**“Breaking the Cycle” – Grant Recommendation**

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| **Internal Information**  | **Information about the Proposed Grant** |
| **The Israel Center on Addiction** | **Portfolio: Society and Welfare**  | **Organization Name:**  |  |
| **Year 1 cost: NIS3,464,670****Year 2 cost: NIS2,838,810****Year 3 cost: NIS3,026,260** | **Sub-Portfolio: Prostitution** | **Grant Total (in dollars and shekels):** |  |
| **First year – 75%****Second year – 60%****Third year – 50%** | **Project Title: “Breaking the Cycle”: systemic solution to reducing paid sex consumption through identifying and treating sex and pornography addiction.** | **Percentage of project budget covered by Schusterman:** |  |
|  | **Leader: Reut Guy** | **Duration: Three years** |  |

1. **Summary and Recommendations:**

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| **Opening** |
| This is a request for the Israel Center on Addiction’s “Breaking the Cycle” program, which aims to reduce the demand for prostitution in Israel. The requested grant is for three years and also includes funds to carry out a quantitative evaluation survey, in light of the pioneering nature of this program in Israel.  |
| **Foundation Goals** |
| In light of the foundation’s goals in the area of prostitution, which among other things are the prevention and reduction of the demand for sex consumption among young people in Israel, this grant can help in studying and measuring the effectiveness of this tool in reducing sex consumption, as well as creating significant influence on a critical mass of therapists and professionals who deal with sex consumption and potential sex consumers.  |
| **Project Goals** |
| 1. To reduce the rate of paid sex consumers in Israel by 5% of the total population.
2. To reduce the demand of ‘heavy consumers’ through increasing the treatment by properly-trained therapists. At least 5,000 consumers over three years who significantly reduced/stopped their paid sex consumption.
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| **Success and Failure**  |
| Success is the ability to prove the reduction and prevention of sex consumption through correct and appropriate intervention. |

1. **The Project:**

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| **Project Description:** |
| 1. Reduction of paid sex consumption through education, as well as training therapists to identify those dealing with addiction to sex and pornography. The program will be implemented in around 50 schools every year. Training for educators and those working with pupils, as well as for the pupils and their parents, will be developed regarding pornography usage and nurturing a healthy sexuality.The lessons that will be developed will be delivered directly to the pupils by the classroom educators. These programs will be offered to parents and staff at schools and in municipal community frameworks, and will allow wide-ranging access to information and training regarding these burning issues. The program will also be implemented among educators and counsellors in the community, for example dormitory frameworks, youth movements and communal informal educational frameworks.2. The establishment of a clinical and professional training program for therapists, dealing with sex and pornography addiction.3. Increasing initial awareness of the nature of the problem and how treatment can be offered to those dealing with sex and pornography addiction.4. Training therapeutic teams with up-to-date treatments for those addicted to sex and pornography.5. Development and implementation of a preventative educational curriculum among pupils, educational staff and parents to prevent the consumption of random and online pornography, and to nurture a healthy sexuality.   |
| **Project Budget (Sources and Uses)** |
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| **Stage** | **Budget Clause** | **Description** | **First year costs including three months of preparation** | **Second year costs** | **Third year costs** |
| Preparation and infrastructure. | Reviewing literature and mapping existing services. | Initial research by a researcher chosen by the amuta. |  472,000 |  336,150  |  406,150  |
| Epidemiological research. | Research implementation in collaboration with an outside institute. |
| Project management. | Project management and administration. |
| Training – consultancy, development  | Consultancy/professional and academic support. | Professional management envelope. |  883,340  |  511,970  |  331,970  |
| Content development. | Development of regular and online content.  |
| Introduction for therapists and training for the training staff. | Training for the training staff + introduction for the therapists. |
| Training – training for the therapists. | SBIRT training. | ‘First line’ training for the therapists. | 588,770  |  689,050  | 846,020  |
| Clinical training. | Training for senior therapists. |
| In-depth training for Champions.  | Training for national program leaders.  |
| Preventative program – content development and implementation. | Training school staff and workshops for pupils. | Training the teaching staff and delivering workshops to pupils, in order to prevent the phenomenon of addiction. | 993,000 |  648,000  | 798,000  |
| Training – public campaign. | Public exposure campaign. |   |  100,000  |  100,000  |  100,000  |
| Implementation and preservation. | Forum – training days to maintain skills. | Training days for graduates of the program’s advanced training. | 144,240  |  319,240  | 294,240  |
| Evaluation and assessment research. | General research expenses including research into the effectiveness of the treatment. |
| Overheads | Overhead  |   | 283,320  |  234,400  | 249,880  |
| **Total Costs** |  |  | **3,464,670**  |  **2,838,810**  | **3,026,260**  |
| **Schusterman Foundation Funding** |   | 2,598,500  |  1,703,286  | 1,513,130  |
| **Complementary Funding from the ICA** |   | 866,170  |  1,135,524  | 1,513,130  |

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1. **Evaluation and Assessment**

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| **עיקרי הדברים** |
| The project must meet its targets and study its effectiveness; a measurements file is attached.  |

1. **Grant Management:**

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| **Risk Management** |
| **How to manage the risk** | **Risk** |
| **To identify a research method that can measure effectiveness, and to compromise on the measure regarding the percentage reduction.** | **Difficulty in quantitively meeting the targets (reduction of 5%).** |
| **To ensure that establishment bodies are already interested in the project during the initial stages of consolidating the research questions.** | **Adoption of the project by a governmental body.** |
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| **Exit Strategy** |
| Gradual and increasing exit each year, with the goal of ensuring that the Israeli Center on Addiction will raise the difference from governmental bodies, in order to continue the research and the program. |

1. **The Organization**

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| **Organization Background** |
| The Israel Center on Addiction is at the forefront of the fight against addiction in Israel. Dozens of qualified professionals work at the center, as well as an extensive public council. The center’s goals:To provide available treatment to those suffering from addiction and accompanying disorders.To train expert addiction therapists who will work to develop the field in Israel.To provide advanced training to professionals, so that they can identify and treat addiction.To lead research in the field of addiction.To lead campaigns that increase public awareness. |
| **Organization Budget** |
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|   | **Clause** | **Amount** |
|  |   |  **Income:** |
|   | General donations | 10,654,500 |
|   | Resource development – target for fundraising | 2,028,560 |
|   | Providing services | 1,248,500 |
|   | Public – governmental and lottery | 5,792,940 |
|   | Reserves from previous years | 2,000,000 |
|  | **Total Income** | **21,724,500** |
|  |  |  **Expenses:** |
|   | Organizational structure and infrastructure  |  3,306,620  |
|   | Therapeutic alignment |  3,639,350  |
|   | Training |  4,221,070  |
|   | Research |  1,091,470  |
|   | Policies |  503,680  |
|   | Prevention |  5,573,920  |
|   | Marketing alignment |  760,410  |
|   | Resource development |  708,820  |
|   | **Total Activities Expenses** |  **19,805,340**  |
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|   | **Management and General** |  **1,919,160**  |
|  |   |   |
|  | **Total Expenses** |  **21,724,500**  |

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1. **Prior Grants**

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| **Prior grants that were given by Schusterman (information to be drawn from the docket)** |
| Size of the grant in dollars and shekels | Year of Grant Approval | Project Title |
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