

MATI

JERUSALEM BUSINESS DEVELOPMENT CENTER

Helping people help themselves

THE NEED

As Israel's capital, Jerusalem shapes the contours of Israeli society, but it's still Israel's poorest city.

Jerusalem has an anemic 50% employment rate, compared to Israel's national employment rate of 64%. Revitalizing Jerusalem's economy has ramifications beyond the city limits and thus is a national and even an international priority.

MATI was founded in 1991 by the Jerusalem's most famous Mayor, Teddy Kollek, by the Jerusalem Foundation and the UJA Federation of New York.

A UNIQUE APPROACH

Rather than training individuals for existing jobs, MATI focuses on the creation of new businesses. Job training is important but creating a new business generates a greater benefit for the owner as well as the local economy. New businesses are job multipliers. They support other product and service vendors as well as associated corporations, and they create greater equity and more permanent wealth. For some populations, like single mothers, a self-owned enterprise is the best way to succeed financially. Building new businesses is how MATI has strengthened and continues to grow Jerusalem's economy.

OUR WORK

Small business activity is universally accepted as an important vehicle for generating economic growth. It should therefore be the backbone of the Jerusalem economy. Spearheading this MATI achieves its results by providing initial business consultation, feasibility studies, and assistance in writing business plans. It offers courses in key business skills and provides all-important access to millions of dollars of financing. Operating in an efficient, businesslike manner it has been able to do so at the amazing **cost of under \$1,000 per new job**. And businesses established through MATI have an astonishingly low 13% failure rate.

THE PEOPLE

Currently working from a budget of just over two million dollars, **every year MATI assists 3,400 entrepreneurs** from all walks of life with a special emphasis on special populations – Youth, new immigrants, single women, discharged soldiers, the disempowered. Unfortunately the budget has been reduced because of government austerity cuts, but at the same time there is a growing list of those eager for help.

THE IMPACT

Since its origin Mati has assisted in:

- providing services to over **47,300 entrepreneurs**
- launching nearly **12,900 new businesses**
- guiding clients in raising over **\$14 million in capital** annually
- establishing, on average, **700-900 new businesses** every year
- creating **2,100-2,700 new jobs** annually (assuming each business creates an average of 3 new jobs)

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As an authorized Israeli non-profit organization, tax deductible contributions directed to MATI can be made through the Jerusalem Foundation – 420 Lexington Avenue, Room 1645, New York, NY 10170.

FOR MORE INFORMATION ABOUT MATI, PLEASE CONTACT:

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