



**JEWISH  
NATIONAL  
FUND**

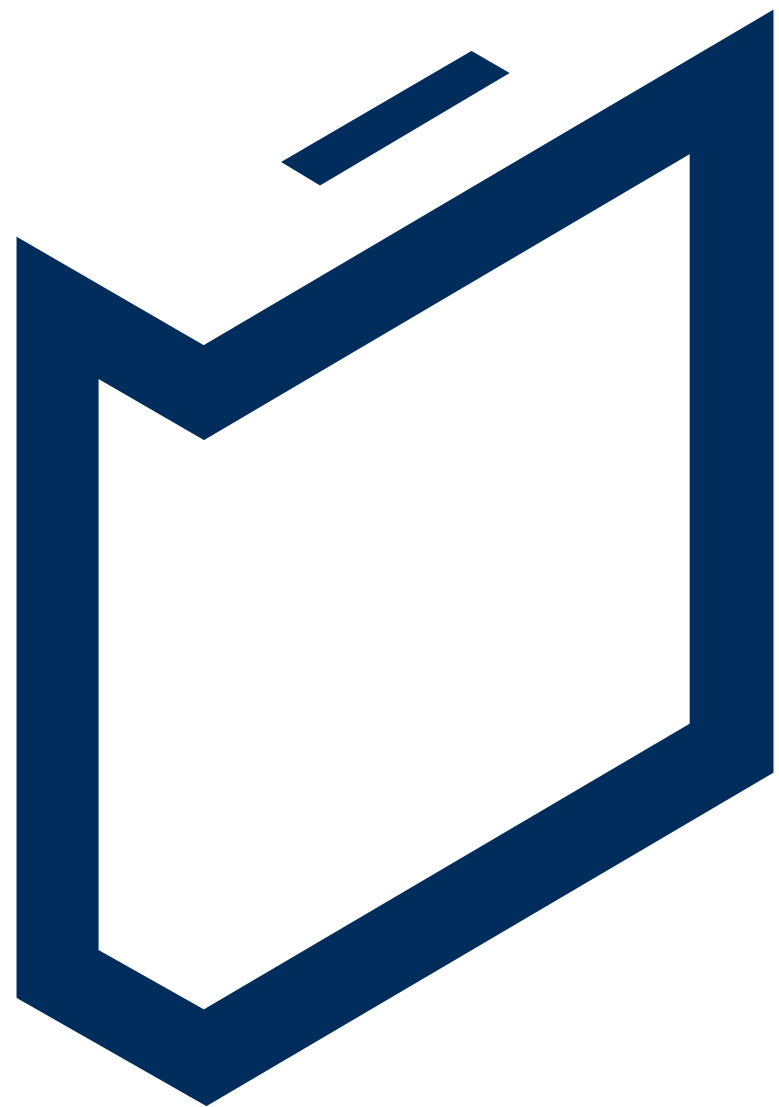
*Your Voice in Israel*

**2017**

**Year in Review**









You  
achieved  
a lot  
this  
year!

You funded  
Israel  
engagement  
programs  
for 14,000  
students in  
228 schools  
across the  
U.S.

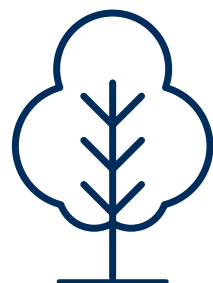
YOU ENABLED ISRAEL TO  
**RECYCLE**  
**85%**   
OF ITS **WATER**  
& SHARE ITS EXPERTISE  
WITH THE WORLD

You educated  
**1,100**  
**STUDENTS**  
from third world countries  
in Israel



YOU PROVIDED SERVICES FOR  
**45,000**   
PEOPLE WITH  
**DISABILITIES**

YOU PLANTED  
**3**  
**MILLION**  
TREES



OVER  
**260 MILLION**  
TO DATE



YOU PROVIDED  
**MEDICAL**  
**TREATMENT**  
FOR  
**22,000+**  
ISRAELIS

You funded 700  
housing lots to date  
in 11 communities in  
the North & South

A LETTER FROM DR. SOL LIZERBRAM

These pages are filled with magnificent accomplishments, made possible thanks to contributors like you, people who have stepped up and emboldened us to take on even more than one can imagine, inspired us to reach greater heights, and partnered with us to innovate and achieve.

Never been done before? Call on Jewish National Fund. We dare to get things done. Scary and different? We accept the challenge.

That is Jewish National Fund-USA.

This year, our campaign closed at over \$470 million toward our \$1 billion campaign, the largest campaign in our history! With the strength of those numbers, the commitment of our board, and the passion of our donors, we charted a roadmap for the future unlike any other organization. Our *One Billion Dollar Roadmap for the Next Decade* campaign is an ambitious financial target and has a comprehensive strategic vision to go with it.

All of us should be proud.

We are connecting more American Jews to the land and people of Israel as never before, and we have implemented unique projects and programs to strengthen the next generation and the people of Israel over the decade ahead.

Jewish National Fund is an organization of social and philanthropic entrepreneurs utilizing cutting edge best practices to operate like a 21<sup>st</sup> century business, yet we always stay focused on the target – our ancestral homeland and our Zionist mission.

Our 10-year investment plan is built upon the core values that have empowered us since 1901. We dared to imagine and take a look at what we have achieved:

- We have built 250 reservoirs
- A tree has become 260 million trees
- Thousands of parks built throughout the country
- 7 new communities in the Negev this past decade
- 15% added to Israel's water resources
- Israel independence sites renovated and restored
- Firefighter units re-fitted and modernized
- 700 housing sites to date in the Negev and the Galilee

And, now an American high school in Israel, the Alexander Muss High School in Israel!

Israel and the American Jewish community face serious challenges in the decade ahead, yet we know the future is beautiful. And I know that the spirit that has sustained Jewish National Fund will meet those challenges.

Our roadmap incorporates new ground breaking ventures that include connecting the next generation to Israel and Zionism, community building in the Negev and Galilee, promoting aliyah from North America, infrastructure for ecology and housing, our work with people with special needs, and more.

When Theodor Herzl wrote his landmark book, *The Jewish State*, he used fiction to inspire millions of Jews around the world to take action. Today, we are writing a new book and it isn't fiction. Our book is filled with our success.

Our dreams for the future transcend fiction. Our dreams have become reality! We will continue writing great new chapters. We hold in our hands the power to shape the future. Let's do it, together. Let's set our sights on a new chapter of our history, of Jewish National Fund and the Jewish people's destiny!

Keep doing more to impact the land and people of Israel. I hope you enjoy reading about how you emboldened us to take on even more than one can imagine, inspired us to reach even greater heights, and partnered with us to innovate and achieve.

Thank you,

**Dr. Sol Lizerbram**  
President, Jewish National Fund





## JNFUTURE

Where 22-40-year-olds connect, energize, and make a difference.

## PAVING THE WAY

Since its founding a decade ago, JNFuture, JNF's community for young professionals ages 22-40, has continued to grow by leaps and bounds. With more than 1,000 members in over 20 cities, we experienced unprecedented levels of engagement with 36 members donating \$5,000+ (and even a \$1 million donor, Sam Goldberg) and 20 stepping up and serving on one of JNF's Task Forces.

This year, 150 JNFuture members went on JNF trips to Israel including: JNFuture Volunteer Vacation, the 7<sup>th</sup> Annual JNFuture Leadership Institute Mission, the Young Leadership Track for the 50<sup>th</sup> Anniversary of the

Reunification of Jerusalem Mission, and the Young Professionals Tour.

We held our 2<sup>nd</sup> JNFuture Leadership Institute Summit that brought 45 top lay leaders together for three days of leadership development and capacity building. Our original JNFuture chapter in New York City celebrated the 10<sup>th</sup> anniversary of its signature event, Shabbat in the Park, which over 5,000 people have attended over the years.

As we look to our 11<sup>th</sup> year, we are expanding our national leadership structure with the creation of a Board of Trustees to foster greater continuity between JNFuture and Jewish National Fund at large. ▀



## WOMEN FOR ISRAEL

From more donations to greater leadership positions to high-powered speaking engagements, women are assuming bigger and more important roles.

## THE WOMEN OF JEWISH NATIONAL FUND ARE UNSTOPPABLE

Under the leadership of Nina Paul and Myra Chack Fleischer, Jewish National Fund's Women for Israel (WFI) raised \$22 million from 52,000 donors—our highest number to date—in 2017 with an increase in new donors and dollars raised in each giving category. A record-breaking 720 women are now members of the Sapphire Society (\$5,000 + annually), JNF's Major Donor Society for women, and there was also an increase in the Chai Society (\$1,800 annually), which now has almost 420 members.

JNF's Women's Campaign launched in several new communities, including

St. Louis, Detroit, and Orlando, with many regions running parlor meeting series to educate women about the work JNF does. Thousands of women attended gatherings, ranging from hearing from high-powered speakers to interactive events around the country. In 2017, we ran Women's Month for the 2<sup>nd</sup> successful year, which included a competitive and multifaceted social media, television, and fundraising campaign. In addition, the Executive Circle, the Women's Professional Division, is also beginning to gain traction in New York and Phoenix. ▀

## PLANNED GIVING

JNF's award-winning Planned Giving Department helps donors ensure their financial security while moving forward their philanthropic goals.

## CREATING A LASTING LEGACY



A gift from your will is one of the easiest ways you can leave a lasting impact on JNF and the land and people of Israel.

An integral part of Jewish National Fund's campaign, Planned Giving income from bequests and gift annuities for the fiscal year (ending September 30, 2017) totaled \$28.6 million. JNF offers donors numerous options and techniques that

can help increase their income, save on taxes, and in some cases provide for heirs, while also providing significant support for the land and people of Israel through the Jewish National Fund Gould Legacy Society established by Bruce

Gould. The Planned Giving Department helps donors with Charitable Remainder Trusts, Charitable Gift Annuities, Donor Advised Funds, Endowment Funds, Bequests, and Gift Planning with IRAs, and other retirement plans. ▀

To speak with one of our award-winning Planned Giving specialists call **800.562.7526** or visit **jnflegacy.org**



# At Jewish National Fund you're not just a donor, it becomes part of you

Whether you are a medical or legal professional or a rabbi in your community, join those who share your passions in life.

## AFFINITY GROUPS

JNF offers like-minded professionals the opportunity to work together, tackle challenges, and achieve positive results for Israel.

## THERE'S A PLACE FOR YOU AT JEWISH NATIONAL FUND



Jewish National Fund's professional affinity groups thrived in 2017, with membership in Doctors for Israel (DFI) now at over 800 people in 35 states, and Lawyers for Israel (LFI) growing to nearly 1,000 members in 22 states.

In 2017, DFI offered a number of exciting events, including speakers who forged connections between the U.S. medical community and Jewish National Fund. The 4<sup>th</sup> annual Doctors for Israel Tour to Israel in March 2017, provided an insider's view into Israel's

pioneering medical work, much of it supported by JNF.

Local LFI offerings included a wide range of high-impact speakers who engaged new audiences with our LFI network, including a live national video call with Israel's Ambassador to the United Nations Danny Danon. In November 2017, our 3<sup>rd</sup> successful Lawyers for Israel Tour offered opportunities to see JNF's work in Israel along with a view into the country's legal system. ▀



## MAJOR DONORS

Where deep commitment and critical resources unite for a stronger, healthier, more secure Israel.

## LEADING THE WAY

2017's Major Donor Campaign saw its greatest growth ever with 220 more major donors than 2016. This increase was led by JNF's King Solomon Society, with \$23 million from donors giving \$100,000 or more this year. "Thank You" receptions, Winter Connection programming in South Florida, and the Annual Appreciation Weekend in Phoenix

are just a few of the events we held throughout the year to show our appreciation to our top donors. One hundred twenty three Major Donors participated in the Cuba Experience and two President's Society Missions to Israel, and our 110-member World Chairman's Council continues to recognize lifetime giving totals of \$1 million or more. ▀

**"The strength of our major donors—who they are and their passion and commitment to Jewish National Fund and Israel—never ceases to inspire me to do even more myself."**

Ben Gutmann, Major Gifts Chairman



# OUR WORK

Jewish National Fund is an organization that operates with a bold vision for Israel's future as its guide. Our seven program areas, and the projects that fall under them, have positive effects that ripple across Israel for everyone who calls it home. With the support of our donors, JNF has played an essential role in building our vibrant Jewish homeland. We are halfway through our *One Billion Dollar Roadmap for the Next Decade* and the future couldn't look brighter for the land and people of Israel.

*Take a look.*





## COMMUNITY BUILDING

# MORE THAN HOUSES

Jewish National Fund knows that a community is more than just brick and mortar; it's about creating a place where people can thrive.

Perhaps in no other area is the glorious and grand vision of Jewish National Fund more apparent than its work within Community Building, for this is where people who call Israel home see our work close-up. Land and people is what JNF is all about, and creating a place for the next generation to live exemplifies that. This is why population growth and regional economic development form the backbone of JNF's *Go North* and *Blueprint Negev* initiatives. Building sustainable economies while developing infrastructure in the regions of Northern and Southern Israel is necessary to create lasting communities.

Here's a look at some of this year's accomplishments:

In Be'er Sheva, the capital of the Negev, Jewish National Fund worked with the **Lauder Employment**

**Center** and saw record growth and accomplishments. In 2017, there were 2,250 new jobs created, collaboration with 40 employers, and an incredible 65% of participants were able to secure a job within two months.

Our three new NetGev Hi-Tech

**JNF HOUSING DEVELOPMENT FUND:  
700 HOUSING LOTS IN 11 COMMUNITIES**

**LAUDER EMPLOYMENT CENTER:  
2,250 NEW JOBS CREATED,  
PARTNERING WITH 40 EMPLOYERS**

Hubs (a partnership with CISCO Israel) opened locations in Hura, Arad, and Dimona, servicing hundreds of local residents with hi-tech

Sheva Municipality.

Excavation for the Be'er Sheva Lake, a 23-acre project that will bring recycled water to Jewish National Fund's Be'er

Sheva River Park, is continuing. In nearby Yerucham, a park modeled after the Be'er Sheva River Park, is in its final planning stages and will serve as an anchor for tourism and commerce, transforming it into a green, vibrant, modern city.

The 2016 Environmental Prize of the Negev winner **Earth's Promise**, a

Jewish National Fund partner continued to promote urban agriculture through developing neglected urban areas into

green spaces that produce fresh, healthy, and readily available food sources

for local communities. In 2017, 10,000 people took part in activities, 300 participated in a Tu B'Shvat celebration at the Urban Farm, 3,000 visitors toured and experienced agricultural workshops, and 10 "Farm to Table" events fed more than 500 people.

In Southern Israel, along the Gaza border, we continued to provide support for JNF's Sderot Indoor Recreation



educational and technical courses, professional development, and use of remote work spaces. In August,

**"This is Zionism; it's the real deal."**

—Oshrit Sabag, resident of Kibbutz Nahal Oz, on the Gaza border

the Lauder Center Internship Fellows accepted 10 engineering students from various Negev colleges in practical internships with placements at Machlev Construction, the Arad Municipality, Web Media Group, Netafim, SodaStream, and the Be'er



**ARAVA MEDICAL CENTER:  
MORE THAN 15,200 PEOPLE TREATED,  
AND EMERGENCY RESPONSE CENTER  
UNDER CONSTRUCTION**



Center, enabling hundreds of children daily to enjoy play safely, and are undertaking renovations to keep up with wear and tear. The new **C. Hugh Friedman** Music program opened, giving kids the opportunity to take part in the creation of music. JNF's new outdoor 108,000-square-foot park opened and was dedicated in loving

shaded areas where residents can relax or enjoy picnics.

In the communities of Halutza, which are located adjacent to the Gaza and Egyptian borders, residents can now seek medical attention at the new JNF **Helmsley Charitable Trust Halutza Medical Center**, and soon, a new dental clinic, pharmacy,

and physical therapy clinic will open. The 6,600-square-foot bombproof building has already served over 7,000 residents. In 2017, 35 new families moved to Halutza, 1,000 children enjoyed the new Sunset Park in Naveh, and a new synagogue is scheduled to open. Additionally, a packing plant was dedicated by the **Vener family for the Young Farmers Incubators Program** in B'nei Netzarim. Going forward, a 40,000-sq.-ft. community center is in the planning stages and scheduled to break ground in 2018. When completed, more than 18,000 people will use the facility.

In the Arava and Eilat region, which 8,700 residents call home, JNF is focusing on infrastructure, employment, and quality of life to further develop

**HALUTZA:  
35 NEW FAMILIES;  
1,000 CHILDREN**



## JNF'S WESTERN GALILEE TOURIST INFORMATION CENTER: OVER 15,000 TOURISTS PASSED THROUGH ITS DOORS TO SEE ALL THE GALILEE HAS TO OFFER

the region and encourage new families to move there. In 2017, a new kindergarten opened in Hatzeva and another is being built in Sapir. Our **Danielle A. and Irving J. Grossman Arava Medical Center** recorded over 10,800 general and 4,410 specialist visits for medical attention. Plans are underway for the new **Nancy Simches**

**Emergency Response Center.** The new **EGL Charitable Foundation Swimming Complex & Recreational Facility** in Sapir is undergoing final construction. In addition, the first five new houses of 37 are now being lived

in at the Kibbutz Yahel Physicians Housing Compound thanks to the Crown Foundation.

At Timna Park, the new **Chudnow Visitor's Center** opened in April to offer visitors tours, bike rentals, special

**“Thanks to JNF, businesses in the Galilee enjoy daily exposure to both Israel and foreign tourism.”**

presentations, and a new coffee shop. Major evening events under the stars this summer and fall brought over 7,000 people to the park.

JNF funds a community service organization that helps small towns

become stronger by empowering small groups of people within the communities to facilitate programming, and initiated a national program to connect local community leaders from the Negev to the Galilee securing over \$20 million in governmental matching funds to support its work. Five new communities joined MAKOM, bringing their member ranks to over 2,000 and serving 500,000 citizens.

JNF's Project Baseball broke ground on the new field in Beit Shemesh, and

JNF-sponsored Team Israel played in the first round of the World Baseball Classic in South Korea in March.

Team Israel decisively won the first round, moving onto the second round in Tokyo, Japan, and beat the highly rated Cuban team! Today, close to 1,000 kids and adults play baseball around Israel—from Be'er Sheva in the



south to Misgav in the north.

Nefesh B' Nefesh, along with JNF National Board member Vivian Grossman and her husband Glenn took part in the annual Bonei Zion Knesset Prize-Young Leadership Awards. Jewish National Fund is working together with Nefesh B'Nefesh towards bringing *olim* who are contributing to excellence in the Negev. Nefesh brought 51 physicians to the Negev and the Galilee, and is working with 3,420 companies to find *olim* new jobs in Israel's north and south.

This year, HaShomer HaChadash, a JNF partner that engages young people to the land of Israel and Zionism by working on ranches, farms, and frontier watch posts across Israel, welcomed 50,000 volunteers and participants to its various programs, including 6,000 youth from abroad. This summer they rallied a force of over 12,300 agricultural volunteers, including some 3,000 overseas youth as well as

nearly 3,000 Israeli youth through our Summer Work Weeks project at three sites in the north and south.

In the Galilee, tourism is a driving economic force, comprising 40% of the area's annual income, and JNF's Western Galilee Tourist Information Center in Akko is a big part of that

and tour guides. In nearby Ma'alot-Tarshisha, work has neared completion on the new waterfall promenade to complement the village's development into a destination place along a beautiful lakefront. Additionally, in the Upper Eastern Galilee, JNF is exploring opening a culinary institute near Kiryat

**PROJECT BASEBALL:  
JNF-SPONSORED TEAM ISRAEL PLAYED  
IN THE WORLD BASEBALL CLASSIC IN SOUTH  
KOREA; CLOSE TO 1,000 KIDS AND ADULTS  
PARTICIPATED ACROSS ISRAEL;  
GROUND HAS BROKEN ON THE NEW FIELD  
IN BEIT SHEMESH**

effort. Annually, over 15,000 people pass through its doors to explore everything the Galilee has to offer. JNF also sponsors a regional chamber of commerce representing local businesses, including over 50 local winemakers, restaurateurs, artists,

Shmona to create thousands of new jobs and continue boosting the local economy, and constructing a first-of-its kind “Food-Tech Hub” in the city to transform the country's northernmost region into a global capital for food innovation and research. ▀



## ZIONIST EDUCATION & ADVOCACY

# TRANSFORMATIVE

JNF is the single largest provider of Israel engagement programs in the United States.

In 2017, Alexander Muss High School in Israel (AMHSI-JNF) welcomed more than 1,100 students from across the globe, including students from five countries, as part of our core program, in addition to our 10 day school and community partners from the U.S. and Australia. We also brought 30 Impact Fellows. These AMHSI-JNF Fellowships targeting the best and the brightest, are currently available in 10 locations: Arizona, Atlanta, Las Vegas, Greater Boston, Greater Los Angeles, Greater New York, Greater Philadelphia, Miami, Mountain States, and Washington.

AMHSI-JNF hosted two Educator Seminar trips to Israel, with 21 administrators, guidance counselors, and teachers from stellar educational institutions and important Jewish communities in New York, New Jersey, Pennsylvania, Minnesota, Ohio, Florida, Arizona, Virginia, and Washington.

In addition, AMHSI-JNF received a \$250,000 grant from the **Jim Joseph Foundation** for its Israel Continuum programming that furthers alumni connection to Israel and increases scholarship opportunities for children of Jewish communal professionals.

Caravan for Democracy led 68 non-Jewish student leaders on a 10-day trip to Israel to explore its distinctive social fabric. In addition to the **Milton and Beatrice Shapiro JNF**



**Scholarship Fund**, the Sam and Joan Ginsburg Charitable Fund, Adam Milstein, and the David and Linda Stein Family, support was received from the JNF Boruchin Center, allowing more students to participate. The Boruchin Center also funded AMHSI programming and programs with Israel On Campus Coalition, JNF Faculty Fellowships, The David Project, Heroes to Heroes, and Jerusalem U.

Fourteen thousand children took part in Tu BiShvat programming with our JNF team running 108 holiday programs in 228 schools, synagogues, college campuses, and communities across the country. 2017 Tu BiShvat tree sales yielded \$62,711, a 47% increase from 2016.

Over the last year, 6,600 young Israelis have taken part in 50 of JNF partner Green Horizons' educational and outdoor programs. Thanks to major support from **Joel Friedlander**, Green Horizons focuses on hiking and walking the land of Israel to foster the development of interpersonal and leadership skills, and social responsibility, while also promoting Zionist values and connection to Israel and its environment. New chapters opened up this year in Rameh and Julis, welcoming Druze, Muslim, Christian, and Jewish children hiking together and learning how to love Israel as one country. 🇮🇱

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**AMHSI-JNF gave birth to Roots Israel, a service learning adventure in Israel for young people. For 3 weeks, 32 teens came together and earned 40 community service hours, made new friends, and did their part to help repair the world.**

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## WATER

# SOLUTIONS FOR A WATER- STARVED WORLD

Jewish National Fund bolsters Israel's water economy by developing alternative water sources, advancing Israeli agriculture, and improving water quality.

JNF's water campaign reached new heights, with an increase in donations from \$1.3 million in 2016 to \$3 million. With JNF's support, an underground water source has been identified that will provide 800,000-cubic-meters of water annually to the communities of Halutza for agricultural use, while reducing the cost for desalinated water and increasing crop yields.

Through a grant from the **Karl Asch Foundation**

construction of the world's largest Lysimeter, a tool to measure how much water and fertilizer is needed for trees, was completed and is operational across date farms in the Arava. Work on the Eilat Region Wastewater Treatment Plant has begun and, when completed, will supply an additional 500,000-cubic-meters of recycled water for agriculture. Thanks to Bob Lembke!

JNF-supported water recycling projects continue in the Bedouin villages of Wadi Attir and Um Batin. Green Horizons opened eight new Rainwater Harvesting projects, which welcomed more than 20,000 students to be educated on water shortages and solutions in Israel. JNF continues to be involved in the Stockholm Water Prize competition, dedicated in memory of Zevi Kahanov, which encourages young people to invent new water solutions, and led 30 participants on its 2<sup>nd</sup> Israel H2O Water Tour to Israel. 🇮🇱

*Eight new Rainwater Harvesting projects educated 20,000 students across the country*



### ► 250 COLLEGE STUDENTS

ATTENDED THE 3RD ANNUAL JEWISH NATIONAL FUND COLLEGE SUMMIT AT NATIONAL CONFERENCE IN SOUTH FLORIDA, INCLUDING 30 ALUMNI OF CARAVAN FOR DEMOCRACY STUDENT LEADERSHIP MISSION TO ISRAEL

### ► 134 COLLEGE STUDENTS

PARTICIPATED IN ALTERNATIVE BREAK, RAISING MORE THAN \$127,000 FOR BLUEPRINT NEGEV AND GO NORTH

### ► 94 POSITIVELY ISRAEL EVENTS

HOSTED BY JNF ON 38 COLLEGE AND UNIVERSITY CAMPUSES

### ► 2,240 YOUNG ADULTS

SENT TO ISRAEL BY JNF AS PARTICIPANTS ON TAGLIT-BIRTHRIGHT ISRAEL THROUGH SHORASHIM.



## SUSTAINABLE INNOVATION

As the original "Tree People," we understand the value of green.

"When the children think that food grows on supermarket shelves, it's important that there be activities that can connect the generation of the future to the roots of self-sustaining agriculture."



**Jewish National Fund** is an innovator in ecological development and a pioneer in afforestation and fire prevention. With more than 260 million trees planted throughout Israel, JNF has helped to make Israel an environmental powerhouse. JNF has also provided Israel with belts of green, covering more than 250,000 acres, and has secured the land by battling nearly 1,000 forest fires a year. Additionally, visitors from across the globe and visiting heads of state took part in the timeless planting of trees at our Harvey Hertz Ceremonial Tree-Planting Center. More than 50,000 people took part in this time-honored tradition.

Jewish National Fund support provided for 12 trucks, life-saving equipment, and the building of new fire stations. ♣

## INCLUSION & INTEGRATION

Israel has over 1 million people who have some form of disability that makes them struggle with life's daily activities.

We believe passionately that the inclusion of people with disabilities and special needs should be woven tightly into the fabric of Jewish life. The fact that nearly 13% of Israel's citizens are considered physically or mentally challenged is a chance for us to live our values.

Jewish National Fund recognizes the importance of these values, and that is why we have a variety of initiatives and partnerships that provide state-of-the-art rehabilitative services, special education, and medical care, all of which work toward the goal of everyone reaching their full potential—and leaving no one behind.

Jewish National Fund provided services to more than 45,000 children, youth, and adults with special needs in 2017. Jewish National Fund provides individuals with disabilities the opportunity to train and serve in the

IDF throughout the country. In 2017, Special in Uniform started a program for the visually impaired, and the first soldier to participate in this program, Daniel Dafour, had the opportunity to meet with Prime Minister Benjamin Netanyahu. In addition, Special in Uniform has expanded its presence to include 22 IDF bases with 300 soldiers serving, 60 of whom have received their official IDF ID cards. Over the past year, 20 soldiers have graduated from the program and successfully integrated into the workforce and Israeli society.

LOTEM opened several projects on its ecological farm, including the Atlanta Garden and the Biblical Path of Creation dedicated by **Ben and Susan Gutmann**.

This year, JNF partner ALEH Negev-Nahalat Eran, a rehabilitative village in the Negev, opened the

**Caroline, Marissa and Charles Shor Horseback Riding Therapy Park and Amphitheater**, providing 1,950 horseback riding therapy sessions. In addition, they also opened an Inpatient Rehabilitation Department thanks in part to a major gift from **Heidi Rothberg**, and a new Neuro-Orthopedic Rehabilitation Hospital. The rehabilitative village now has 140 permanent residents and provides 5,700 outpatient rehabilitative treatments, an increase of 10% from the previous year.

JNF's Red Mountain Therapeutic Riding Center at Kibbutz Grofit provided over 10,000 therapy sessions to riders in 2017. Thanks to generous support, 160 children were able to receive 9,200 therapy sessions as a part of the Center's scholarship program. Thank You **Neil Braverman**. ♣





## RESEARCH & DEVELOPMENT

# JNF IS: CUTTING EDGE

Jewish National Fund is a leader in researching and developing cutting-edge technology that puts it at the forefront of meeting and exceeding global challenges.



As the population of the planet grows, the world is watching Israel and what it is doing in the desert. For more than a century, JNF has sponsored research initiatives, beginning with expeditions to study plant life and soil quality in Israel as part of efforts to cultivate the land. Today, JNF has become a world leader in technological, agricultural, and environmental innovations.

At JNF's Central Arava R&D Center, biologists are focused on finding cures for cancers, Alzheimer's, and ALS. In the Negev, by working with distinguished academic and scientific institutions, JNF has accomplished and supported innovative solutions in the areas of solar power, water sustainability, agricultural development, and electric power. JNF also has a network of agricultural R&D centers across Israel.

The Jewish National Fund Arava International Center for Agricultural Training (AICAT) in Sapir, the regional capital of the Central Arava, imparts professional agricultural knowledge and skills to students from developing countries while establishing itself as the national and international leading authority in sophisticated arid lands agricultural studies and training. Running for over 20 years with more than 18,000 graduates, more than 1,100 students have started the current diploma program. Students come from nine countries: Vietnam, Myanmar, Laos, Cambodia, Thailand, Indonesia, East Timor, Kenya, and Nepal. AICAT has seen

a 30% increase in direct and indirect jobs over the past five years, and the new **Marc & Claire Perlman AICAT campus** is under construction and expected to be completed in 2018.

Project Wadi Attir is a groundbreaking initiative of the Bedouin community in the Negev to establish a model sustainable agricultural operation. The project was initiated by The Sustainability Laboratory, a U.S.-based nonprofit, and the Hura Municipal Council, the governing body of a local Bedouin township, together with Jewish National Fund. Several planned facilities in the integrated system for green technologies have been completed, including a wastewater treatment facility and compost facility. A heliostat field for a hybrid wind/solar energy system will be completed in 2018. Other accomplishments consist of a state-of-the-art milking parlor, a drying shed for medicinal herbs, and a seed bank for indigenous vegetables. Ecosystem restoration research has been presented at academic conferences around the world, including at the European Geosciences Union General Assembly in Vienna, Austria. An ecotourism program has also been launched, and will consist of training guides, tour scripts, and tours of Wadi Attir.

Arava Institute accomplishments have included experimental orchards that were recognized by the Israeli Nature and Parks Authority as official Shelter Garden for Endangered and Biblical Species. 🌱

## HERITAGE SITES

# 180 HERITAGE SITES AROUND THE COUNTRY

Dive into the past,  
the important events,  
the places,  
the struggles,  
and  
the fight  
for Israel's  
independence.

Israel's heritage sites are powerful symbols that inspire our nation and educate us about the rich history of our homeland. Jewish National Fund is committed to caring for and preserving Israel's heritage sites—in particular, those that surround Israel's Independence Experience—to ensure that the stories behind each site are properly documented and can be retold for generations to come.

In 2017, over 350,000 people visited Ammunition Hill, site of the pivotal battle that led to Israel's reunification of Jerusalem in 1967, including 100,000 students, schoolchildren, and Birthright participants, as well as 90,000 IDF soldiers and foreign tourists. The site's original trenches, bunkers, and command posts have been restored, and a state-of-the-art audiovisual theater with a 3D model of Jerusalem, which has reached over 850,000 visitors, opened thanks to major support from **Larry and Sunny Russ**. Ammunition Hill was host to JNF's 50<sup>th</sup> Anniversary of the Reunification of Jerusalem Mission, and participants toured Commemoration Hall made possible by **Bruce K. Gould**, as well as the Six-Day War Museum, a

17,000-square-foot museum supported by JNF expected to host over 500,000 visitors in the coming year.

JNF's Gush Etzion Museum and Visitor Center, which details the heroic battle residents fought during the War of Independence, opened and welcomed over 52,000 visitors in 2017 thanks to **Betsy and Peter Fischer and Susan and Frank Gurtman**.

A new exhibit at the Atlit Detention Camp is being installed and visitors will soon be able to enjoy an interactive exhibit inside a C46 airplane that will tell the heroic story of the covert mission that brought 150 clandestine immigrants to Israel by air from Iraq and Italy.

At the Ayalon Institute, where a secret, underground bullet factory operated during the struggle for Israeli independence, work began on the Institute's new lobby. The new lobby—made possible with a gift by **Michael Kessler and Family**—is part of the Ayalon Institute's greater development plans, which include making the site and the underground factory fully accessible to all visitors. Once renovations are completed, the Institute will accommodate up to 200,000 more visitors annually. 🌱





## TRAVEL

# REMEMBER THE FAMILY; COME HOME FOR A VISIT

Begin the journey of a lifetime with Jewish National Fund Travel and Tours, where spectacular travel experiences await you. There's something for everyone.

"I'm home." Those are the words commonly used by visitors to Israel, and no one knows how to show the Jewish homeland like Jewish National Fund. Any occasion is perfect for a visit, but 2017 was a special year for JNF's Travel & Tours, with an all-time high of 30 missions and tours to Israel. We had a 50% increase in mission and tour participants from 2016, with 750 individuals having participated in one of our stellar group experiences—16% of whom were first-time visitors to Israel—and an overall 65% increase in fundraising on missions and tours.

JNF organized and led its largest mission in May, the 50<sup>th</sup> Anniversary of Jerusalem's Reunification Mission, with over 200 people on four mission tracks celebrating a unified Jerusalem. For the first time, JNF's Sunshine Tour for

Active Adults 55+ sold out, and our Wednesday Bus Tour in the Northern Negev to JNF project sites saw a steady increase to 250 participants! We also successfully led 10 Task Force Missions, visits, and day tours for over 200 Major Donors, providing JNF's most dedicated lay leaders with the opportunity to see the progress and impact JNF has every day.

Jewish National Fund launched its year-long celebration of Israel@70 and will acknowledge this milestone at every event across the country. A special Israel@70 tour is planned for this April with five exciting experiences to choose from.

With over 3,000 people traveling to Israel in 2017, JNF Travel & Tours is the leading travel provider to experience the land of Israel. 🌳

visit [jnf.org/travel](http://jnf.org/travel) to learn more



## SPEAKERS BUREAU

# BRING ISRAEL INTO YOUR COMMUNITY

Jewish National Fund's Speakers Bureau inspires and motivates audiences to action.



Jewish National Fund's Speakers Bureau was established to provide credible speakers for JNF events, as well as other organizations and interest groups. In 2017, speakers were secured for almost 400 of JNF's events across the country, ranging from intimate parlor meetings and synagogue engagements to community breakfasts and gala dinners. JNF events featured prominent voices in the Jewish

community, including Alan Dershowitz, Bret Stephens, Ethan Zohn, Rabbi Joseph Telushkin, Ambassador Ron Prosor, and many others. In addition to professional speakers, such as reporters, academics, authors, and journalists, the Speakers Bureau features JNF Makor members, JNF senior professionals, and staff from JNF's many partners in Israel. This past year, JNF recruited 40 new speakers, bringing the total number of speakers in JNF's Speakers Bureau to 247. Jewish National Fund's Speakers Bureau has become the go-to resource for speakers on Israel to bring the latest currents events and developments in innovation, technology, the Middle East, water resources and sustainability, *Positively Israel* messaging, Jewish culture, and more. 🌳

To book a speaker, call 212.879.9307 or email [speakers@jnf.org](mailto:speakers@jnf.org)

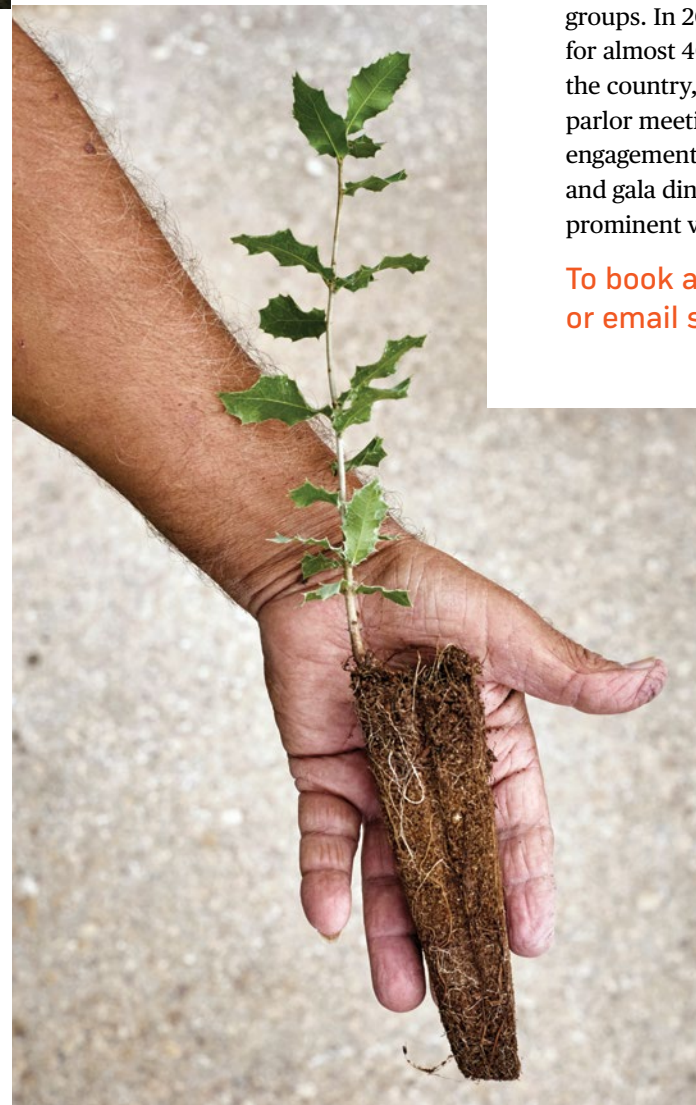
## PRODUCTS

# TREE CERTIFICATES

From birth to death and every occasion in between, plant a tree in Israel.

JNF's iconic Tree Planting Program provides a unique opportunity and entry point for donors across the globe to forge a special connection with the land and people of Israel. In 2017, more than 50,000 people took part in this time-honored tradition, planting 500,000 trees. Tree sales continue to grow, and since Jewish National Fund launched the new Online Tree Planting site in May 2016, we have had a steady growth rate of 20% in our online tree planting sales. 🌳

To plant a tree, call 800.542.8733 or visit [jnf.org/trees](http://jnf.org/trees)





Jewish National Fund-USA Consolidated Statement of Financial Position

For the year ended September 30, 2016, with summarized comparative totals for the year ended September 30, 2015.

	2016	2015
ASSETS		
Cash and cash equivalents	\$ 20,446,203	\$ 14,225,737
Property held for sale	6,079,978	7,920,000
Contributions receivable, net	31,559,823	31,264,623
Prepaid expenses and other assets	2,202,507	1,679,882
Investments	237,501,917	218,536,217
Investments held under split-interest agreements	76,508,629	69,619,956
Beneficial interest in trust held by others	658,440	633,935
Fixed assets, net	35,252,448	44,886,563
Total assets	\$ 410,209,945	\$ 388,766,913
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued expenses	\$ 4,356,699	\$ 5,504,600
Accrued payroll and related liabilities	1,541,908	1,353,738
Deferred revenue	1,596,801	1,123,687
Grants payable, net	20,331,122	28,582,110
Obligations due under split-interest agreements	38,464,628	36,334,453
Total liabilities	66,291,158	72,898,588
COMMITMENTS		
Net assets		
Unrestricted		
Operating	91,247,454	56,040,954
Boruchin Israel Education Advocacy Center	103,582,548	100,000,000
JNF Initiatives Fund	50,000,000	50,000,000
Investment in fixed assets	41,332,426	53,246,020
Total unrestricted	286,162,428	259,286,974
Temporarily restricted	47,427,667	46,767,614
Permanently restricted	10,328,692	9,813,737
Total net assets	343,918,787	315,868,325
Total liabilities and net assets	\$ 410,209,945	\$ 388,766,913

Jewish National Fund-USA Consolidated Statement of Activities

For the year ended September 30, 2016, with summarized comparative totals for the year ended September 30, 2015.

UNRESTRICTED									
	Operating	Boruchin Israel Advocacy Center	JNF Initiatives Fund	Investment in Fixed Assets	Total	Temporarily Restricted	Permanently Restricted	Total 2016	Total 2015
REVENUES, GAINS (LOSSES) AND OTHER SUPPORT									
Contributions	\$ 46,660,276	\$ -	\$ -	\$ -	\$ 46,660,276	\$ 6,096,265	\$ 505,000	\$ 53,261,541	\$ 44,257,744
Special events revenue	\$ 8,443,723								
Less direct cost of special events	(2,804,045)								
Net special events revenue	5,639,678	-	-	-	5,639,678	-	-	5,639,678	5,392,187
Tuition and fees	7,645,071								
Less financial aid awards	(635,677)								
Net tuition and fees	7,009,394	-	-	-	7,009,394	-	-	7,009,394	7,894,569
Bequests	11,578,550	-	-	-	11,578,550	-	-	11,578,550	145,742,369
Contributions from split-interest agreements	-	-	-	-	-	4,370,302	-	4,370,302	1,951,303
Change in value of split-interest agreements	-	-	-	-	-	(2,156,558)	7,114	(2,149,444)	(2,374,685)
Investment income	6,790,482	4,767,548	-	-	11,578,550	2,451,574	-	14,009,604	(985,095)
Other revenue	632,526	-	-	-	632,526	-	-	632,526	1,219,546
Net assets released from restrictions and reclassifications	10,098,689	-	-	-	10,098,689	(10,101,530)	2,841	-	-
Total revenues, gains & and other support	88,409,595	4,767,548	-	-	93,177,143	660,053	514,955	94,352,151	203,097,938
EXPENSES									
Program services									
Israel projects	33,371,967	925,000	-	505,923	34,802,890	-	-	34,802,890	40,408,390
Education	12,903,852	260,000	-	633,960	13,797,812	-	-	13,797,812	12,956,935
Missions and scholarships	9,155,386	-	-	65,583	9,220,969	-	-	9,220,969	5,968,204
Total program services	55,431,205	1,185,000	-	1,205,466	57,821,671	-	-	57,821,671	59,333,529
Supporting services									
Management and general	6,549,626	-	-	163,805	6,713,431	-	-	6,713,431	5,676,124
Donor development and fund raising	6,855,251	-	-	196,748	7,051,999	-	-	7,051,999	6,007,988
Total supporting services	13,404,877	-	-	360,553	13,765,430	-	-	13,765,430	11,684,112
Total expenses	68,836,082	1,185,000	-	1,566,019	71,587,101	-	-	71,587,101	71,017,641
Change in net assets before other changes	19,573,513	3,582,548	-	(1,566,019)	21,590,042	660,053	514,955	22,765,050	132,080,297
Gain on sale of property	-	-	-	9,074,427	9,074,427	-	-	9,074,427	-
Expected loss on disposal of property	-	-	-	(3,930,459)	(3,930,459)	-	-	(3,930,459)	-
Transfers	15,491,543	-	-	(15,491,543)	-	-	-	-	-
Gain (loss) on foreign currency translation	141,444	-	-	-	141,444	-	-	141,444	(90,448)
Change in net assets	35,206,500	3,852,548	-	(11,913,594)	26,875,454	660,053	514,955	28,050,462	131,989,849
Net assets - beginning of year	56,040,954	100,000,000	50,000,000	53,246,020	259,286,974	46,767,614	9,813,737	315,868,325	183,878,476
Net assets - end of year	\$ 91,247,454	\$103,582,548	\$ 50,000,000	\$ 41,332,426	\$286,162,428	\$ 47,427,667	\$ 10,328,692	\$343,918,787	\$315,868,325



## SOCIAL MEDIA

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# SNAPSHOT

2017 was a great year for JNF's social media.



We launched a successful podcast, IsraelCast, which has garnered 11,000 downloads so far

We debuted 2 new YouTube video series, On the Road with Russell Robinson and Entrepreneurs with Jessica Abo

Facebook videos have been viewed 250,000+ times

Facebook videos have been viewed 101,000 minutes – that's a 200% + increase over last year.

This is due in large part to our increase in Live videos – on the ground in Israel and at events

We grew our Instagram presence and increased followers by 100%

Averaged 50K tweet impressions a month







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# 2017

## Year in Review

