

# 2 Executive Summary



# 50,000

Beneficiaries in 2025

## Highlights from the last 2 years:

1

Extremely positive feedback from our strategic partners, with data demonstrating the effectiveness of the method.

2

Improved follow-up with participants trained since 2023, showing a multiplying effect that will accelerate in 2026, as these participants are now training their peers within their own organizations. EmotionAid® supervises them through follow-up sessions. As a result, the total impact reached nearly **50,000 beneficiaries** in 2025.

3

New foundations became actively involved, and we can now count strongly on the Adelis Foundation, the Gerald Ronson Foundation, the Azrieli Foundation, Qualita, Keren Or Caesarea, and the Goodman foundation.

4

New trainers joined the team as independents after completing a highly successful training program. The newly trained participants have already started attending projects as observers and will be able to join the teams as trainers by the beginning of 2026.

5

Work has begun on new digital tools to improve academic monitoring and further accelerate impact multiplication on an e-learning platform as the first step.

6

Finally, we have created new educational tools to maximize impact, such as an Exercise Booklet and a Kid Song, a children's song that encapsulates the protocol in a fun and experiential format.



# 21,060

Wounded veterans and families



# 9,180

Educational Sector



# 11,050

Medical Sector



# 6,000

Academic Sector