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Focusing on effectiveness and impact
must be one of the main objectives
of both charities (NPOs) and social
investors. It is our obligation to the
beneficiaries and to our society...

Meir Shamgar, former President of the Supreme Court
of Israel, at a Midot conference

“ לעשות טוב
טוב יותר

MIDOT
לעשות טוב, טוב יותר

“It is important for me to know that the organizations to which I donate are effective and succeed in having a positive impact on their beneficiaries. Therefore, I want to know what the NPO’s vision is, its level of performance, how it measures its own success, what the NPO’s leadership looks like, and, of course, how socially effective it is.

(Ms. Raya Strauss Ben-Dror)

לעשות טוב, טוב יותר

Midot- Analyzing and Rating NPOs

Is a non-profit company that strives to promote effectiveness and impact as the main criterion for social investors and for NPO leaders by rating NPOs and producing sector analysis reports.

The Vision

A society in which NPOs and their investors are as effective as possible in changing people’s lives for the better and solving social problems.

Background

The Israeli NPO sector (the “Third Sector”) is made up of around 30,000 NPOs, employs about 11% of the entire workforce, and has an aggregate turnover of around NIS 98 billion.* 1,600 new NPOs are registered every year. Competition for resources and a positive public reputation is becoming harder. Meanwhile, across the world there are growing trends for values such as transparency and accountability. Funders no longer make do with existing reporting standards and are insisting on hard evidence for success and results as a condition for their continued support. Midot was founded in 2008 in response to these trends.

* Midot’s activities are aimed at about 4,000 NPOs, whose aggregate turnover is around NIS 25 billion.



“An effective organization is one that has impact and succeeds in initiating significant change in the lives of its beneficiaries in accordance with the targets it has set itself while making maximal usage of resources”
(from the Midot’s Guide to Effectiveness)

What does Midot do?

Rating NPOs
(Midot’s Seal of Effectiveness)

The purpose of Midot’s examinations is to evaluate NPOs’ effectiveness, that is, their ability to create social value and improve the lives of their beneficiaries. To do this, Midot uses a rating methodology that was developed after an in-depth examination of the different organization evaluation methods around the world, and following conversations with organizations, donors and experts in the Third Sector. During the rating process a range of organizational capacities are examined: the organization’s planning and performance abilities, how it measures its activities and sustains processes of learning and participation, its human capital, its financial management, and more. For a self-rating questionnaire and a list of organizations that have been rated by Midot, go to www.midot.org.il

Sector analysis reports

“When I donate, it is always an emotional act: I donate because I care, because the subject is close to my heart. Midot made me take another factor into account: effectiveness. I believe that the more questions we ask about the organization’s chances of meeting its aims, or whether it uses its resources effectively, the greater our chances for expanding the circle of philanthropy

Mr. Eddy Shalev

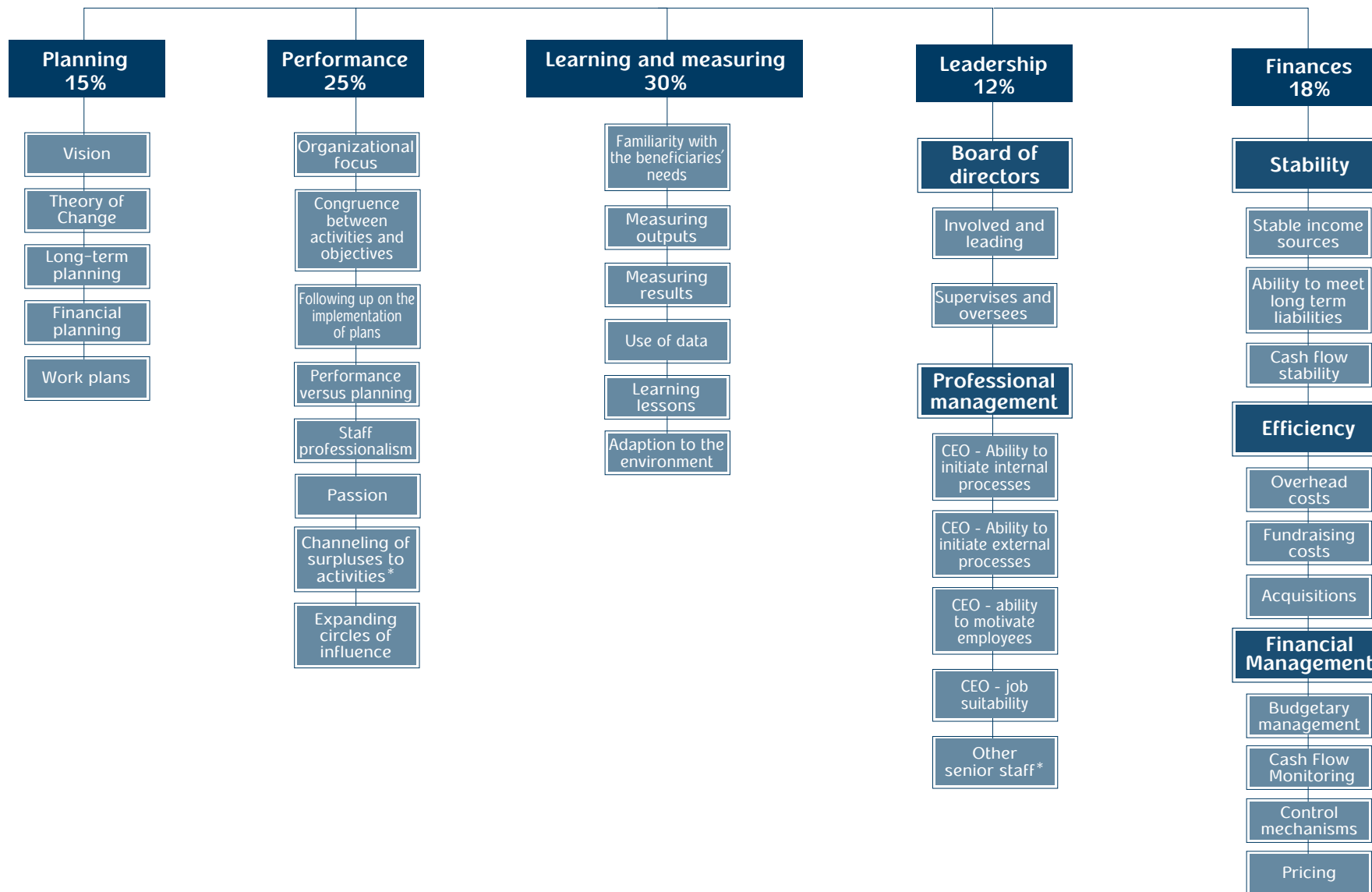
Sector analysis reports map fields of social action in Israel in order to present social investors with various social issues and to put forward measurements and recommendations for an effective model of operation. The objective of these reports is to improve the field, such that all of the investors and actors will operate more effectively and a better solution will be found for the social issue.

The reports are based on analyses of data collected from literature surveys, interviews and documents from various sources. Such reports are produced by similar organizations around the world, including New Philanthropy Capital (NPC) in Britain, Give Well in the US, and PHINEO in Germany.

What Midot examines - Midot's Seal of Effectiveness

Midot's rating represents the chances that an organization will act effectively and have social impact.

Being awarded Midot's Seal of Effectiveness is dependent on attaining a minimal score in the examination process, as well as the organization providing evidence relating to measuring its activities' success and results, the organization's leadership, ethics, transparency, finances, audit, and more. Exceptional organizations are awarded with Midot's Seal of Excellence in Effectiveness based on parameters that are published on Midot's website.



* Items marked with an asterisk are only given a score if relevant information is found.

“As someone who helps Hermetic’s business clients improve their effectiveness, I always ask for Midot’s reports for my clients. This is to ensure that their donations will get to the right place and will be used efficiently.”

Ms. Rachel Offer, Hermetic Trust Services

“Alongside its business activities, Alony Hetz is committed to strengthening society and the community. We think the activities of the various NPOs are extremely important. We have chosen to support Midot in order to advance the effectiveness of NPOs in Israel and enhance their positive impact on their needy beneficiaries.”

Mr. Nathan Hetz, Alony Hetz Properties and Investments Ltd.

“Nowadays the public expects us to demonstrate professionalism and a high level of performance, and to do so from the heart. Donors also want evidence of effectiveness. We believe that we have a responsibility to them and to the public to prove that it is possible to be effective, to establish measurements for success and to constantly try and maximize our social impact, while at the same time working from the heart....”

Ms. Jean Judes, CEO, Beit Issie Shapiro

“As social investors and activists, we are obliged to measure our activities and ensure that they produce the desired outcome. I believe that undertaking a rating process can advance the quality and success of the NPO sector in Israel, and thus Israeli society in its entirety.”

Mr. Dov Lautman

“The world is changing, that is a fact. It is our choice whether to be at the forefront or to be dragged along. Philanthropy cannot only rely on “doing good”. We must define measurements for success. Only then can we know what needs to be improved and how to be effective.”

Ms. Galit Toledano, CEO, Youth Renewal Fund

“At Bezeq we see our involvement in a range of social enterprises and projects as hugely important. As an organization that strives to promote and strengthen Israeli civil society, it is important for us to know that the resources we invest in advancing our social vision are effectively deployed. Therefore, we support Midot and see its rating as an excellent tool - both for the NPOs and for social investors.”

Mr. Avi Gabai, CEO Bezeq



About Midot

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Midot was formally established as a Corporation for the public benefit (514108574) in 2008. It was set up by Meitav Investment House and the JDC, who signed up to the idea presented to them by Midot’s founder and first manager, Zvika Arran. Adv. Midot has a professional staff of eight and its annual budget is around NIS 2.5m.

Directors

- > Jacob Burak (chairperson)
- > Avner Stepak
- > Talia Aharoni
- > Orna Dreazen
- > Zvi Ziv
- > Eli Hoter
- > Davida Lachman-Messer
- > Michal Hemmo Lotem
- > Meir Shani
- > Tal Freiman
- > Yarom Ariav
- > Raya Strauss Bendror (observer)

Legal advisors and Accountant

- > Bogot & Keidar Advocates
- > Angel & Angel and co.

Public council

The public council, chaired by Ms. Talia Aharoni, represents Midot’s stakeholders: social investors, NPOs, foundations and representatives of the public. The council advises Midot on issues to do with methodology and ethics, helps to keep Midot aware of public aspects, and serves as a supervisory body for the rating procedure. The council convenes once a quarter.

- > Sharon Witkowski Tabib
- > Amos Sapir
- > Mohammad Darawshe
- > Elisa Gotesman
- > Dalia Yairi -Dolev
- > Karni Horan
- > Maya Natan
- > Baruch Halpertz
- > Naor Yerushami
- > Vivian Silver
- > Ophir Katz
- > Ayala Miller
- > Orna Lin
- > Hagai Katz
- > Karine Elharrar
- > Shelly Amir
- > Yael Neeman Barak
- > Amiram Bogot

General Assembly

- > Yeoshua Agassi
- > Jacob Burak
- > Michal Hemmo Lotem
- > Arnon Mantver
- > Shlomo Simanovski
- > Avner Stepak
- > Zvi Stepak
- > Orni Petruschka
- > Michael Kenny

Audit Committee

- > Ami Nahari
- > Moti Moore



“Vision without Action is merely a dream. Action without a Vision is merely passing time. But Vision and Action together can change the world.”

Nelson Mandela

Business organizations are oriented towards making decisions based on clear information and measurements. Therefore, I am confident that Midot's professional tools, which help to examine Third Sector organizations and to evaluate their effectiveness, will enable business organizations to increase their donations and involvement in an intelligent manner.

Mr. Yair Serrousi, Director, Bank Hapoalim

“Bank Leumi realizes its social vision by investing in Israel's next generation and through strong and long term partnerships with social organizations. As a partner in many and varied social programs and projects, we attribute great importance to the promotion and development of tools for measuring the effectiveness of Third Sector organizations. Therefore, we support Midot's vision and objectives. Just like in the business world, we believe that measuring effectiveness in the world of social organizations will bring about improvements and self-learning on the way to heightening the impact of the entire Israeli NPO sector.”

Ms. Galia Maor, Bank Leumi

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Midot - Reflecting and Rating NPOs, A Corporation for Public Benefit

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