



Skilled Volunteers for Israel

Executive Summary

Mission

Skilled Volunteers for Israel matches experienced professionals with meaningful skilled volunteer opportunities in Israel. We link the professional expertise of North American Jews with the critical needs of the Israeli non-profit sector through limited term volunteer engagements. Volunteers have already served in fields as diverse as accounting, English language tutoring, and medical triage.

Value

Baby Boomers represent the largest, most educated and financially secure generation in history. Boomers see the stage after retirement as a time for meaningful work and service which includes volunteering. In the United States, the secular community has set up programs to tap the skills of boomer volunteers. However, nothing comparable exists today to attract, recruit, or match Jewish baby boomers with the needs of Israel's non-profit organizations. Skilled Volunteers for Israel fills the gap in the marketplace with its unique focus on volunteer opportunities for the boomer generation. At the same time, the venture will enable the Israeli non-profit sector to harness the talents of this abundant Jewish resource.

Business Model

Skilled Volunteers for Israel is based on a non-profit platform that (1) matches volunteers with non-governmental organizations in Israel, (2) provides support to the volunteer and organization throughout the volunteer experience, and (3) assists organizations in defining and promoting volunteer opportunities. In year one, the organization is focusing on marketing and outreach, piloting volunteer opportunities for up to 10 individuals in 3-5 organizations, and building its organizational structure. The revenue model is expected to integrate participant registration fees, advertising, and institutional support. The organization is seeking seed funding of \$25,000 to cover the costs of travel, marketing, and a half-time position in Israel to launch the first year pilot.

About the Founder

Marla N. Gamoran, Founder and Director, holds a BA and MBA and has over 20 years experience in the non-profit sector, including 8 years in non-profit finance and 15 years in workforce development. Most recently, she managed a federally-funded workforce development project that provided new skills to over 2,000 individuals in south central Wisconsin. Skilled Volunteers for Israel combines Marla's professional work experience with her passion for Israel.