



June 2019

Collaboration between Beit Ruth, a Village for At-Risk Girls and TCM.

The Beit Ruth Association operates a village for at-risk girls in Afula. In the village, 42 girls between the ages of 13 and 18, who are referred to the village by a juvenile court after being defined as “disadvantaged minors” who must be in a protective and nurturing setting, are educated and rehabilitated. In the village, there is a special school used only by the girls of the village, where they study for all 12 years and for their matriculation exams. In addition, there is an active educational and therapeutic staff located in the village.

The collaboration with TCM, and especially with Gabi and Shani, where Shani was a main and central figure in the relationship with the girls, was especially meaningful. At Beit Ruth, we believe in nurturing girls by introducing them to role models. This was a special opportunity for them to benefit from the unique involvement of Shani, who is an inspiring woman with an emotional and special life story. Her power, her special energy, her determination to overcome obstacles and achieve any goal she sets for herself, made her an especially inspiring role model for the girls. The girls attended a prestigious, emotional, and honorable ceremony at TCM, from which they left very excited, and in addition to the special, emotional experience, each girl received a huge box full of all kinds of goodies.

TCM is a special company that is educated to combine professionalism in the business world with a unique contribution to the community through the spreading of humanitarian values, hoping to make our society better.

The girls and staff of Beit Ruth thank Shani, Gabi, and all of TCM for their unique contribution and wish them continued prosperity and growth and continued meaningful giving to society.

Sincerely,

Iris Tversky
Director of the Beit Ruth Association

Ronit Lev-Ari
Special Project Coordinator at Beit Ruth