



Tsad Kadima
The Association for
Conductive Education in Israel

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Executive Director's Report to the General Assembly
Activity Year 2008

Introduction:

"Tsad Kadima", the Association for Conductive Education in Israel is operating in Israel for 21 years. The association was established in the year 1987 and is registered by law.

"Tsad Kadima" is a parent and professional association which brought the "Conductive Education" from Hungary to Israel. The "Conductive Education" is a unique rehabilitative-educational method designated for population with motor dysfunctions originating from the central nervous system.

The association specializes in operating educational-rehabilitative frameworks for toddlers, children, adolescents and adults with cerebral palsy.

"Tsad Kadima" accompanies the child with cerebral palsy and his family throughout his life cycle, from infancy to adulthood.

Tsad Kadima rehabilitative programs are supervised by the Ministries of Education, Welfare and Health.

"Tsad Kadima" trains the professional staff – conductors, special education teachers who specialize in care, education and rehabilitation using the conductive education method (Peto), in Israel.

1. Programs & Frameworks operated by Tsad Kadima this year

2008 is the 4th year executed from the 4 year work plan which was approved by Tsad Kadima's board of directors for the years 2005-2008.

Currently we are concluding writing a new work plan for the next 4 years, 2009-2013. Participated in the writing of this plan: board members, parents, other professionals and the association employees in different levels. The program will be brought to the approval of the board in its next meeting (20/7/09).

In the year 2008 the association continued to operate a variety of programs throughout Israel:

a. The formal education programs:

- **Rehabilitative day care** – in Eilat, Beer Sheba, Rishon Le'Zion
- **Kindergarten classes** – in Beer Sheba, Rishon Le'Zion, Netanya & the Sharon
- **School classes and growing school** – Jerusalem, Karmiel & Rishon Le'Zion

b. Supplementary Education programs:

- Ofakim School – Haifa
- Ilanot School – Jerusalem
- Afternoon rehabilitative groups – Rishon Le'Zion
- Functional independence training group – Kochav Yair

c. Training Apartments, Apartments in the Community and Summer Camp for independent functioning – Rishon Le'Zion, Jerusalem, Haifa, Kiryat Chaim (Summer camp in Kibbutz Chanaton).

We can state with satisfaction that 2008 is a peak year in the number of toddlers, children, adolescents and families who have benefited from the Conductive Education services in Israel.

2. Organizational Structure

- **General Assembly** – assembles once a year
- **Audit committee** – elected by the general assembly
- **Accountant** – Barzilay and associates accountants
- **Legal advisor** – Aharon Sarig, Attorney at law
- **Executive Committee** – consists of 17 members, 6-7 colleagues and is composed of parent representatives, public and institution representatives, academy and professionals.
- **Executive committee sub-committees:**
 - ✓ Secretarial
 - ✓ Program/education
 - ✓ Financial
 - ✓ Training
 - ✓ Manpower
 - ✓ Fundraising and public relation
 - ✓ Development, construction, renovation and equipping
 - ✓ sub-committee ad-hoc

3. **Budget**

Tsad Kadima's activities in 2008 totaled to the amount of 12.127 million NIS.

Total income this year – 12.143 million NIS (excess of 16,000 NIS).

As done each year, attached please find the audited balance sheet for 2008 which is brought for discussion and approval of the General Assembly.

a. **Following is the expenditure breakdown for 2008:**

Subject	In million NIS	% of budget
Conductor Training	0.99	8.2%
Educational-Rehabilitative Centers: Kindergarten classes, rehabilitative daycare classes, afternoon rehabilitative groups and school classes	7.31	60%
Therapeutic Swimming Pool	0.40	3.5%
Supplementary Educational programs, training apartments and summer camp	1.45	12%
Professional coordination and evaluation (including the scientific conference)	0.30	2.5%
Fundraising	0.42	3.5%
Development	0.26	2%
General and administrative expenses	1.00	8.2%
Total	12.13	100%

b. **Following is the income breakdown for 2008:**

Source	In million NIS	% of budget
Government, formal agencies and local authorities	9.03	74%
Fundraising events and hike	0.73	6%
Grants from foundations in Israel and abroad	0.62	5.4%
Friends of Tsad Kadima in Israel and abroad	1.15	9.5%
Participants fees	0.60	5%
Total	12.13	100%

- c. Total amount of fundraising from grants, foundations, fundraising events and hike was concluded in the sum of 2.5 million NIS which are 21% of the budget. Most of the income from contributions were dedicated to the Supplementary Education, the training apartments, communal residence and summer camp and also for prolonging the learning day throughout the year and during the summer activity, operating and maintaining the therapeutic swimming pool and renovations and equipping in the buildings in which Tsad Kadima is operating. The world financial crisis which began in the middle of 2008 affected Tsad Kadima as well. In previous years the extent of contributions was approximately 27% of the association's income. This year, the extent of contributions was lower and amounted to 21% of the total income.

4. **The Yearly work program is divided into the following:**

- Strategic targets
- Professional targets
- Marketing, public relations and fundraising targets.

Strategic Targets – we focused on the following targets:

a. **Enhancement of Tsad Kadima Services**

Tsad Kadima succeeded in developing the growing school to 5 classes in 2008 and according to our forecast we will open 6 classes in 2009. The coordinator of the Rishon LeZion Center was sent to the Peto Institute to study the professional and organizational processes in the Peto school in order to assist in developing the Tsad Kadima's school's unique work module. The recommendations will be presented to the board this summer.

The conductive activity in the Child Development Center – rehabilitative day care center in Eilat is continuing as planned. This year the activity was enhanced to the rehabilitative kindergarten operating in Eilat.

A special program, prolonging the school day, was developed in Rishon LeZion – the program was approved by the Ministry of Education – central region, as planned.

We were not successful in opening an afternoon program in the Sharon due to organizational difficulties and lack of financing and manpower from the Ministry of Welfare.

The supplementary education programs were enhanced in the training apartments to 4 days a week both in Jerusalem and Rishon Le'Zion. 55 adolescents participate in the program and there is a long waiting list.

Due to the lack of qualified conductors we did not develop a conductive education program in the north.

We began a pilot program of "training for independent functioning" in Kochav Yair. The program is funded by the parents the local authority.

b. **Building and expansion of infrastructure**

- **2nd floor - Rishon Le'Zion.** Representatives of the Ministry of Education, and the local municipality inspected the building, we presented our needs and it was agreed that within

a few months a program will be established and we will begin elementary planning (all subject to the Ministry's development budget).

- **A new center in Beer Sheba.** Plans were drawn, a building permit was received and a groundbreaking took place. A Contractor was chosen and construction will begin in July 2009 and will continue until August 2010 as planned.
- Different renovations were made according to a list of priorities throughout 2008 in the amount of 260,000 NIS out of the development budget. The detailed report was presented to the finance committee and the board.
- **A training apartment in Bait VaGan, Jerusalem.** The municipality did not meet with its commitment as to transferring the apartment in favor of the Tsad Kadima activities. The space designated for the apartment was approved by the local committee in the municipality as elevator space due to the building of an additional floor. Following this the municipality suggested another space which was not adequate for our activity due to its small size.

c. Development of an organizational Data Base

- A student file was developed and is being practiced these days in order to activate in the Rishon LeZion Center. It will be activated fully during this learning program (September 2009).
- An employee file was not yet dealt with.
- The internet site was upgraded and renewed. The upgrade was made both in English and Italian. The exposure to the site was enhanced through social networks and other websites.

d. Adult communal living

The right for out-placing young adults with CP was not yet approved by the Ministry of Welfare. Parents' involvement will expedite resolving this issue.

e. Preserving the special fund for initiatives

Financial reports were presented to the board as planned, 3 times a year. On 30/3/09 the board approved transferring the investment file to "Excellence Nasuah", according to the investment policy which was set in the past by the board and approved once again on 30/3/09.

We continue to monitor the fund, for the 4th year, in order to enrich it for the purpose of continuing to develop programs and new frameworks of the conductive education, while giving extra care to the cash flow and continuity of programs during the slowing down in fundraising and 2008 has definitely been a slower year.

Total amount in the fund – 2.8 million NIS (31/12/08).

f. The fund for building, renovation and equipping in Tsad Kadima frameworks

The fund was established from contributions raised in Israel and abroad and was approved by the board of directors at the end of 2006.

The total fund is 1.2 million NIS true to 31/12/08.

g. Transparency and rating of the Organization

The process of inspection and deep survey of the organization by Midot (a company which

rates the transparency and credibility of non-profit organizations in Israel) has ended. In the following weeks we will receive their report and it will be brought to the board for approval and publication.

h. Enhancing the awareness, knowledge, acknowledgement and professional connections in Israel and abroad:

- Cooperation – we are in the midst of academic cooperation with the academic center – Kiryat Ono, the department of occupational therapy, the Hadassah and the Hebrew University school for occupational therapy – for the social involvement of students. The students coach the children for 2 hours a week with the supervision of Tsad Kadima professionals (Rony, Yuval and Lilach). The program is operated in Rishon LeZion and Jerusalem, including in the supplementary education programs.
- Knowledge enhancement – we have regular contact with England in regards of developing a training program and with other organizations in the world.
- Maria Center in Milan – acquaintance and exposure of Tsad Kadima and the conductive education program to rehabilitation professionals from Italy. The program consisted of 4 visits of the center in Tsad Kadima frameworks.
- We continue developing and deepening our connections with the following organizations and institutes:
 - ✓ The rehabilitative kindergarten in Jerusalem
 - ✓ The child development center in Eilat
 - ✓ The child development center in Beer Sheba
 - ✓ Occupational therapy academy, Hadassah & the Hebrew University
 - ✓ 'KESHER'
 - ✓ 'ILAN'
 - ✓ 'SHEKEL'
 - ✓ 'BEIT IZI SHAPIRA'
 - ✓ 'BEIT KESSLER'
 - ✓ The Academic Center – Kiryat Ono
 - ✓ "AT" Association
 - ✓ The municipalities in which we operate
 - ✓ Governmental offices – Education, Welfare, Health
 - ✓ The Bobat Association
 - ✓ Chetz VaKeshet Association in Kochav Yair

i. A 4 year work program for the years 9/09 – 8/13

Due to the extent of the organization's growth throughout the years we faced the necessity of maintaining a well planned and responsible operating program. Therefore, Tsad Kadima decided to prepare long-term work program from which we cut the yearly program. The 3rd long-term program will be brought for discussion and approval to the board in its next meeting.

We believe that the success of Tsad Kadima is also because of the implementation of the long-term planning as we have done in the past years. The professional staff, board members,

parents and additional professionals were partners to the process of establishing a long-term work plan. Special thanks to Itzik Aroeti, board member and chairman of the programs committee and Ronit Moshel – program coordinator.

As in the past, the program will be distributed to parents, staff, institutions, contributors and friends.

5. Public Relations targets and Fundraising

a. Fundraising events

As planned we held our traditional fundraising events in **Tel Aviv** and **Jerusalem** as well as the **5th Hike for Hope**. Like every year, all three events contribute much to the public relations of the organization, although this year, fundraising from these activities was deflated compared to 2007, due to the global economic crisis.

b. Publications and exposure

- 1) Tsad Kadima bi-yearly publications were distributed in 4,500 copies.
- 2) We hosted the Minister of Education in the Purim event in the educational-rehabilitative center in Rishon Le-Zion.
- 3) 1,500 specially designed publicity neck straps were distributed through the H&O department stores in Israel.
- 4) The program "Tsad Kadima Grandparents" was screened on channel 10 (TV), in the magazine "family connections". The activity was also exposed in the Yediot daily newspaper.
- 5) A new clip on Tsad Kadima's activities was produced and screened on the topic "Fathers and Children with CP".
- 6) We hosted the professional staff of the Maria center in Milano in the Tsad Kadima centers in Rishon LeZion and Beer Sheba.
- 7) Fundraising through the internet Jgooders site was developed.
- 8) Links to the organization's website were placed in different websites for example: Israel National Insurance, governmental offices, social organizations and different social networks.

c. Fundraising

In 2008 we managed to raise a total sum of 2.5 million NIS from fundraising events, the Hike, friends and foundations in Israel and abroad. The total cost of fundraising activities for 2008 came to 419 thousand NIS.

As in previous years, we approached a long list of foundations. We have received negative replies from many because of the world financial crisis. The publicity campaign and the virtual library, which were pending upon raising designated money were not carried out due to the difficulty in raising money for that purpose.

6. Professional Targets:

a. Developing School

Continuation of an integrative school learning program which combines academic learning and functional rehabilitation. A work program for next school year was established which includes growing into the 6th grade, active day schedule and motor activity in a group framework and studies in reading skills, mathematics, sciences and choice subjects in the classroom framework in level groups A & B.

b. Learning program and social involvement

a unique program for adolescents with CP was developed by the Hebrew University

involving volunteer students. Two courses were developed: The History of Art and Jerusalem Neighborhoods. Six of Tsad Kadima graduates participated in one of the courses and graduated this summer.

c. Children with Ret syndrome

a pilot program for children with Ret Syndrome was activated in the Sharon kindergarten. This pilot was accompanied by a survey, the results of which showed that the direct contribution of the conductive education to children with Ret syndrome is minimal and the main influence is due to a structured and intensive day program implemented in Tsad Kadima frameworks.

d. Conductive guidance

This year the program was not enhanced due to manpower limitations. Because of the multi-tasks in the developing school, preference was given to the Rishon LeZion center. The guidance program in Eilat was enhanced.

e. Professional empowerment

- MISC course – took place as planned. 10 professionals of different age group representatives took part in the course.
- An international course for the non-conductive staff – in Peto Institute – did not take place due to few candidates.
- Guidance in NDT (Bobath) – was given until the end of November 2008 (due to high expenses).
- Specialist lectures – a 3 meeting workshop GAS was given by Nava Galkop – the workshop deals with the process of determining treatment goals.
- Continued encouragement of 2nd and 3rd academic degree – Tsad Kadima will continue to encourage conductors to study. According to the projection 2 conductors will study for 3rd degree and another 2 conductors for 2nd degree.
- CIT program (hand function improvement) – the program is operating in cooperation with the rehabilitative kindergarten in Jerusalem within the peer learning program.

f. Writing and research

- A rights leaflet was produced and distributed amongst parents to children with CP in cooperation with the Keshet association. The leaflet is also publicized in the Tsad Kadima website. The rights leaflet for adults with CP was postponed due to high costs which include the data collection.
- As last year, lectures in universities and colleges continued to take place:
Kay College – Beer Sheba
David Yelin College – the department for occupational therapy
School for Social Studies – Tel Aviv.
- Comprehensive survey MPOL (measurement tools) – continued statistic processing – will end at the end of December 2009.

g. Training Program

- Due to the difficulties that the Peto Institute is presenting regarding opening a new cycle for conductor training, we are examining the situation and will report to the board.

- A joint steering committee to us and the Ministry of Education authorized the proposed plan that Tsad Kadima will be the professional factor in training conductors in Israel in cooperation with a college for training teachers starting 9/10. A basic program was prepared according to a necessity analysis with a staff of Israeli conductors. Ahead of us are the following tasks:
 - 1) To influence the Ministry of Education to adjust the qualification of support for the training program.
 - 2) To find a college as a partner in the program.
 - 3) Plan the program's budget.

h. Special Projects

- Gymnasium for the disabled – data was collected on the demands for a gymnasium for the disabled. Excursions were made in Alyn, Meshi Kindergarten, and the rehabilitative kindergarten. The program will be presented at the end of the year and towards the next year's work plan.
- A Model for para-medical staff recruitment – lectures took place in physiotherapy and speech therapy departments. A program for cooperation to expose 1st year students to the Tsad Kadima frameworks was established and it was agreed that part of the clinical training of the 4th year paramedical students will be made in Tsad Kadima.

2. Thanks

- Thanks to Anete Mozes – Tsad Kadima's Chairperson, for the constant cooperation. Thanks to the board members, volunteers, committees chairpersons, parents & families, the children participating in the variety of programs.
- I would like to thank Mr. Aharon Sarig, Tsad Kadima legal advisor who is always willing to advise, represent and assist us in every need and all voluntarily.
- Thanks to Yossi Shalom & Gabi Yalon – members of the comptroller committee, who are dedicated to follow up on implementation of their recommendations and repairing all deficiencies.
- A special thanks to Dr. Rony Schenker, Hana Alajem, Ziona Vantura, Ronit Moshel, Miri Nadav, Anat Elya, Michal Levi & Zofit Falk.
- Thanks to the staff of Tsad Kadima – program coordinators, group heads, para-medical staff, care givers, guides and national service girls for the great deal of work & dedication in advancing the children.

We, Anete Mozes & Dani Leven, two members of the board of Tsad Kadima, hereby certify that the details of the report for the year 2008, which was presented by the Executive Director, Yossi Pinto and certified by the General Assembly of Tsad Kadima on Monday, 7/7/2009.