



**JEWISH
NATIONAL
FUND**
USA

2021
YEAR IN REVIEW
800.542.8733
JNF.ORG

Your Voice in Israel



A Message from Dr. Sol Lizerbram



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.

Dr. Sol Lizerbram
President
Jewish National Fund-USA

Jewish National Fund-USA achieved a lot this year!



6,650
Zionists
proudly shared what
Zionism means
to them through
our 'claim your
frame' social media
campaign

60,000
people with
disabilities
empowered through
our programs and
partnerships.

120
small
businesses
in the Negev and Galilee
joined the JNF-USA Small
Business Association.

431
events hosted
across the U.S., powered
by Jewish National
Fund-USA's Speakers'
Bureau, attended by
tens of thousands of
people.



520
plaques
dedicated on Jewish
National Fund-USA's
Wall of Honor at
Ammunition Hill in
Jerusalem.

\$120
million raised
for the land and people of
Israel and Jewish people
everywhere – a record high
result.

120 Rabbis
became members of
Jewish National Fund-
USA's Rabbis for Israel.

28
state-of-the-art
firetrucks
donated to Israel's Fire &
Rescue Authority.





JNFuture

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

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

- 190 members gave \$1,800 or more.
- JNFuture members raised over \$1.45 million.
- Nearly 100 members serve on a Jewish National Fund-USA Task Force or national committee. Each position requires a minimum gift of \$1,800 or more annually.
- Three JNFuture leaders—Chad Holtzman, Kayla Globerson, and Sarah Herman—were accepted into the World Zionist Organization's prestigious Zionist Leadership Academy.

Learn more at jnf.org/jnfuture

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 Be'er 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.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.

• **LFI** and **DFI** 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 **Woman's Alliance** members (\$360 minimum annual gift)
- 560 **Chai Society** members (\$1,800 minimum annual gift)
- 743 **Sapphire Society** members (\$5,000 minimum annually), JNF-USA's Major Donor society for women
- 169 **Circle of Sapphire Society** members (\$100,000 minimum or more lifetime)
- 78 **Circle of Sapphire Plus** members (\$200,000 minimum or more lifetime)

Our 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 Shtisel" 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 14, 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. 📄

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.



OUR WORK

Community Building

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



State-of-the-art Sapir Aquatic Sports Center in the Arava

LAUDER EMPLOYMENT CENTER

The Lauder 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 economic development in Israel's frontier—but are run in a way that is unique to the needs and the challenges of the area.

The Lauder Center of the Negev finished its 2021 Internship Program with over 95% of interns staying in the Negev after their studies and 90% working in their field of study. They also

launched the Tech Employment Forum with 10 Negev hi-tech firms meeting with heads of computer science departments in the area to bridge employment gaps and better prepare tech students for the job market.

The Lauder Center of the Galilee is supporting relocation of professionals

and companies from Israel's center to the Galilee by offering a comprehensive relocation package that considers all the things a person needs when moving to a new location: finding the right

community and housing, securing jobs for both partners, finding schooling and extracurriculars for the kids, and so much more. Their Relocation



Lauder Center of the Galilee

Coordinator helps facilitate this important work and builds region-wide partnerships.

2021 brought with it the establishment of the JNF-USA Small Business Association of the Negev and the Galil. In its first six months, 120 small businesses joined our SBA to receive financial assistance and guidance in building and maintaining websites, marketing/promotion, and shipping.

CENTRAL ARAVA

• The state-of-the-art Sapir Aquatic Sports Center, which includes an Olympic-sized swimming pool made possible through a gift from the EGL Charitable Foundation, opened in August offering a wonderful recreational and healthy option to the community all year long. The facility has also hosted dozens of athletes who trained in the Aquatic Center just before the 2021 Olympics.

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• 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 Idan, 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 Nell Cobar, is providing a proper and warm learning 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



Dr. Toby Mower Community Center

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.



Students from developing countries at AICAT

MAKOM

Jewish National Fund-USA affiliate MAKOM, a network of communities

comprised of young leaders focused on empowering and revitalizing cities and towns in the Negev and Galilee, are strengthening Israel's frontiers.

• In Akko, two MAKOM communities made up of 380 members directly impact the lives of 50,000 people.

• The Modern Orthodox MAKOM community in Arad has grown to 160 members in five years, running community events and initiatives, organizing assistance for needy families and the elderly, and developing affordable housing.

• The Mountain Jews (Jews from the Caucasus) communities with over 60,000 members, bridge the gap between older and younger generations by offering Hebrew classes to the elderly and after-school programs for children, while embracing cultural traditions and practices, impacting the lives of over 300,000 people of all ages.

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.

• Be'er Sheva's nine MAKOM communities consist of over 10,000 members and offer high quality education, cultural and community events and initiatives, care for those in need, and directly impact the lives of more than 150,000 city residents.

• The Kiryat Shmona MAKOM community has over 120 members who have created a vibrant community



Ma'alot Waterfall

life, quality education, cultural events for young couples and families, and volunteer opportunities.

PROJECT BASEBALL

Jewish National Fund-USA'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 1,500 children and adults play baseball and softball throughout Israel, and that number is increasing with the success and popularity of the national team. New fields are now being built in Beit Shemesh and Ra'anana.

Notably, Israel's national baseball team played in the 2020 Tokyo Olympics (played in the summer of 2021), reaching fifth place and achieving the first victory ever for an Israeli baseball team in the Olympics.

GO NORTH WESTERN GALILEE

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

Western Galilee Now (WGN) boasts over 80 diverse small businesses that provide thousands of jobs to local residents, helping to exponentially expand the region's tourism industry and boosting the local economy.

The annual Spring Festival, which attracts over 2,000 people and includes a successful "Taste the Galilee" farmers market, moved to an online format and provided income to many WGN

members and other local businesses. The annual July Art Festival, which showcases local music, arts, and crafts, was a huge success. The annual Winter Festival, took place between Chanukah and Christmas, celebrating its 10th anniversary in December 2021.

The **JNF-USA Western Galilee Tourist Information Center**, located in the old city of Akko, has become the gateway to the Western Galilee, and is undergoing major renovations after last May's looting.

The **Space Gallery** at the Center hosts rotating exhibitions of local artists, each demonstrating a different aspect of the region's rich cultural diversity.

To assist local businesses and shop owners who rely on tourist dollars, JNF-USA launched the **Online Mitzvah Marketplace: Shop Israeli Goods** (jnf.org/shopping), offering people around the world the opportunity to buy Israeli goods right 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

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 95th 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 Galil 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 under one roof. It houses the **Horwitz-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 Sukonik Campus** 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 affiliate Nefesh B'Nefesh

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 Nefesh Tel Aviv HUB continued as a co-working space designated for *olim*, which helps individuals professionally and hosts weekly social events, including popular monthly Shabbat dinners.
- The new Nefesh B'Nefesh Aliyah 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 place aliyah at the forefront of the national agenda, have offices for employment services, and offer cultural experiences and programming. The Campus also hosts 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.
- Nefesh B'Nefesh launched its Institute for Aliyah Policy and Strategy, headed by former MK, ADV. Michal Cotler-Wunsh, to identify and advance holistic long-term policy changes relating to the immigration, absorption, and integration of olim, through the analysis of accrued data.
- After a long-awaited break, Nefesh B'Nefesh hosted its 2020 Bonei Zion Prize Ceremony, honoring immigrants from English-speaking countries for their contribution to the State of

Israel in education, global impact, science & medicine as well as culture, arts, and sports.

ESHKOL REGION

As one of the fastest growing regions in Israel per capita, the **Halutza**



Young family making aliyah

communities are making strides in their social, residential, and economic infrastructure, welcoming over 110 new residents this past year. The **Helmsley Charitable Trust Halutza 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 sites are under construction in Shlomit, with 54 nearing completion.
- The new **Halutza Community Pool** in Bnei Netzarim is completed, thanks to a lead gift by the **Cornell & Lazar families in memory of Alan Cornell**.
- The **Leader Sports** complex broke ground, and includes a basketball gym Ninja training course, and tennis courts in memory of **Vivian Berenstein**, and a large sports field made possible by the **Feinberg family** and friends.
- Due to COVID-19, many residents pivoted their careers to agriculture, opening three new greenhouses and employing over a dozen new farmers.

- 2 Halutza high schools were named among the Top 50 Best Schools in Israel based on academic excellence and matriculation rate.
- Thanks to a generous gift from **Charlene Vener**, plans are underway for a state-of-the-art communal dairy

farm that will produce 160 million liters of milk a year, supply the domestic market with dairy products, export products internationally, and create thousands of new jobs.

In the **Gaza Envelope**, **The Groove Tech**, which will be dedicated in honor of **Betsy Fischer by her husband Peter** with an entranceway funded by **Jentezen Franklin Ministries**, will be completed in the coming months, to provide 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. **The Hadassah Shade Tree Garden** at the Eshkol resilience center is in full bloom.

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 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 Park and Playground, in memory of **Gilbert K. and Alyce B. Cain** (z'l), and manmade lake; both are open and enjoyed by children and families. 🍀

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. LOTEM 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. LOTEM 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 Grofit (RMTRC) 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 forest and agricultural field fires, including over 600 fires caused by arson and incendiary devices sent from Gaza. 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 *shmita*; 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 campus 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 BiShvat Across America**.
- 35 Jewish educators travelled 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 famers in the Arava; their goal is to reach 120 by 2023.

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 (z”l)** 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. 190 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 \$442,200 in need-based grant money, and the Boruchin Center’s Impact Fund gave 27 students \$351,800 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 Fellowship:** The Faculty Fellowship 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 conflict. —**Alexander Muss High School in Israel National Scholarship Fund:** The Fund enables students with demonstrated financial needs to attend a session at Alexander Muss High School in Israel. —**Caravan for Democracy:** The

Caravan for Democracy Student Leadership Mission is a 10-day, fully subsidized educational program to Israel for non-Jewish student leaders who have never visited before. —**Alexander Muss High School in Israel (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:** 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. ▀



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

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 Mishmarot (**Malcolm and Jane Jozoff**), 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 regional 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. ▀



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 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-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 877.563.8687.

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**, allowing more students to enjoy this special support. In addition, thanks to the generosity of **Scott and Roberta Schreiber**, the **AICAT Scholarship** will allow for more students from around the world to come and study in Israel and return home with greater knowledge and skills.

In 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 in 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. ▀





Heritage Sites

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

Jewish National Fund-USA and the **Society for Preservation of Israel Heritage Sites (SPIHS)** continued developing Israel's heritage sites, and in addition to the wonderful work of the Israel Independence Experience Task Force, recently created a Joint Committee, with members from both organizations. Final preparations to begin the construction of the new lobby at the **Ayalon Institute** (Bullet Factory) - funded by **Michael and Ronnit Kessler** and friends - are well under way. To improve accessibility and eventually make the entire site accessible for people with special needs and disabilities, we also built a wider staircase and an elevator to the underground bullet factory.

At the **Atlit Detention Camp**, work is almost finished on the **C46 Airplane Experience Project**, funded by the late **Jack Grynberg, 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 Jews

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 videos.

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 S'dot Yam. Over the summer, we hosted in-person events, including special daytime and nighttime activities for families, paratrooper ceremonies, music 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 K'far 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. The museum's Audio-Visual 3D system was upgraded, providing information about the site's history in four languages. Additionally, the main entrance hall will soon be upgraded and modified to welcome visitors much more efficiently. 📌

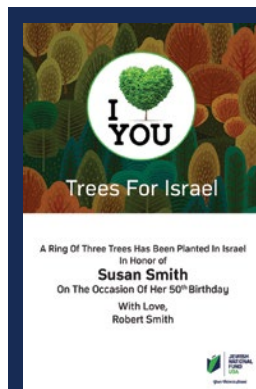
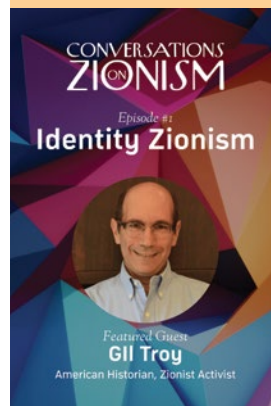


This Is What Zionism Looks Like

CONVERSATIONS ON ZIONISM: RECLAIMING THE NARRATIVE LAUNCHED WITH THE GOAL OF CREATING LOUD AND PROUD ZIONISTS.

We are all aware that for far too long, Zionism has been demonized. We decided no longer will we allow others to define us. No longer will we allow the inspiration, the beauty, the diversity of Zionism to be hijacked. This year-long series of 30-minute episodes airing every two weeks is educating people about what Zionism truly is, empowering them to wear the Zionism mantle proudly and without hesitation. Register at jnf.org/convos or subscribe and watch on YouTube.com/ZionismStudios. 📌

To sponsor an episode call 212.879.9305 ext. 221



Tree Certificates

CELEBRATE, COMMEMORATE, AND HONOR LIFE'S SPECIAL MOMENTS BY PLANTING A TREE IN ISRAEL

Planting trees in Israel to celebrate life's milestones remains one of the best ways to show someone you care. Over the last century, JNF-USA 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! Call: 800.542.TREE (8733) or jnf.org/trees



Be Inscribed

THE IDEAL GIFT FOR BIRTHS, B'NAI MITZVAHS, BIRTHDAYS, ENGAGEMENTS, WEDDINGS, ANNIVERSARIES, AND OTHER MILESTONES IN LIFE

Jewish National Fund-USA has undertaken a historic initiative: the revitalization of Jewish life at the world's most ancient synagogue atop Masada through our **Be Inscribed** program. For the first time ever, anyone can participate in the sacred act of writing a Torah atop the ancient cliff fortress of Masada. Buy a letter, word, verse, or chapter, and a beautiful, personalized certificate will be sent signifying your link to our ancient past. It's the ideal gift for any occasion. Completed Torahs are presented to special communities and organizations in Israel. 📌

Call 800.542.8733 or visit beinscribed.org



Online Mitzvah Marketplace

SUPPORT SMALL BUSINESSES IN ISRAEL'S NEGEV AND GALILEE

Jewish National Fund-USA's Online Mitzvah Marketplace: Shop Israeli Goods is connecting small businesses in Israel's north and south with American consumers. Despite a lack of tourism due to the pandemic, the virtual shopping initiative provided much-needed income to 'mom-and-pop' businesses located on Israel's frontiers. 📌

From chocolates to skin care products, the perfect gift is waiting for you at jnf.org/shopping.



Speakers Bureau

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

Jewish National Fund-USA's Speakers Bureau is the largest public resource for Israel-centric orators with over 300 members who can speak about a wide variety of topics.

In 2021, JNF-USA hosted 431 events across the country featuring speakers from the bureau at in-person and virtual events including large national events with thousands of attendees such as Breakfast for Israel, exclusive major donor events, as well as parlor meetings, affinity group programs, and events for JNFuture.

JNF-USA events featured prominent voices in the Jewish community, including Marlee Matlin, Noa Tishby, Matti Friedman, cast members from the Netflix hit series *Fauda*, and Hen Mazzig, as well as emerging stars such as Ben M. Freeman and Amy Albertson.

As part of the Speakers Bureau, Makor members are Jewish National Fund-USA ambassadors, national spokespeople, experts, educators, and fundraisers. Jewish National Fund-USA's Speakers Bureau has proudly continued a Virtual Reading Series hosted by Steven Shalowitz featuring thought provoking authors and interesting discussions, with over 5,000 participants to date and will continue in 2022. 📌

Call 212.879.9307 or visit jnf.org/speakersbureau

Jewish National Fund-USA

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

September 30,	2020	2019
ASSETS		
Current		
Cash and cash equivalents	\$ 22,370,633	\$ 5,200,405
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	24,654,622	31,164,180
Prepaid expenses and other assets	1,256,821	1,760,471
Investments, at fair value	296,225,287	277,336,587
Total Current Assets	344,507,363	315,461,643
Contributions receivable, Net, less current portion	13,917,548	13,506,339
Investments Held Under Split-Interest Agreement	91,627,648	93,097,811
Property Held for Sale	1,424,000	2,092,076
Beneficial Interest in Trust Held by Others	653,480	604,926
Fixed Assets, Net	18,165,191	20,625,485
Total Assets	\$ 470,295,230	\$ 445,388,280
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable and accrued expenses	\$ 652,943	\$ 2,327,244
Accrued payroll and related liabilities	1, 891,753	1,664,384
Grants payable, current portion	3,057,558	4,185,425
Total Current Liabilities	5,602,254	8,177,053
Grants Payable, less current portion	4,513,058	5,528,570
Note Payable	4,578,650	4,381,483
Paycheck Protection Program (PPP) Loan	3,330,267	–
Obligations Due Under Split-Interest Agreements	38,128,284	40,586,172
Total Liabilities	56,152,513	58,673,278
COMMITMENTS AND CONTINGENCIES		
Net Assets		
Without donor restrictions:		
Operating	144,316,428	131,598,732
Boruchin Israel Education Advocacy Center	126,632,232	118,222,925
Building fund	3,332,913	3,204,984
JNF Initiatives Fund	64,405,815	60,450,405
Total Without Donor Restrictions	338,687,388	313,477,046
With donor restrictions	75,455,329	73,237,956
Total Net Assets	414,142,717	386,715,002
Total Liabilities and Net Assets	\$ 470,295,230	\$ 445,388,280

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 \$338,687,388 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							
	Operating	Boruchin Israel Education Advocacy Center	Building Fund	JNF Initiatives Fund	Total	With Donor Restrictions	Total 2020	Total 2019
REVENUES, GAINS AND OTHER SUPPORT								
Contributions	\$ 47,407,894	\$ -	\$ -	\$ -	\$ 47,407,894	\$ 7,712,898	\$ 55,120,792	\$ 61,402,121
Special events revenue	8,480,807	-	-	-	8,480,807	-	8,840,807	9,667,150
Less: direct cost of special events	(2,311,724)	-	-	-	(2,311,724)	-	(2,311,724)	(4,599,094)
Net special events revenue	6,169,083	-	-	-	6,169,083	-	6,169,083	5,068,056
Bequests	19,309,624	-	-	-	19,309,624	47,765	19,357,389	9,534,067
Contributions from split-interest agreements		-	-	-	-	4,485,178	4,485,178	2,184,038
Change in value of split-interest agreements		-	-		-	2,321,810	2,321,810	(2,422,309)
Investment income, net	2,132,004	10,011,288	127,929	3,955,410	16,226,631	2,865,357	19,091,988	11,867,046
Other revenue	619,929	-	-	-	619,929	-	619,929	802,983
Net assets released from restrictions	15,215,635	-	-	-	15,215,635	(15,215,635)	-	-
Total Revenues, Gains and Other Support	90,854,169	10,011,288	127,929	3,955,410	104,948,796	2,217,373	107,166,169	88,436,002
EXPENSES								
Program services:								
Israel projects	49,474,972	1,601,981	-	-	51,076,953	-	51,076,953	47,866,037
Education	7,656,621	-	-	-	7,656,621	-	7,656,621	8,256,639
Missions and scholarships	7,443,947	-	-	-	7,443,947	-	7,443,947	11,805,514
Total Program Services	65,575,540	1,601,981	-	-	66,177,521	-	66,177,521	67,928,190
Supporting services:								
Management and general	6,238,275	-	-	-	6,238,275	-	6,238,275	7,388,726
Donor development and fundraising	7,322,658	-	-	-	7,322,658	-	7,322,658	7,916,064
Total Supporting Services	13,560,933	-	-	-	13,560,933	-	13,560,933	15,304,790
Total Expenses	78,136,473	1,601,981	-	-	79,738,454	-	79,738,454	83,232,980
Change in Net Assets	12,717,696	8,409,307	127,929	3,955,410	25,210,342	2,217,373	27,427,715	5,203,022
Net Assets, beginning of year	131,598,732	118,222,925	3,204,984	60,450,405	313,477,046	73,237,956	386,715,002	381,511,980
Net Assets, end of year	\$ 144,316,428	\$ 126,632,232	\$ 3,332,913	\$ 64,405,815	\$338,687,388	\$ 75,455,329	\$414,142,717	\$386,715,002

SOCIAL MEDIA

SnapShot

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

 jewishnationalfund  jewishnationalfund  jnfusa  jnfusa  jewishnationalfund

Our podcast, **Israelcast**, is now listened to in over 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.



jnf.org 800.JNF.0099

2021/2022 Board Listing

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Shema Shaleh in Shaleh