



**JEWISH
NATIONAL
FUND**

Your Voice in Israel



2020 | Year in Review

A Message from Dr. Sol Lizerbram



The unprecedented challenges of 2020 did not define us. Rather, we will remember this period as the time we:

- Achieved a record-high campaign, raising over \$101 million
- Sent hundreds of teens on our semester abroad High School in Israel program and launched a college gap year program (amhsi.org)
- Brought Israeli small businesses into America's homes through our Online Mitzvah Market Place: Shop Israeli Goods (jnf.org/shopping)
- Virtually transported more than 5,500 people to Israel on our Virtual Tours.
- Provided lifesaving equipment to Israel's firefighters
- Joined by Israeli superstar Gal Gadot and other prominent celebrities at our inaugural *Spectacular Sunday* virtual fundraising event, which raised over \$2.39 million
- Provided laptops to children with disabilities in Israel

While all of us have been shaken by the events of this year, we have remained true to our core mission—supporting the land and people of Israel and Zionist engagement.

Together, we are part of the most effective philanthropic movement in our people's history. As we write the next chapter in our inspiring 4,000-year-old story, Jewish National Fund-USA will continue to be your voice in Israel.

Sol Lizerbram
Dr. Sol Lizerbram

President, Jewish National Fund

SPECTACULAR SUNDAY

A Day Of Giving From
Coast To Coast

7 Live Emcees
4 Hours Of Original
Content
\$2.4 Million Raised
100,000 Views

Stars including Gal Gadot, Benji Lovitt, Stella Inger, Jessica Abo, Xander Simmons, Ilana Levine, Dominic Fumusa, Michelle Divon, Rona-Lee Shim'on from Fauda, David Broza, Larry Thomas, Jon Lovitz, Mark Spitz, Noa (Achinoam Nini), Nikki Haley, Ethan Herschenfeld, Cory Kahaney, Rick Recht, Peter Himmelman, Yaron Gershovsky, Rebbe Soul, Distant Cousins, Sen. Joseph Lieberman, Tom Arnold, Lihi Lapid, Tal Brody, Listen Up! Jewish Vocal Band, and more.



1,338
HOUSING LOTS
created by the
Housing
Development
Fund

21,854
students
positively impacted
by our
Israel Continuum
programming

14,500 hours
of original content
viewed on YouTube
channel

(youtube.com/jewishnationalfund)

127,000 participants inspired
by our suite of On-Demand
virtual programming (jnf.org/
ondemand)



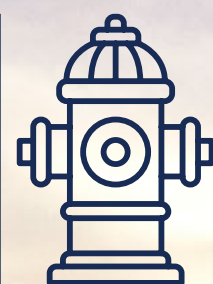
Helped
2,295 people
make aliyah
this year
with
Nefesh B'Nefesh

Jewish
National
Fund
achieved
a lot this
year!

2,000
young adults employed
in the Negev through
JNF's Lauder Employment Center

200
heritage sites
protected & preserved for
future generations

One Billion Dollar Roadmap
for the Next Decade at
\$731 million



600+
fires
extinguished
using
JNF-supplied
firefighting
equipment

60,000
people with
disabilities
supported



5,500+
"visited" Israel
on one of our
Virtual Tours



JNFuture

WHERE 22-40-YEAR-OLDS CONNECT, ENERGIZE, AND MAKE A DIFFERENCE

With over 1,100 members across the country, JNFuture members have become increasingly involved. Take a look:

- 86 members gave \$5,000 or more.
- JNFuture members raised over \$1.25 million to support Jewish National Fund.
- 78 members serve on a JNF Task Force and national committees (\$1,800+ annually).
- A partnership was launched with Fuel For Truth, a leading pro-Israel education and advocacy organization.
- Began hosting “What’s Your Why? Wednesdays: JNFuture Edition” on Facebook Live and Instagram; members discuss how and why they became involved.
- Introduced Pets for Israel: JNFuture Edition, highlighting members’ pets on Facebook and Instagram, and how their humans are connected to JNF. 🐾 **Learn more at jnf.org/jnfuture**

Planned Giving

JEWISH NATIONAL FUND’S AWARD-WINNING PLANNED GIVING DEPARTMENT HELPS ENSURE YOUR FINANCIAL SECURITY WHILE ADVANCING YOUR PHILANTHROPIC GOALS

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 **Robert and Shirley Levitt Synagogue** in Carmit, the **J. Lew Schepps Recognition Center**, the **Raya Cowan Pipes Bridge** in Be’er Sheva, and many more. Planned Giving income from Bequests and Gift Annuities for the fiscal year totaled \$29.2 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.



Leaving a gift in your will to Jewish National Fund can have a lasting impact on the land and people of Israel. It’s as easy as writing, “I give the sum of (\$) to Jewish National Fund (Keren Kayemeth LeIsrael) Inc., a non-profit organization located at 42 East 69th Street, New York, NY 10021, Federal Tax ID: 13-1659627. For more information on including Jewish National Fund in your will or trust, call a Planned Giving Specialist at 800.562.7526. 📞

DON’T MISS OUT
Opening a Donor Advised Fund is as easy as visiting jnf.org/donoradvisedfund

To speak with one of our award-winning Planned Giving specialists, call **800.562.7526** or visit jnflegacy.org

Professional Affinity Groups

A UNIQUE OPPORTUNITY FOR PROFESSIONALS

Jewish National Fund’s Professional Affinity Groups—Doctors for Israel (DFI), Lawyers for Israel (LFI), and our new Real Estate Division—offer members the opportunity to expand their personal and professional networks, deepen their engagement with Jewish National Fund, and leverage their giving to positively impact the land and people of Israel.

- In 2020, over \$19.4 million was raised by Jewish National Fund’s Affinity Groups.
- An online Referral Directory was launched for LFI members, providing access to a network of like-minded professionals with the expertise needed for a referral as well as a shared passion for Jewish National Fund (jnf.org/lawyersforisrael).
- DFI programs offered to audiences nationwide, had hundreds of medical professionals participating throughout the year (jnf.org/doctorsforisrael).
- Jewish National Fund’s Real Estate Division established chapters in New York, Los Angeles, Chicago, and Miami, with more to follow. The division offers networking opportunities and events to real estate professionals across the U.S. and provides exclusive access to the Real Estate Referral Directory, allowing industry professionals to connect with their peers (jnf.org/realestate). 📍

Find out more. Call 212.879.9305



Women For Israel

THE WOMEN OF JEWISH NATIONAL FUND ARE CREATING CHANGE

Jewish National Fund’s Women for Israel (WFI) represented 20% of the 2020 annual campaign and has contributed over \$100 million to the *One Billion Dollar Roadmap for the Next Decade*. We now have:

- 538 **Chai Society** members (\$1,800 minimum annual gift).
- 583 **Sapphire Society** members (\$5,000 minimum annually), JNF’s Major Donor society for women.
- 166 **Circle of Sapphire Society** members (\$100K minimum or more annually)
- 69 **Circle of Sapphire Plus** members (\$200K minimum or more annually).

Our **Women’s Month** in May included a \$1 million match that incentivized women to increase their donations raising over \$2.4 million. We engaged with over 2,000 partners in Women’s Month activities, and more than 10,000 joined our programs online. The WFI National Executive Board is focusing on two key programs: Identifying and developing JNFuture members for women’s leadership roles through the **Bridging the Gap Initiative**, and providing educational and engaging



programming with our new **Women’s Planned Giving Committee**.

With special thanks to **WFI Executive Board Marketing Chair Roni Wolk** (Atlanta, GA), a new comprehensive and interactive **Women for Israel Manual** was launched, providing lay leaders a toolkit of best practices, leadership development, and event planning ideas (jnf.org/wfimanual). 📖

Join Us. Visit jnf.org/womenforisrael



Major Gifts

WHERE UNWAVERING COMMITMENT AND VITAL RESOURCES UNITE FOR A STRONGER, HEALTHIER, MORE SECURE ISRAEL

Jewish National Fund’s Major Gifts Division was the driving force behind our campaign’s success, raising over \$61 million from more than 1,900 partners. Although many of our events shifted into a virtual forum, we had a successful Major Donor Thank You event in Delray Beach, FL, with a record number of attendees from across the country. The President’s Society Mission attracted record numbers, and as travel restrictions kicked in, we kept partners engaged and knowledgeable about their impact and support with three virtual Thank You events. We also saw membership in our \$1 million World Chairman’s Council grow by 19, now with 192 members.

This fall, we launched our **Meaningful Mondays**, providing our partners the opportunity to schedule one-on-one fundraising meetings and to connect with an affiliate in Israel specializing in a Jewish National Fund project or program area of interest.

Due to COVID-19 and travel restrictions, the Major Gifts Department introduced virtual dedications and rededication ceremonies for partners who have donated \$100,000 or more to a project. Friends and family can join virtually and celebrate Jewish National Fund’s work, made possible through these generous gifts.

In fall 2020, World Chairman’s Council members **Drs. Toby and Mort Mower** (Denver, CO) hosted an exclusive art exhibit featuring their home collection of original Rembrandt paintings, highlighting the world-renowned artist’s connection to the Jewish people.

Coming up in summer 2021, Jewish National Fund will kick-off its inaugural multi-generational **Philanthropic Weekend Retreat**, where high-level partners will come together with their families to explore philanthropic family values and envision their charitable legacies (jnf.org/majordonor). 📍



OUR WORK



2020 | Year in Review

Community Building

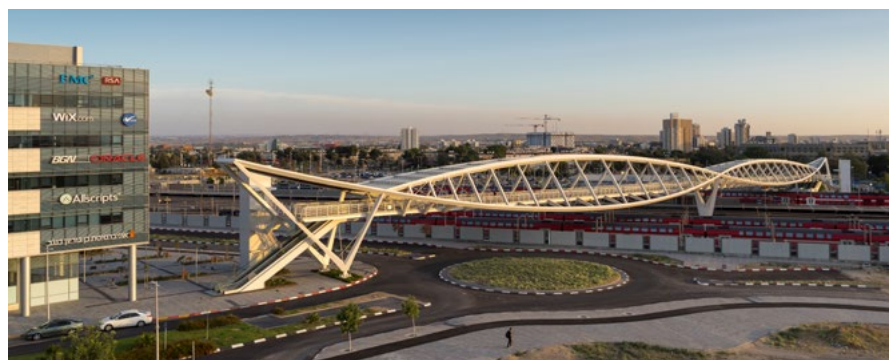
WE'RE BUILDING COMMUNITIES FOR PEOPLE TO CALL HOME WHERE ONCE WAS BARREN SAND AND TRANSFORMING REGIONS IN THE NEGEV AND GALILEE INTO AGRICULTURAL AND ECONOMIC POWERHOUSES

Be'er Sheva has undergone an immense transformation and unprecedented population and economic growth thanks to *Blueprint Negev*, Jewish National Fund's strategic vision for the region. The Negev's capital city is now a desert oasis thanks to the completion of the **Be'er Sheva Lake**, a 28-acre manmade lake (the largest in Israel) filled with recycled water, and the centerpiece of JNF's seven-mile **Be'er Sheva River Park**. Lakeside shops and restaurants, as well as boating and other sport activities, will be open and available soon, all located near the **Jewish National Fund Be'er Sheva Amphitheater**.

This year, despite hardships due to COVID-19, **Jewish National Fund's Lauder Employment Center (LEC)** emerged as a leader in sustainable economic development by aiding job seekers and employers throughout the Negev all while preparing for "the day after." The LEC trained individuals to search for jobs during the crisis and prepared them for virtual interviews. It also provided over 1,000 Negev



job seekers direct access to postings and retraining courses. Helping local employers pivot to a remote working environment has kept many companies



from closing their doors or furloughing employees. Since March 2020, the LEC has hosted over 1,500 young adults in more than 35 webinars and online lectures, with over 75 companies participating in virtual programming and volunteering their time and expertise, resulting in the creation of more than 500 career opportunities each month. A survey of 1,000 college and graduate students found that 81% who completed the LEC's webinars have a strong interest in remaining in the Negev if they can secure employment.

The **Jewish National Fund Lauder Internship Program** welcomed 18 new interns (out of 120 applicants) for its fourth cohort. The successes seen in the Negev encouraged Jewish National Fund and **Ronald S. Lauder** to open the **Lauder Employment Center North** in

Akko in November, where it will replicate the Negev Center's achievements and tackle the unique employment challenges facing the Galilee.

SDEROT

Over the past year, Sderot expanded and developed new neighborhoods and parks and saw an 8% growth in population. The new **Jewish National Fund Sderot Animal Assisted Therapy Center** is nearing completion, thanks to a significant gift from **Faith Bible Chapel** (Denver, CO), and will help the region's residents cope with mental health issues, such as Post-Traumatic Stress Disorder (PTSD), and also provide physical therapy. The first phase of construction on the new **Sandra Goldreich Roklen and Evan Roklen Sderot Resilience**

"We are creating something out of nothing, and with Jewish National Fund's help, everyone can see how far we've come." —CHAGIT BEN CHAIM, MERCHAV AM RESIDENT

Center Complex is complete, and the final project will open to the public by mid-2021. This 25,800-sq.-ft complex will house a Conference Center and Parenthood House, which will continue to provide critically needed social services to residents. Adjacent to the new **Music Neighborhood**, supported in part by **Jewish National Fund's Housing Development Fund**, are the new **Music Park and Playground**, in memory of **Gilbert K. and Alyce B. Cain (z'l)**, and manmade lake; both are open and enjoyed by children and families.

ESHKOL REGION

As one of the fastest growing communities in Israel per capita, **Halutza** is making strides in developing its social, residential, and economic infrastructure, welcoming over 100 new residents this past year. The **Helmsley Charitable Trust Halutza Medical Center** provided nearly 25,000 medical visits—in addition to the new dental clinic that opened last year—and boasts a new physical therapy center through the support of the **Seiger Family** (Los Angeles, CA). The medical center also opened a COVID-19 testing facility, providing health assurance and safety for all residents of the Western Negev.



Other Highlights

- 55 new homes were constructed, and 66 new housing sites are under construction in Shlomit with 40 nearing completion in Bnei Netzarim.
- The new **Jane Cornell Halutza Community Pool** in Bnei Netzarim is currently under construction.
- 3 new businesses opened in Halutza thanks to the **Women's Business Center**, made possible through the generous support of **Jerry and Shelly Abramson** (Boca Raton, FL).

- Due to COVID-19, many residents pivoted their careers to agriculture, opening three new greenhouses and employing over a dozen new farmers.
- Halutza's economy earned 25 million shekels from selling its fresh produce to local markets and exporting to 15 countries around the world.
- 2 Halutza high schools were named among the Top 50 Best Schools in Israel based on academic excellence and matriculation rate.
- Thanks to a generous gift from **Charlene Vener** (Los Angeles, CA), construction plans are underway for a state-of-the-art communal dairy farm. Upon completion, the farm will produce 160 million liters a year, supply the domestic market with dairy products, export products internationally, and create thousands of new jobs in the region.

In the **Gaza Envelope**, community development initiatives continue to improve the lives of all residents while attracting new families. The **Eshkol Playschool Kingdom**, will be

dedicated in honor of **Betsy Fischer by her husband Peter** (Cherry Hill, NJ) with an entranceway funded by **Jentezen Franklin Ministries**, is a state-of-the-art educational campus and will be completed by June 2021. The facility complements three surrounding



elementary schools and provides a safe place for over 3,000 kids to play and learn. In addition, expansion of the **Jewish National Fund-USA Psychological**

Center in Sha'ar HaNegev is complete and provides high-quality care and assistance to the region's residents, many of whom suffer from PTSD.

ARAVA VALLEY

- Construction on the state-of-the-art **Sapir Aquatic Sports Center**, which includes an Olympic-sized swimming pool and is made possible through a gift from the **EGL Charitable Foundation**, will be completed by December 2020.
- The new **Claire & Marc Perlman Campus** at the **Arava International Center for Agricultural Training (AICAT)** opened, expanding AICAT's capacity to 2,500 students.
- The **Richard and Nancy Simches Arava Emergency Response Center** is operating at full capacity, enabling safer

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

- 330 housing lots have been established in Idan, Ein Yahav, Hatzeva, and Zuqim. There are 120 lots under various stages of construction (mainly infrastructure) supervised by the Housing Development Fund, led by **Jeffrey Schwartz** (Narberth, PA).

2020 Year in Review



"I feel like a pioneer and blessed to live in a community in the desert with terrific, warm people who care about each other and our beautiful land." —TAL ASHUSH, HALUTZA RESIDENT

- The **Toby Mower Community Center** in Zuqim opened its doors and is welcoming residents and visitors.
- The kindergartens, in loving memory of **Emma & Thomas Black** and **Joanne B. Simches**, in Sapir and Hatzeva are welcoming children and in operation.
- Construction on the new 12,000-sq.-ft. **Jewish National Fund-USA Sapir Indoor Sports Facility** is under way and scheduled to be completed by the end of 2020.

EILOT REGION

- The region experienced a 6.1% population growth in 2020.
- 149 housing lots have been built.
- The **Lembke, Mower, and Crown Foundation Arava Wastewater Treatment Plant** is operational and treats 500,000-cubic-meters of sewage water from six regional kibbutzim and farms annually for agricultural use.
- Groundbreaking archeological discoveries at **Timna Park** were made, linking the ancient site to King David's reign. Changes are planned for the **Chudnow Family Visitors Center** to enhance tourists' experience at the park.
- Israel's first off-grid school opened and 100% of the Arava Valley and port city of Eilat's annual energy needs are produced via solar power.

MAKOM

Jewish National Fund affiliate **MAKOM** consists of a network of communities comprised of young leaders focused on empowering and revitalizing cities and towns in the Negev and Galilee. These 21st century pioneers bring new families and individuals to populate these regions, and, through community building and social action programs, they are strengthening Israel's frontier.

- In Akko, two MAKOM communities made of 330 members directly impact the lives of 40,000 people.
- The Modern Orthodox MAKOM community in Arad has grown to

over 100 members in five years, running community events and initiatives, organizing assistance for needy families and the elderly, and developing affordable housing.

- The Mountain Jewish (the English-language term associated with Jews from the Caucasus) communities focus on bridging the gap between older and younger generations by offering Hebrew classes to the elderly and after-school programs for children, while embracing cultural traditions and practices.
- Be'er Sheva is thriving with its nine MAKOM communities consisting of over 10,000 members, offering high-quality education, cultural events, caring for those in need, and directly impacting the lives of more than 100,000 city residents.

PROJECT BASEBALL

Jewish National Fund's Project Baseball and the Israel Association of Baseball continue to rise in popularity with activities taking place in the Galilee and the Negev. Today, over 1,000 children and adults play baseball and softball around Israel, yet there remains a need for formal baseball fields. A new field is being built in Beit Shemesh and field development continues in Ra'anana. Notably, Israel's national baseball team was one of only six teams to qualify for the 2020 Tokyo Olympics (now scheduled for July 2021), and, last summer in Tel Aviv, the Youth U18 team won the European Championship.

ALIYAH IS ON THE RISE! 250,000 OLIM EXPECTED IN THE NEXT 3-5 YEARS.

Jewish National Fund affiliate **Nefesh B'Nefesh** saw an impressive 166% increase in *aliyah* (immigration to Israel) inquiries in 2020, and successfully facilitated aliyah for over 2,295 U.S. *olim* (immigrants to Israel), including 488 families, 882 young professionals, 220 pioneers to Israel's frontier communities, 237 soon-to-be lone

soldiers, and 139 medical professionals. According to Israeli government projections, 90,000 olim are expected to make Israel their home next year, 15,000 of whom are coming from the U.S. and will be facilitated by Nefesh B'Nefesh.

Other Highlights

- The **Nefesh Tel Aviv HUB** is a co-working space designated for olim, which helps individuals professionally and hosts weekly social events, including popular monthly Shabbat dinners.
- The **Nefesh Campus Initiative** engages college students in a *Positively Israel* conversation, educating them about professional and social opportunities that Israel offers. To date, 85 campuses have been visited.

The new **Nefesh B'Nefesh Campus in Jerusalem**, located on Israel's National Mall and directly across from the Supreme Court, the Foreign Ministry, the Knesset, and the planned new Prime Minister's residence, will open by June 2021. Thanks to the generosity of **Drs. Toby and Mort Mower** and **Heidi Rothberg** (Denver, CO), the Campus will place aliyah at the forefront of the national agenda, have offices for employment services, and offer cultural experiences. The campus will also have the **Herzl Balcony**, a modern replica of the balcony seen in the iconic photo of Theodor Herzl, which will serve as an attraction for visitors to Jerusalem. Adjacent will be the **Herzl Wall**, which will display the names of honored Zionist philanthropists.

GO NORTH WESTERN GALILEE

As part of the *Go North* initiative, the Western Galilee is crucial to JNF's work in developing the north, with nearly 40% of its local economy connected to the tourism industry.

Western Galilee Now (WGN) now boasts over 60 diverse small businesses that collectively provide 800 jobs to



local residents, helping exponentially expand the region's tourism industry. It has also represented the region at major tourism trade shows, bringing over 100 top tourism agencies for day trips each month.

The annual Spring Festival, which attracts over 2,000 people and includes a successful "Taste the Galilee" farmers market, moved to an online format and provide income to many WGN members. The July Art Festival, which showcases local arts and crafts, took place between lockdowns. The annual Winter Festival, taking place between Chanukah and Christmas, will be virtual for the first-time ever.

The **JNF Western Galilee Tourist Information Center**, located in the old city of Akko, has become the gateway to the Western Galilee. To assist local businesses and shop owners who rely on tourist dollars, JNF launched the **Online Mitzvah Marketplace: Shop Israeli Goods** (jnf.org/shopping), and filmed videos for local vendors at the Center, offering people around the world the opportunity to buy Israeli goods right from their living rooms.

The **Space Gallery** at the Center hosted local art exhibitions, and by the end of 2020, the Center will present virtual exhibitions, each demonstrating

a different aspect of the region's rich cultural diversity.

WGN also finished a six-month tourism training program in conjunction with the Ma'ale Yosef Regional Council to help create more tourism opportunities and attract businesses to the region.

The new WGN and Jewish National Fund Tourist Information Center websites, in both English and Hebrew, give visibility to the local members and provide automated guides to bring thousands of visitors to the Western Galilee, greatly contributing to its economic development.

At **Monfort Lake and Waterfall** in Ma'alot-Tarshiha, **Jewish National Fund's Waterfall Street** continues to take shape, creating a cascading ecological pond that functions as a water circulation ecosystem. The system comprises 20 ecological pools, dedicated in honor of **Roma Wittcoff** by her family on the occasion of her 95th birthday, which provide Lake Monfort with clean water and are helping the area become a tourist destination.

EASTERN GALILEE

Food Innovation Center on the Greenbaum Family Campus in the Upper Eastern Galilee will serve as a research incubator, small business hub, and open workspace for the food and agricultural technology industries. Plans are underway to select an appropriate campus in the Greater Kiryat Shmona region, which will

include the **Horwitz-Zusman Family Center** and the **Robert and Gale C. Kares Medical Center**, that will meet the needs of this revolutionary center and the area's expected population growth. The initiative will help realize Israel's dynamic vision for leading the global food tech industry along with opportunities for agricultural research and development programs, hi-tech food companies, and the hospitality industry to come together under one roof to create a power center of knowledge.

GALILEE CULINARY INSTITUTE

Construction on the **Galilee Culinary Institute by Jewish National Fund (GCI by JNF)** on the **Marvin Sukonik Campus** will be completed by Fall 2022. Thanks to a generous gift from **Steve and Linda Rosenfield** (AZ), students will receive their diploma from **The Rosenfield School of Culinary Arts**. GCI by JNF will bring greater prosperity to the Upper Eastern Galilee and the Greater Kiryat Shmona region with its focus on community building, innovation, experiential learning,

business and leadership, and creation of 40,000 direct and indirect jobs. In 2020, GCI by JNF launched a website (galileeculinaryinstitute.com), newsletter, social media campaigns, and began building a network of mentors, leaders, and partnerships from all over the world. GCI by JNF's current partners now include **JVP Partners**, **Fresh Start Incubator**, and **Rouxbe**, with more to join.

HOUSING DEVELOPMENT FUND

In 2020, Jewish National Fund's **Housing Development Fund** supported:

- 29 communities.
- 1,338 housing lots (12.4% increase over 2019 figures).
- More than \$22 million approved to support the 29 communities.
- First repayments received in 2020 for nearly \$1 million, which will be reinvested in new community expansion projects. 📌

"It's important to know that, regardless of your age and at any point in life, you can make aliyah." —RACHEL GANG, AN OLAH LIVING IN BE'ER SHEVA



Disabilities & Special Needs

INCLUSION & INTEGRATION: ISRAEL HAS OVER 1 MILLION PEOPLE WHO HAVE SOME FORM OF DISABILITY

JNF affiliate **Special in Uniform** expanded to include 32 Israel Defense Forces (IDF) bases, with 447 soldiers with special needs volunteering and serving. They began working with the IDF's Golani Brigade. The **Rita & Burt Tansky IDF Hearing-Impaired Program** is successfully preparing soldiers for employment and integration into civilian life following their military service, and in response to the COVID-19 pandemic, Special in Uniform soldiers played an integral role in sorting and distributing testing kits to medical centers around the country.

LOTEM-Making Israel Accessible, a JNF affiliate received the Purple Standard Mark from the Israeli government, indicating that it upholds health and safety regulations and is permitted to operate during the COVID-19 pandemic. LOTEM is providing children and adults with special



needs in Israel with the opportunity to go outside the confines of their homes and escape the loneliness. It is also coordinating the nationwide operation, “**Computer for Every Child with Special Needs**,” providing 150 computers and tablets to children whose families cannot afford it. It continued to lead groups on trips, even during lockdown periods, with more than 2,500 individuals participating on a trip. LOTEM also continues operating within the institutions and frameworks of special education, and services 4,000 individuals.

Jewish National Fund's **Adi Negev-Nahalat Eran** (formerly ALEH Negev-Nahalat Eran), a rehabilitative village in the Negev for people with severe disabilities and special needs, is home to 160 residents and provides more than 10,000 outpatient rehabilitative treatments each month. This past year, it welcomed over 750 volunteers from around the world and expanded its staff to 425 employees.

The \$60 million **Neuro-Orthopedic Rehabilitation Hospital**—the first in the south—is on its way to completion in 2021. The **Neuro-Science Rehabilitation Research Lab** began operation in collaboration with Ben-Gurion University and Dr. John W. Krakauer, director of the BLAM Lab at The Johns Hopkins University School of Medicine, with 120 students working alongside medical researchers and learning how to best aid and support the village's rehabilitative care.

Red Mountain Therapeutic Riding Center at Kibbutz Grofit (RMTRC) is the only therapeutic horseback riding center in the Arava region. In 2020, it provided over 10,000 therapy sessions to more than 200 riders, with 150 participating through JNF's scholarship program. Riding programs have been integrated into eight educational initiatives for people with special needs and at-risk youth in the south. RMTRC welcomed two new riding therapists, and plans are in motion to open riding empowerment groups for adults with PTSD. 🐾



Forestry & Green Innovations

THE POWER OF SOIL

Jewish National Fund is a pioneer in afforestation, forest maintenance, Sustainable Forest Management, fire prevention, and ecological development, and has planted 260 million trees. Over 500 visitors from across the globe, including visiting heads of state, took part in the time-honored tradition of planting trees at **Jewish National Fund's Harvey Hertz Ceremonial Tree Planting Center at the Neot Kedumim Biblical Preserve**.

Jewish National Fund helped battle forest and agricultural field fires, including over 600 fires caused by arson and incendiary devices sent from Gaza. JNF supported **Israel's Fire & Rescue service** with 28 new fire trucks, lifesaving equipment, and four **Rapid Action Fire Vehicles** for the Gaza Envelope region. 🌳

Israel Advocacy & Education

FROM BIRTH TO THE BOARDROOM

Jewish National Fund is at the forefront of making Israel advocacy and engagement in the U.S. an inseparable part of the education process with its one-of-a-kind “Birth to the Boardroom” Israel Continuum.

Jewish National Fund's **Israel Continuum** ensures that the next generation will develop a deep individual connection and understanding of Israel today, from preschool through college and beyond.

Key projects & programs by the numbers:

- 1,000 students completed JNF's premier high school study abroad educational program at **Alexander Muss High School in Israel (AMHSI-JNF)**.
 - 25 college students participated in our inaugural session of **Frontier Israel**, JNF's gap year program.
 - 1,080 students and young professionals on 27 buses participated on **JNF's Birthright** programs, organized through **Shorashim**.
 - 52 college professors from universities across the U.S. participated on **JNF's Faculty Fellowship Summer Institute in Israel** program, building bridges between Israeli and American academics and exposing these leading educators to Israel's cultural mosaic.
 - 70 non-Jewish collegiate student leaders participated on the **Caravan for Democracy Student Leadership Mission to Israel**, sharing JNF's *Positively Israel* message among American campus leaders.
 - 160 Jewish students volunteered during their vacations to participate on JNF's **Alternative Break** programs.
- Jewish National Fund affiliate **Green**



Horizons (Tomorrow's Leaders) focuses on educating Israeli youth by using hiking and walking the land of Israel as their main tool. This fosters the development of interpersonal and leadership skills and social responsibility, while promoting Zionist values. Green Horizons had 5,600 overnight hikes, with participants hiking over 100,000 miles of Israel. For essential workers with children out of school during the spring, Green Horizons provided outdoor activities, including tutoring hundreds of children, volunteering with seniors, and various programming, allowing parents to continue working in hospitals and clinics, as well as providing other essential services.

HaShomer HaChadash is a Jewish National Fund affiliate that fosters a deep love and connection for the land of Israel, while instilling in volunteers an appreciation and understanding of agriculture and ecology through working with local farmers and safeguarding their lands. Throughout 2020, HaShomer helped stabilize Israel's agricultural economy by ensuring that Israeli farmers did not lose crops due to lack of workers. Nearly 40,000 volunteers helped 385 farmers throughout the year, which ensured the protection of 645,000 acres of land. In addition, HaShomer's SunDo smartphone app made volunteering simple for over 5,000 users each month.

Hashomer HaChadash's **Adam v'Adama Leaders of the Land High School in Hatzeva**, dedicated by the **Karl Asch**

Family Foundation and opened last year thanks to JNF's support, had 65 students living and working alongside famers in the Arava; their goal is to double the number of students by 2022. The school attracts the best and brightest students from across religious and socioeconomic backgrounds, teaches strong work ethics, leadership values, and independent living skills, all while balancing their academic studies with agricultural learning.

JEWISH NATIONAL FUND BORUCHIN CENTER

Jewish National Fund's Boruchin Center was created in 2015 following a \$250 million estate gift of the late **John and Dora Boruchin (ז"ל)** of California to strengthen the lifelong connection of all Americans, and in particular young Jewish Americans, to the land and people of Israel through the support of innovative and inspiring programming.

During 2020, the Jewish National Fund Boruchin Center made grants totaling \$2,570,00 to the following organizations and programs:

The Israel On Campus Coalition (ICC)

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

Heroes to Heroes

Heroes to Heroes teams up combat

2020 Year in Review



veterans from 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.-

online encounter with Israel. Children ages 11-14 are immersed in three series addressing Israel's people, land, and innovative contributions.

Yavneh

Recruits, trains, and mentors a network of all-star student leaders who are engaged in pro-Israel activism, building Jewish life, and creating dynamic programs on college campuses across North America.



based university and college faculty members on a 10-day program to Israel. The program matches participants with Israeli counterparts in their fields of study to facilitate academic collaboration, exposing them to an Israel that transcends the current conflict.

Alexander Muss High School in Israel (AMHSI-JNF) National Scholarship Fund

Enables students with demonstrated financial needs 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 visited before.

Alexander Muss High School in Israel (AMHSI-JNF) Impact Fund

Provide merit-based fellowships to dynamic and dedicated high school students who demonstrate excellent academic achievements, leadership qualities, and potential to be future Jewish community leaders.

Jewish Interactive

Provides children with an interactive

JEWISH NATIONAL FUND-USA WORLD ZIONIST VILLAGE

Planning continues on the single largest project in history—the **Jewish National Fund-USA World Zionist Village**. This \$350 million campus—the world's first Zionist village—will be located in Be'er Sheva, where Abraham first settled in the land of Israel. The campus will serve as a second home for **Alexander Muss High School in Israel**, will provide an adult Zionist education and conference center providing space for up to 100 conference attendees; and a campus for young adults in Israel for technology internships, with the goal of providing 20 internships per year. This will be a place where Zionist education and innovation will be taught side-by-side, and where the study of Jewish values, Jewish history, and technology will converge and change the narrative about Israel and Zionism, and shape the future of Jewish leadership for the next 25-50 years. The campus will be situated on 21 acres of land within the **Be'er Sheva River Park**, and JNF's Be'er Sheva Committee has launched an ideas competition in search of cutting-edge and dynamic ideas for the various aspects of the campus. 📌

Water

SOLUTIONS TO SECURE THE ESSENCE OF LIFE

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, river rehabilitation, and supporting imperative research and development.

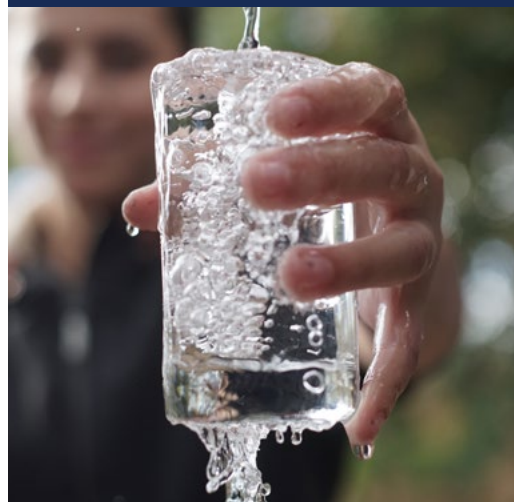
JNF built **two new reservoirs** in Ramat HaNegev (Allan Cohen, CO); and Mishmarot (Malcolm and Ellen Jozoff, AZ) and is building one in Eshkol (Valerie and Herschel Richter, AZ), to store recycled water for agricultural use.

At the Arava's **Whole Orchard Lysimeter**, the world's largest facility for the study of water and fertilizer needs of date palms, research resulted in additional savings of money and water while achieving a 25%+ increase in crop yields. These advances were made possible thanks to the **Meredith and Karl Asch Foundation**.

Construction on the **Lembke, Mower, and Crown Foundation Arava Wastewater Treatment Plant** treats 500,000-cubic-meters of sewage water from six regional kibbutzim and farms annually; treated water is piped into the JNF-built **Elifaz Reservoir** for agricultural use.

In the Bedouin community of **Wadi Aricha**, on-site, self-sustaining, and solar powered wastewater disposal systems are operational in individual households.

Rainwater Harvesting Projects are operational in 70 schools across Israel, empowering over 90,000 students. 📌



Travel

MAKE ISRAEL YOUR FIRST TRIP ABROAD. YOUR FAMILY IS WAITING TO SEE YOU

Prior to COVID-19, JNF's Travel & Tours introduced 250 prospective partners to its life-changing and vital work in Israel through **JNF's Weekly Bus Tour** to the Negev.

Jewish National Fund successfully sent 7,000 people to Israel on a variety of missions, customized day trips, and student travel, including over 40 missions and trips and 400 day trips and site visits for over 1,600 partners, providing firsthand opportunities to witness the impact of JNF's crucial work like never before.

Additionally, travel was coordinated for 4,400 students through **Roots Israel, Birthright Israel, Caravan for Democracy Student Leadership Mission, Alternative Break, and Alexander Muss High School in Israel (AMHSI-JNF)**. JNF's commitment to the land and people of Israel is unstoppable.

Travel & Tours pivoted and kept the connection with Israel during the pandemic by bringing the land and people of Israel to our partners, friends, and family from the comfort of their homes with over 250 highly successful and in demand **Virtual Tours**. With a licensed tour guide, a staggering 6,500+ tourists have "visited" and supported Israel on a Virtual Tour. 📌

Call **877.563.8687** or visit **jnf.org/travel**

Research & Development

JNF IS A LEADER IN RESEARCHING AND DEVELOPING CUTTING-EDGE TECHNOLOGY, PLACING ISRAEL AT THE FOREFRONT OF EXCEEDING GLOBAL CHALLENGES

At **Jewish National Fund's Central Arava R&D Center**, resident and visiting researchers work on bio-tech solutions for agriculture and drug discovery while finding new methods for arid agricultural sustainability, water efficiency, and advancing the quality and shelf life of agricultural products from the Arava. The Center's state-of-the-art facilities and location allow researchers to learn more about the region's most pressing concerns, which helps local farmers grow their businesses.

Jewish National Fund'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 land farming, agricultural studies, and training. 1,000 students enrolled from Vietnam, Myanmar, Laos, Cambodia, Thailand, Indonesia, East Timor, Fiji, Gambia, Cape Verde, Vanuatu, Kenya, and Nepal.

Thanks to a generous lead gift by **Daniel Dean**, the **Dean Family Fellowship** will enable selected alumni with unique ideas to create sustainable change in their home countries with the tools and financial support they need. In addition, thanks to the generosity of **Scott and Roberta**

Schreiber (Chicago, IL) the **AICAT Scholarship** will allow for more students from around the world to come and study in Israel and return home with greater knowledge and skills.

In 2020, 57 students and interns from eight countries participated in Jewish National Fund affiliate **Arava Institute for Environmental Studies'** academic program. The Jisr az-Zarqa Society Project, which brings Arava Institute alumni to a Bedouin town in Israel's north to study Arabic and volunteer in an immersive community experience, ran for the second time with 15 participants. The Arava Institute's Center for Transboundary Water Management began research on identifying COVID-19 in wastewater in Bedouin settlements in the Negev to plan public health policies for its control and containment.

Jewish National Fund's Joint Institute for Global Food, Water, and Energy Security—consisting of JNF, the University of Arizona, and the Arava regional councils—works to develop tools and design methods to adapt technologies and initiate programs to aid communities in arid and hyper-arid environments, specifically focusing on

Africa. A prominent Boston-based family foundation will match funding for the Institute's initial research phase, which will focus on demonstrating sustainable methods of food production against the nexus of energy, land use, and water conservation in an arid environment. Over the next three to five years, the Institute will establish

at least three multi-disciplinary programs in Africa to provide the transfer of technology, applied research, knowledge, training and education, and guidance. 📌





the database of clandestine immigrants, bringing it to 135,000 recorded names. As the community of Atlit immigrants grows older, we are prioritizing recording video testimonials to preserve the memory of Israel's Independence Experience for future generations, bringing the total to 1,104.

We pivoted to the virtual forum to provide activities for American and Israeli audiences unable to visit Israel and the

Heritage Sites

WE ARE SAFEGUARDING ISRAEL'S PAST, ENSURING ITS PRESENT, AND SECURING ITS FUTURE

Jewish National Fund is committed to caring for and preserving Israel's **Heritage Sites**—particularly those that highlight Israel's Independence Experience—so that every site and its story is properly documented and preserved.

Jewish National Fund and the **Society for Preservation of Israel Heritage Sites (SPIHS)** continued developing Israel's heritage sites. Construction began on the new **Michael and Ronnit Kessler** (Long Island, NY)-funded lobby at the **Ayalon Institute** (Bullet Factory), which will better accommodate this important site's increasing number of visitors. To improve accessibility, we are building a wider staircase to the Institute's underground bullet factory and an elevator will be installed in early 2021.

At the **Atlit Immigration Detention Camp**, work is underway on the state-of-the-art **C46 Airplane Experience Project**, funded by **Jack Grynberg** (Denver, CO), 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.

At the **Atlit Information Center**, over 9,000 names were added to

sites. These include virtual tours and social media engagement through stories, games, and videos. Over the summer, we hosted some in-person events, including special daytime and nighttime activities for families, paratrooper ceremonies, music shows at **Ammunition Hill**, a photography exhibit at **Kfar Masaryk Kibbutz Experience**, and many others.

In **Gush Etzion**, construction is nearing completion on the **Gush Etzion Museum & Heritage Center**, and its expansion will tell the story of Jewish heroism and resilience from the War of Independence based on firsthand accounts of the Battle for Kfar Etzion. The Center will house documents and historical memorabilia and will include a new gift shop with products from the area, a cafeteria, and a learning area.

At **Timna Park**, one of Israel's largest archeological attractions in the south with the world's first-ever copper mine, plans are in place to build an interactive exhibition for the **Jewish National Fund Chudnow Visitors Center**. Once completed, this exhibition will increase tourism to Timna and the Central Arava Valley.



AMMUNITION HILL

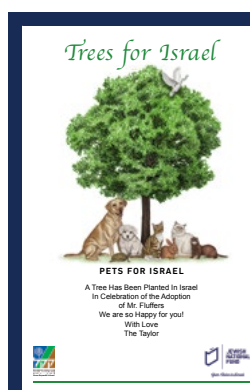
Thanks to Jewish National Fund's generous partners, a new auditorium opened inside **Ammunition Hill's** state-of-the-art Six-Day War Museum. Over 480 plaques have been dedicated at the Wall of Honor and construction on the site's southern wing is progressing. The museum's Audio-Visual 3D system was upgraded, providing information about the site's history in four languages. ▀

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 Inscribed** program. For the first-time ever, anyone can participate in the sacred act of writing a Torah atop the ancient cliff fortress of Masada. Buy a letter, word, verse, or chapter, and a beautiful personalized certificate will be sent signifying your link to our ancient past. It's the ideal gift for any occasion. ▀

Call 800.542.8733 or visit beinscribed.org



Products

TREE CERTIFICATES CELEBRATE, COMMEMORATE, AND HONOR LIFE'S SPECIAL MOMENTS 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 more than 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.

For a convenient way to purchase trees at a discount, open an E Z Tree® account. It's fast and simple! ▀

NEW! PET CERTIFICATE

800.542.TREE (8733) or jnf.org/trees



National Conference

Faced with the difficult choice of postponing this year's in-person National Conference in Israel, Jewish National Fund quickly adapted. With a broad program, the virtual conference focused on how Jewish National Fund is impacting Israel's present and future. Featured topics and discussions included how Jewish National Fund is helping Israel shape itself as the food and culinary capital of the world; the tremendous strides JNF is making to support Israel's role as a leader in global food, energy, and water security; and a behind-the-scenes look at the world-wide impact of the training international students receive at the Arava International Center for Agriculture Training; and more. Conference speakers included Israel's incoming Ambassador to the United States and Permanent Representative of Israel to the United Nations, Gilad Erdan; Tara Rosenblum, *News 12* Network Senior Investigator and Political Reporter; musicians and Broadway stars Micaela Diamond, Young E.Z., Michelle Beth Herman, Natalie Janowski, Bat Ella Birnbaum, Jake Levy, Melanie Brook, and Nathan Salstone; author Seth M. Seigel; Professor Joaquin Ruiz, VP of Global Environmental Future at the University of Arizona; Howard Yana-Shapiro, Ph.D., Chief Agricultural Officer Emeritus, Mars Fellow; Sarah Idan, 2017 Miss Universe Iraq; *The One-Way Ticket Show* host Steven Shalowitz; Lior Lev Sercarz, chef and owner of La Boite; and Be'er Sheva Mayor Ruvik Danielovich. ▀

Join us October 11-14, 2021 for Jewish National Fund's 2021 National Conference in Israel. Register now at jnf.org/nc.



Speakers Bureau

THE BEST SPEAKERS FOR VIRTUAL COMMUNITY EVENTS, SYNAGOGUE GATHERINGS, RETREATS, CONFERENCES, AND MORE

Jewish National Fund's Speakers

Bureau is the largest public resource 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 2020, JNF hosted nearly 200 virtual events across the country featuring speakers from the bureau in Zoom and virtual settings for parlor meetings, affinity programs, as well as community breakfasts. JNF events featured prominent voices in the Jewish community, including Bari Weiss, Jamie Geller, Ethan Zohn, and Hen Mazzig, as well as emerging stars such as Alana Newhouse and Alex Ryvchin.

Our **MAKOR** program is comprised of lay leaders who are JNF ambassadors and travel around the country speaking and soliciting for JNF. There are over 30 members nationally who raised \$2.1 million in 2020. JNF's Speakers Bureau has over 300 members and has proudly launched a **Virtual Book Club**, featuring thought provoking authors and interesting discussions. ▀

Call 212.879.9307 or visit jnf.org/speakersbureau

Jewish National Fund-USA Consolidated Statement of Financial Position

For the year ended September 30, 2019, with summarized comparative totals for the year ended September 30, 2018.

September 30,	2019	2018
ASSETS		
Current		
Cash and cash equivalents	\$ 5,200,405	\$ 5,972,434
Contributions receivable	31,164,180	24,417,501
Prepaid expenses and other assets	2,810,471	2,170,592
Investments, at fair value	276,286,587	282,345,133
Total Current Assets	315,461,643	314,905,660
Contributions receivable, less current portion	13,506,339	10,202,552
Investments Held Under Split-Interest Agreement	93,097,811	91,396,728
Property Held for Sale	2,092,076	2,092,076
Beneficial interest in trust held by others	604,926	835,855
Fixed assets, net	20,625,485	22,585,255
Total Assets	\$ 445,388,280	\$ 442,018,126
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable and accrued expenses	\$ 2,327,244	2,212,894
Accrued payroll and related liabilities	1,664,384	1,272,461
Grants payable, current portion	4,185,425	4,646,118
Total Current Liabilities	8,177,053	8,131,473
Grants payable, less current portion	5,528,570	6,290,571
Note payable	4,381,483	4,192,807
Obligations due under split-interest agreements	40,586,172	41,891,295
Total Liabilities	58,673,278	60,506,146
COMMITMENTS AND CONTINGENCIES		
Net assets		
Without donor restrictions:		
Operating	131,598,732	132,109,632
Boruchin Israel Education Advocacy Center	118,222,925	120,123,543
Building fund	3,204,984	3,203,168
JNF Initiatives Fund	60,450,405	58,127,365
Total Without Donor Restrictions	313,477,046	313,563,708
With donor restrictions	73,237,956	67,948,272
Total Net Assets	386,715,002	381,511,980
Total Liabilities and Net Assets	\$ 445,388,280	\$ 442,018,126

Jewish National Fund-USA Consolidated Statement of Activities

For the year ended September 30, 2019, with summarized comparative totals for the year ended September 30, 2018.

	WITHOUT DONOR RESTRICTIONS							
	Operating	Boruchin Israel Advocacy Center	Building Fund	JNF Initiative Fund	Total	With Donor Restrictions	Total 2019	Total 2018
REVENUES, GAINS (LOSSES) AND OTHER SUPPORT								
Contributions	\$ 51,655,876	\$ 9,484,492	\$ -	\$ -	\$ 51,655,876	\$ 9,746,245	\$ 61,402,121	\$ 51,954,497
Special events revenue	\$9,567,150	-	-	-	9,567,150	100,000	9,667,150	9,444,785
Less direct cost of special events	(4,599,094)	-	-	-	(4,599,094)	-	(4,599,094)	(4,100,205)
Net special events revenue	4,968,056	-	-	-	4,968,056	100,000	5,068,056	5,344,580
Bequests	9,315,293	-	-	-	9,315,293	218,774	9,534,067	8,744,361
Contributions from split-interest agreements		-	-	-	-	2,184,038	2,184,038	3,977,279
Change in value of split-interest agreements		-	-	-	-	(2,422,309)	(2,422,309)	(2,474,923)
Investment income, net	5,308,658	907,433	1,816	2,388,276	8,606,183	3,260,863	11,867,046	23,371,616
Other revenue (expenses)	802,983	-	-	-	802,983	-	-	(513,918)
Net assets released from restrictions	7,797,927	-	-	-	7,797,927	(7,797,927)	802,983	-
Total Revenues, Gains and Other Support	79,848,793	907,433	1,816	2,388,276	83,146,318	5,289,684	88,436,002	90,403,492
EXPENSES								
Program services								
Israel projects	44,992,750	2,808,051	-	65,236	47,866,037	-	47,866,037	38,705,284
Education	8,256,639	-	-	-	8,256,639	-	8,256,639	7,404,863
Missions and scholarships	11,805,514	-	-	-	11,805,514	-	11,805,514	9,621,135
Total Program Services	65,054,903	2,808,051	-	65,236	67,928,190	-	67,928,190	55,731,282
Supporting services								
Management and general	7,388,726	-	-	-	7,388,726	-	7,388,726	6,888,174
Donor development and fundraising	7,916,064	-	-	-	7,916,064	-	7,916,064	7,491,014
Total Supporting Services	15,304,790	-	-	-	15,304,790	-	15,304,790	14,379,188
Total Expenses	80,359,693	2,808,051	-	65,236	83,232,980	-	83,232,980	70,110,470
Change in net assets	(510,900)	(1,900,618)	1,816	2,323,040	(86,662)	5,289,684	5,203,022	20,293,022
Net Assets - Beginning of year	132,109,632	120,123,543	3,203,168	58,127,365	313,563,708	67,948,272	381,511,980	361,218,958
Net assets - End of year	\$ 131,598,732	\$ 118,222,925	\$ 3,204,984	\$ 60,450,405	\$ 313,477,046	\$ 73,237,956	\$ 386,715,002	\$ 381,511,980






As of September 30, 2019, Jewish National Fund had financial reserves of \$313,477,046 without donor restrictions or about 3.8 times its 2019 annual expenses, which totaled \$83,232,950. Of the reserves, 58% has been designated by the board of directors for specific uses.

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SOCIAL MEDIA

SnapShot

OUR SOCIAL MEDIA AND DIGITAL MARKETING FOOTPRINT
GREW BY LEAPS AND BOUNDS

 jewishnationalfund  jewishnationalfund  jnfusa  jnfusa  jewishnationalfund

Our podcast,
IsraelCast, is now listened to in
over 75 countries, some of which have no
diplomatic relations with Israel and grew 121% in
listeners in 2020.

JNF's **Impact Blog** has had over 17K views
around the world.

Humans of JNF Facebook page grew by 63%

Over 50K people interacted with JNF on social media during JNF's
first-ever **2020 Virtual National Conference**.

Our **YouTube channel** has had 14,500 hours
of content watched, over 500K views, and achieved
a 14% increase in subscribers.

In 2020, we reached 5.3+ million users on **Facebook**,
830K+ people on **Twitter**, and 750K+ users on **Instagram**, including
220K+ engagements (Likes, Shares, and Comments) on our
Facebook posts.

We increased our Instagram following by over 18%,
and over 7,500 users visited our Twitter profile page.

We created hundreds of hours of engaging content for
JNF On Demand, Online Mitzvah Marketplace,
The Robinson Report, B'Yachad, and more.

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2020 | Year in Review

2020/2021 Board Listing

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JEWISH
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JNF's Choice in Israel