



YOUR IMPACT IN 2020

**KEREN HAYESOD'S ANNUAL REPORT
FOLLOWING A HISTORICAL YEAR**



Dear Friends,

This Impact Report comes at the end of a year that presented unique and unparalleled challenges for Israel and our global family. As we reflect back on the historical 2020, we are proud of the unity and strength we have shown each other and the people of Israel.

As is evident in the pages to follow, Keren Hayesod's assistance is incredibly necessary and transforms lives. Thanks to you, our committed donors and supporters, we are continuing our fundraising activities in the new world of lockdowns, masks and social distancing. Our efforts ensure that we are able to provide Israel's most vulnerable with critical and life-changing resources. In our changing reality, we are facing new demands and remain committed to enabling our projects to deliver their programs and interventions at maximum capacity. Our support is needed now more than ever in these difficult times.

We have witnessed a new depth in the commitment of our supporters. Travel restrictions limited our ability to meet in person this year, and our annual World Conference ultimately had to be cancelled. The same year that we were meant to gather in celebration of Keren Hayesod's 100th anniversary saw us renew our creative outputs. We marked our centennial with an online broadcast. Our first-ever crowdfunding campaigns across Europe and Australia raised more than \$4.9 million from 8,000 donors in 3 days. Thousands of supporters around the world have also joined us virtually for webinars and interactive online gatherings.

We are inspired by our global family's unwavering commitment to our people. We are all facing new obstacles, but, as is clear from the outstanding achievements in this report, our dedication to helping Israel has only deepened.

We wish to thank The Jewish Agency for Israel, our strategic partner. Our work together has been of crucial importance to the people of Israel and Jews worldwide during this unprecedented year.

We also thank each and everyone one of our donors for their contributions and gifts. We have shown again this year that we are a nation of one people supporting each other from near and far and in all circumstances. Together, we are united for the people of Israel.

Wishing all of you and your families health and safety,



Sam Grundwerg
World Chairman



Steven Lowy AM
Chairman
World Board of Trustees



FOR THE NEW IMMIGRANTS

The State of Israel was founded on the spirit of immigrants. Aliyah and absorption hold great importance and remain a top priority for Keren Hayesod.

Together with you and our strategic partner, The Jewish Agency for Israel, we have placed significant emphasis on supporting all aspects of the aliyah process: from pre-aliyah to the arrival of new olim and their absorption into their new homes and surroundings.

Thanks to your support, we are able to ensure that olim are able to enjoy absorption centres and ulpan opportunities.

At our ulpan, new immigrants learn Hebrew and meet others going through the same process as them. Residential ulpan offer added benefits, such as a first home in Israel, extracurricular programs promoting Jewish identity and Israeli culture and assistance in helping new immigrants to find their next steps in Israel – housing, employment, further education and more.

Your generosity also helps us provide olim with career advancement opportunities through **A Profession for Life**. Olim benefit from the program's tracks for licensing and relicensing in various fields, including medicine, engineering and technical specialities. Participants benefit from both general Hebrew classes and additional courses that help them gain the necessary Hebrew for their chosen professions, training in their specialties and benefiting from courses to relicense themselves as doctors and nurses in Israel. They and their families also benefit from housing in absorption centres and help for the entire family as new immigrants to Israel. They are further assisted after the program to find meaningful employment and their first home after leaving the absorption centre.

ALIYAH CONTINUES IN THE MIDST OF A GLOBAL PANDEMIC

We have witnessed historic and incredible immigration this past year. Even during a global health crisis, many are continuing to fulfill their dream of making Israel home. Keren Hayesod and our supporters remain strongly committed to ensuring that all who wish are able to make aliyah and flourish in Israel.

We are proud to have partnered on special aliyah flights this year. **Operation Home** saw the first-ever flight chartered from Mexico to Israel. Together with The Jewish Agency and HaNoar HaTzioni, this project brought 50 new immigrants to Israel. We also brought home 140 immigrants from Ukraine in partnership with Christians for Israel (CVI). These and all the aliyah flights supported by Keren Hayesod have enabled aliyah to continue during this already historical year.

In late 2020, the Government of Israel approved the immediate aliyah of 2,000 Ethiopians by Spring 2021. Despite harsh conditions, the Jews in Ethiopia have maintained a strong sense of identity. Their arrival, as part of **Operation Tzur Israel**, will be among the most emotional as many have been waiting years to reunite with family. We are working with The Jewish Agency and Ministry of Aliyah and Integration to make their aliyah and absorption successful.

Unique to our new reality, we are now supporting new immigrants facing quarantines and periods of self-isolation. New immigrants typically lack a strong support network. Together with our partners, we are supporting new immigrants during the difficult days and weeks in isolation. Staff and participants at our absorption centres are helping new olim fight loneliness and distributing hot meals, tablets and other essentials.





FOR THE CHILDREN OF ISRAEL

Keren Hayesod is committed to ensuring that all children in Israel, regardless of their social and economic backgrounds, benefit from equal access to quality education, resources and support. We prioritize programs that help Israel's disadvantaged children and youth to succeed. Together with The Jewish Agency for Israel, our global family helps provide resources for critical interventions at all stages of development and of varied kinds, from mentorship to extracurricular learning that will help them advance in the future.

We support **Youth Futures**, a national project that empowers children (ages 6-13 years old) and their families. The program provides personalized attention, positive social experiences and educational enrichment that help participants to develop their strengths and bridge scholastic, social and cultural gaps.

The program is unique in its holistic model. Mentors build interventions together with other parts of the participants' support network, including their families, schools and communities. A study looking at children after three years of participation found that they had improved in all four spheres of focus that Youth Future is active: personal, social, family and academics. Among families, 85% claimed that they improved their tools and skills as parents and 83% reported an improvement in their relationships with their children.

CARING FOR OUR COMMUNITIES DURING THE PANDEMIC

Over the course of the crisis, we have been amazed to see incredible initiatives undertaken by the Youth Futures staff, families and participants.

The pandemic heralded in an unprecedented economic crisis. In an inspiring show of solidarity, Youth Futures mentors remained as committed as ever to their mentees and communities. They found new ways to provide crucial support for mentees and their families - phone calls, video chats and arranging for critical supplies and activities to be delivered to participants across the country. Israel's children benefited from inspiring leadership that cared for their well-being during these challenging times.

The participants themselves also took initiative. Youth Futures children prepared thank you packages for Israel's medical teams fighting on the front lines. They also joined the national efforts to encourage the public to wear masks. Youth Future's participants went from at-risk youth to warriors in a global health crisis.

*We want to be able to see our friends again and go to school.
That's why we need to look after ourselves and community.
Please put on masks and take care of yourselves.*

Youth Futures Participant





FOR THE YOUTH OF ISRAEL

We know the importance of investing in our youth. We are committed to helping them succeed and prioritize national projects that give Israel's teenagers the necessary education and interventions they need to go on to greater achievements.

In Israel today, integrating a technological curriculum into our children's education can have a transformative impact and give graduates more opportunities for career advancement and financial stability. We are proud to support the Net@ program, which brings this in-demand subject to students in Israel's periphery.

Net@ is one of the most effective agents of social mobility in Israel. Since 2003, the project has been helping underserved youth living in Israel's socioeconomic and geographic periphery to overcome the country's technological divide.

Net@ instills technological excellence and leadership skills for Israel's next generation. Net@ is the only long-term youth program in Israel that brings together Jewish, Muslim and Christian youth.

Net@ is a joint initiative of Keren Hayesod, The Jewish Agency, Cisco and Appleseeds.

We also support **Youth Villages** across the country. These unique educational centres provide critical integrations to help Israel's most at-risk youth. Our Youth Villages are often considered the last hope for these students and are distinctive in their capacity to help them achieve meaningful personal growth.

Youth Villages help students in secondary education to cope with integration difficulties, to break the cycle of poverty and to become contributing members of Israeli society. Students benefit from personalized interventions, therapeutic and psychological counselling and a remedial education in a supportive, residential home atmosphere.

NET@ STUDENTS PAY IT FORWARD DURING LOCKDOWN

With the onset of distance learning, Net@ developed a way to engage its students anew, providing a virtual framework not only for high-tech education but to address emotional issues and reduce loneliness.

Net@: On Air has helped to guarantee the sustainability and continuity of the youth movement. Discontinuing the project's activity would have led to massive drop-out rates, senior students not finishing their technological certification and difficulty recruiting students for the coming years.

Students also paid it forward. In partnership with the Ministry of Social Equality, they developed **Mitchabrim** (Connection) as a new technology training and support centre, matching hundreds of capable volunteers, including Net@ youth, with individuals in need of one-on-one digital training. The program provides thousands of elderly, unemployed and other disadvantaged Israelis with much needed personalized support.



OUR 2020 IMPACT

ALIYAH & ABSORPTION



21,115

olim
(new immigrants)
made Israel home



8,500

olim
attended
our ulpan



400

olim
participated in
Profession for
Life's **15** tracks



7

kibbutz
programs



6

Ulpan Etzion
programs for
young adults

YOUTH FUTURES

ALUMNI:



12,000

at-risk
children



150

schools



37

locations

93%

view their mentors as
having helped them
to a great extent in
their lives

86%

received their
secondary school
diploma

YOUTH VILLAGES



800

at-risk
Israeli
students



4

locations
across
Israel

NET@



1,800

students in grades 5-12



18

locations

CHOOSING TOMORROW



145

students



4

tracks

AMIGOUR



27,000

elderly are facing poverty and on the waitlist



7,000

low-income seniors enjoy affordable housing and independent living



2,670

new units being built across **17** locations

MECHINOT



700

participants from Israel and abroad



19

mechinit

WINGS



1,300

Lone Immigrant Soldiers completed their IDF service



\$500

special grants to ease financial burdens due to pandemic

MASA



11,000

participants



250

affiliated programs

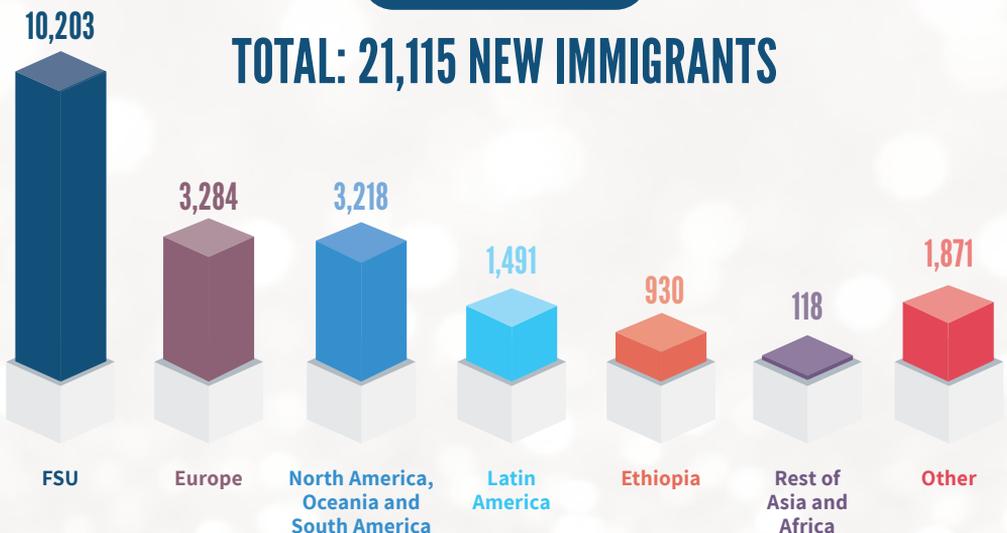


60

countries

ALIYAH

TOTAL: 21,115 NEW IMMIGRANTS



* Data correct as of the time of writing. Subject to change.



FOR THE ELDERLY OF ISRAEL

The shortage of low-rent housing in Israel imposes great hardships on many elderly Israelis who do not own their own homes. The situation is particularly severe for Holocaust survivors and immigrants from the Former Soviet Union, who have no assets and lack an extensive support system of family and friends. Welfare allocations are often far too inadequate to even rent the most basic apartment. Keren Hayesod and our supporters believe that everyone deserves to live with dignity and that's why we have prioritized our work with the Amigour Housing Management Company.

Amigour is Israel's leading operator of public and sheltered housing facilities and the key agent responding to this critical need. Thanks to Keren Hayesod donors, major building projects are underway to create additional apartments to meet the growing demand.

In addition to affordable housing and independent living, residents also benefit from a sense of community. Each residence has a dedicated staff, including a social worker, to help the residents and ensure that all their needs are met. Residents also benefit from a variety of programs, classes, trips around Israel, holiday celebrations and more. All of this is designed so that residents enjoy personal enrichment and dignified living.

SUPPORTING OUR ELDERLY THROUGH 2020

We are supporting Amigour throughout the pandemic to ensure that vulnerable elderly Israelis have the necessary assistance to manage during this difficult time. Together, we have provided an incredible amount of resources.



15,000

food baskets delivered



200,000

masks



200,000

gloves



20,000

bottles of hand sanitizer throughout the buildings



15,000

personal bottles of disinfectant distributed to residents



6,000

personal thermometers distributed to resident



3,000

spray bottles for disinfecting surfaces



2,000

bottles of special floor disinfectant materials



1,000

boxes of disinfectant wipes



300

boxes of chlorine tablets for disinfecting floors



150

no-contact digital thermometers placed at the entrances of Amigour buildings



100

automatic hand sanitizer dispensers installed



5,000

kits distributed with crossword puzzles, quizzes and more



300

musical performances with singers in outdoor areas



2,650

units being added nationwide thanks to Keren Hayesod donors



FOR THE PEOPLE OF ISRAEL'S PERIPHERY

The Negev and Galilee comprise 70% of Israel's territory, yet are home to only 30% of its population and produce only 8% of its economic output. Many residents of the periphery, including new immigrants, are cut off from the economic, cultural and educational opportunities that are available in the centre of the country. The widening socioeconomic gap poses a serious threat to the country's future. That's why, with the assistance of Keren Hayesod supporters, we prioritize projects like Choosing Tomorrow.

The program encourages young adults to live and contribute to communities in Israel's periphery. **Choosing Tomorrow** works with motivated university students to encourage and help them live in these areas for at least two years after graduating from academic institutions in the periphery. The program's diverse tracks engage students in medicine and engineering and those with interests in La'ad (supporting Holocaust survivors) and local engagement.

WE SALUTE FRONTLINE WORKERS

Choosing Tomorrow participants are celebrated for their passion of giving back to their local communities. Throughout this pandemic, we have seen these young leaders volunteer and help their fellow Israelis.

The program's medical community showed its dedication and commitment to our people. Our young doctors were active in the frontlines of the crisis - collecting samples from coronavirus patients, working in hospital emergency rooms, managing volunteers, looking after the children of hospital workers, delivering food packages and more.

Sarit, a medical student in Safed, co-founded Young Neighbourhood Doctors. The initiative aims to support children from families facing hardship. Young students and doctors teach them the basics about personal hygiene and social distancing. Sarit and her fellow volunteers provide essential education and help children gain a greater understanding of the people on the frontlines.

We applaud these brave men and women for their service and sacrifice.





FOR THE MEN AND WOMEN DEFENDING ISRAEL

The Israel Defense Forces (IDF) is considered the great equalizer in Israeli society and provides the space in which national solidarity and camaraderie are forged. Military service is a rite of passage that provides an entry ticket into Israeli society, and service in elite units is a strong foundation for future success and upward social mobility. As such, Keren Hayesod and our donors have prioritized projects that help disadvantaged youth and new olim that serve in the IDF.

Mechinot are pre-military academies that empower young Israelis to prepare for service before entering the army. These programs strengthen personal identity and Jewish understanding while paving the way for acceptance to higher-level IDF units.

In addition, we also assist lone immigrant soldiers to have a successful transition from army to civilian life. Most Israelis have their families available to help them with this transition. By contrast, lone immigrant soldiers are often alone in Israel and require our assistance to help them take the next steps in making Israel their home: finding a place to live, managing a budget, obtaining an education and pursuing a career path. With our partners, we are helping these olim through the **Wings** seminar towards the end of their service, a release grant and a Wings alumni network that extends support after they have completed their service.

OUR SOLDIERS PROTECT US AND WE PROTECT THEM

Lone Immigrant Soldiers have had to face the pandemic without their families and while lacking strong support networks in Israel. Together, we are ensuring that they are assisted during this difficult period.

Israel's economic crisis severely affected Wings participants. In response, we have worked with The Jewish Agency to offer crucial financial assistance to these recently released soldiers. To date, more than 700 former lone immigrant soldiers have received stipends of \$500 each. This support has been critical in helping them afford rent, food and other necessities at a time when nearly a quarter of the population is facing unemployment.

The Wings program has also moved their alumni activities online and brought new joy to their beneficiaries. In Jerusalem, Wings' culinary program has gone digital. Each week, participants receive packages with ingredients for making delicious meals and meet via Zoom with a chef that teaches them new skills in the kitchen. The program has enabled new friendships to blossom in the era of social distancing. The success of the program is the inspiration for more groups to open that will connect these young men and women, offer skill-building activities and help fight loneliness during life under lockdown.





FOR THE NEXT GENERATION

Keren Hayesod serves as the bridge between Israel and Jewish communities and friends of Israel around the world. Together, we are dedicated to the continuation of the Jewish people and ensuring our connectivity to one another. Keren Hayesod and our supporters have therefore prioritized projects that promote Jewish identity building, the strongest Zionist education and the security of Jews around the world.

Thanks to your generosity, we support **Masa Israel Journey**, the leader in immersive international experiences in Israel for young people ages 18-30. Masa programs are transformative for young Jews and have proven more successful than any other means in ensuring lifelong bonds with Israel and involvement in Jewish life.

Masa programs have added value as they serve a pre-aliah function for interested participants. Masa also helps Israel's periphery by bringing these communities young, motivated leaders passionate about community service and contributing to the people in these areas.

MASA PARTICIPANTS STAND UP FOR ISRAEL IN 2020

Since the outbreak of the pandemic in Israel, Masa participants have found themselves in extraordinary circumstances. Young Jews participating in Masa programs during the first wave could have decided to return home, but many opted to stay. Since then, new participants have arrived and are experiencing the country in a whole new way. Incredibly, Masa participants are not only having a unique year - many are also making significant contributions to the people of Israel.

More than 500 **Masa Gap Year Fellows** have volunteered with Magen David Adom to organize coronavirus testing kits for distribution across the country. Through this project, Masa participants have prepared more than 55,000 essential kits.

During the first lockdown, some 220 **Masa Israel Teaching Fellows** provided 2,500 hours of online English-language classes to 20,000 Israeli pupils around the country. Since then, 160 new participants have arrived and are helping students to safely continue with their English studies.

Participants are also helping to feed at-risk Israelis during this difficult time. In Eilat, the **Tlalim Culinary Arts** program's 50 participants, in partnership with Beit Rafael, build a menu, cook and organize hot meals each day for the city's vulnerable. Hundreds of participants on other Masa programs are volunteering on agricultural farms to help reinforce the country's food supply.





The artwork above was created by Yaacov Agam in honour of Keren Hayesod's 100th anniversary.

OUR VISION

Keren Hayesod is and will continue to be the world's leading fundraising organization for the People of Israel.

It enables all those who want to support Israel as the Jewish homeland, enhance the lives of the People of Israel, and strengthen the connection between them and Jewish communities around the world, to express their commitment by contributing funds to activities, projects and enterprises Keren Hayesod deems of value and priority in promoting these causes.

Keren Hayesod will continue to be a bridge that embodies this unbreakable connection, and makes it possible for all to act as a collective – working for a strong Israel at the heart of the Jewish world; a secure Israel that can provide a home and safe haven for all Jews; and a successful Israel that everyone can be proud of.

Keren Hayesod's work is based on the lessons of the Jewish people's history and at its core is the Jewish principle of mutual responsibility – ערבים זה לזה.

The People of Israel – עם ישראל – will always be there for one another.





THANK YOU



קרן היסוד
FOR THE PEOPLE OF ISRAEL

100 years
for the People of Israel.
Together.





קרן היסוד הישראלי
FOR THE PEOPLE OF ISRAEL

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