

ANNUAL REPORT



LEARN MORE

2018 in Review

Our Programming

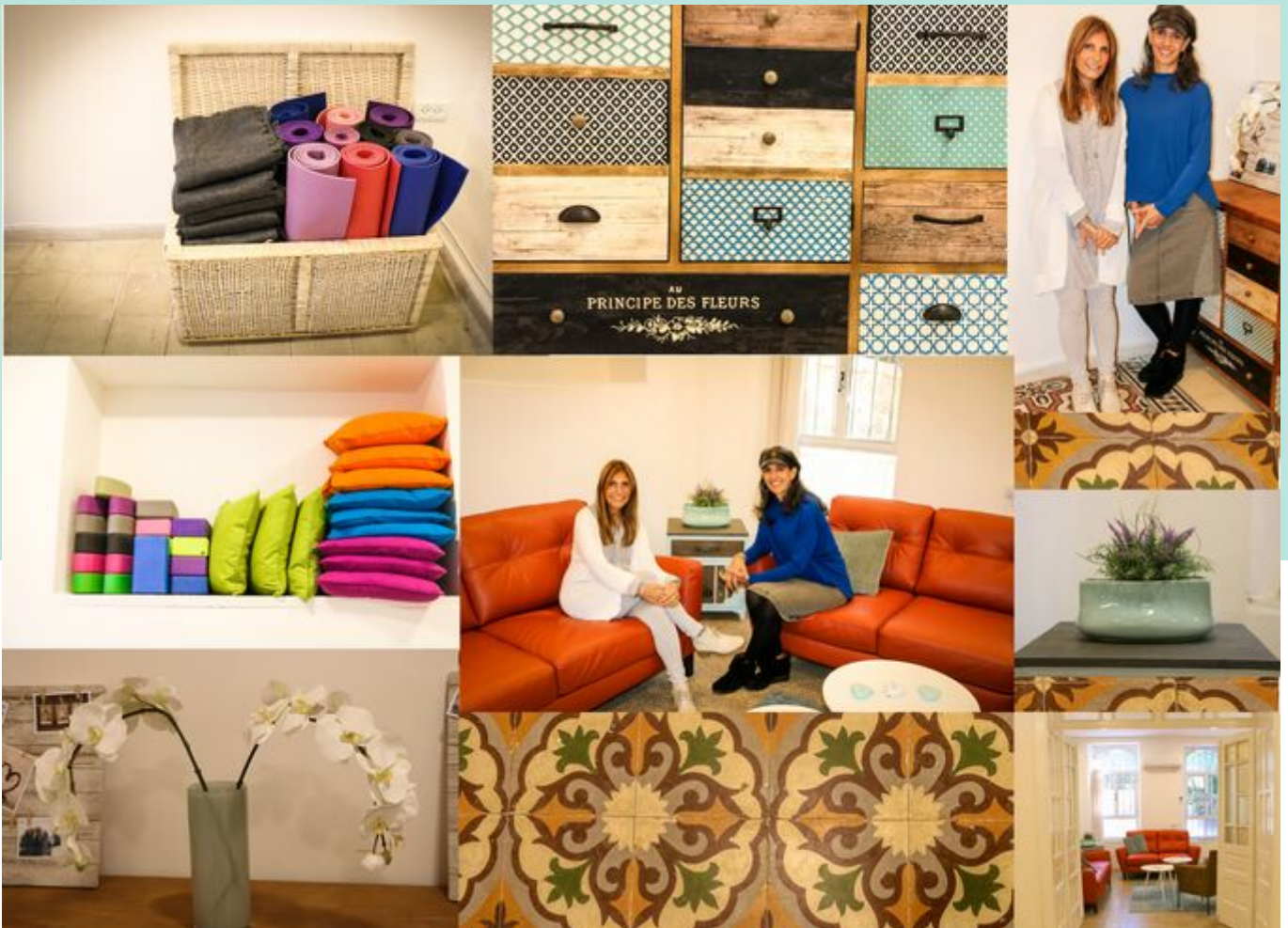
Financial Information

Keren Gefen is a non profit organization that provides emotional and wellness support to fertility challenged women in Israel.

Our Mission

Keren Gefen was established in May 2014 as a non-profit organization to provide emotional and wellness support to fertility-challenged women. Our activities are based in the warm and nurturing Gefen Center, located in the German Colony in Jerusalem. It is well known that psychological barriers such as stress and depression, often brought on by prolonged infertility, treatment prevent many women from becoming pregnant. We have created an array of innovative programs to address these barriers and significantly increase chances of pregnancy.

Gefen fulfills a crucial need. Although Israel is a country that encourages birth by offering free IVF treatment to fertility-challenged women, there is no accompanying psychological support. Women with fertility challenges suffer from anxiety, depression, low self-esteem, and problems in their relationship with their partner. Harvard research shows that these stressful emotional states lower fertility potential by up to 30%. Gefen steps in during this most difficult period with exceptional wellness and psychological services to supplement their medical treatment.



GEFEN CENTER OPENS

2018 WAS A BIG YEAR FOR KEREN GEFEN AS WE OPENED OUR NEW CENTER IN JERUSALEM. THE GEFEN CENTER, LOCATED ON A QUIET AND QUIET STREET IN THE GERMAN COLONY OF JERUSALEM, IS THE HEART OF GEFEN ACTIVITIES. THE SERENE SETTING AND NURTURING ENVIRONMENT CREATES A WARM AND WELCOMING REFUGE FOR WOMEN STRUGGLING WITH INFERTILITY.

AS WE MOVE FORWARD INTO 2019 PROGRAMMING, WE LOOK FORWARD TO SEEING THE GEFEN CENTER SERVE AS A HOME FOR HEALING WHERE FERTILITY IS ENCOURAGED, WOMEN ARE EMPOWERED, AND ALL WHO COME FEEL WELCOME AND ACCEPTED.

KAREN FRIEDMAN
FOUNDING DIRECTOR

KADY HARARI
PROGRAM DIRECTOR





GEFEN'S MIND BODY WORKSHOP

The Mind/Body workshop is a supportive group made up of 10 women. These women share similar goals and challenges. They meet once a week for an hour and a half for ten weeks with a fertility therapist (psychologist or social worker expert in the field.) Together they share and build a supportive community, learn relaxation techniques to reduce stress, and do cognitive restructuring to help challenge negative feelings. Gefen has recently piloted a successful workshop for men and is actively recruiting for a fertility workshop for couples.

"It calmed and relaxed us. It gave us tools to cope and a reason to hope"



Of those involved in Keren Gefen participate in Mind Body Workshops



GEFEN'S YOGA WORKSHOP

Keren Gefen incorporates yoga classes as an integral part of their program. Yoga is a wonderful support for women going through fertility treatments. Through breath work, yoga calms the mind and the nervous system. Moving the body, especially stretching the hips, pelvis, groin and lower back helps to increase the blood flow to these areas. This in turn supports healthy reproductive organs.

"Releasing stress is a key factor in fertility as much research and studies have shown. When we start to relax, the body can start functioning at an optimal level which is a key factor in the fertility process. When we learn to take full deep breaths and start to let go the brain sends a message throughout the body that all is well. So elongate, lengthen, reach, radiate and let go!"



GEFEN'S COMPLEMENTARY TREATMENTS

As our participants get closer to their treatments, we offer an array of programs to help them best prepare by offering discounted sessions in Tapping, Reflexology, Acupuncture and Aroma Therapy Massages. Additionally, We offer one on one sessions with women who are going through the IVF process. Before the fertilized embryos are transferred back we meet with them either on the morning of the transfer or the day before to prepare them emotionally and physically.

TRANSFER WITH
TRANQUILITY /
FERTILITY
HEVRUTA /
REFLEXOLOGY /
TAPPING /
AROMATHERAPY
MASSAGE /
ACUPUNCTURE /
COUNSELING

MEET THE TEAM



DR. KAREN FRIEDMAN
FOUNDING DIRECTOR



KADY HARARI
PROGRAM DIRECTOR



DR. ZVIA BIRMAN
**CLINICAL SOCIAL
WORKER**



DR. RHONDA ADESSKY
CLINICAL DIRECTOR

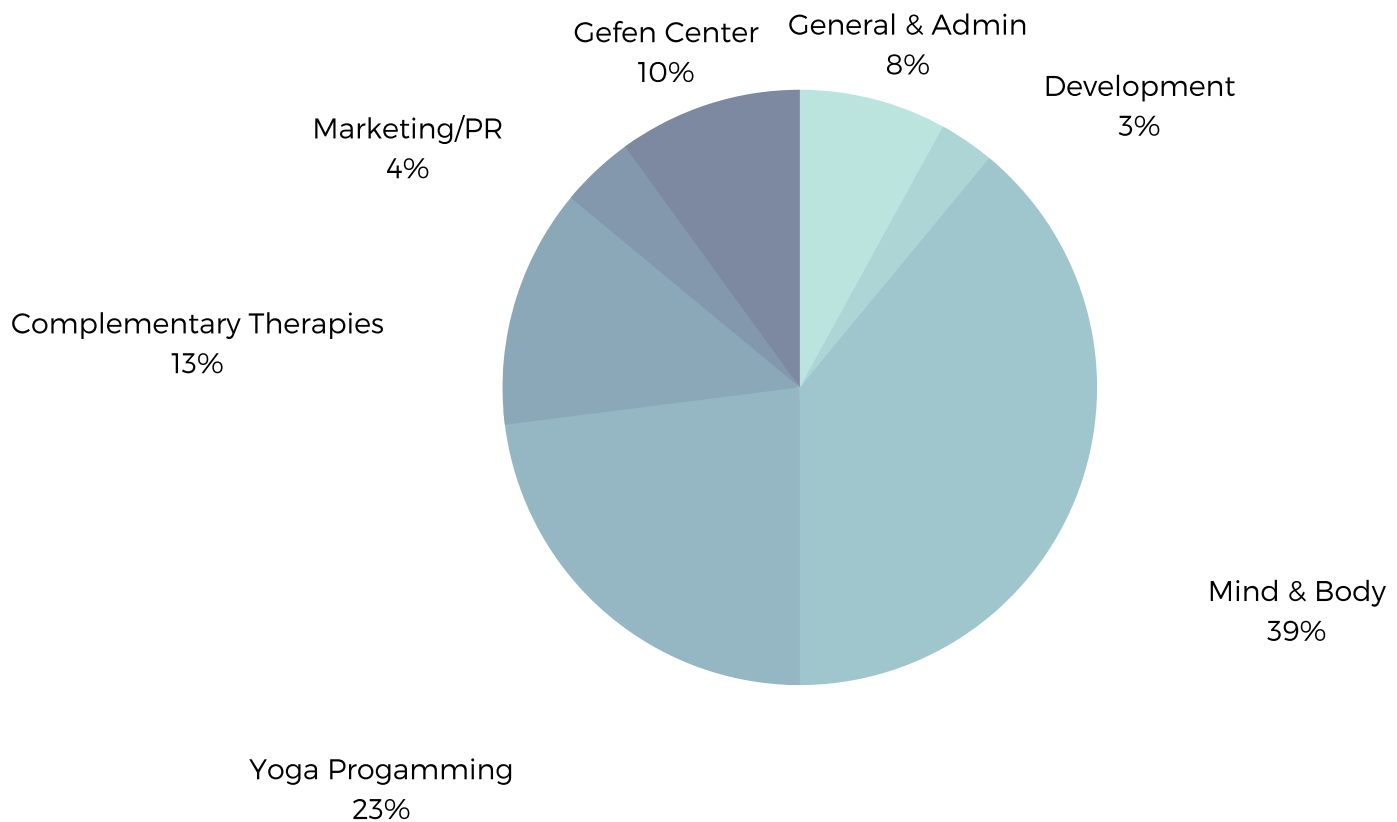


DR. JORDANA HYMAN
MEDICAL ADVISOR



**PROFESSOR MENI
KOSLOWSKY**
**DIRECTOR OF
RESEARCH**

BUDGET 2018



Gefen Center: \$18,259.5

Yoga Program: \$41,997

Mind/ Body: \$71,212.25

Complementary Therapies: \$23,737.41

Development: \$5,477.865

Marketing/PR: \$7,303.82

General & Admin: \$14,607.6