**Breaking the Cycle—Grant Recommendation**

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| **Internal Information** | | | **Information about the Proposed Grant** | |
| **Portfolio:** | Social and Welfare | **Organization Name:** | | The Israel Center on Addiction (ICA) |
| **Sub-Portfolio:** | Addressing Prostitution | **Grant Total (in dollars and shekels):** | | $1,850,000  NIS 5,827,500 |
| **Project Title:** | Breaking the Cycle: a systemic solution to reducing paid sex consumption by identifying and treating sex and pornography addictions | **Percentage of project budget covered by Schusterman:** | | First year – 75%  Second year – 60%  Third year – 50% |
| **Leader:** | Reut Guy | **Duration:** | | Three years |

1. **Summary and Recommendations:**

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| **Introduction** |
| This is a request for the Israel Center on Addiction’s (ICA) Breaking the Cycle program to cope with and reduce the demand for sex industry workers in Israel. The requested grant is for three years and includes funds to carry out a quantitative evaluation survey, given the pioneering nature of this program in Israel. |
| **Foundation Goals** |
| Considering the foundation’s goals in the field of sex industry workers, which include the prevention and reduction of the demand for and consumption of sex industry work among young people in Israel, this grant can help in studying and evaluating the effectiveness of this tool in reducing sex industry work consumption, as well as in significantly influencing a critical mass of therapists and professionals who deal with sex industry work consumption and potential sex consumers. |
| **Project Goals** |
| 1. Reduce the rate of paid sex consumers in Israel by 5% of the total population. 2. Reduce the demand of “heavy consumers” by increasing treatment by properly trained therapists. The goal is to influence at least 5,000 consumers to significantly reduce or discontinue their paid sex consumption over three years. |
| **Success and Failure** |
| Success will be determined by a proven reduction and prevention of sex consumption, driven by well-designed interventions. |

1. **The Project:**

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| **Project Description:** |
| 1. The program aims to reduce paid sex industry work consumption through education and training therapists to identify people facing addiction to sex and pornography. It will be implemented in about 50 schools every year. Training modules will be developed for educators, others working with students, students, and parents regarding pornography usage and nurturing healthy sexuality. Classroom teachers attending these training modules will deliver lessons developed by the program directly to their students. Seminars on these issues will also be offered to parents and staff at schools and in municipal community frameworks, providing wide-ranging access to information and training regarding these important issues. The program will also work with educators and counselors in the community who are involved in appropriate settings, such as dormitory institutions, youth movements, and informal communal educational frameworks. 2. A clinical and professional training program will be established for therapists that addresses sex and pornography addiction. 3. Efforts will be made to increase the initial awareness of the nature of the problem and how treatment can be offered to those dealing with sex and pornography addiction. 4. Therapeutic teams will be trained with up-to-date treatments for those addicted to sex and pornography. 5. A preventive educational curriculum will be developed and taught to students, educational staff, and parents to prevent the consumption of random and online pornography, and to nurture a healthy sexuality. |
| **Project Budget (Sources and Uses) in NIS** |

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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 organization | 472,000 | 336,150 | 406,150 |
| Epidemiological research | Research implementation in collaboration with an outside institute |
| Project management | Project management and administration |
| Training—consulting, development | Consulting / professional and academic support | Professional management package | 883,340 | 511,970 | 331,970 |
| Content development | Development of offline and online content |
| Introduction for therapists and training the training staff | Training the training staff + introduction for therapists |
| Training—for therapists | SBIRT training | “Front Line” training for therapists | 588,770 | 689,050 | 846,020 |
| Clinical training | Training for senior therapists |
| In-depth training for Champions | Training for national program leaders |
| Prevention program—content development and implementation | Training school staff and workshops for students | Training the teaching staff and running workshops for students to prevent pornography and sex addictions | 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 module | 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 |

1. **Evaluation and Assessment**

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| **Highlights** |
| 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** |
| Identify a research method that can measure effectiveness more broadly, and compromise on the quantitative target. | Difficulty of meeting the quantitative target (a reduction of 5%). |
| Ensure that government bodies are already interested in the project during the initial stages of consolidating the research questions. | The project is adopted by a governmental body. |
| **Exit Strategy** | |
| Conduct a gradual exit, increasing the reduction in funding each year, with the goal of ensuring that the Israel Center on Addiction raises the difference from governmental bodies 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. The Center is staffed by dozens of qualified professionals and supported by an extensive public council.  The Center’s goals are:   1. To provide available treatment to those suffering from addiction and accompanying disorders. 2. To train expert addiction therapists who will work to develop the field in Israel. 3. To provide advanced training to professionals so that they can identify and treat addiction. 4. To lead research in the field of addiction. 5. To lead campaigns that increase public awareness. |
| **Organization Budget (in NIS)** |

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|  | **Item** | **Amount** |
|  | **INCOME** |  |
|  | General donations | 10,654,500 |
|  | Resource development—Fundraising target | 2,028,560 |
|  | Income from services | 1,248,500 |
|  | Public— from the government and the national lottery | 5,792,940 |
|  | Reserves from previous years | 2,000,000 |
|  | **Total Income** | **21,724,500** |
|  | **EXPENSES** |  |
|  | Organizational structure and infrastructure | 3,306,620 |
|  | Therapy | 3,639,350 |
|  | Training | 4,221,070 |
|  | Research | 1,091,470 |
|  | Policy advocacy | 503,680 |
|  | Prevention | 5,573,920 |
|  | Marketing | 760,410 |
|  | Resource development | 708,820 |
|  | **Total Activities Expenses** | **19,805,340** |
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|  | **Management and General** | **1,919,160** |
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|  | **Total Expenses** | **21,724,500** |

1. **Prior Grants:** This is the first grant we seek to give to the Center.