



JEWISH NATIONAL FUND

Your Voice in Israel



2018 | Year in Review





**Jewish
National
Fund
achieved
a lot
this
year!**

Provided services for
50,000
people with
disabilities

18,000 tourists used JNF's Western
Galilee Visitor's Center in Akko



Enabled Israel to
RECYCLE 85%
of its **WATER**
& share expertise globally

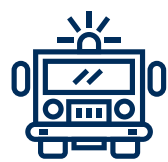


Funded Israel engagement
programs for

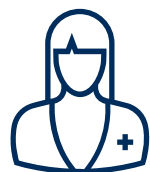
14,000
elementary students in 352
schools across the U.S.



Brought
over
1,200
students
from third world
countries to Israel
to learn about
agriculture



Raised
\$4 MILLION
to buy new
firetrucks and
emergency
equipment for
residents on the
Gaza border



Provided
**MEDICAL
TREATMENT**
for
27,000+
ISRAELIS

Funded **1,000**
housing sites to date
for **5,000** people
in **19** communities in
the North & South

A LETTER FROM DR. SOL LIZERBRAM

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 1,300 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

JNFUTURE

Where 22-40 year olds connect, energize, and make a difference.

PAVING THE WAY

In the 11th year of JNFfuture, 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 JNFfuture members who donated \$5,000 or more, and over 30 JNFfuture members who chose to serve on JNF Task Forces.

In 2018, 107 JNFfuture members traveled with JNF to Israel on trips including: JNFfuture Volunteer Vacation, the eighth annual JNFfuture 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 JNFfuture Summit at National Conference drew the largest attendance of JNFfuture members to date. The third annual JNFfuture Leadership Institute Summit in March 2018 brought over 45 top lay leaders together for three days of leadership development, networking, and planning.

The first JNFfuture 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 JNFfuture 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



A gift from your estate is one of the easiest ways you can leave a lasting impact on Jewish National Fund and the land and people of Israel.

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

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.

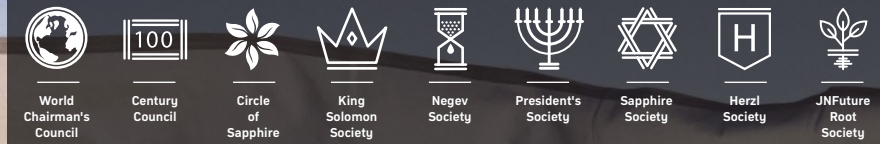
THE WOMEN OF JEWISH NATIONAL FUND ARE UNSTOPPABLE

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 (175) 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



OUR WORK

Change Is Happening

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. That is why population growth and regional economic development form the backbone of JNF's **Go North** and **Blueprint Negev** initiatives.

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**

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,

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



“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

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.

Continued support was provided



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%



last year in the center. Nearby, the new JNF outdoor 108,000 square foot park dedicated in loving memory of Henry Moser (ז"ל) by the Estate of Edna G. Kaye (ז"ל) 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

THE JNF WESTERN GALILEE TOURIST INFORMATION CENTER IN AKKO WELCOMED 18,000 TOURISTS IN 2018

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 Eilat 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



HOUSING DEVELOPMENT FUND
—30% INCREASE IN NEW HOMES IN 2018
—MORE THAN 1,000 HOUSING SITES
COMPLETED BENEFITTING 5,000 PEOPLE
—900 JOBS CREATED

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 Misgav 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

THE ARAVA RESCUE UNIT RECEIVED AN AWARD FOR POLICE EXCELLENCE.

“I’m very grateful that we live in a time—for the first time in two millennia—that Jews around the world can go to Israel by choice and not just because they need a sanctuary.”

—Former U.S. Senator Joe Lieberman

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 frontier 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

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



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

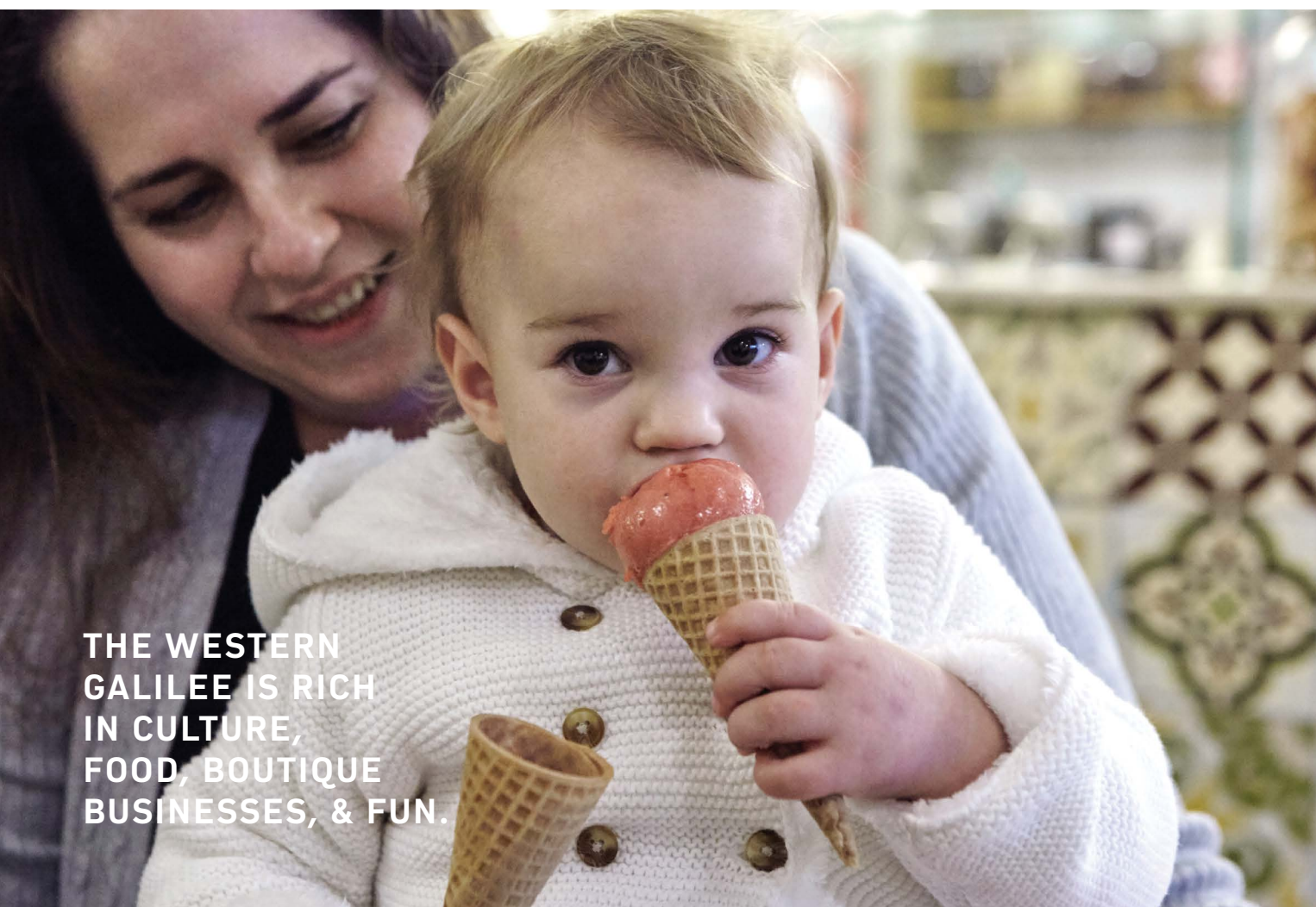
for food innovation and research.

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**

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 \$1 million waterfall promenade has 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,

Horizons (Tomorrow's Leaders) focuses on hiking and walking the land of Israel to foster the development of interpersonal and leadership skills and social responsibility, while also promoting Zionist values and connection to Israel and its environment. This year they took participants on over 7,500 overnight hikes, walking over 112,000 miles of Israel. Green Horizons expanded to eight new communities, adding 120 participants. ▀



THE WESTERN GALILEE IS RICH IN CULTURE, FOOD, BOUTIQUE BUSINESSES, & FUN.

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 BiShvat programming, with JNF teams running 108 holiday programs in 352 schools, synagogues,



“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

and communities.

- 325 schools participated in a special Israel@70 Megillat Ha'atzmaut education program for Yom Ha'atzmaut, as part of JNF's Israel@70 celebrations.
- JNF's Plant Your Way to Israel™ peer-to-peer fundraising and savings program boasted 189 participants.
- JNF launched the first Educator's Trip to Israel, where 36 participants from day schools, religious schools, pre-schools, and JCCs 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 \$114,000 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 California, concentrates its resources on Israel education in the Diaspora, all with the goal of strengthening the connection of all Americans, now and in the future, to the land and people of



Israel. During 2018, the JNF Boruchin Center made grants totaling \$2,070,600 to the following organizations:

The Israel On Campus Coalition (ICC)

The ICC aims to unite the many pro-Israel organizations that operate on campuses across the U.S. by coordinating strategies, providing educational resources, sharing in-depth research, and increasing collaboration.

Jerusalem U

Jerusalem U impacts 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. ♣

WATER

SOLUTIONS FOR A WATER-STARVED WORLD

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.

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. ▀

FORESTRY & GREEN INNOVATIONS

SUSTAINABLE INNOVATION

As the original "Tree People," we understand the value of green.

Jewish National Fund is an innovator in ecological development and a pioneer in afforestation and fire prevention. With more than 260 million trees planted throughout Israel and covering more than 250,000 acres, JNF has helped to make Israel an environmental powerhouse. Additionally, over 50,000 visitors from across the globe, VIPs, and visiting heads



of state took part in the time-honored tradition of planting trees at JNF's Harvey Hertz Ceremonial Tree Planting Center at the Neot Kedumim Biblical Preserve. JNF also helped battle nearly 1,000 forest fires, helped forests regenerate, and provided support for 14 new firetrucks, lifesaving equipment, and the building of two new fire stations located in Ma'alot and Yerucham. ▀

DISABILITIES & SPECIAL NEEDS

INCLUSION & INTEGRATION

Israel has over 1 million people who have some form of disability that makes them struggle with life's daily activities.

Jewish National Fund provided services to more than 50,000 children, youth, and adults with special needs in 2018. Nearly 13% of Israel's citizens are considered physically or mentally challenged and JNF is dedicated to providing services and opportunities that ensure none are left behind.

Special in Uniform expanded to include 25 Israel Defense Forces (IDF) bases with 360 soldiers volunteering and serving; 65 of these participants have received their official IDF ID cards. In 2018, 52 soldiers went on from their volunteer portion of the program 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 35,000 children access to outdoor activities. In addition, LOTEM worked with JNF to make 19 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.



Nearly 13% of Israeli's citizens are considered physically or mentally challenged.

Red Mountain Therapeutic Riding Center at Kibbutz Grofit, a JNF partner, provided over 10,000 therapy sessions to 230 riders in 2018. Thanks to a special partnership between Jewish National Fund and the Jewish Federations of Arkansas, work has begun on a new classroom that will also serve as a therapy room and be fortified as a shelter. ▀



RESEARCH & DEVELOPMENT

JNF IS: CUTTING EDGE

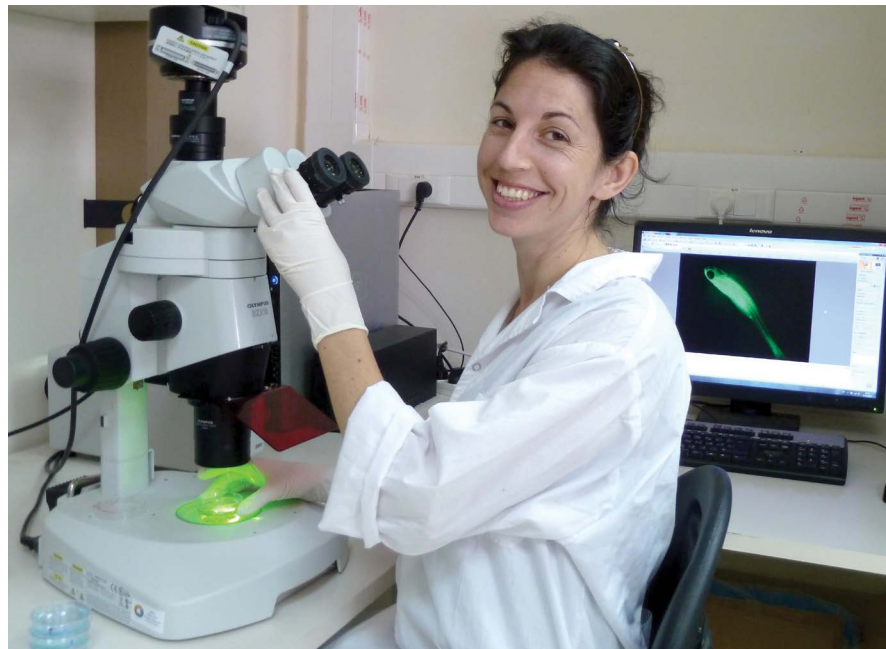
Jewish National Fund is a leader in researching and developing cutting-edge technology that puts it at the forefront of meeting and exceeding global challenges.

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 arid lands 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



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 Peace and Environmental Network, held at Kibbutz Ketura, brought 160 alumni, partners, and children for 10 workshops held with Jordanian,

Israeli, and Palestinian researchers and stakeholders. Participants worked on a variety of cross-border environmental projects including ecological research in the Arava Valley, wastewater management in the West Bank, climate change adaptation, date farming knowledge sharing, and veterinary skills.

Also:

- An air quality monitoring station was established at the Arava

Institute's Research & Visitor's Park in cooperation with the Israeli Ministry 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 recent infrastructural improvements included two new water points, and four shaded way-stations. ▀

HERITAGE SITES

180 HERITAGE SITES AROUND THE COUNTRY

Dive into the past, the important events, the places, the struggles, and the fight for Israel's independence.



With an all-time high of 3.2 million visitors to heritage sites across Israel, JNF and the **Society for Preservation of Israel Heritage Sites (SPIHS)** launched a new initiative to make all heritage sites in Israel accessible to people with physical or cognitive disabilities. Sites include the HaReut Museum, the Kfar Yehoshua Valley Train site, and the Ayalon Institute. Plans for similar upgrades are underway for Ammunition Hill and the Gush Etzion Visitor's Center.

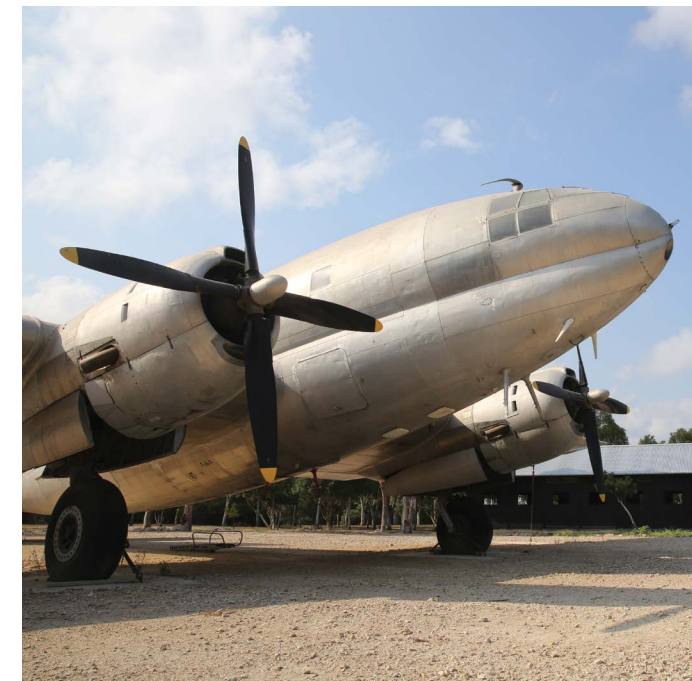
In April 2018, JNF and SPIHS held a

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 Atlit Information Center, 13,028 names were added to its database of clandestine Immigrants, bringing it to



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.



dedication ceremony at Atlit Detention Camp in honor of Jack Grynberg for his generous contribution of the C64 airplane—the exhibit has now entered its

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. ▀



PHOTO: NOAM CHEN

TRAVEL & TOURS

REMEMBER THE FAMILY: COME HOME FOR A VISIT

Begin the journey of a lifetime with Jewish National Fund Travel & Tours, where spectacular travel experiences await you. There's something for everyone.

"I'm home." Those are the words commonly used by visitors to Israel, and no one knows how to show the Jewish homeland like 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 its largest mission to date in April 2018, the Israel@70 Mission, with over 250 people on five mission experiences celebrating Israel's 70th anniversary. Additionally, JNF staff successfully



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. ▀

Visit jnf.org/travel to learn more.

SPEAKERS BUREAU

BRING ISRAEL INTO YOUR COMMUNITY

Jewish National Fund's Speakers Bureau inspires and motivates audiences to action.

Jewish National Fund's Speakers Bureau has become the largest public resource and a great service to find speakers on Israel with topics including innovation, technology, Middle East relations, water resources and sustainability, *Positively Israel* messaging, Jewish culture, and more. In addition to JNF events, members of the speaker roster have been invited to speak in synagogues and to both Jewish and non-Jewish audiences. In 2018, speakers were secured for close to 400 JNF events across the country, including intimate parlor



meetings, synagogue engagements, and affinity programs, as well as community breakfasts and gala dinners with audiences up to 1,300.

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. ▀

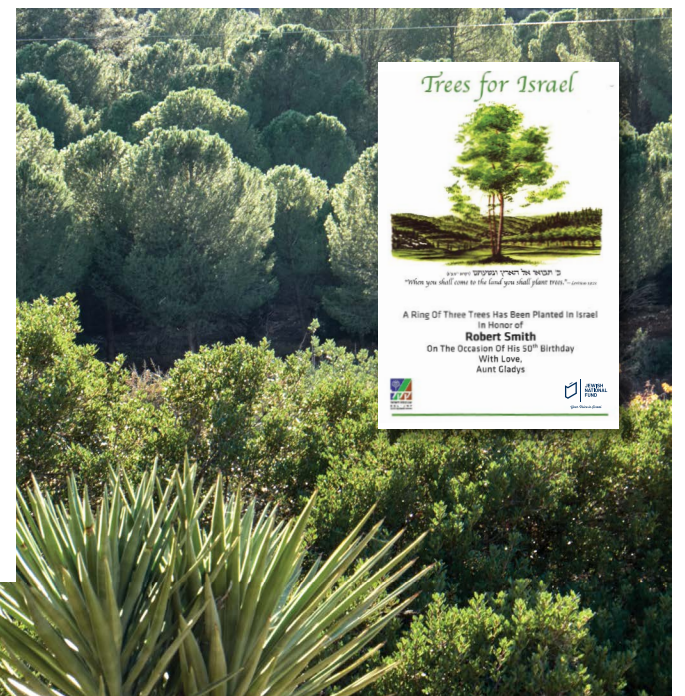
Book a speaker, Call: 212.879.9307, Email: speakers@jnf.org

PRODUCTS

TREE CERTIFICATES

From birth to death & every occasion in between, plant a tree in Israel.

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. ▀



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

JEWISH NATIONAL FUND
(Keren Kayemeth Lelsrael), Inc. and Affiliates
Consolidated Statement of Financial Position

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

	2017	2016
ASSETS		
Cash and cash equivalents	\$ 18,457,263	\$ 20,446,203
Property held for sale	5,390,968	6,079,978
Contributions receivable, net	21,636,224	31,559,823
Prepaid expenses and other assets	7,633,055	2,202,507
Investments at fair value	264,375,965	237,501,917
Investments held under split-interest agreements	85,571,550	76,508,629
Beneficial interest in trust held by others	837,304	658,440
Contributions receivable, less current portion	10,048,426	-
Fixed assets, net	28,406,398	35,252,448
Total assets	\$ 442,357,153	\$ 410,209,945
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued expenses	\$ 4,005,463	\$ 4,356,699
Accrued payroll and related liabilities	1,723,956	1,541,908
Deferred revenue	1,456,358	1,596,801
Grants payable, current portion	6,066,535	20,331,122
Grants payable, less current portion	7,229,927	-
Obligations due under split-interest agreements	40,019,516	38,464,628
Total liabilities	60,501,755	66,291,158
COMMITMENTS		
Net assets		
Unrestricted		
Operating	141,127,328	132,579,880
Boruchin Israel Education Advocacy Center	115,489,999	103,582,548
JNF Initiatives Fund	55,221,243	50,000,000
Total Unrestricted	311,838,570	286,162,428
Temporarily restricted	59,168,281	47,427,667
Permanently restricted	10,848,547	10,328,692
Total net assets	381,855,398	343,918,787
Total liabilities and net assets	\$ 442,357,153	\$ 410,209,945

JEWISH NATIONAL FUND
(Keren Kayemeth Lelsrael), Inc. and Affiliates
Consolidated Statement of Activities

For the year ended September 30, 2017.

	UNRESTRICTED						Total 2017
	Operating	Boruchin Israel Education Advocacy Center	JNF Initiatives Fund	Total	Temporarily Restricted	Permanently Restricted	
REVENUES, GAINS (LOSSES) AND OTHER SUPPORT							
Contributions	\$ 37,638,821	\$ -	\$ -	\$ 37,638,821	\$ 13,941,169	\$ 500,000	\$ 52,079,990
Special events revenue	\$ 8,829,722						
Less direct cost of special events	(3,308,562)						
Net special events revenue	5,521,160	-	-	5,521,160	-	-	5,521,160
Tuition and fees	9,241,327						
Less financial aid awards	(1,103,582)						
Net tuition and fees	8,137,745	-	-	8,137,745	-	-	8,137,745
Bequests	18,343,347	-	-	18,343,347	20,002	19,855	18,383,204
Contributions from split-interest agreements	-	-	-	-	3,375,333	-	3,375,333
Change in value of split-interest agreements	-	-	-	-	(1,500,311)	-	(1,500,311)
Investment income	6,482,395	11,907,451	5,221,243	23,611,089	5,747,900	-	29,358,989
Other revenue	771,347	-	-	771,347	-	-	771,347
Net assets released from restrictions and reclassifications	18,851,311	-	-	18,851,311	(18,851,311)	-	-
Total revenues, gains & and other support	95,746,126	11,907,451	5,221,243	112,874,820	2,732,782	519,855	116,127,457
EXPENSES							
Program services							
Israel projects	44,820,143	-	-	44,820,143	-	-	44,820,143
Education and advocacy	16,410,799	-	-	16,410,799	-	-	16,410,799
Missions and scholarships	7,778,383	-	-	7,778,383	-	-	7,778,383
Total program services	69,009,325	-	-	69,009,325	-	-	69,009,325
Supporting services							
Management and general	6,330,756	-	-	6,330,756	-	-	6,330,756
Donor development and fund raising	8,126,969	-	-	8,126,969	-	-	8,126,969
Total supporting services	14,457,725	-	-	14,457,725	-	-	14,457,725
Total expenses	83,467,050	-	-	83,467,050	-	-	83,467,050
Gain on property	216,128	-	-	216,128	-	-	216,128
Change in net assets	12,495,204	11,907,451	5,221,243	29,623,898	2,732,782	519,855	32,876,535
Net assets - beginning of year	128,632,124	103,582,548	50,000,000	282,214,672	56,435,499	10,328,692	348,978,863
Net assets - end of year	\$ 141,127,328	\$ 115,489,999	\$ 55,221,243	\$ 311,838,570	\$ 59,168,281	\$ 10,848,547	\$ 381,855,398

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



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2018 | Year in Review



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