it in practice as a model for solving complex social problems. Sheatufim is currently the backbone organization of three collective impact initiatives: in the field of STEM excellence in education (science, technology, engineering and mathematics), in the arena of combating gender-based violence in the family, and the issue of loneliness and quality of life of the elderly in the community. The Studio for Collaborative Social Processes’ offers consulting through a variety of training frameworks, workshops, and learning programs for executives in all three sectors.

c. Jewish Funders Network
   JFN Israel was established in 2008, with the aim of providing Israeli funders and social investors, who constitute about one fourth of the members of the global network, a forum for sharing ideas regarding their philanthropic involvement and for expanding their circles of giving both in Israel and overseas.

d. NAS Research and Consulting: Research Partner
   NAS (‘People’ in Arabic) is a strategic consulting company, founded by Mr. Aiman Saif, Dr. Nasreen Haddad-Hajjahya and Ms. Avivit Hai. The company offers a variety of services to Israeli and international organizations with a specific focus and high-level expertise on Arab citizens of Israel. NAS grew out of the deep and long-standing acquaintance with Arab society in Israel, as well as from the partners' ongoing work within and with state bodies, civil society and philanthropy. NAS works to produce services, models and programs that are tailored to the needs and realities of Arab society and its subgroups, in order to realize its full potential and promote a prosperous and equal society in Israel. NAS’s expertise is in mapping realities in the field, including data, discourse, needs and potential partners, in building innovative and culturally-adapted models, and in creating an informed and fruitful partnership between state bodies, business entities, philanthropic actors and organizations from Arab society itself.
### Appendix 1: Members of Sport for Peace Coalition

<table>
<thead>
<tr>
<th>#</th>
<th>Organization</th>
<th>Sport</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Budo for Peace</td>
<td>Martial Arts</td>
</tr>
<tr>
<td>2</td>
<td>Freddie Krivine Initiative</td>
<td>Tennis</td>
</tr>
<tr>
<td>3</td>
<td>Friendship League of Culture and Sport</td>
<td>Catchball</td>
</tr>
<tr>
<td>4</td>
<td>HaGal Sheli</td>
<td>Surfing</td>
</tr>
<tr>
<td>5</td>
<td>Haredim la-ketzev</td>
<td>Capoeira</td>
</tr>
<tr>
<td>6</td>
<td>Hoops for Peace</td>
<td>Basketball</td>
</tr>
<tr>
<td>7</td>
<td>Peace Players</td>
<td>Basketball</td>
</tr>
<tr>
<td>8</td>
<td>Peres Center</td>
<td>Soccer</td>
</tr>
<tr>
<td>9</td>
<td>Special Olympics Israel</td>
<td>Mixed</td>
</tr>
<tr>
<td>10</td>
<td>The Equalizer</td>
<td>Soccer</td>
</tr>
<tr>
<td>11</td>
<td>Values Sport</td>
<td>Mixed</td>
</tr>
<tr>
<td>12</td>
<td>Zinuk BaMidbar</td>
<td>Mixed</td>
</tr>
<tr>
<td>13</td>
<td>Surf for Peace</td>
<td>Surfing</td>
</tr>
</tbody>
</table>