If I had to choose three words to describe the power behind Jewish National Fund and the donors who move us forward, imagination, innovation, and integrity would stand tall. These three words most accurately illustrate how we achieved our extraordinary milestones this past year. Here are a few numbers to prove my point:

• Our One Billion Dollar Roadmap for the Next Decade campaign surpassed the $570 million mark, halfway through our 10-year plan.
• Of the 1,100 people who attended our National Conference in Arizona in October, 250 were college students from 87 campuses, and 125 were members of JNFuture. Over 1/3 of our participants were under the age of 40!
• We launched the new Sababa Society to engage 10-14-year-olds, founded by Ziv Zusman, a tween from Atlanta, who is now a Presidential Advisor on our National Board of Directors! What other philanthropic organization can boast that?
• When news organizations neglected to cover the many months of terrorism the residents on the Gaza border endured, we brought three speakers from the region to the U.S. for a cross-country tour. At 11 Town Hall Meetings over 14 days, they shared their story, inspired communities and raised over $4 million.

There’s so much more to tell about the great successes over the last year and you will see more in the pages ahead. Now, back to those three words: imagination, innovation, and integrity.

What other organization could have imagined transforming Be’er Sheva from a town that people moved away from, to one of the fastest growing cities in Israel and the metropolitan capital of the Negev? There we are building the new Jewish National Fund-USA Israel Education and Technology Campus, a one-of-a-kind institute that will connect our ancestral soil from the time of Abraham to the present day, where adults, college students, and teens can explore, learn, live, and be part of our Jewish experience, and the promising future that Israel holds.

We are also forging a partnership between the University of Arizona, Jewish National Fund, and the Arava Valley that will develop solutions to help communities around the world with energy, food development, security, water resources, and efficient development.

Our imagination and ability to turn it into innovation doesn’t stop there.

We are working to change the narrative of the Upper Eastern Galilee to transform the region into the culinary capital of the world and draw 50,000 new residents to the region. Our plans to build a food technology and innovation center for incubators and research will serve as a platform for entrepreneurs and venture capitalists to develop new business and growth opportunities—ensuring that local residents no longer need to move to Tel Aviv or Jerusalem to succeed.

The forthcoming Jewish National Fund Institute of Culinary Arts will further reshape the region into a global culinary and hospitality center of excellence. The Institute will become the backbone for increased economic development, employment, tourism, housing, and more that is needed to ensure steady and continued growth for years to come.

Integrity goes without question. It is proven every day in how we operate as a nonprofit and how we allocate your contributions. No one does it better and we have the highest charity ratings to prove it.

Now, more than ever, I am very proud to be president of Jewish National Fund-USA. We are now at one of the greatest moments of impact—thanks to you, your imagination, innovation, and integrity. Thank you for being part of the journey to date. Let’s continue to build dreams and a country together.

Dr. Sol Lizerbram
President, Jewish National Fund
In the 11th year of JNFuture, a community of young professionals ages 22-40, the group has continued to grow by leaps and bounds. With over 1,000 members in 20 cities, including new chapters in Broward County, San Diego, Orange County, and Las Vegas, there were unprecedented levels of engagement.

There was a 20% growth in new donors at the Root Society level—the Major Donor Society for young professionals with a minimum gift of $1,000—Including 40 JNFuture members who donated $5,000 or more, and over 30 JNFuture members who chose to serve on JNF Task Forces.

In 2018, 107 JNFuture members traveled with JNF to Israel on trips including: JNFuture Volunteer Vacation, the eighth annual JNFuture Leadership Institute Mission, a Young Leadership Track for the Israel@70 Mission, and the Young Professionals Tour.

National reach was also expanded this year. The 2018 JNFuture Summit at National Conference drew the largest attendance of JNFuture members to date. The third annual JNFuture Leadership Institute Summit in March 2018 brought over 45 top lay leaders together for three days of leadership development, networking, and planning.

The first JNFuture Ultimate Israel Experience will take place May 19-26, 2019. This multi-themed trip will have three experiences for participants to choose from: Food, Wine & Culture, the JNFuture Active Mission (JAM), and Positively Israel.

Register at jnf.org/jnfuturemission19

AFFINITY GROUPS
JNF offers like-minded professionals the opportunity to work together, tackle challenges, and achieve positive results for Israel.

THERE’S A PLACE FOR YOU AT JEWISH NATIONAL FUND

Jewish National Fund’s professional Affinity Groups thrived in 2018, with membership in Doctors for Israel (DFI) now at over 800 people in 35 states, and Lawyers for Israel (LFI) growing to nearly 1,000 members in 22 states.

In 2018, DFI offered a number of exciting events, including speakers who forged connections between the U.S. medical community and Jewish National Fund. In February 2019, the fifth annual Doctors for Israel Tour to Israel will provide an insider’s view into Israel’s pioneering medical work, much of it supported by JNF.

Local LFI offerings included a wide range of high-impact speakers who engaged new audiences within the LFI network. The third successful Lawyers for Israel Tour offered opportunities to see JNF’s work in Israel along with a view into the country’s legal system.

PLANNED GIVING
JNF’s award-winning Planned Giving Department helps donors ensure their financial security while moving forward their philanthropic goals.

CREATING A LASTING LEGACY

An integral part of Jewish National Fund’s campaign, Planned Giving income from Bequests and Gift Annuities for the fiscal year (ending September 30, 2018) totaled $18.5 million. JNF offers donors numerous options and techniques that can help increase their income, save on taxes, and in some cases provide for heirs, while also providing significant support for the land and people of Israel through the Jewish National Fund Gould Legacy Society, established by Bruce K. Gould. The Planned Giving Department helps donors with Charitable Remainder Trusts, Charitable Gift Annuities, Donor Advised Funds, Endowment Funds, Bequests, Gift Planning with IRAs, and other retirement plans.

To speak with one of our award-winning Planned Giving specialists, Call: 800.562.7526, Visit: jnflegacy.org

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At Jewish National Fund, you're not just a donor, you're part of the family.

JNF Women: We get the job done.

WOMEN FOR ISRAEL
From more donations to greater leadership positions to high-powered speaking engagements, women are assuming bigger and more important roles.

THE WOMEN OF JEWISH NATIONAL FUND ARE UNSTOPPABLE

Under the leadership of Nina Paul, JNF’s Women for Israel (WFI) raised $24 million from 45,000 donors in 2018—the highest number to date. A record-breaking 800 women are now members of the Sapphire Society ($5,000+ annually), JNF’s Major Donor Society for women, with an increase in the Circle of Sapphire Society (675) and Chai Society (410). Thousands of women attended gatherings, ranging from hearing from high-powered speakers—including New York Times Op-Ed Editor Bari Weiss and former IDF Spokesperson Libby Weiss—to interactive events around the country. In 2018, a successful Women’s Month campaign included a $1 million matching donor, and raised $2.14 million (not including the match).

JNF’s Women’s Campaign launched board retreats in several cities across the country including Philadelphia, Los Angeles, and Atlanta. Plans to expand to North and South Florida have begun as well as new boards being established in Sarasota and Naples. In November 2018, the ever-popular Queen of Sheba: Women for Israel Tour included nearly 40 women, half of whom were first-time visitors to Israel and new to the JNF family, and raised over $1 million.

MAJOR DONORS
Where deep commitment and critical resources unite for a stronger, healthier, more secure Israel.

LEADING THE WAY
This was a record-breaking year for the Major Donor campaign in dollars and donors. JNF reached over $61 million and added 1,885 new major gifts to the campaign, more than tripling the number of yearly major gifts. This increase was led by JNF’s Negev Society ($25,000 annually), which increased by 43 members, and World Chairman’s Council ($1 million lifetime), which grew to 153 members. The JNF Major Donor Thank You Weekend in Phoenix, AZ welcomed 125 donors from throughout the country, and two President’s Society Missions totaled 130 participants.

“Jewish National Fund continues to achieve monumental growth & success with our ambitious plans in the Negev and Galilee. I am proud of the great support of our Major Donors who further JNF’s enormous impact in development & education.”

—Ben Gutmann, National Major Donor Chair
Over 100 years ago, many knew Jewish National Fund for planting trees. Today, Jewish National Fund is still planting lush green forests, but the organization’s mission has grown to become so much more. JNF is a full partner with the people of Israel, investing in their future, engaging in a vision that is big, bold, complex, and even risky in its size and scope.

In the pages ahead, you will see how Jewish National Fund’s vision—through its *One Billion Dollar Roadmap for the Next Decade*—is embracing change and blazing a trail for the future.

*Take a look.*
COMMUNITY BUILDING
MORE THAN HOUSES

Jewish National Fund knows that a community is more than just brick and mortar; it’s about creating a place where people can thrive.

Perhaps in no other area of work is the glorious and grand vision of Jewish National Fund more apparent than its work within Community Building, for this is where people who call Israel home experience our work close-up. Land and people is what JNF is all about, and creating a place for the next generation to live exemplifies that.

Building sustainable economies while developing infrastructure in Northern and Southern Israel are necessary to create lasting communities.

Here’s a look at some of this year’s accomplishments:

In Be’er Sheva, the capital of the Negev, Jewish National Fund’s Lauder Employment Center saw record growth and accomplishments. In 2018, there were more than 3,000 beneficiaries served, 700 new jobs created in collaboration with 300 employers, and a success rate of 70% securing a job within two months. JNF’s three NetGev Hi-Tech Hubs (a partnership with CISCO Israel) in Hura, Arad, and Dimona continue to provide hundreds of local residents with regular training and technical courses, professional development, and use of remote work space. More than 1,000 have attended workshops and participants have seen a 35% increase in income thanks to mentoring, networking, and co-working office space. In 2018, the Lauder Employment Center Internship Fellows received over 100 applications for 20 internship spots offered to engineering students from various Negev colleges at major local companies including SodaStream.

The site has been readied for the new Be’er Sheva Lake, a 23-acre project that will soon hold recycled water for JNF’s Be’er Sheva River Park. In nearby Yerucham, a river park, modeled after the one in Be’er Sheva, is in final planning and will serve as an anchor for tourism and commerce, transforming Yerucham into a green, vibrant, modern city.

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Continued support was provided for JNF’s Sderot Indoor Recreation Center. Hundreds of children are able to enjoy a place to play safely and renovations are ongoing to keep up with wear and tear from the 700 children who visit daily. Children are also benefiting from the new C. Hugh Friedman Music program that opened last year in the center. Nearby, the new JNF outdoor 108,000 square foot park dedicated in loving memory of Henry Moser z”l by the Estate of Edna G. Kaye z”l saw many thousands of families play throughout the year. In the communities of Halutza, which are located adjacent to the Gaza and Egyptian borders, there have been over 15,000 medical visits from residents to the Helmsley Charitable Trust Jewish National Fund Halutza Medical Center, which this year opened a new dental clinic, pharmacy, and physical therapy clinic. In 2018, 50 new families moved to Halutza, and 75 new jobs were added in farming, healthcare, education, and building. Scores of children enjoy the area’s new Grossman Daycare Center, and the new Charlene Vener Women’s Initiative empowers women with a variety of programming. The newly launched Halutza Student Program will offer graduating Ben Gurion University students the opportunity to relocate to and live in Halutza. In 2018, 35 new homes were constructed and soon a 40,000-sq.-ft. community center will break ground—once completed, more than 10,000 people from the region will use the facility.

The Arava and Eilot regions, which 12,000 residents call home, have seen a 7% increase in the number of families living there since 2017 and a 17% increase in the birth rate. JNF

“I grew up in the Arava and left to join the Army and see the world. Today, thanks to JNF’s Housing Development Fund, I am able to build a house and my children will continue the legacy of their grandparents: to make the Arava bloom.”

—Michal Ziv, New resident of Ein Yahav

THE JNF WESTERN GALILEE TOURIST INFORMATION CENTER IN AKKO WELCOMED 18,000 TOURISTS IN 2018
continues to focus on infrastructure, employment, and increasing the quality of life to further develop the region and encourage new families to move there. In 2018, a kindergarten for 30 children was built in Sapir and the new EGL Charitable Foundation Swimming Complex & Recreational Facility in Sapir is in final stages of construction. The Danielle A. and Irving J. Grossman Arava Medical Center recorded over 11,000 general and 5,500 specialist visits for medical attention.

The new Richard and Nancy Simches Arava Emergency Response Center has more than 400 volunteers who performed over 100 rescues in 2018. As a result of their heroic work during the Tzafit disaster, where 20 high school seniors went hiking and got caught in a flash flood, the Arava Rescue Unit received an award for police excellence.

Housing sites continue to be added with over 200 lots now constructed, and nearly another 200 being marketed in Ein Yahav, Hatzeva, Idan, and Zukim. In addition, five new houses are now being lived in at the Kibbutz Yahel Physicians Housing Compound.

Jewish National Fund partner MAKOM, an organization whose mission is to repopulate the Negev and Galilee all while strengthening the social fabric of Israel, saw governmental funding to support its work increase over 200% thanks to leverage from JNF. In Mitzpe Ramon, four new communities representing 450 people joined MAKOM, directly impacting 3,000 people, almost doubling in growth compared to 2017.

In total, MAKOM’s membership now includes 207 communities with well over 18,000 members, serving a population of 550,000 citizens.

Jewish National Fund’s Project Baseball and the Israel Association of Baseball continue to rise in popularity with new activities in Zichron Yaacov, Be’er Sheva, and Tel Aviv and an increase of 8% in games played this year in Israel. Today, some 1,000 kids and adults play baseball in centers around Israel from Be’er Sheva in the south to Migav in the north. Ground has broken on the new field in Beit Shemesh and field development in Ra’anana is moving ahead. A movie detailing the journey of JNF-sponsored Team Israel and their successful showing at the 2017 World Baseball Classic in South Korea premiered at the 2018 Atlanta Jewish Film Festival and played to packed theaters across the U.S., won four awards, and created a renewed buzz in the U.S. for the team.

With its enduring mission of helping individuals to make aliyah, Nefesh B’Nefesh, in partnership with JNF, has helped to realize the dream for over 57,000 individuals since 2002. On a flight in July, 35% of the 230 new olim who arrived—including 127 children under the age of 17—went to live in the Negev and the Galilee. On board was former U.S. Senator Joe Lieberman’s daughter, Hana, with her husband, Daniel, and their four kids. Earlier in the year, Lieberman’s granddaughter Nesya also made aliyah to Israel from Atlanta. In August, 239 people made aliyah aboard a flight sponsored by JNF donor Heidi Rothberg of Denver, CO. The flight also included 57 IDF Lone Soldiers, 27 medical professionals, and 13 Jewish community professionals.

Hashomer HaChadash—a JNF partner that physically connects young people to the land of Israel and Zionism by working on ranches, farms and kibbutz watch posts across Israel—engaged over 70,000 young volunteers in 2018 in various programs on some 240,000 acres of land, including 7,000 youth from abroad. In cooperation with JNF, Hashomer also opened the Adam V’Adama Leaders of the Land High School at Hatzeva to teach state-of-the-art environmental science and agricultural security. During the recent wave of arson along the Gaza border, HaShomer HaChadash was among the first to respond, initiating a campaign that mobilized hundreds of volunteers, who helped to extinguish 300 fires that would have otherwise destroyed thousands or more acres.

In the Galilee, known for coexistence between Arabs, Druze, and Jews, tourism is a driving economic force, comprising some 40% of the area’s annual income. To encourage more visits to the region, JNF’s Western Galilee Tourist Information Center in Akko is a big part of the Go North initiative and more than 18,000 people passed through its doors to explore everything the Galilee has to offer. JNF also sponsors the Western Galilee Agricultural Security & Food Innovation and Research Center in Kafr San’adin, a regional chamber of commerce representing over 50 local businesses with a total of 500 employees who work in wineries, restaurants, galleries, and as tour guides. In nearby Ma’alot-Tarshiha, the new Shmona Institute of Culinary Arts opened and construction on new apartments, a hotel, and shops is ongoing, all set to complement the village’s development into a beautiful lakefront destination place. Additionally, a game-changing development strategy is taking hold in the Upper Eastern Galilee as JNF helps to create thousands of new jobs while boosting the local economy. JNF announced plans to open an Institute of Culinary Arts near Kiryat Shmona at the 2018 National Conference in Arizona. In addition to the Institute, construction is currently taking place for the first-of-its-kind Food-Tech Hub, located in the center of town, to further transform the region into a global capital of food innovation and research.

Over the last year, 4,250 young Israelis in 283 Green Horizons groups took part in their educational and outdoor programs. Thanks to major support from Joel Friedlander, Green Horizons is rich in culture, food, boutique businesses, & fun.

In 2018, JNF supported Hashomer HaChadash in opening the new Adam V’Adama Leaders of the Land High School in the Arava to teach environmental science and agricultural security.

Western Galilee Now, a regional chamber of commerce representing over 50 local businesses with a total of 500 employees who work in wineries, restaurants, galleries, and as tour guides. In nearby Ma’alot-Tarshiha, the new Shmona Institute of Culinary Arts opened and construction on new apartments, a hotel, and shops is ongoing, all set to complement the village’s development into a beautiful lakefront destination place. Additionally, a game-changing development strategy is taking hold in the Upper Eastern Galilee as JNF helps to create thousands of new jobs while boosting the local economy. JNF announced plans to open an Institute of Culinary Arts near Kiryat Shmona at the 2018 National Conference in Arizona. In addition to the Institute, construction is currently taking place for the first-of-its-kind Food-Tech Hub, located in the center of town, to further transform the region into a global capital of food innovation and research.

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ISRAEL ADVOCACY & EDUCATION

TRANSFORMATIVE

JNF is the single largest provider of Israel engagement programs in the United States.

JNF’s Israel Continuum inspires generations with educational programming starting in preschool, running straight through elementary, middle school, and high school, onto college campuses, and beyond.

Kindergarten - 8th Grade and Community Programs
- 14,000 children across the U.S. took part in Tu B’Shvat programming, with JNF teams running 108 holiday programs in 352 schools, synagogues, pre-schools, and JCJs traveled with JNF-USA to participate in the KKL-JNF World Educators Conference.
- Each participant agreed to run multiple JNF education projects in their schools this year.

Alexander Muss High School in Israel
- Alexander Muss High School in Israel (AMHSI-JNF) welcomed 1,100 students from across the globe and throughout the U.S. for our semester abroad program, bringing our alumni tally to 28,000.
- Roots Israel, a 3-week long service learning adventure, brought 43 teens to Israel this past summer, including 10 from Poland. Each student earned 40 community service hours while touring Israel and doing their part to repair the world.
- 30 Impact Fellows* from 5 communities attended AMHSI-JNF and received leadership training to become ambassadors for the program.
- 19 administrators, guidance counselors, and teachers from stellar educational institutions and important Jewish communities participated in the Educators & Administrator’s Seminar* to learn about and advocate for our programs.
- 2018 marked the launch of the Jewish Communal Professionals Initiative, a program that incentivizes professionals working in the Jewish community to utilize their influence and networks in their communities to promote AMHSI-JNF, as they send their children to one of the sessions.

Campus Programs
- 225 college students attended the fourth annual JNF College Summit at National Conference in Arizona, including 20 alumni of AMHSI-JNF.
- 120 college students participated in Alternative Winter/Spring Break, raising more than $14,000 for Blueprint Negev and Go North.
- 19 JNF Campus Fellows were trained and sent into the field, including four who are also AMHSI-JNF alumni.
- JNF hosted 120 Positively Israel events on 40 college and university campuses
- JNF sent 2,600 young adults to Israel as participants on Taglit-Birthright Israel through Shorashim.
- The renowned Caravan for Democracy Student Leadership Mission to Israel brought 80 non-Jewish student leaders from universities all across the U.S. on a 10-day trip to Israel to explore its distinctive democracy.
* Funded in part by the JNF Boruchin Center

JNF BORUCHIN CENTER

The Revolutionary Force in Connecting America to Israel
The Boruchin Center, created in 2015 following a $250 million estate gift of the late John and Dora Boruchin of New York, has grown into the largest national Israel education program, reaching hundreds of thousands of young Jews by reaching them frequently through meaningful Jewish and Israel digital media content.

Heroes to Heroes
Heroes to Heroes teams up combat veterans of all conflicts and all faiths who have attempted suicide or are on a path to self-destruction for a life changing journey to Israel. The program provides healing and peer-to-peer support through the development of social and emotional connections formed while physically and spiritually challenging themselves.

Faculty Fellowships
Faculty Fellowship Summer Institute in Israel sponsors full-time U.S.-based university and college faculty members on a 10-day program in Israel. The program matches participants with Israeli counterparts in their fields of study to facilitate academic collaboration, while also exposing them to an Israel that transcends the current conflict.

AMHSI-JNF Scholarship Fund
The scholarship fund enables students with demonstrated financial need to attend a session at Alexander Muss High School in Israel.

“This was the best summer of my life. I learned about my second home, Israel. I recommend Roots Israel to anyone who wants to become more independent, and to connect to their Jewish heritage.”
—Casey Horning, Roots Israel 2018
Jewish National Fund bolsters Israel's water economy by developing alternative water sources, advancing Israeli agriculture, and improving water quality.

Jewish National Fund's water campaign embarked on groundbreaking initiatives in 2018. To lower water prices for farmers in Halutza and the Eshkol Region, JNF built new reservoirs storing recycled water for agricultural use to help reduce costs for desalinated water and increase crop yields.

Through a grant from the Karl Asch Foundation, the “Whole Orchard Lysimeter,” the world’s largest facility for the study of water and fertilizer needs of date palms, is providing research that will save money and water, while achieving a 25% increase in crop yields.

Construction on the Arava Wastewater Treatment Plant is ongoing. Once finished, it will treat 500,000 cubic-meters of sewage water from six regional kibbutzim and farms, which will be piped into the existing JNF-built Elifaz Reservoir for agricultural use. JNF-supported water recycling projects continue to provide access to efficient and safe water for the Negev’s Bedouin population, as well as wastewater infrastructure.

Jewish National Fund has transformed the desert landscape of Be’er Sheva into an oasis for residents. In 2019, JNF is set to complete the Be’er Sheva River Lake, a 23-acre lake filled with recycled water.

Jewish National Fund continues to be involved in the Stockholm Water Prize competition, which encourages young people to invent new water solutions to counter global challenges.

Jewish National Fund has transformed the desert landscape of Be’er Sheva into an oasis for residents. In 2019, JNF is set to complete the Be’er Sheva River Lake, a 23-acre lake filled with recycled water.

Eight new Rainwater Harvesting projects were started in schools, bringing the total to 64 schools participating across Israel in 2018.

Jewish National Fund continues to be involved in the Stockholm Water Prize competition, which encourages young people to invent new water solutions to counter global challenges.

In 2018, 52 soldiers went on from their military service to the post-service employment program, which will integrate them into workforce and Israeli society. Construction of the Computer Recycling Center at the Palmachim Air Force Base has been completed and will provide necessary services to the IDF and important training for Special in Uniform participants.

LOTEM Making Israel Accessible had a banner year in 2018! The program operated in 65% of Israel’s special education schools and provided more than 30,000 children access to outdoor activities. In addition, LOTEM worked with JNF to make 10 museums, heritage sites, and parks accessible to those with special needs, and also provided professional training in creating accessible working environments to over 3,000 people.

Jewish National Fund’s ALEH Negev-Nahalat Eran, a rehabilitative village in the Negev, now has 143 residents and provided 10,000 outpatient rehabilitative treatments, an increase of almost 100% from 2017. It also welcomed over 450 volunteers to the village and expanded the staff to 425 employees. Work will soon begin on the Neuro-Orthopedic Rehabilitation Hospital.
JNF IS: CUTTING EDGE

Jewish National Fund is a leader in researching and developing cutting-edge technology that puts it at the forefront of meeting and exceeding global challenges.

As the population of the planet grows, the world is watching Israel and what it is doing in the desert. For more than a century, JNF has sponsored research initiatives and has become a world leader in technological, agricultural, and environmental innovations.

At JNF’s Central Arava R&D Center, biologists are focused on finding cures for cancers, Alzheimer’s, and ALS. In the Negev, by working with distinguished academic and scientific institutions, JNF has accomplished and supported innovative solutions in the areas of solar power, water sustainability, agricultural development, and electric power.

JNF also supports the Arava International Center for Agricultural Training (AICAT) in Sapir. Running for over 20 years with more than 20,000 graduates, AICAT imparts professional agricultural knowledge and skills to students from developing countries while establishing itself as the national and international leading authority in sophisticated and hands-on agricultural studies and training. The current diploma program has 1,130 students from Vietnam, Myanmar, Laos, Cambodia, Thailand, Indonesia, East Timor, Kenya, and Nepal. AICAT also welcomed the 5th group of the master’s degree program at Tel Aviv University with students from Nigeria, Kenya, Rwanda, Uganda, Zimbabwe, South Sudan, India, Liberia, and Vietnam.

Renovation of the existing AICAT building was completed thanks to the Aida and Mike Feldman Trust and an average of 1,140 visitors monthly, and an air quality monitoring station was established at the Arava.

At JNF’s Central Arava R&D Center, biologists are focused on finding cures for cancer, Alzheimer’s, and ALS.

Larry Rich. Construction is wrapping up on the Claire and Marc Perlman Campus, increasing AICAT’s capacity and offering students access to new state-of-the-art classrooms.

In 2018, 107 students and interns from 11 countries participated in the academic program of the Arava Institute of Environmental Studies, an increase of 23% from last year. The Arava Alumni Association of Environmental Protection.

• In recognition of its work, the Arava Institute received the International Alexander Langer Award for its dialogue projects between Israelis and Palestinians. Project Wadi Attir, the groundbreaking initiative of the Bedouin community in the Negev that established a model for sustainable agricultural operation continues to grow. Plans include an integrated infrastructure of green technologies (with hybrid solar, wind and storage energy system scheduled to become operational next year). Also, a young Bedouin woman, Lina Alatawna, was appointed Director General of the project, the site hosted an average of 1,140 visitors monthly, and four shaded way-stations, and recent infrastructural improvements included two new water points, and four shaded way-stations.

In April 2018, JNF and SPIHS held a second phase of development. Designers and curators are creating a state-of-the-art interactive exhibit in which visitors will learn about and experience the perilous journey 150 Jews made to Israel in a covert mission from Iraq and Italy, known as “Operation Michaelberg.” The exhibit will also take visitors on a walk through the history of the immigration of the Jews from Arab and Muslim countries, many of whom fled to Israel by foot. At the Alik Information Center, 13,028 names were added to its database of clandestine Immigrants, bringing it to an all-time high of 3.2 million visitors to heritage sites across Israel.

Jewish National Fund is committed to caring for and preserving Israel’s 180 heritage sites—in particular, those that surround Israel’s Independence Experience—to ensure that the stories behind each site are properly documented and preserved for generations to come.

2018 saw an all-time high of 3.2 million visitors to heritage sites across Israel.

123,000 recorded names. The HaReut Museum hosted a special ceremony for the 70th anniversary of the heroic battle the Palmach and Haganah fought for control of the Upper Galilee during the 1948 War of Independence. The ceremony was held to honor the memories of the heroes who sacrificed their lives to capture Koach Fort in order to secure the region from enemy armies.
“I’m home.” Those are the words commonly used by visitors to Israel, and no one knows how to show the Jewish homeland like the Jewish National Fund. Any occasion is perfect for a visit, but 2018 was a special year. With an all-time high of 33 missions and tours to Israel, 2018 saw a 55% increase in participants from 2017 who became first-time donors, and 80% of existing donors increased their annual gift. Participation on JNF’s Weekly Bus Tour to the Negev increased by 75% and introduced 350 prospective donors to JNF’s vital work in the region. Jewish National Fund organized and led nine Task Force Missions, and coordinated visits and day tours for over 1,500 individuals and Major Donors, providing JNF’s most dedicated lay leaders with the opportunity to witness the impact JNF makes every day. Travel & Tours organized four unique group tours for over 100 young professionals, ages 25-40, to cultivate the future generation of leaders. With over 2,300 people traveling to Israel in 2018, JNF Travel & Tours is the leading travel provider to experience the land of Israel.

JNF events featured prominent voices in the Jewish community including Alan Dershowitz, Rabbi Joseph Telushkin, Bret Stephens, Bari Weiss, Ambassador Danny Ayalon, and Alon Ben Gurion, as well as emerging stars such as Chloe Valdary and Tremayne Smith. The Speakers Bureau has close to 300 members—including 50 recruited this year. In addition to journalists, academics, and authors, the growing list includes JNF Makor leaders, JNF senior professionals, and Israeli project partners with expertise on various topics.

JNF tree planting continues to be the best way to commemorate a life cycle event. When you plant a tree, a beautiful, personalized Jewish National Fund tree certificate is sent to your family, friends, or loved ones to show them you’re thinking of them.

Book a speaker, Call: 212.879.9307, Email: speakers@jnf.org

Plant a tree, call: 800.542.8733, Visit: jnf.org/trees

Visit jnf.org/travel to learn more.
### Consolidated Statement of Financial Position

For the year ended September 30, 2017, with summarized comparative totals for the year ended September 30, 2016.

#### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$18,457,263</td>
<td>$20,446,203</td>
</tr>
<tr>
<td>Property held for sale</td>
<td>5,390,986</td>
<td>6,079,978</td>
</tr>
<tr>
<td>Contributions receivable, net</td>
<td>21,636,224</td>
<td>31,559,823</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>7,633,055</td>
<td>2,202,507</td>
</tr>
<tr>
<td>Investments at fair value</td>
<td>264,375,965</td>
<td>237,501,917</td>
</tr>
<tr>
<td>Investments held under split-interest agreements</td>
<td>85,571,550</td>
<td>76,508,629</td>
</tr>
<tr>
<td>Beneficial interest in trust held by others</td>
<td>837,304</td>
<td>658,440</td>
</tr>
<tr>
<td>Contributions receivable, less current portion</td>
<td>10,048,426</td>
<td>-</td>
</tr>
<tr>
<td>Fixed assets, net</td>
<td>28,406,398</td>
<td>35,252,448</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$442,357,153</strong></td>
<td><strong>$410,209,945</strong></td>
</tr>
</tbody>
</table>

#### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$4,005,463</td>
<td>$4,356,699</td>
</tr>
<tr>
<td>Accrued payroll and related liabilities</td>
<td>1,723,956</td>
<td>1,541,908</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>1,456,358</td>
<td>1,596,801</td>
</tr>
<tr>
<td>Grants payable, current portion</td>
<td>6,066,535</td>
<td>20,331,122</td>
</tr>
<tr>
<td>Grants payable, less current portion</td>
<td>7,229,927</td>
<td>-</td>
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<tr>
<td>Obligations due under split-interest agreements</td>
<td>40,019,516</td>
<td>38,464,628</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>$60,501,755</strong></td>
<td><strong>$66,291,158</strong></td>
</tr>
</tbody>
</table>

#### COMMITMENTS

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating</td>
<td>141,127,328</td>
<td>132,579,880</td>
</tr>
<tr>
<td>Boruchin Israel Education Advocacy Center</td>
<td>115,489,999</td>
<td>103,582,548</td>
</tr>
<tr>
<td>JNF Initiatives Fund</td>
<td>55,221,243</td>
<td>50,000,000</td>
</tr>
<tr>
<td><strong>Total Unrestricted</strong></td>
<td><strong>311,838,570</strong></td>
<td><strong>286,162,428</strong></td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>59,168,281</td>
<td>47,427,667</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>10,848,547</td>
<td>10,328,692</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>381,855,398</strong></td>
<td><strong>343,918,787</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$442,357,153</strong></td>
<td><strong>$410,209,945</strong></td>
</tr>
</tbody>
</table>

### Consolidated Statement of Activities

For the year ended September 30, 2017.

#### REVENUES, GAINS (LOSSES) AND OTHER SUPPORT

<table>
<thead>
<tr>
<th></th>
<th>Operating</th>
<th>JNF Initiatives Fund</th>
<th>Total</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$37,638,821</td>
<td>-</td>
<td>$37,638,821</td>
<td>$13,941,169</td>
<td>$500,000</td>
<td>$52,079,980</td>
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<tr>
<td>Special events revenue</td>
<td>8,829,722</td>
<td>-</td>
<td>8,829,722</td>
<td>-</td>
<td>-</td>
<td>8,829,722</td>
</tr>
<tr>
<td>Less direct cost of special events</td>
<td>(4,406,664)</td>
<td>-</td>
<td>(4,406,664)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net special events revenue</td>
<td>5,521,160</td>
<td>-</td>
<td>5,521,160</td>
<td>-</td>
<td>-</td>
<td>5,521,160</td>
</tr>
<tr>
<td>Tuition and fees</td>
<td>9,241,327</td>
<td>-</td>
<td>9,241,327</td>
<td>-</td>
<td>-</td>
<td>9,241,327</td>
</tr>
<tr>
<td>Less financial aid awards</td>
<td>(1,103,582)</td>
<td>-</td>
<td>(1,103,582)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net tuition and fees</strong></td>
<td><strong>8,137,745</strong></td>
<td><strong>-</strong></td>
<td><strong>8,137,745</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>8,137,745</strong></td>
</tr>
<tr>
<td>Requests</td>
<td>18,343,347</td>
<td>18,343,347</td>
<td>20,002</td>
<td>19,855</td>
<td>18,383,204</td>
<td></td>
</tr>
<tr>
<td>Contributions from split-interest agreements</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Change in value of split-interest agreements</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Investment income</td>
<td>6,482,395</td>
<td>11,407,451</td>
<td>5,221,243</td>
<td>23,611,089</td>
<td>5,747,600</td>
<td>29,358,969</td>
</tr>
<tr>
<td>Other revenue</td>
<td>771,347</td>
<td>-</td>
<td>771,347</td>
<td>-</td>
<td>-</td>
<td>771,347</td>
</tr>
<tr>
<td>Net assets released from restrictions and reclassifications</td>
<td>18,851,311</td>
<td>-</td>
<td>18,851,311</td>
<td>-</td>
<td>(18,851,311)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total revenues, gains &amp; and other support</strong></td>
<td><strong>95,746,126</strong></td>
<td><strong>11,407,451</strong></td>
<td><strong>5,221,243</strong></td>
<td><strong>112,874,820</strong></td>
<td><strong>2,732,782</strong></td>
<td><strong>115,607,607</strong></td>
</tr>
</tbody>
</table>

#### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>Supporting services</th>
<th>Management and General</th>
<th>Donor development and fundraising</th>
<th>Total supporting services</th>
<th>Total expenses</th>
<th>Gain on property</th>
<th>Change in net assets</th>
<th>Net assets - beginning of year</th>
<th>Net assets - end of year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating</td>
<td>14,457,725</td>
<td>6,330,756</td>
<td>8,126,969</td>
<td>19,851,311</td>
<td>8,137,745</td>
<td>237,386</td>
<td>12,495,204</td>
<td>112,874,820</td>
<td>115,489,999</td>
</tr>
<tr>
<td>Boruchin Israel Education Advocacy Center</td>
<td>6,330,756</td>
<td>-</td>
<td>8,126,969</td>
<td>19,851,311</td>
<td>8,137,745</td>
<td>237,386</td>
<td>12,495,204</td>
<td>112,874,820</td>
<td>115,489,999</td>
</tr>
<tr>
<td>JNF Initiatives Fund</td>
<td>55,221,243</td>
<td>-</td>
<td>50,000,000</td>
<td>105,221,243</td>
<td>65,362,745</td>
<td>32,876,535</td>
<td>16,410,799</td>
<td>59,168,281</td>
<td>103,048,547</td>
</tr>
<tr>
<td><strong>Total Unrestricted</strong></td>
<td><strong>128,632,124</strong></td>
<td><strong>103,582,548</strong></td>
<td><strong>50,000,000</strong></td>
<td><strong>188,214,672</strong></td>
<td><strong>112,874,820</strong></td>
<td><strong>65,362,745</strong></td>
<td><strong>29,623,898</strong></td>
<td><strong>112,874,820</strong></td>
<td><strong>141,127,328</strong></td>
</tr>
<tr>
<td>Permanently restricted</td>
<td><strong>10,848,547</strong></td>
<td><strong>-</strong></td>
<td><strong>10,328,692</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td><strong>59,168,281</strong></td>
<td><strong>47,427,667</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
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<tr>
<td><strong>Total net assets</strong></td>
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<td><strong>343,918,787</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$442,357,153</strong></td>
<td><strong>$410,209,945</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
</tbody>
</table>
SOCIAL MEDIA
SNAPSHOT

Our social media & digital marketing footprint this year was bigger than ever.

- Tens of thousands listened to our podcast “IsraelCast” in more than 40 countries - some with no diplomatic relations with Israel
- Our podcast has grown 100% in listeners year-over-year
- JNF’s YouTube channel has been watched for well over half a million minutes, with a 20% increase in subscribers
- 200,000 individuals joined us on social media, with 50,000 watching live during our National Conference in AZ
- We reached an average audience of 65,000 weekly users through Facebook
- Our Instagram followers grew by over 75%
- JNF increased Instagram stories and Facebook Live at events around the U.S. and in Israel
- Reached an average of 50,000 Tweet impressions monthly

2018 YEAR IN REVIEW