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.

Dr. Sol Lizerbram
President, Jewish National Fund

Jewish National Fund achieved a lot this year!

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

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

600+ heritage sites preserved for future generations

200 firefighters extinguished using JNF-supplied firefighting equipment

60,000 people with disabilities supported

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

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

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

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

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

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 JN-Arava Medical Center, the Robert and Shirley Levit Synagogue in Carmilt, the J. Lewis Shepps 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.

JNFfuture

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

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

- 86 members gave $5,000 or more.
- JNFfuture 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? Weekdays: 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 all of their humans are connected to JNF.
- 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

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 ($10,000 minimum or more annually)
- 69 Circle of Sapphire Plus members ($20,000 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 leadership roles through the Bridging the Gap Initiative, and providing educational and engaging programming with our new Women’s Philanthropic Weekend Retreat.

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 had 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
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 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 tackle the unique employment challenges the Negev Center’s achievements and will help the region’s residents 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 and also provide physical therapy. Eshkol Region As one of the fastest growing communities in Israel per capita, Halutzot is making strides in developing its social, residential, and economic infrastructure, welcoming over 100 new residents this past year. The Helmsley Charitable Trust Halutz 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 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, creating something out of nothing, and with Jewish National Fund’s help, everyone can see how far we’ve come.”

“We are creating something out of nothing, and with Jewish National Fund’s help, everyone can see how far we’ve come.”

“Before the pandemic, we had 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 success seen in the Negev encouraged Jewish National Fund and Ronald S. Lauder to open the Lander 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.

Other Highlights
- 55 new homes were constructed, and 66 new housing sites are under construction in Shikomit with 40 nearing completion in Bet Netzarim. The new Jane Cornell Halutzat Community Pool in Bet Netzarim is currently under construction.
- 3 new businesses opened in Halutzat 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.
- Halutzat’s economy earned 25 million shekels from selling its fresh produce to local markets and exporting to 15 countries around the world.
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- Halutzat thanks to the Women’s Business Center, made possible through the generous support of Jerry and Shelly Abramson (Boca Raton, FL).
- 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.

Eshkol Playschool kindergarten will be dedicated in honor of Betsy Fischer by her husband Peter (Cherry Hill, NJ) with an entrance way 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).
“It’s important to know that, regardless of your age and at any point in life, you can make aliyah.” – RACHEL SANG, AN OLAH LIVING IN BE’ER SHEVA

• The Toby Mower Community Center in Zuqim opened its doors and is welcoming residents and visitors. The kindergartens, in loving memory of Emma A. 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-USAP Israel 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 Chalmon 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
• The region experienced a 6.1% population growth in 2020. 149 housing lots have been built.

• The Mountain Jewish Development Fund, which will serve as a water circulation ecosystem.

• 2020 YEAR IN REVIEW

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 Ramat-Han. Notably, Israel’s national baseball team was one of only six teams to qualify for the 2020 Tokyo Olympics (now scheduled for July 2020), 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 aliya (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 132 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 2022. Thanks to the generosity of Danny 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.

The Rosenfield School of Culinary Arts on the Food Innovation Center on the campus of the Technion in Haifa.

The new campus, which will include the Horwitz-Zusman Family Housing Development Fund, will house students who will receive their diploma from the Rosenfield School of Culinary Arts. The campus will provide 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 Roxeeb, with more to join.

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 Roxeeb, with more to join.

GALILEE CULINARY INSTITUTE
Construction on the Galilee Culinary Institute by Jewish National Fund (GCI by JNF) on the Marvin Sukinok Campus will be completed by Fall 2022. Thanks to a generous gift from Steve and Linda Rosenfeld (AZ), students will receive their diploma from The Rosenfeld 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 Roxeeb, 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 is also hoped that the region’s vast natural resources, such as the Arava Valley and the Arava, will attract businesses to the region. 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 Israel 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 Yeosef 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 Montfort 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 Montfort 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 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 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.
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 2023. The Neuro-Orthopedic Rehabilitation Research Lab began operation in collaboration with Ben-Gurion University and Dr. John W. Krakauer, director of the BLAM Neuro-Science Rehabilitation Research Lab. 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 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.

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.

Jewish 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 bases participated in 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.
• 180 non-Jewish college student leaders participated in the Caravan for Democracy Student Leadership Mission to Israel, sharing JNF’s Positively Israel message among American campus leaders.
• 50 Jewish students volunteered during their vacations to participate on JNF’s Alternative Break programs.

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 Hateva, dedicated by the Karl Asch Family Foundation and opened last year thanks to JNF’s support, had 65 students living and working alongside farmers 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 (“B”) 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
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.-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 Academy 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 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.

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 Hichter, 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 of the Lembke, Mover, 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 Elizzaf Rezervoir 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 ABDROB. 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 (ACAT) 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. 1,500 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 cultural support they need. In addition, thanks to the generosity of Scott and Roberta Schreiber (Chicago, IL) the ACAT 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 Jsr ez-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.

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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 Avylon 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 2022. At the Atlit Immigration Detention Camp, work is underway on the state-of-the-art C46 Airplane Experience Project, funded by Jack Grubshaw (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 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 1,004.

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

**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 signing your link to our ancient past. It’s the ideal gift for any occasion.

Call 800.542.8733 or visit beinscribed.org


called Pioneers and Founders.

**Plants in Israel to celebrate life’s milestones remain 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

In Celebration of the Adoption, FOR BIRTHS, The IDEAL GIFT For Special Moments By and Honor Life’s Anniversaries, and Commemorate, AND HONOR LIFE’S COMMEMORATE, TREE CERTIFICATES For each special moment in life, the best ways to show someone you care. The 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, Melinee 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 Boîte; and Bérén 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.

**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, Melinee 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 Boîte; and Bérén Sheva Mayor Ruvik Danielovich.

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**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 Marzag, as well as emerging stars such as Alana Newhouse and Alex Ryzchin.

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

**Printed on Recycled Paper**

2020 YEAR IN REVIEW

Society for Preservation of Israel Heritage Sites

Preserved.

Experience—so that every site and its attractions in the south with the world’s first-ever 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

When you shall come to the land you shall plant trees.”— Leviticus 19:23

Keren Kayemeth LeIsrael

16412_JNFSmTrees_Q7_ic.qxp:Ra5414 Trees 5.75x8.75_ic 2/21/19 1:02 PM Page 1
## ASSETS

### Current

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$5,200,405</td>
<td>$5,972,434</td>
</tr>
<tr>
<td>Contributions receivable</td>
<td>31,164,180</td>
<td>24,417,501</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>2,810,471</td>
<td>2,170,592</td>
</tr>
<tr>
<td>Investments, at fair value</td>
<td>275,206,587</td>
<td>282,345,313</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>315,461,643</td>
<td>314,905,850</td>
</tr>
</tbody>
</table>

### Fixed assets, net
- 2019: $5,200,405
- 2018: $5,972,434

### Property Held for Sale
- 2019: $13,506,339
- 2018: $93,097,811

### Investments Held Under Split-Interest Agreement
- 2019: $2,810,471
- 2018: $2,170,592

### Current Liabilities

#### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$2,327,244</td>
<td>$2,212,894</td>
</tr>
<tr>
<td>Accrued payroll and related liabilities</td>
<td>1,664,384</td>
<td>1,727,461</td>
</tr>
<tr>
<td>Grants payable, current portion</td>
<td>4,185,425</td>
<td>4,646,118</td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>8,177,053</td>
<td>8,131,473</td>
</tr>
</tbody>
</table>

#### Grants payable, less current portion
- 2019: $5,200,405
- 2018: $5,972,434

#### Note payable
- 2019: $4,381,483
- 2018: $4,592,807

#### Obligations due under split-interest agreements
- 2019: $40,586,772
- 2018: $41,891,295

### Total Liabilities
- 2019: $58,673,278
- 2018: $60,506,146

## LIABILITIES AND NET ASSETS

### Commitments and Contingencies

#### Net assets

- Without donor restrictions:
  - Operating: $131,598,732
  - Boruchin Israel Education Advocacy Center: $118,222,925
  - Building Fund: $3,204,984
  - JNF Initiatives Fund: $60,450,405

- Total Without Donor Restrictions: $313,477,046

- With donor restrictions: $73,237,956

- Total Net Assets: $386,715,002

- Total Liabilities and Net Assets: $445,388,280

### Without Donor Restrictions

#### Total Assets
- 2019: $386,715,002
- 2018: $424,018,126

#### Total Liabilities
- 2019: $233,477,956
- 2018: $248,372,480

## 2020 YEAR IN REVIEW

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.
### Board Listing

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>DR. SOL LIZERBRAM</td>
</tr>
<tr>
<td>Chairman of the Board</td>
<td>JEFFREY K. LEVINE</td>
</tr>
<tr>
<td>Chairman of the Israel Emeritus</td>
<td>RONALD S. LAUDER</td>
</tr>
<tr>
<td>Treasurer</td>
<td>MICHAEL BLANK</td>
</tr>
<tr>
<td>Assistant Treasurer</td>
<td>STEVEN CRYSTAL</td>
</tr>
<tr>
<td>Secretary</td>
<td>MYRA CHACK FLEISCHER, ESQ</td>
</tr>
<tr>
<td>Assistant Secretary</td>
<td>PAMELA RUGGEL</td>
</tr>
<tr>
<td>Vice President, Israel</td>
<td>JOSEPH WOLFSON, ESQ</td>
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<td>Chair, Audit Committee</td>
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<td>V.P., Strategic Planning</td>
<td>BRUCE GOULD, ESQ</td>
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<tr>
<td>V.P., Administration and Compliance</td>
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#### SOCIAL MEDIA

**SnapShot**

Our social media and digital marketing footprint grew by leaps and bounds in 2020.

- **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 14,000 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.

jnf.org  800.JNF.0099