



**JEWISH
NATIONAL
FUND**

Your Voice in Israel



2019 | Year in Review



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NATIONAL
FUND

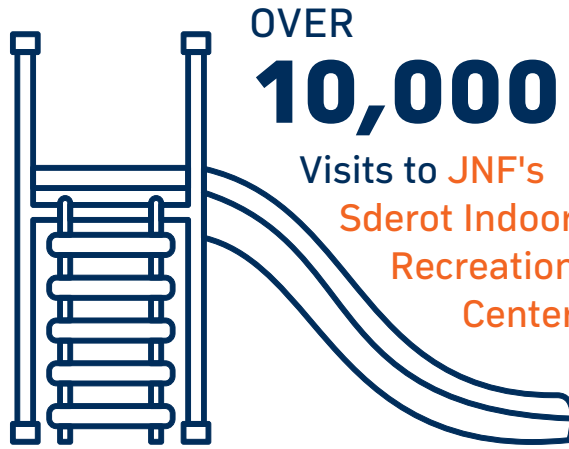
2019 | Year in Review

Your Voice in Israel





Jewish
National
Fund
achieved
a lot
this
year!



OVER
10,000

Visits to JNF's
Sderot Indoor
Recreation
Center



1,000

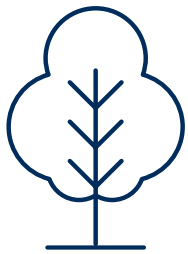
NEW JOBS

created by JNF's Lauder
Employment Center



3.2 MILLION

people visited Israel's
historical sites



MORE THAN
50,000 PEOPLE
planted trees at JNF's Harvey Hertz
Ceremonial Tree Planting Center at
the Neot Kedumim Biblical Preserve



HELPED

4,000

people make
Aliyah this year with
NEFESH B'NEFESH



\$645
MILLION
raised towards our

ONE
BILLION
DOLLAR
ROADMAP



1,190

Housing lots
built by our

HOUSING
DEVELOPMENT
FUND IN THE NORTH
AND SOUTH

As I travel across the country and to Israel, I am reminded daily by the opportunity I have to work with all of you as part of the greatest movement ever created—**Jewish National Fund-USA**.

By all accounts, 2019 has been our best year yet and that's saying something for an organization with a 118-year history. We have, and continue, to make a difference in the Jewish world and we are uniquely situated to realize our strategic vision of building and connecting young and old alike to our ancestral soil. Your investment as a partner with Jewish National Fund is critical to our achievement.



We must inspire and engage the next generation to continue the legacy of our people; we connect thousands of our young people from the United States to the land and people of Israel better than anyone through our platform, **“from birth to the boardroom.”** When I meet our teenagers and our **JNFuture** members (22 to 40-year-olds), the fastest growing segment of our donor base, their enthusiasm and passion for Israel is clear. Thousands of college students are going on Birthright Israel every year on Shorashim and many are returning to Israel on our Alternative Break programs and continue to

attend *Positively Israel* programs on their campuses. Their connection to Israel is stronger than ever.

Our Alexander Muss High School in Israel semester abroad program is growing every year. As a matter of fact, we are growing so fast that we have almost outgrown our existing campus. I can't believe that five years ago, we dreamed about increasing our student enrollment to 1,500 students per year, and now that dream is becoming a reality. These are teenagers experiencing an academic semester abroad while learning 4,000 years of Jewish history right where it happened. They are being accepted into the best universities, and we are engaging and mentoring them—they will become the leaders on the boards of Jewish organizations in the years ahead. That is due to the commitment you are making today to help us plan for our future.

In Israel, the work that comprises our signature *One Billion Dollar Roadmap for the Next Decade*, which is now at \$645 million, is well underway:

- We continue to deliver fire trucks to help bring security and safety to communities throughout Israel.
- A 28-acre lake in Be'er Sheva is now filled with recycled water—the largest manmade lake in Israel, and the centerpiece of our 7-mile **River Park Project**.
- Over 401 young men and women are serving in the **Israel Defense Forces (IDF)** today in a program called **Special in Uniform**. The IDF is the only military in the world that incorporates people with special needs as equals in uniform.
- We are transforming the Galilee, bringing 300,000 people to live there by giving them a place to call home.
- We are building beautiful parks, planting millions of trees, and undertaking water resource development—all made possible by you.

We set our strategic sites on bringing 500,000 people to the Negev, and we are doing it meticulously, strategically, thoughtfully, and creatively, together with our affiliates in Israel and you, our partners in the U.S.

Now we have a lot to do: Develop the **JNF-USA Israel Education & Technology Campus** in Be'er Sheva, change the narrative in the Galilee to increase the population in Northern Israel, bring jobs to the Negev, rebuild historical sites, develop water resources, and bring dignity and assistance to people with special needs.

We are doing that and more.

We are building a legacy, not just for us today, but for our children, grandchildren, great grandchildren, and the children yet unborn.

Today, our voice is stronger than ever, our story more powerful. Let's continue this journey together.

A handwritten signature in black ink that reads "Sol Lizerbram". The signature is fluid and cursive, with a large, stylized 'S' at the beginning.

Dr. Sol Lizerbram
President, Jewish National Fund

JNFUTURE

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

OUR FASTEST GROWING DEMOGRAPHIC

With over 1,000 members across the country, **JNFuture**, a community of dedicated, committed young professionals ages 22-40, has been more engaged and stepped into more leadership roles than ever before. Take a look at our numbers:

- 56 donors who gave \$5,000 or more.
- A 28% increase in new donors at the **Root Society** level—the Major Donor society for young professionals with a minimum gift of \$1,000.
- 56 now serve on a **JNF Task Force**



and 20 on national committees (donation of \$1,800+ required).

- Participation in the first ever

multi-track trip to Israel, showcasing JNF's work and the country of Israel in new and meaningful ways.

- Added a second **Volunteer Vacation** during the summer, giving young professionals multiple opportunities to "get their hands dirty" with our work.
- 127 JNFuture members attended **National Conference** in Washington, D.C., and over 50 JNFuture donors traveled to Las Vegas for our **JNFuture Leadership Institute Summit (JLIS)**. 📌

Learn more at jnf.org/jnfuture

AFFINITY GROUPS

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

A SPECIAL SPACE FOR PROFESSIONALS

Jewish National Fund's Affinity Groups—**Doctors for Israel (DFI)** and **Lawyers for Israel (LFI)**—continued to engage, inspire, and educate their members in 2019 with meaningful opportunities to strengthen their bonds for the land and people of Israel through philanthropic action and peer-to-peer collaboration. With over 25 events across the country highlighting topics from fighting Boycott, Divestment and Sanctions, to the latest advancements and breakthroughs in Israel's medical industry, JNF's Affinity Groups saw growth in membership



and fundraising.

- Membership in LFI grew to 20 chapters across the U.S. Program highlights included a national "Insiders Briefing on the Israeli Elections and Coalition 2.0" with Yaakov Katz, Editor-in-Chief of *The Jerusalem Post*.
- DFI boasts nearly 700 members across 16 chapters throughout the country. In 2019, JNF's **IsraelCast** podcast aired "Treating Patients in Wartime Syria" with Dr. Eyal Sela, an expert on treating victims from war-torn Syria. 📌

Find out more. Call 212.879.9305 x297

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 will is one of the easiest ways you can leave a lasting impact on JNF and the land and people of Israel.

Jewish National Fund offers options that can help increase income, save on taxes, and in some cases provide for heirs, while also lending significant support for Jewish National Fund. Your gift will perpetuate your legacy for future generations like the **Danielle A. &**

Irving J. Grossman JNF-Arava Medical Center, the **Raya Cowan-funded Pipes Bridge** in Be'er Sheva, and many more. An integral part of Jewish National Fund's campaign, Planned Giving income from Bequests and Gift Annuities for the fiscal year (ending

September 30, 2019) totaled \$12.8 million. Our Planned Giving Department helps 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** or visit **jnflegacy.org**

WOMEN FOR ISRAEL

Women are a powerful force in philanthropy and that power shapes our world.

THE WOMEN OF JEWISH NATIONAL FUND ARE UNSTOPPABLE

JNF's **Women for Israel** (WFI) raised \$21.1 million in 2019! We now have:

- 460 members of the **Chai Society** (\$1,800+ annual gift).
- Nearly 800 **Sapphire Society** members (\$5,000+ annually), JNF's Major Donor society for women.
- 157 **Circle of Sapphire Society** members (\$100k or more annually); 59 are **Circle of Sapphire Plus** at \$200k or more.
- 2,342 women attended events to hear from high-powered speakers.

Our **Women's Month** in May included a \$1 million match that proved

to be a forceful incentive for women to increase their donations. We raised \$4.2 million, excluding the matching gift (up from \$2.2 million last year) and held over 25 events around the country.

Ten WFI Board retreats were held across the country to support and provide guidance locally as well as help with planning for the coming year to better achieve goals at every giving level.

The WFI National Executive Board met in August for the first time for a two-day leadership retreat at **The Ronald S. Lauder JNF House** to strategize for the upcoming 3-10 years. 🐦

60%
of
wealth
today
is
controlled
by
women.

Join Us. Visit jnf.org/womenforisrael





MAJOR DONORS

Where unwavering commitment and vital resources unite
for a stronger, healthier, more secure Israel.

LEADING THE WAY

Jewish National Fund's Major Donor division—we refer to them as our partners—was the driving force behind our campaign's success with record numbers in dollars and donors—reaching over \$72.5 million with 2,191 new major gifts (72 more gifts totaling \$3 million+ more than last year). Our Major Donor Thank You Weekend

in Las Vegas boasted 140 attendees, and the **President's Society Missions** attracted new donors from around the country. We also saw increased campaigns in every division from \$10,000 and up, including our \$1 million **World Chairman's Council** membership, which grew by 12, now with 173 members. ▀

"Major Donors form the bedrock of our philanthropic efforts and are critical to the realization of our ambitious vision."



OUR WORK

Sustained Growth

Since Jewish National Fund's inception in 1901, our goal has remained as steadfast as ever: build a strong, safe, and prosperous Jewish homeland in the land of Israel. What began with young children collecting coins in small Blue Boxes has become the leading philanthropic organization for Israel. Today, we build houses, parks, medical and trauma centers. We source water solutions, buy fire trucks, improve the lives of people with special needs, and so much more.

With the *One Billion Dollar Roadmap for the Next Decade* as our guide, we are continuing to follow the path laid out for us over 100 years ago.

We are unique, we are strategic, we are visionary, and we have been that way since 1901.

Read more about the
Jewish National Fund-USA of today...



COMMUNITY BUILDING

MORE THAN HOUSES

We're not building houses. We're transforming regions into places to call home.

In **Be'er Sheva**, the capital of the Negev, the 28-acre lake was filled with recycled water! Watch for restaurants and boating, soon! **Jewish National Fund's Lauder Employment Center**, has served over 3,500 beneficiaries to date with 1,000 new jobs created in collaboration with 300 employers, and a retention rate of 85% of internship graduates in the Negev, thanks to securing jobs following the program.

JNF's NetGev Hi-Tech Hubs (a partnership with CISCO Israel) in Hura and Dimona provided hundreds of residents with ongoing training and technical courses, professional development, and use of remote work space. More than 1,200 have attended workshops and participants have seen a 35% increase in income thanks to mentoring, networking, and co-working office space. NetGev Dimona hosted Amazon Web Services

for a full day of competitive training seminars, attracting over 50 young developers from around the Negev. In addition, the Lauder Employment Center received 120 applications for 20 internship spots offered to engineering students from various Negev colleges at top Negev companies including SodaStream and Osem Foods.

This success led JNF and **Ronald**

along with other major cities in Israel, come under fire again from Gaza.

JNF's Sderot Indoor Recreation Center allows children to have fun safely; about 10,000 visits took place in 2019. Despite the rockets, the city is growing and Jewish National Fund is working on four new housing development sites in the Sderot area. In addition, children continue to

"Without Jewish National Fund, my family wouldn't have been able to make our dream a reality." –Negev Resident

Lauder to establish the **Lauder Employment Center** in the Galilee for 2020.

SDEROT

November saw the city of Sderot,

benefit from the **C. Hugh Friedman Music Program** that opened in 2017.

HALUTZA

Population is now at 2,400 people in the communities of Halutza, located adjacent to the Gaza and Egyptian borders. There have been over 20,000 medical visits from residents to the **Helmsley Charitable Trust Halutza Medical Center**, which operates a dental clinic, pharmacy, and physical therapy clinic. In addition, community access to emergency services was enhanced thanks to a lead gift from **Ruth and Bernie Mintz** and the provision of a new firefighting vehicle. In addition, a volunteer firefighting course was established that already has 45 new recruits from the local community.

OTHER HIGHLIGHTS

- 48 new homes were constructed,



10,000 visits to JNF's Sderot Indoor Recreation Center.



60 families moved in, and 80 jobs were added in farming, healthcare, education, and construction.

- Scores of children enjoy the area's **Grossman Daycare Center**, and the **Charlene Vener Women's Initiative** empowers women with a variety of programming.
- An additional education building incorporating state-of-the-art laboratories was constructed at the local girls school in Naveh.
- The newly launched **Halutza**

Student Program will offer graduating Ben Gurion University students the opportunity to relocate to and live in Halutza.

- The new **Shlomit Central Park** is currently under construction thanks to the efforts of **Charles Gallo** and a lead gift from **Blossom and Gunther Sprecher, z"l**. The five-acre park will be accessible to all, giving children in Halutza the opportunity to play in a wide communal area.
- Construction on a new half-size

Olympic pool will commence in 2020.

- The community was blessed to receive a Sefer Torah donated by **Ike Blachor**.

In the Gaza Envelope we broke ground on the new Eshkol Playschool Kingdom, a state-of-the-art educational campus that will provide a safe place for 3,000 kids to learn and play, just a few miles away from the Gaza border. The facility will incorporate three elementary schools. We finished the new protected wing of the **Eshkol Resilience Center**, which services all the residents from the area. And, straight from the top of Masada where our *Be Incribed* program is happening, we danced in a Torah and dedicated it to *Kibbutz Kerem Shalom*, which is one of the fastest growing kibbutzim in the region.

CENTRAL ARAVA

- The **Richard and Nancy Simches Arava Emergency Response Center** is complete, enabling safer





recreation and peace of mind to residents and visitors in the area.

- One hundred housing lots have been established in Idan, Ein Yahav, Hatzeva, and Zuquim. There are 350 lots under various stages of construction (mainly infrastructure).
- Construction of the **Toby & Mort Mower Community Center** in Zuquim was completed.
- The new kindergartens in Sapir and Hatzeva are both operational.
- The construction of the **Arava Aquatic Sports Center** is underway and made possible through a gift from **EGL Charitable Foundation**. The facility is expected to be completed by Passover 2020.

JNF affiliate **MAKOM**, a network of communities focused on empowering and revitalizing towns and villages in the Negev and Galilee while bringing new families and individuals to populate these areas, now has 207 unique communities across the entire country, with 18,700 members and impacting over 580,000 people!

- In Sderot, five **MAKOM** communities made of 300 members directly impact the lives of 20,000 people.
- The Modern Orthodox **MAKOM** community in Mitzpe Ramon has grown to 320 members, including a post army *midrasha*, and a family

center that provides support to foster the growth of young families in the region.

- In the Ethiopian communities of the Northern Negev, the Hineni Ethiopian

Israel's national baseball team was one of only six teams to qualify for the 2020 Tokyo Olympics.

Urban Agricultural centers bridge the gap between the older and younger generations of Ethiopian Jews, by teaching traditional agricultural practices to younger generations, and to visitors from all over Israel.

PROJECT BASEBALL

Jewish National Fund's **Project Baseball** and the Israel Association of Baseball continue to rise in popularity with activities taking place in Zichron Yaacov, Be'er Sheva, and Tel Aviv. 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. A new field is being built in Beit Shemesh and field development in Ra'anana continues to move ahead. Notably, Israel's national baseball team was one of only six teams to qualify for the 2020 Tokyo Olympics.

ALIYAH IS ON THE RISE! 62,000 OLIM AND COUNTING!

- This past summer, JNF affiliate **Nefesh B'Nefesh** helped 2,282 people make *aliyah* (immigration to Israel), including 293 families, 894 singles, 679 children, 241 pioneers to Israel's frontier communities, 117 medical professionals, and 196 soon to be lone soldiers. Their 60th signature charter flight—sponsored and named by **Heidi Rothberg**—brought 242 new *olim* (new immigrants), and 3 sets of twins! The goal is 4,000 olim by the end of 2019.

OTHER HIGHLIGHTS

- The **Nefesh Tel Aviv HUB**, the only co-working space designated for olim, helps individuals professionally and hosts social events weekly, including monthly Shabbat dinners with over 100 olim in attendance!
- The **Nefesh Campus Initiative** engages college students in a *Positively*

Israel conversation, educating them about professional and social opportunities that Israel offers in a thriving ecosystem. 64 campuses have



been visited to date.

- The new one-of-a-kind **ORI Women in Service program** supports more than 300 young women who come to Israel entirely alone to strengthen and care for Israel's weakest sectors through their national service.

And coming up: a magnificent new campus on Israel's National Mall,



Planning for **The Galilee Culinary Institute (GCI) by JNF** on the **Marvin Sukonik Campus** is well underway. The initiative directed by Chef Lior Lev Sercarz will contribute to the creation of 40,000 direct and indirect jobs in the Greater Kiryat Shmona region. In 2019, JNF announced the appointment of Netflix celebrity chef, Michael Solomonov, as the inaugural JNF Culinary Advisory Council member. Because today's chefs and food innovators need to know more than just how to cook, GCI by JNF will train new chefs and utilize Tel Hai College for business acumen, food security, and technology studies.

located directly across from the Supreme Court building, the new Foreign Ministry, the Knesset, and next door to the planned new Prime Minister's residence—placing aliyah at the forefront of the national agenda with thanks to the generosity of our committed Denver donors.

GO NORTH

As part of the *Go North* Campaign, the Western Galilee is a focal point of JNF's work in developing the north, with nearly 40% of its local economy connected to the tourism industry. The **JNF Western Galilee Tourist Information Center**, located in Akko and managed by JNF affiliate **Western Galilee Now (WGN)** has become the gateway to the hidden beauty of the Western Galilee, with 30,000 visitors in 2019. The Gallery at the Tourist Information Center has hosted three different local artist exhibitions, each demonstrating a different aspect of the rich cultural diversity of the region, while sharing the stories of the local artists who are part of WGN.

WGN now boasts 52 diverse member businesses, collectively providing 650 jobs to local residents and expanding

the growing tourism industry. The winter and spring festivals have attracted over 4,000 people from around the country to experience the magic and beauty of the Western Galilee, shown through the collective experiences of WGN's members. Additionally, WGN has hosted the first annual July Art Festival, showcasing the local artisans throughout the summer months, and the Annual Western Galilee Now Wine Festival, bringing together WGN's top winemakers to share their award-winning wines with hundreds of attendees.

WGN has also represented the region at major tourism trade shows, bringing over 100 top tourism agencies for day trips each month. In 2019, WGN has begun a six-month tourism training program in conjunction with the Ma'ale Yosef Regional Council. This program, supported by the local ministries, will help create more tourism opportunities and attract businesses to the region.

The new WGN and JNF Tourist Information Center websites, in both English and Hebrew, gives visibility to the local members and provides automated guides to bring thousands of visitors to the Western Galilee, greatly contributing

to its economic development.

The **Food Innovation Center on the Greenbaum Family Campus in the Upper Eastern Galilee** will serve as a research incubator, small business hub, and open work space for the food and agricultural technology industries. The center will help realize the dynamic vision of Israel to lead the global food tech industry, with opportunities for agricultural research and development programs, high tech food companies, and the hospitality industry to come together under one roof to create a power center of knowledge.

HOUSING DEVELOPMENT FUND

In 2019, Jewish National Fund's **Housing Development Fund** supported:

- 26 communities.
- 1,190 housing lots (20% increase over 2018 figures).
- More than \$18 million approved to support the 26 communities.
- First repayments received in 2019 for nearly \$500,000, which can be reinvested in new community expansion projects. 📌

FROM BIRTH TO THE BOARDROOM

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

Jewish National Fund is at the forefront of making Israel advocacy and education an integral part of the educational process, ensuring that the next generation will develop a deep individual connection and understanding of Israel today. From preschool through college, and beyond, JNF's **Israel Continuum** has become a leading authority on Israel education for each stage of Jewish learning.

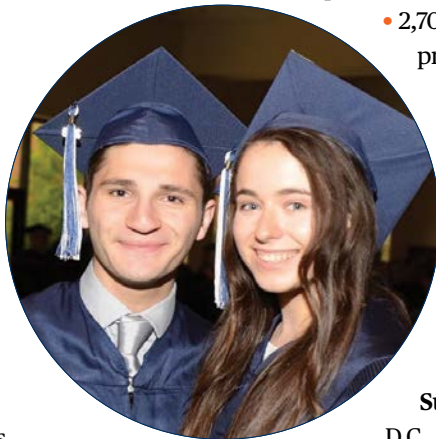
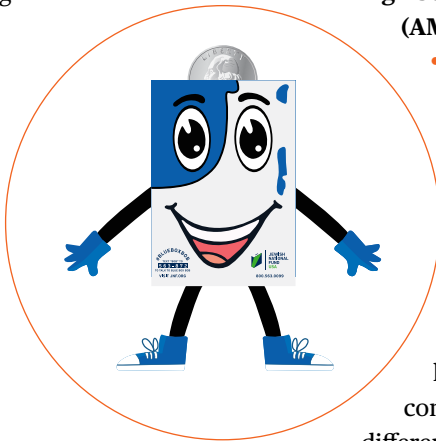
Jewish National Fund spreads the message of **Positively Israel**, empowering a network of educators from schools, synagogues, youth organizations, and campuses across the country to amplify the power of JNF's educational programming. JNF has quickly become a natural and essential part of any educational curriculum.

The just launched **JNF High** provides numerous opportunities for high school students to discover their own personal connection to Israel and Jewish National Fund, by focusing on key fellowship, educational, and volunteer opportunities during these

critical years of personal development.

OTHER KEY PROJECTS AND PROGRAMS BY THE NUMBERS:

- 1,200 students completed JNF's premier high school educational program at the **Alexander Muss High School in Israel-JNF (AMHSI-JNF)**.
- 60 high school students participated in **Roots Israel**, an unparalleled experience for service-based learning to give back to Israel and truly understand how the JNF community is making a difference in the lives of all Israelis.
- 80 educators and leaders participated on the **JNF Educators Trip** to Israel, culminating in the JNF-KKL World Education Conference this past summer.
- 2,700 students and young professionals on 68 buses participated on **JNF's Birthright** programs, organized through Shorashim.
- 360 college and high school students participated in the **JNF National Conference College Summit** in Washington, D.C., a record number of attendees.
- 52 college professors from universities across the United States participated on the **JNF Faculty Fellowship** program, building bridges between Israeli



JEWISH NATIONAL FUND-USA ISRAEL EDUCATION AND TECHNOLOGY CAMPUS

A groundbreaking was held in February on what will be the single largest project in the history of JNF-USA—the **Jewish National Fund-USA Israel Education & Technology Campus**. This \$300 million campus will serve as a second home for the Alexander Muss High School catering to 500 students; an adult Zionist education and conference center providing a space for up to 100 conference attendees; and a campus for young adults in Israel for technology internships, with the aim of providing 20 internships per year. This eco-system—the only one of its kind in the world—will enable global Jewry of all ages to convene at once or at different times on a single campus with programming, shared spaces, accommodations, and harness the power of *Positively Israel*/Jewish conversation. The campus will be situated on 16 acres of land within the Be'er Sheva River Park and will change the face of the global Jewish conversation. A feasibility study was just completed by KPMG and fundraising is now underway.

and American academics, exposing these leading educators to the cultural mosaic of Israeli society.

- 80 non-Jewish collegiate student leaders participated on the **Caravan for Democracy Student Leadership Mission**, sharing JNF's *Positively Israel* message among American campus leaders.
- 160 Jewish students volunteered on their vacations to participate on JNF's **Alternative Break** programs.

JNF affiliate **Green Horizons**

(Tomorrow's Leaders), focuses on educating Israeli youth using hiking and walking the land of Israel as their main educating tool. They had 8,000 overnight hikes this year with participants walking over 112,000 miles of Israel, and expanded to three new communities, adding over 300 participants.

HaShomer HaChadash—a JNF affiliate 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 80,000 young volunteers in 2018 in various programs on some 250,000 acres of land, including 10,000 youth from abroad over the past five years. In cooperation with JNF, HaShomer recently opened **Adam V'Adama Leaders of the Land High School at Hatzeva** to teach state-of-the-art environmental science and agricultural security. The school held its second graduation ceremony in 2019. An additional campus is currently being constructed and it will open in 2020.

JNF BORUCHIN CENTER

The revolutionary force in connecting America to Israel, the JNF **Boruchin Center** was created in 2015 following a \$250 million estate gift of the late **John and Dora Boruchin**, z"l of California. It strengthens the lifelong connection of all Americans, and in particular young Jewish Americans, to the land and people of Israel through innovative and inspiring programming.

During 2019, the JNF Boruchin Center made grants totaling \$1,908,100 to the



following organizations and programs:

THE ISRAEL ON CAMPUS COALITION (ICC)

The **ICC** aims to unite the many pro-Israel organizations that operate

The revolutionary force in connecting America to Israel

on campuses across the U.S. by coordinating strategies, providing educational resources, sharing in-depth research, and increasing collaboration.

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

CARAVAN FOR DEMOCRACY

The **Caravan for Democracy Student Leadership Mission** is a 10-day, fully subsidized educational program to Israel for non-Jewish student leaders who have never been there.

AMHSI-JNF IMPACT FUND

AMHSI-JNF Impact Funds provide merit based fellowships for study at AMHSI-JNF to dynamic and dedicated high school students who demonstrate academic achievement, leadership qualities, and potential to be future Jewish community leaders. ▀

WATER

SOLUTIONS FOR A WATER-STARVED WORLD

Groundbreaking initiatives launched this year.

Jewish National Fund has increased Israel's water economy by over 15% through the treatment, recycling, and collection of waste and runoff water, responsible aquifer drilling, and river rehabilitation, in addition to supporting imperative research and development.

In support of farmers in the Negev, JNF has built a new reservoir in Ramat HaNegev to store recycled water for agricultural use to help reduce costs for water and increase crop yields.

Breakthrough advances in research



have been made at the Arava's **Whole Orchard Lysimeter**, the world's largest facility for the study of water and fertilizer needs of date palms. This data helps save money and water, while achieving a 25%+ increase in crop yields.

Once finished the **Arava Wastewater**

Treatment Plant 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.

In the Bedouin community of **Wadi Aricha**, on-site, self-sustaining, and solar powered wastewater disposal systems have been installed in individual households, with recycled water now being used to irrigate local olive groves. This also helps protect and prevent the contamination of the nearby Hebron and Be'er Sheva Rivers.

Eight new **Rainwater Harvesting Projects** were installed in 2019, bringing the total to 70 schools participating across Israel and empowering over 90,000 students. This program is a practical way to save water and provides a hands-on, interactive means of educating students about conservation and encouraging scientific curiosity. We continue to support the Stockholm Water Prize competition, which encourages young people to invent new water solutions to counter global challenges. ♣

FORESTRY & GREEN INNOVATIONS

THE POWER OF SOIL

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

Jewish National Fund is a pioneer in afforestation and fire prevention and an innovator in ecological development. JNF has helped make Israel an environmental powerhouse, planting more than 260 million trees throughout Israel that span more than 250,000 acres. Additionally, over 50,000 visitors from across the globe, including 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 **Israel's Fire & Rescue**

service with 14 new firetrucks, lifesaving equipment, and the building of two new fire stations 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 has devoted close to \$50 million towards our work for people with disabilities in Israel, with \$6.5 million in 2019 and provided services to more than 50,000 children, youth, and adults with special needs. Nearly 13% of Israel's citizens are considered physically or mentally challenged, and JNF is dedicated to ensuring that no one is left behind.

Special in Uniform expanded to include 30 Israel Defense Forces (IDF) bases with 420 soldiers with special needs volunteering and serving; 85 of the participants received their official IDF ID cards. We also launched the **Rita & Burt Tansky IDF Hearing-Impaired Program**, opened the first

Druze unit in Northern Israel, and initiated a post-army employment program to help integrate Special in Uniform soldiers into civilian life.

LOTEm-Making Israel Accessible saw an 18% increase in participation from last year in Israel's special education schools, providing more than 43,000 children access to outdoor activities. Across the country, 51,000 children participated in nature clubs and Emek HaShalom welcomed 14,000 visitors—a 42% increase from 2018.

Jewish National Fund's **ALEH Negev-Nahalat Eran**, a rehabilitative village in the Negev, has 143 residents and provides 10,000 outpatient rehabilitative treatments. It welcomed

over 450 volunteers to the village and expanded the staff to 425 employees.

This year, work began on the \$60 million **NeuroOrthopedic Rehabilitation Hospital**. The Neuro-Science Rehabilitation Research Pilot Program began operation in collaboration with Ben Gurion University and Dr. John W. Krakauer, director of the BLAM Lab at Johns Hopkins School of Medicine.

Red Mountain Therapeutic Riding Center at Kibbutz Grofit provided over 12,000 therapy sessions to 240 riders in 2019, with 170 participating through JNF's scholarship program. The riding programs have been integrated into 15 educational programs for people with special needs in the south. 🐾



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 experts search for ways to help our ever-changing planet, the world is watching Israel and what it is doing in the desert. For more than a century, JNF has sponsored many research initiatives, solidifying itself as a world leader in technological, agricultural, and environmental innovations.

At JNF's Central Arava R&D Center, biologists continue to focus on finding cures for cancers, Alzheimer's, and ALS. In the Negev Desert,

JNF supported innovative solutions in the areas of solar power, water sustainability, agricultural development, and renewable energy.

JNF's partnership with the Arava International Center for Agricultural Training (AICAT)

helps impart 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

new JNF Claire and Marc Perlman Campus is now complete, increasing AICAT's capacity to 2,500 students a year and offering students access to new state-of-the-art classrooms.

In 2019, 106 students and interns

from 13 countries participated in the academic program of JNF affiliate Arava Institute for Environmental Studies. The Jisr az-Zarqa Society Project brought a group of recent Arava Institute alumni to a Northern

In September, Jewish National Fund, the University of Arizona, and the Arava regional councils signed a memorandum of understanding to form the **JNF Joint Institute for Global Food, Water and Energy Security**. The Institute will develop tools and design methods to adapt technologies and initiate programs to communities in arid and hyper-arid environments with a focus on Africa. Through developing applied research capacity and exchanging relevant knowledge and experience between two arid regions of the world (the American southwest and the Israeli south), the JNF Joint Institute will have a positive impact on vulnerable communities, especially in arid lands, and will make the world a better place.

training. The current program has 1,200 students enrolled from Vietnam, Myanmar, Laos, Cambodia, Thailand, Indonesia, East Timor, Fiji, Gambia, Cape Verde, Vanuatu, Kenya, and Nepal. Enrollment numbers are sure to increase as the construction on the

Israeli town to learn Arabic and enjoy a first-hand experience of life in a Bedouin town. This initiative immersed the participants in a meaningful mutual exchange through an intensive Arabic course, volunteering, and participation in community events. ■

HERITAGE SITES

180 HISTORICAL SITES AROUND THE COUNTRY

Dive into the past
and
the fight
for Israel's
independence.

Jewish National Fund is committed to caring for and preserving Israel's historical sites—in particular, those that surround Israel's Independence Experience—and ensuring each site and its story is properly documented and preserved.

With an all-time high of 3.2 million visitors to heritage sites across Israel, Jewish National Fund and the **Society for Preservation of Israel Heritage Sites (SPIHS)** continued to work together toward making these sites accessible to people with physical or cognitive disabilities. In 2019, the **Ayalon Institute** broke ground on the construction of a new lobby to accommodate the increasing number of visitors. To increase accessibility, construction of an elevator and a wider staircase leading down into the Institute's underground bullet factory continues, and phase one is scheduled to be completed by June 2020.

At the **Atlit Immigration Detention Camp**, work continues on the state-of-the-art **C46 Airplane Experience Project**, funded by Jack



AMMUNITION HILL

Thanks to Jewish National Fund's generous partners, **Ammunition Hill's** new state-of-the-art Six-Day War Museum opened to the public this year. The underground 400-meter-long journey brings history to life as visitors learn about the liberation of Jerusalem during the Six Day War. The museum features 24 powerful projectors, 10 originally animated personal stories, and dozens of original photos and videos.

Grynberg, where visitors will learn about the perilous journey 150 Jews made to Israel from Iraq and Italy, known as "Operation Michaelberg." The exhibit will also feature a film and an accessible wheelchair ramp into the plane. Completion date is expected by early 2020.

At the **Atlit Information Center**, more than 1,000 names were added to the database of clandestine immigrants, bringing it to 125,155 recorded names. As the community of Atlit immigrants grow older, video

testimonials are being recorded to preserve the memory of Israel's Independence Experience for future generations. In 2019, over 70 new video testimonies were added, bringing the total to 1,051 testimonials.

In **Gush Etzion**, construction is nearing completion on the **Gush Etzion Museum & Heritage Center**, which, once completed, will contain a hall retelling the miracle of Gush Etzion today. Renovations include a new gift shop with products from the area, a cafeteria, and a learning area. 🍷

BE INSCRIBED

THE IDEAL GIFT

For births, B'nai Mitzvahs, birthdays, engagements, weddings, anniversaries, and other milestones in life.



Jewish National Fund has undertaken a historic initiative: the revitalization of Jewish life at the world's most ancient synagogue atop Masada, through our **Be Incribed** program. For the first time ever, anyone can easily purchase



letters, sentences, portions, or an entire Torah scroll handwritten by a scribe atop the ancient cliff fortress of Masada. The ideal gift for any occasion, a beautiful personalized certificate is sent with the inscription signifying the link to our ancient past. 🖋️

Call 800.542.8733 or visit beinscribed.org

TRAVEL

REMEMBER THE FAMILY. COME HOME FOR A VISIT.

Walk in the footsteps of your ancestors with Jewish National Fund where a once-in-a-lifetime travel experience awaits.

Did you know that *Travel & Leisure* repeatedly named Israel as one of “The 50 Best Places to Travel” in 2019?

Any occasion is perfect for a visit, but 2019 was a special year. With 28 group tours and over 300 private trips, 2019 saw a 10% increase in the number of people serviced by **JNF Travel & Tours**. Participation on **JNF's Weekly Bus Tour** to the Negev introduced 300 prospective partners to JNF's vital work in the region.

Jewish National Fund successfully executed its most complex mission to date in February 2019, with over 150 Major Donors participating on

one of 16 concurrent tracks as part of the **Israel Relations Committee & Task Forces Mission**. This provided JNF's most dedicated lay leaders with the opportunity to witness the impact JNF makes every day.

Additionally, JNF Travel & Tours coordinated visits and day trips for 1,700 individuals and

Major Donors, a 20% increase from 2018, and organized five unique tours

for over 100 young professionals, ages 25-40, to cultivate the future generation of leaders.

With over 2,500 people traveling to Israel in 2019, JNF Travel &

Tours is the leading travel provider to experience the land of Israel. 🇮🇱



Call 877.563.8687 or visit jnf.org/travel

SPEAKERS BUREAU

BRING ISRAEL INTO YOUR COMMUNITY

The best speakers for community events, synagogue gatherings, retreats, conferences, and more.

A great service for all communities, Jewish National Fund's **Speakers Bureau** is the largest public resource in the world for Israel-centric orators who can talk about a wide variety of topics including: technological innovation, Middle East relations, water resources and sustainability, Jewish culture, *Positively Israel* messaging, and more. Its members have been invited to speak at various JNF and non-JNF events to both Jewish and non-Jewish audiences. In 2019, nearly 450 JNF events across the country featured speakers from the bureau in intimate settings like parlor

meetings, synagogue engagements, and affinity programs, as well as large



community breakfasts and galas. JNF events featured prominent voices

in the Jewish community including Bari Weiss, Siggie Flicker, Matti Friedman, and Yonatan Winetraub, as well as emerging stars such as Michelle Divon and Carly Pildis. The Speakers Bureau has over 300 members. In addition to journalists, academics, and authors, the growing list includes JNF Makor leaders, JNF senior professionals, and staff from JNF's many affiliates in Israel. 🇮🇱

Call 212.879.9307 or visit jnf.org/speakersbureau

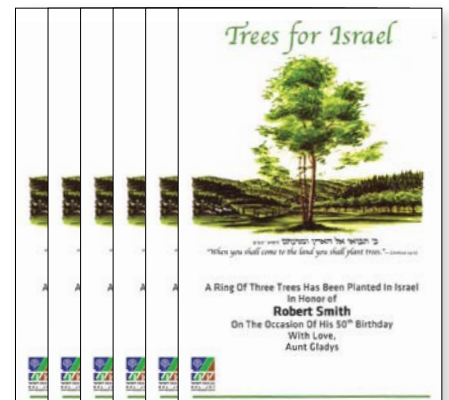
PRODUCTS

TREE CERTIFICATES

Celebrate and commemorate life's special moment by planting a tree in Israel.

Planting trees in Israel to celebrate life's milestones remains one of the best ways to show someone you care. Over the last century, Jewish National Fund has planted 260

million trees. When you plant a tree, a beautiful, personalized tree certificate is sent to your family, friends, or loved ones to show them you're thinking of them. 🇮🇱



To plant a tree, call 800.542.8733 or visit jnf.org/trees

Jewish National Fund-USA Consolidated Statement of Financial Position

For the year ended September 30, 2018, with summarized comparative totals for the year ended September 30, 2017.

September 30,	2018	2017
ASSETS		
Current		
Cash and cash equivalents	\$ 17,993,453	\$ 18,457,263
Investments, at fair value	282,462,773	264,375,965
Property held for sale	2,092,076	5,390,968
Contributions receivable, current portion, net of allowance of \$6,268,217 and discount of \$876,370	24,431,411	21,636,224
Prepaid expenses and other assets	8,051,968	7,633,055
Total Current Assets	335,031,681	317,493,475
Investments held under split-interest agreements	91,396,728	85,571,550
Contributions receivable, less current portion	10,202,552	10,048,426
Beneficial interest in trust held by others	835,855	837,304
Fixed assets, net	28,533,214	28,406,398
Total Assets	<u>\$ 466,000,030</u>	<u>\$ 442,357,153</u>
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable and accrued expenses	\$ 4,591,239	\$ 4,005,463
Accrued payroll and related liabilities	1,789,213	1,723,956
Deferred revenue	2,139,647	1,456,358
Grants payable, current portion	4,646,118	6,066,535
Total Current Liabilities	13,166,217	13,252,312
Grants payable, less current portion	6,290,571	7,229,927
Note payable	4,192,807	-
Obligations due under split-interest agreements	41,891,295	40,019,516
Total Liabilities	65,540,890	60,501,755
COMMITMENTS AND CONTINGENCIES		
Net assets		
Without donor restrictions:		
Operating	142,757,795	139,637,148
Boruchin Israel Education Advocacy Center	120,123,543	113,017,889
Building fund	3,203,168	4,006,865
JNF Initiatives Fund	58,127,365	55,176,668
Total Without Donor Restrictions	324,211,871	311,838,570
With donor restrictions	76,247,269	70,016,828
Total Net Assets	400,459,140	381,855,398
Total Liabilities and Net Assets	<u>\$ 466,000,030</u>	<u>\$ 442,357,153</u>

As of September 30, 2018, Jewish National Fund had financial reserves of \$324,211,871 without donor restrictions or about 3.6 times its 2018 annual expenses, which totaled \$81,512,944. Of the reserves, 56% has been designated by the board of directors for specific uses.

Jewish National Fund-USA Consolidated Statement of Activities

For the year ended September 30, 2018, with summarized comparative totals for the year ended September 30, 2017.

	WITHOUT DONOR RESTRICTIONS							
	Operating	Boruchin Israel Advocacy Center	Building Fund	JNF Initiatives Fund	Total	With Donor Restrictions	Total 2018	Total 2017
REVENUES, GAINS (LOSSES) AND OTHER SUPPORT								
Contributions	\$ 46,422,098	\$ -	\$ -	\$ -	\$ 46,422,098	\$ 6,906,131	\$ 53,328,229	\$ 52,079,990
Special events revenue	\$ 9,444,785	-	-	-	9,444,785	-	9,444,785	8,829,722
Less direct cost of special events	(4,100,205)	-	-	-	(4,100,205)	-	(4,100,205)	(3,308,562)
Net special events revenue	5,344,580	-	-	-	5,344,580	-	5,344,580	5,521,160
Tuition and fees	9,484,492	-	-	-	9,484,492	-	9,484,492	9,241,327
Less financial aid awards	(1,012,056)	-	-	-	(1,012,056)	-	(1,012,056)	(1,103,582)
Net tuition and fees	8,472,436	-	-	-	8,472,436	-	8,472,436	8,137,745
Bequests	8,766,149	-	-	-	8,766,149	(17,180)	8,748,969	18,383,204
Contributions from split-interest agreements	-	-	-	-	-	3,972,671	3,972,671	3,375,333
Change in value of split-interest agreements	-	-	-	-	-	(2,474,923)	(2,474,923)	(1,500,311)
Investment income, net	5,281,595	9,332,011	-	3,168,697	17,782,303	5,587,611	23,369,914	29,358,989
Other revenue (expenses)	(409,666)	-	-	-	(409,666)	-	(409,666)	771,347
Net assets released from restrictions	7,743,869	-	-	-	7,743,869	(7,743,869)	-	-
Total Revenues, Gains (Losses) and Other Support	81,621,061	9,332,011	-	3,168,697	94,121,769	6,230,441	100,352,210	116,127,457
EXPENSES								
Program services								
Israel projects	37,445,048	2,226,357	-	218,000	39,889,405	-	39,889,405	44,820,143
Education	18,212,216	-	-	-	18,212,216	-	18,212,216	16,410,799
Missions and scholarships	9,621,135	-	-	-	9,621,135	-	9,621,135	7,778,383
Total Program Services	65,278,399	2,226,357	-	218,000	67,722,756	-	67,722,756	69,009,325
Supporting services								
Management and general	6,299,174	-	-	-	6,299,174	-	6,299,174	6,330,756
Donor development and fundraising	7,491,014	-	-	-	7,491,014	-	7,491,014	8,126,969
Total Supporting Services	13,790,188	-	-	-	13,790,188	-	13,790,188	14,457,725
Total Expenses	79,068,587	2,226,357	-	218,000	81,512,944	-	81,512,944	83,467,050
Transfers between board designated funds	803,697	-	(803,697)	-	-	-	-	-
Gain (loss) on foreign currency translation	(235,524)	-	-	-	(235,524)	-	(235,524)	216,128
Change in net assets	3,120,647	7,105,654	(803,697)	2,950,697	12,373,301	6,230,441	18,603,742	32,876,535
Net Assets - Beginning of year	139,637,148	113,017,889	4,006,865	55,176,668	311,838,570	70,016,828	381,855,398	348,978,863
Net assets - End of year	\$142,757,795	\$120,123,543	\$ 3,203,168	\$ 58,127,365	\$324,211,871	\$ 76,247,269	\$400,459,140	\$381,855,398

SOCIAL MEDIA

SNAPSHOT

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



We're heard by tens of thousands on our podcast, IsraelCast, including in 40+ countries, some of which have no diplomatic relations with Israel.

Our podcast has grown 100% in listeners year over year.

Our YouTube channel has been watched for over half a million minutes, and has achieved a 20% increase in subscribers.

200K people joined us on social media, with 50K watching live during our National Conference.

We averaged 65K users through Facebook each week.

We increased our Instagram following by over 75%.

The use of Instagram stories and Facebook live at events around the country and on the ground in Israel rose.

We averaged 200 mentions a month on Twitter and 50K Tweet impressions a month.

#PoweredbyJNF was used over 5K times.

Averaged 5K Blog views each month.





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2019 | Year in Review

