



קרן היסוד Keren Hayesod

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YOUR IMPACT IN 2019:

REPORT TO OUR DONORS



קרן היסוד Keren Hayesod
FOR THE PEOPLE OF ISRAEL



קרן היסוד
FOR THE PEOPLE OF ISRAEL

100 years
for the People of Israel.
Together.

Winning poster for
Keren Hayesod 100 years design competition
Sharon Steinberg, Emuna College

Dear friends,

Keren Hayesod is at the forefront of the connection between Israel, The Jewish world and other Friends of Israel. For 100 years, we have strengthened these bonds, and together, we have helped Israel and our people to thrive.

In 2019, we continued to make that difference. We remained true to our mission of ensuring that new immigrants and peripheral communities in Israel receive the support they need. Our core programs with the Jewish Agency for Israel and other partners provide the skills, support and services needed to improve lives. Together with you, the Keren Hayesod worldwide family, we are making sure that the future is bright in Israel and for Jews around the world.


This year's annual report places front and center the people we are helping. Their stories fill the pages here with the impact we are having at the most important levels – the individuals that make up our country and people.

Enclosed, as always, are snapshots of the quantitative data. The numbers are a reflection of our shared successes and also the need to continue addressing the people of Israel's most critical and important needs.

The 2019 impact report marks 99 years of activity. Now, in 2020, we are in our most significant year yet as we open a new century of being for the people of Israel. We hope you take pride in the stories here and know that your contributions are appreciated across Israeli society. We look forward to changing more lives together with you in our 100th year and beyond!

As we say throughout this report – *todah rabbah!!*

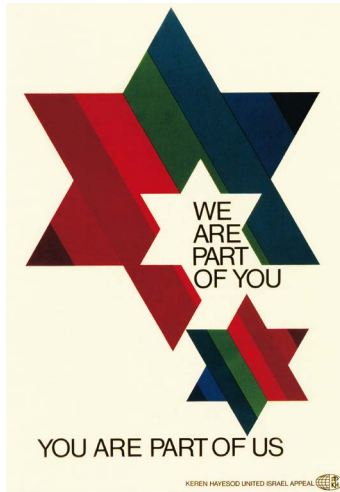
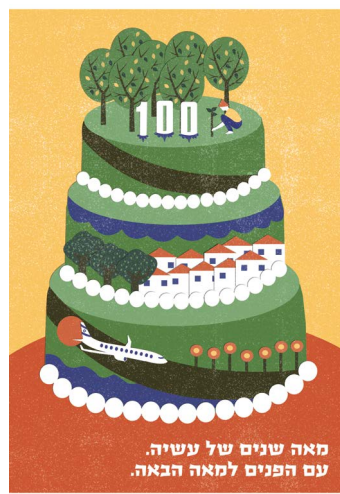
Sincerely,



Sam Grundwerg
World Chairman



Steven Lowy AM
Chairman
World Board of Trustees



OUR VISION

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

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

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

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

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



A PROFESSION FOR LIFE

Giving Olim an Enriched Absorption and Professional Support



Tatiana Gilma made aliyah from Latvia in June 2017. In February 2018, she joined A Profession for Life, a Keren Hayesod-supported project assisting new immigrants (olim) to absorb into life in Israel and qualify for in-demand careers. The program offers 15 tracks, and Tatiana participated in the Public Transportation Driver's Professional Course at Kiryat Yam.

Before coming to Israel, Tatiana worked as an electric bus driver in Latvia for 12 years.

During the program, Tatiana benefitted from five months of Hebrew language instruction (ulpan) at an absorption centre (participants and their families are able to stay at these centres during the program). In addition, she studied two months of bus drivers' theory.

In August 2018, Tatiana passed her Israeli driver's test and received her license. She then began working as a bus driver for the Egged bus company in the area of Tel Aviv, Holon and Rishon LeZion.

She rents an apartment in Bat Yam, near her mother and sister who made aliyah before her.

Thanks to Keren Hayesod and A Profession For Life, she is able to work in a profession she really likes. She is aware that female bus drivers draw a lot of attention in Israel, but she is very happy that she followed her heart and her dreams. Tatiana is proud of the path she has chosen to pursue.



THANK YOU
Thank you for helping olim
to pursue their professional
dreams in Israel

MASA

Immersive Israel Experiences Connecting Young Jews From Abroad

Daphne Tapia, 22 years old, is a Masa alumna from Paris, France. Masa has 200 accredited programs offering immersive and transformative experiences in Israel for young Jews from abroad. Among their extensive offerings, Daphne was able to find a program right for her.

While studying in France, Daphne developed a passion for geography. She found a master's degree program at Tel Aviv University that allowed her to pursue her interests in environmental studies with a focus on water, a field in which Israel is a world leader.

Thanks to Masa, Daphne got to experience Israel as a local. She advanced her Hebrew skills and gained the confidence to make Israeli friends and joke around with them in Hebrew. She even found herself able to speak with people she met in everyday life and enjoy those sweet moments of hearing an Israeli's life story by simply talking to them on the buses or in the supermarkets.

Daphne enhanced her year in Israel through the additional programming available to her. She joined the Tel Aviv University orchestra (she has 12 years of experience playing flute). She also engaged in networking opportunities, particularly through Masa's Leadership Accelerator.

Daphne's Masa experience gave her inspiration for the future. She is pursuing a master's degree in cartography. Her time in Israel helped her to realize the importance of maps, especially after speaking to a wide range of locals in Israel and gaining a richer understanding of the challenges here.

Through Masa, Daphne broadened her knowledge and has more reasons to be ambitious in shaping her future.

Masa helped Daphne grow personally and deepen her relationship with the people of Israel.



*Thank you for supporting
12,000 young Jews from 60 countries
to come to Israel every year for life
changing immersive programs*

YOUTH FUTURES

Giving New Hope To Israel's Children At-Risk

Y*, a young girl from Lod, had many social and educational problems when she first joined the Keren Hayesod-supported Youth Futures program.

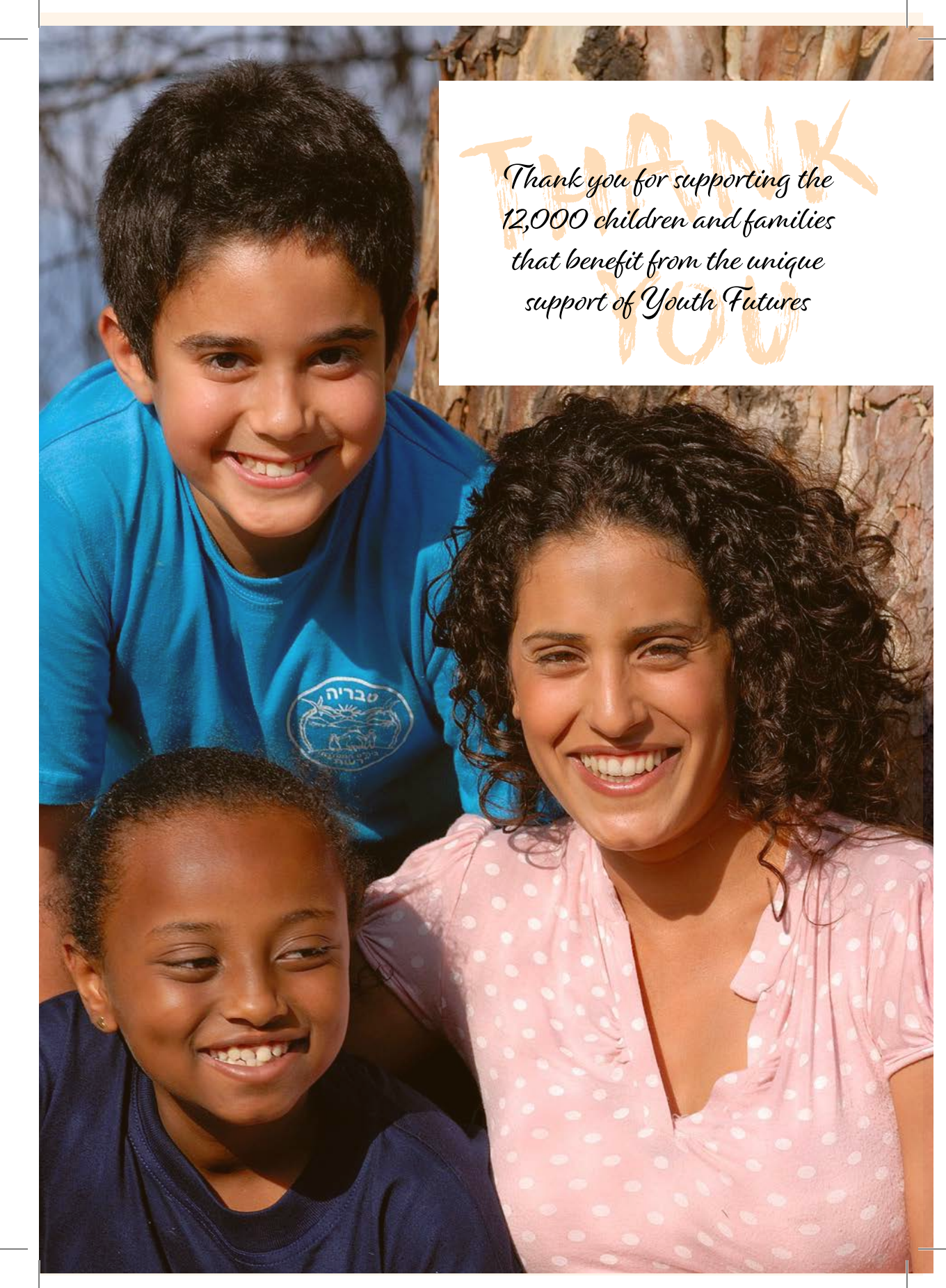
She suffered from isolation in school and lacked the support system to help her make friends. Before beginning the program, Y's situation had become so dire that she even contemplated changing schools.

Her home life was also difficult. Y's parents had been going through a painful divorce, putting her in the centre of it all. The stress she was experiencing would cause outbursts of anger. This pressure affected her schoolwork and social activities to the point where she was dysfunctional in many aspects of her life and felt helpless.

Y joined Youth Futures and was paired with a mentor who could see that her parent's divorce was causing her stress. To alleviate Y's situation and help her, Y's mentor began working with her parents, helping them learn how to be the parents Y needed. She also showed them how to access the different benefits and social services the family was entitled to, especially given their financial struggles. Y's mentor also worked with her school, enabling them to better understand Y's condition and her individual needs.

Working with her school and family, Y's mentor was able to help turn around Y's situation. Through Youth Futures and with her mentor, Y was able to form healthy relationships again. By the end of the year, she had formed new and strong friendships. Additionally, Y was able to resolve the significant problems she faced at home and with her family, giving her the freedom and confidence to focus on herself and reach her full potential.

(*Name changed to protect the participant's privacy.)



*Thank you for supporting the
12,000 children and families
that benefit from the unique
support of Youth Futures*

SUPPORTING NEW IMMIGRANTS AND ALIYAH PROGRAMS

35,312
new olim this year



700
new immigrants
participate annually in
A Profession for Life



19
tracks are offered by
A Profession for Life



1,400
lone immigrant soldiers
offered support through
Wings every year

SUPPORTING GLOBAL JEWRY



120,000
young Jews around
the world are alumni
of Masa



60
countries that Masa
participants come from



200
programs are
accredited by Masa



SUPPORTING ISRAEL'S PERIPHERY



12,000
children and families
benefit from the
Youth Futures project



36
Youth Futures locations



250
students volunteer
annually in the Choosing
Tomorrow program



7,500
low-income seniors in
Amigour housing



57
Amigour sheltered
housing facilities



184,000
Israelis are beneficiaries
of educational and social
initiatives by Young
Communities



1,800
students participate
in Net@ annually



5,000+
Net@ graduates
whose lives have
been change



50%
the rate by which Net@
participants experience
greater success in their
matriculation exams

YOUTH VILLAGES

Giving Israeli Youth At-Risk The Tools For Life

David* is 17-years-old and is in 10th grade at a Keren Hayesod-supported Youth Village in Kiryat Yearim. He grew up in Ofakim, a town in Israel's south, with his parents and his six sisters and brothers. He began studying at the Youth Village in Kiryat Yearim, near Jerusalem, three years ago, while struggling with his complex family relationship.

When David first arrived at the Kiryat Yearim Youth Village, it was clear that he was a bright boy and interested in making friends. But David suffers from frequent tantrums and found it difficult to communicate effectively. In addition to providing a remedial education and residential dorms, Youth Villages are staffed with professionals equipped to help students overcome their various personal challenges. Initially, his staff tried to understand what upset him and set off his tantrums, which sometimes became violent. Eventually, David became more involved in Kiryat Yearim's afterschool activities, and he learned how to control his anger. Over time, he found ways to calm down, and eventually, the frequency of his outbursts decreased.

David has made significant improvement in his behaviour and level of maturity. He now has fewer tantrums and even apologizes if he hurts anyone. Today, David cooperates, listens to staff and his peers, volunteers, and cares for others. He is enrolled in a special class that provides more individual attention, and he is on track to complete a full matriculation course. In addition, David continues to participate in the soccer group. In recent months, David started individual therapy sessions. This is only the beginning, and he plans to continue his therapy sessions next year.

(*Name changed to protect the participant's privacy.)



THANK
*Thank you for giving
youth at-risk the support and
tools they need to succeed*
YOU

NET@

Giving Israeli Youth in the Periphery the Skills for Success

Noga, 17 years old, joined the Keren Hayesod-supported Net@ program as part of the Ashkelon location's first junior class. Since then, Noga has benefited from the advanced computer curriculum in partnership with Cisco and other major technology leaders and the social learning that encourages leadership and volunteerism.

Today, years after first joining Net@, Noga thanks the program for her decision to enroll as a software major in her high school and for the determination to pursue this heavily male program.

Net@ taught her that she can achieve anything she wants – regardless of being female.

Noga credits Net@ with providing her with knowledge and values.

She lives in Ashkelon, where security is an ongoing issue. She admits she was initially concerned that there would be Arab participants at Net@. On reflection, she says that she has met amazing people that she would not have otherwise had the opportunity to meet.

The program also helped Noga realize another passion of hers: instructing. She takes joy in watching her students not give up when faced with a challenge, and she values supporting women pursuing the full extent of the capabilities.

Next year, Noga will be teaching a Net@ class. She looks forward to helping her students develop into the best versions of themselves.



*Thank you for helping youth
in Israel's periphery get a strong
education and skills for the future*

THANK
YOU

AMIGOUR

Dignified Living for Israel's Elderly

Natan Goldman and his wife Juliet are both Holocaust survivors from Belgium. Natan's father abandoned him and his mother before he was born, and during the war, he was separated from his mother. He spent two years in a Christian convent where they insisted on changing his name and warned young Natan not to give any indication that he was Jewish. His mother was killed during the war. He later found out that he had two brothers he never knew about that were killed in Auschwitz. His grandparents came for him after the Allies liberated Belgium. For Juliet, it's hard to speak about that period of her life.

Natan and Juliet met after the war, and in 1983, they made aliyah with their children. Natan had been a part of a Zionist youth movement and also worked for the Jewish Agency for Israel in Brussels. Finally, after much contribution to the Zionist movement and having experienced more anti-Semitism, Natan and his family came to Israel.

Like other immigrants, the couple experienced difficulties in their new lives. Many elderly Israelis, especially Holocaust survivors and immigrants from the Former Soviet Union, face hardships – the national welfare stipends are not sufficient for dignified living. In 2016, the couple moved into the Shaked Amigour home in Kfar Saba, a town in the centre of Israel.

Today, Natan and Juliet are able to live with dignity. Israel has a shortage of low-cost housing and insufficient welfare allocations, but Amigour's sheltered housing gives elderly Israelis an affordable and independent living option. Natan and Juliet have turned their Amigour residence into a sweet home. Most importantly, they are able to enjoy time with family and the things in life that bring them joy. As Amigour residents, they also enjoy social and cultural programming.

Amigour's assistance has ensured that Natan, Juliet and Israel's elderly facing similar difficulties can live with dignity.



*Thank you for giving Israel's
elderly dignified living and
sheltered housing*

ALIYAH FROM ETHIOPIA

Esther Tafara made aliyah on her own from Ethiopia when she was 9 years old. As a young girl, she had to leave her parents and siblings and set out on the difficult journey to Israel. She travelled from her village near Gondar to Addis, where she had to wait three years before she could immigrate to Israel. When she finally did arrive in Israel as a new immigrant, she took a taxi from the airport to Jerusalem in order to join relatives that did not know she was on her way to them.

Esther had to work hard to achieve her dreams in Israel. Ethiopian immigrants face some of the greatest difficulties adjusting to life in Israel given the immense gaps between the two countries and cultures. Esther had to confront these hardships on her own, without her parents to support her through this difficult time. She had to adapt to life in a country very different from where she had come from, learn new languages (Hebrew and English), enter into an unfamiliar education system and overcome the many other challenges that come with aliyah. When more of her family arrived, she also took on responsibility for helping them to adjust to life in Israel.

Since 2005, she has worked for Hadassah Medical Centre. She pursued studies in medical engineering and worked in Hadassah Ein Kerem's anesthesia department as a respiratory technician. In 2019, Esther garnered attention in the media and online when she was appointed as the chief technological engineer for the recently opened catheterization unit at the hospital's Mount Scopus campus.

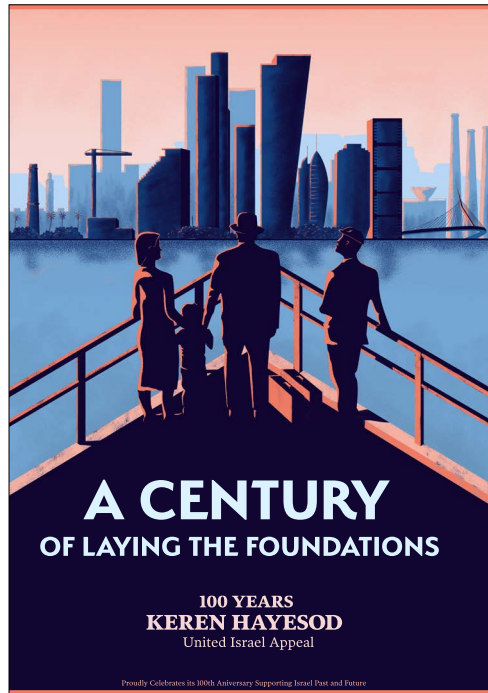
Esther's courage, strength and determination make her a role model among the olim community and for all of us.



*Thank you for supporting new
immigrants in their
aliyah and absorption*

THANK
YOU







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 SUPPORT ISRAEL

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Jerusalem, January 2020