The purpose of the grant is to support the “Challenge 21 – Connecting the Dots” project by Mothers Against Violence. The project will run for three weeks (starting this coming Sunday) and will include numerous digital events and various pieces of content accessible via innovative interactive platforms in collaboration with various organizations.

**Background**

Over the past two years, Mothers Against Violence (MAV) have successfully positioned and branded themselves and their work as an anti-violence resistance movement focused on opposing the Occupation, settler violence, war, and the government and police coup. Earlier this year, MAV received an emergency grant from the NIF to send solidarity delegations to Masafer Yatta. MAV has been actively involved in the Women’s Cabinet in the past six months. As part of this initiative, all the main mothers’ and women’s organizations, including Ima Ara (“Mom is Awake”), Imahot Bahazit (“Women at the Front”), Pink Front, and Women Wage Peace, have taken part in various protests. The project for which we are requesting this grant emerged out of this collaboration.

**Workplan**

Challenge 21 – Connecting the Dots will run for three weeks, starting this coming Sunday. It will focus on six topic areas – consciousness, security, trauma, victimhood, emotions, action, and success. Each topic area will be addressed over three days, and all activities will take place on a new multidisciplinary interactive platform created within Zoom. This platform will serve as a hub for promoting public-facing activities that will continue throughout the coming year, after this current Challenge has ended.

The innovative platform enables an unlimited channel of communication. It includes multiple Zoom events in the form of seminars, meetings, and personal conversations. This provides a platform for various organizations and initiatives to showcase and promote their work. Among the key partners working with Mothers Against Violence on this project are Mehazkim, who are providing their digital expertise to ensure the project’s success, as well as Peace Now, Breaking the Silence, the Adam Institute, Itach Ma’aki, Women’s Cabinet, No Violence in Our Schools, Parents Against Child Arrests, and Sipur – Hikaya. These organizations are being offered a digital platform that allows them to engage in a variety of interactions with the audiences participating in the Challenge.

The primary target audience for the project is women aged 30 and over, who identify as liberal with left to center political views and mostly consume mainstream media. These women are able to articulate that they oppose war and desire peace, but do not know how to elaborate much beyond that. They are still connected to narratives of fear, isolationism, and hatred of the “other” – possibly without being fully aware that they have been conditioned to do so and that this is what has been instilled in them for years.

Challenge 21 – Connecting the Dots will be the inaugural event on this platform. MAV aims for the platform to develop into a channel that aggregates, coordinates, and promotes content from center-left organizations. Through the channel, events can be synchronized and coordinated rather than competing with each other. There will be a space where audiences who wish to be active can easily access all the available options with a single click and choose the frameworks with which they wish to engage.

**Budget**

Platform + technical management and production -- $15,000

Marketing and advertising, including social media manager, creative -- $10,000

Project management and production -- $10,000

Total: $35,000

The grant we are requesting from the NIF will cover the technical costs of the platform, including management and technical production, and will help MAV operate it for one year.

**Success Metrics**

* Establishment of the platform itself, including successful collaboration with organizations to disseminate events, create a repository of shared data, and establish a centralized location where audiences can access all information and programs offered by the organizations.
* At least 1,000 participants will participate in the 21 days of the Challenge.
* Relationship-building and collaboration with women’s and mothers’ organizations on joint activities under one roof, and in a space fostering mutual learning and recognizing the need to work together to drive resistance and change.