CODE FOR ISRAEL

ADAM AND GILA MILSTEIN FAMILY FOUNDATION



Call For Proposals

Fighting Antisemitism, Delegitimization & Strategic Influence

October 2026

Call for Proposals: Fighting Antisemitism, Delegitimization & Strategic Influence

Code for Israel is launching a national Call for Proposals for nonprofit organizations working to combat antisemitism, delegitimization, and related strategic influence efforts. We mobilize leading talent and technological expertise from Israel's high-tech industry and invite you to join us in identifying, developing, implementing, and scaling digital solutions that can strengthen the fight against antisemitism and build long-term organizational capacity.

1. About Code For Israel

Code for Israel is the largest volunteer ecosystem in Israel's high-tech sector. We operate as a nonprofit organization committed to creating measurable impact on the ground by applying advanced methodologies from the startup world to the social and public sectors.

- Leading human capital: A community of more than 1,400 carefully selected volunteers, including product managers, software developers, data professionals, and designers from leading companies, including Big Tech companies and startups.
- Problem-First approach: We place strong emphasis on deeply understanding the problem, its root causes, and its operational context in order to ensure that the solution we develop addresses a genuine need on the ground.
- End-to-end support: Our process includes comprehensive support for the organization — from identifying bottlenecks, through discovery and development, to full implementation in the organization's working environment.
- Full partnership model – Design Partner: We do not operate as an external vendor, but as strategic partners throughout the process. Our sole interest is the success of the project and solving your organization's challenge.
- Proven experience: To date, we have completed more than 100 complex technology projects that were successfully scoped, developed, and implemented in public and social-sector organizations across Israel.

Code for Israel serves as a bridge between Israel's world-leading technology ecosystem and the country's most pressing social and public challenges. Rather than providing one-off technological assistance, we build multidisciplinary teams around real operational needs and accompany our partners from problem definition through implementation, adoption and impact measurement.

This allows nonprofit and public-sector organizations to access capabilities that are difficult or costly to obtain, whether they build them in-house or hire outside contractors. Many lack the technical know-how, skills, or budget to do either successfully.

2. Thematic Call for Proposals: Our Model for Creating Systemic Impact

We operate according to a unique thematic Call for Proposals model developed by Code for Israel. The model focuses on an issue of national importance and mobilizes the entire ecosystem around it in order to generate systemic change. We bring together government bodies, local authorities, social organizations, and philanthropy working in the field in order to develop a broad understanding of the challenge, create strategic connections, and develop solutions with the potential to influence the entire ecosystem.

The Impact We Aim to Create

The solutions developed through this process will aim to create measurable impact on the ground: strengthening organizations' ability to identify threats earlier, shorten response times, process large volumes of information, and provide more accurate support to communities, students, institutions, and individuals affected by antisemitism.

Our goal is to help organizations move from small-scale, reactive work toward broader, proactive, data-driven, and coordinated operations. At the systemic level, we aim to improve information-sharing between organizations, reduce duplication, preserve professional knowledge, and create infrastructure that can later be scaled to additional organizations, communities, and arenas.

3. Cycle 11 – Thematic Call for Proposals on Combating Antisemitism, Delegitimization, and Strategic Influence

Why Focus on Combating Antisemitism?

Antisemitism is not a new phenomenon, but the tools used to spread it are constantly becoming more sophisticated. For years, organizations and communities have confronted expressions of hatred, incitement, and discrimination. Since October 7, however, the phenomenon has grown significantly in scale, intensity, and speed of dissemination.

This is an ongoing, multi-arena challenge taking place across social media, university campuses, public and cultural institutions, and Jewish communities around the world. We believe technology can help identify threats earlier, shorten response times, strengthen the protection of communities, and build long-term organizational capacity.

Who Is This Call for Proposals For?

The Call for Proposals is open to nonprofit organizations and public bodies working to combat antisemitism and delegitimization, including: public diplomacy and advocacy organizations; research and monitoring bodies; academic institutions and student organizations; legal organizations; Jewish communities; organizations supporting victims; and initiatives working in communications, culture, and media. The proposed challenge must be part of the organization's core professional activity and must directly affect the audiences it serves.

2 Weizmann St. I Tel Aviv 6423902 Israel I +972 53 7292474
office@codeforisrael.org www.codeforisrael.org

Types of Challenges We Aim to Address:

- Early identification of campaigns, fake accounts, and AI-generated content: Difficulty identifying coordinated campaigns, networks of fake accounts, manipulative content, or AI-generated information before they gain significant reach and influence.
- Monitoring and analyzing large volumes of multilingual information: Teams are often required to manually review large amounts of content in multiple languages across social networks, websites, forums, and other sources.
- Identifying and documenting accounts that spread antisemitic content: Difficulty systematically identifying accounts, patterns of activity, and networks that distribute antisemitic content, documenting their activity, and building a data-based picture that can support reporting, research, or action.
- Integrating information from multiple sources: Important information is often scattered across systems, files, organizations, and individuals. The challenge is to create one organized picture that makes it possible to understand what is happening, identify trends, and make decisions more quickly.
- Producing rapid, fact-based responses: When false, inflammatory, or antisemitic information is published, organizations often need significant time to collect facts, formulate a response, and adapt it to different audiences.
- Documenting and managing antisemitic incidents: Reports of incidents arrive through different channels and sometimes without an organized process for verification, documentation, referral to the appropriate body, and follow-up. The challenge is to manage the process clearly and efficiently from end to end.

These examples are not an exhaustive list. Organizations may submit additional challenges, provided that they represent a clear need that can be addressed through a practical technological solution.

4. Our Proven Methodology: A Structured Process to Ensure the Best Possible Solution

PART 1: Screening & Selection Phase

Our structured methodology leverages years of organizational expertise to ensure selected challenges are prime candidates for sustainable, high-impact technological solutions.

Phase A: Ecosystem Mapping & Stakeholder Alignment

Before launching the Call for Proposals (CFP), we conduct deep research, landscape mapping, and strategic outreach to government ministries, major NGOs, and leading sector stakeholders. We align on critical needs, identify systemic gaps and leverage partner networks to mobilize the broader ecosystem.

Phase B: Preliminary Submission

Organizations facing tech-solvable operational challenges submit an initial proposal covering:

- **Background:** Resources, scope of activity and key data.
- **Core Challenge:** Definition of the primary bottleneck.
- **Estimated Impact:** Projected benefits for operations and end users.
- **Initial Screening:** Evaluated by a joint committee combining domain experts with expert product volunteers.

Phase C: Extended Proposal & Selection

Organizations advancing past the preliminary stage undergo a rigorous evaluation:

- **Extended Proposal:** Drafted using our structured, deep-dive format.
- **Expert Consultation:** A professional session with our team to fine-tune requirements.
- **Pitch & Scoping:** A formal presentation to the final selection committee, followed by supplementary scoping meetings if needed.

PART 2: Project Execution Phase

Phase A: Talent Acquisition & High-Profile Launch

- **Targeted Talent Acquisition:** We headhunt and assemble elite, multi-disciplinary lead teams (Project Managers, Product Managers, Tech Leads) from our volunteer community, tailored to each challenge's scope.
- **High-Profile Program Launch:** The cycle officially begins with a prestigious ceremonial kickoff event. Volunteers meet partner organizations alongside key stakeholders including government leaders marking the official start of joint work.

Phase B: Product Discovery, Development & Implementation
Selected organizations receive end-to-end support divided into three core execution stages:

1) In-Depth Problem Discovery
We strictly separate the problem from the solution to avoid building tools that fail to meet actual needs.

- **Deep-Dive Research:** Root-cause analysis led by Product Managers and BizOps specialists, including workflow mapping, user persona research and bottleneck identification.
- **Roadmapping:** Defining core value requirements, setting quantitative KPIs, and establishing initial project milestones.

2) Solution Scoping (PRD)

- **Market Research:** Evaluating off-the-shelf products and software to determine whether to build, buy, or integrate.
- **Product Requirements Document:** Writing a detailed PRD defining system architecture, features and user interfaces.

3) Development, QA & Onboarding

- **Team Expansion:** Dedicated volunteer developers, designers, and testers join the core leadership team.
- **Agile Sprints & Workshops:** Remote weekly work paired with intensive, in-person workshops for feature demos, UX refinements and accessibility compliance.
- **Pilot & QA:** Controlled rollouts with sample user groups, rigorous quality assurance, and real-world bug fixing.
- **Deployment & Change Management:** Structured user onboarding, training sessions, and long-term support protocol handoffs.

PART 3: Post-Launch Impact Phase
Our involvement doesn't end at delivery. Between 3 to 6 months after deployment:

- **Performance Dashboards:** Tracking real-time adoption, usage rates, and system stability.
- **Impact Assessment:** Measuring quantitative outcome metrics against baseline KPIs to validate operational impact and long-term sustainability.

5 .Our Partnership Model and What It Requires From You

Our initiatives operate according to a Design Partner model. We do not provide a ready-made off-the-shelf product. Instead, we develop a customized solution together with you.

Under this model, the participating organization brings its professional expertise, understanding of the needs on the ground, and access to participants and users. Code for Israel provides product management, technological tools, and advanced discovery and development methodologies.

To ensure that the product developed becomes a long-term organizational asset rather than being abandoned after development, the process requires the following organizational commitments:

- **Dedicated Project Lead:** An available organizational representative with decision-making authority who actively participates in weekly meetings
- **Organizational, technology, and IT coordination:** Active cooperation from all relevant organizational stakeholders, particularly IT and technology teams.
- **Participation fee:** A financial contribution reflecting the organization's commitment to the project's success. Participation fees are tiered according to the organization's annual turnover.
- **Operational responsibility and implementation:** Full commitment to leading the organizational change, training frontline teams, and continuing to operate the system after the project ends.

6. Eligibility Requirements

The applying organization must meet all of the following criteria:

- **Nonprofit or public-sector organization:** A registered nonprofit association/public-benefit company.
- **Field of activity:** Must provide a direct response in the field of combating antisemitism.
- **Annual turnover:** The organization's annual operating turnover must exceed NIS 500,000.
- **Project Lead:** The organizational representative leading the initiative must be a paid employee of the organization and may not serve in a volunteer capacity.
- **Core nature of the challenge:** The proposed challenge must be part of the organization's core professional activity. Applications focused on internal administrative challenges, such as procurement, human resources, budget management, or fundraising — are not eligible.

Our model is designed to maximize the value of every philanthropic investment. Funding enables Code for Israel to build the professional infrastructure, program management, technological leadership, and ecosystem coordination required to mobilize highly skilled volunteers and turn their expertise into sustainable solutions. Partner organizations contribute their domain expertise, staff time, operational ownership, and access to users — creating shared responsibility for long-term success.

Interested in Submitting a Challenge?

If your organization is interested in submitting a challenge, please send us a brief description of the challenge, including the problem you are trying to solve, who it affects, and how it currently impacts your work.

Please send your challenge and contact details to office@codeforisrael.org.

Our team will review the information and follow up with relevant organizations.

*The application period will open on October 6, 2026 and close on October 22, 2026 at midnight. An introductory webinar explaining the Call for Proposals and the application process will take place on October 13. Organizations that pass the initial screening stage will be invited to develop a more detailed proposal and take part in a professional consultation process between October 28 and November 12, 2026, with final selections taking place later in November.