With the close of our 2013 campaign year, Jewish National Fund has just announced that its annual campaign topped $121 million, the largest in our history. We could not have reached this milestone without the generosity of our supporters across the country and the dedication of our lay leaders and professional staff. Charity Navigator, America’s leading independent charity evaluator, has once again bestowed its 4-star rating in recognition of JNF’s sound fiscal management and commitment to accountability and transparency. JNF has also been rated a top charity by the American Institute of Philanthropy and meets the 20 rigorous standards of the Better Business Bureau Wise Giving Alliance. We are very proud to be acknowledged for the responsible stewardship of your contributions.

With your support, JNF continued to make a tangible difference in the lives of all the people of Israel. Our Blueprint Negev campaign is moving forward and this year we saw the opening of a world-class visitor center at Abraham’s Well in Be’er Sheva that will attract over 250,000 visitors per year; our Housing Development Fund was established to help move population to the Negev; we are partnering with Nefesh B’Nefesh to bring young \textit{olim} to the north and south; and we announced an expanded partnership with the Alexander Muss High School in Israel (AMHSI) that will catapult Zionist education and engagement to the next level. JNF’s newest undertaking is our recently launched \textit{Go North} campaign, a new plan focusing on the revitalization of northern Israel.

JNF continued its leadership role in sustainable water management; made Israel safer by providing new equipment and trucks to firefighters and revitalizing old fire stations; built playgrounds, synagogues, day care and community centers; planted millions of trees to beautify Israel’s landscape and improve its soil; supported agricultural research and development that enables Israeli farmers to stay competitive in the global market; offered therapeutic and rehabilitative service to people with special needs; and promoted tourism, recreation, and economic growth by creating parks and forests and preserving and developing historic sites. We continue to be the single largest provider of Zionist engagement programs in the United States and together with the Alexander Muss High School in Israel we will use our combined strengths to focus on what’s important: teenage travel, Jewish continuity through programs like Alternative Spring Break (ASB), and Zionist education in Israel. We have also strengthened our \textit{Positively Israel} campaign by changing the conversation about Israel to highlight the incredible work that Israel does every day to make the world a better place. On top of it all, over 3,000 people have experienced the wonder of Israel on a JNF mission or tour.

For 112 years, Jewish National Fund, together with its donors, has been on the ground in Israel every day improving the lives of its residents and developing the land, which, truly, is more than just a land. It is the homeland of the Jewish people. None of this would be possible without your continual support. Thank you for being a valued member of the JNF family and for making JNF Your Voice in Israel.

\textbf{ONE BILLION DOLLAR CAMPAIGN}

JNF recently announced a One Billion Dollar Fundraising Campaign and road map over the next decade, marking the boldest undertaking by any Jewish organization—no one has ever done this! The campaign—which takes JNF forward through Israel’s 75th jubilee—pairs an ambitious financial target with a comprehensive strategic vision. JNF will connect American Jews to the people of Israel as never before and implement unique projects to strengthen Israel for the long-term.
NEW NEGEV COMMUNITIES

A hallmark of JNF’s Blueprint Negev campaign is the creation and expansion of new communities designed to attract young, energetic residents to the Negev and to strengthen the economic and social fabric of the region. In 2013, some milestones in this effort included:

- JNF, along with The OR Movement, a partner organization, executed a successful campaign for an additional 100 plots in the new community of Carmit. As well, 5,000 families contacted the Center for Development of the Negev and Galilee with interest in purchasing a plot in Carmit.

- 350 families have begun the relocation process to their new residence in Carmit.

- An on-site three classroom day care center is in the planning phase for the new community of Carmit to accommodate the many young families who will make this community their home. The state-of-the-art educational facility, which will be housed in the public facilities complex, will provide a nurturing environment for young children and offer working parents a reliable, trustworthy day care option right in their neighborhood.

- The Cultural Community Center in Merchav Am, a new Negev community, has been completed thanks to the Silverman, Klein, Grandis and Rosenbloom families. This community center is the focal point in the community’s new neighborhood and will act as an anchor to bring new families there and serve as a place for all the families to meet, take part in community activities and special events, and more. All of the community’s summer camps and activities have been taking place at the center and the administrative offices have been relocated there as well. Fourteen families moved into their permanent homes since the completion of the center.

- Halutza Park and playground, located in Bnei Netzarim, a town in the Halutza region of the northwest Negev, has been completed. Along with the playground, the added park was a welcome addition to this community of 100 families, each with an average of six children.

- Naveh, another town in Halutza, saw the completion of a dining hall in the Naveh Girl’s High School through the efforts of the Cleveland community. The girl’s high school, with a student population of 100, previously consisted of two buildings, one with classrooms and one with dormitories. The dining hall became the third building and now provides students with a fully equipped kitchen and cafeteria, with seating for up to 150 people.

BE’ER SHEVA RIVER PARK

Through its Blueprint Negev initiative, JNF recognized the development and expansion of Be’er Sheva as the key to making the Negev an attractive place for a new generation of Israelis to call home. The centerpiece of JNF’s efforts in Be’er Sheva is the development of the 1,300-acre Be’er Sheva River Park, a world-class, innovative urban renewal project, modeled on the famous San Antonio River Walk and similar environmental reclamation projects. The river park is becoming an anchor for tourism and commerce and is transforming Be’er Sheva into a green, vibrant, modern city. What used to be a backwater town has been transformed by JNF and the residents of Be’er Sheva into the true capital of the Negev. The dry riverbed running through the city had been used as an illegal dumping site and as a junkyard for old cars. It has been cleaned and rehabilitated and will soon be filled with purified water year-round. Today, Be’er Sheva boasts the fastest-rising housing costs in the country while numbers in tourism continue to rise.
With bicycle and pedestrian paths, restaurants, shops, galleries, bird-watching spots and picnic areas, the River Park is the centerpiece of Be’er Sheva, offering relaxation and amusement for residents and tourists alike. Earthwork is underway on the park’s largest project, a 23-acre man-made lake, funded by JNF Greater New York, which will be filled with recycled water and double as a reservoir supplying water to irrigate the entire park. Other milestones have been achieved in the construction and development of the park’s main attractions:

- The completion of the Danielle A. and Irving J. Grossman JNF Amphitheater, a 12,500-seat entertainment complex. Israel’s largest outdoor performance venue is already flourishing—the first concert held in October with Israel’s largest singing sensation, Shlomo Artzi, drew a crowd of over 8000 fans. The official opening will take place in the spring of 2014 with additional artists set to perform on the grand stage.

- Abraham’s Well, a multimedia visitor center showcasing the life of the patriarch Abraham, is now open to the public. Supported by Howard and May Mann (z”l) and Ella Rubinstein and the Florence Katz Trust, the world-class center is expected to provide an economic boon for the city.

- The J. Lew Schepps Recognition Center has been completed. The new design of the plaza—which welcomes visitors to the Be’er Sheva River Park and honors all major donors of the Negev Society who give a minimum of $25,000—includes seating areas, water elements and fountains, and facilities for dedication ceremonies.

REVITALIZING ESTABLISHED NEGEV COMMUNITIES

Building new communities is just one aspect of JNF’s work to encourage population growth in the Negev; it goes hand-in-hand with initiatives to revitalize established cities, towns, and regions that have long been neglected. Development towns are being seeded with employment opportunities and are undergoing infrastructure upgrades, while kibbutzim and moshavim whose growth has stagnated are being bolstered.

- Central Arava is a remote region along the southern part of Israel-Jordanian border and covers 6% of Israel’s landmass. The Central Arava 2020 Task Force, led by Lauren Mescon and Dr. Barbara Sommer, works to support key projects that will help Central Arava reach its goal of doubling the region’s population by 2020.

- Central Arava Medical Center has broken ground, which will serve over 3,700 local residents who until now have had to travel 80 miles to receive proper medical attention. The center is also being supported by the vision and generosity of Danielle A. and Irving J. Grossman, as well as Dr. Alan Fisher and Dr. Barbara Sommer.

- Zukim, a new community located in the Central Arava region, recently completed a new kindergarten classroom, with help from JNF’s Sapphire Society. With children comprising one quarter of Central Arava’s population, totaling 962 in the region, an additional classroom for the community was a necessity.

PROMOTING TOURISM IN THE NEGEV

Another key component of Blueprint Negev is harnessing the potential of tourist sites in the region. As part of this effort, the Chudnow Visitor Center at Timna National Park has broken ground. Located 17 miles north of Eilat, Timna is a red rock valley filled with extraordinary geological formations, ancient rock drawings, and remnants of the world’s oldest King Solomon copper mines. JNF, together with the Chudnow family and other generous donors, has been instrumental in developing Timna into a major tourist attraction. The new Chudnow Visitor Center will provide a world-class and user-friendly experience for all visitors.
GO NORTH

In November, the Go North Task Force mission, under the leadership of Bud Levin, Vice President of the Negev and Galil, and Ken Krupsky, Assistant Vice President of Go North, met with representatives from various organizations, as well as mayors and regional council heads from the Western Galilee, to select regions in the north where JNF will focus its efforts. As part of our Go North campaign, JNF has plans to bring 300,000 people to northern Israel by building and modernizing areas in the Galilee region that have been forgotten. After two years of selecting regions in the Galilee region to focus on, JNF is putting a plan together to begin work.

NEFESH B’NEFESH

For years JNF has had a strong relationship with Nefesh B’ Nefesh (NBN) as they bring new olim to Israel and help them settle in their new lives. JNF’s partnership with NBN has grown and we are working together to bring new residents to the Negev and Galil regions. To achieve the vision of Blueprint Negev and Go North, JNF will encourage new immigrants to make a home for themselves in areas of Israel that are just beginning to thrive.

WATER RENEWAL

The JNF Parsons Water Fund, a $100 million initiative to increase Israel’s supply of high-quality water, boasts numerous accomplishments in 2013:

• To stimulate awareness and concern for water-related issues among Israeli youth, JNF has become the prime sponsor of the International Stockholm Junior Water Prize Competition in Israel, known as the “Junior Nobel Prize for Water Research.” Organized by the Stockholm International Water Institute and held annually in Stockholm, the competition is the highest prize in water research for young people, promoting a new generation of scientists to work in this important field.

• The Gomeh Reservoir, a major project for northern Israel’s water recycling program, has been completed, dedicated by Anita Gordon and family. The reservoir aims to utilize the effluents of Kiryat Shmona and the surrounding communities to provide much-needed recycled water for agricultural use in the area, which serves 30 farming communities in the north east Upper Galilee and provides 530 million gallons of water on an annual basis.

• JNF is undertaking a constructed wetlands project to develop Moshav Tslafon’s water purification program. At Moshav Tslafon, located in the Judean foothills between Tel Aviv and Jerusalem, JNF will create a biologically treated water system involving a high tech filtration unit that will work in conjunction with a living plant ecosystem that uses natural botanical filtration. This project is unique as few moshavim are involved in green environmental projects.

• The Hula Valley water system is a vital component of Israel’s natural water economy. JNF joined with Ben Gurion University’s Institute for Water Research to identify sources for recharging Hula Valley’s groundwater. Efforts include identifying all sub-surface flow trajectories, assessing the hydraulic connectivity among the aquifers and the productive water bearing units, quantifying the groundwater fluxes into and from the Hula Valley aquifer’s systems, and coming up with a hydrologic model to predict the impact of groundwater pumping from deep aquifers along the Hula Valley on the water balance within the Hula basin.
• As part of JNF’s commitment to develop the Central Arava region, JNF has invested in bringing a water supply system to Sapir, the service center of the seven communities of Central Arava and the hub that houses all public facilities and services including schools, the community center, Arava International Center for Agricultural Training (AICAT), and the soon-to-be-built Medical Center. The communities of Central Arava are not part of Israel’s water grid, and local wells provide mostly brackish water, which is not fit for domestic consumption. At long last, the government is providing the communities, including Sapir, with small desalination plants. JNF is providing the desalination water delivery system to Sapir’s houses and public facilities. The desalination unit is now operational, after successfully passing pressure and leakage tests. Currently, new water meters are being installed and 80% of homes are already connected, with all of them fully completed by the end of December.

• JNF will begin building the laboratory floor of the Water Industries Research and Training Center, a four-story water center at the Kinneret College Center of Excellence at the Sea of Galilee. This is part of an overall vision to provide practical training and academic learning for water engineers, thereby transforming the North into a center of water expertise and innovation and increasing the economic growth potential of Israel’s northern region while providing a much-needed boost to Israel’s water industry.

GREEN INNOVATIONS

As an innovator in ecological development and a pioneer in desert forest creation, JNF has planted nearly 240 million trees in Israel, providing luscious belts of green that cover more than 250,000 acres. JNF’s parks and forests are enjoyed by millions of people each weekend and holiday. Through agricultural infrastructure development, research, and soil conservation, JNF has been able to create and extend the presence of fertile land where there was once endless desert.

• Site preparation and planning has continued for the Wadi Attir project, a sustainable desert farming operation in the Negev, part of JNF’s Blueprint Negev campaign. An initiative of the Bedouin community, Wadi Attir showcases a breakthrough model of sustainability practices in an arid environment that is replicable locally as well as in other regions. It is designed to leverage traditional Bedouin values, aspirations, and experience with sustainability principles, modern-day science and cutting-edge technologies.

• The completion of Ein Hod Memorial Park marks a triumph after the picturesque artist colony, a popular tourist attraction, was damaged by the Carmel forest fire. Dedicated by Yechiam Yemini, the restored grove provides a shaded pedestrian mall with a breathtaking view of the Mediterranean coast below, an “art-tech garden” featuring sculptures and installations by local artists, and an aqueduct connecting an ancient well to various points of the park, among other design elements.

• The Yemini Park in Usafia, donated by Yechiam Yemini, has been completed. Community residents can enjoy the park’s facilities which include a playground for kids, fitness equipment for adults, picnic tables, benches, and walking paths.

FRIENDS OF ISRAEL FIREFIGHTERS

As the official U.S. fundraising arm of Friends of Israel Firefighters (FIF), JNF supplies underfunded fire departments across Israel with urgently needed equipment and fire trucks. This support proves vital during
times of calm, when firefighters are called upon to respond to routine emergencies, and during times of conflict, in response to rocket and terror attacks. To date, JNF’s efforts and donor support have helped purchase over 150 state-of-the-art fire trucks, built several fire stations, and buy millions of dollars of new life-saving equipment and protective gear. In 2013 alone:

- The Usafia fire station, located in northern Israel and dedicated by Miami-Dade, has been completed. As part of the Carmel Renewal campaign, the station was built closer to the Carmel forest in order to decrease the response time for firefighters, making the region much safer.

- The Acco fire station, located in the western Galilee region of northern Israel, has been completed. The state-of-the-art control center at the station provides support for 46,000 residents living in the area. Acco is located near the Lebanon border, which puts citizens well within range of Hezbollah rockets, so the first floor of the station doubles as a bomb shelter.

- Twenty fire trucks, 1,000 firefighter uniforms, and two ATVs in Jerusalem were donated.

- JNF took 400 fire scouts from all over Israel on a week-long trip in collaboration with Green Horizons where they toured JNF projects and engaged in educational activities. The Fire Scouts program instills at-risk youth with the values of helping others, shaping them into better citizens. The volunteers learn that they are responsible not just for themselves, but for the entire firefighting crew, who are considered family to them, and the residents of their community.

ZIONIST EDUCATION & ADVOCACY

As the single-largest provider of Zionist education programs in the U.S., JNF offers myriad ways to connect young American Jews to Israel, from trips to Israel to b’nai mitzvah projects to advocacy programs on college campuses. In addition, JNF supports leadership development and environmental education programs in Israel.

- JNF’s newly expanded partnership with the Alexander Muss High School in Israel (AMHSI) was recently announced. With this partnership, JNF will appoint all members of AMHSI’s Board of Directors and integrate AMHSI’s operations into JNF’s broad array of educational initiatives. For over 40 years, AMHSI has led the field in providing transformative, pluralistic, and educational Israel experiences for high school students. AMHSI has developed fully accredited academic programs for teens to strengthen their Jewish identity while developing deep-rooted connections to Jewish life, to the Jewish people, and to Israel. Zionism is part of our everyday vernacular—whether JNF speaks to young or old, whether we are talking about our work in Israel or our Zionist educational activities here in the
U.S., when JNF refers to our rich history and when we speak about our vital and promising future. This enhanced partnership between JNF and AMHSI will catapult Zionist education to the next level.

- JNF launched a new online platform for Plant Your Way to Israel™, JNF’s fundraising program that helps young people raise money for their Israel trips while also giving back and supporting JNF’s forestry and green initiatives. The website is easy to use and integrates seamlessly with social media, maximizing a user’s ability to share their profile and story. This year, 250 new registrants signed up for Plant Your Way to Israel™ accounts, and over $70,000 was raised, half of which will go to scholarships for Israel trips.

- Over 400 college students participated in Alternative Spring Break (ASB) trips, raising $250,000 for the projects they worked on in northern and southern Israel.

- JNF sent 1,000 young adults to Israel for a free 10-day trip on Taglit-Birthright Israel with Shorashim.

- Twenty-five elite college students participated in JNF’s second Caravan “Common Ground” Leadership Mission to Israel, a highly-selective 10-day program for top student leaders of all faiths who have never visited Israel. Sponsored by Joan and Sam Ginsburg and the Milton and Beatrice Shapiro Scholarship Fund, this important educational experience includes touring; meeting political, cultural, and community leaders; and exploring Israel’s diverse democracy.

- In the spring, 10 academics from colleges and universities around the U.S. participated in the fourth annual Faculty Fellowship Summer Institute in Israel, supported by Monroe and Peggy Wingate. Sponsored by JNF, the Israel Ministry of Foreign Affairs, and Media Watch International, the program links scholars from diverse disciplines with their Israeli counterparts. It has created a cadre of new advocates for Israel who are committed to spreading awareness for Positively Israel by changing the conversation about Israel once they return to their campuses. More than 60 fellows have participated in the program since its inception.

- Through our Positively Israel campaign, JNF raised awareness on 40 college campuses this year about how Israel is making the world a better place. Various speakers addressed the crowds, inspiring and educating college students across the country.

- We engaged 400 elementary schools and 50 college campuses with our Tu BiShvat programs.

- JNF became the official national philanthropy of Alpha Epsilon Pi (AEPi), a national fraternity organization.

**GREEN HORIZONS**

Green Horizons, known in Israel as Hugey Sayarut (Hebrew for “hiking groups”), offers outdoor educational activities to Israeli youth in grades 5-12. This transformative program takes participants on hiking and camping trips throughout the country to build interpersonal and leadership skills and foster a strong connection to the land of Israel. 2013 was a successful year for Green Horizons:

- Through the partnership with JNF, Green Horizons was able to add new regions to the program in northern Israel, including Acco and Nazareth Illit with communities that face socio-economic difficulties.

- With new scholarships provided for college students, Green Horizons was able to bring on additional adult guides to help grow and guide their senior tour groups.
• As part of the Rainwater Harvesting Program, an additional school was added in a Druze village.

• Over 3,000 people throughout Israel joined the free guided tours that Green Horizons kids were leading and guiding.

THE ARAVA INSTITUTE FOR ENVIRONMENTAL STUDIES

The Arava Institute for Environmental Studies works hand in hand with JNF to offer a unique approach to studying the environmental challenges of the Middle East from a trans-boundary perspective with a student body comprised of Jordanians, Palestinians, Israelis, and people from countries throughout the world. The world-class teaching and research center provides students with the rare opportunity to live and learn together for an extended period of time—allowing them to build networks and develop trust, understanding, and friendships that will enable future cooperative work and activism in the Middle East and beyond. At the school, located near the Israeli/Jordanian border and offering this one-of-a-kind program, the idea that nature knows no political borders is more than a belief. It is a fact, a curriculum, and a way of life. The Arava Institute has extended its reach beyond the Middle East into Africa, providing studies on sustainable crop agriculture, introducing drip irrigation and new crops, and techniques adapted specifically to the region’s climate and challenges. Take a look at some of the highlights from 2013:

• The Center for Trans-boundary Water Management, part of the Arava Institute, established a new grey-water recycling system at the Towns Association for Environmental Quality at Sakhnin in the Galilee region that can be replicated in other towns throughout the region.

• One hundred alumni gathered in Beit Jala, Palestine for the annual Arava Alumni Peace and Environmental Network Conference. The conference, sponsored in conjunction with the Miller International Institute at the Rutgers School of Law, provided a setting for establishing new alumni environmental projects, as well as new approaches for enhancing cooperative work in the region.

• The Arava Institute hosted farmers from Turkana, Kenya as part of the Furrows in the Desert project, and successfully trained them in sustainable agriculture practices and low-tech solutions.

• The Youth Environmental Education Peace Initiative, the only school-centered peace-building network in Israel and operating in 13 schools, has educated over 500 high school students about Arava Institute’s shared boundaries environment.

RESEARCH & DEVELOPMENT

• Planning has begun for the EILOT Renewable Energy Research Center and Laboratory in the Arava region. The center will serve as a broad platform for scientific innovation with cooperation from researchers of neighboring countries. Additionally, it will serve as a research hub for the study of renewable energy, geology, hydrology, and archaeology.

• The Research & Development Center in Central Arava continues to provide innovative and extensive research on neurodegenerative diseases, cancer, and other health issues. The center is dedicated to promoting agriculture and scientific research and development, as well as ecological and environmental studies. Doctors working in the center are conducting research that is relevant to the region, but also has worldwide applications in areas such as cancer research, drug discovery, animal models, and biotechnology purposes.
HERITAGE SITES

JNF is committed to the preservation of historical sites associated with Israel’s struggle for independence and ensuring that the stories behind these sites are properly documented and told for generations to come.

• The Society for Preservation of Israel Heritage Sites and Jewish National Fund have initiated the construction of Ha Reut Museum, a memorial that commemorates those who fell in the effort to secure the future of the independent State of Israel. The museum is on schedule for completion in January of 2014.

• Planning has begun for the reconstruction of Ammunition Hill, site of the pivotal 1967 battle that led to the reunification of Jerusalem. Parts of the hill and trenches in the Jordanian bunker will be renovated and a Memorial Hall built. The hall will honor the battle’s 182 fallen Jewish soldiers and provide the families and visitors a place to remember and reflect.

ACCESSIBILITY & THERAPEUTIC SERVICES

JNF is dedicated to ensuring that no member of Israeli society is left behind. Through a variety of initiatives, JNF provides cutting-edge rehabilitative services, special education, and medical care for people with special needs, and makes its forests, parks, picnic areas, playgrounds, nature trails, and recreation facilities inclusive to visitors of all ability levels.

• Aleh Negev-Nahalat Eran’s new residential facility is nearing completion. To accommodate the growing number of people on its wait list, JNF built and equipped a new residential complex that will enable the acceptance of 48 additional residents.

• LOTEM, which offers field trips, nature excursions, and creative workshops for people of all ages with physical, mental, and emotional disabilities, at-risk youth, and mothers and children living in shelters, 31,000 participants during this past year and for the first time, has a special needs national service guide who is leading tours.

• In partnership with LOTEM, the first stage of the $1 million capital project for ecological farm in Emek HaShalom (Valley of Peace) has been completed and the planning phase has begun. Located in northern Israel near Yokneam, Emek HaShalom Nature Park is surrounded by blooming nature and the peaceful flow of water. Carpets of blossoming flora, flowing streams of water, mysterious caves, and a wide variety of trees and flowers are only a small part of the stimuli the area has to offer for this inclusive park.

• The construction of the visitor center in Emek HaShalom is complete, which includes an accessible structure to the ecological farm’s central building, a scenic outlook, a tourist information station, along with classrooms and lecture spaces.

AFFINITY GROUPS & SOCIETIES

• This year JNFuture, the gateway for the next generation of young leaders ages 25-35, hosted the Summit with JNF, a gathering of leaders who engaged in dialogue about the sustainability of water, food, and energy.
one-of-a-kind weekend experience took place in Nevada’s Red Rock Canyon with over 300 attendees and highlighted Israeli innovations in the field of sustainability as well as other premier global initiatives worldwide.

- JNF Women for Israel launched the Chai Society—a new group which welcomes members who donate a minimum of $1,800. Members receive access to elite service and member-only events, and a gold necklace with a pendant in the shape of the State of Israel.

- JNF’s Sapphire Society announced the re-design of the Sapphire Society pin. The new design incorporates the signature star and sapphire, while giving greater prominence to the tree. This new pin, which can also be worn as a necklace, reinforces the JNF brand in beautiful and elegant style.

- A new partnership formed between JNF and JSPACE, providing JNF the opportunity to promote JNFuture events through JSPACE’s database. This relationship brings greater brand awareness and social media coverage, and reaches a new audience to attract young leaders. New JNFuture chapters have been formed across the country through the additional publicity provided by this partnership.

- JNF partnered with WePower, a non-profit, non-partisan organization that helps women grow in leadership roles throughout Israel. JNF encourages empowerment among U.S. women through several of its women’s societies, bringing together like-minded individuals who connect to the people of Israel and share their passions with each other and their counterparts in Israel. With exposure of WePower’s programs and inspiring talks across Israel and the United States, the doors open wider for JNF’s women’s campaign.

MISSIONS/TRAVEL TO ISRAEL

- In 2013, over 500 people participated on JNF missions.

- Mission highlights included: JNF hosted an Israel@65 Mission to celebrate Israel’s 65th year of independence; Queen of Sheba Women’s Mission came back stronger than ever with 31 women from all over the United States connecting with the land and people of Israel and raising over $850,000; the second annual high-end culinary mission offered a unique and savory experience for U.S. delegates to discover Middle Eastern cuisine through the eyes of Israel’s top chefs; the inaugural Negev Society mission offered a one-of-a-kind experience to annual donors who give $25,000 or more; and the President’s Society mission provided an exclusive look into JNF’s projects in Israel for donors who give $10,000 annually.

PLANNED GIVING

JNF is the recipient of an estate gift of more than $60 million from the estate of John Boruchin, the most significant gift in the 112-year history of the organization. A long-time supporter of JNF, Boruchin funded water and Zionist education initiatives, along with the Blueprint Negev campaign.

While this list is extensive, it represents just a fraction of what we were able to accomplish together over the past year. If you would like more information, please contact your local JNF office at 888.JNF.0099. Thank you again for your support of the land and people of Israel.