

# LEADERSHIP AND EDUCATION

for a BETTER ISRAEL







# JUSIDMAN CAMPUS for BEDOUIN LEADERSHIP

**WHERE LEADERS LEARN TO LEAD**



משרד החקלאות ופיתוח הכפר



משרד החינוך



# THE NEED

A quarter of a million Bedouin live in the Negev, where they make up one third of the population. With 63 percent of Negev Bedouin under the age of 17, by 2030 they will constitute half the Negev population.

Today, the majority of Negev Bedouin live in poverty, many without access to adequate nutrition, a good education, or quality employment.



# OUR SOLUTION

We unite mission-driven teenage Bedouin boys and girls from every tribe, educate and train them together, empowering them to realize their individual and collective potential as change-making leaders able to take their rightful place in Israeli society.



# OUR ACHIEVEMENTS

- **Bridging Entrenched Tribal Divisions:** Our programs bring together students from towns and tribes across the Negev.
- **A Model for Leadership Development:** The Ministry of Education has allocated 130 million shekels over five years to support leadership programs based on the Desert Stars model.
- **Engaged Desert Stars Graduates:** 95 percent of our alumni remain involved in Desert Stars. More than 60 percent of our graduates attend higher education and 20 percent of our graduates are developing entrepreneurial projects. The majority volunteer regularly.
- **Coexistence in Action:** Our team of Bedouin and Jewish directors, managers, and staff work shoulder to shoulder to advance the Desert Stars mission. Our engaged board is two thirds Bedouin and one third Jewish.
- **Excellency in Education:** Desert Stars High School achieved an 84% eligibility rate for Bagrut diplomas, compared to a national Bedouin community average of under 50%.
- **Joint Venture:** The Ministry of Justice has authorized that government participation in funding Desert Stars' campus project can be carried out through a joint venture contract, according to regulation 3 (30) of the mandatory tender regulation.
- **Awards for our Work:** In June 2018, Israel's President Rivlin presented us with the prestigious 'President's Award' (Ot Hanassi) to honor our contribution to Israeli society.

In December 2018, we won Ben Gurion University's 'Hope Award' for our work uniting Israeli communities.

In February 2019 JDC Israel awarded us the Joint-Zusman Prize for promoting the Negev communities.

- **'School of the 21st Century' Award:** Desert Stars' new school design was chosen out of dozens of applications as a particularly eco-friendly design in line with the "Schools of the Future" program. This will grant an increase in government participation with building costs.



# THE NEXT STEP: DESERT STARS JUSIDMAN CAMPUS for BEDOUIN LEADERSHIP

The Desert Stars-Jusidman Campus for Bedouin Leadership, the future home for all Desert Stars programs, will be a living community based on Desert Stars values. Named for the visionary Jusidman family, the campus will be modeled after Israel's youth villages, in which an immersive boarding school environment changes the lives of vulnerable youths.

At our village, program participants will live alongside diverse staff, classmates, and older students who serve as mentors and role models. We will blend formal and extracurricular education to nurture natural talents, foster intellect and entrepreneurial spirit, and promote healthy cognitive, social, and emotional development.



# VILLAGE PROGRAMS

At the permanent village location, we will be able to expand and enrich our existing series of award-winning programs:

## **Desert Stars School**

*(for 600 girls and boys in grades 7-12):*

Small classes and rigorous instruction allow students to excel.

## **Rawafed Empowerment Center**

*(for all students at the Desert Stars School):*

An ambitious array of extracurricular activities that complement our formal studies and educate the whole child.

## **Incubator for Leadership and Entrepreneurship**

*(for 50 women and 50 men ages 18-19):*

A yearlong boarding program that readies young high school graduates for professional success and future leadership roles.

## **Desert Stars Alumni Program**

*(for graduates of the Desert Stars School and Incubator; the network will grow by approximately 150 new graduates each year):*

Our alumni network represents the realization of our mission to create an influential cross-tribal leadership. Through the network, Desert Stars alumni work together to benefit the Bedouin community and Israeli society.



# IT TAKES A VILLAGE

To create long-lasting and meaningful change in the Bedouin community, the education we provide must be both intense and formative. Housing all our programs on one campus will help us meet the academic, emotional, and social needs of our students, and foster more effective leaders.

1. Our stars will thrive in a community dedicated to their success. Teachers, staff, and stars will form stronger connections than are possible in a standard school setting.
2. At the village, educators will be able to demonstrate and impart values critical for success, such as striving for excellence and the courage to both dream and act.
3. Personal growth and leadership development occur gradually, in steps. The 24/7 boarding environment will give us the time to guide our students as they develop at their own pace.
4. The youth village's cross-tribal student body and cross-cultural Bedouin and Jewish staff will be an important model for coexistence in Israel's deeply fragmented society.
5. The village will be a source of pride for the community. Hosting facilities will allow us to hold cross-tribal events for student families, religious and business leaders, as well as the general public.
6. Once Desert Stars programs operate under the framework of a youth village, the government will guarantee funding for 75 percent of annual operating costs, ensuring organizational stability in the decades to come.



# VILLAGE LEARNING PRIORITIES

A youth village will allow us to provide outstanding, immersive education that prepares young Bedouins to become the future leaders of the Negev.

A village will allow us to meet our targets: by 2030, more than one thousand young Bedouins will emerge from the village with the values and skills of great leaders.

Desert Stars students develop the knowledge, soft skills, and mindset they need to succeed as leaders in Israel, including:

1. Hebrew fluency
2. Self-confidence to express themselves
3. Social skills and emotional intelligence (through group work and regular social interactions)
4. College readiness
5. General knowledge about Israel, the world, sciences, technology, leadership, gender, culture, and sports
6. A proud Bedouin identity alongside a Bedouin Israeli identity
7. Commitment to a shared society

# VILLAGE LOCATION

The Desert Stars village is located close to Beit Kama Junction, on Route 6. It is an hour's drive from both Tel Aviv and Jerusalem.



# VILLAGE MASTERPLAN

- 1  SCHOOL
- 2  PUBLIC BUILDINGS
- 3  GIRLS DORMITORY
- 4  INCUBATOR
- 5  BOYS DORMITORY
- 6  FACULTY HOUSING
- 7  FACULTY HOUSING - YOUNG FAMILIES
- 8  FACULTY HOUSING - FAMILIES





# CURRENT VILLAGE STATUS



We have secured 15 acres and nearly 20 million dollars from the Ministry of Education and the Jusidman family. The award-winning Plesner Architects firm is designing the village as a modern educational space that celebrates Bedouin culture and heritage. Poran Shrem, an experienced management company, is supervising the construction and engineering. We are currently working with our partners at the Ministry of Agriculture to pass a government resolution that would guarantee funding for 50 percent of village planning, development, and construction costs. In addition, several government ministries have expressed interest in contributing funds to match philanthropic donations.

**We are seeking partnerships for village planning and development. With your support, we can turn the youth village into reality.**





نجوم الصحراء  
בוכבי הלמדבר  
DESERT STARS

# MILESTONES REACHED

## **March 2018**

### **Defining the Village's Educational Approach**

Researchers at the Kibbutzim College of Education helped us define criteria for a physical compound that both celebrates Bedouin heritage and reflects our educational vision.

## **April 2018**

### **Selecting a Project Management Firm**

Poran Shrem was chosen to supervise village construction. Among its clients are Israel Railways, the Weizmann Institute, and the Ministry of Defense.

## **May 2018**

### **Selecting an Architect**

Award-winning architectural firm Plesner Architects won a closed design competition with their compelling vision.

## **July 2018**

### **Cementing our Partnership with the Ministry of Education**

The Ministry of Education allocated 27 million shekels for construction of the village.

## **October 2018**

### **Local Government Approval**

The Bnei Shimon Regional Council formally allocated 15 acres of land for the Desert Stars Youth Village.

## **November 2018**

- Our planning team began meeting weekly to fine-tune construction details, including utilities, security, landscaping, and communications.
- The Jusidman family generously donates ten million dollars to create the Desert Stars youth village.

## **February 2019**

Completion of the preliminary design.

## **October 2019**

Completion of final structural plans.

We have many naming and recognition opportunities that we'd be happy to discuss.

**Thank you for your partnership and consideration!**

# JOIN US

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“It’s time for us to not only be  
the Startup nation, but also  
the Social Startup nation.  
We can do it, and we should do it.”

*Matan Yaffe*