We have achieved another record-high fundraising year, yet we measure our success not only in dollars raised, but in the lives we have impacted. We look at how many children living in the Gaza Envelope smiled because of the parks and playgrounds we built; the number of small businesses we helped through our many economic development initiatives; and the thousands of high school teens who have formed a lifelong connection to their ancestral soil through our college-prep American semester abroad program in Israel.

Because of your generosity, our partners (donors), and guided by our incredible ambassadors (lay leaders), we achieved so much this year. As the premier philanthropic movement for the land and people of Israel, together with you, we are writing the next chapter in our People’s enthralling 4,000-year-old story. Through our One Billion Dollar Roadmap for the Next Decade, we have, and continue to, bring our founder Theodor Herzl’s Zionist vision to life as we leave a lasting legacy for generations to come.
2021 YEAR IN REVIEW

Planned Giving

OUR AWARD-Winning PLANNED GIVING DEPARTMENT HELPS ENSURE YOUR FINANCIAL SECURITY WHILE ADVANCING YOUR PHILANTHROPIC GOALS

Jewish National Fund-USA offers options that can help increase income, save on taxes, and in some cases, provide for heirs while also lending significant support for Israel. Your gift will perpetuate your legacy for future generations, like the Danielle A. & Irving J. Grossman JNF-USA Arava Medical Center, the Robert and Shirley Levitt Synagogue in Carmit, the J. Lew Schepps Recognition Center, the Raya Cowan Pipes Bridge in Beer Sheva, and many more. Planned Giving income from Bequests and Gift Annuities for the fiscal year totaled $40 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 (insert dollar amount) to the JEWISH NATIONAL FUND (KEREN KAYEMETH LEISRAEL), INC., a not-for-profit corporation organized under the laws of the State of New York, now having its principal place of business at 42 East 69th Street, New York, NY 10021. Federal Tax ID: 13-1659627.”

Call a Planned Giving Specialist at 800.562.7526, or email plannedgiving@jnf.org

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@jnf.org

Professional Affinity Groups

A UNIQUE OPPORTUNITY FOR PROFESSIONALS

Doctors for Israel (DFI), Lawyers for Israel (LFI), Rabbis for Israel (RFI), and our new Real Estate Division offer members the opportunity to expand their personal and professional networks, deepen their engagement with Jewish National Fund-USA, and leverage their giving to positively impact the land and people of Israel. In 2021, Jewish National Fund-USA’s Affinity Groups raised $22 million.

• DFI and LFI directories were launched providing members access to a network of like-minded professionals who share a passion for Israel. DFI and LFI programs nationwide had hundreds of medical and legal professionals participating throughout the year.

• The Real Estate Division established chapters in New York, Los Angeles, Chicago, and Miami, with more to follow. The division offers networking opportunities and events for 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.

• RFI has over 120 members and raised over $260,000. Our rabbis come from across the Jewish spectrum, but share the unifying message of standing together in support of JNF-USA and the land and people of Israel.

Learn more at jnf.org/affinitygroups Call 212.879.9305 x297

Women For Israel

THE WOMEN OF JEWISH NATIONAL FUND-USA ARE CREATING CHANGE

Jewish National Fund-USA Women for Israel (WFI) is a dynamic group of female philanthropists who share a passion for building a prosperous future for the land and people of Israel.

We now have:
• 2,686 Women’s Alliance members ($360 minimum annual gift)
• 560 Chai Society members ($1,300 minimum annual gift)
• 743 Sapphire Society members ($5,000 minimum annually)
• 169 Circle of Sapphire Society members ($10,000 minimum or more lifetime)
• 78 Circle of Sapphire Plus members ($200,000 minimum or more lifetime)

Women’s Month in May included a $1 million match that incentivized women to increase their donations. We engaged with over 3,000 partners for our “Let’s Talk Shitset” virtual event and thousands more joined us for our monthly virtual programs and missions.

This year, the WFI National Executive Board focused on our Bridging the Gap initiative, to connect with JNFuture-aged women (22-40) to WFI.

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-USA’s Major Gifts Division was the driving force behind our campaign’s success, raising over $88 million from more than 2,000 partners. Although our events were in a virtual forum, we held four Major Donor events featuring musical celebrations and speakers, such as Yonatan Winetraub discussing Israel’s relationship with future space adventures, with a record number of attendees from across the country. We also saw membership in our $1 million World Chairman’s Council grow by 4%, now with 206 members. Our virtual Meaningful Mondays continued to provide 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-USA project or program area of interest. We held 300 meetings raising over $8 million.

The Major Gifts Department continued its virtual dedications and rededication ceremonies for partners who have donated $100,000 or more to a project. We held over 50 virtual dedications introducing over 1,500 friends and family to celebrate JNF-USA’s work in Israel.

Don’t miss out on our new virtual Multigenerational Philanthropic Retreat: Your Jewish Roots…Our Jewish Future…Coming up in March 2022, the Multigenerational Philanthropic Retreat: Your Jewish Roots…Our Jewish Future where high-level donors can come and explore their philanthropic identities, family values, and connections to Israel. For information, contact Diane Scar at dscar@jnf.org.
95% of interns stayed in the Negev after their studies and 90% working in their field of study.

• The new JNF-USA Claire & Marc Perlman Campus at the Arava International Center for Agricultural Training (AICAT) expanded AICAT’s capacity to 2,500 students. This year the Israeli government approved bringing students from Tanzania and Liberia, as well as 250 more students to the program, increasing AICAT’s impact in developing countries.
• The Richard and Nancy Simches Arava Emergency Response Center is operating at full capacity, providing the community with immediate responses to any and all urgent events and enabling safer recreation and peace of mind to residents and visitors in the area.
• Thanks to the support of the Housing Development Fund led by Jeffrey Schwartz (Narberth, PA), 330 housing lots have been established in Isdan, Ein Yahav, Hatzeva, and Zuqim. 65 family lots will soon be completed in Faran, and 52 lots in Zofar will start infrastructure work at the end of the year.
• The Toby Mower Community Center in Zuqim offers residents a comfortable and indoor place for public gatherings, meetings, and community events.
• The Sapir kindergarten, in loving memory of Joanne B. Simches, and the Sapir kindergarten, in loving memory of Nell Cobar, is providing an educational experience for children of all backgrounds, alongside two other area kindergartens, in loving memory of Emma & Thomas Black and Joanne B. Simches. A fourth is under construction.
• Construction of the new 12,000-sq.-ft. Jewish National Fund-USA Sapir Indoor Sports Facility was completed and is providing residents and visitors professional courts and suitable areas for basketball, volleyball, gymnastics, judo, and much more.

EILOT REGION
• The region experienced a 6.1% population growth.
• 149 housing lots have been built.
• Groundbreaking archeological discoveries at Timna Park were made, linking the ancient site to King David’s reign. A new exhibition and audio-visual experience opened at Chudnow Family Visitors Center.

LAUDER EMPLOYMENT CENTER
The Laudor Employment Center (LEC) was established in Be’er Sheva in 2015 to bridge the gaps between job seekers, Negev companies, and academic institutions. Based on this success and work model, the LEC duplicated itself in the Galilee. Both centers have the same goal—boosting the Galilee. Both centers have the same work model, the LEC duplicated itself in institutions. Based on this success and

Students from developing countries at AICAT

Dr. Toby Mower Community Center

HOUSING DEVELOPMENT FUND
Jewish National Fund-USA’s Housing Development Fund is supporting:
• 29 communities and 1,339 housing lots with a total investment to date of $22 million.
• More than $1.6 million has been repaid by communities, which will be reinvested in new community expansion projects.

300,000 people of all ages.

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.

Community Building

Our work

State-of-the-art Sapir Aquatic Sports Center in the Arava
In 2021, JNF-USA’s Western Galilee affiliate worked with the Regional Council to help create more opportunities for agricultural research and development programs, hi-tech food companies, and the hospitality industry to come together under one business hub, and open workspace for small businesses that provide goods right from their living rooms. JNF-USA launched the Online Mitzvah (jnf.org/shopping), offering people around the world the opportunity to buy Israeli goods from their living rooms.

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 WGN and Jewish National Fund USA 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 creates 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 her 55th birthday, which provide Lake Monfort with clean water and are helping the area become a tourist destination.

EASTERN GALILEE

The International Foodtech Center at the new Margalit Start-up City Gall in Kiryat Shmona on The Greenbaum Campus, now open, will serve as a research incubator, small business hub, and open workspace for the food and agricultural technology industries. 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 on one roof. It houses the Horvitz-Zusman Family Center. We are looking for a site for the Robert and Gale C. Kares Medical Center.

GALILEE CULINARY INSTITUTE BY JNF-USA

Plans for the Galilee Culinary Institute by Jewish National Fund (GCI by JNF) on the Marvin Sokolov Tampus continue to progress, with the hope that it will be completed Fall 2022. Applications are coming in from all over the world. Thanks to a generous gift from Steve and Linda Rosenfield, 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 the creation of 40,000 direct and indirect jobs. 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.

NEFESH B’NEFESH ALIYAH IS ON THE RISE! JNF-USA affiliates Nefesh B’nefesh and B’nefesh successfully facilitated aliyah for nearly 3,500 North American olim (immigrants to Israel), including 643 families, 755 young professionals, 1,240 pioneers to Israel’s frontier communities and Jerusalem, 161 soon-to-be lone soldiers, and 232 medical professionals.

• The new Nefesh B’Nefesh Alyah Campus in Jerusalem, located on Israel’s National Mall and directly across from the Supreme Court, the Foreign Ministry, and the Knesset, opened. Thanks to the generosity of Drs. Toby and Mort Mower and Heidi Rothberg, the Campus will provide nearly 27,000 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.
• 45 new homes were constructed, and 96 new housing units are under construction in Shlomit, with 54 nearing completion.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.

• 45 new homes were constructed, and 96 new housing units are under construction in Shlomit, with 54 nearing completion.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.

As one of the fastest growing regions in Israel per capita, the Halutz community is making strides in their social, residential, and economic infrastructure, welcoming over 100 new residents this past year. The Helmsley Charitable Trust Halutz Medical Center provided nearly 27,000 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.

• 45 new homes were constructed, and 96 new housing units are under construction in Shlomit, with 54 nearing completion.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.

Sderot

Over the past year, Sderot expanded and developed new neighborhoods and parks and saw a 10% growth in population. The new Jewish National Fund-USA Sderot Animal Assisted Therapy Center was finished and has 500 patients every week, thanks to a significant gift from Faith Bible Chapel, and helps the region’s kids and youth cope with mental health issues, and provides physical therapy. Construction on the new 11,500 sq. ft. Sandra Goldreich Roklen and Evan Halutz Halutza Envelope, The Roklen Sderot Resilience Center will soon be completed and provide critically needed social services to thousands of residents. Adjacent to the new Music Neighborhood, are the new Music Envelope, the new Music Education Center, and the new Music Envelope, which many residents have enjoyed through cultural events and sports.

ESHKOL REGION

As one of the fastest growing regions in Israel per capita, the Halutz community is making strides in their social, residential, and economic infrastructure, welcoming over 100 new residents this past year. The Helmsley Charitable Trust Halutz Medical Center provided nearly 27,000 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.

• 45 new homes were constructed, and 96 new housing units are under construction in Shlomit, with 54 nearing completion.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.

As one of the fastest growing regions in Israel per capita, the Halutz community is making strides in their social, residential, and economic infrastructure, welcoming over 100 new residents this past year. The Helmsley Charitable Trust Halutz Medical Center provided nearly 27,000 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.

• 45 new homes were constructed, and 96 new housing units are under construction in Shlomit, with 54 nearing completion.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
• The new Halutz Community Pool in Brei Netzarin is completed, thanks to a lead gift by the Cornell & Lazar families in memory of Alan Cornell.
Disabilities & Special Needs
INCLUSION & INTEGRATION: ISRAEL HAS OVER 1 MILLION PEOPLE WHO HAVE SOME FORM OF DISABILITY

Jewish National Fund-USA affiliate Special in Uniform expanded to include 38 Israel Defense Forces (IDF) bases, with 600 soldiers with special needs volunteering and serving. The post Army Employment program is successfully preparing soldiers for employment and integration into civilian life following their military service. The new music program is helping soldiers further integrate by improving their concentration, self-esteem, motivation, and memory.

LOTEM-Making Israel Accessible, a JNF-USA affiliate, received the Purple Standard Mark from the Israeli government, indicating that it upholds health and safety regulations and was permitted to operate during the COVID-19 pandemic. LTEM provides children and adults with special needs in Israel with the opportunity to go outside the confines of their homes and escape the loneliness. It also coordinated 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. LTEM continues operating within the institutions and frameworks of special education, and services 40,000 individuals.

Jewish National Fund-USA’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, 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 Gvulot (RMRBC) is the only therapeutic horseback riding center in the Arava region, and provided over 10,000 therapy sessions to more than 200 riders, with 150 participating through JNF-USA’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-USA is a pioneer in afforestation, forest maintenance, fire prevention, and ecological development, planting 260 million trees.

We have battled fire in the past and are committed to the future. JNF-USA 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 is observing a year of simchat, a year of letting go and desisting from working the land.

No new tree plantings will take place but the preservation and maintenance of JNF forests will continue.

Israel Advocacy & Education
FROM BIRTH TO THE BOARDROOM

Jewish National Fund-USA 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, ensuring 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:
- More than 1,000 students completed JNF-USA’s premier high school study abroad educational program at AMHSI.
- More than 1,000 students and young professionals on more than 30 buses participated on JNF-USA’s Birthright programs, organized through Shorashim.
- JNF-USA recruited more than 50 academics for its Faculty Fellowship Institute in Israel program, building bridges between Israeli and American academics.
- 120 non-Jewish collegiate student leaders participated on the Caravan for Democracy Student Leadership Mission to Israel, sharing JNF-USA’s Positively Israel message among American college leaders.
- 220 Jewish students volunteered on JNF-USA’s Alternative Break programs.
- Jewish National Fund-USA affiliate Green Horizons (Tomorrow’s Leaders’) focuses on educating Israeli youth by using hiking and walking the land of Israel as their main tool, to develop 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 and tutored hundreds of children.
- 5,625 college students tuned into our Positively Israel speaker series from around the country.
- 25,000+ students participated in JNF-USA Tu BiSvat Across America.
- 35 Jewish educators traveled to Israel with JNF-USA on our Educators Mission.
- HaShomer HaChadash, a Jewish National Fund-USA affiliate, 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 2021, HaShomer helped stabilize Israel’s agricultural economy by ensuring that Israeli farmers did not lose crops due to lack of workers. HaShomer held over 164,000 volunteering days and helped 392 farmers throughout the year, ensuring the protection of 175,000 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, has 80 students living and working alongside farmers in the Arava; their goal is to reach 120 by 2023.

Israel Advocacy & Education
FROM BIRTH TO THE BOARDROOM

JEWISH NATIONAL FUND-USA BORUCHIN CENTER

• Jewish National Fund-USA’s Boruchin Center was created in 2015 thanks to the late John and Dora Boruchin (r.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. This year, the Boruchin Center launched its Dream Israel Teen Initiative, which lets students fundraise for Israeli causes to earn scholarships that go towards a study abroad program in Israel. 90 teens have registered, 130 have begun fundraising, 71 students have met their fundraising goal. Additionally, the Boruchin Center’s National Scholarship Fund awarded 139 students $442,000 in need-based grant money, and the Boruchin Center’s Impact Fund gave 27 students $35,800 in grant money.
- During 2021, the Jewish National Fund-USA Boruchin Center made grants totaling $2,570,000 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: Team Up combat veterans from all parts of the country.

Jewish National Fund-USA
Boruchin Center formed partnership with the Jewish National Fund-USA to promote Zionism through an educational speaker series, Positively Israel, and a Positively Israel speaker series.

The Boruchin Center provided grants to the following organizations:
- Positively Israel speaker series: The Boruchin Center provided grants to the following organizations:
  • Jewish National Fund-USA’s Boruchin Center was created in 2015 thanks to the late John and Dora Boruchin (r.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. This year, the Boruchin Center launched its Dream Israel Teen Initiative, which lets students fundraise for Israeli causes to earn scholarships that go towards a study abroad program in Israel. 90 teens have registered, 130 have begun fundraising, 71 students have met their fundraising goal. Additionally, the Boruchin Center’s National Scholarship Fund awarded 139 students $442,000 in need-based grant money, and the Boruchin Center’s Impact Fund gave 27 students $35,800 in grant money.
- During 2021, the Jewish National Fund-USA Boruchin Center made grants totaling $2,570,000 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: The organization 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:
The Faculty Fellowship Institute in Israel sponsors full-time, U.S.-based college faculty members on a 10-day program to Israel. The program matches American educators with Israeli counterparts in their fields of study to facilitate collaborative, exposing them to an Israel that transcends the conflict.

—Alexander Muss High School in Israel National Scholarship Fund:
The Fund enables students with demonstrated financial need to attend a session at Alexander Muss High School in Israel.


JEWISH NATIONAL FUND-USA WORLD ZIONIST VILLAGE
Planning continues on the single largest philanthropic project in Israel’s history—the Jewish National Fund-USA World Zionist Village. This 350 million campus—the world’s first Zionist village—will be located on 20 acres 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; provide an adult Zionist education and conference center with space for up to 1,000 conference attendees; and a campus for young adults in Israel for technology internships, with the goal of providing 50 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. JNF-USA’s Be’er Sheva Committee sponsored Envision Tomorrow’s Israel Design Competition in search of cutting-edge and dynamic ideas for the various aspects of the campus. Over 100 entries from 60 countries were received. Learn more at jnf.org/village Call 212.879.9305 x297

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 (Muss) Impact Fund:
Provides 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:
Interactive visits with children with an interactive online encounter with Israel. Children ages 11-14 are immersed in three series addressing Israel’s people, history, and innovative contributions.

—Yavneh:
Recruits, trains, and mentors a network of all-star student leaders who are engaged in pre-Israel study of Jewish values, Jewish history, and development. Jewish National Fund-USA provides healing and peer-to-peer support through the development of social and emotional connections formed while physically and spiritually challenging themselves.

Water
SOLUTIONS TO SECURE THE ESSENCE OF LIFE
Jewish National Fund-USA 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. Jewish National Fund-USA built two new reservoirs in Ramat HaNegev (Alan Cohen) and (Valerie and Herschel Richter); and (Mishkimar (Malcolm and Jane Pozoff), to store recycled water for agricultural use.

At the Arava’s Whole Orchard Lysimeter, the world’s largest facility for the study of the 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 Karl Asch Foundation.

The Lembke, Mower, and Crown Foundation Arava Wastewater Treatment Plant is operational and treats 500,000-cubic meters of sewage water from six rural kibbutzim and farms annually; treated water is then piped into the Jewish National Fund-USA-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.

Research & Development
JNF-USA is a leader in researching and developing cutting-edge technology, placing Israel at the forefront of exceeding global challenges.

At Jewish National Fund-USA’s Central Arava R&D Center, resident and visiting researchers worked 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.

Jewish National Fund-USA’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. Over 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 has enabled selected alumni with unique ideas to create sustainable change in their home countries with the tools and financial support they need. This fellowship program was doubled in 2021 by a generous gift from Nancy and Richard Robbins.

Agrivoltaics, where food is grown under solar panels.

2. Helping Kenyans create the social structures required for better sustainable economic development.

3. Looking at the opportunities to scale up our technological advances by creating and partnering with companies, or selling intellectual property rights.

Travel
MAKE ISRAEL YOUR FIRST TRIP ABROAD. YOUR FAMILY IS WAITING TO SEE YOU
Prior to COVID-19, JNF-USA’s Travel & Tours introduced more than 3,000 people annually to its life-changing and vital work in Israel through a variety of missions, customized day trips, and student travel, including over 40 missions and trips, and 400 day trips and site visits—providing firsthand opportunities to witness the impact of JNF-USA’s crucial work like never before.

Additionally, travel was coordinated for 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-USA’s commitment to the land and people of Israel is unstoppable.

In 2021, 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 9,700 tourists have “visited” and supported Israel on a Virtual Tour.

It’s time to dust off your passport. Visit jnf.org/travel to find the trip that’s right for you or call 877.563.6867.

In 2021, 76 students and interns from three countries participated in Jewish National Fund-USA affiliate Arava Institute for Environmental Studies’ academic program. The Arava Institute’s Center for Transboundary Water Management continued research on identifying COVID-19 wastewater in Bedouin settlements in the Negev to plan public health policies for its control and containment.

Jewish National Fund-USA’s Joint Institute for Global Food, Water, and Energy Security—A cooperation between JNF-USA, the University of Arizona, and the Arava regional councils, the Joint Institute 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.

The Joint Institute has started with a three-pronged approach:

1. Creating technology that enhances food production, decreases water use, and produces electricity through a program called Agrivoltaics, where food is grown under solar panels.
2. Helping Kenyans create the social structures required for better sustainable economic development.
3. Looking at the opportunities to scale up our technological advances by creating and partnering with companies, or selling intellectual property rights.
made to Israel from Iraq and Italy, known as “Operation Michaelberg.” The exhibit will feature a film and has an accessible wheelchair ramp into the plane. At the Atlit Information Center, over 7,000 names were added to the database of clandestine immigrants, bringing it to almost 137,000 recorded names. As the community of Atlit’s clandestine immigrants grows older, we are prioritizing recording video testimonials to preserve the memory of Israel’s Independence Experience for future generations. We now have 1,179 video.

Czecholita Café, a new food truck at the Kfar Masaryk Kibbutz Experience, funded by Susan and Ben Gutmann, will ensure visitors remain nourished with locally sourced cuisine as they learn about the early days of Israel’s kibbutz movement. We provided activities for American and Israeli audiences unable to visit Israel with virtual tours and social media engagement through stories, games, and videos. Although the heritage sites themselves were closed to visitors for long periods over the past year, we pushed forward with development projects across Israel, including the opening of the Hannah Senesh House in Kibbutz Sdot Yam. Over the summer, we hosted in-person events, including special daytime and nighttime activities for families, paratrooper ceremonies, movie shows at Ammunition Hill, and many others.

In Gush Etzion, the first stage of construction was completed at The Gush Etzion Museum & Heritage Center, which tells the story of Jewish heroism and resilience during Israel’s War of Independence, based on firsthand accounts of the battle at Kfar Etzion. The second stage of expansion is now in process and will tell the story of the miracle of Gush Etzion today and the return after the Six Day War. The Center will house documents and historical memorabilia and will include a new gift shop with products from the region, a cafeteria, and a learning area. Over 520 plaques have been dedicated at the Wall of Honor in Ammunition Hill in Jerusalem and construction on the site’s southern wing is progressing.

At the Atlit Detention Camp, work is almost finished on the C46 Airplane Experience Project, funded by the late Jack Grynsberg, z”l, where visitors will learn for the first time about the unknown chapter of clandestine immigration from Muslim countries. The new exhibit has two parts: the brand-new Clandestine Immigration Hall and an actual C46 airplane, where visitors will hear the story of the perilous journey 150 Jewish
### ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$22,370,633</td>
<td>$5,200,405</td>
</tr>
<tr>
<td>Contributions receivable, current portion, net of allowance of $7,000,000 and $7,000,000 and discount of $1,186,611 and $1,266,258 for 2020 and 2019 respectively</td>
<td>$414,142,717</td>
<td>$386,715,002</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>$1,256,821</td>
<td>$1,760,471</td>
</tr>
<tr>
<td>Investments, at fair value</td>
<td>22,625,287</td>
<td>27,336,587</td>
</tr>
</tbody>
</table>

**Total Current Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Assets, Net</td>
<td>18,165,191</td>
<td>20,625,485</td>
</tr>
</tbody>
</table>

**Total Current Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Assets</td>
<td>$470,295,230</td>
<td>$445,388,280</td>
</tr>
</tbody>
</table>

### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>$652,943</td>
<td>$2,327,244</td>
</tr>
<tr>
<td>Accrued payroll and related liabilities</td>
<td>1,891,753</td>
<td>1,664,384</td>
</tr>
<tr>
<td>Grants payable, current portion</td>
<td>3,057,558</td>
<td>4,185,425</td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>5,602,254</td>
<td>8,177,053</td>
</tr>
<tr>
<td>Grants Payable, less current portion</td>
<td>4,513,058</td>
<td>5,528,570</td>
</tr>
<tr>
<td>Note Payable</td>
<td>4,578,650</td>
<td>4,381,483</td>
</tr>
<tr>
<td>Paycheck Protection Program (PPP) Loan</td>
<td>3,330,267</td>
<td>-</td>
</tr>
<tr>
<td>Obligations Due Under Split-Interest Agreements</td>
<td>38,128,284</td>
<td>40,586,172</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>56,152,513</td>
<td>58,673,279</td>
</tr>
</tbody>
</table>

### COMMITMENTS AND CONTINGENCIES

**Net Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Without donor restrictions</td>
<td>338,679,388</td>
<td>313,477,046</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>75,455,329</td>
<td>73,237,956</td>
</tr>
</tbody>
</table>

**Total Net Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$470,295,230</td>
<td>$445,388,280</td>
</tr>
</tbody>
</table>

---

Jewish National Fund-USA's strategic vision has been, and always will be, to ensure a strong, secure, and prosperous future for the land and people of Israel. As of September 30, 2020, Jewish National Fund-USA had financial reserves of $338,679,388 without donor restrictions, or about 4.25 times its 2020 annual expenses, which totaled $79,738,454. Of the reserves, 57% has been designated by the Board of Directors for specific uses which include the Boruchin Center for Zionist Advocacy and Initiatives. Everything we do is consistent with our strategic vision: population growth in the north and south, connecting the next generation to Israel, infrastructure development, ecology, forestation, heritage preservation, and more.

---

**Jewish National Fund-USA**

For the year ended September 30, 2020, with summarized comparative totals for the year ended September 20, 2019.

### WITHOUT DONOR RESTRICTIONS

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boruchin Israel Education Advocacy Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Fund</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JNF Initiatives Fund</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>With Donor Restrictions</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Without Donor Restrictions</td>
<td>338,679,388</td>
<td>313,477,046</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>75,455,329</td>
<td>73,237,956</td>
</tr>
</tbody>
</table>

**Total Liabilities and Net Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$470,295,230</td>
<td>$445,388,280</td>
</tr>
</tbody>
</table>

---

**Revenues, Gains and Other Support**

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special events revenue</td>
<td>6,480,007</td>
<td>-</td>
</tr>
<tr>
<td>Less: direct cost of special events</td>
<td>(2,311,724)</td>
<td>-</td>
</tr>
<tr>
<td>Net special events revenue</td>
<td>4,168,283</td>
<td>-</td>
</tr>
<tr>
<td>Bequests</td>
<td>16,369,044</td>
<td>47,760</td>
</tr>
<tr>
<td>Contributions from split-interest agreements</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Change in value of split-interest agreements</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Investment income, net</td>
<td>2,130,394</td>
<td>10,011,289</td>
</tr>
<tr>
<td>Special events revenue</td>
<td>127,929</td>
<td>1,601,981</td>
</tr>
<tr>
<td>Other revenue</td>
<td>419,299</td>
<td>1,565,813</td>
</tr>
<tr>
<td>Total Revenue, Gains and Other Support</td>
<td>55,854,169</td>
<td>104,948,796</td>
</tr>
</tbody>
</table>

**Expenses**

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>7,656,621</td>
<td>7,656,621</td>
</tr>
<tr>
<td>Program services:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Israel projects</td>
<td>49,478,872</td>
<td>51,076,903</td>
</tr>
<tr>
<td>Management and general</td>
<td>6,398,375</td>
<td>8,256,558</td>
</tr>
<tr>
<td>Donor development and fundraising</td>
<td>7,322,658</td>
<td>7,322,658</td>
</tr>
<tr>
<td>Total Supporting Services</td>
<td>19,091,988</td>
<td>19,357,389</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>79,738,454</td>
<td>83,232,988</td>
</tr>
</tbody>
</table>

**Net Assets, beginning of year**

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Without Donor Restrictions</td>
<td>338,679,388</td>
<td>313,477,046</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>75,455,329</td>
<td>73,237,956</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>414,124,717</td>
<td>386,715,002</td>
</tr>
</tbody>
</table>

**Net Assets, end of year**

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Without Donor Restrictions</td>
<td>338,679,388</td>
<td>313,477,046</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>75,455,329</td>
<td>73,237,956</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>414,124,717</td>
<td>386,715,002</td>
</tr>
</tbody>
</table>

---

Jewish National Fund-USA has a strategic vision of population growth in the north and south, connecting the next generation to Israel, infrastructure development, ecology, forestation, heritage preservation, and more.
## Social Media

**SnapShot**

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

- jnf.org 800.JNF.0099
- jnfusa
- jnfusaaff

Our podcast, Israelcast, is now listened to in over 85 countries, some of which have no diplomatic relations with Israel.

**JNF-USA’s Impact Blog** enjoyed 53,525 pageviews.

Humans of JNF Facebook page grew by 35% this year.

Our main YouTube channel had 21,000 hours of content watched with over 647K views—a 50% increase. We also gained 1,000 subscribers.

Additionally, we launched our ZTV channel — Zionism Studios.

This channel is the new home of all our Conversations on Zionism: Reclaiming the Narrative episodes and other video content related to our #ThisIsZionism campaign.

In 2021, we reached 3.2 million users on Facebook, 400,000 on Instagram, 2.1 million on Twitter, and 7.5K on LinkedIn.

We created hundreds of hours of engaging content for JNF on Demand, Online Mitzvah Marketplace, B’Yachad, and more.