

CAMPAIGN UPDATE

BILL MILLER, VP, CAMPAIGN

In 2005, just 10 years ago, Jewish National Fund announced an ambitious *Blueprint Negev* plan to develop new communities across southern Israel, uplift poor Negev development towns, and engage in one of the largest community development projects in the history of Israel: the revitalization of Be'er Sheva. Because of that master plan and the ensuing coalitions formed by JNF, the Negev is finally progressing in the vision of Ben-Gurion. Today one of the fastest-growing cities in Israel, the success of Be'er Sheva has spawned development in nearby Negev towns, like Ofakim and Yerucham. *Blueprint Negev* formed the strategic development plan for JNF and gave rise to much of what we have accomplished over the last decade.



JNF is a forward-thinking organization that plans ahead and boldly shares a vision of possibility. Today, JNF's \$1 Billion Roadmap for the Next Decade guides our vision for the future. At the 2013 JNF National Conference in Denver, we announced a \$1 billion fundraising goal over 10 years, and additionally we shared a master plan of initiatives and priorities for the next decade. Our plan calls for \$400 million invested in community building projects like housing infrastructure, employment initiatives, North American Aliyah through our partnership with Nefesh B'Nefesh, and Bedouin community development. We allocated \$350 million for ecology, investment in projects benefiting people with disabilities, and the preservation of Israel heritage sites. A further \$250 million will be invested in the next generation through Zionist education and advocacy, leadership development and a *Positively Israel* campaign that highlights the accomplishments of Israel against a backdrop of hate and demonization.

I am proud to share with you that since we announced our campaign goal in 2013, we have already raised in excess of \$330 million toward our \$1 billion goal and we are moving fast on our \$1 Billion Roadmap action plan. We have launched a *Go North* initiative, based on our success of *Blueprint Negev*, and are at work on development projects in the Western Galilee, Beit She'an, and Valley of Springs. Our Housing Development Fund has begun investments in the expansion of six communities – three in the North and three in the South – and this past March we opened the JNF-Ronald S. Lauder Employment Center in Be'er Sheva. Now, mayors and officials from Southern towns come together regularly to devise new ways to cooperate, collaborate and share best practices - all under the umbrella of JNF.

But even with these great successes and actions, there is so much more work needed to happen in order to reach our goals. Your support and involvement as a partner with JNF will help to continue to build the land of Israel for all the people of Israel. You can reach me at bmiller@jnf.org. ■