



WORLD ZIONIST ORGANIZATION  
ההסתדרות הציונית העולמית



ערבות  
הדדית  
ועלייה

MUTUAL  
RESPONSIBILITY  
& ALIYAH

יחד מובילים ומחדשים  
*Leading and innovating together*

## Summary of the National Institutions activity Submitted to the 38<sup>th</sup> Zionist Congress

הקונגרס הציוני ה"ח | ב'ד' חשון תשפ"א  
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Link to a summary of KKL-JNF activity: <https://bit.ly/2H3elpH>



# MESSAGE FROM THE CHAIR

Avraham Duvdevani (Duvdev)

Shalom and Greetings,

Due to the global coronavirus crisis, the 38th Congress will be held in a virtual format, everyone in their own community. Nevertheless, we will adhere to the organization's constitutional and democratic requirements and hold discussions on the main topics as determined by the Congress's preparatory joint committee.

The report before you is impressive, varied and replete with information about activities and events that the World Zionist Organization holds throughout the Jewish world during the year.

In accordance with the coalition agreement signed at the 37th Congress in 2015, and in view of the proportional numbers among the different factions, three departments were added to the WZO. The Department for the Promotion of Aliyah, headed by Marina Rozenberg Koritny, the Department of Education headed by Silvio Joskowicz, and the Zionist Enterprises Department, headed by Dror Morag. During this period, the Yesh Atid faction exercised its right and former MK Dr. Aliza Lavie was appointed as the chair of the Herzl Center.

This growth did not take place in a vacuum. It developed from a substantial increase in WZO's activity in the period since the 36th Congress in 2010. The Zionist Executive met at the Nitzana Youth Village for two intensive days of in-depth and fundamental discussions on the WZO's goals and objectives in this new format.

At the end of the conference, it was determined that the organization would focus on a number of key issues, and based on this we set forth. These issues include Zionist education, promoting aliyah, countering antisemitism, Hebrew language and settlement. All WZO departments were enlisted toward this effort, and the results were exceedingly impressive. In terms of budget, there was an increase of more than 40% between the budget of 2011 and that of 2016. It should be noted that during those years, the Jewish National Fund's support for the WZO budget also increased substantially in conjunction with the end of support from the Jewish Agency.

At the same time, we also saw a need to open representation offices in a number of key countries in the Jewish world, and so it was that offices were opened in Argentina, France, and the United States, and later on, in England as well. The representations constitute an important presence for WZO in these regions, promote new initiatives, and assist with the activities provided by the departments and Zionist federations in their respective areas.

In the wake of the expanded activity, our involvement in Jewish education in the Diaspora intensified and the number of teacher-emissaries grew, such that it became necessary to move the management of this educational activity from the Office of the Chair to a designated Department of Education. Thus, when we met at the 37th Congress in 2015, it was decided to establish the Department of Education. Something similar occurred, as well, regarding the subject of



promoting aliyah. After the success of the "France First" project, and the government's resolution to financially support the promotion of aliyah, we transferred management of the project from the Office of the Chair to a designated department that engages in promoting aliyah. From the local "France First" program, broad-based aliyah promotion activity developed in many other countries, as determined by the Ministry of Aliyah and Integration Assistance. The Department's flagship project is the establishment and operation of more than 250 ulpan classes!

The Department for Zionist Enterprises also undertook to handle projects that had begun in the Office of the Chair (the Bible Quiz for Adults, and more), and developed new initiatives during this period. The establishment of these new departments has more than proven itself, as is evident when reading the reports.

## Jubilee events between Congresses

In recent years, we have celebrated a number of 'Jubilee' events, and have not missed the opportunity to mark them by emphasizing the Zionist-related meaning of each one.

### 120th anniversary of Zionism:

During the year, we held "small" local events to mark 120 years since the first Zionist Congress, among them a day in the Knesset (discussions in the committees, an event in the plenum, and an exhibit), an evening at the Givatayim Theater, and more. However, the jewel in the crown was the main gala event held at Mount Herzl, in the presence of Prime Minister Binyamin Netanyahu and attended by thousands. In addition, the Israel Airports Authority granted us permission to hold an exhibit in the main departures hall of Ben-Gurion International Airport that will remain on display for the entire year. The exhibit is extremely impressive, and we were subsequently asked to leave it on display at the airport for more than two years (a highly unusual occurrence in the history of exhibits at Ben-Gurion Airport!). The entire exhibit is now on display as a permanent exhibit at Yad LeShiryon in Latrun. A smaller permanent installation of the exhibit is on display at Ir HaBadim (the 'city' of IDF training bases in the Negev) and smaller versions of it have been exhibited at different events, fairs, and educational enterprises around the world.



### 100th anniversary of the Balfour Declaration:

In 2017, we marked 100 years since the Balfour Declaration, which was an additional and important step in the political activity carried out by leaders of the Zionist Movement prior to the establishment of the state.

### 50th anniversary of the unification of Jerusalem:

In 2017, we also marked the unification of Jerusalem - the object of our prayers and longing over the generations - and our return to Judaism's holy sites that date to the beginning of our existence as a nation.

### 70th anniversary of bringing Herzl's remains to Israel:

One of the first decisions made by Israel's first government was to bring Herzl's remains to Israel, in accordance with his last wishes. Seventy years later, a state ceremony was held, attended by the President of Israel and the Prime Minister, who displayed the replica of the parochet (ornamental curtain) that we made. The Herzl Center and the Zionist Archives created exhibits and held other events, including the first Herzl Conference, as reported below.

### The Story of the Disappearing Parochet

At the 19th Zionist Congress (1935), it was decided to comply with the wish expressed in Herzl's will and have his remains brought to Palestine/Eretz Israel for re-interment. The Zionist Executive entrusted the decision's





implementation to the Zionist Federation of Austria. To honor the visionary of the Jewish state, movement and WIZO activists decided to have a pall (parochet) woven and embroidered especially for Herzl's coffin. The parochet was designed by two local artists, Arthur Weiss and Oskar Strand, and completed in 1936. Due to historical circumstances, Herzl's remains could not be moved to Palestine at that time, but the parochet was successfully smuggled there in 1939 and placed for safekeeping with Jewish National Fund chairman Menachem Ussishkin. It was agreed that the parochet would be kept in the "Herzl Room" until after the funeral, and that it would eventually be moved to a future Herzl Museum. Herzl was reinterred in 1949 in a state ceremony attended by people from all over the country. During the funeral procession, the handsome parochet covered the coffin – only to disappear without a trace after the funeral. All attempts over the years to find it turned up nothing. In preparation for the 70th anniversary of Herzl's re-interment, we commissioned a replica of the parochet, based on the original design instructions preserved in the Central Zionist Archives. At the 70th anniversary memorial ceremony, the parochet was presented by Prime Minister Benjamin Netanyahu, in the presence of the Dr. Yitzhak Weiss, son of the Judaica artist, and his family. A few days after the ceremony, the original parochet was suddenly discovered in the KKL-JNF building in Tel Aviv. Now the parochet needs to return to its originally intended home in the Herzl Museum

### 100th anniversary of the Third Aliyah:

We declared 2020 as the year to commemorate the Third Aliyah, occasioned by the arrival of the ship Ruslan at Jaffa port. The Ruslan symbolizes the beginning of the Third Aliyah. We decided to hold several events during the year and recruited longstanding and important organizations that were founded during the Third Aliyah, which left their mark on the development of the state, from then to now. The organizations that took part in these events included the Administration for Society and Youth in the Ministry of Education, the Council for Preservation of Heritage Sites, the Jabotinsky Institute, Yad Tabenkin, Yad Yitzhak Ben-Zvi and the Haganah organization. The Zionist Archives, in conjunction with the Israel Museum, presented an impressive exhibit on the subject, which remained on display for the entire year.

Major events that were planned for the summer of 2020 to commemorate the centennial of the Third Aliyah, with the participation of relevant settlement movements and organizations (such as Hashomer Hatzair and local authorities in the Jezreel Valley) were cancelled due to the corona pandemic.



### Mount Herzl

Since the reinterment of Herzl's remains on Mount Herzl, the site has become a focus of state activity. Official government ceremonies take place there, such as the torch lighting on Yom Ha'atzmaut, ceremonies on Yom Hazikaron and Herzl Day, the annual memorial ceremony for Ze'ev Jabotinsky, annual memorial services for Ethiopian-born Jews and memorial ceremonies for heads of state that are held in the Great Leaders of the Nation plot. In addition, there is a regular practice of laying a wreath on the grave of the visionary of the state during visits to Israel by foreign heads of state. The Chair of the WZO accompanies the guest and tells him or her about Herzl and his vision.

### Entrance to Mount Herzl

Given the site's importance, we considered it vital to change and improve the entrance façade to Mount Herzl. The entrance was planned about 70 years ago, when the surrounding urban reality and the nature of design were very different. We held an international architecture competition, and the first-place winner was a group of young architects from Europe. We are now in the process of preparing a plan to receive a building permit, and will hopefully be able to renovate the entrance to Mount Herzl as befitting the main national site of the entire Jewish People.



### Great Leaders of the Nation plot

Part of the site is dedicated to the graves of presidents, prime ministers and Knesset chairs. This is an important stop on educational tours carried out by the Herzl Center, by individuals, and by groups of youth and adults. The government of Israel recently decided to increase the plot's area and make it accessible to mobility-impaired visitors. The plot is now closed to visitors and the work will continue in 2021, as well.



### IDF Museum

The Ministry of Defense has decided to dismantle its small museums around the country and to establish a central museum on Mount Herzl. This decision was taken with our agreement and in coordination with the Jerusalem Municipality and the Prime Minister's Office. The IDF Museum will bring many visitors to the site, and we welcome this development. The process of budgeting and planning has been halted at this stage, due to Israel's current political crisis.

### Zionist Archives

The Archives is located at the entrance to Jerusalem. At the moment, work is underway to redesign the entire entrance to the city. As part of this construction project, a huge commercial district is being built, new roads are being paved, and a new light rail line is being installed. All of this is taking place in the immediate vicinity of the Archives. Access is currently problematic, but this will be hopefully be resolved in the future. As part of the changes to the city entrance, we are planning to exploit the building rights on our lot and build two additional buildings next to the Archives. Our intention is to construct on the site an archives center that will be open to the public, in order to preserve the past for the future.



### Budget

As noted, the WZO budget has increased substantially in the last 10 years as a result of the growth in activity and increased sources of funding. The main funding sources are Keren Kayemeth Lelsrael and the government of Israel, for earmarked projects. We are grateful to these two entities, thanks to which we have been able to expand the organization and increase our activity. The government's support for earmarked projects in the WZO has seen ups and downs over the past decade, and in the last year we have witnessed an almost complete halt to most of the programs, due to the lack of an approved budget and a stable government. Regarding KKL's support, as well, we have experienced difficulties times in the recent period. Following the Congress, we will have to secure and improve our agreement with KKL, and hope for budgetary stability in the Israeli government.

In summary: the organization's ongoing activity is broad-based, varied and impressive, and brings us joy and satisfaction. At the same time, we are busy with programs, development and construction work that will enable us to engage in additional areas of activity, achieve financial stability, and pursue new horizons. With God's help, we will go from strength to strength and will succeed, because "if you will it, it is no dream."

*Avraham Duvdevani*

Avraham Duvdevani (Duvdev)

Chair of the World Zionist Organization



# THE DEPARTMENT FOR ISRAEL AND COUNTERING ANTISEMITISM

**Vice Chairman and Deputy Head of the WZO and Head of the Department for Israel and Countering Antisemitism: Yaakov Hagoel | Department Director: Yaakov Aharoni**

The Department is headed by Mr. Yaakov Hagoel, and operates in two main fields: strengthening Zionism and the sense of belonging to the state among Israelis, and extensive activity to counter antisemitism.

The Department aims to establish the status of the World Zionist Organization as a major organization in Israel for promoting Zionism by means of intensive activity, events and projects that promote the organization's vision. Among other things, the Department has carried out events that focus on Zionist themes and dates of historical importance, and developed projects in collaboration with government ministries, including ideology-focused tours of national institutions and heritage sites in Jerusalem and throughout the country. In addition, the Department integrates Israeli communities in the Diaspora into WZO activities. All these and more are part of the Department's ongoing work throughout the year.

Moreover, the Department carries out intensive efforts to raise awareness of the struggle against antisemitism and to position the World Zionist Organization as an international umbrella organization in the struggle against expressions of hatred against Jews and against the State of Israel. It initiates hasbara activity throughout the world in order to realize these goals. The Department's chair regularly takes part in discussions held in Knesset committees and government meetings and reports to the media on developments in this field, and is a member of organizations and committees that deal with this subject.

The Department's activity has expanded tremendously in recent years. A major feature of the Department's many projects is the strengthening of Zionist identity among youth, including their sense of belonging and love for the country.

In addition, in the last five years the Department has taken upon itself to revitalize the organization's website and its activity in the social media and on the internet.

The Department also manages the Center for Diaspora Communications and Countering Antisemitism and is responsible for the Emissary Unit and the activity of the Zionist Council.



## One-time events

### The Israeli Zionist Congress

The Department for Israel, in collaboration with the Department of Education, organized the Israeli Zionist Congress in 2017, to mark the centennial of the Balfour Declaration and the 120th anniversary of the first Zionist Congress.

The Congress in 2017 consisted of four sessions on the following subjects: Zionism - a stable vision in a changing world; the People of the Book in a journey through time; Judaism - streams and compromises; and the new triangle of Zionism. A special exhibition on the occasion of the centennial of the Balfour Declaration portrayed the spirit of the period. The Congress took place with the participation of ministers, Knesset members and members of the Zionist Executive, and was moderated by the journalists and TV presenters Dana Weiss and Danny Kushmaro.

Watch the video: 120 years in 120 seconds  
<https://bit.ly/2PAkn71>

## Event in honor of fighters of the underground movements

As part of events marking Israel's 70th anniversary, an evening was held in honor of the fighters of the underground movements, in collaboration with the Ministry of Culture and Sport, the Prime Minister's Office and the Department for Israel and Countering Antisemitism.

During the event, Minister of Culture and Sport Miri Regev, and Vice Chairman and Deputy Head of WZO Yaakov Hagoel presented awards to the representatives of the underground movements: Yair Stern, chair of the Lehi Heritage Association; Dr. Baruch Levy, chair of the Haganah Membership Organization; Yair Assiskovitz, chair of the Etzel Veterans Association; and Shaikhe Gavish, chair of the Palmach Members Association. Some 1,000 people took part, including underground fighters and their families, schoolchildren and pre-military academy participants. The event included educational workshops and visits to the museums of the various underground movements, which during the day were open for free that day, as part of the event honoring the underground fighters.



## Re-enacting heritage events

The Department for Israel, in collaboration with the Ministry of Heritage and the Zionist Council in Israel, organized two major events during Israel's 70th year celebrations to relive significant milestones: a reenactment of the Declaration of Independence ceremony, which was held on Independence Day at the Rothschild Center in Tel Aviv, and a reenactment at Gordon Beach in Tel Aviv, attended by thousands of participants, of the clandestine immigration to the Land of Israel during the British Mandate. The reenactment involved two ships, from which dinghies belonging to the Sea Scouts were rowed to shore. The scouts, who were dressed as ma'apilim (illegal immigrants), then met actual immigrants who had arrived some 72 years earlier. Workshops also took place on the beach: photography stands designed in the style of the period. There was a digital information booth featuring the archive of the Atlit immigration camp, where participants could receive information about family members who arrived in Israel on the ships of ma'apilim and could try to identify their relatives in the archival photographs.


Watch the video of the reenacted landing  
<https://bit.ly/2PBVhVp>





## “L’Chaim” Jerusalem

The WZO’s L’Chaim Jerusalem program on May 21–28, 2017, brought hundreds of unaffiliated young Jewish participants from around the world for the celebrations of the 50th anniversary of Jerusalem’s reunification. During this week, the young people were hosted by Israeli families throughout the country and created their own personal Jerusalem experience. They experienced cultural events, shows, tours, meetings, visits to Jewish heritage sites, culinary tours and more.


 **Watch the video**  
<https://bit.ly/2PDT3VG>

## Saying no to hate, saying no to antisemitism!

In view of the large number of anti-Semitic events and violent incidents that take place every day throughout the world and endanger the lives of Jews in the Diaspora, the Department for Israel and Countering Antisemitism initiated local rallies in the Diaspora and in Israel under the heading of “Hate Stops Here.”


On Sunday, March 10, 2019 (3 Adar, 5779), local activists and members of Jewish communities throughout the world convened, carrying placards calling to stop hatred.

In Israel, a central rally took place in the courtyard of the National Institutions building.


 **Watch the video**  
<https://bit.ly/3glcjNG>

## 70<sup>th</sup> anniversary of November 29<sup>th</sup>

The Department organized a number of events to mark the 70th anniversary of November 29th [Kaf-tet B’November], with the aim of increasing awareness of this important day, which paved the way for the Declaration of the State of Israel, the day on which the nations of the world officially recognized the right of the Jewish People to a Jewish State in the Land of Israel. The first event took place in the National Institutions building in Jerusalem, attended by more than 1,000 people as well as the Zionist Executive and employees of the national institutions. An innovative video art presentation of the UN vote, was screened for the first time on the walls of the National Institutions building.

 **Watch the video clip**  
<https://bit.ly/3ktDdek>

That same year, the Department also initiated a huge event, the first of its kind, in Times Square in New York, in which the video “I Love Israel” was screened on massive screens in the square. It was a particularly moving video clip, with the participation of the best of Israeli artists, which included footage from the UN vote. The screening of the video was accompanied by a gala celebration with dancers who performed Israeli dances and colored the square blue and white.

 **Watch the video clip**  
<https://bit.ly/31vFKx2>

In addition, the Department held a campaign to re-enact the famous photo showing people listening to their radios during the historic UN vote.



## Ongoing projects

### Conferences on countering antisemitism in Israel and worldwide

As part of the Department’s extensive activity in the fight against antisemitism, conferences on the subject have been held throughout the world: an annual conference in Europe, an annual conference in North America in collaboration with the American Zionist Movement (AZM), an annual conference in Israel – which is held each year on International Holocaust Day, as well as another conference that took place during this period in Chile.


About 100–150 participants attended each of the conferences, including leaders of organizations, heads of federations, local community leaders, young and older people alike. The conferences dealt with the core challenges facing Jews in the Diaspora as well as the worrying increase over the past decade of violent anti-Semitic incidents around the world. During the conferences, participants received up-to-date data as well as active tools for countering occurrences of antisemitism. There were also workshops and panels of young activists, roundtables, interactive discussions and fascinating talks by top lecturers in the field of countering antisemitism.



### Activity for countering antisemitism and the Communication Center

The Department runs an active Center for Diaspora Communications and Countering Antisemitism for developing, promoting and initiating programs on a wide variety of communication platforms. The Communication Center supplies up-to-date information and rapid ongoing communication, transfers messages, and positions WZO in the international arena as the main umbrella organization for Zionist activism and countering antisemitism. The Communication Center monitors anti-Semitic activity on the internet, tracks anti-Semitic events on an interactive internet map, coordinates and distributes bimonthly reports to activists throughout the world. It expands the WZO’s presence in the social media and recruits volunteers to carry out research and provide tools for countering antisemitism.

The Department also administers an internet questionnaire on anti-Semitic events every year and produces a booklet that summarizes anti-Semitic trends worldwide. A special website has recently been set up for reporting on anti-Semitic incidents. It contains information that is updated daily on anti-Semitic incidents taking place around the world, reports, research, etc.

 **The Monitoring Antisemitism Worldwide website**  
<https://bit.ly/33Hev4o>





## Project to document Six-Day War combatants

The Department, in collaboration with the Prime Minister's Office, carried out a project to document Six-Day War combatants in a video format, in order to preserve their stories for the benefit of future generations and to pass on the heritage. This project was preceded by documentation of the 1948 War of Independence generation, which was successfully completed after an extensive research effort.

As part of the preparations for the current project, the documentation team took part in a day of briefings held at the National Institutions building, during which they received a historical review of the period, and important emphases for their documentation work.

All materials in this project can be viewed on the Steven Spielberg Jewish Film Archive's YouTube channel.



## The Zionism and Heritage Quiz

For the past 7 years the Israel Department, through the Zionist Council and in collaboration with the Ministry of Heritage, has held a special quiz, which connects Zionist families from Israel and abroad, and culminates in a giant final event that is broadcast on Independence Day on Channel 12, emceed by actress-writer Rotem Abuhab. The quiz links different generations to the Zionist story in a contemporary educational experience. Preparations for the quiz include internet registration through the Zionet app, local quizzes held throughout the country, and locating families from the Diaspora. In the next stage, regional quizzes take place with the winning families. Ultimately, 12 families reach the finals. The prize for the winning family is a tour retracing Herzl's footsteps in Europe.



Download for Android <https://bit.ly/2Dz2sLK>  
Download for Apple <https://apple.co/3gliDEW>  
(a free mobile app that contains an up-to-date, user-friendly Zionist database and trivia questions about Israeli and Zionist history).

## Organizational website

The Department took upon itself to revise and update the WZO website. A new user-friendly website has been built, which presents the activity of the WZO in Israel and worldwide. Much work has been invested in designing new, friendly and up-to-date graphics while adding means of protection and security. Content has been added in several languages. In accordance with the law, the website is accessible to people with disabilities, and complies with the law's privacy requirements. The website has also been adapted for mobile devices.

Site <https://bit.ly/3fBWE0Y>

## Did you know?

- » The Department manages the Facebook, Instagram and Twitter pages for the World Zionist Organization, in a variety of languages (English, Hebrew, Spanish, French and more) with **more than 300,000 users!**
- » **Some 62,000** of our users are members of the global network for countering antisemitism, and assist the World Zionist Organization in the fight against the phenomenon.
- » **More than 22,000** downloads of the Zionet app have been recorded.
- » **More than 140,000** users around the world have downloaded the Zionist calendar, in a variety of languages.

The Zionist calendar  
<https://bit.ly/2XLUZzY>

## A personal story: Ms. Margalit Zinati

Ms. Margalit Zinati, who is preserving the spark of Jewish life in Peki'in, has devoted her life to looking after the synagogue in Peki'in and passing on her heritage to the coming generations. Zinati is the symbol of an intergenerational connection, of genuine Zionism, old and new, and of the need to continue to pass on, teach and invest in the young generation, to continue to show them the way in the State of Israel. The Department for Israel, through the Zionist Council in Israel, has undertaken to help Margalit Zinati to preserve and manage the Zinati family home in Peki'in, one of the most important heritage sites in Jewish history. Beit Zinati tells the story of the community of Jews who never left the Land of Israel to go into exile. And it tells the story of one particular family, which is part of the multicultural and multi-religious fabric that still exists in this ancient village. On the occasion of the 70th anniversary celebrations of the State of Israel, Margalit Zinati was chosen to light a torch in the main torch-lighting ceremony on Mount Herzl.

Watch the event  
<https://bit.ly/2DPbaFi>





# The Emissary Unit

Director of the Unit: Tzofia Dimant Yossef

**Liraz Cohen – Israel Fellows’ emissary in the years 2013–2015, Duke University, North Carolina: “I learned from my students how to be a Jew in America: the questions, the thoughts, the challenges and the pride. I learned to see Israel through their eyes, and this adds another level to how I see Israel and understand the different complexities.”**



The WZO’s Emissary Unit works in long-term collaboration with the Jewish Agency for Israel. The Unit endeavors to strengthen the connection between Israel and the Diaspora and to strengthen Jewish identity through its emissaries, who are deployed worldwide.

The Unit is responsible for sending more than 2,000 emissaries each year to 30 countries. They are assigned to summer camps, Jewish communities, youth movements, college campuses, Shnat sherut (a year of community service), and schools in the Diaspora.

Shlichut is a platform for social and community activity that provides a unique professional experience.

The emissary’s role is challenging and includes developing and leading local educational programs alongside work with international organizations. The role calls for an ability to work independently in the field, initiate, execute and manage events and projects, conduct activities and deliver lectures, produce educational content, collaborate with other individuals and organizations, conduct hasbara (explaining Israel’s case), and more.

Emissaries are on the front line with communities throughout the world. Their role is to be a voice and a source for what is happening in Israel, and to find the shared story of Israel and the Diaspora. This is a role that invests them with rich experience, and when they return to Israel many emissaries find employment in key positions in Israeli society. As part of their shlichut, emissaries are exposed to opportunities, challenges and personal and professional experiences.

**Merav and Yehonatan Edri, emissaries in Michigan, 2015: “I am a great believer in the importance of forming a connection with the Jewish People in the Diaspora. For a long time, I felt it was important to go on shlichut and to teach Hebrew – something that for us was fulfillment of a dream.”**




The Emissary Unit helps WZO and the Jewish Agency in three main areas: recruitment, screening and supervision of the emissary. In other words, the Unit handles the human resources before and during the shlichut period.

Over the past five years, we have updated the concept of shlichut in Israeli society, adapting it to the younger generation and its unique characteristics, improving the candidate’s experience and efficacy based on data, the aim of which is to upgrade the status of the WZO and the Jewish Agency among young Israelis. A branding strategy and broad branding process was conceived for in order to create a change in awareness about the Unit and a process of improving the quality of recruited personnel.


We focused on three main objectives – awareness, image and reducing conversion rates.


Recruitment: Investment in content at the highest level while adapting it to the target population. Work on a precise mix of online and offline marketing (information kiosks, introductory evenings, ‘coffee with the emissary’ and more). Building collaborations for marketing purposes, increasing exposure and recruitment with social organizations, academic institutions, government ministries, amutot, etc.

**The Unit maintains social networking channels** 365 days a year, 24 hours a day (and not only during recruitment periods), at the highest professional level. They provide an immediate response and creative solutions to shifting trends and needs (movements, languages and special needs). A new website has been built, and a UX/UI user experience system has been assimilated, with emphasis on customer experience – development, installation and assimilation of an automatic answering service for candidates. Chatbots have been integrated into the digital experience, streamlining the consumer journey. The email marketing strategy places emphasis on continually improving the response to the target audience.

 **Teaching shlichut Facebook page**  
<https://bit.ly/3ks10LP>

 **Long shlichut Facebook page**  
<https://bit.ly/3fIBpe2>

 **Long shlichut Instagram**  
<https://bit.ly/2Cfzslk>

 **The Unit’s Spotify**  
<https://spoti.fi/3a9yU30>

**Michal and Nir David, emissaries in Johannesburg, South Africa: “The satisfaction is daily. It begins with the relationship you form with the children and continues with being constantly occupied with love for Israel and teaching Hebrew. It’s very satisfying to see that the children express a wish to visit, serve, study in Israel and even to make aliyah.”**



**Screening:** Screening processes have been adapted to the characteristics of the target groups. We have gone from a manual process to a digital file with emphasis on the candidate’s experience.

**Supervision:** The process of going on shlichut involves processes of applying for a visa, medical insurance, security check, sending baggage, buying flight tickets and more. Human resources management during shlichut is a challenge and requires great professionalism. Processes have been developed to monitor all personal data and synchronize the work of all those involved in this task. Serving as an emissary of the National Institutions is a critical mission that connects Israel and the Diaspora and strengthens Jewish identity. Changes in the field of employment and in immigration policy and the constant change in the characteristics of the target population, mean that the Emissary Unit must aspire to excellence, innovation and constant streamlining of its work processes.



# The Zionist Council In Israel

Chair: Yigal Bibi | Director: Shlomi Ashkenazi

The Zionist Council is an executive arm of the WZO in Israel and works to enhance the Jewish and Zionist character of Israel. The Council was established in 1970 to strengthen the Zionist foundations of Israeli society, to increase its bond with the Jewish world, to nurture Jewish-Zionist education and social involvement among youth and adults. The Council was intended to be a federation of Zionist communities and a shared umbrella framework of all the Zionist entities in Israel. It is a voluntary, pan-Israeli, Zionist, non-partisan framework, which includes representatives of different organizations and institutions in Israel, representatives of local authorities, youth movements, educational institutions, women's organizations, economic organizations, writers and thinkers. The Council has an elected management that represents its different bodies, which meets regularly to delineate the directions of activity. The Council's representatives are members of the institutions of the Zionist Movement, the Zionist Congress and the Zionist General Council.

The Council's activity takes place in six districts: Jerusalem, Judea and Samaria; Haifa and the Krayot; North; Sharon and Center; Coastal Plain; and South.

▶ Watch a video summarizing the activity of the Zionist Council  
<https://bit.ly/3a9RhVz>

## Ongoing activity

### Shnat sherut Garin Tzameret

The garin consists of groups of 58 shinshinim (Shnat sherut participants), who postpone their military service and carry out a year of volunteering in eight cities in Israel: Safed, Arad, Beit Shemesh, Beit She'an, Maaleh Adumim, Hazor Haglilit, Kiryat Shmona and Ofakim. The groups consist of young men and women, religious and secular, from the center of Israel and from outlying areas, from cities, rural settlements and kibbutzim. The Shnat sherut garin aims to develop local leadership. The garin is active in cities in both formal and informal education frameworks, is a partner to existing municipal frameworks, and in some of the cities runs municipal youth movements in accordance with the city's needs. Shnat sherut volunteers strengthen and develop in the youth a feeling of belonging to the city, to society and to Israel. Throughout the year they take part in seminars and series on different topics: Israeli society, economics, Jewish-Israeli identity and educational tools related to working with youth.



### Mechinat Ami-Chai

Mechinat Ami-Chai is a mixed pre-military program of young men and women, religious and secular, who have chosen to postpone their enlistment for a year for the sake of spending the year learning and volunteering, consolidating their Jewish and Israeli identity, love of Israel. They engage in, social activity, pioneering work and preparation for significant service in the IDF. The mechina is located in Kibbutz Kramim in the northern Negev.

It is based on the belief that by combining study and activity that contribute to the community, it is possible to create a pioneering community based on values, which fulfills its dreams and takes responsibility for itself, its environment and the future of Israel, while implementing values of simplicity and modesty. This year, 63 young people joined the mechina.



▶ Watch a video about the mechina  
<https://bit.ly/2YeHfOd>

### Brit Haim

The pact of life and blood between the Druze and Jewish sectors in Israel began before the establishment of the State. The aim of this program is to strengthen this bond between the younger generations of the two groups, and to emphasize its contribution to the establishment of the State of Israel and its strategic importance to Israel's strength, security and society. The program brings together youth from the Druze and Jewish sectors during the school year in a series of meetings both held in Druze villages and Jewish towns and cities. During the year, the Jewish students learn about the Druze community's heritage and way of life and about the difference between the Druze and the other ethnic communities and peoples in Israel and in the Middle East, and about the things that unite the Druze to the Jews in Israel.

### The Zionist Congress for Youth in Israel

Every year, the Zionist Council organizes the Zionist Congress for Youth in Israel. The Congress takes place each year in a different city in the peripheral areas of Israel. During this reporting period, the congresses took place in Jerusalem, Ofakim, Emek Hama'ayanot (Beit She'an) and Dimona. Some 1,000 youth from throughout Israel take part in the Congress: representatives of schools and youth councils, members of youth movements and organizations, representatives of various leadership groups in local authorities, etc. The Congress extends for two days, during which social activities, discussion groups, panel discussions and tours are held.

▶ Watch the video of the 38th Zionist Congress for Youth  
<https://bit.ly/2DDm6WO>

### Zionist Women's Congress

During this reporting period, the Zionist Council organized an annual congress of Israeli Zionist women, which took place in Eilat. Some 2,500 women from throughout the country took part in the most recent conference. For three days, a variety of cultural presentations, lectures and panel discussions were held, in which female Knesset members and heads of local authorities, as well as women in senior positions in academia, the public sector and the Israeli economy participated.



## Special events

### Masa 70

The Zionist Council, together with Mechinat Ami-Chai, joined the Masa 70 project. The march – through the length of the country – was organized as part of Israel's 70th anniversary celebrations, and ended on Independence Day at the Kotel in Jerusalem. Each day, the march was led by a different civil organization or pre-military academy.

Mechinat Ami-Chai carried the flag from Be'er Sheva to Hatzerim and organized a tour of Be'er Sheva, which ended with a performance in the city's Hapaamon Park. The event was attended by youth, IDF soldiers, WZO employees and residents of the city and the B'nei Shimon local authority. The mayor of Be'er-Sheva, Mr. Rubik Danilowitz, and the Deputy Chair of WZO, Mr. Yaakov Hagoel, spoke at the event.



### Blue and White Quiz

The Blue and White Headquarters in the Ministry of the Economy, in collaboration with the Zionist Council, held an online quiz entitled "In the footsteps of industry: entrepreneurship and invention in Israeli industry." The aim of the activity was to introduce the Israeli public to Israeli industry and to raise the public's awareness of the contribution of industry to the economy, to employment and to Israel's image worldwide. Some 220 classes and 6,600 students took part in the quiz.

Ten classes took part in the final stage and competed in a challenging quiz moderated by quizmaster Dan Hamitzer. The quiz focused on the following subjects: advanced-technology industry, the connection between entrepreneurship and industry, Israeli inventions that have changed the world, major factories and companies in Israel's industrial history



# THE DEPARTMENT FOR DIASPORA AFFAIRS

Head of the Department: **Gusti Yehoshua Braverman** | Director of the Department: **Yaniv Nachmias**

The World Zionist Organization's Department for Diaspora Affairs seeks to increase Zionist identity and strengthen links to the State of Israel among Diaspora Jews.

The Department's main office in Israel and its emissaries abroad, in collaboration with the Zionist federations, have professionally administered a wide variety of activities, seminars and events over the years, throughout the Jewish world, all of which introduce Zionist values to the general public as a whole and to the younger generation in particular.

To this end, we have developed a variety of programs and innovative materials that relate to different fields and touch on the main dilemmas of the Jewish People.

We see ourselves as being committed to creating an accepting space for all the opinions and religious and political views in the Jewish People, on questions related to realizing the Zionist vision and the role of the State of Israel.

Moreover, we are committed to giving Diaspora Jewry a voice in Israel.

In the language of the 21st century and using advanced technology, we encourage continuous dialogue between Israeli Jews and Diaspora Jews, and are leading the effort to widen the circle of partners to Zionist activity.

In short, we::

- » build bridges between Jews everywhere in the world
- » conduct open, accepting discourse about Israel from diverse points of view
- » make Israel and Zionism accessible to Jewish communities worldwide
- » strengthen Zionist activity among young Jews.

▶ Watch a video about the Department  
<https://bit.ly/3csfFkZ>

## Special one-time activity

### My Israel: "Falafilm"

The coronavirus lockdown forced all of us to be especially creative. In order to continue to keep in touch with Diaspora Jewry, we in the Department for Diaspora Affairs initiated Falafilm. This unique project began with a photographic competition (that included prizes), in which Jews from around the world were invited to submit photographs that express their personal connection to Israel. The photos were voted on by the audience and a panel of professional judges; 243 photos from 47 countries on five continents were submitted to the competition; 4,900 people cast votes, and some 97,000 people were exposed to the project:



▶ The winning pictures:  
<https://bit.ly/2DJMOgr>

## Regular activities

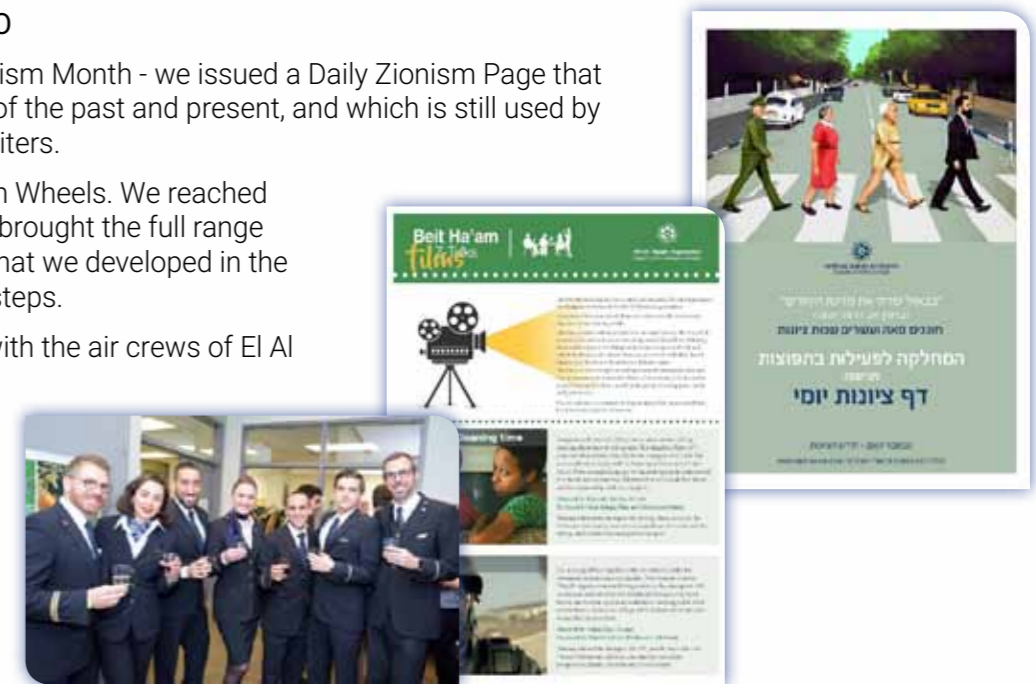
### New in Beit Ha'am

The Department of Diaspora Affairs' flagship brand, Beit Ha'am, is expanding and renewing its image. During this reporting period, we added to the new booklets:

- » Beit Ha'am films distributed select Israeli films in elegant packaging, complete with activity sheets. The initiative was successful beyond all expectations.

▶ Beit Ha'am film website:  
<https://bit.ly/2XLXtOO>

- » In November 2017 – Zionism Month - we issued a Daily Zionism Page that featured the best writers of the past and present, and which is still used by educators and content writers.
- » We initiated Beit Ha'am on Wheels. We reached distant communities and brought the full range of activities and content that we developed in the Department to their doorsteps.
- » Finally, we joined hands with the air crews of El Al and created Beit Ha'am in the Sky, fascinating and moving meetings of members of the community with El Al staff.



- » With the outbreak of the Covid-19 crisis, the Department's activities moved to digital platforms. Beit Ha'am workshops were conducted as part of "iVision-Live" (see summary of the first six months of the program, March-September). "Tachles" was "virtually revived." In the Jewish Insider in August, the program was ranked in 12th place as one of the most attended webinars and online events held across the Jewish community in the United States.

▶ <https://bit.ly/334woYO>







## Meeting, sharing, belonging – iVision Conferences

iVision is a broad-based name for departmental conferences held abroad with changing titles but the same essence – connecting the participants to contemporary Zionism.

We began with large annual iVision conferences in Europe in 2017, with hundreds of young participants, in Paris, Budapest and Marseilles. We continued with local conferences (in smaller communities), under the heading of "Entrepreneurship and Innovation" in Macedonia and Stockholm, and we held a conference, iVision Faces of Israel, with great success in the Bnei Zion community in India. We ended the reporting period with iVision Live during the coronavirus period, comprising online meetings on a rich variety of subjects. Thousands of people from around the world joined in for lectures and workshops – and felt a sense of togetherness.

 Link to a video from Marseilles:  
<https://bit.ly/2Mm4ole>


 Link to the photo library:  
<https://bit.ly/3ab7cDc>



## In Herzl's footsteps – "Leadership with an Eye to the Future"


Seven groups of leaders from all segments of Israeli society and the Diaspora have participated in recent years in Leadership with an Eye to the Future Journeys created and organized by the Department.


Traveling on the paths trodden by the founders of Zionism in Europe, learning about our people's past, and building a vision for Israel in the 21st century.

 Link to an article by Meir Zagury, a participant in the program:  
<https://bit.ly/2EiYA1Z>

## Israel and the Diaspora, one people? – "Walking a tightrope": Annual conference at Ben-Gurion University

We held four conferences, with hundreds of participants in each, that included some of the finest lecturers in their fields and significant in-depth discussions on the complex issue of Israel-Diaspora relations. The direct meeting between Israeli participants in pre-military programs and their peers - participants in Masa programs from abroad - enables a close encounter between the two sides and genuine discourse of unparalleled importance; a meeting that we hope will be an additional building block in turning these young people into attentive and unifying leaders.

 Link to the video of the last conference in November 2019-  
<https://bit.ly/2UpCgbQ>

 Link to a recording of Yehoram Gaon speaking on Army Radio about the survey carried out at the conference  
<https://bit.ly/30rHY0r>




## Connecting to Hebrew: Tachles and Cooking Up in Hebrew meetings

Starting with a single experimental Cooking Up in Hebrew group five years ago, we have grown to dozens of active groups throughout the world, mainly in North America, who meet each month to talk about Israel, customs and tradition – and to cook. Together.

In the wake of the amazing success of Cooking Up in Hebrew, in 2019 we developed Cooking Up Memory. Groups across the world get together around Yom Hashoah, and prepare recipes collected by Holocaust survivors.

The longstanding Tachles program (which features meetings at which spoken Hebrew is learned in an experiential way) changed during Covid-19, and turned into online meetings, which attract hundreds of participants each week.

It is surprising and encouraging to see the popularity of Hebrew study

 Link to the "Cooking Up in Hebrew" video"  
<https://bit.ly/2UoYtXq>



## The Mochileros program – a win-win project


Four years, seven cycles, dozens of Mochileros sent to dozens of communities! Why didn't we think of it before?

At the beginning of the period we initiated one of the Department's most successful projects:

Talented and motivated young Israelis, who take a year off to travel abroad after their military service, are sent for a short shlichut in small communities throughout the world. We began in South America, continued to Central America, expanded to Canada, Spain, and even to India and Taiwan.

The young people bring the communities a young Israeli spirit, Zionist content, and a feeling of activity and renewal.

For the communities, this is a breath of life, and for the Mochileros – the experience of a lifetime!

 Link to the video  
<https://bit.ly/2AktiWn>







### Did you know?

**Kabbalat Shabbat**

15 Groups  
Over 500 participants  
from 5 different countries

**LSD!**  
Let's Start Learning!

**Bar/Bat Mitzva Project**  
for teenagers from France

15 Groups  
2 Cycles  
Activities in France over 1,000 participants  
2 Groups in each cycle  
115 Participants

**Jerusalem Prize**

15 Winners  
from 7 different countries

Amongst the winners:  
Current Australian PM, former Wrocław Mayor, former President of Uruguay, various PM's from different countries.

**Zionism Quiz**  
in South America

4 Quizzes  
122 Participants  
5 Different countries

**JIDON HATZIONUT**

### We all vote for Monopoliti

In the past year and a half, Israel has gone to the polls three times. Faced with the difficulty of explaining the Israeli political system to Diaspora Jews, we created Monopoliti an enjoyable, competitive game in which the parties compete for seats in the Knesset. Hundreds of kits have been distributed throughout the world. Thousands of young people have played, learned and even voted!



### Tu Be'Love – Celebrating Love

"There were no days of joy in Israel greater than the fifteenth of Av...When the daughters of Jerusalem come out and dance in the vineyards..."

There's nothing like Tu B'Av – a chance to connect to Israel through love.

In a special project from the Department – Tu be'Love – we invited our sizable public to send us stories of love between Israelis and Jews from the Diaspora in which the State of Israel plays a part. Almost 100,000!!! Internet surfers saw the project and dozens sent in their personal stories.

One story that moved everyone was the story of Romy Weinberg from Argentina and Eyal Avisira from Israel, who met in Argentina – with the result that Romy made aliyah.

On this special day there was a moving and impressive performance by the internationally renowned singer Achinoam Nini, which was viewed by 17,000 people!



### | Aaron Cohen: a memento of war

We got to know Aaron Cohen as part of the Falafilm project.

Aaron, a British Jew, submitted a photo to the Falafilm project that was featured in a printed calendar, showing soldiers leaning on a gate. When we asked him who owned the rights to the photo, he replied that he himself appeared in the photo. The photo was taken in 1947. Aaron had joined the Haganah when he was only 15 years' old. He has had the picture since then. Aaron says: "At the beginning of October 1947, I found myself fighting 'full-time' in the Haganah. On May 14, 1948, when the British army withdrew through the West Bank to Jordan, I, together with other soldiers, was positioned at the station shown in the picture, to prevent the Jordanian army from advancing into Jewish Jerusalem. David Rubinger, the well-known photographer, asked us to 'pose' in the gate, and took the photo. While I was still in the army, during the ceasefire, I found the photo in a calendar in the brigade's office. I tore it out and took it home to England. To this day, I treasure the photo, which is in my private collection." The circle is closed...





# ZIONIST ENTERPRISES DEPARTMENT

Head of the Department: Dror Morag | Director of the Department: Dor Zvikelsky

In the Zionist Enterprises Department, we believe that social activity for all Israeli citizens and for every individual is a central element of Zionism and will bring us nearer to building a model society in the spirit of Herzl's vision. We believe that it is necessary and possible to do things differently. Judaism tells us very clearly to love our friends and neighbors as we love ourselves and to behave toward everyone with benevolence, compassion and humanity. Zionism and Herzl teach us that all human beings are equal and that we should create a world based on social justice and "tikkun olam" for everyone. The Department's activity promotes reducing social gaps, equality, democracy and the struggle against racism – this is our Zionism!

## | One-time activity

### Coronavirus day camps

Through a collaborative effort with Israeli youth movements, the Department ran day camps that lasted two months for hundreds of children of the medical staffs at five hospitals throughout Israel. With the help of these camps, medical personnel were free to look after the patients and the burden on the parents was reduced significantly.



## | Ongoing activity

### Mofet – a social change accelerator in memory of the late Timna Shweika

This special program encourages social projects that fulfill Herzl's vision of a model society, advancing social justice and tikkun olam. Social entrepreneurs with pathbreaking ideas for reducing gaps, bringing the periphery and the center closer together and promoting tolerance, equality and democracy in Israeli society were accepted to the program. During this period, we launched four cycles of the program, in which we trained dozens of entrepreneurs and granted them the experience and the knowledge they need in order to build a better Israeli society.



## Leading in local government: Building a model society

This special program is designed for leaders in local government in Israel, which addresses their main challenges by means of Beit Midrash-type study. The program offers an approach to confronting a range of professional, ethical and leadership challenges by means of studying various Zionist and general texts and sources. Heads, deputy heads and CEOs of local authorities and other local government officers took part in the program, which was implemented in collaboration with the NGO Kolot. So far, two successful cycles of the program have taken place. The highlight was an educational tour to get to know the different movements of North American Jewry.



## Activity with the Ethiopian community in Israel: Expanding the Zionist ethos

The Department's activity in this field consists of several main projects:

**"Divided":** A play that tells the story of the absorption of two young women from the Ethiopian community in Israel. The Department presented the play to audiences throughout the country.

**Annual leadership course:** During this reporting period, three successful cycles of the leadership course were held, in which youth learn about the Ethiopian community's pioneering Zionist story, the issues of life in the Israeli reality and how to create social change. The highlights of the leadership course are a five-day hike through the desert and a moving and meaningful youth delegation to Ethiopia.

**Sigdiyada:** The Department was a partner in the annual Sigdiyada event that takes place at the Habima Theater – a festival that makes Ethiopian culture accessible to all walks of Israeli society.

**Home and Back:** A program for training young leaders from among the She'arit Yisrael community in Ethiopia, who are trained in Israel and then lead the communities that are waiting in Ethiopia to make aliyah to Israel.

**Journey to Ethiopia:** The Department sent a delegation of at-risk youth from Ashkelon to Ethiopia, in collaboration with Fidel (the Association for the Education and Social Integration of Ethiopian Jews in Israel), as part of a social program for nurturing leadership, strengthening the sense of belonging and reducing racism in the city





## The Academy for Joint Israeli Leadership

A program for young people with leadership potential from all groups and sectors in Israel. The Academy is the only one in Israel that includes all of Israeli society – Jewish, Muslim, Christian, Druze and Circassian young men and women study together in a pre-military/pre-academic program. The Academy is designed to create and promote a new generation of Israeli leaders who have learned to live together, and to get to know the diverse narratives that exist in society, in order to create an equal, shared and more open society.



## The Unit for Activity with the LGBTQ+ Community

will operate along three main axes:

**A conference of influencers** in collaboration with the Tel Aviv Municipality.

**Project for LGBTQ+ immigrants** in collaboration with the Aguda – Israel's LGBTQ+ Task Force.

**Gay Zionism project:** which will facilitate changes on the ground by virtue of educational social projects operated in collaboration with the community's affiliated organizations.



## The First Zionism and Democracy Conference

We raised the burning issues on the agenda of Israeli society and examined the centrality of democratic perceptions and values in Zionism today. We presented a varied Zionism and its connection to Israel as a democratic state. Subjects addressed at the conference: Zionism and democracy as reflected in the law, Zionism and democracy in education, Zionism in 2050.

*"But all your cultivation is worthless and your fields will revert to barrenness unless you foster liberal ideas, magnanimity, and a love of mankind."*

(Altneuland, Book Three)



### Did you know?

The Returning to the Declaration of Independence program is offered to schools all over the country as an activity for students or for teacher training. The activity focuses on values enshrined in the Declaration of Independence and their influence on Israeli society today. It is our hope that every child in the state education system in Israel will take part in the Returning to the Declaration of Independence activity and get to know the fundamental values on which the State of Israel was founded. In the scope of the program, during the past year emphasis was placed on the struggle against racism toward the Ethiopian community.

The program took place in 41 different localities in Israel, and within this framework activities were extended to some 35,000 students and education staff members, in 822 classes.



### A personal story

"The Academy for Joint Israeli Leadership tells the Israeli story while recognizing the different narratives that exist in Israel. Young people of all religions in Israel meet for the first time, get to know each other and form friendships that might be difficult to imagine happening in everyday life. This paves the way toward creation of a new generation of Israeli leaders who are able to and want to build a shared life.

Bian Nadaf, aged 20 from Shfaram, a participant in the founding cycle of the program and now performing her National Service at the Academy, says:


"I am a Muslim Arab and I chose to participate in the special program for training young people from all parts of Israeli society to be leaders in society and to realize their social potential.

I learned a lot at the Academy: I learned how to stand up for my views and adhere to my values and beliefs; I learned to listen to others with other beliefs. I learned that it is possible to talk about life in Israel and also to argue about it with raised voices and at the same time to maintain respect for human dignity.

I learned that despite politics and the different opinions around us it is always possible to live together. We are destined to live together, in equality and partnership.

The Academy was very significant for me because I learned that first of all we must get to know one another, otherwise we would not have been able to create this special social mosaic, which is unequalled anywhere in the world."

To see all the Department's activity, please visit us at the Zionist Enterprises Department website

 **The Zionist Enterprises Department website**  
<https://bit.ly/33GVMFT>





# Central Zionist Archives

Director: Yigal Sitry

The Archives has undergone a huge wave of development in the past five years. It has renewed its activities in a number of different ways.

During the current reporting period, the Archives' personnel have undergone much change and renewal. The retirement of two longstanding employees and the recruitment of younger employees to replace them symbolizes a natural process of transition in the senior positions and training of a new generation for the coming years. In addition, the Archives designed a program to recruit professional workers in order to close the gaps between the intake and registry of materials in the Archives and materials still found in the records center in Tzrifin. The Archives is also preparing to map out Zionist archival materials found in archives in the Diaspora and has plans to begin receiving these materials during the next five years.



Scanning laboratory



Conservation laboratory

## Infrastructures

In 2019, the WZO Executive approved an ambitious project to restore the Archives infrastructure. Tafnit, a construction management company, has conducted an engineering survey and is now drawing up a full program to be executed in the next few years. An upgrade of infrastructures will be combined with work to adapt the new entrance, in view of changes in the Archives' surroundings as a result of construction in the area around the entrance to Jerusalem. In 2016, a specialized laboratory was built for paper conservation, which is in the advanced stages of acquiring cutting edge professional materials and equipment. An expert on paper conservation was appointed to head the laboratory and a work program was decided on for the coming years, including training employees to upgrade laboratory procedures

During the reporting period, a scanning workshop equipped with the most advanced equipment was set up. Scanning collections in the workshop guarantees work of the highest quality and makes it possible to back up and save the original material for future generations, as well as making it accessible to the general public.

Nine advanced scanners have been purchased, including special scanners for maps, items of exceptional size, and negatives.

In the computing department infrastructures and servers have been gradually replaced and virtual work in "the cloud" has begun.



Absorption of Ethiopian Jews, Tzohar Absorption Center

*"We are a people – the enemy turns us into one against our wishes – that has been the same throughout history. In oppression we stand together, and then we suddenly discover our power. Yes, we have the power to create a state, even a state that would stand as a model for all."*



(The Jewish State)

## Some figures

- » **61,042 files** and **32,270 documents** were catalogued in the Archives' digital system during this period.
- » **280,926 photographs; 9,797 maps, 1,500 posters** and placards and **10,489 books** were added

## Photos

Photographs – this period was characterized by a wave of acquisitions of hundreds of thousands of photographs from Israel and abroad. Among the collections received are the Keren Hayesod collection from the 1990s to 2015, numbering some 177,000 photographs; Hadassah Hospital's collection of photographs and the collection of Hadassah's School of Nursing, totaling some 55,000 photographs; a collection of photographs of Shaare Zedek Hospital; collections of photographers such as Eliyahu Cohen, Natan Meron and Linda Price, and many private and institutional albums.

A glimpse of the subjects dealt with in the photographs:

The new photographs address a rich variety of subjects, such as the Hoofein collection and the Leib Yaffe collection that reflect the history of the Zionist enterprise and settlement; photographs that document how books were saved in Czechoslovakia after the Second World War; the collection of the maritime school in Haifa; the collection of the industrialist Delfiner from the 1920s; an album of photographs of children who arrived from Ethiopia in Operation Solomon; and many more collections.



Hadassah Archive: Building the hospital on Mt. Scopus



Hans Beyth collection, children from Teheran arrive at Rehovot



## Maps

More than 1,200 maps were given to the Department by Keren Kayemeth Lelsrael during the reporting period, including maps of settlement blocs ; maps from the 1970s related to national parks and forests, and maps related to KKL afforestation in the Jerusalem–Eshtaol district.

In addition, various collections of maps were received, including the collection of the water engineer Alexander Billoch; maps of Israel and the Middle East; the collection of Shoshana Melman, the architect of the Settlement Department in the Rehovot region, , dating to the 1960s and 1970s; maps from surveys of the Golan Heights conducted in 1969 and the Settlement Division's northern region's maps of settlement in the Golan Heights.

Additions to existing collections were also received, including the map collection of Richard Kauffmann and the map collection of Leopold Krakauer. Some 10,500 books in the Archives library were catalogued, including more than 630 books that are themselves based on the Archives' collections. Most of the cataloging was done by a team of volunteers.

## Arranging and cataloguing collections

Intensive projects for the cataloguing of materials were made possible thanks to external fundraising and the employment of archivists who managed the projects.

All of the Keren Hayesod sections were rearranged and re-catalogued with the assistance of the main office of Keren Hayesod, as part of the preparations for the organization's centennial in 2020. In this framework, nine Keren Hayesod sections were catalogued, with a total of more than 28,000 files.

The archive of architect Richard Kauffmann was rearranged and re-catalogued, including his collection of maps and plans. The project concluded with a seminar on the man and his work, and an illustrated catalogue, containing a list of the materials, was produced.

The André Chouraqui archive was arranged and catalogued with the assistance of the Friends of André Chouraqui Association and the Foundation for Commemoration of the Holocaust in France (Memorial de la Shoah). At the conclusion of the project, an illustrated catalogue was produced, and a seminar on the man and his work was held in collaboration with The Ben-Zvi Institute.

The archive of B'nai Brith in Israel was also rearranged and re-catalogued, with the assistance of B'nai Brith's Jerusalem office. A seminar was held in the Archives and a detailed illustrated catalogue of the list of files was produced.

The Jewish Colonization Association in Israel Archive was rearranged and re-catalogued with the assistance of JCA Israel. A seminar was held and a detailed illustrated catalogue was produced upon the conclusion of the project.



Beit Hakranot, Haifa, Ramat Hanadiv



Poster from the Keren Hayesod archive

In addition, the Archives continued to catalogue Palestine Jewish Colonization Association maps. It is scanning some 2,500 PICA maps, as well as maps of the Jewish Agency technical department.



Be'er Tuvia

## Rescanning the poster collection

The project of re-cataloguing personal archives and archives of organizations and institutions has begun. With the help of volunteers in the Archives, hundreds of items were catalogued in the Archives' digital system.

## The reading room and Archives services

During the reporting period, more than 3,000 new users visited the Archives.

The Family Research Department handled over 6,000 inquiries from Israel and abroad.


In mid-2016, the activity of the Zionist Archives' Education Unit was resumed. The aim is to more fully expose the Archives' treasures to the general public.

Publication of the Archives bulletin 'Me'et Le'et' was renewed in a digital format. Articles and reports based on the Archives' collections are written by the in-house content editors and to date, an average of 37 bulletins are sent each month to over 4,000 subscribers. All articles can be read on the Archives website. There is also greater exposure of the Archives' activity in the social networks. .

 **Archives website**  
<https://bit.ly/2Qhq0rr>

Conferences, seminars and series of meetings related to Zionism were held for the general public, as well as for a professional audience, including seminars to mark the completion of cataloguing the Kauffmann collection and the PICA archive (2016), a seminar for curators and museum directors (2017), completion of cataloguing the JCA archive and hosting the Herlitz Day with the Association of Israeli Archivists (2019) (Georg Herlitz was the founder of the Zionist Archives, in 1919), a professional seminar for archivists (2020) and a conference to mark the centennial of the fall of Tel Hai (2020).

Meetings were held on the subject of the government of the Yishuv prior to the establishment of the state (2017), Zionism in Muslim countries (2018), and the 70th anniversary of bringing Herzl's remains to Israel (2019). Some of the events took place in collaboration with JCA, the Association of Israeli Archivists (AIA), the Association of Museums and the Schechter Institute of Jewish Studies.

 **Click here to watch the lectures on YouTube.**  
<https://bit.ly/2XZLMUT>


The Introduction to Genealogy course in collaboration with Yad Vashem has been offered five times since 2017.





Exhibitions took place in the Archives lobby: "Like one of the people: Leaders from an unofficial viewpoint" (2016–2019) which was based on photographs from the Archives collections; in addition, a catalogue was produced (2018); "The Central Zionist Archives: The First 100 Years" (2019), which presents the history of the Archives and its development since its establishment, and includes a video that affords a glimpse behind the scenes of the archival activity, and many items that represent major events in the history of the Zionist Movement, as reflected in the Archives collections.



 **Read an article about the exhibition (in Hebrew)**  
<https://bit.ly/3hatp6W>

Original items were loaned to exhibitions in Israel and abroad: The Tower of David Museum (2014; 2017), the Diaspora Museum, the National Library of Israel, the Israel Academy of Sciences and Humanities (2017), The Ben-Zvi Institute, Mingei International Museum in San Diego, United States (2018), Museum of the Negev in Be'er-Sheva, Israel Museum (2019), Haifa Museum of Art, the Jewish Museum in Berlin (2020) and more.

Guided tours for groups of high school students (grades 11 and 12) and adults were renewed (due to increased demand, we began to charge a fee). In addition, professional tours were carried out for groups of students.


In 2017 a children's television series of ten episodes was made, inspired by the Zionist Archives, which was broadcast on the Educational TV channel and the public TV channel.

 **Watch**  
<https://bit.ly/3iVkn4u>


In 2019–2020, events and activities were held in Israel and worldwide to mark the Archives' centennial thanks to a special budget allocated by the Zionist Executive.

 <https://bit.ly/2Q6xVaW>

A special memorial plaque was placed next to the site of the original Zionist Archives in Berlin. This was a joint initiative of the Archives, the World Zionist Organization's Zionist Enterprises Department and the Senate of Berlin (June 2019).


 **For an extensive article (in Hebrew)**  
<https://bit.ly/3g20Mpy>

A special issue of "Et-Mol" – a periodical about the history of the Land of Israel and the Jewish People - was published. It was entirely dedicated to the Central Zionist Archives. The articles focused on the main collections housed in the Archives, and the lead article described its history (September 2019).


 **Read an article (in Hebrew)**  
<https://bit.ly/2EbABRU>



Exhibitions in museums throughout Israel based on items from the Archives: The Once Upon a Time in Be'er-Sheva exhibition at the Negev Museum of Art (2019) about the capital of the Negev in the 1950s and 1960s was based on photographs, posters, placards, documents and press cuttings borrowed from the Archives. Parts of the exhibition were also displayed at the Zionist General Council conference, which was held in Be'er-Sheva (October 2019).

 **Read an extensive article (in Hebrew)**  
<https://bit.ly/3azyR0V>

The Cultural Pioneers aboard the Ruslan exhibition, on display at the Israel Museum in Jerusalem, marks the centennial of the Zionist Archives and follows the story of the olim who arrived in Israel in December 1919 aboard the Ruslan, a ship regarded as the Mayflower of the Third Aliyah. (December 2019 – December 2020)

 **Read an extensive article (in Hebrew)**  
<https://bit.ly/2Ycu1kW>

An exhibition based on the Archives collection of placards opened in June 2020 in the Haifa Museum of Art, "Me, from Haifa: Ido Beck reacts to the centennial of the Zionist Archives."

The Centennial Collection: One hundred archive items selected by the Archives staff, which were representative of its content, and illustrated chapters in the history of the Zionist Movement. Collation of the items was accompanied by in-depth research and writing detailed information about each item. A printed volume will be published to finalize the events of the centennial year.

All WZO staffers toured the Archives as part of the Rosh Hashana 5780 celebration in September 2019.

In honor of the Zionist General Council conference that was held in Be'er-Sheva, the Department produced a video clip about the Archives. (October 2019)

 <https://bit.ly/2Ydkr1i>



## The Zionist Archives in numbers

The Zionist Archives literally houses millions of items: It includes approximately **1,420** personal archives, **250,000** maps and plans, **6,000** posters, **35,000** leaflets, **1,350,000** photographs, **2,400** museum artifacts, **75,760** books, **2,025** audio items, **30,000** items in the Herzl Archive, **7,150** newspaper clippings, **470,000** archive files in the system, **500** videos in the Spielberg Jewish Film Archive.



## Magshimim Movements

The Link Olim program brings together olim from all over the world and from all of the Magshimim movements with the aim of facilitating their rapid integration into Israeli society. As part of the course curriculum, participants are given tools that encourage the olim to engage in social action in Israeli society, and to build a network of olim from the Magshimim movements who speak the same language of Zionist values. All of this happens through shared learning, lectures, tours, workshops and Shabbatonim. The Link Olim program began in the summer of 2018 and to date, 40 olim from different countries and Magshimim movements have participated. These olim now have a home and a framework for meeting others who wish to be part of their new society and make an impact together. Alongside programs for new olim, the program's alumni participate in frequent lectures and enrichment days, which enable them to keep in touch with the World Zionist Organization, with the movement and with other Link Olim alumni, in order to promote social ideas in Israel and acclimatize into Israeli society.

Magshimon program: The Department for Zionist Enterprises is aware of the tremendous importance of the activity of Magshimim youth movements in Israel and the Diaspora, as these movements develop cadres of Zionist leadership. Conscious of the vital role of the movements engaging in Zionist education, we initiated the Magshimon program, the purpose of which is to enable the Magshimim movements in Israel and in the Diaspora to expand their activity, through grants issued by the Department. The movements will select candidates for an innovative educational program (that has not yet taken place), either in collaboration with several movements from the same city or with several branches of the same movement from around the world. The programs will focus on the subjects of Jewish Peoplehood, Zionism, Israel and democracy and a varied Israeli society.

### Six Magshimim movements received grants to implement the educational programs

- » PZC received a grant to implement the mobile Herzl theater in Jewish communities throughout Europe.
- » Tagar received a grant to implement the Israeli Society 2048 Seminar.
- » The World Zionist youth movement received a grant to implement the Machshava seminar, which deals with Israel–Diaspora issues.
- » Kidma Anielewicz received a grant to implement two projects: a twinning project between the branch in Rome and the branch in Megiddo Regional Council; and leadership activity for young people in collaboration with the Cherry Blossom Synagogue, Holy Blossom Temple maybe in Toronto, Canada.
- » Marom received a grant to implement the Shevet Achim veAchayot activity.
- » World Bnei Akiva received a grant to implement a joint delegation of the branch in Rome and the Simcha Layeled association.



## The Bialik Institute

Director: Zeev Kainan

The Bialik Institute publishing house was founded by the World Zionist Organization. The Bialik Institute works to promote literary and scientific enterprises that strengthen the foundations of Hebrew culture.

At the beginning of the reporting period, the Department set itself the goal of strengthening the Institute both from a management and a financial standpoint. For this purpose, the Department retained Yaron Sadan, former CEO of the Am Oved publishing house and chair of the Israeli Publishers' Association, to redefine the nature of the organization. Following several months of work, a comprehensive report was presented on the Bialik Institute and the processes that need to be implemented in order to ensure that it be equipped to continue its important work for many more years. Following the submission of the report, we acted in conjunction with the Institute's board of directors to choose a new CEO to lead the necessary processes. We also appointed new board members who will bring a new spirit and fresh ideas to the Institute's management. The process took place on the initiative of the head of the Department and in full collaboration with the chair and secretariat. Today, as well, we are continuing to develop the Bialik Institute together with its management.

- » A new website was launched, through which all of the Bialik Institute's books can be bought.
- » The storerooms in which unsold books were stored have been renovated and will be rented to external bodies.
- » Bookselling fairs are attended by hundreds of readers.
- » During the coronavirus period, literary cultural events have been taking place at the Institute and by Zoom.

## The Steven Spielberg Jewish Film Archive

Director: Deborah Steinmetz

The Steven Spielberg Jewish Film Archive is the largest collection of documentary films on Jewish topics in the world. The archive contains more than 20,000 titles of films from different periods, from the end of the Ottoman period to the present. The archive is a partnership between the World Zionist Organization and the Hebrew University and is located on the Mt. Scopus campus in Jerusalem. Today the archive is used mainly for the purpose of research by researchers in Israel and worldwide. The Zionist Enterprises Department is taking steps to increase the archive's exposure to a wider and more varied public, such as video artists, documentary filmmakers and students in different fields. For this purpose, we retained a consultant who is an expert on documentary cinema (she holds a doctorate from the University of London), who will draft a plan of action to increase the exposure of the Spielberg Archive to various target audiences. At the same time, the Department is preparing a strategic plan for the coming years that includes collaboration with academic institution and local and international festivals and developing ties with the community of video artists in Israel.





# DEPARTMENT OF EDUCATION

Head of the Department: **Silvio Joskowicz** | Director of the Department: **Eran Berkovich**

The Department of Education in the World Zionist Organization was founded in 2016 in the aim of advancing Jewish Zionist education in the Diaspora. The Department of Education's vision is to secure the future and uniqueness of the Jewish People by advancing Jewish, Hebrew and Zionist education, by nurturing Jewish cultural and spiritual values and by teaching Hebrew as the national language. The Department of Education's main objectives:

- » Position the World Zionist Organization as the leading Zionist educational organization in the Diaspora;
- » Strengthen Jewish identity and the connection to Israel among Jews in Israel and the Diaspora through Hebrew language study;
- » Foster collaboration with the government of Israel in promoting and running Zionist educational projects;
- » Expand World Zionist Organization activity in formal and informal education systems in Israel and the Diaspora;
- » Create and produce up-to-date, technology-based tools in Zionist education;
- » Serve as a platform for innovative grass-roots projects that develop on the ground;


## Special activity


### Education Conference in Argentina, July 2019

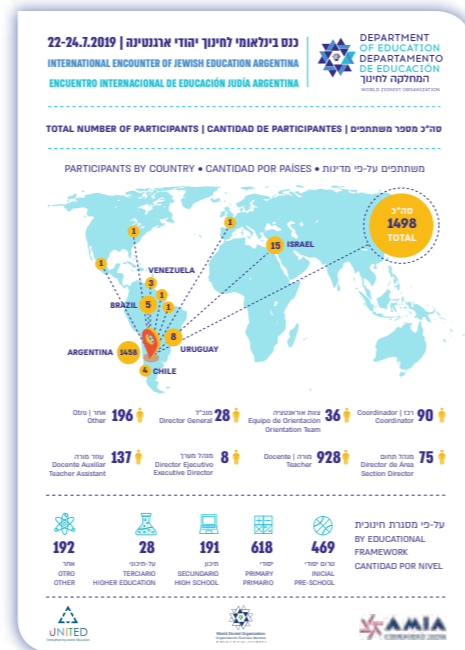
This was the first time in many years that such a big conference took place in Latin America!

The Department of Education in the World Zionist Organization, in collaboration with the United organization and the Education Committee of Argentina held a huge educational conference for 1,500 teachers and educators from dozens of schools. The conference addressed the challenges of Jewish education and teaching in an era in which knowledge is no longer the only force in molding education and training. The lectures and workshop presented new ways of teaching Hebrew as a foreign language, using technology to make the Bible more accessible, new pedagogy techniques based on dialogue and research rather than on knowledge.

Rabbi Benny Lau headed the World Zionist Organization's delegation to the conference: "The initiators and the organizers of the conference belong wholeheartedly to the Zionist Movement and believe in the centrality of Israel, but they have internalized the longstanding situation of a Jewry that is spread over the entire planet, as an existing reality that is not going to disappear."

 [link to the conference](https://youtu.be/sjTAuQw9Leo)  
<https://youtu.be/sjTAuQw9Leo>

 [link to the conference](https://youtu.be/EAh2hJX1Qgg)  
<https://youtu.be/EAh2hJX1Qgg>



## Regular activities

### The Hebrew Language Unit: Hebrew – both on the lips and in the hearts

The Hebrew Language Unit aspires to place the Hebrew language on the lips and in the hearts of all of the Jewish People and the citizens of Israel: to strengthen command of the language among Jews of the Diaspora and among all sectors in Israel and to nurture love of the Hebrew language and culture, based on a belief that Hebrew is the language of the people, that it unites the Jews of the world, and is a basis for shared identity and culture.

Over the years, many varied activities have taken place on these topics. It is impossible to go into all the details here, and we will therefore present some select examples:

**Toolbox:** Producing educational kits and teaching aids for teachers.

**Et Le'Ivrit:** Enrichment for teachers, providing theoretical knowledge and practical tools for teaching Hebrew as a second language.

**Sh'at Sipur (Story Time):** A collection of booklets about principles and methods of teaching stories in Hebrew to children and youth.

**Playing in Hebrew:** Instructional booklets about experiential activities designed to strengthen abilities and functioning in Hebrew.

**My Flag:** An educational kit about the meaning of Israel's flag (in collaboration with the Herzl Center).

**Bayit Ivri Meshutaf (A Shared Hebrew Home):** Creating a space for study and discourse between Hebrew teachers, online courses, seminars in Israel for delegations of Hebrew teachers from the Diaspora, promoting collaboration between teachers and organizations, and activities in Hebrew for children and youth in the Diaspora.

**A bridge to Israeli culture and society:** Supporting and taking part in Hebrew cultural events worldwide (Hebrew celebrations in North America, Habayit activities in Australia, and more), as well as seminars in Israel for Hebrew teachers from the Diaspora that combine professional training with guided tours and cultural events.


**A door to academic and professional advancement:** Conferences and collaboration with academic institutions abroad that deal with teaching Hebrew and training teachers.

**"The Jerusalem exam":** A high-quality program for youth in the Diaspora, at the end of which the graduates take a comprehensive exam in Hebrew language and literature.

**Teacher training:** Conferences and seminars in Israel and abroad, special seminars for teachers from different communities, online lessons for teachers in the Diaspora..

### Ayin LeZion: An education network for Latin American countries

This is an ambitious project of the Department that began three years ago and has now become an active and vibrant movement of Jewish educators. In November 2017, the Department of Education held a founding conference for a Jewish/Zionist education project for 12 Jewish communities, most of which have no more than 10,000 Jews (Panama, Cuba, Costa Rica, Guatemala, El Salvador, Colombia, Venezuela, Peru, Ecuador, Paraguay, Mexico, Bolivia). Some 80 teachers and educators participated in the conference. The need arose to create a support framework to connect these communities, and therefore it was decided to found the Ayin LeZion project

 <https://youtu.be/Pw0gVnPj71I>





In March 2018 a meeting of the education committee of Ayin LeZion took place in Medellín, Colombia. During three concentrated days the members of the education committee worked to build a work program, determine priorities, create a schedule and decided on the means of communication. The project's vision, aims and modes of evaluation were formulated and approved.



In November 2018, a second educators' conference of Ayin LeZion was held in Quito, Ecuador, and was attended by some 60 participants and a number of lecturers invited from Israel and the region's countries. Topics of Jewish identity, models for change in the schools, building a mutual communication and support network between educators from different communities were discussed.

The third meeting of the project took place in November 2019 in Lima, Peru. This time, teacher emissaries from Israel also took part, with the aim of strengthening the connection between local and Israeli educators. Beginning in March 2019, a series of virtual meetings took place for all the educators from Latin America with renowned thinkers from Israel and abroad such as Avraham Infeld and Rabbi Benny Lau, with experts on support for educational teams at times of crisis, and with the schools' students in order to understand and map their needs, and more. When the global situation changed due to the coronavirus epidemic, beginning in March 2020, the project went over to remote activity. On Pesach 2020, the Department carried out a virtual Seder at which texts were read, songs were sung, and tunes were played. The Seder was prepared by the members of Ayin Lezion and some 3,000 participants took part in it throughout the continent. Later on, broadcasts and activities took place on Yom Hashoah, Yom Hazikaron, Yom Ha'atzmaut, Lag Ba'Omer and Shavuot.

### The Department's conferences in North America

The Department is committed to advancing the Hebrew language worldwide. One of the ways to realize this vision is holding conferences throughout the world.

These conferences are a result of collaboration with the Council for Hebrew Language and Culture in North America and the North American Association of Hebrew Teachers. The conferences offer three tracks: the first for teacher emissaries in North America, the second for local teachers and members of the North American Association of Hebrew Teachers and the third for members of the Council for Hebrew Language and Culture in North America and senior figures in the field. The first conference run by the Department in North America was held in 2016. Since then the circle of participants and variety of subjects included in the conferences has only increased each year. In December 2017, some 300 participants took part in Hebrew: The Key to Identity, Culture, Heritage and Linguistic Awareness, a conference at which some 40 workshops were taught by professional Hebrew lecturers. The conference dealt with the Consortium for Applied Studies in Jewish Education's innovative research in the field of Hebrew teaching, methods of teaching the language, and exposure to initiatives in the field. The head of the Department of Education, Mr. Silvio Joskowicz said of the conference's success: "The growth of the Department of Education's conference in North America in the past two years is evidence of the centrality of Hebrew in the formation of Jewish identity and the connection to Israel of the future generation growing up in North America. The people at the front line of this activity, whether teacher emissaries or local teachers, have an opportunity at this conference to recharge their batteries in order to return to their classrooms with renewed strengths, knowledge and skills in the field".



<https://bit.ly/318zuLO>

In November 2018, the "Hebrew, A Heritage of Innovation" conference took place, marking Israel's 70th anniversary, with more than 400 educators attending. As it does every year, the conference spotlighted the importance of Hebrew as a language, a culture and a key to identity. The conference featured lectures and workshops on the Hebrew language, inspirational sessions, a unique mini-hackathon, a program fair and an energetic performance by Danny Bassan of the legendary T/Slam band. A second track was offered for school principals in collaboration with Prisma, the umbrella organization of Jewish day schools in North America.

<https://bit.ly/3hcbQDB>

In November 2019, a conference took place under the heading "Time for Hebrew!" on the situation of Hebrew teaching in North America, consolidating ways of coping with challenges of the moment and upgrading the Hebrew teachers' academic and practical professional knowledge. The 450 participants enjoyed a rich offering of content, learning and experiences, including a fascinating lecture by media personality Dov Elbaum on the Declaration of Independence and the place of Hebrew, a talk with Eliezra Ben Yehuda (the granddaughter of...) and Danny Robas' singing, which added an important cultural element.

<https://bit.ly/3h9zukd>

### Activity in Israel

In recent years the Department of Education has worked with Israeli youth to strengthen Zionism and the connection with



Jewish communities in the Diaspora. The Department, in collaboration with the Joint Council of Pre-Military Academies (Mechinot), runs seminars for the mechinot on Zionist content and helped support the foundation of the mechinot alumni organization.

The Department also developed a special course for shinshinim to get to know the Zionist story by means of monthly tours in collaboration with Kehilla, an organization that is responsible for more than 80 shinshinim each year. The Department founded the Emda program through a partnership with Beit Yigal Alon. Emda trains directors of mechinot in an annual course and counselors for the mechinot in a concentrated preparatory course.

In addition, the Department is a partner in the Sholfim program – a training program for Shnat sherut, with emphasis on youth from the geographical and social periphery, based on the belief that both Shnat sherut and mechina are springboards for social mobility. In parallel with the Department's activity with youth in Israel, the Department promotes content-based events and conferences with the Council of World Zionist Youth Movements. These include an annual leadership seminar for world Zionist youth movements; the VIVA conference for values-based educational entrepreneurship among participants of the preparatory year, which took place at the Interdisciplinary Center, Herzliya; an annual conference in the Negev for participants in preparatory year programs; building and launching a program of tours of the geographical and social periphery for participants in Israel programs; and more. The Department was also a supportive and active party in founding the Yerusalem Forum to disseminate the narrative of the Zionist aliyah from Ethiopia. In addition, the Department organized delegations of school principals and pedagogic coordinators of the Ministry of Education to Jewish communities in the Diaspora, to strengthen the connection between Israel and the Diaspora, in collaboration with Geshet and with the support of the Ministry of Education. Similarly, the Department also sent delegations of youth from Gaza perimeter settlements (at times of severe conflict) to summer camps of their peers in the Jewish community of South Africa.



## Plays about Zionism for children and youth

The Education Department, in collaboration with the Orna Porat Theater, provides a unique means of deepening the connection of the young generation in the Diaspora to Israel and expanding its knowledge of Zionism.

Two plays were produced. "Herzl, a Dream Come True" is an encounter with the exceptional man who changed history for millions of Jews throughout the world. It is a play about the strength of the vision, about faith and leadership. The second play is "Korczak's Ten Boxes", an unforgettable story of decency, respect and accepting the other's differences. The two plays were staged at a large number of destinations worldwide: Ecuador and Venezuela in Central America; Germany, Poland, Italy and Holland in Europe; in the United States, from the East Coast (the Greater Washington area, Pittsburgh, New York, New Jersey and Philadelphia) to California on the West Coast; and also to Australia. At each performance educational activity took place with the students: prior to the performance, in order to prepare the audience for the play, and afterwards, to sum up the viewing. The plays were translated and took place in Hebrew, Italian and English.

Amichai Pedro, an actor in the play about Herzl, wrote: "Like the 18th century naturalist, Alexander von Humboldt, I toured the world with the play about Herzl four years ago, and like him, one of the first and most unforgettable stations was Caracas in Venezuela. I found myself exposed to and observing



the rich and moving world of the Jewish communities throughout the world like a naturalist who observes a bird or flower. In every performance, I made eye contact with a boy or girl, with a teacher or rabbi or emissary or mother. Each one is different and each one belongs to the Jewish world as one global ecosystem. The dialogue and participation in the plays made me understand the craftsmanship of Herzl, who connected one yearning soul to another, to create hope, a dream, a people, a state. Humboldt was moved by the scenery of South America and I was moved by the tears of the adults in Caracas who watched Herzl. I listened to a mother in San Francisco who got up at the end of the play and announced, "This year, we are returning to Israel."

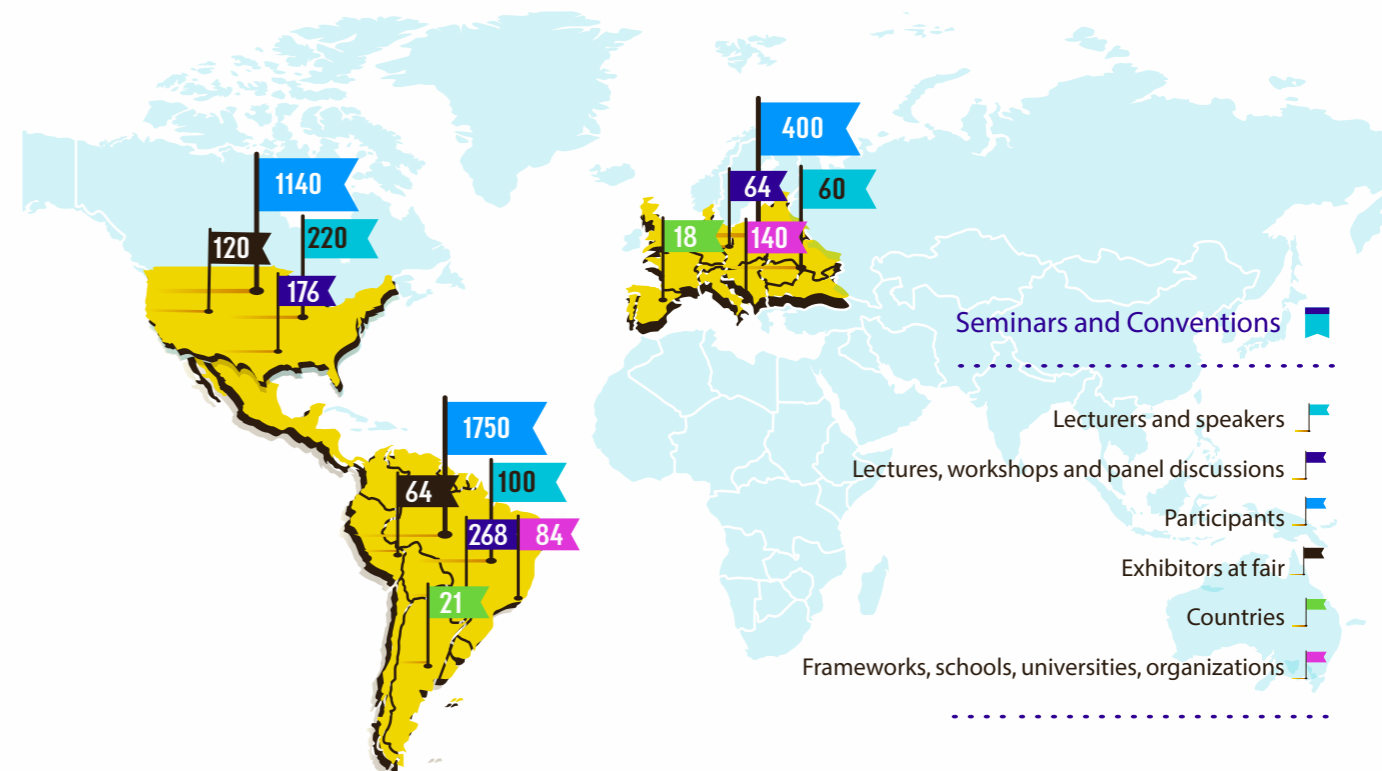
What began when the head of the Department, Silvio Joskowicz, saw the play in Gush Etzion, continued with vision, implementation, flexibility, organization, support, partnership and friendship of all the people of the Department of Education of the World Zionist Organization, and became a continuous journey of me, the man behind the actor – Amichai the Israeli, second generation of Holocaust survivors, paratrooper, Jerusalemite, member of Hashomer Hatzair and member of the Italian synagogue - on a journey throughout the Jewish world. I brought my entire self to the journey to Ecuador and Romania, Australia and Italy, the United States and Germany, Venezuela, Holland, England and Poland.

I close my eyes and see the tapestry of children and adults with sparkling eyes who together are one big heart, the soul of a people, the Jewish People. Herzl's Zionism and Korczak's educational vision met thousands of boys and girls at unforgettable meetings."

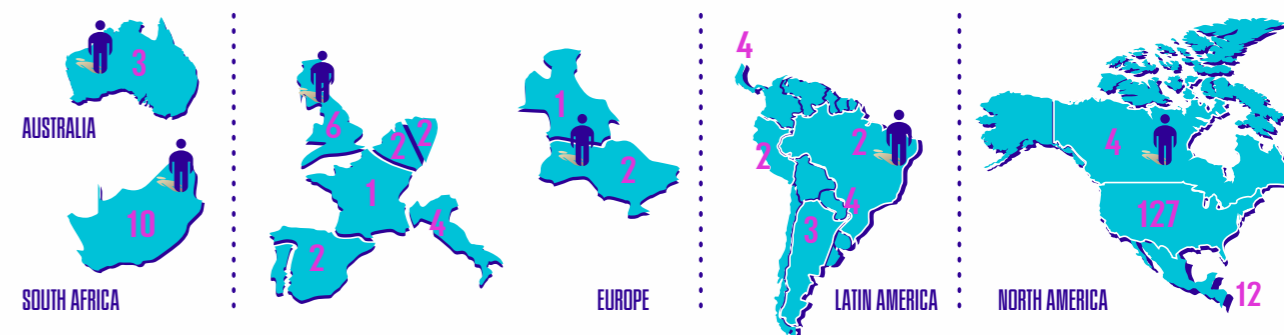
## Department of Education - World Zionist Organization

### -ACTIVITIES 2016-2020-

#### Seminars and Conventions



#### Israeli Educators - Morim Shlichim



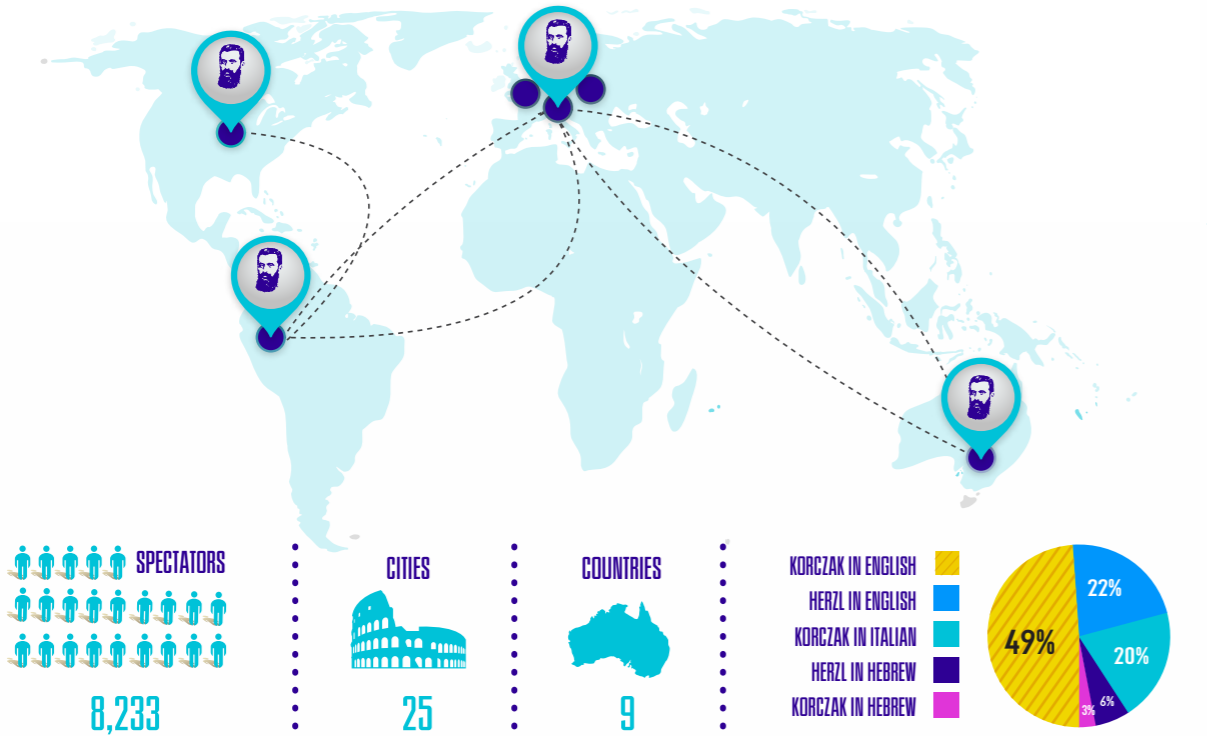




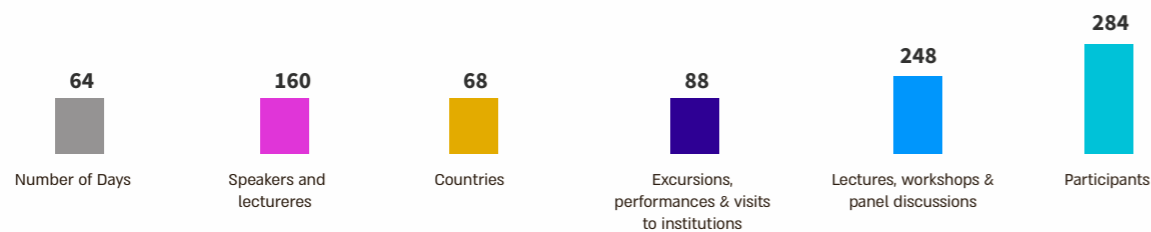
Department of Education - World Zionist Organization

### Zionist Educational Drama

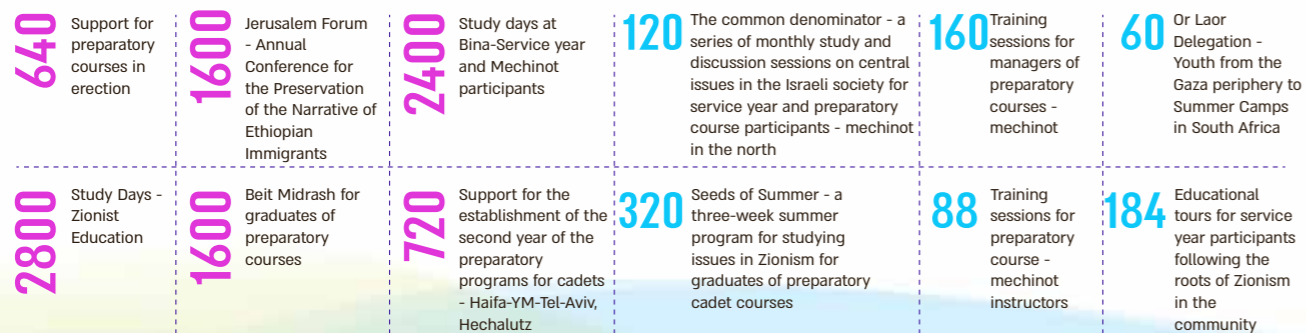
"HERZL, A DREAM THAT CAME TRUE" | KORCZAK'S "TEN MATCHBOXES"



### Seminars in Israel



### Educational Programs in Israel



מספרי משותפים \*

## Teacher Emissary Unit

Director: Rotem Yehoshua

The Teacher Emissary Unit has expanded and become more established, thereby improving service for hundreds of candidates and emissaries in the field as well, as for the Hebrew-studies coordinators and school principals around the world. The total number of emissaries increased by 15% during the reporting period, with 5-6 new destinations opening each year.

Some of these destinations had emissaries in the past. In many cases, the principals say they decided to bring emissaries again because there a special spirit in the unit.

Two main processes - the placement of and training of emissaries - were revised during this period. The training process has become professional and holistic and combines distance learning with conferences and face-to-face learning. In the placement process, the emissary's file has been redesigned to include data that is relevant for the principals, and the screening process has changed accordingly, to reflect this data. Along with the candidate's file, principals now also receive video clips of the candidate delivering a sample lesson, and thus can get a first-person impression of the quality of his or her teaching.

### Special shlichut programs

Since the previous congress, two new shlichut programs have opened in the Teaching Emissary Unit: the Arbel Fellowship and the Israeli Educator program.

The Arbel Fellowship takes place in collaboration with the Steinhardt Foundation that, among other things, operates in charter schools in the United States. The Foundation operates public schools that specialize in Hebrew in order to enable students to acquire the language without the costs of private schools. About ten emissaries go to these schools each year and work in key positions in the Hebrew teaching staff.

The Israeli Educator program operates in collaboration with the Ministry of Education, and in its framework, emissaries are placed with communities in Europe and Latin America. The Ministry of Education is a partner in employing the emissaries, which makes it financially easier for the school and encourages it to participate. Some 20 emissaries take part in the project and bring Israel and Judaism to students and to the community.



### Digital

A process of rebranding took place and a graphic language was chosen that expresses modernity and professionalism. A new image website was launched, including two video clips that provide full detailed information on the process of going on shlichut, both for the candidates and for the principals and schools. The Unit has started to work with a new ERP system that contains all the information. Relevant new media channels have been brought into use for the emissaries and the principals with professional content and materials for teachers and principals.

The Unit's new website- <https://www.israeliteachers.co.il>



## The community of returning emissaries

Shlichut does not end when the emissaries return to Israel! The community of returning emissaries is being consolidated. They are partners in the training of outgoing emissaries, screening processes (see above), mentoring program (see below), think tanks and different projects that we carry out. Every year, a meeting takes place for the returning emissaries to process the shlichut experience and for shared thinking about how to bring the values and strengths of shlichut into education in Israel.

## The mentors program

Because we realize that there are many challenges particularly during the first year of shlichut, a mentors program has been launched in the Teacher Emissary Unit for emissaries at the start of their path. The mentors who are selected are returning emissaries who have undergone suitable training. They meet the new emissaries in Israel before they go on shlichut, and accompany them on a weekly basis throughout the first half of the shlichut.

## The coronavirus crisis

It is impossible to sum up the Unit's activity without relating to the need to cope with the coronavirus crisis that began in early 2020. Within the growing uncertainty, as the schools closed, various shlichut tracks had to shorten the shlichut and bring the emissaries home. The Teacher Emissary Unit made maximum efforts to keep the emissaries in the target countries, realizing that the role of the emissary is to support the community specifically during times of crisis. The worried principals were told that no overall evacuation of all the emissaries would take place, but each case would be judged openly on its merits among the emissary, the school and the unit. Evaluation of the situation took place daily, and emissaries received a set of solutions in order to enable them to cope with the crisis: regional Zoom meetings took place to give information and answer questions; emissaries in quarantine received a kit with activities for children: games, crafts, and chocolates to encourage them; a workshop for children and team-building activity for the emissaries took place, and also professional training on distance learning. The Unit's staff continues to stay in touch with the schools in order to bring the emissaries back to the target countries, in accordance with developments.



## The story of a shlichut and a shlichah – Adi Yarhi, a shlichah from 2017 at the Bicultural School, Connecticut, United States



"When we went on shlichut three years ago, we brought with us in a single package values, ideas, a desire to influence and also three children and not a few worries about the unknown. I remember that in the World Zionist Organization's preparatory seminar, a veteran shlichah tried to sum up my life in the coming years:

"First you will land and experience culture shock. Afterwards, you will begin to work properly, and, in the end, you will enjoy it, and it will be difficult to leave." If it is possible to sum up three years of shlichut in one sentence – you could say she was right. Apart from the end...

Well, who could have known that there would be a pandemic that would shake the entire world? This should have been our peak year. A year in which we reap the fruit, and everything is much easier. After having learned a new language and become (slightly) used to a different mentality, we began working and bringing the Israeli spirit into the school. The connection with the students became significant; we organized projects and staged a few productions. But shlichut during coronavirus? How do you do that?

I read the news and Israel is closing up. They're not letting in tourists from China. People returning from abroad go into quarantine. Every day there are new instructions. And here? It's as if nothing has happened. I had become used to the idea that America is worried and cautious and is careful about so many things. Maybe Israel is exaggerating? Days pass, there are already sick people in Europe. I make a joke in the staff room about coronavirus. A teacher asks me what coronavirus is in English. She doesn't know the word ... I suddenly discover, after three years here, that my heart beats at the pace of Israel. Every day that passes increases the gap and the confusion, and concerns begin to rise to the surface.

One morning, the Shnat sherut coordinator calls. They have to go home. A government decision has been made. I sit with the principal and she doesn't understand. "Are you sure that they are not slightly exaggerating in Israel? Maybe they can return before Pesach? And again, this gap between America and Israel and I'm caught in the middle.

How can you tell 19-year-old girls that it's all over when no one feels anything here and everything is going on as usual? I assemble the girls. The tears flow and the frustration and pain are great. And suddenly America begins to realize...

Chaos rules. The shelves in the supermarket are empty. Here they know how to buy, and lots. It's difficult to find basic products, and Amazon is collapsing. The school is closed, and the days enter a strange routine. There are Zoom meetings for distance learning and everything is remote and feels so opposite to the closeness that we wanted to create... Where is the peak year and where are we?

When singing from the balconies begins to spread through Israel, our hearts long and slightly want to go home – to the known and familiar. But just like that, to leave everything and return? How is it possible? We have to stay. Especially now. We are part of the community, even when our hearts want to go home. Our shlichut becomes different, special. It forces us to think how it is possible to extract some sweetness from everything that is happening here. And the days pass and Yom Ha'atzmaut approaches. Usually, the emissaries in the schools work like crazy before Yom Ha'atzmaut. They try to bring Israel to America and to open the hearts of the students and cause them to feel near, even from overseas. When Yom Ha'atzmaut ended last year, the principal said to us: "That was the best Yom Ha'atzmaut that has ever been organized here. What are you going to do next year? A year passed. A different Yom Ha'atzmaut, but one no less happy – a talk with new olim, cooking in Hebrew and a dance party on Zoom. 250 students singing Hatikva. I look at the small, happy squares on the screen in Zoom. I reap the fruit in my heart. Now we can go home."





# DEPARTMENT FOR THE PROMOTION OF ALIYAH


Head of the Department: Marina Rozenberg Koritny | Director of the Department: Mark Dovev


The Department for the Promotion of Aliyah was established in October 2015 by decision of the 37th Zionist Congress. Its main objective as defined by the Congress was to encourage aliyah among Diaspora Jews. In addition, the Congress gave the Department a mandate to work with Russian-speaking immigrants in North America. As a result of the era of globalization and blurring of national borders, the Zionist Movement is facing considerable challenges. The coming to terms with a complex new reality has shaped the Department's activity during its first five years. The new era demands fresh approaches, modes of action and ideas, or in one word – creativity. It is in this spirit that the Department has worked since its start to encourage aliyah under the leadership of Marina Rozenberg Koritny.



Main partners in the Department's activity include the Ministry of Aliya and Integration, Ofek Israeli (Israeli Horizon, a company formed to encourage aliyah), WZO and Jewish Agency departments, KKL, immigrant organizations and associations, local authorities in Israel, and Jewish communities and organizations around the world

The following is a partial survey of the Department's activity to promote aliyah between 2015 and 2020

 Activities in the following countries  
<https://bit.ly/318Zl65>

 Organizational structure  
<https://bit.ly/325dosQ>

## Special activities

### Hebrew Week

This was held in France in November 2019. Throughout the event, Hebrew was the focus of public discourse among Jews throughout France. The program included dozens of activities, events, encounters and the launching of new projects.



### Hebrew Week in numbers

More than 220 events in which 20-250 people participated, totaling 10,500 participants from 15 cities, 40 communities and organizations, 50 Jewish school classes, 100 ulpan classes, 20 youth movement clubs and 40 synagogues. About 30 marketing and publicity pieces appeared in the media and social media, with exposure to 120,000 Jews in France and Belgium.

## "Honoring Local Authorities for Encouraging Aliyah"

This honor was awarded in 2018 to 32 local authorities in Israel by the Department in cooperation with the Center for Local Government. The honor was bestowed for their special contributions toward encouraging aliyah to Israel. The event's success is evidenced by the projects to continue activity that encourages Aliyah, which the Department developed together with local authorities during routine times as well as during periods of crisis. For example, at the height of the corona crisis a project was initiated to hold online meetings of local authority representatives together with participants in our activities in nine target countries. These events are seeing mass participation and numerous views.



## 2019 Maccabi games

During the summer of 2019, the Department and Ofek Israeli held an activity to encourage aliyah during the Maccabi games in both Mexico City and Budapest. About 14,000 local athletes and community members from both cities enjoyed a varied range of lively activities from the "Israel Center," where they received information and a sense of modern Israel.

## Zionist flotilla in the US

On June 11, 2017, at the Department's initiative, an impressive demonstration of solidarity between Russian-speaking Jews in the United States and the State of Israel took place. From Brooklyn, where at the same time an aliyah fair organized by the Department was being held, a Zionist flotilla set sail, passing by the Statue of Liberty and anchoring near the United Nations building in Manhattan. The captains were the then-Minister of Aliyah Sofa Landver and the head of the Department, Marina Rozenberg Koritny. The event ended with a demonstration of solidarity with Israel next to the United Nations building.



## Yom Yerushalayim events 2020

Due to the world situation, the traditional Yom Yerushalayim events were held in an online format. The Department, in cooperation with the Jerusalem Municipality's absorption authority and Ofek Israeli, organized a festive event for more than 20,000 Jews living on three continents. Participants and observers enjoyed performances from top Israeli artists, remarks from President of Israel Reuven Rivlin, Minister of Absorption MK Pnina Tamano-Shata, Mayor of Jerusalem Moshe Leon, Chair of the WZO Avraham Duvdevani, and the Head of the Department Marina Rozenberg Koritny..

 <https://bit.ly/2Esamad>





## Regular projects

### “Golden Golda”

This prize is awarded to women who have demonstrated outstanding efforts to promote Zionism, aliyah and the community, and is an initiative of the Head of the Department. From the earliest days of the Zionist Movement, women have played a key role. Research undertaken by the Department has shown that it is actually the women in the family who are the decision makers when it comes to making aliyah. To date, seven ceremonies have been held around the world: twice in the both the United States and Argentina, and once in England, Brazil and France.




<https://bit.ly/2YaLhHi>

### Aliyah preparation centers (ulpan)

the Department's flagship project and a key tool in activity to encourage aliyah. The ulpan operate in nine countries: France, Belgium, England, Chile, Uruguay, Argentina, Brazil, the US and Canada. The Department has created special study programs for its ulpan classes and conducts a full range of frontal and online training sessions for its teaching staff. It enriches curricula with activities to promote aliyah and introduce Israeli society and culture through unique projects. The Department's staff forged contacts between ulpan students and Jewish Agency aliyah representatives in order to continue the connection and the path to aliyah.


<https://bit.ly/30ESktz>


Being an Israeli is to know Ivrit!

 [Ulpan data summary table – until “corona”](https://bit.ly/3gJHyrw)  
<https://bit.ly/3gJHyrw>

 [England](https://bit.ly/2XJGyw4)  
<https://bit.ly/2XJGyw4>

 [USA](https://bit.ly/2PBMsuG)  
<https://bit.ly/2PBMsuG>

 [France and Belgium](https://bit.ly/3a7SDAn)  
<https://bit.ly/3a7SDAn>

 [Argentina and Uruguay](https://bit.ly/2PCZS9V)  
<https://bit.ly/2PCZS9V>

 [Brazil](https://bit.ly/3fOTG9G)  
<https://bit.ly/3fOTG9G>



### Aliyah Promotion Meetings

Frontal and online lectures for Jews around the world who are active in a wide range of Israel-related subjects: current events, society, culture, job market, economy, high-tech, space, communications, public policy, aliyah and integration, and many others. The lectures were delivered by top Israeli lecturers from academia, the media, the scientific community, the social sciences and the humanities - representing all groups in Israeli society and especially olim from different periods and countries.

### “Aliya track”

This innovative project is directed at Jewish youths in Argentina who are interested in studying in Israel. The program is comprised of a preparatory course for the psychometric examination in Spanish. Online study has made it possible for young people from large communities in Argentina to participate, as well as teens from smaller, more remote communities. Apart from preparation for the psychometric examination, the project offers students the chance to learn Hebrew at all levels in the Department's ulpan and to gain knowledge in various subjects related to Israel. The project is the result of a cooperative effort between the Department, the Ministry of Aliyah and Integration, and Ofek Israeli.

<https://bit.ly/2PATwwF>





## Aliyah fair in the US

The Department organized five aliyah fairs on the East and West Coasts of the United States, in which thousands of Russian-speaking Jews living in New York and San Francisco participated. For many of them, this was their first encounter with the idea of aliyah after having immigrated to the US. The fairs have led to increased involvement of many of these Jews in activity in support of Israel, local community life, visits to Israel and exploring the option of making aliyah.



## Activity during corona

The corona crisis completely altered the Department's work with its target populations, and all activity went online. In the course of a single week, 255 online Hebrew classes were set up, and all of the Department's projects were adapted to the online format. Hundreds of lectures, master classes, and special activities have been offered. The corona crisis afforded us the opportunity to substantially expand the circle of activity, reaching remote communities and making direct contact with many target populations with whom there had been little or no contact in the past. Department staff in Israel and abroad worked around the clock in order to ensure a continuum of activity. They demonstrated extraordinary creativity, utilizing the digital environment to introduce innovative projects. Recordings of the Department's lectures and activities were viewed thousands of times on Facebook.

<https://bit.ly/3kzz0WD>



*"Parting from my loved ones was very hard this time. I could, after all, have remained in my pleasant home, with my beautiful children, the best days of whose youth are passing without my being able to witness the details of their blossoming. Whereas I burden myself with a long journey, a journey that may not be without dangers. I have, after all, been warned that in Palestine there may be attempts on my life ... And yet it is my duty to make the journey."*



(Herzl's Writings in Ten Volumes, Vol. 7 Before People and World B)

## Personal story

This letter is from Andrea Cohen, an ulpan teacher in Salta, Argentina. "The ulpan during corona."

"Years ago, I joined the WZO's ulpan project as a teacher. This is a project to promote aliyah, giving potential olim the knowledge they need to start their new lives in the best possible way. The project has opened doors for a huge number of Jews throughout the world, united by our language, connected to our roots, eager to speak Hebrew and be more active within our communities. But the day arrived, and then everything changed. We had just a few hours to organize and learn in order to teach from home. It turns out that it's possible. But it's impossible for the true hero of this story.

Silvia started studying in my ulpan together with her daughter, with the intention of making aliyah with her family. She never missed a class. But suddenly we went online, became isolated, and we had to build our lives from scratch, without knowing for how long. All of us did, except for her. Like all medical workers, she couldn't stay at home. I feel like I owe her. Silvia never complained about anything. During the first virtual lesson, I understood what was happening when I saw her in her nurse's uniform and mask, sitting in the hall of the hospital and participating in the lesson. She never missed a lesson. She is continuing to spend her lunch break studying and continuing to make progress, because she chose to fight. I owe her, because she taught me a lesson, and the Hebrew language, more than ever, turned into a homeland, a nation, values and human unity."





# THE SETTLEMENT DIVISION

Head of the Division: Gael Grunewald | Director General of the Division: Zviki Bar Hay

The Settlement Division is the State of Israel's executive arm for pioneering rural settlement.

The Division was founded by Levi Eshkol in 1967, and its main purpose was to strengthen Israel's periphery by founding rural communities and reinforcing them in all fields of life. The Division works to develop regional elements that will build up settlement regions with a strong socioeconomic basis.

The Division's fields of activity are many and varied, and focus mainly on social and community planning and assistance, planning and founding of localities, population and absorption, looking after state-owned land, developing production facilities, productive economic sectors and institutions that encourage absorption and employment, regional planning and preparation of master plans, and assisting regional agricultural development centers and economic support systems.

The Division has some 70 employees, who are deployed in three regions:

- » The Northern Region, which includes the area of the Golan Regional Council and all regional councils in the Galilee.
- » The Central Region, which includes the areas of the Megilot, Jordan Valley, Mateh Binyamin, Gush Etzion and Shomron Regional Councils.
- » The Southern Region, which includes all regional councils in the Negev and the Arava, as well as the Har Hevron Regional Council and Lachish Regional Council.

## Regular activities

### Founding a new settlement in Israel

'Meital' is a new community settlement being established on Mount Gilboa by the Settlement Division, with the cooperation of other entities. The new locality presents a unique opportunity to Zionist families with values, who want to build the place and the community in which they will live. In recent years, we carried out planning for the new settlement, advertised it in various channels, and consolidated a mixed settlement garin. We then built a temporary camp for the first 14 families, who are realizing their Zionism; they moved to Meital last summer.



### Technion Garin in the Galilee – Granot Hagalil

Granot Hagalil was founded as an outpost settlement in the Galilee in the 1980s, and numbered some 50 families, but over the years the community failed to expand. With the aim of strengthening settlement in the Galilee, the Division, in collaboration with the regional council and the Ministry of Housing, promoted plans to expand the settlement and help it develop into a main anchor site in the Galilee. The Division provided assistance to the first group of young families, all of whom are Technion graduates. In the past year, the first families have moved in and dozens more are in varying stages of building their homes. The Division is now working on the next stage of the expansion, and demand is increasing.



### Pioneers in the lowest place in the world

In recent years, we have had the privilege of spearheading the establishment of a new settlement just north of the Dead Sea – Kedem Arava. Kedem Arava is a mixed community that is resettling the former Nahal outpost of Beit Ha'arava, in the area just north of the Dead Sea. There are 32 young families in the community, both religious and secular, who have chosen to live together and realize Zionism.

### Zionism with culture, culture with Zionism

When major figures in the Israeli performing arts world such as Ohad Naharin and Shay Pitovski move to Eilat, a kibbutz next door to Eilat, you can guess that something interesting is happening there. The story begins with a group of young dance and theater artists who founded a unique theater troupe in the Arava. Ohad Naharin, an internationally renowned dancer and choreographer, connected with the theater and then founded the fourth Gaga Center in world. (Aside from Eilat, the others are in New York, London, and Tel Aviv.)

The theater is having an impact on the Arava region in several realms - settlement, economy and tourism. It is an important anchor that is bringing a new kind of resident to the Arava. Some of the finest Israeli artists from the Habima and Khan repertory theaters are leaving the center of Tel Aviv for the new 'scene' in the Arava sand dunes. The Settlement Division spotted the potential of the young theater and helped Eilat to grow around it by promoting plans, with mobile buildings and a building for the artists.



### Pioneers in high-tech

As part of the overall planning concept for the Arava, the Settlement Division realizes that for the settlements to flourish, in addition to a rich community life there must also be employment centers. Therefore, the Division invested in building a shared work compound in Sapir. The compound provides an employment anchor for all localities in the area. An international cyber company that is a leader in its field has established its offices there, enabling highly qualified high-tech professionals to live in the Arava.



## Enveloping the Gaza Perimeter

Following through on a government resolution enacted after Operation Protective Edge (2014), the Settlement Division's Southern Region carried out projects in 43 settlements located in the Gaza Perimeter zone. Once the fighting subsided, the Settlement Division entered the Gaza Perimeter localities and renovated and upgraded the public areas. These renovations included paving of promenades, installation of fitness equipment, swimming pools, playgrounds, street lighting, renewal of water infrastructure, roads, sidewalks and more. In addition, in order to ensure continuous electrical supply in times of emergency, we hooked up the localities to high-power emergency generators.



## Making a kibbutz bloom on the Gaza border

Kerem Shalom is a kibbutz in the Halutza dunes that belongs to the Eshkol Regional Council and is affiliated with the HaKibbutz Ha'artzi movement. The kibbutz received its name ('Vineyard of Peace') due to its proximity to the Egyptian border and the support of its settlers for peace in the area. Kerem Shalom is near Rafah, a border crossing between the Gaza Strip and Egypt, and is the westernmost locality settlement in all of Israel.

After many years in which the kibbutz underwent hard times and crises, the Settlement Division entered the picture and formulated a program for rehabilitating the kibbutz, which was underpopulated in 2017. With the full cooperation of the kibbutz members it was decided to open it up to new sectors and organizational changes. Young national-religious families who viewed the task of settling the frontier with the Gaza Strip as a national mission arrived; these families were specifically interested in living in a mixed community that combines religious and secular ways of life. The Settlement Division built public buildings and renovated existing infrastructures. After many years in which the locality suffered from continuous negative migration, the kibbutz has absorbed new families and begun to grow and flourish, despite being located on the Gaza border during a difficult period in terms of security.



## Did you know?



- » The Settlement Division has 68 employees deployed in three regions. Each year, the employees implement a budget of some NIS 50 million. In the past year, some 5,000 families have been absorbed in localities throughout Israel that are under the Division's care.
- » In 2015–2020, the Division's activity budget was approximately a half-billion shekels.
- » In 2017, in the framework of Resolution 1998, the government normalized the Division's activity at that time.
- » The Division works with 38 regional councils, from Mount Hermon to Eilat.
- » The Division was founded in 1968.
- » When the government of Israel wants to establish or develop settlements quickly, it turns to the Settlement Division. In this way, the Division received an allocation of NIS 280 million for the Gaza Perimeter.
- » The Division manages some 3,000 mobile buildings for young families just starting out; and another 30,000 permanent buildings from the north to the south, which we have had the privilege of taking part in establishing.
- » We are currently involved with five localities in varying stages of development.

## A personal story - A 21st century pioneer



Tirael Cohen is the pioneer who founded Kedma, a nonprofit organization that has created student villages along the length of Route 90, from the Negev through the Jordan Valley to the Galilee. Tirael is renewing the model of Zionism for the 21st century. She identifies settlements that need a shot of energy, brings them students imbued with ideals and together they inject life in every place they reach, by means of agriculture, education, welfare and connection with the local community. In the past year, Tirael has also expanded her activity to high-school graduates who have chosen to pursue a Shnat sherut before the army – the Kedma Halutz program. The Shnat sherut volunteers work with the region's farmers who are thirsty for working hands in order to survive, and the latter help with both farming and security. In addition, they volunteer with young people in communities where there are no youth movements, thus meeting the need for building community pride and cohesion among the youth.

Today, eight student villages operate under the auspices of Kedma. Over 300 students have volunteered in Kedma's student villages so far.

We in the Division are proud to take part in this amazing Zionist project and to assist in whichever way we can.





# CENTER FOR RELIGIOUS AFFAIRS IN THE DIASPORA

Head of the Center: Rav Yechiel Wasserman | Director of the Center: Ilan Frydman

Center for Religious Affairs in the Diaspora aims to strengthen Jewish Zionist identity and the connection to the Jewish People and its heritage, as well as to nurture the connection to the State of Israel, with emphasis on its centrality and importance in the life of the Jewish People.

To achieve these aims in Orthodox Jewish communities and community centers, Center for Religious Affairs in the Diaspora carries out extensive and varied activity among rabbis and Jewish communities. In an era in which the world has become a small, dynamic global village, it is very important to strengthen Jewish identity, particularly among the younger generation and in small communities. Thus, the Center's team invests tremendous thought in adapting existing activities and creating new ones that are suitable to the spirit of the times and the new era. The Department operates in 42 countries and carries out a variety of activity: a global conference of rabbis held each year in Jerusalem, seminars and conferences for rabbis, Shabbatonim and seminars for community leaders and a wide variety of events in the communities, Zionist educational programs for youth and Zionist Jewish educational publications. For this purpose, the Center also has a network of 35 Ben-Ami emissaries, in 23 cities in 15 countries throughout the world.

## The Center's vision

- » Strengthen the connection to the Jewish People, Jewish heritage and Jewish Zionist identity.
- » Nurture the bond with the State of Israel and emphasize its centrality in the life of the Jewish People in the Diaspora.
- » Inject the Jewish Zionist theme into the community discourse and social networks

## Regular activities

### Conferences of rabbis and rabbis' wives throughout the world:

In the past few years, 12 conferences of rabbis and rabbis' wives have taken place around the globe. Below are four of them:

In 2016, 50 rabbis from throughout Germany participated in a two-day conference held in Dusseldorf, Germany.

In 2017, a conference of young rabbis was held in Sofia, Bulgaria, with the participation of 20 rabbis from all over Europe.

In 2018, 70 rabbis from throughout Europe met at a conference in Zurich, Switzerland.

Before Chanukah 2019, a seminar was hosted by the Jewish community of Sofia for 25 rabbis' wives from all around Europe.

A meeting with the prime minister of Bulgaria, at the conference in Sofia



The rabbis' wives' seminar in Bulgaria



World Rabbis' Conference: Jerusalem, December 2019

## Conference of Diaspora rabbis and community leaders

Every year the Center for Religious Affairs in the Diaspora holds a global conference for rabbis and leaders of Orthodox communities. The conference extends for three days and acts to strengthen Orthodox Jewry and commitment to the State of Israel. The meetings constitute a demonstration of worldwide Jewish solidarity, and identification of the Diaspora rabbis with Israel. The conference takes place in Jerusalem; one of the days is dedicated to an educational excursion to different sites around Israel.

In 2017, the subject of the conference was "The 50th anniversary of the unification of Jerusalem and the 120th anniversary of the First Zionist Congress." They toured Ammunition Hill (Givat Hatachmoshet) and visited Maarat Hamachpela and Kiryat Arba.

In 2018, the conference focused on "The 70th anniversary of the State of Israel." The rabbis heard lectures on Israel's security challenges and the participants went on a trip to the Jordan Valley, guided by Major-General (res.) Uzi Dayan.

In 2019, the conference topic was "Integrating Jewish law into the legal system of the State of Israel." The rabbis visited Mount Herzl in Jerusalem, Gush Etzion and Rachel's tomb.

In 2020, the conference was on "Strengthening the connection." A day trip to Samaria and Binyamin was guided by Major-General (res.) Uzi Dayan.

## Seminars for rabbis in Israel

Every year, seminars take place for rabbis who are visiting or staying in Israel. The seminars are offered in collaboration with local rabbinical organizations such as the Conference of European Rabbis (CER), the Rabbinical Council of America (RCA) and the Orthodox Rabbinical Association of South Africa. During this reporting period, hundreds of rabbis took part in dozens of seminars.



Seminar for the RCA rabbis in the Weizmann Hall



Visit to Gush Etzion



A trip and lecture for South African rabbis



## Ben Ami emissaries "Hakhel" – spiritual inspiration in Jewish communities in the Diaspora

Ben Ami emissaries work mainly in small Jewish communities and serve as informal community educators. Among other things, they fill the following roles: counselors for young people and youth in a Torah, Zionist and Israeli spirit; running youth clubs; and organizing events and community celebrations marking the Jewish holidays and the national holidays. They assist the local rabbi in running the synagogue and in various educational roles.



Simcha Layed in Rome, Italy



Yom Ha'atzmaut event in Montreal

## Holiday shlichut in Europe

Every year during the High Holidays and before Pesach, emissaries visit the Jewish communities in Europe.

They help to run the High Holidays prayer services.

On Pesach, they conduct the Seder and carry out educational and spiritual activity during the holiday.



## Summer camp in Istanbul + 'Seminar Madrichim' in Israel

Center for Religious Affairs in the Diaspora, in collaboration with the Jewish community of Istanbul, Turkey, held a summer camp for the community's young people. In addition, the Center held a week-long seminar and tour in Israel for local madrichim from Istanbul.



Activity in the summer camp



Participants in the 'Seminar Madrichim' visiting Weizmann Hall

## Seminar in Israel for Bnei Mitzvah from Scandinavia

Forty boys and girls from Scandinavia celebrated their bar and bat mitzvahs in Weizmann Hall, in the National Institutions building in Jerusalem.

The group, accompanied by 10 parents and Ben Ami emissaries, arrived in Israel for an educational trip in Israel as part of a bnei mitzvah program that took place throughout the entire school year.

The program was organized by the emissaries in collaboration with Center for Religious Affairs in the Diaspora.



Visit to the National Institutions building

## Seminar in Israel for students from Italy

In recent years, there have been three cycles of Seminar Yeud – a seminar for young Jewish leaders from Italy held in collaboration with the Union of Italian Jewish Communities (UCEI). Some 15 leading young people in Jewish communities in Italy took part in each seminar.



## Dedicating Jewish-Zionist libraries

At the initiative of the Center for Religious Affairs in the Diaspora, Zionist Torah libraries were dedicated in the Jewish communities in Wroclaw, Poland; Helsinki, Finland; Dortmund, Germany; Rosario, Argentina; and Porto, Portugal.



Dedicating a Zionist-religious library in Wroclaw, Poland

## Meeting of Ben Ami emissaries with Lord Rabbi Jonathan Sachs

Ben Ami emissaries going on educational shlichut met with Lord Rabbi Jonathan Sachs, former Chief Rabbi of Britain, at the National Institutions building in Jerusalem, for a meeting on the subject of "The State of Israel and Diaspora Jewry."

## Poster competition to mark the centennial of the Third Aliyah

Center for Religious Affairs in the Diaspora in the World Zionist Organization has in recent years initiated several competitions for the design of posters among students in the visual communication department of Emunah College in Jerusalem, on various Zionist topics. The posters are sent to educational institutions in the Diaspora and are used to decorate classroom walls and for educational activities. This year, the competition was on the subject of the centennial of the Third Aliyah.

Until his recent death, Mr. Yitzhak Stiglitz headed the judging committee that chose the outstanding posters and awarded grants to the designers. This year, the judging committee was headed by Ilan Frydman, the Center's deputy director.

The competition was held in memory of Yitzhak Stiglitz, who served as director of the Center for Religious Affairs in the Diaspora for 15 years and passed away after an illness a few months ago. "The aim of the competition is to connect youth in the Diaspora to Israel and to its history, Rav Yechiel Wasserman, the head of the Center.





## Producing educational programs and materials

The Center produced educational programs and materials: a Tu B'Shvat kit that includes activities, games and songs in 10 languages; a Yom Ha'atzmaut kit in Hebrew and English; a Yom Yerushalayim kit in 4 languages; a booklet describing events and personalities in the history of the Zionist Movement in 7 languages; and Pesach Haggadot for children in 22 languages. During the coronavirus period, educational kits for downloading were also produced.



## Did you know?

The shlichut program of Ben Ami-Hakel has seen an immense wave of growth in recent years; this year, **35 emissaries** were assigned to **23 cities**, in **14 countries**.



## The Eliner Library

The Eliner Library was founded 40 years ago by the World Zionist Organization's Department for Torah Education and Culture in the Diaspora. Over the years, books have been published in a variety of fields in Judaism: Philosophy and research, Jewish thought, and books on teaching Judaism and Hebrew.

Books published many years ago, for which there is still interest and great demand:

- » "Studies in the Weekly Parasha in English, German and Hebrew by the late Prof. Nehama Leibowitz
- » Seven books by the late Rabbi Joseph Ber Soloveitchik
- » The Mishnah Kehati set in English in a pocket edition (46 volumes) and in a large hardback format (21 volumes).

In addition, different books intended for teachers, educators, community rabbis and anyone interested in the different aspects of Judaism are offered in the library. These volumes are widely read and popular in Israel and in Diaspora Jewish communities. In addition, the Eliner Library is in contact with many Jewish schools abroad and supplies them on request with textbooks on various Jewish subjects in Hebrew and for teaching Hebrew, arithmetic, etc. The contact also takes place through the various departments of the World Zionist Organization.



## New titles

The library continues to publish new titles and in recent years has published: "Mapat Shabbat: Mappat ha'aretz al shulhan haShabbat" "Bein ha'arbayim - Divrei hagut vemahshava" and "Shmuot HaRa'aya." The library has plans to publish additional works, and at the same time continues to renew its inventory by reprinting editions of books published in previous years.



## Did you know?

In the past five years, **93,600 books** have been shipped to communities abroad.



# HERZL CENTER

Head of Herzl Center: Aliza Lavie, Ph.D. | Director of Herzl Center: Oded Feuer

Herzl Center, on Mount Herzl, is an inspiring site that connects past and present.


The professional staff at Herzl Center's Interactive Educational Center, works to make Herzl's figure accessible to the general public: students, soldiers, families and tourists. The story of the visionary of the Jewish state is an anchor for strengthening Zionist identity and broadening the discourse on subjects related to Zionism, identity and belonging. Varied activities take place at the Museum, Herzl Center and on Mount Herzl itself, with an array of educational programs suitable for different sectors and a wide range of age groups. The annual theme of our activities: Rereading Herzl!

 Site  
<http://www.herzl.org.il/>

 <https://bit.ly/3iT8INr>

## The Herzl Museum

an interactive, accessible experience presented in eight languages, which transports the visitor through Herzl's Zionist journey – from Paris of the late 19th century to the present, in a fascinating encounter between vision and reality.

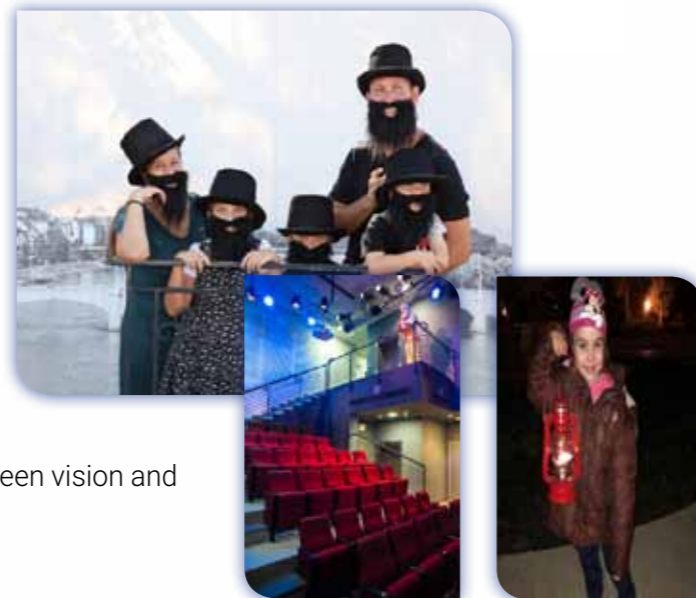
 Virtual tours in the museum  
<https://bit.ly/2YcrKXe>

## The Educational Center

an interactive center for the study of Zionism that develops high quality, innovative content in different platforms and specializes in a variety of workshops, seminars, lectures and thematic days for children, youth and the general public.

- » Seminars and designated content days for groups from the public and private sectors, defense forces, government ministries, etc.
- » Herzl in the life cycle: Bat/bar mitzvah programs, ID card-receiving ceremonies, meetings held before and after study tours to Poland, and so on.
- » "Boutique programs" – development of designated, customized programs (innovation, entrepreneurship, debates, hackathons, etc.).
- » Themed tours of Mount Herzl: Borders and memory, women's leadership, in the footsteps of the nation's leaders, torchlit tours, touring plays, quizzes and escape challenges for families, digital games, activities that are accessible for people with special needs, and more.

 <https://bit.ly/3aD9yuP>



## | Special programs


### Herzl Center – the home of the mechinot


participants in pre-military programs, the future leadership of Israeli society. This year, for the first time, we embarked on a regular year-round program aimed at participants in pre-military programs, featuring tours, talks, workshops – and writing the "Zionist Ten Commandments" together.



### "From Abba Mahari to Herzl"

For the first time, we held an annual educational event that recognizes the Zionist achievement inherent in the aliyah of the Jews of Ethiopia; a groundbreaking activity for young people of the community on the Sigd holiday; special guided tours to the memorial to the olim who died on their way to Israel, which is located on Mount Herzl; special activities on the official memorial day for Ethiopian Jews who perished on their way to Israel, and the joint production of an informative film together with Kan, the Israeli public broadcasting corporation.

 Aliyah of the Ethiopian Jewry  
<https://bit.ly/3g9v5fV>

 In memory of the olim who perished on the way  
<https://bit.ly/315urf1>

### Herzl Center during the coronavirus period

When the crisis began, we at Herzl Center identified the challenges of the period and the opportunities that it gave us. Since visitors could not visit Mount Herzl, we began increased digital activity that reached many important audiences. This groundbreaking initiative enables us to reach a large population who are thirsty for knowledge, and to significantly expand our spheres of influence.



### "Zikaron Basalon" on Yom Hashoah

with Major General (res.) Yossi Peled and Yom Hazikaron events with the families of fallen soldiers - the late Lieutenant Colonel Emmanuel Moreno and the late Zechariah Baumel.

### Herzl Day

Iyar 10, 5780 – a day of broadcasts about Herzl's ideas and their relevance to the State of Israel in 2020.

 <https://bit.ly/2CHrLLe>

### Yom Yerushalayim

a day of broadcasts about Herzl in Jerusalem.

 <https://bit.ly/2YdlnCY>



## “Tarbut Yom Alef” (Sunday culture)

a weekly broadcasting slot, adapted to the Zionist calendar – in light of Herzl’s teaching.

 <https://bit.ly/3g9sdPV>

## Zoom lectures in Israel and worldwide

dozens of lectures and activities for pre-military programs, colleges, educational organizations, English-, Spanish- and French-speaking communities abroad, and more.

## 20th of Tammuz

a special day of broadcasts to mark the state memorial day for Theodor Herzl.

## “My Herzl” exhibition

a unique exhibition that describes the personal and moving connection between the Israeli public through the generations with the visionary of the state. The exhibition features special items from various collectors and individuals, where each item comes with its own moving story.

## Accessibility

Herzl Center was a pioneer with respect to making the site accessible – both physically as well as cognitively, with designated in-depth training for its staff. The Center has earned considerable praise for its accessibility process, which has been presented to many different forums.

## | Year-round Zionist activity in Herzl Center

### Expanding exposure to new audiences

Building a bridge to new populations that have not yet visited Mount Herzl, through ‘ambassadors’ and adapted messages: the Haredi community, groups that are ‘threatened’ by the term ‘Zionism’, the social periphery, Diaspora Jewry, etc

### Collaborations and special programs with civil organizations and leadership

Aluma, Yad Vashem, the Council for Conservation of Heritage Sites in Israel, the Alliance Israelite Universelle, 929, the National Library, Rashut Ha’Rabim, the Schechter Institute of Jewish Studies, HaMidrasha at Oranim, the Council of Pre-military Academies (mechinot), the IDF Chief Education Officer, The Ben-Zvi Institute, the Menachem Begin Heritage Center, the Peres Center for Peace and Innovation, the Jabotinsky Institute, the Israel Democracy Institute and more.

### The education system

Herzl Center offers special programs for teachers, principals and inspectors, and also for teaching students in different fields of specialization.

## Visits of VIPs and public opinion leaders:

Visits of ambassadors from different countries, visits of journalists, the senior command of the Israel Police, IDF officers, MKs and directors-general of government ministries and heads of Jewish organizations in Israel and the Diaspora, and thematic days.

 <https://bit.ly/2CY26Om>

## Peak events and national days

Herzl Day, 20th of Tammuz (in collaboration with the Council for Commemorating Herzl), summer and holiday events, reenacting Herzl’s journey in Israel, reenacting the funeral route from Vienna to Jerusalem, the First Herzl Conference: From Vision to Reality.

 <https://bit.ly/2EcODT9>

## Series, lectures and events

A series of lectures for the general public based on the book Altneuland, the My Herzl exhibition, the 70 Years of Mount Herzl exhibition, a series of lectures for pre-military academies, activities for children with Hayitaron Hayerushalmi, a series about the great figures of Zionism and more.


 <https://bit.ly/3iWjvXh>


## Publications


New editions of Herzl’s books The Jewish State and Altneuland / A Zionist, environmental Tu B’Shvat Haggadah / A Did you know? booklet / A map of Jerusalem and publications in 8 languages / An original booklet to mark the 120th anniversary of the First Zionist Congress / The Zionist toolbox for educators and IDF education officers, and more.


 <https://bit.ly/3aCdcOT>

## Presence in the public media sphere

 Producing a series of TV programs in the footsteps of Herzl’s journey in Israel, <https://bit.ly/2Q3RAIr>


 a press supplement “The Morning that Became a Legend,” which was distributed in 120,000 copies, <https://bit.ly/318V56B>


 a supplement Renewing the Vision which was distributed in 50,000 copies, <https://bit.ly/3hcljL9>

 op-ed articles by Dr. Aliza Lavie in different newspapers <https://bit.ly/3haazNq>





 ongoing presence in new media – thousands of views of Facebook broadcasts, active Facebook and Instagram pages.

 <https://www.facebook.com/HerzlCenter>  
[https://www.instagram.com/herzl\\_center](https://www.instagram.com/herzl_center)

## Improved experience for the individual visitor

Informational and instructional signs, corners for taking selfies and a digitization process for the tours have been introduced – a unique app was developed for Herzl Center and Mount Herzl (in collaboration with Hilma).



## Solutions for challenges

Special tours of Mount Herzl were developed after the Great Leaders of the Nation's Plot closed to visitors due to renovations. Parking for buses and private cars at the entrance to Mount Herzl was arranged as a solution to the challenge and security risk.



## Participation in a tourism incubator

With the support of the Ministry of Tourism – Herzl Center participates in a 'boutique' program in which it receives organizational and marketing advice from a professional tourism consultant. The aim of the project is to increase our exposure to the new world of tourism and hold orientation days for agents and develop new models for content and marketing.



## Strengthening the connection with the Diaspora

Developing special programs for communities abroad – for children, families and adults, for visits by individuals and delegations and, of course, online experiences.

 <https://bit.ly/2EjQt4w>

## Did you know?

- » Breaking records: 2019 was a peak year vis-à-vis the number of participants in Herzl Center programs: some 105,000 people took part, learned and enjoyed the different experiences that we carried out in Herzl Center.
- » Zooming in on Herzl with Zoom: Since the beginning of the coronavirus period, Herzl Center has produced dozens of activities in the digital sphere that have received tens of thousands of views.

 <https://bit.ly/3azWypP>


- » Rereading Herzl: This year, in view of the great demand, the book "Herzl's writings," was released in a special edition published by Herzl Center, and distributed to graduates of the pre-military programs for the first time.
- » Did you know? A special booklet with 100 items of information was published in a special edition by Herzl Center and is available for purchase. These items comprise the basis for an educational program, and some of them have been printed in the form of signs that decorate the Center and are occasionally uploaded to the social networks.



## A personal story

The face of the Sherut Leumi volunteers at Herzl Center:

The Sherut Leumi volunteers who contribute their talents daily to the Zionist educational activity in Herzl Center comprise its beating heart. This wonderful group of young people, who have become a team, comes from the four corners of the earth – each of them from a different place and a different world: from Israel and abroad, from the north and the south of Israel, religious and non-religious.

 [A video about a return from Corona produced by the "Sherut Leumi" volunteers](https://bit.ly/3g7ezgf)  
<https://bit.ly/3g7ezgf>

We have chosen to tell two stories that represent the spirit of the place:

## Olim who are absorbed with Herzl

In parallel to the lone soldiers project there are also lone Sherut Leumi girls who have chosen to make aliyah to Israel on their own and to serve like everyone else. In recent years, we have been privileged to have a high-quality team of guides who are personal examples of Zionist fulfillment: Mira and Nehama from New Jersey, Devorah from Portugal, Noa from Los Angeles, Malka from Odessa, Tamar from Connecticut and many others...

## Itay's story

Herzl Center is accessible for everyone, physically and cognitively, as we believe that the Zionist story belongs to everyone. This year we have been privileged to have a ben Sherut, a wonderful young man and an excellent guide who himself has many difficulties and challenges – Itay Cohen, who comes to us from Kfar Adumim, and who each day teaches us all a lesson about devotion and strength of mind. Itay astounds our groups, who are amazed by his radiant personality, his knowledge and his guiding abilities. Itay is a wonderful example of the proper and natural integration in society of all those who contend with special needs. Itay's wonderful connection to the Center's team and its aims is also manifested in his decision to volunteer to serve another year in the Center.





# UNIT FOR RESOURCES DEVELOPMENT

Unit Director: Dubi Bergman

Unit for Resources Development was founded six months after the 37th World Zionist Congress. The Unit aspires to raise funds to finance the World Zionist Organization's existing activity, as well as to create new frameworks for national and international Zionist activity. The aim is to shape and finance high-quality Zionist activity that will receive wide support from all parts of the ideological spectrum in Israel and around the world, and thus expand the World Zionist Organization's sphere of activity and influence. These activities concentrate mainly on fulfilling Theodor Herzl's vision and assimilate his heritage among the general public.

One aspect of this is to establish university centers for studying Herzl's vision, the Zionist Movement and the State of Israel. Some of our major achievements during this reporting period was the raising of donations earmarked for the Herzl Museum's ongoing budget, which were allocated toward the renewal of the Herzl Museum's equipment; the financing of educational activities and special programs such as establishing the memorial board on Mount Herzl and support for Zionist activities; and granting scholarships to students who are members of Zionist Movements, particularly the Druze Zionist Movement. The fundraising takes place mainly in Europe and in Israel.



Ceremony in honor of the donors Rina and Dr. Nissim Levy at the Herzl Museum, Jerusalem

## Special activity

The Unit's main special activity during this past period was the 1st Herzl Conference for Contemporary Zionism, held on Mount Herzl, under the heading "From Vision to Reality. It took place under the auspices and with the active participation of President of Israel Mr. Reuven Rivlin.

Senior lecturers from the academic world in Israel took part in the conference, as did policymakers, economists, political scientists and pioneers of technology and biotechnology in Israel.

Among the guests from abroad who participated were Senator Joe Lieberman from the US and Prof. Stanley Fischer, former deputy chair of the US Federal Reserve Bank and former Governor of the Bank of Israel. Our aim in the conference was to emphasize Herzl's heritage in the framework of 'Zionist vision and action and prophecies for the future' in the perspective of past, present and future. An additional aim was to demonstrate the establishment of a model society in Israel that exploits the latest technological and scientific developments, as Theodor Herzl envisioned. The cost of the conference was financed by donations earmarked especially for this purpose.



## Regular activities

### Israel Studies centers in Europe

Israel Institute The Fundraising Unit, under the direction of Dubi Bergner and in collaboration with the Israel Institute, which is headed by Prof. Itamar Rabinowitz, and thanks to the generous donation of Dr. Nissim Levy, established three centers for the study of Israel and the Zionist Movement at the National School of Political Science and Public Administration in Bucharest, Romania; Krakow University, Poland; and Prague University in the Czech Republic.

"Herzl Centers" were established in these universities, in which students study various subjects about Israel and the Zionist Movement. Academic studies are taught by senior lecturers, with the participation of students from different departments. Each Herzl Center is directed by a professor of the university.



Ceremony to distribute grants to Druze students – June 2020.

### Scholarships for Druze students

This is the third consecutive year that Unit for Resources Development has raised funds to grant scholarships to Zionist Druze students studying science in Israeli universities. This program is financed and supported by Dr. Nissim and Rina Levy in collaboration with the office of the chair of the Zionist Executive, the Department for Zionist Enterprises, and the Zionist Council in Israel. All told, 90 grants of NIS 4,000 each are awarded to Druze students.



### Memorial Board

The Unit established the Memorial Board at Mount Herzl. The board is located next to the Herzl Museum and its purpose is to enable anyone to commemorate their loved ones in a moving, values-based way for generations to come; the commemoration will make it possible to connect the personal family memory with the national Zionist memory. The board's cost was financed by a designated donation, and since its installation, tens of thousands of dollars have been received for commemorative donations.

### My Flag

In the framework of activities for financing educational programs, we acquired a donation to finance an educational kit for preschool, kindergarten and elementary schools, which tells the story of the Israeli flag, called "My Flag."

The project was written by Herzl Center and the Department of Education and funded through an earmarked donation. The prepared kits have been sent to World Zionist Organization representatives around the world, and many teachers in Israel and elsewhere have been trained to use them as an educational tool.





## Holocaust Commemorative Foundation in France

As part of support for study of the Hebrew language, we successfully acquired donations from the Holocaust Commemorative Foundation in France for Hebrew study, given that study of the Hebrew language symbolizes the continuity of the Jewish People. The project was carried out by the Department of Education in France in collaboration with the World Zionist Organization's representative in France.

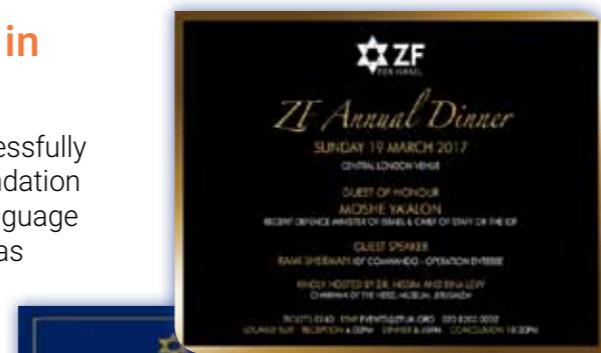
## Charity events – Britain

In the scope of our activity conducted with the support of the different WZO bodies, we acquired sponsorships from private donors to underwrite three large-scale charity events of the Zionist Federation in Britain.

Hundreds of people participated in these events and we arranged financing for the keynote speaker. The main lecturers who participated were former Minister of Defense Mr. Moshe ("Bogie") Ya'alon, former Minister of Education Mr. Gideon Saar and former Prime Minister Mr. Ehud Olmert.

## Honorary doctorate for the Chair of the World Zionist Organization - Mr. Avraham Duvdevani (Duvdev)

In the framework of our activity to establish centers for the study of Zionism and Israel at universities in Bucharest, Krakow, and Prague, on November 5, 2019, the president of the National School of Political Science and Public Administration of Bucharest, Prof. Remus Pricopie, awarded the degree of honorary doctorate, "Doctor Honoris Causa," to Mr. Avraham Duvdevani (Duvdev), chair of the World Zionist Organization. The degree was awarded for his activity as chair of the Zionist Executive and head of the organization that established the State of Israel, the institutions of which constituted the basis for the institutions of the State of Israel.



*"But all your cultivation is worthless and your fields will revert to barrenness unless you foster liberal ideas, magnanimity, and a love of mankind."*

(Altneuland, Book Three)



## Visit to the President of Romania

During the visit to Romania, the chair of the World Zionist Organization, Avraham Duvdevani (Duvdev) and Mr. Dubi Bergman met with the President of Romania, Mr. Klaus Werner Iohannis. The President of Romania welcomed this meeting, saying that although the Romanian presidential elections were due to take place in two days' time, he saw great importance in meeting with the chair of the World Zionist Organization, the organization that established the State of Israel. He noted the importance of the struggle of the World Zionist Organization and the government of Romania against antisemitism, and found time in his busy schedule for the meeting. The Romanian president told the chair of the Zionist Executive that Romania supports Israel and would be glad to collaborate on various subjects.



### Did you know?

Former Israeli defense ministers, Moshe (Bogie) Ya'alon and Avigdor Liberman assisted Unit for Resources Development in raising money for the Herzl Conference. Each of them appeared separately at a fundraising meeting that took place in the home of Dr. Nissim Levy, chair of Friends of the Herzl Museum.



### A personal story

During the fundraising effort, we successfully brought a Mexican donor to Herzl Center to contribute to either the Center or the Herzl Conference. However, he asked to donate to something special.

It turned out that the donor likes opera, and the idea of producing an opera about Herzl was raised. We met with the director of the Israeli Opera, and an opera is now being written that will be produced in 2021–2022. In the meantime, until the opera is staged, the donor also made a generous donation to the Herzl Conference.



# The WZO Delegation In Argentina

Representative: Shraga Wilk

**Areas of activity:** The Jewish communities of Argentina, Chile and Uruguay, including all the provincial communities from Ushuaia in Tierra del Fuego in the south to Salta and Jujuy on the border with Bolivia in the north; some 70 communities with 250,000 Jews.

**Main task:** To create and strengthen the Jewish and Zionist identity of the communities in the region and represent the WZO's interests in the communities.

**The challenges of the period, on a personal note:** To begin with, it is impossible to disregard the upheaval the entire world is now experiencing due to the coronavirus epidemic and its impact on Jewish communities in the entire world and on our region in particular.

The events caught up to me during a family holiday in Israel, and at that time the borders closed and restrictions and lockdowns were imposed; however, we decided to return at the first opportunity. When people ask me "Why? After all, no one is forcing you!" I answer simply and in one word – commitment. Commitment to the community and to Zionist values, mutual responsibility and partnership in bearing the burden. At the moment, the fact of us being here sends a clear message: We are here with you and for you. We – the Zionist Movement!

**Characteristics and challenges:** I came on shlichut in late January 2019. I am the third representative here since it was decided to separate WZO activity from that of the Jewish Agency. My predecessors, each in his unique way, established the activity, and I continue to build additional stories now that the first stories have been built.

If at the beginning it was necessary to justify the existence of separate and special activity of the WZO in the field, by now it is taken for granted, and we are a significant presence that serves as a basis for all Jewish Zionist activity in the communities. No activity takes place in any sphere in the community that we are not invited to be partners in forming, from the concept stage to execution in practice. We are connected to all of the entities, we live in the community, we are involved and influential.

**Achievements:** The delegation serves as a source that leaders, activists and community members in general can rely upon and consult with, on all of the issues on the agenda, both in routine times and times of crisis. We are a mediating and neutral entity, as we are perceived as representatives of everyone regardless of affiliation or belief. What unites everyone is love and longing for Israel, its values and people.

The delegation coordinates between organizations bodies and provides a welcoming base for emissaries of all the national institutions, youth movements and organizations, as well as for forming social activity and strengthening togetherness, social evenings, meals, ODT activity and more.

**The delegation serves as an integrative** and coordinating bridge between all activities of the WZO departments on the ground.

The delegation is a human, empathetic and professional address for everything connected to Israel, Israeli society and Zionist values, in accordance with the vision of the fathers of Zionism and the founders of the state who shaped it as a model society according to the saying that "All Israel are responsible for one another."



## The delegation's workers

The WZO's departments have four local workers in Argentina and an emissary in Chile who serves as the representative of the Department for Diaspora Affairs there. Two of them are employees of the Department for the Promotion of Aliyah (Alejandro and Silvana), one is from the Center for Religious Affairs in the Diaspora (Rabbi Eliyahu Hamara) and one is from the Department for Diaspora Affairs (Noa Friedman); she serves as the project manager of the Zionist Federation of Argentina, and is also responsible for the Department's activity in Uruguay. In addition, the Departments that do not have a worker in the field, such as the Department of Education, the Department for Countering Antisemitism, and the Department for Zionist Enterprises, are represented by and receive proper service from me personally; and sometimes special personnel are recruited to help with a specific task. My office manager, Mirta, works with me in the office; she has accompanied the activity of the delegation since it was founded and assists with all activity efficiently and professionally. We receive financial services from the Jewish Agency's treasurer for Latin America.



## Main activities

Marking national events that are organized in collaboration with the local organizations, such as Yom Ha'atzmaut, Yom Yerushalayim, Yom Hashoah, memorial days, etc.

<https://youtu.be/GGi2eYfehcl>

## Ulpanim of the Department for the Promotion of Aliyah

More than 70 Hebrew ulpanim (centers for preparing for aliyah), in all of the communities in the region with over 1,500 students with whom we meet every week. Apart from Hebrew studies, we also enrich them with information about Israeli society, and guide them toward successful aliyah and absorption in Israel. We should note here that due to the coronavirus crisis this activity immediately switched to an online format. The crisis created immense demand, and if we had had a larger budget and more teachers, we would have been able to double the number of classes and students.



## Activity for promoting aliyah

The activity is carried out by making information available at different meetings, such as: hearing about olim who have been successful and are a positive example of absorption and inspiration, and information about Israeli cities and local authorities that absorb immigrants, professions, relevant groups, etc. During the coronavirus period, hasbara activity takes place through social networks and Zoom meetings, which receive thousands of views. Note that due to the economic crisis and the coronavirus crisis, interest in aliyah options has doubled or even tripled.

## Experiential activities of the Department for Diaspora Affairs meant to strengthen identification and Zionist values

Meetings take place on "Cooking Up in Hebrew," Tachles Hebrew, current-affairs games about the Israeli political system (Monopoliti), the presence of Mochileros in the small communities, activities based on holidays and events in the Jewish, Hebrew and national calendar, meetings that make the reality and challenges of Israeli society accessible to the general public, according to segmentation of age groups and fields of interest..

<https://youtu.be/bsurBPHxSqq>  
[https://youtu.be/W\\_KknZQxTDA](https://youtu.be/W_KknZQxTDA)



## Local, regional and international conferences of the Department of Education

For teachers, educators, principals and activists in the field of formal education. Israeli educators and teacher emissaries in the Jewish schools in the communities run and adapt the programs.

<https://youtu.be/QAv9vkPM8H0>



## Conferences and events of the Center for Religious Affairs in the Diaspora in the different communities

Conferences of rabbis from the different communities, including Haredi communities that, through our activities and our support, receive a shot of encouragement and materials with Jewish and Zionist content in the spirit of the State.

<https://youtu.be/rA9lxQVTiJY>

Quizzes for children and adults on Zionism and the Bible. The winners go on to represent their communities in world Bible and Zionist quizzes.

<https://youtu.be/CHKUG4SHRJw>



## Partnership and support for efforts by the Department for Countering Antisemitism to counter the phenomena of anti-Semitism and hate

through conferences, research, and focused responses in real time to events that to our regret are now increasing.

## Supply of materials and information

in all fields for which the delegation is responsible. The delegation also serves as a liaison with relevant Israeli institutions in various fields of interest.

## In conclusion

In order to understand the depth of our presence, it only remains for me to describe through three vivid examples the impact that the WZO's presence has on molding the identity of Jews everywhere:

- » To hear during a lesson on Judaism in the synagogue in the small town of Moisés Ville (one of the colonies of Baron Hirsch) a girl say that the figure she admires is Rabbi Akiva, because as one of the Ten Martyrs "in his death he commanded us life."
- » To be present together with a teacher emissary of the Department of Education in a small apartment, late at night, at a Hebrew lesson in the township of Ushuaia in Tierra del Fuego, with a handful of Jews who are thirsty for any information about Israel, and teaching them the meaning of the expression "Kol hakavod."
- » And an example from these challenging times, a nurse in the coronavirus ward in the town of Salta in northern Argentina, connected to Zoom by means of a cellphone from inside the ward, dressed in full protective gear, not willing to miss her ulpan lesson.

I want to thank all the members of the Zionist Executive in particular, and all of the dedicated staff in all of the WZO's departments and units in particular, for their support and their faith in us in order to continue the challenging and meaningful activity.

## The WZO Delegation In France

Representative: **Moshe Cohen**

**Areas of activity:** France, Belgium and Morocco

**France:** The Jewish community numbers some 450,000 people, who can be divided into 3 different circles:

Circle 1: Some 120,000 Jews whose Jewish identity is clear and significant for them and more important to them than their French identity

Circle 2: Some 120,000 "Yom Kippur Jews" who are French first and Jews second

Circle 3: Some 200,000 Jews who have no connection to Judaism. They have become assimilated and therefore their identity is solely French.

**Belgium:** The Jewish community numbers some 30,000 Jews. Some 15,000 Jews live in Brussels and 15,000 Jews in Antwerp. Of these, 10,000 are Haredi with no connection to Zionism.

**Morocco:** The community numbers some 2,000 traditional and religious Jews; 90% of them live in Casablanca.

Our main task is to strengthen the connection to Zionism and to Israel among the Jews in these countries through large events that we organize in the communities (Yom Ha'atzmaut, Yom Yerushalayim, Jewish holidays, and so on) and continuous ongoing activity.

In addition to the large events, we carry out hasbara evenings and different lectures in order to bring these people closer to Israel and Zionism.

The highlight in strengthening the connection to Israel and encouraging aliyah is teaching Hebrew. We run some 130 ulpan classes throughout France, Belgium and Morocco. Additional activity, such as lectures and hasbara evenings as preparation for aliyah, also takes place within the ulpan framework.

Our biggest achievement is that as a result of our activities and our extensive connections, the presence of the WZO stands out in all national and Zionist events in the community. These events are organized in close collaboration with the Consistoire, the FSJU, the OSB, the CRIF, the CEJ and the other community organizations (Alliance, Reform, traditional and Haredi).

## Main Activity

### Yom Ha'atzmaut and Yom Yerushalayim events

in collaboration with the community institutions and the Zionist Movements arouse great interest in France and Belgium and strengthen the community's connection to Israel and Zionism. Hundreds of people take part, old and young alike, as well as the heads of the communities throughout France and Belgium.



### The Bible Quiz for adults

from French-speaking countries takes place in preparation for the World Bible Quiz that is held on Chanukah once every two years in Jerusalem. In the most recent quiz, Ms. Hannah Ruimy reached first place and then continued on to the World Bible Quiz in Jerusalem. The Bible, together with the Hebrew language, form the core of Jewish and Zionist identity.

<https://bit.ly/2F5lg4r>



## A bar/bat mitzvah program

for boys and girls who do not attend Jewish schools. As part of this program, we bring the children closer to Judaism and Israel and equip them with basic tools before they enter the French secondary education system. Over the years, hundreds of children have taken part in the program and the demand is very great. The Department for Diaspora Affairs produces the program in Israel.



## To mark the 120th anniversary of the First Zionist Congress (1897–2017)

we organized a conference in the town hall of the 16th arrondissement of Paris. Hundreds of dignitaries from the community participated in the event. The chair of the WZO, Mr. Avraham Duvdevani, opened the event with a speech about Zionism since its existence and the late Dr. Michael Bar Zvi lectured on Zionism from its beginnings until today.

In addition, we invited the audience to watch directly the event conducted by the WZO at Mount Herzl in the presence of the Prime Minister, Mr. Binyamin Netanyahu.

## Teacher emissaries

The WZO selects, sends and supervises teacher emissaries to schools in France and Belgium. In recent years, five teacher emissaries have worked in France (in collaboration with the Alliance network) and in Belgium, where they have strengthened the connection and enriched the knowledge of French and Belgian students about Jewish heritage, the Hebrew language and Israel.

## Organizing events to counter anti-Semitism

throughout France and Belgium through lectures, demonstrations, petitions and seminars in collaboration with the community organizations in France and with the OSB in Belgium. Annual conferences on countering anti-Semitism have been held at Aulnay-sous-Bois in Paris in the presence of the deputy chair of the WZO and head of the Department for Countering Antisemitism, Mr. Yaakov Hagoel. Some 200 people from 15 European countries attended each of the conferences.

## Activity of the Department for Diaspora Affairs

iVision conferences with a variety of lectures about Zionism that took place at Etioilles and Marseille. The conferences were led by Gusti Yehoshua Braverman, head of the Department for Diaspora Affairs.



## Hebrew teachers' training seminar


A very successful Hebrew teachers' training seminar, in which some 200 teachers from all over Europe participated, was held in December 2016, organized by the Department of Education headed by Silvio Joskowicz, the head of the Department. The most senior guest lecturer at the conference was Prof. Moshe Bar-Asher, the President of the Academy of the Hebrew Language in Jerusalem. The conference was superbly organized.

## The ulpanim project

During the period of my shlichut, the ulpanim project grew and developed greatly. Four years ago, we began with 25 classes. Today the WZO runs 127 classes (123 in France, 2 in Belgium and 2 in Morocco) in which some 2,600 people are enrolled in each cycle of studies. Additional bonus activities take place, such as Hebrew clubs, virtual lessons, profession-oriented classes (for doctors, lawyers, etc.), meetings in Hebrew with Israelis with public roles, events on the subject of Hebrew and an end-of-year event.

Note that there is great demand for Hebrew study in the WZO's ulpanim and we have to limit the number of classes due to budgetary constraints. During the coronavirus period, we transferred the entire system to online activity. The ulpanim continued according to the original program and we added lectures and activities in Hebrew that were successful and resulted in the participation of thousands of students throughout France and Belgium.

From the start, and in parallel with the ongoing activity of the ulpanim, we carried out and continue to carry out in-service training for Hebrew teachers in order to improve the level of teaching. In the past we held face-to-face courses, some in France and some in Israel at the Hebrew University; during the coronavirus period, these courses were offered via digital media.

 <https://osmfrance.fr/oulpanim/>

## Varied lectures

At the beginning of my period of service we brought lecturers, most of whom were journalists, who spoke mainly about the Middle East conflict. In time, we opened up the lectures to a variety of subjects. In addition to the organizations we had worked with, we developed new collaborations with young people's organizations such as UEJF, La Releve, Dauphine Tel-Aviv and the young people's organization of the Consistoire – Hazak.

Today, we offer varied subjects, including fashion, high-tech, Israeli cuisine and Israeli literature, which are subjects that attract a young audience.

The aim is to show Israel from all angles and not only the aspect of the Israeli-Palestinian conflict.

The message that we want to get across is that it is possible to succeed in Israel in a variety of fields.

It should be noted that during the coronavirus period all lectures were given in an online format, which enabled us to offer lecturers who are greatly in demand.





# The WZO Delegation In North America

**Representative: Simcha Leibovich**


The WZO delegation in North America was founded in July 2012. Fields of activity defined for the delegation were as follows:

Branding the delegation: Already in the initial stages, it was clear that the delegation needed a place for separate activity distinct from that of the Jewish Agency, as most organizations identified us as a unit within the Jewish Agency.

We have always worked together with the American Zionist Movement (AZM), the umbrella organization that incorporates all of the Zionist organizations in North America. After a year and a half, we moved together with the AZM to new offices at 40 Wall Street, in lower Manhattan, in a building operated by Hadassah, and close other Jewish organizations that also moved in nearby.

Today, emissaries of the Departments of Education and Diaspora Affairs, the AZM and the delegation staff and the Council for the Hebrew Language are located in the new offices. The delegation staff also provides services to the Department for the Promotion of Aliyah and the Department for Israel, which is responsible for connections with Israelis in the United States.

The close collaboration with the Israeli consulate (the consul Ido Aharoni and his replacement Danny Dayan), with leading foundations and with the synagogues in the city, helped to brand the WZO as a separate and independent organization, as will be related below.

 **Video about the activity of the delegation in North America:**  
<https://bit.ly/2XNwdiD>



## Main Activities

### Teacher emissaries

The late Yitzhak Stiglitz, director of Center for Religious Affairs in the Diaspora, was responsible for the teacher emissaries.

The challenge was a double one: Some four months after establishing the delegation, we held the first conference of teaching emissaries. The conference was successful and was the first event of its kind in many years. It tightened the connection between teachers and principals and the Teacher Emissary Unit.

The connection with the school networks grew stronger, and schools began asking for teacher emissaries. The feedback was very positive. In the 5780 (2019–2020) school year, there were 134 teacher emissaries assigned to 60 schools, and coordinated by Ms. Hilla Drechler, the emissary of the Department of Education in North America. In conjunction with the increase in the number of teacher emissaries, the Department of Education was established, and this area was transferred to its responsibility.

In addition to their intensive work in the schools, most emissaries are involved in different projects in the community; their presence and activity far exceed their official roles in the schools.

### The Hebrew language

The Zionist Executive of the WZO, led by Mr. Avraham Duvdevani, has adopted the Hebrew language as one of the organizations' main aims and one of the primary objectives of the delegation's activity, due to concern about the poor status of Hebrew in the education system and in the consciousness of the Jewish public in North America. Most schools have drastically reduced their Hebrew teaching hours, whether due to financial difficulties or due to frustration with the students' poor achievements.

The general feeling was that Hebrew teaching had failed and it was therefore preferable to devote resources to other educational channels.

In the first stage, the delegation initiated meetings with all the organizations that deal with Hebrew, including the Steinhart Foundation, which initiated Hebrew teaching in public schools; the Avichai Foundation, which developed a program for teaching Hebrew; Hebrew at the Center, which encourages Hebrew teaching using the immersion method; and the heads of college Hebrew departments.

The delegation initiated a meeting with all heads of Hebrew and Jewish studies in the Boston area, at the home of Ms. Arnee Winshall, head of Hebrew at the Center. That is where the Chair of the WZO announced the establishment of the Council for Hebrew Language and Culture in North America.

The delegation led the process of establishing the Council as a registered association in New York State. The Council operated from within the delegation and met in November 2013 in New Jersey in parallel with the conference of teacher emissaries.

In recognition of the importance of strengthening the status and professional level of local Hebrew teachers, the Council spearheaded the establishment of the North American Association of Hebrew Teachers.

The Association acts under the auspices of the Council for Hebrew Language and Culture and carries out local in-service training. Some 150 Hebrew teachers participated in the founding conference of the teachers' association in November 2014. That conference took place in parallel with that year's conference of teacher emissaries.

Within the scope of the activity for promoting Hebrew in the communities, the Council initiated the Hebrew Celebration: this activity takes place in 10 locations in the United States over the course of a month and includes lectures, meetings with authors, song evenings, meetings of children's choirs, films and plays in Hebrew.

The Council established a website and an information center, and initiates events to strengthen the status and enrichment of the Hebrew language in North America.

### Promoting Aliyah

At present, the delegation, together with the Department for the Promotion of Aliyah, is active in the community of Jews from the Commonwealth of Independent States, at hasbara conferences and aliyah fairs.

The Department carries out Hebrew ulpanim among the Russian-speaking community.

More than 2,000 people participated in an aliyah fair that took place in Brooklyn in February 2020.

The joint activity of the Department for the Promotion of Aliyah and of the delegation is manifested extensively in additional programs:

A program for developing student leadership in collaboration with RAJE (Russian American Jewish Experience), a leading organization for deepening Judaism among young Russian-speaking Jews, which operates in North America.

Graduates of RAJE's programs for students come to Israel in a structured program and discussions are underway on adding a leadership course to the program in Israel.

Participation in Shabbatonim for Russian speakers that are arranged in the communities by Chabad emissaries.

Some 1,400 participants took part in the most recent Shabbaton in February 2020.

### Promoting and strengthening Zionist activity with AZM

AZM is the umbrella organization of all Zionist organizations in the United States.

Today it incorporates 33 organizations, which work together to strengthen the status of Zionism and Israel among Jewish communities and in the general population in North America.

The close collaboration is expressed in different projects:

Joint participation and pooling resources for the traditional Celebrate Israel parade in Manhattan around Yom Ha'atzmaut.





The Bible Quiz for Adults, three of which have taken place since 2014, are held in collaboration with the Department for Zionist Enterprises and the Ministry of Education; these events are highly successful and are broadcast to thousands of viewers on Jewish TV and radio stations. The contestants come from all parts of the United States after extensive exposure in the written and electronic media, and the knowledge level of the participants has been very high.



Seminars for countering anti-Semitism took place at the initiative of the Department for Israel and in collaboration with the delegation and AZM.

Robotraffic: An international competition in building robots by groups of youth from Jewish schools, under the auspices of the Technion and the Department for Israel. Senior and junior high schools throughout the United States with robotics programs are invited to take part in a competition that takes place in Israel every March (the conference was canceled this year due to the coronavirus). The connection between the Technion and the project was initiated by the delegation, and the program has been implemented in collaboration with the AZM.

Participation in the competition is combined with tours of Mount Herzl and activity led by the Department for Israel.

### Contact with Israeli communities in North America

The delegation is in constant contact with the Israeli American Council (IAC), the leading organization of Israelis in North America; the peak of its activity is a huge annual conference (this year, more than 4,000 people participated in Miami and the guest of honor was President Trump).

The delegation, under the guidance of the Department for Israel, which is responsible for contact with the Israelis, handed the delegation to the IAC conference, at which the Department for Israel presented its programs in Israel.

The objectives of the Department for Israel are to strengthen the connection with the IAC and to jointly promote programs such as: Zionism on Wheels, a bar/bat mitzvah program and the Zionism quiz.

### Activity on campuses

An important aim of the delegation is the encounter with Jewish students on campuses and the discourse with pro-Israel lecturers and organizations in the universities.

The unique leadership development model that has been developed by the delegation is an excellent basis for collaboration with JLI – the Jewish Learning Institute. Seminars and weekends aimed at developing leadership have taken place in dozens of universities and colleges in the United States.

In addition, the delegation has taken part in seven conferences initiated by JLI each summer, with the participation of hundreds of activists from universities throughout the United States.



#### Did you know?

- » The delegation carries out leadership development activity for students on 47 campuses in North America.
- » Did you know? The Department for the Promotion of Aliyah in collaboration with the delegation, carried out four aliyah fairs for thousands of Russian-speaking Jews.
- » Did you know? Hebrew Celebration events have been held in nine different states in the United States, and some 20,000 people have taken part in them.

## The WZO Delegation In Britain

Representative: Izchak Sonnenschein

### About the Delegation

The new delegation of the World Zionist Organization in Britain was established in 2018 and its aim is to disseminate Zionist messages and the main content of the various WZO departments to all channels of Zionist activity in Britain and Ireland. Two years after its opening, the WZO is initiating and participating, in collaboration with the Zionist Federation of Great Britain and Ireland, in all the main events of the Jewish community. Zionist events, promotion of aliyah, dozens of Hebrew ulpanim and Hebrew lessons and lessons about Israel in 50 Jewish schools, national holidays, countering anti-Semitism and BDS, Zionist heritage events and collaborations with the Israeli embassy that form the basis for Zionist existence of the Jews of Britain and Ireland.

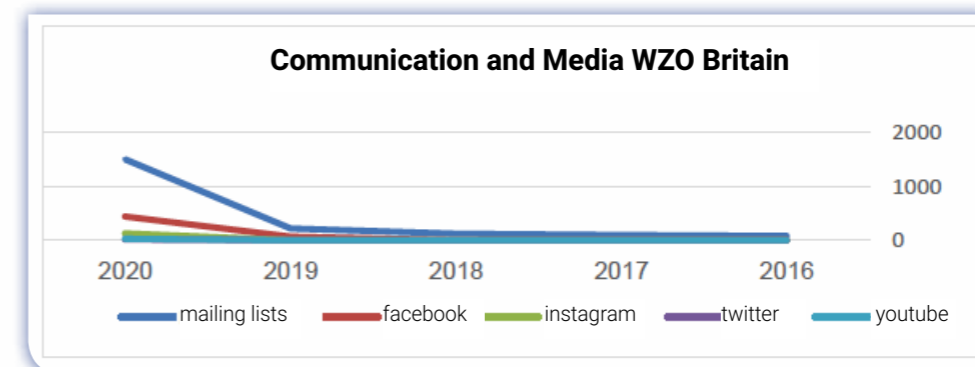


▶ WZO UK Atzmaut 2018.  
<https://bit.ly/315WtHb>

▶ WZO UK Office Opening  
<https://bit.ly/3kXh4FK>

▶ WZO UK 2019 Events Summary  
<https://bit.ly/3iT2PzU>

▶ World Zionist Organization UK  
<https://bit.ly/2Eikm5f>





## | Main Activities

### LIMMUD UK

Leading of the Limmud UK festival by the WZO began in the first year of this reporting period. Limmud is the main content event in Britain and the biggest of its kind in the world. During the week of the festival dozens of lectures, workshops and panels of the WZO took place in Birmingham. The WZO UK team spotlighted subjects that represent the varied face of Israel, with emphasis on the LGBTQ+ community and the Ethiopian community in Israel. Dana International spoke and sang, Minister Pnina Tamano-Shata told the story of the heroic aliyah and the magnificence of the community through her personal story, journalists Eldad Beck, Yigal Ravid, Elad Simhayoff and Ben Dror Yemini gave lectures and took part in panels, actor Shai Pardo told personal and community stories, Idan Raichel told the story of the Ethiopian and Israeli roots of his music and his personal experiences and performed his hits. In addition, WZO representative Izchak Sonnenschein, Sivan Atzmon, Dmitry Mevzos and Nick Avery delivered talks on the Israeli story, promotion of aliyah, countering BDS and anti-Semitism, Israel in the Eurovision contest, etc. Thousands of participants packed the lectures. The gala event was moving and generated immense energy. The audience looked forward to one thing: next year's WZO UK team.

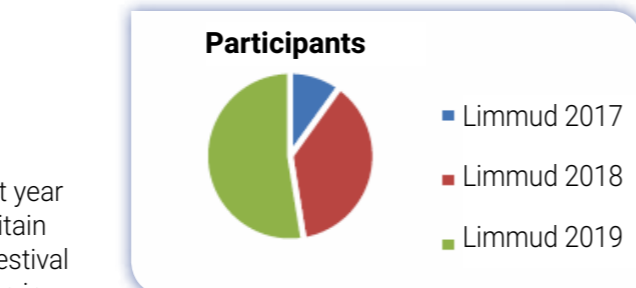
▶ **WZO UK Delegation in Limmud 2018**  
<https://bit.ly/2CJ8WY8>

▶ **WZO UK Chanukah 2019 with Idan Raichel**  
<https://bit.ly/3iX3u31>

### Herzog 100

On the centennial of the birth of the late Zionist leader Chaim Herzog, former ambassador to the UN, major-general in the IDF and sixth president of Israel, the WZO delegation in Britain carried out the Herzog 100 historical project. The project, which was marked in October 2018, began in Belfast, continued to Dublin and ended in a series of events in London. The events were attended by leaders, members of Parliament, the president and foreign minister of Ireland, a former prime minister of Britain, lords, the heads of the WZO, Israel's ambassadors in Britain and Ireland, leaders of the Jewish community and its organizations and of the Zionist Movement in Britain. WZO leaders who directed the week of events included the Director General CEO of the WZO, the head of the Department for Diaspora Affairs, and the WZO representative in Britain, who initiated the project. The Herzog family joined in the events, led by the Chair of the Jewish Agency, Isaac Herzog. The focus on Chaim Herzog heralded a Zionist family with deep roots in Britain, who form part of the Zionist leadership in Israel. Their history provides a firm foundation and positive role model for the new WZO delegation in the United Kingdom.

▶ **Herzog 100 Celebration in the UK**  
<https://bit.ly/2XQoy3g>



*"On this journey we came to know the Land of Israel for the first time through self-reflection. We were very excited when, one sun-drenched morning, the pale shores of the Land rose before us from the ship. It was one of those supremely poetical moments that occur but rarely throughout a person's life."*

(from Herzl's Diaries')



### Countering Antisemitism and BDS

The WZO delegation in Britain raised the banner of the struggle against antisemitism and BDS in Britain. From the outset, the delegation has coordinated the individuals and organizations that participate in the struggle, by means of demonstrations, protests and responses to events and demonstrations against Jews and against Israel. Coordination of the organizations and organizing them under the umbrella of WZO's Fast Response Project created an efficient system able to quickly respond to any action or provocation by anti-Semitic organizations on college campuses, in the media or in the British street.

▶ **WZO UK & ZF Fighting Antisemitism**  
<https://bit.ly/3fLxcX2>

### The coronavirus

Since March 2020, the coronavirus pandemic has changed the world and the WZO delegation in Britain is also experiencing an upheaval. The many and varied programs for the national holidays and the summer have been shelved. We harnessed our energies to fill the vast gap left in the social and community realm. We have uploaded dozens of online events, lectures and experiences. The principles of action are creation of our own events, collaboration with parallel organizations, and dissemination and promotion in the media of WZO events in a format suited to the English public. In summing up these months it can be said that we maintained and even upgraded the presence and centrality of the WZO in the Jewish and communal world in Britain, and that we successfully placed Zionist content in the focus of Jewish activity.

▶ **Social Club**  
<https://bit.ly/3afxQLb>





# HUMAN RESOURCES DIVISION

Head of the Division: Anna Givati

The Human Resources Division is continuing its efforts in employee development and imparting of knowledge. The Division is responsible for the employee's life cycle within the organization, from initial hiring until retirement, including concern for daily activity, training and welfare. The Division handles the planning and management of human resources, including employment conditions and organizational development.

In addition, the Division coordinates the following committees: Personnel Committee, Service Conditions Committee, Committee for Personnel Abroad, Education Committee and Vehicle Committee. The Division operates in a complex and changing work environment and provides an immediate and professional response with a small and efficient staff.

## Applying the HR module (Human Resources program)

During this reporting period, the Human Resources Division spearheaded a process of transformation in the HR system. This ends its dependency on an anachronistic HR infrastructure system that had been adapted to the needs of the Jewish Agency. For the first time, the WZO HR infrastructure is fully independent. The organization has moved to a completely computerized infrastructure and HR process management software. All of this has improved the quality of service to our employees and other entities that interface with the organization, making the work of the Human Resources Division much more efficient.



## Organizational portal

The Human Resources Division set up an organizational portal in the area of human resources, which offers a user-friendly and convenient way to coordinate all information needed by employees: notices and updates, organizational forms that the employee needs for personal and professional life, procedures, photos from different events, calendar of vacations and holidays, Human Resources newsletters, links to courseware, important sites and organizational services, and so on.

## Booklet for new employees and temporary employees

For the first time since 1996, the Human Resources Division produced two information booklets, one for new and long-time employees, and the other for temporary employees. The booklets include information on employee rights and obligations, as well as about the member agencies and operations of the WZO. The goal of the booklets is to facilitate the employee's adjustment optimally. The booklets are available for viewing on the WZO website, making the information accessible to all.



## Employee evaluation

During this reporting period, the Human Resources Division initiated an employee evaluation procedure using the new computerized system. The procedure includes: installing the computerized system, designing a new and accessible questionnaire, training department and division directors to complete the questionnaire in the most effective manner, having directors complete the questionnaire and holding feedback discussions with employees in order to engage in an open and honest dialogue, analyzing the findings and presenting them to the organization's department and division directors.

The Human Resources Division considers this process to be extremely important, as it constitutes a significant step toward improving work and coordinating expectations between managers and employees.



## Employee Day and Outstanding Employee ceremony

The Human Resources Division organized activity days for all employees, in order to provide a break from routine work, create an informal and free atmosphere for social team building, and increase the sense of affiliation and connection between employees and the organization. Two main events were held for this purpose.

On each one of the Employee Days there was also an "Outstanding Employee" ceremony, which represents another effort that was already in place to show appreciation for our employees. During the ceremony, the selected employees from each department were awarded a certificate and a gift as a mark of recognition of their work during the year.





## Courses

The WZO encourages employees to take courses and in-service training as part of our desire to advance education and improve professional abilities. During this period, the Human Resources Division initiated and organized courses within the organization, based on departmental needs and requirements. Employees were offered courses in use of Excel and PowerPoint, as well as English language studies.

In addition, for the first time this year we successfully offered training and development for mid-level managers, in the aim of developing and promoting the organization's employees who constitute the professional managerial echelon that moves our organization forward and executes the Zionist Movement's vision and goals. This was the first course of its kind, and we hope it will become an integral part of the training that the organization provides for our employees.

## Preventing sexual harassment at work

The World Zionist Organization continued during this period to maintain a safe and pleasant work environment, by implementing a zero-tolerance policy regarding sexual harassment, as required by law. The Human Resources Division held a workshop on this subject for the organization's directors, out of an understanding that they play an important role in preventing sexual harassment and creating a respectful and safe work environment. In addition, courseware that includes interactive training on preventing sexual harassment was initiated. All existing and new employees were given the link to the courseware and are required to access it.

## Implementing legislation in the organization

The WZO has made some modifications in the wake of various legislation that has been passed in recent years. The Human Resources Division is responsible for ensuring application of the various laws within the organization. Among other things, the measures were implemented in order to comply with privacy-protection regulations and the European GDPR regulation. As part of the process of implementing the GDPR, the Human Resources Division is working to coordinate, introduce and apply new procedures, respond to requests for information, and manage and coordinate the contractual agreement with the CISO (chief information security officer) in order to promote the security level of information to comply with the law. In addition, the Human Resources Division is responsible for coordinating training sessions within the organization, training staff to work according to the procedures and the law, and updating employees on how the WZO maintains, processes and protects their personal information and their rights. Training sessions were also held for managers, and operational steps taken, in order to apply the guidelines of the Equal Rights for People with Disabilities Law, for which an officer (who has undergone professional training) has been appointed and. According to the law, all organizations must integrate people with disabilities and meet the targets defined for this subject. The Human Resources Division is working to make the organization's facilities and the organization's website accessible to persons with disabilities.

*"The Jewish State is essential to the world; it will therefore be created!"*

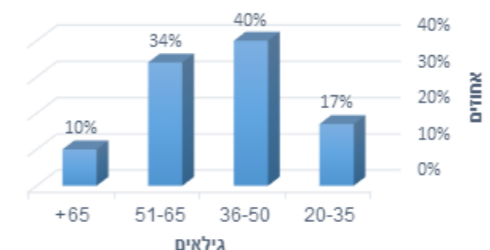
(The Jewish State)



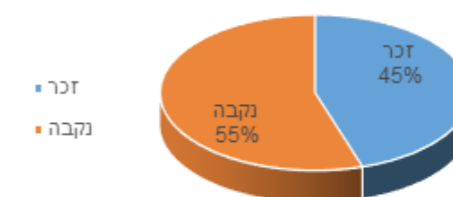
## Did you know?

As of 2020, the WZO had 182 regular employees and 34 temporary employees

### Distribution of employees by age



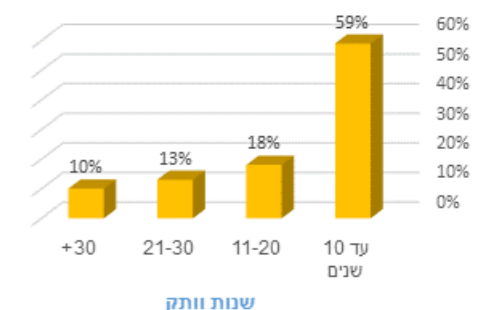
### Distribution of men and women



### WZO emissaries and employees abroad

- 4 management representatives
- 4 local service providers
- 12 local employees (foreign)
- 6 local employees (Israeli)
- 5 department emissaries

### Distribution of employees according to seniority



## Holiday L'Chaim

Every year, the Human Resources Division organizes get-togethers for Rosh Hashana and for Pesach, and together with the Chair of the Executive ensures that it will be a unique event. During this reporting period eight such gatherings took place in Weizmann Hall, at Kiryat Moriah, in the Zionist Archives and at Mount Herzl. The events were moving, unifying, interesting and ... delicious. Of them all, the one held before Pesach in April 2020, via Zoom, with everyone in a capsule, told the story of our special organization, as a single entity.





## A personal story

The WZO, an organization with a social responsibility to the community as well as its employees, acts to foster occupational diversity and works to integrate people with disabilities into the organization according to their skills, as equal members of the community. The Human Resources Division identifies opportunities to realize this organizational vision and has started having people with disabilities prepare kits for executive council members. This cooperative effort has been an empowering experience for all those involved and proves that Herzl's vision of an exemplary society is alive and well in the organization's corridors.

## The Human Resources Division during corona

The corona pandemic changed the world order in 2020, and our organization has had to make myriad changes in our routine operations. In compliance with Ministry of Health guidelines and social distancing requirements, WZO was forced to work from home for a certain period. The Human Resources Division prepared in advance for this situation by mapping out the professional needs, so that when the decision was made, our employees found themselves ready to work from home. The Human Resources Division staff were prepared and available to handle every problem that arose in this new reality.

As part of this situation, the Human Resources Division maintained ongoing contact with employees, either through group chats on Zoom with different officers (office managers, mid-level managers, and more), being available by phone for any question or request, sending flowers to employees who were in isolation, holding organization-related events for employees via Zoom – a pre-Pesach L'Chaim, the ceremony for Yom Hashoah, lectures and other activities.

Also, with the return to routine, the Division undertook to ensure that employees would have a safe and responsible return to work in our offices by sending out clear procedures based on Ministry of Health guidelines, and distributing gloves and alcohol gel.



# Office of the Zionist General Council

Secretary of the Zionist General Council: Anna Givati

## The office of the Zionist General Council coordinated four sessions from 2016 to 2019.

The office's experienced executive staff, with assistance from other employees in the organization, was responsible for the success of the four special sessions. The office presented the results of the work of the Presidium and the Joint Committee, which reflected the tremendous diversity within the Zionist Movement. Opening and closing events, the committee meetings, a ceremony in memory of Zionist Council members who have passed away, and the "Honorary Fellow" ceremony in recognition of the activity and contribution of Zionist Movement members, as well as excursions and tours, are all part of the Zionist Movement story and the special people behind it.

The person who headed the Zionist General Council and led its work during the recent period is Helena Glazer – who has served as the Chair of the Zionist General Council since 2010. Helena has ably directed the Zionist General Council with dedication and professionalism, which represents only part of her many years of tremendous work for the Zionist Movement.



## Amending the WZO constitution

Following the 2015 Zionist Congress, a committee to amend the WZO constitution was established, headed by the Chair of the Executive and Chair of the Zionist General Council. The committee met regularly from 2017-2019 and made a series of amendments to the constitution and articles. Main subjects that were addressed include: Individual membership in the WZO and in Zionist federations, and payment of the Zionist Shekel; acceptance of new Zionist federations; compliance of Zionist federations to membership conditions; departmental work conducted through the Zionist federations; method of selecting Zionist federation institutions; determining the number of delegates from countries (apart from Israel and the US).





## | 2016 Zionist General Council Session 37/2 Marking 120 years of the Zionist Movement


In November 2016, the 37th Zionist General Council was held to mark "120 years of the Zionist Movement." During the gala opening event, the Council bid farewell to Jacob Gispan, who retired after dozens of years of managing and implementing its content.

Mr. Yuli Edelstein, Speaker of the Knesset, delivered the session's opening remarks, which was followed by a panel discussion of the core issues in the Zionist world, with the participation of Israel's top academics.

The main activity day began with a lecture by Prof. Shlomo Avineri entitled "99 years since the Balfour Declaration." Afterwards, the members participated in roundtable discussions on subjects related to the 120th anniversary of Zionism and heard from the futurist Prof. David Passig about the 120 years to come. The day continued with a panel comprising a young cadre from the national institutions, and concluded with an evening tribute to 120 years of Zionist songs, with musical accompaniment from the IDF Southern Command entertainment troupe.

On the closing day, after participating in meetings of the organizations and factions, the members were invited to follow in the footsteps of Binyamin Ze'ev Herzl on his journey in Jerusalem. Actors dressed in period costume led this fascinating journey. The convention ended with the plenum's discussion summaries and resolutions.



 <https://bit.ly/3adRTd1>

## | 2017 –Zionist General Council Session 37/3 Marking "The Constitution in the Zionist Movement"

The 2017 session of the Zionist General Council took place at the end of October in Kiryat Ye'arim.

The opening session focused on "the importance of institutions and systems in the modern world," and was opened by MK Tzachi Hanegbi, who noted the historic dates in Zionist history related to that year: 100 years since the Balfour Declaration; 70 years of Israel's independence; 50 years of Jerusalem's unification and 120 years since the first Zionist Congress. Panel members included Prof. Uzi Arad, Prof. Yossi Schein, and Dr. Tamar Ashuri Tzaban. The Mayor of Jerusalem, Nir Barkat, spoke about the city's forward-looking development, and Dr. Martin Kramer related to the 100 years that have passed since the Balfour Declaration. Roundtable discussions were held on the subject of a constitution and its contemporary relevance.

Time was allocated for presentations about the departments and their activities by the department heads.

Yaakov Hagoel led a tour of the Western Wall tunnels, which reflected our love for the history of Jerusalem, its heritage and the city itself. All of the participants found the tour to be an extremely enjoyable experience.



 <https://bit.ly/30NYrMs>

## | 2018 –Zionist General Council Session 37/4 Marking the "70th Anniversary of the State of Israel – Building One Nation"


Members of the Zionist General Council headed north for the conference October 2018. The conference opened in Peki'in, and included fascinating tours to Rashbi's cave and the Zinati home, where the members met Margalit Zinati, the descendent of a Jewish family that has lived in Peki'in for at least two millennia.

The opening session took place in Hurfeish, with a warm and lively Druze reception. The session addressed the topic of "Where Are We Headed – Building One Society," and was moderated by Dr. Yoaz Hendel, with the participation of Justice (retired) Dalia Dorner and journalist Ben-Dror Yemini. To mark the special connection between the Jewish People and the Druze, dignitaries from the Druze community participated in a panel that discussed the group's integration and treatment in Israel in various spheres.

Discussions related to the constitution comprised most of the session, which also included lectures by Nobel Prize laureate Prof. Israel Aumann, who spoke about the achievements of Israeli society, and the author A.B. Yehoshua, who reflected on the meaning of Zionism today.

The Zionist General Council members bade farewell to the Jewish Agency chair, Mr. Natan Sharansky, who ended his tenure, and ended the evening with songs and dance in the spirit of 70 years of Hebrew song. On the final day of the session, the department directors presented the plans and achievements of their respective departments, and their forecasts for 2019.



 <https://bit.ly/31IUFTK>

## | 2019 –Zionist General Council Session 37/5 Marking " Vision of the Zionist Movement– The Next Generation, Challenges and Action"

Zionist General Council Session 37/5 was held in the capital of the Negev, Be'er Sheva, marking 70 years in the region, with emphasis on the next generation. Top-tier speakers participated in the session, including Dr. Eyal Doron, who reflected on creativity in the 21st century, Ms. Adi Yoffe, a trendologist who talked about business futurism, and Dr. Maya Weisel, who presented on "Pedagogic Innovation in the Y Generation."

During the session, young people from Israel and abroad presented projects in which they are involved.

The General Council members participated in fascinating tours along the Gaza perimeter, which culminated in a festive event in honor of the army and the settlers. Certificates of appreciation were awarded to Herzi Halevi, Chief of the Southern Command, Commander of the Gaza Division Brigadier General Eliezer Toledano, the head of the Eshkol Regional Council, Gadi Yarkoni, and mayor of Sderot, Alon Davidi.

Another special guest was the author Eshkol Nevo, who became connected to the region. He read stories that he had written following a journey he made to the Gaza perimeter. Among the array of events, the 100th anniversary of the Zionist Archives was marked, and in the background was an exhibit honoring 70 years of the city of Be'er Sheva..

People with disabilities took part in preparing kits for all of the General Council members.



 <https://bit.ly/2XR4Y6U>



# FINANCE DEPARTMENT

Director of the Department: Dubi Barel Gutesman

The Finance Department is focused on setting a number of key objectives:

1. Professional service for all WZO departments.
2. Supervision and control during budget planning, as well as ongoing management.
3. Continuous improvement of technology given the frequent changes in the field.
4. Rapid response to suppliers.
5. Adherence to procedures.
6. Contending with various banking system issues, including reduction of fees and gaining accessible and cheaper credit.
7. Ongoing handling of properties on Mount Herzl, the WZO building at 17 Kaplan St., Tel Aviv, and the Zionist Archives.
8. Complete handling of tenders and price quotes (all intended and directed to reducing purchasing costs).
9. Government ministries – everything related to coordinating ongoing activities, including detailed agreements.

All of these are only part of the Finance Department's activity, reflecting the Zionist Executive's policies as well as ongoing inter-departmental coordination.

## Summary of activity between 2015-2020

During this reporting period, the WZO underwent a significant change.

While in previous years most of the organization's budget was based on funds transferred from the Jewish Agency, during this period the agreement with JAFI came to an end and most of our funding now comes from Keren Kayemeth Lelsrael-Jewish National Fund.

The core budget is \$22.5 million a year from KKL-JNF, with another \$6 million a year directed to various Zionist organizations and associations.

In addition, there are revenues from the rental of 17 Kaplan St. in Tel Aviv (\$1.25 million), from the "Jewish Colonial Trust," and from income derived from visits to the Herzl Museum and the Zionist Archives, amounting to \$1.5 million per year.

All told, total budgetary operation amounts to \$32 million (approximately NIS 110 million).

To this is added activity supported by financial allocations from the Israeli government in various spheres, such as the Zionist Quiz, Israeli educators, the Bible Quiz, and aliyah and absorption through Ofek Israeli, which is estimated at tens of millions of shekels per year.

Annual activity turnover is estimated at NIS 200 million.

Below is a comparison with previous years.

*"What is Zionism? The aspiration to establish a legally and publicly recognized homeland for the People of Israel in the Land of Israel."*

(Herzl's Writings in Ten Volumes, Vol. 7 Before People and World B)



## Budget sources (in millions of dollars)

2009	2015	2020
KKL - 7.05	KKL - 15.9	KKL - 22.5
JAFI - 4	JAFI - NA	JAFI - NA
Kaplan 17 - 1	Kaplan 17 - 1.2	Kaplan 17 - 1.25
	Jewish Colonial Trust - 0.750	Jewish Colonial Trust - 0.750
\$ 12.05 million	\$ 17.85 million	\$ 24.5 million

In addition, there is a budget directed to related Zionist organizations and associations of greater than \$6 million for 2020.

If in 2015 the estimated earmarked income was \$28.5 million, in 2020 total earmarked income amounted to \$36 million.

I would like to note an important event that made a substantial change in 2020, both in terms of the budget as well as with respect to our daily activity.

In April 2020, KKL announced that it would be cutting its budget support by 12.5%, as a result of the negative impact on its revenues due to the corona pandemic.

This affected us immediately:

In April 2020, our core budget was reduced by NIS 9.8 million, and another 12.5% was cut from the budget allocated to the Zionist organizations and associations.

For our part, we had to make immediate preparations for this change, and reduced our departmental activity with minimal damage to personnel.

Naturally, the corona pandemic is severely affecting activity abroad and our ability to hold professional conferences in Israel and abroad. It is also affecting the continued functioning of the Herzl Museum. This has, of course, led to a decrease in our income as a result of having to close the Museum to visitors.

Moreover, as we are writing this report we are preparing to hold the Zionist Congress in October in a completely different format than previously, given the immense changes in flights, hotel accommodations, and options for organizing conferences.





לשכת יושב הראש  
Office of the Chairman

Jerusalem, Av 5780 | July 2020

Dear Friends,

It is my honor to present an overview of Keren Hayesod – United Israel Appeal's activities from 2015 to 2020.

Keren Hayesod focuses on the "human dimension" of the State of Israel. It marshals the resources to support Aliyah and absorption as well as to enhance the quality of life for disadvantaged sectors of the population, from infancy to old age.

In partnership with the Jewish Agency and the Government of Israel, we support dozens of projects that enable at-risk children and youth to overcome difficult life circumstances; give the elderly the opportunity to live with dignity and comfort; absorb new immigrants and strengthen the periphery. We also step in to provide special help in times of emergency and crisis.

Programs and activities supported by Keren Hayesod in the areas of health, education, culture, and welfare, among others, help to improve the quality of life for millions of individuals throughout Israel every year.

In times of crisis in Israel or in Jewish communities around the world, Keren Hayesod donors mobilize to provide immediate emergency assistance to Jews in distress. These days, for example, we are focusing providing relief to communities in Israel that have been gravely affected by the Coronavirus crisis. It is our duty to ensure that our projects have been able to continue during these difficult times and the people of Israel continue to receive the necessary support needed.

The past year Keren Hayesod placed a significant emphasis on preparing for our Annual World Conference, which was set to be a celebration of Keren Hayesod's 100th Anniversary. However, due to the global pandemic, all in-person celebrations and delegations were canceled. Despite the unfortunate circumstances, we worked diligently to provide support in various ways to communities in need and to engage with the Keren Hayesod worldwide community with various online seminars.

I am confident that we will continue to stand alongside the State of Israel, as we always have for 100 years, together, for the people of Israel.

Sincerely yours,

Sam Grundweg,  
World Chairman, Acting CEO

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## KEREN HAYESOD-UNITED ISRAEL APPEAL

Sam Grundweg – World Chairman, Acting CEO | Steven Lowy AM – Chairman, World Board of Trustees

Keren Hayesod operates over 60 campaigns in more than 45 countries around the world, except for the United States. It serves as a bridge between the Diaspora and Israel. The funds that Keren Hayesod raises further the highest priority projects on the agenda of the State of Israel and the Jewish people.

Over the past five years, Keren Hayesod-United Israel Appeal continued its daily work to further the strategic goals of the State of Israel, working in close cooperation with the Jewish Agency for Israel and the Government of Israel on matters of national importance. It invests primarily in human capital and various social initiatives chosen by the donors in accordance with Keren Hayesod goals.

In the past five years, Keren Hayesod has undergone executive changes. In 2018, Eliezer (Moodi) Sandberg finished his term as World Chairman and was replaced by Sam Grundweg. In 2019, David Koschitzky completed his term as Chairman of the World Board of Trustees and was replaced by Steven Lowy AM. Greg Maisel finished his role as CEO in 2019.

Keren Hayesod continues to manage its activities based on an organized annual work plan and defined targets which are set each year, while enabling it to address immediate and changing needs when required by circumstances.

It is important to note that in 2020, there was a significant amount of work dedicated to providing the Keren Hayesod worldwide community with updates on the COVID-19 situation and the impact it had on our communities around the world.

Following this introduction is a brief overview of the major activities undertaken by Keren Hayesod-United Israel Appeal from 2015 to 2020 and several organizational developments:

### Major mission areas: ongoing activities

In response to the major challenges facing Israel today, Keren Hayesod's mission focused on three main areas:

#### Facilitating Aliyah and absorption

In cooperation with the Jewish Agency, Keren Hayesod – UIA helped bring tens of thousands of new Olim to Israel every year and gave them the tools for successful integration, also helping endangered populations, and helped them build new lives in Israel.

Keren Hayesod supports various absorption programs.

During 2019, 35,312 people made Aliyah through the Jewish Agency, 16% more than during 2018.



#### Strengthening Israeli society through social and educational programs particularly in the periphery and development towns

Keren Hayesod-UIA helped close social and economic gaps in the country's periphery through far-reaching social projects that target vulnerable populations. As it does every year, it gave thousands of acutely disadvantaged children and youth throughout Israel the tools to break out of the cycle of poverty through



innovative new projects as well as long-standing initiatives such as Youth Futures, Net@, Educational Youth Villages and others..

Caring for Holocaust survivors and needy elderly citizens by providing sheltered housing and other programs, such as Amigour housing.

## Furthering Jewish- Zionist education in the Diaspora

Various Keren Hayesod – UIA programs in Israel and the Diaspora were aimed at engaging youth and adults with their Jewish identity, with Israel as a cornerstone of that identity.

Outstanding among these were the MASA long-terms programs in Israel, through which close to 10,000 young adults come to Israel every year. MASA has 200 accredited programs offering immersive and transformative experiences in Israel for young Jews from abroad. Graduates of these programs have proven to be three times more likely to remain involved in Jewish life than their peers!

There are 120,000 young Jews around the world who are MASA alumni.

Other projects that Keren Hayesod supports include scholarships for new immigrant students, teacher-training projects, emissaries to Diaspora communities, Taglit-Birthright (in certain countries).

## Emergency assistance and special projects

Each year brings with it its own priorities and many new challenges. Thus, in addition to supporting traditional areas of activity, Keren Hayesod-UIA donors quickly mobilized to provide urgent support when Israel is in an emergency situation.

## The Coronavirus Crisis (2020)

While Israel is managing the Coronavirus pandemic relatively well and restrictions began to be lifted in May 2020, there have been, and will continue to be, grave implications for Israeli society in the near future.

In face of the crisis, and of the expected aftermath, Keren Hayesod and our partner (JAFI) continued our ongoing work to assist the venerable beneficiaries of our projects.

These activities include:

- » Assistance to hospitals – funds were raised for establishing corona-care departments and for purchasing ventilators.
- » Food baskets and disinfecting supplies for elderly residents living in Amigour sheltered homes. The elderly and chronically ill require extra attention to keep them as health as possible. 139 food baskets were distributed to the elderly residents and disinfecting supplies and hygiene products were distributed to



57 homes for the elderly throughout the country.

- » Youth Futures – targets children ages 8-14 from disadvantaged backgrounds. Because of the pandemic, many of the parents of these children have been laid off or placed on unpaid leave, leaving them with little or no money to pay for basic needs, especially food. 64 food vouchers were given to families in distress.
- » Assistance for new immigrants – new immigrants are a particularly vulnerable population lacking permanent housing, without permanent jobs and whose children have not yet managed to integrate into the school system. About 1,000 new immigrants arrived in Israel in the first month of the coronavirus, all of whom spent the first two weeks in quarantine. 350 tablet computers were distributed to children allowing them to participate in online study and to remain connected to their peers.
- » Assistance to Keren Hayesod Jewish communities abroad – particularly in Italy: assistance to public institutions and to those families that were badly affected by the pandemic. Together with the Jewish Agency for Israel and Jewish Federation of North America, a Lone Fund for Distressed Diaspora communities was established.
- » Net@ - all operations in Net@ were scaled down dramatically and staff has been reduced to a minimum, with some instructors
- » being put on un-paid leave. Some activities continue online. A very moving initiative, which began right before Passover, was to have the Net@ students and graduates help the elderly population manage the digital tools to enable them to stay in contact with their children and grandchildren and obtain crucial online services (food and medicine).

## For the Residents of the South – Kite Terrorism (2017- 2018)

Keren Hayesod continues to support the residents of the south, after a traumatic summer, because of incendiary terrorism.

- » All-Terrain Vehicles (ATV) Fire Extinguishers were sent to the south and deployed in the field.
- » In a joint venture with the Fund for Victims of Terror, we helped 300 children attend ten-day camps. These programs offered vulnerable children from the south a safe, structured environment in which to enjoy their school holiday.
- » This is part of our ongoing support for the residents of the south where we provide them with mobile shelters.



## OUR DONORS

Keren Hayesod operates through its worldwide campaigns through a variety of frameworks – those that operate in the general community, to major donors, and to specific population groups such as women and young leadership.

In addition, it works with Friends of Israel, which in the past few years have continued to expand the scope of their activities.

## Our Regions

From Australia to Latin America, from the East to Europe and from South Africa to Canada, over the course of five years, each region has hosted and taken part in various events and campaigns that connect their local community to Keren Hayesod and the people of Israel. .



## International Women's Division

The International Women's Division, which encompasses 32 campaigns in some 20 countries, is playing a significant role in the work of Keren Hayesod.

In recent years, new Women's Divisions were opened in Lisbon, Porto, Zurich, Lugano and Rome. In addition, we have a new partnership with United Kingdom UJIA Lions of Judah.

Regional and international gatherings included the European Conference, in which there was a changeover of the IWD's Presidents (2016), the Women's Divisions Day to celebrate 70 Anniversary of Israel (2018) and the biannual Mifgash in Israel (2017 and 2019). Each of them gathered around 70 women from throughout the world.

In November, 2016, Penny Hurst was appointed as International World President of the International KH-UIA Women's Division. In May, 2020, Penny was appointed to her second term.

The new presidents are Debora Elijah (Porto), Anita Ayash (Lisbon), Denisse Schaechter (Zurich), Roberta Calo (Rome), Susy Greco (Lugano).

The 2019 Mifgash included the inauguration of the renovated Net@ Center in Ashkelon, the adopted project of the International Women's Division in honour of Israel's 70th anniversary of independence.



## International Young Leadership (Dor Hemshech & Leadership Development)

Over the past few years, special emphasis has been placed on strengthening Young Leadership as a strategic step to ensuring the future of the Keren Hayesod-UIA by integrating them into the organization. There are 24 Young Leadership campaigns throughout the world, eight of which were established in the past five years.



## Seminars and training

As part of the effort to groom young adults worldwide to assume the mantle of Keren Hayesod leadership, training sessions and seminars and conferences were conducted in many locations. In addition, conferences and seminars were held, among them: :

- » Keshet – the Julia Koschitzky Seminar for Keren Hayesod-UIA Young Leadership, which is held annually, in conjunction with the Keren Hayesod World Conference, brings young leaders from all over the Keren Hayesod-UIA world to learn about Israel, fundraising, and Keren Hayesod-UIA programs and projects. They return to their communities as active, motivated leaders. As of 2019, eight years since its establishment, over 250 young participants took part in this important and generous initiative.
- » In 2020, in the midst of the global pandemic, Young Leadership division launched an innovative and highly effective webinar series, InterConnection, which brought together hundreds of KH leaders from around the world for a series of webinars led by Israel's leading policy makers and experts (among them: Israel's Ambassador to the United States, Ron Dermer, Ambassador Ron Prosor, Nadav Eyal and more).

## I-Link

This is our business network for Europe's young Jewish professionals. Over the course of the past five years, this program has connected our I-Link members with experts in the fields of technology, finance, business, Jewish life, leadership, Israel and more.

International seminars were conducted yearly in Europe and provided a platform for these young professionals to strengthen their connection to Israel and learn from leading Israeli professionals.

In addition to seminars in Europe, I-Link members traveled to Israel on specially curated missions in which they were exposed to Keren Hayesod's impact in Israel and they were introduced to leaders from Israeli high-tech ecosystem.



## The Forum

The Forum conference is a gathering of an elite group of young international Jewish leaders, ages 25-45 from around the world.

The Forum was established to serve as a platform to discuss the future and the responsibility that these young, influential Jews have both as leaders and as philanthropists in shaping it.

Previous Forum conferences were held in San Francisco & Silicon Valley (2012), New York (2013) and Israel (2014), and were attended by young Jewish leaders from all around the world, making it an opportunity to meet new friends and network on an international level.

In May 2017, the Forum Conference was held in London and was attended by 55 prominent young business and communal leaders from around the world. Speakers included Rabbi Lord Jonathan Sacks, J.K. Rowling, Jimmy Wales (founder of Wikipedia) and Lord Jacob Rothschild who spoke of the anniversary of the Balfour Declaration.

## Major Donors

### The International Leadership Reunion (ILR)

The Jewish world's most prestigious gathering brings together major donors from the Federations of North America and their counterparts in Keren Hayesod campaigns around the world.

Held for 32 years in capital cities around the world, the ILR Conference enables its participants to meet with royalty, presidents and prime ministers as well as with top-level representatives of government, business, art and communications, along with members of the local Jewish community.

The conference's 150 participants are among our major supporters. They are all philanthropists who contribute to a wide range of fields and represent business and community leaders from all Keren Hayesod campaigns, and from 23 states and 20 major cities in the United States.

In December 2015, the ILR was held in Cape Town and was attended by 153 participants from around the world. The program included a gala dinner with Noble Peace Prize Laureate and former President of South Africa, F.W. de Klerk.

In October 2017, the ILR was held in Toronto with 223 participants in attendance and speakers included the Prime Minister of Canada, Justin Trudeau, former Prime Minister Stephen Harper, and former US President George W. Bush.

In 2019, the ILR was held in Moscow with 156 participants from around the world. President Vladimir Putin addressed the participants and was presented the Isaiah Prize from Keren Hayesod in support of the revival of the Russian Jewish community and his efforts against antisemitism.





## Latin American Regional Leadership Conference - Punta del Este, Uruguay

The biennial Latin American Regional leadership Conference takes place in Punta del Este, Uruguay, with representation primarily from Argentina, Brazil and Uruguay.

Our Latin American region leadership decided to conduct a virtual conference this year. The conference was conducted online, with over 4,000 households participating and was host to speakers from various industries, including from the entertainment industry.

The conference gave participants insight into Keren Hayesod's projects in Israel and featured panel discussions by Keren Hayesod leadership.



## Friends of Israel

Fundraising among non-Jewish Friends of Israel around is a strategic front for Keren Hayesod – UIA. Donors include large churches, Christian organizations and private individuals. In 2015, Friends of Israel activities expanded focus in Asia.

Since then, the Division established a very active campaign in Indonesia, Taiwan, Singapore, Malaysia, Vietnam, Thailand, Philippines, Australia, and Scandinavia. An international women's branch was started, with chapters in Singapore, Germany, Taiwan, and other countries.

Friends of Israel, ardent supporters of the State of Israel, have also organized events throughout the world, along with visits and missions to Israel.

Their main support is for "Aliyah", as they believe in the fulfilment of the Biblical Prophecy by returning the Jewish People to its ancestral homeland.

Highlights from the past five years are below:

- » FOI Conference Bangkok, Thailand (2016)
- » The 8th Annual Keren Hayesod Friends of Israel Conference, Singapore (2017)
- » FOI Conference Bangkok, Thailand (2017)
- » 9th Annual Conference VIP Dinner Singapore (2018)
- » Yom Haatzmaut Israel night event in Singapore (2019)
- » Night to Honor Our Christian Allies (2020)

## Other Keren Hayesod Areas of Activity

### Missions

Keren Hayesod-UIA missions are highly effective strategic tools to inspire people to connect with Israel and Keren Hayesod-UIA goals. Mission participants generally return home deeply motivated to continue fundraising and volunteering activities. Consequently, marketing materials are produced to recruit more participants.

In the past five years, we have had thousands of attendees participate in our conferences and missions.

In 2015, there were 2,116 participants in 62 delegations.

In 2016, 2372 participants came in 63 delegations.

In 2017, there were 2,244 participants in 46 delegations.

In 2018, (70th anniversary of the State of Israel), there were 2,659 participants in 53 delegations.

In 2019, 1,287 participants came in 38 delegations.

In 2020, before the Coronavirus Crisis, 1,7000 participants came on delegations in celebration of Keren Hayesod's 100th anniversary.

Over the past five years, participants have visited Israel from 40 different countries.

Delegations coming to Israel can experience the work and programs of Keren Hayesod through a day solely dedicated to showcasing Keren Hayesod's work.



### Walk Israel

In 2015, the Keren Hayesod founded a new venture - a five-year international delegation called, "Walk Israel".

Each year, the delegation walked a different stretch of the Israel Trail, from north to south, and from east to west, until it ended in Jerusalem.

Proceeds from the delegation's participation fees were passed on as a donation to the Youth Future program, supported by Keren Hayesod.

### Presidents Conference

The President Conference is the best platform for campaign presidents around the globe to meet face-to-face and discuss mutual issues in which each region is facing.

The fourth Presidents Conference was held in Tel Aviv in May 2019, ahead of the 2019 World Conference. This Presidents Conference had the highest attendance rate, with 32 participants representing 22 campaigns.

At the 2019 President Conference, the Presidents took part in two days sessions of:

- » The Future Business Trends and their Impact on Fundraising world
- » The KH 5 Years vision and how we can turn it to reality
- » Best Practices on Collective Fundraising



## Annual World Conference

As every year, over the past five years Keren Hayesod-UIA held its Annual World Conference in June, bringing participants from all our campaigns around the world. In 2016 the Annual World Conference was moved to May to coincide with Israel's Memorial and Independence Day.

This past April, the Annual World Conference was set to be part of Keren Hayesod's milestone 100th Anniversary celebrations; however, due to the global pandemic the Annual World Conference was canceled.



## Recognition

Keren Hayesod continues to pay tribute to its most valued leaders and supporters with the Nadiv Award, the Goldstein Prize, the Yakir Keren Hayesod Award, and the Woman's Division Award of Excellence along with the Avi-hai Prize for outstanding young leadership. Over the years various ceremonies at which Keren Hayesod expressed appreciation to its leaders and donors. These included events in the presence of Prime Minister Benjamin Netanyahu, President Reuven Rivlin and Shimon Peres (z"l).

## Marketing, Communications & New Media

Keren Hayesod – UIA underwent a process of re-branding in recent years, as part of which, its marketing tools were upgraded, and a new digital strategy was created.

Keren Hayesod boasts two active Facebook pages – the general page has over 145,000 members, and the Friends of Israel page, with over 195,000 members. In total, we have 340,000 members on Facebook.

Over the past few years, we have implemented new social media and digital tactics, including the use of Google Ads, newsletters, and an active presence on YouTube.

In 2019, ahead of Rosh Hashana we launched our new website.

In general, the implementation of the new digital strategy has continued to produce high-performing results and has allowed the marketing department to connect with the worldwide Keren Hayesod community and provide them with meaningful content.

From digital campaigns to live broadcasts, the type of content varied and resulted in high engagement rates.

Particularly during March and April 2020, during the Coronavirus pandemic, Keren Hayesod's content and active involvement on social media garnered positive results and kept our community members engaged and updated.

Over the course of the past five years, hundreds of films have been produced along with marketing materials that have been distributed to Keren Hayesod representatives around the world, our different regions, and different divisions. These marketing assets serve as a tool for our communities around the world, allowing them to maintain their connection and to serve the people of Israel.



*"I once called Zionism an endless ideal, and I truly believe that even once our state has been achieved, the Land of Israel will not cease to be an ideal. For Zionism as I understand it comprises not only the hope for a piece of land legally guaranteed for our wretched people, but also the aspiration to moral and spiritual perfection."*

(Herzl's Writings in Ten Volumes, Vol. 7 Before People and World B)







WORLD ZIONIST ORGANIZATION  
ההסתדרות הציונית העולמית

**For more information:**  
<https://www.wzo.org.il/congress38/index.php>