



קרן הסיוד היסוד
FOR THE PEOPLE OF ISRAEL
Celebrating with Israel



IMPACT REPORT 2022



DEWIX

TABLE OF CONTENT

LETTER FROM OUR LEADERSHIP _____	5
A SNAPSHOT OF 2022 _____	6
SAVING UKRAINIAN JEWS' LIVES IN THE SHADOW OF WAR _____	8
OUR SUPPORT FOR ISRAEL'S NEW IMMIGRANTS – ALIYAH & ABSORPTION _____	10
2022 IN NUMBERS _____	12
OUR ASSISTANCE FOR AT-RISK CHILDREN, YOUTH, AND FAMILIES _____	14
OUR HELP FOR ISRAEL'S VULNERABLE ELDERLY _____	16
OUR PART CONNECTING YOUNG JEWS _____	18
PREPARING OUR YOUNG FOR THEIR NEXT CHAPTER IN LIFE _____	20
75 YEARS OF IMPACT _____	22
WHAT'S AHEAD _____	23



Dear Friends,

Every year, our Impact Report is distributed to highlight how Keren Hayesod's work, thanks to you, our committed donors, and supporters, is incredibly necessary for helping to transform the lives of the people of Israel. Each year, we are faced with new challenges and setbacks, yet Keren Hayesod remains at the forefront of Israeli society helping to provide Israel's most vulnerable with critical and life-changing resources.

What's different about this year's report, which you will find in the pages to follow, is a story about a group of people, who despite having just begun to rebuild their own lives after a few tumultuous years due to the pandemic, stood united in their support for the Jewish people and were ready, at a moment's notice, to mobilize all resources, to help bring Jews to safety.

This is a story about all of you, our worldwide family who helped to raise an impressive amount of funds, in a short period of time, to support Keren Hayesod's Emergency Campaign that provided critical and immediate aid to the Jewish people of Ukraine whose lives came under attack and their hometowns became a place of danger and crisis.

Our work in helping to bring Jewish Ukrainian refugees to safety and Russian Olim home to Israel is just one aspect of what we do at Keren Hayesod. However, the dedication, eagerness, and generosity all of you demonstrated throughout that incredibly challenging period simply illuminates the incredible force behind what makes Keren Hayesod an instrumental entity that has been integral in helping to make the world a better place, while also exemplifying the vision of Keren Hayesod's founding leaders who established a platform allowing us to be at the forefront of Israel's growth and progress.

Thanks to you, our donors, and to our strategic partners, the Jewish Agency for Israel, the Government of Israel, and local municipalities throughout the country, we have had a tremendous impact on all aspects of Israeli society – new immigrants, Israeli youth, and their families, our soldiers, young Jewish adults looking to connect to their roots, the elderly, and anyone else who needs our assistance.

We want to thank all of you for your unwavering support of Keren Hayesod over the past year, your continued readiness to mobilize during times of crisis, and your dedication and passion for bettering the Jewish State of Israel and the condition of our Jewish communities anywhere around the world.

We look forward to continuing our work together in the coming year and making a meaningful and impact, and to seeing you soon to celebrate Israel's 75th anniversary!

Sincerely,



Steven Lowy AM

Chairman, World Board of Trustees



Sam Grundwerg

World Chairman

A snapshot of 2022

Despite being faced with new challenges and setbacks each year, Keren Hayesod remains at the forefront of Israeli society helping to provide Israel's most vulnerable with critical and life-changing resources.

5 million PEOPLE IN ISRAEL **IMPACTED BY**
KEREN HAYESOD AND OUR GLOBAL FAMILY

74,915

new immigrants
arrived this year

4,586

participants enrolled
in Ulpan programs

12,000

at-risk children and
families benefiting from
Youth Futures

800

students getting
a life-changing
education from
Youth Villages

2,000

youths accessing
technology and
leadership courses
through Net@

1,300

parents and families
supported through
Heartbeats

12,000

young Jews
from abroad
strengthened their
relationship with
Israel through Masa

7,000

elderly Israelis reside
in Amigour's sheltered
housing

3,000

food
packages
supplied

1,094

additional
units being
built!

11

bomb shelters
renovated

2

mobile shelters
deployed to protect
Israel's southern
communities

* Data in this report is not final and not audited.



SAVING UKRAINIAN JEWS' LIVES IN THE SHADOW OF WAR

More than \$22.8M was raised to support Ukrainian Jewish refugees. When faced with a new sense of distance and crisis, our support was more important than ever.

Since Russia's wide-ranging attack on Ukraine, which started on February 24, 2022, Keren Hayesod and our strategic partner, The Jewish Agency for Israel, worked around the clock to provide critical assistance during this humanitarian crisis.

Thanks to all of you, our supporters from around the world, we were able to raise **funds in support of crucial operations**, such as **rescue operations** that brought Jewish refugees from Ukraine to Israel, as well as **delivering essential goods** to refugees in countries bordering Ukraine, such as **medicine** and other **critical supplies**.

Our World Chairman, Sam Grundwerg, and Chairman of the World Board of Trustees, Steven Lowy AM, traveled to the border of Ukraine with members of our leadership, and together with the Jewish Agency for Israel and the Government of Israel to learn firsthand where Keren Hayesod's assistance is needed.

Despite the chaos and uncertainty, Keren Hayesod and the Jewish Agency **remained at the forefront of the emergency efforts** to bring **Ukrainian Jewish refugees to safety**.





Thanks to your support,
we were able to assist in the following ways:

15,213

New Olim
immigrated from
Ukraine

\$514,800

In Emergency Grants
were allocated
to 95 organizations
in Ukraine

3,121

Ukrainian
youths attended
summer camps

ALIYAH & ABSORPTION

In 2022, we welcomed home 74,915 new Olim from 93 countries.

From their early dreams of making their homeland home to landing in Israel, and after, we are there for them.

Keren Hayesod has been committed for more than 102 years to helping the Jewish people make Israel their home.

Following a few challenging years due to the pandemic, we assisted Jews from every corner of the world that wanted to make Aliyah, including Jewish refugees from Ukraine who were forced to flee their homes seeking shelter and safety.

After officially becoming Israeli, our Olim are grateful for the unique programs we support to help them as they make Israel their new home. Thanks to our generous donors, **4,586 new Olim enrolled in Ulpan programs in 2022.**

Ulpan programs have been proven transformative for new Olim. These programs provide varied support, including a first home, an immediate community of other new immigrants, Hebrew language classes, trips exploring Israel, programs to learn more about Jewish identity, and more. Staff at these programs also help the new Olim find their next steps in Israel – housing, employment, further education, and whatever else they need to succeed in their new country.

Select Ulpans also host the A Profession for Life program. In 2022, **229 immigrants** benefited from the program, which helps participants **convert professional licenses** and **gain new qualifications relevant to the Israeli job market**. The program's **11 tracks include medicine, engineering**, and other **technical specialties**. Participants benefit from **Hebrew classes – general language classes** and **specialty classes** related to their **chosen profession**, and **occupational training**. Their families also benefit from housing in absorption centers and extended support to ease the transition to life in Israel.

In 2022, we served as key partners in the second phase of **Operation Tzur Israel**. This special initiative was **part of our ongoing efforts to assist the thousands of Ethiopian Jews that have been waiting decades to make Aliyah and reunite with their families and relatives already living in Israel**. Together with the Ministry of Aliyah and Integration and The Jewish Agency for Israel, we will continue supporting projects focused on Aliyah from Ethiopia.

175,000

Calls to the
Global Centre's
Aliyah and Israel
Experience Hotline

74,915

New Olim
made Israel
home

4,586

Olim enrolled
in Ulpan programs



TOGETHER, we are bringing our people home.

In 2022, we remained committed to ensuring
Jews worldwide had the support to make Israel their home.

62,569

83%

**new immigrants
arrived from
the former
Soviet Union**

4,439

6%

**new arrivals
came from
North America,
Oceania,
and South
Africa**

3,467

5%

**Olim made
Aliyah from
Europe**

2,196

3%

**people
fulfilled their
dream of
making Aliyah
from Latin
America**



1,512

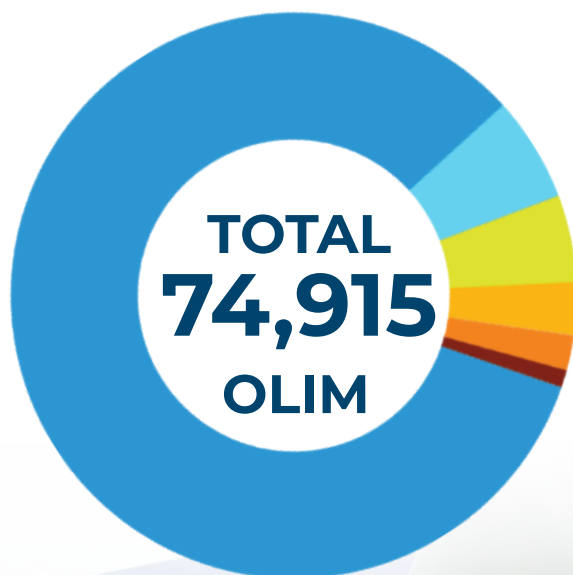
2%

Ethiopians came home as part of the second phase of Operation Tzur Israel

732

1%

Olim came from other countries



SUPPORTING ISRAEL'S NEXT GENERATION

Thousands of at-risk children and teenagers benefit from interventions we support.

We prioritize the importance of ensuring that Israel's next generation receives the **education, assistance, and interventions necessary** to help them succeed. Together, **we make sure that Israel's children, teenagers, and their families** have the **resources to flourish** at every stage of their development.

For younger children, our Youth Futures project empowers over **12,000 at-risk children (ages 6-13 years old)** and their **families in 36 locations and 190 schools** annually. The program provides personalized attention, positive social experiences, and educational enrichment that help Israeli children develop their strengths and bridge scholastic, social, and cultural gaps.

At the core of the program are **250 mentors across the country**. Each participant benefits from being **paired with a mentor**, and **mentors typically have no more than 16 mentees a year**. Mentors work directly with each child and their families, schools, and communities to provide more holistic and personalized interventions. Graduates of the program speak highly of the life-changing impact of having a mentor who worked directly with them to build their skills and establish stronger foundations to succeed as they moved forward in life.

We also work with Israel's at-risk teenagers through the **four Youth Villages** we support. In 2022, these advanced educational centers helped **800 students** in **secondary education** to **break the cycle of poverty, overcome educational and socioeconomic gaps** and become **contributing members of Israeli society**.



Our Youth Villages provide **students with everything they need** – **specially trained** and **dedicated staff**, **dormitories** with a home-like atmosphere, **small classrooms**, **a range of therapy options**, **skill-building activities**, and **select tracks focused** on providing **in-demand tools for success in the army, university** and the **Israeli job market**.

Our education portfolio includes Net@, one of the most effective agents of social mobility in Israel. Since 2003, Net@ has led the movement to equip underserved Israeli youth with a technological education and leadership skills. This past year, **2,000 students** in **grades 5-12 facing socioeconomic challenges** or **living in the geographic periphery** were coached by dedicated Net@ mentors. Net@ students earn advanced certificates in a range of computer skills – coding, technician training, graphic design, digital marketing, and more.

With more than **20 locations**, Net@ focuses on **entrepreneurship** and **youth training youth**. FixIt, community computer labs managed by participants, extend the opportunity for students to gain confidence, skills, and leadership training.

Net@ is a joint initiative of Keren Hayesod, The Jewish Agency for Israel, Cisco, and Appleseeds Academy and is the only long-term youth program in Israel to bring together Jewish, Muslim, and Christian youth.

Net@ in Numbers

5,000+

Graduates' lives have been transformed

86%

Net@ participants successfully completed the national matriculation exams

56%

Of graduates serve in elite IDF technological units

Youth Futures in Numbers

91%

Of the graduates feel a high motivation to succeed in life

89%

Of the graduates feel there are resources available to them to contend with challenges

86%

Of parents report an improvement in their awareness of the needs of their child

82%

Of parents report an improvement in how they relate to their child and their siblings thanks to the program

THE ELDERLY

Together, we are helping care for the generation who cared for us.

Keren Hayesod supporters worldwide will recognize the name Amigour, Israel's leading sheltered housing company and a leader in the country's public housing sector.

Together with Amigour and the Jewish Agency for Israel, Keren Hayesod is helping to address Israel's housing crisis and its impact on our elderly. More than **21 percent of Israelis over the age of 65 years old** are living **close** to or **below** the **poverty line**. Many are **Holocaust survivors, immigrants from the FSU**, and others that lack both **means** and a **strong support network**. They struggle to provide for themselves, purchase food, and even afford housing.

Amigour responds to this urgent need for housing. The project offers **7,000 elderly** Israelis affordable homes and, most importantly, more secure and independent living. Residents enjoy high-quality units in prime locations throughout Israel. They also benefit from trained support staff, diverse programming to fill their days, and a strong sense of community.

Keren Hayesod is working with our partners to expand these offerings. With thousands more on the waitlist, we are helping to build 2,650 additional units.

The State of Israel has announced that in light of the success of the Social Housing initiative and in light of the increasing demand and waiting lists for housing for the elderly, the government wants to expand the Amigour project by adding 1,500 more residential units.

57

Amigour seniors'
residences
in Israel

7,000

Low-income seniors
in Amigour housing

30%

Residents who
are Holocaust
survivors

27,000

Elderly immigrants
still lack appropriate
housing solutions and
are on a waiting list

1,094

Constructed
residential units
completed
out of 2,650

\$85

Monthly rent
in Amigour's
Homes



CONNECTING YOUNG JEWS WORLDWIDE

Exploring global peoplehood in Israel

Masa Israel Journey provides young Jews worldwide with an unparalleled opportunity to experience Israel. Young Jews, **aged 18-30 years old**, from **around the globe** benefit from **Masa's global leadership, study, volunteer, and career development programs in Israel**. Each year, thousands of Jews arrive in Israel for an in-depth and authentic experience. These **4-12 month programs** provide **personal** and **professional growth** as participants immerse themselves in Israeli society, connect to their roots and culture, explore Jewish identity, and deepen their relationship with Israel and the Jewish people.

Masa also gives young adults considering Aliyah the chance to spend time in Israel before making the move official. **Annually, 30% of Masa fellows decide to make Israel their forever home.**





200+

Accredited
MASA programs

12,000

18-30 year-olds
participate
in MASA annually

60

Participants'
countries of
origin

92%

Of alumni with
children say
they will raise
their children
Jewish

PREPARING OUR YOUNG FOR THEIR NEXT CHAPTER IN LIFE

Following the completion of high school, many youths lack the skills and tools to unlock their full potential during the next period in their lives. We **help disadvantaged youth** and **new Olim** to **overcome obstacles**, **make the most of their post-high school**, and **young adult years** and **help them be prepared for the next steps in their life**.

Mechinot, post-high school academies, provide crucial training and interventions for at-risk youth and new immigrants. In 2022, we supported **17 Mechinot** that **empowered 670 youths from Israel and abroad**. Participation in our Mechinot helps participants to strengthen their personal identity and navigate their way into the next phases of their life. **Our programs help these young immigrants take the next step in making Israel their forever home.**





17

Mechinot
supported by
Keren Hayesod

350

At-risk youths
were empowered
at our Ofek Mechinot

320

Youths from Israel and
abroad benefited from
our Kol Ami Mechinot

From a visionary leader to a visionary organization - 75 years of making an impact

David Ben-Gurion

6. 11. 49

At a conference of Keren Hayesod

Tel Aviv

The positive enterprises of Keren Hayesod in the last thirty years have been engraved on the land of the homeland and hidden in the soul of the Yishuv: Enhancing the land, drying marshes, installing irrigation systems, building blossoming villages in the Valley, Galil, Shomron, Yehuda and the Negev, kibbutzim, moshavim and agricultural colonies; Educational, medical and defense enterprises undertaken by Keren Hayesod have changed the face of the country and its people, and have laid the foundations for our independence.

But ancestral merit is insufficient. The place and future of Keren Hayesod and the Zionist Organization - will not be determined solely by their actions and achievements of past aims.

A dramatic event in Israel has taken place -the creation of the State of Israel has changed everything; and no organization can ignore this new factor - as it serves as the central tool for Zionist realization and has the highest authority to determine what happens in the State.....

We will soon number a million Jews in Israel ..This is a revolutionary fact that cannot be emphasized enough and the most positive event in the last 2200 years since the Hasmonean times, But we must not forget that this is not even 10% of the Jewish people. The Ingathering of the Exiles is the most loyal and central part of Zionism and if the State of Israel is going to be the central factor for ingathering the Exiles, then this is beyond our ability, and without the assistance of the Jewish people and its Zionist enterprise , nothing will be done.

However the growing strength and authority of the State are limited: the State only functions within its own borders and its authority only covers its citizens.....And therefore a brave and loyal cooperation between the state and the Zionist organization; a mutual link and practical partnership between the means of the State and the Foundations - are essential

David Ben-Gurion

WHAT'S AHEAD

We are confident that 2023 will be another year as part of our storied history in which we continue to have a profound impact on Israeli society.

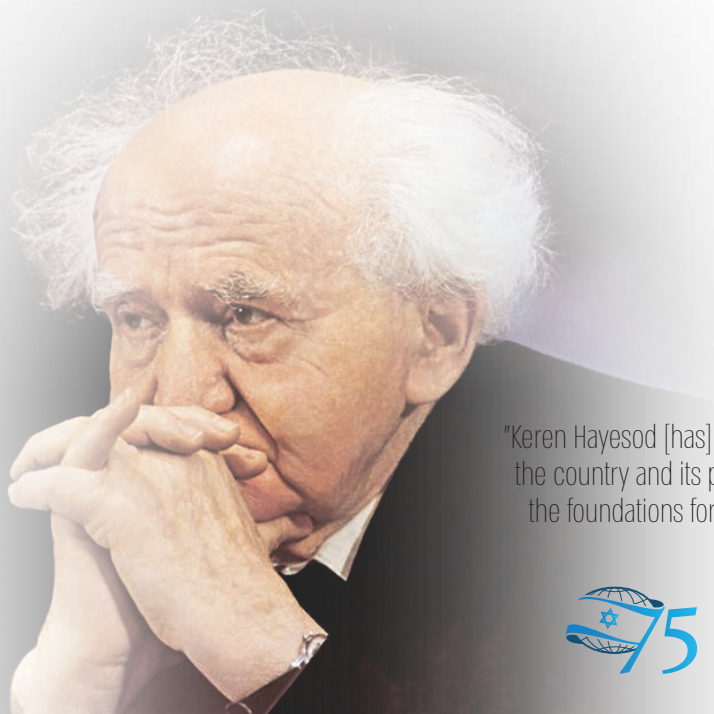
As time has demonstrated, even when a crisis arises or we face mutual challenges, if we stand united, we have the power to change lives and bring the Jewish people together.

We thank you for your continued support and dedication to bettering the lives of the people of Israel. Without you, our work would not be possible.

We look forward to welcoming you to Israel and to having you join us for Israel's 75th Independence Day celebration.

To learn more about our projects, missions, and special initiatives, contact your local Keren Hayesod representative.

No matter how you choose to have an impact, we are here to make a difference in the lives of the people of Israel and together, we will strengthen the Jewish homeland.



"Keren Hayesod [has] changed the face of the country and its people, and [has] laid the foundations for our independence."



KEREN HAYESOD קרן היסוד
FOR THE PEOPLE OF ISRAEL
Celebrating with Israel



קרן היסוד
FOR THE PEOPLE OF ISRAEL
Celebrating with Israel

Produced by the Marketing and Communications Division

Zvi Plotnitsky, Director

Carole Ouaknine, Deputy Director

Anna Rubin, Writer

Naama Shlomo, Coordinator

Hagit Bodenstein-Swissa, Graphic Design & Production

Select Photo Credits: Keren Hayesod; The Jewish Agency for Israel; depositphotos

January 2023

Jerusalem

www.kh-ua.org.il | info@khuia.org

