


A low-angle photograph of a man in a grey hoodie reaching his hands up towards a young child who is jumping in the air. The child is wearing a dark sweater and jeans. The background is a bright blue sky with scattered white clouds. The text is overlaid on the left side of the image.

The **FUTURE** *is* BEAUTIFUL

One BILLION DOLLAR ROADMAP
for THE NEXT DECADE



Your Voice in Israel

A wide-angle photograph of a desert landscape. In the foreground, a wooden swing set stands on a rocky, sparsely vegetated hill. Two people are sitting on the swing, their backs to the camera, looking out over the horizon. The middle ground and background consist of rolling, eroded hills and valleys, some with patches of snow or light-colored rock. The sky is a pale, hazy blue.

DO YOU SEE IT, TOO?

We see a bright, beautiful future for Israel and the Jewish people. But we cannot succeed in bringing our vision to life without you. As we embark on the most ambitious campaign in JNF's history, we encourage you to learn more about our work and to get involved.

PLEASE VISIT JNF.ORG
OR CALL 800.JNF.0099

THANK YOU FOR HELPING MAKE THE LAND AND
PEOPLE OF ISRAEL THE BEST THEY CAN BE.

A Letter from Jeffrey E. Levine
& Russell F. Robinson

Israel: One Billion Dollars and a Dream

Dear Friends,

WHAT WOULD YOU say if we told you that a group of successful, imaginative entrepreneurs is making a ten-year, \$1 billion dollar investment in the future of a promising enterprise—one that already has yielded tangible returns, year after year?

That bountiful enterprise is, of course, Israel. Those entrepreneurs? That would be you and JNF.

Since 1901, Jewish National Fund has been known to many as “the tree-planting organization,” and it has earned that title millions of times over. Since its inception, JNF has planted more than a quarter-billion trees in a once-barren land—while creating hundreds of communities, including the bustling metropolis of Tel Aviv. For JNF—which has enjoyed a remarkable renaissance in the past decade, including a 70% growth of our campaign—now is a critical time to step back and chart our roadmap for the future.



Israel: Where Past is Prelude

WE'RE PROUD OF our success. However, we have little interest in looking back for too long—if only because our plan for Israel's—and the Jewish people's—future has stirred our enthusiasm, captured our imaginations, and created the kind of buzz at our new headquarters that you'd typically find in a trendy downtown startup. That's no coincidence. We consider our earlier successes much like a new venture would view its first phases. JNF began with a small set of focused, attainable goals and then went on to exceed expectations.

Building on the legacy of Theodor Herzl, we're proud social entrepreneurs. We're using proven 21st century business best practices while maintaining a laser focus on our Jewish

heritage. JNF is undertaking an unprecedented fundraising campaign throughout the next decade, our *One Billion Roadmap for the Next Decade* is a portfolio prospectus for potential investors like you. It lays out our strategy for:

- Setting ambitious goals
- Harnessing investments and talents

essential to achieve them
—Charting results

Nurturing Your Investment and Focusing on Results

Our ten-year plan builds on four JNF core values. As your voice in Israel, we will:

DELIVER TANGIBLE RESULTS. Our Blue Box and trees are tangible symbols of our beginnings. Building on that, JNF fosters the stuff of living, thriving communities—including parks, reservoirs, neighborhoods, wells, heritage sites, and firefighting units.

DARE TO TAKE RISKS. Think

about it; Israel itself was once a high-risk startup in a highly competitive landscape. That's why we're not afraid to take a calculated risk to achieve a great potential return. For example, we contributed significantly to the creation of Tel Aviv—and hundreds of other communities—on once barren land.

LEVERAGE PHILANTHROPIC RETURNS. Financial return on an investment can be redeployed for other philanthropic projects. The returns from the JNF National Water Task Force, for instance, are funding new well-drilling projects in the Galilee.

ENGAGE YOU FOR THE LONG TERM. We'll play a special role throughout your life—from that tree your parents planted when you were born to providing life-changing experiences whenever you're ready for them. We don't simply invite you to visit. We give you an opportunity to volunteer and to invest sweat equity toward a

One Billion Dollar Roadmap
Proposed Allocation

In the pages that follow, you'll learn all about JNF's vision for Israel's future—a journey that starts with an investment that's unprecedented in our 115-year history. Here's how it breaks down.

Community Building
in Israel

40%

Blueprint Negev
Go North
Housing Development Fund
Community Building and Park Recreation Space
North American Aliyah—Nefesh B'Nefesh
Existing Communities and Bedouin Development
Employment Initiatives

SUBTOTAL \$400 Million

Connecting the Next
Generation

25%

Zionist Education & Advocacy \$200 Million
Kindergarten through 7th Grade
High School Programs
College Advocacy
Leadership Development \$45 Million
JNFuture
JNF Executive
Makor
Positively Israel
& International Cooperation \$5 Million

SUBTOTAL \$250 Million

Infrastructure for Ecology,
Special Needs & Heritage
Preservation

35%

Water Solutions \$50 Million
Forestry & Green Innovations \$100 Million
Research & Development \$50 Million
Special Needs Services \$50 Million
Aleh Negev-Nahalat Eran
LOTEM: Making Nature Accessible
Red Mountain Therapeutic Riding Center
Special in Uniform

Heritage Sites \$100 Million

SUBTOTAL \$350 Million

TOTAL ROADMAP INVESTMENT

\$1
Billion

stronger and more vibrant Israel.

Welcome to Our Mission

AS ISRAEL AND the American Jewish community face serious challenges in the decade ahead, we believe the spirit that has sustained JNF for the past 115 years is needed now more than ever. Our roadmap for the next decade channels JNF's values for groundbreaking (literally, in many cases) new ventures. While the \$1 billion fund will be invested in a range of initiatives, our investments focus on three core areas of expertise:

- Connecting the next generation to Israel
- Community building in Israel's periphery
- Infrastructure for ecology, special needs, and heritage preservation

Why These Goals?

THE RATIONALE BEHIND this focus is threefold. First, JNF has proven expertise in each arena, and we intend to build upon existing achievements to make an even greater impact. Second, we believe that JNF has a unique contribution to make in each arena, in part because of our organization's DNA and because we are uniquely positioned to connect Americans and Israelis to advance our goals.

Finally, and most importantly, each element of our plan is vital from a strategic standpoint. A new generation of American Jews is motivated with passion, pride, and responsibility for Israel's future. Israel's population cannot remain concentrated on a vulnerable coastal plain, and a vibrant north and south should be attractive new frontiers for Israeli families. Israeli society must be equipped with the tools to meet its pressing ecological challenges, serve its most vulnerable members, and celebrate its dynamic national heritage.

The social impact of these accomplishments, working in concert with JNF staff and the Israel government, will be not only a stronger Israeli society but also an American Jewish community that will be more united and vibrant than ever.

As we embark on the most ambitious campaign in JNF's history, we invite you to be an investor, to join us as a partner and to help make the land and people of Israel the best it can be.

Jeffrey E. Levine
PRESIDENT
JEWISH NATIONAL FUND

Russell F. Robinson
CHIEF EXECUTIVE OFFICER
JEWISH NATIONAL FUND

What's Inside Opening The Roadmap

Field Notes

- 06 Go North and Blueprint Negev** The future starts here
- 08 Heritage Sites** History, sacrifice and remembrance
- 09 Housing Development Fund** The key to regional growth
- 09 Israel's Modern Pioneer** Immigration and opportunity
- 10 Water Solutions for a Thirsty Planet** Fueling the future
- 11 The Lauder Employment Center** At work in the Negev
- 11 Batter Up!** A field of dreams in every neighborhood
- 12 Living Our Values** Special needs at the forefront
- 13 AICAT** Where the world learns to farm
- 13 Caravan for Democracy** Israel's open house

Destinations

- 14 Go North, World Tourists!**
Our inspired vision for the Galilee's future
Fine dining, vineyards and an inviting countryside await visitors to the Galilee. JNF's focus on tourism is fueling growth while empowering young professionals to put down roots.
- 20 Take Me to the River**
Exploring Be'er Sheva's waterfront revival
A once-barren graveyard for junked cars is being transformed into a civic masterpiece.
- 26 The Desert Blooms**
As Be'er Sheva emerges, JNF is helping other ambitious towns and communities throughout the Negev do the same.
- 32 You Can See the Future From Here**
The 44-year-old Alexander Muss High School in Israel has more than 24,000 alumni worldwide. So what are the secrets of its success—and what lies ahead?

Coordinates

- 38** A detailed listing of our visionary programs in education, research & development, infrastructure and much more.



THE FUTURE STARTS HERE: GO NORTH AND BLUEPRINT NEGEV

OUR CASE FOR POPULATION GROWTH AND REGIONAL ECONOMIC DEVELOPMENT

THE OPPORTUNITY Imagine if 70% of the United States’ 322 million residents were crammed into California, Nevada and Arizona. This is the current reality in Israel: Seven out of 10 Israelis live in the Tel Aviv-Haifa-Jerusalem Corridor, which represents approximately 10% of the country’s total geography. This slice of the map also represents 80% of Israel’s GNP and is home to the capital, government offices, five of the six major universities and major industry, including a high-tech corridor.



To the north and south, life is very different.

In the Galilee, despite an annual influx of 2.5 million world tourists, unemployment is high and advancement opportunities are limited. Younger citizens, lured by urban prosperity and culture, are unlikely to return north after university or military service. In the Negev, while great strides are being made in agriculture, alternative energy and water reclamation, residents still face the challenges of building viable communities on arid land with little infrastructure.

THE STRATEGY As Israelis continue to crowd the Tel Aviv-Haifa-Jerusalem Corridor, our goal is to realize the full potential of the Galilee and Negev as rich centers of agriculture, tourism and technology development. That is why population growth and regional economic development form the backbone of our **Go North** and **Blueprint Negev** strategies. Building

sustainable economies while developing communities in the regions go hand in hand.

By motivating scores of Israelis in overcrowded cities—and thousands of Americans—to move into the Negev and Galilee, we are in the process of changing Israel’s landscape. Through our **Blueprint Negev** and **Go North** initiatives, once barren lands are prospering through a combination of visionary programs and partnerships that include immigration, infrastructure development, faster housing starts, career training and employment services and parks and recreation sites.

Our roadmap for development of the Negev and Galilee leverages more than 115 years of accumulated know-how and hands-on experience. It leverages the involvement of governmental agencies and trusted partner organizations. But most importantly, it leverages the goodwill and support of community members like you. Together we can make a real and positive impact on the future of Israeli society.

THE INVESTMENT \$400 million

WE ENCOURAGE YOU TO LEARN MORE
ABOUT OUR WORK AND TO GET INVOLVED.

PLEASE VISIT [JNF.ORG](https://jnf.org) OR
CALL 800.JNF.0099





HISTORY, SACRIFICE AND REMEMBRANCE: CARING FOR ISRAEL'S HERITAGE SITES



THE OPPORTUNITY Over 150 large, independently run, significant historical sites throughout the country are in serious need of ongoing restoration, conservation and protection. These heritage sites—some dating to ancient times, some to Israel's rebirth during the first Zionist settlement in the 1800's and others to its 1948 War of Independence—are powerful symbols that inspire our nation and deserve our unwavering attention.

THE STRATEGY Under the JNF umbrella, our leadership is creating an "Israel Independence Historical Sites Consortium." This consortium will directly link each site to the story of Israel's Independence with quality marketing, interactive presentations and a renewed focus on inspirational education. Making these sites accessible to educators, students, Israelis and tourists will further connect us to our shared history and achievements.

We are also working in partnership with the Society for Preservation of Israel Heritage Sites. The Society keeps history front and center by identifying, restoring, conserving and protecting major heritage sites. Timna National Park—just north of Eilat—is an important part of this plan. The park, along with its untouched natural scenery, rock drawings and ancient copper mines, is rapidly becoming a world-class destination.

THE INVESTMENT \$100 million

Up Close: A Golden Anniversary

In 2017, Israel will celebrate the 50th Anniversary of the reunification of Jerusalem. "Israel Independence Historical Sites Consortium" sites will play a pivotal part in the retelling of that powerful story.

The Battle for Jerusalem Museum at **Ammunition Hill** will take visitors on a journey through time—from the split city of the 1950s and 1960s, through the battles of the Six-Day War in 1967, and to the present. The **Ammunition Hill Memorial Site** will include interactive exhibits amid a reconstruction of the battleground and 300 yards of trenches, all made possible by the Russ Family.

The Museum and the Ammunition Hill Memorial, including the Bruce K. Gould Amphitheater and Commemoration Hall, represent the essence of our preservation efforts.



Important Sites Include

ATLIT ILLEGAL IMMIGRATION DETENTION CAMP

Where thousands of Jews—many escaping the Holocaust—were detained here between 1939 and 1948 as they attempted to start a new life in Israel.

THE AYALON INSTITUTE

A secret underground bullet factory, disguised as a kibbutz during the War Of Independence.

WOMEN OF VALOR CENTER, NITZANIM

A memorial to the women who defended this kibbutz during the 1948 battle against Egypt.

JNF HOUSING DEVELOPMENT FUND: THE KEY TO GROWTH



THE OPPORTUNITY A solid stock of affordable housing with access to good schools, jobs and community is fundamental to establishing viable new neighborhoods in the Negev and Galilee. But because cash-strapped towns are ultimately the ones responsible for laying down new roads, sewers, water and electricity on their own, new home construction typically doesn't begin until all the lots in a tract are sold.

As a result, families making an initial down payment on their building lots may be subjected to a five-year odyssey before living in their new homes. The **Housing Development Fund** aims to change that.

THE STRATEGY JNF's Housing Development Fund Provides direct loans to build physical infrastructure for specific housing projects. As each lot is sold and built, the initial capital outlay returns to the Housing Development Fund.

An executive board of Housing Development Fund stakeholders vet all funding initiatives. Housing Development Fund donors make a minimum \$100,000 contribution with a multi-year payout allowance.

THE INVESTMENT \$50 million



IMMIGRATION AND OPPORTUNITY: ISRAEL'S MODERN PIONEERS



THE OPPORTUNITY To inspire and grow immigration and to attract motivated modern pioneers, each capable of driving new levels of economic vitality to the regions in which they settle.

THE STRATEGY JNF's **Nefesh B'Nefesh National Task Force**—a partnership between JNF donors and immigration facilitator Nefesh B'Nefesh—works to simplify the immigration process. By removing many of the logistical and financial obstacles that make immigration difficult, the task force is funding and ushering in thousands of new immigrants to Israel every year.

The **Lone Soldier Aliyah Fund** supports young people—lone immigrants—who choose to enlist in the army. Acting as the soldier's surrogate family, the program has offered guidance and social support to over 8,600 Lone Soldiers to date.

Doing equally vital work, the **Physicians Aliyah Fellowship** is working to address Israel's anticipated doctor shortage. To date, it has brought more than 400 specialized physicians and 780 other medical professionals to Israeli hospitals and IDF Medical Corps throughout Israel.

THE INVESTMENT \$50 Million



FUELING THE FUTURE:
WATER SOLUTIONS FOR
A THIRSTY PLANET



THE OPPORTUNITY When the State of Israel was established, water played a significant role in shaping its character. Today, its arid desert land, drought and overconsumption continue to challenge water reclamation experts to new levels of ingenuity. Thirty years ago, the country recycled a mere 4% of its water. As of 2016, thanks to the more than 250 JNF reservoirs, that number has risen to 85%. Nonetheless, large, developing areas in the Arava and Negev are not yet on the water grid.

THE STRATEGY Today, our vision for managing Israel's water is related to ensuring sufficient supply for household and agricultural needs, increased water economy, safeguarding health and the promotion of regional peace through water. **JNF's National Water Task Force** serves as an umbrella and coordinating body for an ever-expanding portfolio of water projects and partnerships.

- The Task Force is focusing its resources on:
- **Rehabilitating** polluted rivers
 - **Expanding** water reuse processes
 - **Ensuring** farmers' access to water in outlying areas
 - **Promoting** Israeli startup water technologies

THE INVESTMENT \$50 million

Up Close:
Clean Water Now

Recent projects completed or in progress include a new facility for sewage purification in the Arava; a wastewater treatment system in **Wadi Attir**, a Bedouin community; and a river rehabilitation effort for the **Be'er Sheva River Park and Lake**.



ISRAEL'S WATER
RESOURCES

250
reservoirs built

85%
of total water supply
is being recycled

50%
or more of Israel's agricultural
water is recycled wastewater

12%
the expansion of Israel's water
economy as a result of JNF
programs

AT WORK IN THE
NEGEV: LAUDER
EMPLOYMENT CENTER



THE OPPORTUNITY Be'er Sheva is the centerpiece of a reimagined Negev and at the core of JNF's **Blueprint Negev** initiative. Once an arid outpost, the city is in the midst of dynamic cultural, commercial and industrial rebirth. Though employment opportunities are on the rise, unemployment rates are significantly higher than the national average.

THE STRATEGY Our partnership with the **Lauder Employment Center** is working to bridge the gap and connect employers with the region's skilled workforce. The Center, operated in cooperation with JNF and Ben Gurion University, serves recent grads and alumni of BGU and other Israeli colleges along with businesses looking to hire qualified, educated candidates.

The Lauder Employment Center is in part the result of a meeting of 25 mayors, in March 2015, investing in the success of a stronger, more prosperous Negev.

THE INVESTMENT \$5 million



A FIELD OF DREAMS
IN EVERY
NEIGHBORHOOD



THE OPPORTUNITY First you hear the plink of an aluminum bat, then the shouts, in Hebrew, Arabic and English, of young players and spectators. It's a soundtrack you'll hear at one of Israel's growing number of dedicated baseball fields. In fact, for recent American immigrants, it's an important opportunity to build lasting relationships and a sense of community with their Israeli and Arab neighbors.

Beyond core needs like housing, employment and education, easing the transition of immigrants into their new communities is paramount. It's also where JNF is hitting it out of the park.

THE STRATEGY By partnering with the Israel Association of Baseball and Israel Softball Association, **JNF's Project Baseball** is bringing people together. By building neighborhood baseball and softball fields and providing coaching and instruction, JNF is planting the seeds for tomorrow's stronger, more cohesive communities today. Batter up!

THE INVESTMENT \$6 million



LIVING OUR VALUES: SPECIAL NEEDS AT THE FOREFRONT



THE OPPORTUNITY As part of our focus on improving the quality of life in Israel for all its citizens, JNF is ensuring that no member of Israeli society is left behind. The fact that nearly 13% of Israel's citizens are considered physically or mentally challenged is an opportunity for us to live our values. We believe passionately that the inclusion of people with disabilities and special needs should be woven tightly into the fabric of Jewish life. All the more so in Israel.

THE STRATEGY As Israel continues to grow beyond its bustling Tel Aviv-Haifa-Jerusalem Corridor, our focus on services for people with disabilities and special needs is strategically located in the Negev and Galilee. Through a variety of initiatives and partnerships, JNF is providing state-of-the-art rehabilitative services, special education and medical care in areas where they were previously unavailable. Beyond the medical, we are also ensuring that recreational facilities, including forests, parks, picnic areas, playgrounds and nature trails, are inclusive for visitors of all ability levels. Last year, Emek HaShalom, a completely accessible nature preserve that's totally wheelchair friendly, welcomed one million visitors—including many of the 35,000 citizens with special needs.

THE INVESTMENT \$100 million



Up Close: Special In Uniform

This transformative initiative integrates young people with disabilities into the Israel Defense Forces. Each participant in the Special in Uniform program is evaluated to identify skills they can contribute. Then they are inducted into a three-month life skills and occupational training program, followed by a military training course. These special soldiers typically assist in preparing protective kits, culinary work, printing, and other day-to-day military functions.

The Special in Uniform program can be a life-changer for its members, says Adva Suderi, a social worker on the project. "Many of them were in special ed schools, feeling like failures. Suddenly, they reach army age, and the gates are closed. This project lets them enlist, contribute, give from themselves, just like everyone else. It's amazing."

At Home in the Negev

Aleh Negev-Nahalat Eran is a state-of-the-art rehabilitative village and a key JNF partner. It offers unparalleled care for children with severe disabilities and helps them reach their potential. Today, over 700 children with cognitive and physical disabilities receive medical, educational and rehabilitative care there.

The center is also attracting doctors, caregivers and teachers, stimulating the local economy and playing a vital role in lowering the high unemployment rate in the area.

AICAT: WHERE THE WORLD LEARNS TO FARM



THE OPPORTUNITY In the Central Arava town of Sapir, you'll find what might be a more diverse group of people in residence than anywhere else in Israel. Here, at the **Arava International Center for Agricultural Training (AICAT)**, the group of international students learning the science and business of agriculture hail from more than a dozen countries, including India, Vietnam, Cambodia, Nepal, Burma, and Thailand.

The goal for these students is to return home with more sophisticated methods of agriculture and food production and to become goodwill ambassadors for Israel in their home countries.

But with an annual enrollment of 1,200 students and application from nearly twice that number, the need for physical expansion at AICAT is obvious.

THE STRATEGY JNF is committed to expanding AICAT's student base to 2,000 students by 2018 and to support its growth as a world-class agricultural research and training center by funding additional staff and the expansion of its facilities.

THE INVESTMENT \$5 million



CARAVAN FOR DEMOCRACY: ISRAEL'S OPEN HOUSE



THE OPPORTUNITY When young Jews from America visit, study and work in Israel, they gain perspective and become more persuasive, more influential campus ambassadors for Israel back home. But for Israel to have the broadest support possible, it needs to include students of all faiths in its international community of friends.

THE STRATEGY Sponsored by JNF and Media Watch International, the **Caravan for Democracy Student Leadership Mission** invites American college students—student government members, athletes, and other campus leaders who pass a very selective application process—to explore Israeli democracy through meetings with political, cultural, and community leaders. They take part in a 10-day, all-expenses paid educational immersion in Israel. Through this transformative program, each year, 100 exceptional student leaders immerse themselves in Israeli society and become better pro-Israel advocates upon return.

THE INVESTMENT \$5 million



Go North, World Tourists: An Inspired Vision for the Galilee's Future



With an estimated 2.5 million tourists making their way through the lush landscapes of this storied region every year, tourism, along with technology initiatives, is fueling new development and empowering the Galilee's younger residents to put down roots. Today, JNF is at the forefront of the region's growth.



Akko sits on a verdant peninsula jutting into the Mediterranean Sea. Only 15 miles from Haifa, the ancient city awaits tourists with a passion for history and architecture—everything, from “towering ramparts, deep moats, green domes, slender minarets, church towers, and secret passageways to subterranean vaults,” reports the *Lonely Planet* travel guide.



GALILEE'S ECONOMY

150%

Galilee's unemployment rate as compared to the national average

30%

Average salary in the Galilee, as compared to urban centers

50%

The percentage of Israel's kibbutzim located in the Galilee (129 settlements)

1.2 MILLION

Total population

1.5 MILLION

Go North's population goal



GALILEE'S TOP FIVE DESTINATIONS

1. Sea of Galilee
2. International Center Mary of Nazareth
3. The Church of the Annunciation (Nazareth)
4. Church of Mount of Beatitudes (Tiberias)
5. The Old City of Safed (Safed)

Developing the area's hospitality and leisure industries by enhancing culinary, arts, cultural and heritage tourism—all in a multifaith environment—is our vision and our shared opportunity.

Though it has remained largely unchanged for 750 years, it's hardly the arid desert land that travelers think of when considering Israel as a destination. Still, a confluence of circumstances, among them being the city's proximity to the urban areas to the south and a relative lack of accommodations, has limited Akko's potential role as a first stop on what could be longer trips throughout the scenic, storied Western Galilee.

As the cities and towns that have benefitted from **Blueprint Negev** can attest, JNF is adept at building communities and inspiring growth. In the north, neither Akko nor the rest of the Western Galilee, while popular, have yet begun to see the potential that will be afforded by JNF initiatives already in progress. Beyond tourism, the ultimate vision for JNF's **Go North** initiative is to bring 300,000 new residents—current



Beit She'an: A New Sense of Community

While wineries, fine dining, and historical attractions bring in the tourists, the Galilee must offer more to young people, who often leave the region to settle in Tel Aviv and other urban areas.

JNF is working with the city of Beit She'an, (pop. 20,000) to reverse this trend. Its planned Community Youth Center, a headquarters and "social engine" for the area's young adults, is at the hub of the plan. The center will include a barbecue area, the young leadership hall, a cinema room, and a café.



BY THE
NUMBERS

GEOGRAPHY & TOURISM

35%

The portion of Israel's tourists who visited the Galilee in 2015

4th

The Galilee's ranking among the most-visited cities and regions in Israel

3,963ft

Highest point: Mt. Meron (above sea level)

DESTINATIONS

National parks, Zionist historic sites, Jewish and Christian holy sites, ancient secular towns and cities, wineries

Careers Beyond Tourism

Though the growing tourism industry here is providing opportunity, it's not enough to keep young adults from settling elsewhere or to attract new immigrants to the north. To encourage settlement, JNF will continue to commit resources to the **Erez College Natural Gas Vocational Training Center** in Shlomi.

Natural gas is a new industry in Israel. The special training program offered at the college includes practical engineering and training in natural gas principles and offers job seekers the tools they need to find long-term employment.

Graduates of the center—12,000 to date—represent a wide range of citizens, aged 20 to 65, including single mothers, demobilized soldiers, and newly arrived residents. It's also an ethnically diverse group represented by Jews, Arabs, Druze, Bedouins, and Christians.

To further encourage local employment, JNF is working with Nefesh B'Nefesh on a **Business Networking Forum** that brings together small- and medium-sized businesses for networking and mutual support. Participants benefit from specialized workshops in marketing, client services, serving the tourist trade, and more. Our goal: To give these businesses a strong, unified voice as a regional business group.



Israelis and new immigrants—to live in the north within the next decade. Supporting them with housing, employment, community and recreation is paramount in order for them to lay down roots for the long-term.

The **JNF Western Galilee Tourist Information Center**, which JNF built in Akko's Old City, will serve as a gateway for information and discovery about hundreds of destinations through the Galilee.

To forge a stronger alliance of businesses in the Galilee's tourism industry, JNF sponsors **Western Galilee Now (WGN)**. This consortium of smaller tourism operators and artisanal businesses works together to raise the Galilee's profile. Developing the area's hospitality and leisure industries by enhancing culinary, arts, cultural and heritage tourism—all in a multifaith environment—is our vision and our shared opportunity.

Both the new Tourist Information Center and the Western Galilee Now consortium—among many other projects—are laying the groundwork for the Galilee to become a more visible and acknowledged global destination; one with a vibrant business community at its core so that housing, jobs and accommodations no longer lag behind the Tel Aviv-Haifa-Jerusalem region. As part of that goal, JNF is working with the government of Israel, local municipalities, youth organizations, and community leaders to bring our vision of an economically robust and attractive Galilee to life. ★





Take Me to the River: Exploring Be'er Sheva's Waterfront Revival



A once barren graveyard for junkyard cars is being transformed into a vibrant, 1,300-acre waterfront jewel in the Negev. And JNF is leading the way.



It's a relatively cool September sunset in Be'er Sheva, the shimmering metropolis in the center of the Negev. It hasn't rained in this desert region for months, but the lake water is high, so dozens of boaters are enjoying the brilliant sky as they sip cocktails on their decks. Meanwhile, there's a cool jazz concert in progress at the nearby amphitheater. Tourists listen as they drink espresso in a waterfront café.

This perfect scene isn't quite the present day—though it is getting closer. Our vision for the once-troubled city of Be'er Sheva is dynamic and exciting. Today, the city is in the midst of a renaissance as it becomes Israel's "water city" in the desert. In fact, of all the Negev's developing communities,



BY THE
NUMBERS

BE'ER SHEVA

45.37

The city's total area in square miles. That's more than twice the size of Tel Aviv, which spans 20.8 square miles

1
MILLION

The National Council for Planning and Construction's population estimate for the Be'er Sheva Metro Area by 2025 (2015 population: 220,000)

6th

Be'er Sheva, current population ranking among Israeli cities

7

The number of wells in Be'er Sheva in ancient times. (Hence its name: "Well of the Oath," or "Seven Wells")

59
MINUTES

The amount of time, without traffic, Google Maps says it takes to get to Be'er Sheva from Tel Aviv Ben Gurion Airport

32
STORIES

The height of the Rambam Square apartment building two, Be'er Sheva's tallest structure

Be'er Sheva is easily the most likely one to become known on an international scale, thanks to its public works and bustling city streets.

"A decade ago, Be'er Sheva was a big junkyard," says Yair Nagid, CEO of the city's Center for the Performing Arts. "People were moving away, there was no hope. But we knew what the goal was: Make Be'er Sheva the capital of the Negev."

Since then, JNF has been working, in cooperation with local government and industry, to develop 1,300 acres (including the mostly arid Nahal Beersheva riverbed) as a world-class urban renewal project. Our \$300 million urban revitalization initiative: To create a river park to rival the San Antonio River Walk in Texas. As a result, today Be'er Sheva claims the fastest-rising home prices in the country and tourists are flocking to the area.

These projects—some complete and others in progress—are changing Be'er Sheva's image among both residents and tourists.

When the Turks built the Old City of Be'er Sheva at the turn of the 20th century, they mined stone from the riverbank for building material. When the quarry was depleted, it became a garbage dump strewn with refuse. Today, the Promenade is a greenway for pedestrians and bicyclist and, as importantly, a space for family celebrations and festivals.

Bells Park, the first stage of the River Park was completed in 2005. What was once an area prone to flooding in the rainy season is now a verdant, 10-acre eucalyptus grove with playground and picnic areas.

A River Runs Through It



IF THEY'RE LUCKY, visitors to the Be'er Sheva River Park may see the not-so-rushing waters of the Nahal Beersheva. Its narrow stream of water appears only in the rainy season (peak: January-March). What's more, this water supply arrives in Be'er Sheva full of untreated waste—everything from coffee cups, auto parts and plastic bags to animal carcasses. It's an environ-

mental problem compounded by political obstacles. Originating in the Palestinian city of Hebron, the water crosses through the West Bank and into Israel, where pollution and dumping continues.

Thanks to the efforts and financial support of JNF's National Water Task Force and Parsons Water Fund, Be'er Sheva officials are taking a regional approach to solving this waste-treatment issue. They're working toward sitting down with Palestinian officials to address this issue so that both Israelis and Palestinians can take advantage of this precious resource.

"The river connects us. It ignores borders and flows through communities," says Dr. Clive Lipchin, Director, Arava Institute Center for Trans-boundary Water Management.

"By cleaning up the Hebron-Be'er Sheva Watershed, we have a real chance of fulfilling the JNF vision as well as that of the Israeli government: Making the Negev a viable place for people to come here, either Israelis or those from other countries."





BEIT ESTHEL: THE RIVER PARK'S SALUTE TO THE WAR FOR INDEPENDENCE

One of the several attractive entry points to the Be'er Sheva River Park is the complex of courtyards, trenches, and buildings called **Beit Esthel**. This outpost, established in 1943, was meant to secure the Negev's inclusion in the future State of Israel. Though completely destroyed by the Egyptian Army in 1948, it has been fully restored as a memorial for the War of Independence.

“We’re not finished. The work is not done. Though we have doubled our population, we have still a lot of work to do, as you can see. But with the help of JNF, we can succeed.”

—Yair Nagid, CEO, Center for the Performing Arts in Be'er Sheva

And the recently completed **River Park** is perhaps the most humbly named of these facilities: It boasts a recreational space twice the size of New York's Central Park.

Work is well underway to flood the arid riverbed and build a 23-acre lake filled with recycled water. Boat docks and rentals, restaurants, shops, galleries, bird watching spots, and picnic areas will surround this centerpiece, which will double as a reservoir. It will supply recycled water to irrigate the entire park, saving precious fresh water.

Perhaps one of the most stunning aspects of the River Walk project is **Abraham's Well**, equally important to Jews, Christians and Muslims. Here, Abraham is said to have dug a well and made a pact with the Philistines. Today, visitors enter a multimedia-filled courtyard, reconstructed with ancient drawings, that evokes the Be'er Sheva of more than 3,000 years ago.

“When people see Abraham's well for the first time—Muslims, Christians and Jews—they're amazed. People used to go through Be'er Sheva to get somewhere else. But now this is the place to be. This is the place to get to!” —Ruti Lifshitz, Tour Guide, Abraham's Well Visitor Center

A more modern, though no less striking, architectural aspect of the River Park is the **Danielle A. and Irving J. Grossman JNF Amphitheater**. With its 12,000-seat central amphitheater and two grass amphitheaters hosting a total of 18,000 additional people, it is Israel's largest and arguably most impressive entertainment venue. From music to theater and dance, this amphitheater is at the heart of all things cultural in Be'er Sheva.

Meanwhile, for residents and visitors making the trek between the Neve Noi and Old City neighborhoods, the River Park's management and Israel's Mekorot Water Company saw real potential in the ugly drinking-water pipes crossing the river. They created an architectural competition, soliciting designs for a pedestrian bridge that would use the exposed pipes as a key design element. Today, **Pipes Bridge** includes thoughtful touches like a covered area (temperatures can reach 108 degrees in May!) and comfortable benches. A must see: The view of the Old City, the park and Abraham's Well from the Observation Point at the bridge's center.

The other significant bridge in the area is the **Turkish Bridge**, a well-known historic site in the Negev and, along with the Pipes Bridge and the amphitheater, a prominent icon of the soon-to-be-completed River Park. The structure was built to accommodate Turkish rail lines carrying troops, supplies and ammunition to the developing front against the British in the Sinai during World War I. After years of decay, it's being redeveloped as a pedestrian/bike path connecting the central Promenade to the Bedouin market on the river's north bank.

Though these marvels of urban renewal have already transformed Be'er Sheva, to most in the know, it's just a wonderful prelude to something even greater. “We’re not finished,” says Yair Nagid. “Though we’ve doubled our population, we have still a lot of work to do,” he says, waving his hand at a remaining junk heap. “But together with JNF, we have a vision, we have a roadmap, and we’ll succeed.” ★





The Desert Blooms, One Town at a Time



JNF's Blueprint Negev calls for the population of the south to double in size. These cities are setting the pace to make that dream a reality.



Our goal is to bring 500,000 new residents to the Negev. But before that happens, anyone looking to settle amid that arid landscape must stare down its challenges: A scarce water supply and the task of building sewage, irrigation and energy systems. Three areas in which JNF has invested—Halutza, Yerucham and the Central Arava—are proving that JNF's master plan is on the fast track to success. Here's how it's happening.



YERUCHAM

1951

Year founded

10,000

Approximate population

2,600

Households

1,700

New building lots in development

3,400

Houses and apartments planned

Yerucham

Build it and They will Come

ESTABLISHED 65 YEARS AGO in the Northern Negev, Yerucham should, it seems, be a thriving city by now—especially given its natural beauty and proximity to Be’er Sheva, less than 30 minutes away. It’s located in a ridge between two natural resources: the Yerucham Lake Park and the *Machtesh Yerucham* (Yerucham Crater).

However, like many towns of the north and south, Yerucham has been unable to get its younger generation to stay and raise families. To address this in part, a series of housing lotteries will sell a total of 3,400 new housing lots by 2020. A portion of the properties offered in each lottery is being reserved for members of present Yerucham households and special needs applicants.

A City Wrapped in Green

OF COURSE, there need to be compelling reasons for people to stay and settle in Yerucham. The town government’s **City in the Heart of the Park** project calls for a large-scale recreational area modeled after the Be’er Sheva River Park. This massive public space will surround the current cityscape with a green perimeter, bike paths, picnic and nature areas, sporting facilities and new bodies of water. Additionally, a new hotel, several agricultural projects, and the opening of new IDF bases nearby will also fuel future growth.

“We’re working closely with Yerucham’s Mayor, Michael Biton, to make the city an exciting, vibrant alternative for young professionals and families who might otherwise leave for Tel Aviv or other cities,” says Geri Shatz, JNF Yerucham Task Force Chair. “We also encourage financial support of the Beit Zvi Youth Center, which is doing great work to create a compelling younger community there.” ★



Halutza

A Decade of Miraculous Progress

IN 2005, a group of families were evacuated from the Gush Katif communities of Atzmona and Netzarim during Israel’s disengagement from Gaza. And while they could have relocated to Be’er Sheva or another established city, they chose another option: They would build a community where literally nothing had stood before.

Located in the Northwest Negev, a kilometer from the Gaza border, Halutza was a barren desert—sand dunes were its most prominent feature. But in cooperation with JNF, Halutza’s pioneers laid roads, created an infrastructure, brought in prefabricated temporary housing, erected hundreds of greenhouses, planted crops, and built fields of solar energy panels. Today, you’ll find beautiful homes, thriving organic farms and a growing number of municipal facilities in the Halutza communities of Naveh, Bnei Netzarim and Shlomit—all namesakes of Gaza hometowns the Gush Katif settlers left behind. JNF-sponsored projects include a new yeshiva, *beit midrash* (study hall), synagogue, kindergarten, park and playground among others.

One of those projects is the **Halutza Medical Center**—a 24-hour facility located in Bnei Netzarim. At present, there are no comprehensive medical services within 90 minutes of Halutza. The Center, offering general family practice services, will also be equipped to handle minor medical issues, such as setting broken bones and suturing, while serving as an immediate-care location for more serious situations. It’s being made possible thanks to a recent \$1.9 million grant from the Leona M. and Harry B. Helmsley Charitable Trust to JNF.

Despite the challenges of living in a volatile border zone, residents remain committed to building a future in Halutza. “To build from the beginning is very special. We started from zero, and the people here are connected to the land and love for Israel,” said Shlomit resident Michal Gutsman in a recent *Jerusalem Post* interview. ★



HALUTZA

30

Families founded the community

250

Families are presently in residence

\$250,000

Sponsorship cost of Medical Center dental clinic

\$150,000

Sponsorship cost of Medical Center waiting room

\$1.9 MILLION

Grant to JNF for Medical Center from Leona M. And Harry B. Helmsley Charitable Trust



DID YOU KNOW?

Halutza Extra Virgin Olive Oil received First Prize (Northern Hemisphere) in the Armonia Alma Olive Oil Competition, in Italy, beating more than 400 entrants.



WADI ATTIR

200,000

Bedouins
throughout the
Negev

4,000

Trees planted of
17 species

100

Sheep and
150 goats

15

Indigenous
medicinal plants
being grown on
20 acres

100
ACRES

Total
Wadi Attir

Project Wadi Attir

A Blueprint for Sustainability

WHEN THE HEAD of The Sustainability Laboratory, a US-based nonprofit, visited the Bedouin village of Wadi Attir on the outskirts of Be'er Sheva, he found little more than 100 acres of eroded soil. But he also saw an amazing opportunity.

Over the next nine years, Michael Ben-Eli's vision morphed into Project Wadi Attir, a joint effort of JNF, the Israeli Ministry of Agriculture and Rural Development and researchers from Ben-Gurion University.

Yones Nabari, Project Manager of Project Wadi Attir and a Bedouin Negev native, explains the core rationale behind this initiative: "We have never been exposed to the advances of technology here. Traditional Bedouin life is not sustainable, and it's not connected to the standard economic systems."

To address this disconnect, Project Wadi Attir is:

- **Incubating technology innovations** such as soil-enhancement techniques, biogas production, composting, wastewater treatment and recycling to support a closed-loop eco-system with near-zero waste.
- **Reintroducing the Bedouin practice of raising sheep and goats.** The project is building revenue from the sale of dairy, wool and fertilizer.
- **Supporting the farming of traditional desert vegetables and medicinal plant products.** A team of Bedouin women are teaching families to farm on their own managed plots. By also growing at least 15 types of desert herbs and drawing upon Bedouin traditions, the community can also market natural healing remedies and personal care products—everything from soaps and creams to teas and essential oils.
- **Empowering women.** Project Wadi Attir is committed to elevating the role of women in the community's redevelopment by offering career training and employment opportunities.

Project Wadi Attir's initial implementation has been met with great enthusiasm among the Bedouin people. "This project is connecting my people with the Jewish people. It's a wonderful thing. We have the same goals," says Ola Alokby, a student.

"I want to thank JNF in America from the bottom of my heart for all it's doing," says Nabari. "Not just on behalf of the Bedouin people but for everyone in Israel." ★



Ein Yahav

Affordable Living in Central Arava

FOR MUCH OF the 20th century, *moshavim* (cooperative farming communities, similar in organization to kibbutzim), have dotted the landscape of the Central Arava in Southeastern Israel. Today, the Central Arava Regional Council is looking to expand these moshavim and diversify its community with mostly non-farming families.

Founded more than 50 years ago, Ein Yahav (population 500) is one such community ripe for expansion. The village's planned housing expansion, in cooperation with JNF, will provide home sites for not only current residents starting new families but also immigrants, new military veterans and seniors—all groups in need of affordable housing outside of crowded urban areas.

"For a long time, residential expansion in this region has been hampered by bureaucratic issues," explains Rebecca Fischer, Chair of the Central Arava Task Force. However JNF's new development plan is going to fast track the stable growth of Ein Yahav and communities like it throughout Central Arava.

One of JNF's principal goals is to preserve Central Arava as a communal and nature reserve. It seeks to bolster the region's economic profile with innovations in desert agriculture. "We see this region as a role model for further community and economic development throughout Israel," says Fischer. ★



ARAVA

945,000

Acres
(22% of Israel)

7,800

Residents

60%

Portion of Israel's
agriculture exports the
region produces

1
INCH

Average
annual rainfall



If You Look Closely, You Can See the Future of the Jewish People from Here



Welcome to Alexander Muss High School in Israel.
An international study abroad program like no other.



Since 1972, more than 24,000 students from all over the world have passed through the doors of this world-class, accredited international high school in Israel. By doing so, they've planted the seeds for a lifelong connection with the land, the people and our culture. It's an amazing opportunity for them and for us. At JNF, we're deeply committed to investing in tomorrow's generation today. From here on campus, the future looks bright.

BY THE NUMBERS

44

Years in operation

24,000+

Alumni

976

Students matriculated in 2015 (a 5% increase over 2014)

5,000

Yearly student enrollment by 2025

6

Countries represented in the student body, including the United States, France, Australia, New Zealand, Chile, and Peru

7 GREAT REASONS TO STUDY AT AMHSI

Powerful leadership skills students will be able to apply the rest of their lives.

A greater understanding of Jewish heritage and of Israeli culture—along with insights they can share with their local communities.

New, lifelong friendships with other Jewish students worldwide.

A valuable advantage in the college application process—they've distinguished themselves from the pack with profound life experience.

Six college credits through the University of Miami and transferable to most universities.

A head start on life skills and group living experience.

A springboard to continued participation and service in JNF young adult and ongoing programs.

"Teen education is essential to the Jewish psyche," says Stephen Muss, Co-Chair of the Alexander Muss High School in Israel (AMHSI) Board of Governors and son of its namesake. Answering this call for more than four decades, AMHSI is an American institution fully accredited by the Middle States Association as a college preparatory semester abroad program. Also known as HSI, the school offers students from the United States, South America, Europe, and elsewhere an intense interactive academic immersion and an opportunity to build lasting friendships with kids from around the world. Don't you wish you were a teenager again?

Israel is Their Classroom

LOCATED ON A BEAUTIFUL, modern campus in Hod HaSharon, just northeast of Tel Aviv, students can choose from a six-week summer session, an eight-week segment during the school year or the 18-week full semester program. The dual-track curriculum includes core studies, which immerse students in the 4,000-year history and culture of Israel, and general studies, in which students continue their high school subjects—including the significant number of AP and Honors courses offered. Students in the longer session can also receive six college credits through a program with the University of Miami and transferable to most universities.

Breaking down traditional classroom walls is key to the AMHSI experience. A typical session's tiyyulim (field trips) can include day and overnight visits to:

- A spectacular daybreak climb and walking lecture at **Masada**.
- **The Galilee**, including a visit to either the Tel Hai or the HaShomer Museum at Kfar Giladi, as well as visits to the Atlit Detention Camp and the Akko Crusader Fortress.
- **Tel Aviv and Jerusalem** to explore both the modern and the ancient **Hebrew Resistance** sites of the Jewish underground movements during the period of the British Mandate and the various aspects of the struggle to establish the Jewish State
- **The Negev**. This two-day trip includes the home and grave of David Ben Gurion, a visit to the Bedouin village of Han Hashayarot and a mountain hike culminating in a view of the Gulf of Eilat—the convergence of Egypt, Israel, Jordan and Saudi Arabia.

A Life-changing Journey

Given these awesome adventures and meaningful experiences, it's no surprise that AMHSI alumni look back at their experiences as being completely transformative: "My personal favorite tiyyul so far was our three day trip to Eilat. We went on a seven-hour hike, and I really pushed myself to do something that I really didn't think I was in shape to do. The view from the top was well worth it. Throughout this whole program, I have been able to push my boundaries along with 60 amazing people by my side. As I am discovering Israel, I am also discovering myself."

—Emily Yormak, LA

AMHSI staff concur: "Our students come to us as high school students; they leave as mature adults, ready for college and life beyond college."

—Rabbi Leor Sinai, Co-Executive Director

"Students actually come away from the program loving learning about the history of Israel. And what's most exciting is they fall in love with who they are and their own heritage." —Mordechai Cohen, Head of School





OH, THE PLACES THEY'VE GONE: NOTABLE AMHSI ALUMNI

Former AMHSI students are at the forefront of most every industry. Here are a few high profile alumni:

ROBERT DEINER

Co-founder of Hotels.com and getaroom.com

WAYNE FIRESTONE

Head of the Genesis Fund and former President and CEO of Hillel

MATTHEW "MATISYAHU" MILLER

Award-winning reggae singer and songwriter

BRETT RATNER

Film director and producer (*The Family Man* and *X-Men*)

SHERYL SANDBERG

COO of Facebook

LAUREN WEISBERGER

Award-winning author of *The Devil Wears Prada*

AMHSI

A Springboard to life

THE AMHSI EXPERIENCE is just the beginning of what can be, for its alumni, a lifetime full of rich, meaningful experiences in Israel. In fact, many of them embark upon a lifetime of community service and an ongoing connection to Israel taking part in JNF programs like **Alternative Spring** and **Winter Break**.

Alternative Break programs give young Jewish adults, ages 18 to 30, the opportunity to reconnect with Israel through meaningful acts of *tikkun olam* (repairing the world). A typical weeklong March trip includes a significant amount of time working on important community service projects, with the remaining activities split between an immersion in JNF's key initiatives and just-for-fun tourism.

Specific activities may include:

- Working with communities and farmers in the Negev
- Reforestation efforts in the Carmel Forest
- Working with JNF partner organizations, including LOTEM, an organization dedicated to making the country's parks and hiking trails accessible to people with special needs; the Aleh Negev rehabilitation village; and Earth's Promise in Be'er Sheva, an urban agriculture and economic development center in the south.

A unique takeaway of the Alternative Break program is its philanthropic angle: All participating students raise the funds they'll need for the projects they'll be working on in Israel themselves. JNF steps up and invests in their future by sponsoring the land and air travel component for all Alternative Break participants. Win-win. ★



One Billion Dollar Roadmap: Funded Programs

Community Building \$400 Million

BLUEPRINT NEGEV AND GO NORTH Our goal is to significantly increase the populations of the Negev and Galilee by focusing on immigration, housing, employment, tourism, infrastructure and private investment. We are working with KKL, governmental agencies and other partner organizations with a focus on the following programs.

HOUSING DEVELOPMENT FUND A comprehensive plan to assist in moving significant populations to the Negev and Galilee. Affordable housing, with access to good schools, jobs and community, is central to our goal. The Housing Development Fund will invest in Negev and Galilee infrastructure, speeding up the process of home ownership.

PROJECT BASEBALL Project Baseball is planting seeds for tomorrow’s stronger, more cohesive communities by building baseball and softball fields and providing coaching and instruction.

TOURIST INFORMATION CENTERS A series of strategically located modern information centers in the Negev and Galilee assisting with immigrant relocation and tourist information.

NEFESH B’NEFESH To inspire and grow immigration and to attract motivated modern pioneers, JNF has partnered with Nefesh B’Nefesh. Both the Physicians Aliyah Fellowship and the Lone Soldier Aliyah Fund are excellent examples of our partnership’s success.

BEDOUIN DEVELOPMENT Wadi Attir is the largest, most advanced Bedouin project in Israel. It provides environmental awareness, employment, education and social integration. The Online Bedouin University and other employment Initiatives round out our Bedouin Community Development projects.

LAUDER EMPLOYMENT CENTER Our partnership with the Lauder Employment Center is working to bridge the gap and connect employers with the Negev’s skilled workforce.

Zionist Education and Advocacy Campaign \$200 Million

Kindergarten through 7th Grade

PLANT YOUR WAY TO ISRAEL™ This program is a JNF savings account that helps youngsters plant and

fundraise their way to Israel with their youth movements, day schools, camps or on individual family trips of their choice.

ISRAEL INDEPENDENCE EXPERIENCE EDUCATION MATERIAL Partnering with Historical Sites in Israel, this program will bring to life the history of Israel’s Independence experience with digital check-in’s and My Israel Tree tie-ins.

CAMPUS IN ISRAEL Redeveloping existing KKL camp-sites in Israel, ensuring that Jewish children from all over the world and Israel share in this life changing experience.

MY ISRAEL TREE An interactive digital online educational experience for children.

Middle and High School Programs

ALEXANDER MUSS HIGH SCHOOL IN ISRAEL (15-18) To enhance recruitment, improve marketing, renovate and expand both campus facilities and provide more scholarships.

B’NAI MITZVAH PROJECTS (11-13) Helping kids create meaningful B’nai Mitzvah projects that include planting trees and using our tree certificates as invitations and more.

B’NAI MITZVAH WALL (11-13) A profoundly moving recognition wall in Jerusalem that connects a B’nai Mitzvah child with a child who perished in the Holocaust.

College Advocacy

TAGLIT-BIRTHRIGHT ISRAEL (18-26) JNF is working to increase participation and provide meaningful follow-up content/activities to all participants, creating lasting bonds for young adults with Israelis.

ALTERNATIVE BREAK (18-24) A one-of-a-kind week of community service in Northern or Southern Israel. Bringing over 5,000 young people over 10 years.

POSITIVELY ISRAEL ON CAMPUS (18–25) This program is designed to broaden the conversation on campus to include Israel’s medical/technological innovations and coexistence through agricultural education.

CARAVAN FOR DEMOCRACY STUDENT LEADERSHIP MISSION All-expenses paid student educational program to Israel, open to student leaders of all faiths. Forty elite American students from universi-

ties across America travel and develop a network of supporters for Israel.

FACULTY FELLOWSHIP SUMMER INSTITUTE IN ISRAEL A fully-paid, intensive program in Israel for 40 full- time American college/university academics per year. Two objectives: Academic exchange and building a positive group of supporters for Israel.

In Israel

GREEN HORIZONS YOUTH MOVEMENT (14–18) The program for immigrant youth from Russia, Ethiopia, Argentina, America and elsewhere has educated over 25,000 Israeli youth about eco-Zionism and Israel. It grooms better citizens and future leadership.

THE ARAVA INSTITUTE (18–30) With a student body of Jordanians, Palestinians, Israelis, Americans and others, The Arava Institute for Environmental Studies is a JNF **Blueprint Negev** Signature Partner. It offers students an opportunity to study and live together, enabling future cooperative work and activism in the Middle East and beyond.

ARAVA INTERNATIONAL CENTER FOR AGRICULTURAL TRAINING (AICAT) JNF is working to expand AICAT’s international student base to 2,000 students by 2018 and supporting its growth as a world-class agricultural research/training center by funding the addition of staff and the expansion of its facilities. AICAT also provides additional workplaces for area residents and extra working hands to the local agricultural industry.

FIRE SCOUTS (14–16) The Fire Scouts Program gives Israeli High School students the opportunity to fulfill their community service requirements by volunteering at local fire stations, instilling the value of helping others and shaping them into better citizens.

Leadership Development \$45 Million

JNFUTURE (23-40) This program engages and energizes young leaders committed to the development of, and connection to, the land and people of Israel. JNFuture members support and relate to JNF’s mission through speakers, signature events and trips to Israel. Chapters across the country are our strength for the future.

JNFUTURE LEADERSHIP INSTITUTE MISSION (JLIM) An annual leadership development mission for 30 selected, proven, high-impact young Jewish leaders who are willing to commit their time, leadership, talent and resources to strengthen JNF and Israel and to be change agents in the Jewish world.

JNF EXECUTIVE FORUM (35-50) The next step up from JNFuture attracts new donors/leadership and is for people looking for a worthwhile cause who have the means to make a financial commitment.

Positively Israel \$5 Million

Linked to our work on college campuses and part of our National Speakers Bureau, this multi-

pronged campaign aims to change/broaden the conversation about Israel by showcasing the many Israeli contributions made across geographical, political and cultural divides.

Infrastructure For Ecology, Special Needs, and Heritage Preservation \$350 Million

WATER SOLUTIONS For years, JNF has been working to bolster Israel’s water economy by developing alternative water sources, saving the economy millions, advancing Israeli agriculture and improving water quality. Today, JNF’s Nartional Water Task Force serves as an umbrella/coordinating body of our expanding portfolio of water projects in Israel to enhance their strength, fiscal viability and effectiveness.

ENVIRONMENTAL PROTECTION JNF has always been committed to strengthening ties between the land and the people of Israel. With today’s technological advancements, JNF’s role as guardian of the land is even more critical. From forest to coral reef restoration, soil conservation to agricultural infrastructure, JNF is working responsively to ensure the protection of nature and open spaces through cooperative and sustainable development.

FIRE PREVENTION SAFETY JNF and the Israeli Fire-fighters battle around 2,000 forest/community fires yearly and answer thousands of accident calls. With a strong commitment to research, equipment and training, JNF is investing in minimizing the tragic loss of human life.

RESEARCH & DEVELOPMENT Shortly after JNF’s founding in 1901, we began financing research expeditions to study plant life and soil quality in Israel. Today, JNF sponsors a network of regional agriculture and research development stations in the Negev and Galilee. Leading scientists and technicians work closely with local farmers, research institutions and universities to increase agricultural sustainability and profitability.

DISABILITIES & SPECIAL NEEDS As Israel continues to grow beyond its bustling Tel Aviv-Haifa-Jerusalem Corridor, our focus on services for people with disabilities and special needs is strategically located in the Negev and Galilee. Through a variety of initiatives, JNF provides cutting-edge rehabilitative services, special education and medical care. We also work to ensure that nature and recreational facilities are inclusive for visitors of all ability levels.

HERITAGE SITES More than 150 significant historical sites throughout Israel are in need of ongoing restoration, conservation and protection. JNF is creating an “Israel Independence Historical Sites Consortium.” This consortium will directly link each site with quality marketing, interactive presentations and a renewed focus on inspirational eduction.



When Theodor Herzl wrote his landmark book *The Jewish State*, he used fiction to inspire millions of Jews around the world to take action. Today, our dreams for the future transcend fiction.

Ten years from now we look forward to reporting back on important, tangible accomplishments. Here is a sneak peek at that future report:

—Half a million people have moved to the Negev and Galilee, attracted by new industries and vibrant neighborhoods with new homes and parks

—A series of new wells and water projects have doubled Israel's water supply

—50 patents for new green technologies have emerged from JNF's R&D funding, sparking 20 successful startups

—A cohort of 200 young Bedouin leaders are advancing initiatives to develop their community's infrastructure and capacity

—10,000 Muss High School and Birthright Alumni are actively involved in JNFuture

—Israel's National Heritage Trail attracts one million annual visitors

—Five million Americans have engaged with the "Positively Israel" campaign spotlighting Israel's contributions to humanity

—1,000 American Jews, ages 22-30, participate in JNF's leadership development society

—JNF has 10,000 new donors

WE ENCOURAGE YOU TO LEARN MORE ABOUT OUR WORK AND TO GET INVOLVED.

TO LEARN MORE, PLEASE VISIT JNF.ORG OR CALL 800.JNF.0099



JNF NATIONAL HEADQUARTERS
42 EAST 69TH STREET
NEW YORK, NY 10021



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