

# Kol Zchut (All Rights)

## 2018 Summary



# Introduction

January 2019

Dear friends,

5,966 information pages in Hebrew, 2,846 pages already translated to Arabic, 6,127,476 unique users in both languages, 29% increase in page views and more. 2018 saw many dreams become a reality, due to the Rights and Entitlements initiative, launched in 2017 by the Ministry of Justice, the Ministry for Social Equality, and JDC-Israel.

Enclosed please find our 2018 report.

We extend our thanks to those who used 'Kol Zchut' for themselves, for their families, or as part of their assistance to others. We thank our partners in the public sector, those who contribute to our continuing activities, our board and advisory committee, and of course our dedicated staff.

Amitay Korn, managing director



# 'Kol Zchut' is serving more and more Israelis

More unique users annually

**21.0%** increase

2018 – 5,643,076  
2017 - 4,662,851

Increase in page views

**29.2%** increase

2018 - 26,414,313  
2017 - 20,449,989

More unique users on an average work day

**39.6%** increase

2018 – 44,746  
2017 - 32,055

Many more Frequent visitors (8+ visits)

**44.8%** increase

2018 – 257,951  
2017 - 178,086

# 'Kol Zchut' is more and more effective in referring the public to government web sites

More users referred directly to the low-income tax return claim forms

**56.3%** increase

2018 – 20,317

2017 - 12,996

More Kol Zchut users clicked on on-line National Insurance claim forms

**61.3%** increase

2018 – 36,082

2017 - 22,365

More users interested in rent support programs by the Housing ministry

**71%** increase

2018 – 343,599

2017 - 200,738

More users referred directly to government web sites

**71.9%** increase

2018 – 1,512,567

2017 - 879,952

# Awards and recognition

'Yediot Achronot' (Israel's largest newspaper) chose Bayan Majadly, manager of كل الحق (the Kol Zchut Arabic website) as one of 50 social leaders in Israel of 2018.

**ביאן מג'אדלה**  
 בת 32, מנהלת אתר  
 "כל זכות" (כל الحق)  
 בערבית - מאגר המידע  
 המקיף ביותר לזכויות  
 התושבים בישראל והדרך  
 למימושן



## New and expanded content in 2018

- Old age and assisted living
- New portal on pardons and reliefs
- Newcomers (Olim)
- Guide for stillbirth
- People with disabilities
- Education and youth
- Portals and manuals of workers rights
- Men (specific information)
- Employers
- New portal on rights in the periphery
- New portal on pensions of people with disabilities

# The main domains used by our users

#	Domain	2018 Users	% growth
1	Employee Rights	7,741,660	16.0%
2	Retirement savings	1,435,220	19.4%
3	Taxes	1,416,051	25.0%
4	Women	1,414,879	35.7%
5	Disabilities	1,370,103	19.5%
6	Housing	1,049,578	58.0%
7	Democracy & Elections	696,415	946.5%
8	Low Income / Poverty	746,829	20.4%
9	Education	738,639	38.2%
10	Health	731,912	19.7%
11	Elderly	741,933	44.2%
12	Children	650,983	10.4%
13	Bankruptcy	612,186	31.4%
14	Families	518,978	75.1%
15	Small/Home Businesses	384,212	127.0%
16	Reserves Duty	372,364	-0.3%
17	Youth	342,192	12.4%
18	Students	291,292	23.0%
19	Consumers	270,405	16.8%
20	Military	287,600	34.2%
21	Citizenship	263,598	71.5%

#	Domain	2018 Users	% growth
22	Migrant Workers	297,930	37.3%
23	Environment	274,088	12.3%
24	End of Life	269,770	60.4%
25	Holocaust Survivors	248,782	-8.4%
26	Arabs	155,762	5.1%
27	New Immigrants	156,168	36.4%
28	Single Parent families	160,187	12.4%
29	Mentally handicapped	164,158	22.1%
30	Labor Accidents	143,313	42.1%
31	Prisons & Police	124,315	38.7%
32	Criminal Law	108,718	36.2%
33	Drivers	106,118	44.4%
34	Employment plans	88,899	29.0%
35	Ethiopian Immigrants	84,015	11.8%
36	Civic Law	49,582	15.6%
37	Ultra Orthodox	50,663	27.0%
38	GLTB	36,765	23.8%
39	Terror victims	24,901	34.2%
40	Emergency	8,502	111.9%
41	IDF veterans	3,159	14.1%

## Comments

- No of pages in the web site grew by 29%
- Domains with substantial growth in usage are marked in yellow

# Popular pages in 2018

#	Page Name	2018 Page views	Change in page views from 2017
1	Minimum wage	567,247	3.6%
2	Summer Payment	484,518	2.2%
3	Mandatory retirement savings	302,869	-0.7%
4	Minimum wage for youth	291,099	12.3%
5	Annual vacation computation	288,497	-11.8%
6	Income tax levels	261,479	86.1%
7	Labor hours per day/week	252,567	131.5%
8	Day-off on municipal elections	251,900	0.0%
9	Maternity leave	246,975	9.5%
10	Annual vacation	244,659	-2.1%
11	"Negative tax" payment	216,385	42.2%
12	Severance payment on resignation	199,349	0.0%
13	Tax breaks	188,158	-14.0%
14	Labor rights portal	179,315	39.2%
15	Severance payment	178,856	8.5%
16	Extra hours compensation	177,991	20.7%
17	Sickness payment	176,249	-3.4%
18	Sickness days	171,169	3.1%
19	Notice before resignation	144,002	17.2%
20	Holidays payment	143,829	19.2%
32	House cleaners guide	116,045	27.3%

## Comments

- No of pages in the web site grew by 29%
- Higher growth was seen in pages ranked less popular
- Pages with substantial growth in popularity are marked in yellow



# Kol Zchut in Arabic is developing continuously

- The translation project gained its full momentum this year, reaching over 54% of required content
- In November & December we ran a publicity campaign, based mainly on street signs, radio, and social network
- Here is a short summary of our achievements:



Topic	2017	2018	Growth	Comments
No. of articles	1,458	2,846	1,388	
% of translated content	30.2%	54.6%	24.4%	Excl. content such as Holocaust survivors
# of Users	316,282	484,400	53%	
# of page views	843,789	1,316,543	56%	
# of Frequent users (8+ visits)	3,281	5,611	71%	
Average session time (minutes)	1:27	1:43	18%	

# Feedback

- In the end of November 2018, we added an option of ranking our content pages. By the end of 2018 the results were that **nearly 80%** (6,496 out of 8,177) ranked the contents as helpful
- Our random surveys yielded these great results (similar to 2107):

**Professional users (e.g. social workers)  
reporting high level of satisfaction**

**92%**

**General public users reporting  
high level of satisfaction**

**86%** Using desktop

**64%** Using mobile

# Warm feedbacks from users (translated)

Keep up the good work you're doing! It is blessed, it is helpful, it is accessible, it is professional, I really applaud you! Yay Kol Zchut 😊

Thank you! Keep on with your immense doing! Your reward is endless!

Go on with your work! You saved me thousands of Sheqels throughout the years!

Your web site is an asset to all Israeli citizens. Your contribution to the welfare of the citizens and taking care of their rights. The web site is non for profit and that is highly commendable. Go on with your doing and you will be rewarded.

I volunteer in Pa'amoni, an NGO for financial assistance, and Kol Zchut is one of the most reliable sources for our work. The interface is friendly, the information is well arranged, and the site contains a lot of information that helps us assist families in financial distress. Just go on like this

As a social worker, working for many years with families in poverty and social alienation, I tried for a long time to access relevant information by myself. Although being part of the public sector myself, the level of bureaucracy I encountered was overwhelming, difficult, full of forms and terms known only by experts in every specific field. Often I felt that in spite of my academic and practical knowledge – I could not help my clients.

They would arrive, ask for assistance I was not able to provide, mostly from lack of information. I would refer them to others, try to find my way in the dark looking for answers I could not find, and disappoint them...

When I got to know of Kol Zchut and its potential for social workers, I found a wonderful world of professionalism, accessibility, and incomprehensible amounts of information. All of that, in a user friendly and clear approach. With one click, all the information would open up to me in a structured categorized manner, which I could present easily to my clients.

The fact that the web site includes not only theoretical information, but also details of bureaucratic processes – including the relevant forms, office hours of public institutions, phone numbers and more – helped me in giving a comprehensive service to my clients, and also acquire professional knowledge for similar cases in the future.

# Integration with public service centers

- Kol Zchut became a standard tool serving knowledge management systems in public service centers such as:
  - Benefits take-up centers in the public health system
  - The central government call center
  - International Fellowship of Christian and Jews call center
- In many cases, clients receive emails/ text messages including a reference to specific pages in Kol Zchut







מספר פניה: 10000854  
 בבקשה שמרו את מספר הפניה לצורך מעקב והמשך טיפול

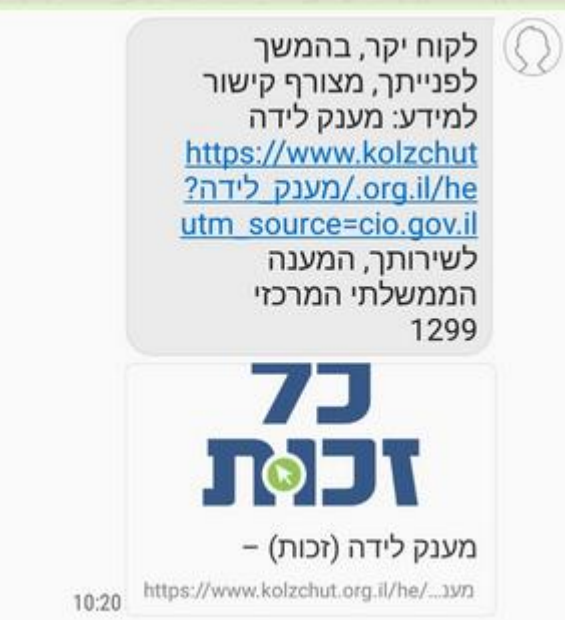
**סיכום שיחה שנערכה במרכז מיצוי זכויות באיכילוב בתאריך 10/05/2018**

שלום גב' אחיון


בפגישתנו דיברנו על הנושאים הבאים:

1. עדכנו את הרישום שלך בקופה כחולה כרנית, החל מתאריך האבחנה. נמסר לנו כי את זכאית לתקרת השתתפות ולהחזר עבור החודשים האחרונים. הקופה תשלח לך מכתב בדואר, שימי לב שאכן תקבלי את זכויותיך אלה.
2. עברנו יחד על תהליך הגשת הבקשה לקצבת נכות. כאן תוכלי למצוא תיאור מפורט של התהליך:

[https://www.kolzchut.org.il/he/קצבת\\_נכות\\_כלית](https://www.kolzchut.org.il/he/קצבת_נכות_כלית)



לקוח יקר, בהמשך  
 לפנייתך, מצורף קישור  
 למידע: מענק לידה  
[https://www.kolzchut.org.il/he/מענק\\_לידה?utm\\_source=cio.gov.il](https://www.kolzchut.org.il/he/מענק_לידה?utm_source=cio.gov.il)  
 לשירותך, המענה  
 הממשלתי המרכזי  
 1299



מענק לידה (זכות) -

<https://www.kolzchut.org.il/he/...>

10:20

# Training of professionals

- Kol Zchut finds it crucial to train all professionals and volunteers in effective and efficient usage of Kol Zchut, so they can better help the public
- Training sessions are held in public offices around the country and in academic departments for social work, in Hebrew and Arabic

Target audience	No. of training sessions	No. of trainees
Universities and colleges	17	737
NGOs	32	442
Public welfare and social support system	105	1757
Other government offices	18	304
Health system	22	356
<b>Total</b>	<b>194</b>	<b>3596</b>
Sessions for professionals serving Arabs	28	378
Sessions for professionals serving Jewish orthodox	13	182

## Our 2019 planned highlights

- Continuing to grow in activities and results, including:
  - Adding new and substantial information on health and nursing insurance
  - Continuing and accelerating the translation to Arabic
  - Achieve even higher usage of the Hebrew web site, with emphasis on frequent (returning) users
  - Breaking the barrier of usage in Arabic
- Expanding and improving collaborations with the public sector, and further integration in service processes
- Technologic developments such as a “who will help me” functionality that will assist a user not able manage well in the web site. We are also working on an automated English translation.
- Developing a web site targeting high-school kids, in collaboration with the ministry of education (in Hebrew and Arabic). See here a preliminary design >>

כל זכות צעיר  
בשיתוף משרד החינוך

הפש זכות

"כל זכות צעיר" הוא מאגר המידע המקיף ביותר על זכויות ילדים ונוער בישראל

 זכויות בעבודה	 זכויות תלמידים
 זכויות ואחריות ברשת	 בנות ובנים
 זכויות במשפחה	 נוער בעל צרכים מיוחדים
 זכויות לטיפול רפואי	 אלופי הזכות



**As of June 2017, 75% of Kol Zchut resources are based on the support of the Ministry of Justice, the Ministry of Social Equality, and JDC-Israel, and we are very thankful for that.**

**We are also very thankful to our donors, who helped us continuously for the last 8 years.**

# Thank you !

ג'וינט ישראל אלכא  
המכון למנהיגות וממשל  
יחד בעשייה חברתית



ישראל דיגיטלית  
המשרד לשוויון חברתי



משרד המשפטים  
Ministry of Justice

כל זכות  
זכותך לדעת, זכותך לקבל