

OLIM BEYAHAD ISRAEL



850+

Ethiopian-Israeli university graduates have found suitable jobs through Olim Beyahad's programmes.

2,500

volunteers are engaged on behalf of our vision, including 450 personal mentors.

Integrating Ethiopian-Israelis through employment

A multitude of ethnic origins, traditions, and cultures make up the vibrant “start-up nation” of Israel. But the integration of people of Ethiopian descent — even those born in Israel — has faced difficulties and remains largely unresolved. Negative stereotypes and misconceptions persist, preventing many Ethiopian-Israelis from thriving. Three decades after their first arrival, belonging still eludes many.

The reason is twofold: They often lack the professional and social network that most Israelis acquire through parents or friends; in a small country like Israel, such networks are critical to access. They also face discrimination and prejudice. Even with two degrees from the best universities, their skills may be doubted by biased employers. They are — as is too often the case in many societies — frequently judged by their skin colour. Recent research bears this out: Ethiopian-

Israelis earn 40% less than other Israelis with identical qualifications.

Established a decade ago, Olim Beyahad is committed to changing this. Targeting hard-working members of the younger generation of Ethiopian-Israelis, it has dramatically increased the employment rate among university graduates. It promotes their integration via coveted jobs at the forefront of Israel's workforce, making sure to offer them equal opportunities that are fully commensurate with their education.

Not content to serve merely as a job-placement centre, Olim Beyahad has developed a simple, practical, and measurable work model enabling it to address the challenges on multiple fronts. Above all, it begins engaging Ethiopian-Israeli university students in their last year prior to graduation. Upon entering Olim Beyahad's 10-month programme, these students polish their English, learn to write resumes, and sharpen their



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interview skills. They are also paired with seasoned mentors, such as veteran Chairs or CEOs of leading companies, who advise and support them, open doors for them, and help them build professional networks and chart successful career paths.

The Julius Baer Foundation has made it possible for over 2,500 volunteers/mentors and 1,500 employers — including native Israelis among the highest socio-economic class — to guide and assist Olim Beyahad's 1,100+ participants and graduates year round. Olim Beyahad's volunteers and personal mentors prepare participants for job interviews, open doors at companies, give lectures, guide programme graduates in their first year on the job, assist with problems that arise, advise how to advance at work, and help them build their own personal and professional networks. Employers involved in the programme frequently hire suitable participants.

As more volunteers and employers assist growing numbers of our participants in finding suitable jobs and earning commensurate salaries, the socio-economic gaps will gradually decrease between Ethiopian-Israelis and native Israelis. Further, programme participants who obtain employment will eventually be able to assist others in their community independently, serving as role models for other Ethiopian-Israeli young people and for Israeli society at large.

Employment and leadership for Ethiopian-Israelis

- Over 850 Ethiopian-Israeli university graduates have found suitable jobs through Olim Beyahad's programmes.
- 2,500 volunteers are active in our operations, including 450 personal mentors.
- 1,500 employers work to advance our vision and hire participants (130+ have hired two or more programme graduates).
- We have coached over 20 organisations in applying our work model in other sectors of society.
- Olim Beyahad's unique breakthrough work model has been awarded many prizes and honours, including: the President of Israel's 2012 Award for Volunteerism; the 2016 Yosi Harel Prize for significant organisational achievements; and Israel's Minister of Immigrant Absorption's 2016 Award for Excelling Volunteers.
- Through our programmes, thousands of Israeli employers and senior figures in the workforce meet talented Ethiopian-Israeli graduates, personally interacting with them in the workplace. This helps break down negative stereotypes about Ethiopian-Israelis. This is evidenced by an increasing number of participating employers who independently hire other Ethiopian-Israelis without our involvement.

For more information about Olim Beyahad visit: <http://www.olim-beyahad.org.il/en/>

“One spider web connected to many other webs can even tie up a lion.”

Ethiopian proverb