**Background**

The “March of the Dead” in Caesaria is a social initiative organized by the National People’s Social Forum, an extensive social network created in April 2023 by Ms. Ghada Zoabi, founder and owner of the news agency and NGO Bokra (“Tomorrow”). Over 500 people from various fields, including medicine, high-tech, education, culture, and business, as well as private individuals and entrepreneurs, are active in a countrywide WhatsApp group established for the project. In addition, a further 60 WhatsApp groups have been set up for residents in various Palestinian localities across Israel.

The planned March in Caesaria comes in response to the ongoing emergency that has arisen as a result of a wave of crime and violence that is affecting the Palestinian community in Israel. This situation has developed into a national crisis and is impacting people’s daily lives and their sense of security – as well as the future of Israeli society as a whole. The government’s response has been to ignore the problem. In light of the widespread fear within the Palestinian community of taking concrete steps to tackle this situation and the lack of any moves to combat it, the main goal of the March is to create a public outcry and protest in the center of Israel’s political power – Caesaria, the residence of the Prime Minister. Additional goals include: pressuring decision-makers to take immediate action to combat the wave of crime and violence, raising awareness among the wider Israeli public, strengthening social solidarity, mobilizing the community in the struggle against this issue, increasing visibility and urgency, as well as inspiring additional community initiatives.

The initiative is supported by partners from a wide range of Jewish and Palestinian organizations and social activists. These include: The Council of Arab Mayors’ Committee Headquarters for the Fight Against Crime and Violence, The Abraham Initiatives, AJEEC (the Arab-Jewish Center for Empowerment, Equality, and Cooperation), the Ajial Center, the National Forum of Arab Physicians, the Mossawa Center, Sikkuy-Aufoq, the Negev Institute, the Bokra news agency, the Hasoub organization, the Masira Fund for people with disabilities, Aman Center – The Arab Center for Safe Society, the Alfanar organization, Givat Haviva, Rabbis for Human Rights, Hand in Hand Center for Jewish-Arab Education in Israel, Na’am – Arab Women in the Center, Niessan – the Society for Patients Rights in Israel, the Haifa Net local newspaper, Mothers Against Violence, Women Wage Peace, Co-Impact, Sidra, Standing Together, Merchavim, Itach-Ma’aki Women Lawyers for Social Justice, Citizens Against Crime, ANU, Desert Stars, Israel Women’s Network, and the I’lam Media Center, along with a long list of activists, artists, athletes, and other concerned citizens.

**Workplan**

The March will involve some 500 people from around the country, who will arrive in Caesaria in 10 coaches. Marchers will carry dozens of coffins draped in white cloth and hold placards protesting against crime and violence. Special white clothing will be provided and distributed for participants to wear during the March. The March and related activities will be supported by a wide-reaching media campaign across all social networks in Arabic and Hebrew. Five field coordinators will be employed to manage logistics and coordinate activities. Media work will include copywriting, banners, landing pages, public relations, and media outreach.

The direct target audience for this project is Israeli society as a whole, particularly decision-makers in government and law enforcement. The ultimate beneficiaries are Israeli citizens in general, and the Arab community in particular.

**Success metrics:**

***Outputs***:

* At least 500 participants from a cross-section of Israeli society, including public figures and media representatives, will participate in the March.
* A minimum of 5 meetings will be held with senior decision-makers, including government representatives, Members of Knesset, and local leaders, with the aim of discussing specific, concrete ways to prevent crime and violence in Palestinian communities in Israel.
* A minimum of 10 major media outlets, newspapers, news websites, television, and radio programs will publish stories, interviews, and images from the March.

***Outcomes:***

* The March will spark a public debate regarding the urgent need to combat this phenomenon, both in Israel and internationally.
* Decision-makers will commit to immediate action through public declarations to implement policies and allocate budgets.
* Following the March, there will be round tables, discussions with the coalition government, and a hackathon.

**Budget**

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| --- | --- | --- |
|  | **Item** | **Cost ($)** |
| 1 | 10 coaches to transport participants | 15,000 |
| 2 | Rental of a truck to transport the coffins | 2,000 |
| 3 | Printing on special clothing for the March in white, including banner flags, foam boards, t-shirts, and placards | 21,200 |
| 4 | Advertising on social media and Google in Arabic and Hebrew | 7,700 |
| 5 | 5 field coordinators, who will be responsible for logistics | Donated |
| 6 | Design, content writing, banners, landing pages | Donated |
|  | Media outreach and public relations office for Arabic media | Donated |
| 7 | Advertising package on the Bokra news site: Banner package, premium placement throughout the site, article content, promotion of all published material across Bokra’s social media channels including Facebook and Instagram. The content will also be promoted on leading Facebook groups that work with Bokra, including Sabah al-Khair and others. | 24,500  Donated by Bokra |
|  | Total costs | 70,400 |
|  | Donation from Bokra | -24,500 |
|  | Total value of grant requested from the New Israel Fund | **45,900** |