



KEREN HAYESOD - UIA
Shaping our Future. Together.



**YOUR INVESTMENT IN ISRAEL
AND THE JEWISH PEOPLE**

2010
50

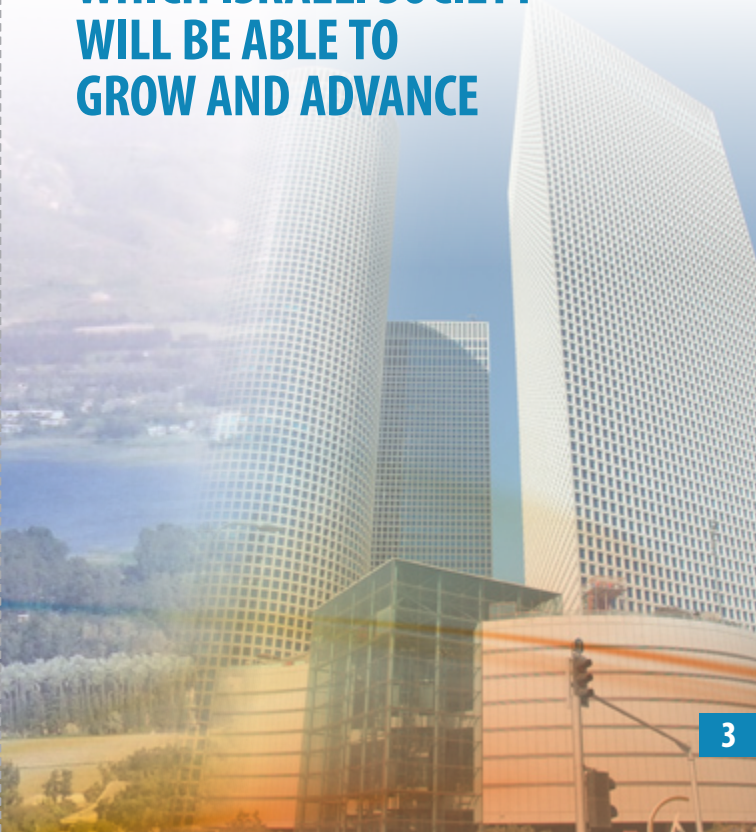
**IN 2010
KEREN HAYESOD – UIA
CELEBRATED
90 YEARS OF VISION
AND ACHIEVEMENT**

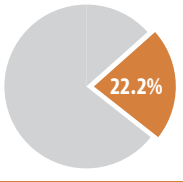


KEREN HAYESOD - UIA
Shaping our Future. Together.

**HERE'S WHAT YOUR
2010 VISION LOOKED LIKE
IN ACTION**

**IN 2010
KEREN HAYESOD – UIA
ACTIVELY BUILT AND
SUSTAINED CRUCIAL
INFRASTRUCTURES UPON
WHICH ISRAELI SOCIETY
WILL BE ABLE TO
GROW AND ADVANCE**





US\$31 M - Aliyah, Rescue, Absorption

ALIYAH AND ABSORPTION

Bringing new energy, culture and human capital to the State of Israel

WITH YOUR SUPPORT:

- ▶ Over 19,000 olim started new lives in Israel during 2010
- ▶ 7,700 arrived from the former Soviet Union
- ▶ 1,650 arrived from Ethiopia
- ▶ Hundreds entered Israel discretely from regions where Jewish life is considered in danger
- ▶ 8,000 olim began their new lives in Israel on absorption centers

YOUR CONTRIBUTION HELPED ASSIST 37,000 OLIM, INCLUDING NEW ARRIVALS AND OLIM IN THE INITIAL STAGES OF THEIR ABSORPTION



Ulpan students, Bet Canada absorption centre, Jerusalem



Assisted by Keren Hayesod – UIA donors, Dr. Avi Yitzhak made aliyah on Operation Solomon in 1991.

Dr. Avi Yitzhak, Israel's first new immigrant doctor from Ethiopia, proudly participated in the acclaimed IDF medical rescue mission to Haiti in 2010.

"It is important that all Keren Hayesod – UIA supporters know that Israel has become a moral force that gives back to the world. In a way, those who supported me through my studies are here today through me, for the victims of this disaster and for Israel!"



IDF rescue wounded in Haiti

CARING FOR OUR SOLDIERS' FUTURES

Helping lone soldiers start civilian life

Most of the 700 lone soldiers discharged from the IDF each year are new olim without means. Lacking the support and guidance of immediate family, they find themselves facing civilian life in Israel entirely alone. The WINGS program provides these soldiers with a pre-discharge package designed to ease the difficult transition from military to civilian life. It includes courses and seminars on education, employment, housing, career counseling and interpersonal skills. It also offers a small grant to help them start their new lives.

YOUR CONTRIBUTION HELPED 700 LONE SOLDIERS GET A GOOD START IN CIVILIAN LIFE LAST YEAR



WINGS beneficiary, Maria Weingolt, made aliyah as an orphaned child from Germany (she was originally from the former Soviet Union). She enlisted in the IDF as a combat soldier, fulfilling her life dream.



GIVING ETHIOPIAN OLIM A HEADSTART

Thousands of Ethiopian olim living on absorption centers benefit from programs that provide crucial educational skills and understanding of modern-day Israeli society. These programs provide parents with tools to understand the world in which their children will live, and assist them in integrating more easily into Israeli school and social life.

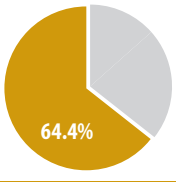
YOUR SUPPORT GAVE THOUSANDS OF ETHIOPIAN OLIM THE CHANCE TO ACQUIRE THE CRITICAL TOOLS THEY NEED TO INTEGRATE PRODUCTIVELY INTO ISRAELI SOCIETY

'ALIYA ON A RED CARPET' PROGRAM

Within 24 hours olim are helped to stand on their own feet through aliyah fairs, which provide information on housing options, registration with health funds, and many more services.



'Aliyah on a Red Carpet' - olim celebrate first day in Israel.



US\$89.8 M - Strengthening Israeli society

HOPE AND OPPORTUNITY FOR ISRAEL'S YOUNG AND OLD

Keren Hayesod – UIA donors reached out to Israel's most vulnerable communities

YOUTH FUTURES

Youth Futures, a Keren Hayesod-UIA flagship program, succeeded in developing the personal strengths of 10,000 children, by focusing intensive individual attention and all available community resources on each child, through the skilled care of specially trained **Youth Futures** 'trustees' (counselors).

As a result, these children have been propelled onto paths of self worth and opportunity, and have begun to grow and flourish in school and at home.

UP TO 40% OF THESE CHILDREN ARE NEW OLIM OR CHILDREN OF NEW OLIM

LAST YEAR YOUTH FUTURES GAVE 10,000 MARGINALIZED CHILDREN AND YOUTH THE CHANCE THEY NEEDED TO GET THEIR LIVES ON TRACK



Youth Futures 'trustee' with child in Lod. 77% of Lod's children live below the poverty line.



NET@ - A HI-TECH BRIDGE TO NEW HORIZONS

Net@ is a rigorous hi-tech extra curricular program that brings hi-tech education and opportunity to average high school students in border towns and disadvantaged communities. These students, who ordinarily would have no connection to the hi-tech world, leave high school as qualified technicians and system administrators with career options they could never have dreamed of. The program also inculcates social responsibility and volunteerism in its students.

THROUGH YOUR SUPPORT, NEARLY 1,000 DISADVANTAGED HIGH SCHOOL STUDENTS TOOK PART IN NET@ LAST YEAR

AMIGOUR: ANSWERING THE NEEDS OF ISRAEL'S ELDERLY

Supported by Keren Hayesod – UIA donors, **Amigour** sheltered housing for the elderly provides its residents with more than a roof over their heads. For thousands of Holocaust survivors and new immigrant residents who arrived penniless from the former Soviet Union, it provides cultural and social enrichment in a safe, supportive living environment.

LAST HANUKKAH NET@ STUDENTS BROUGHT NEW LIGHT TO RESIDENTS OF AMIGOUR TEACHING THEM HOW TO USE AND CONNECT TO THE VIRTUAL WORLD



10 *Net@ students help Amigour residents connect to virtual world. Hanukkah, 2010*



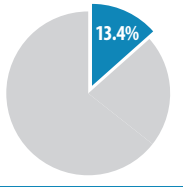
YOUNG COMMUNITIES: YOUNG ISRAELIS IGNITE SOCIAL ACTION

Last year, an energetic spirit of social activism inspired 500 young Israelis to form groups of **Young Communities** and settle in Israel's most disadvantaged towns and neighborhoods, where they contributed their skills to assisting weaker populations at a community level.

**500 "YOUNG COMMUNITIES" ACTIVISTS
CHANGED THE LIVES OF TENS OF THOUSANDS
LIVING IN DISADVANTAGED AREAS
THROUGHOUT THE COUNTRY**



Member of the Kiryat Yovel neighborhood "Young Community", who was instrumental in creating a youth drop-in center that has become an important social resource for this Jerusalem neighborhood.



US\$18.7 M - Jewish/Zionist Education

INSPIRING A NEW GENERATION

Israel education is about connecting young Jews to Israel and the Jewish people

DURING 2010:

- ▶ 26,600 young Diaspora Jews participated in short-term Israel programs
- ▶ 9,500 young Jewish adults experienced long-term Israel programs
- ▶ 30,000 Jewish children and youth benefited from Keren Hayesod – UIA educational programs in the former Soviet Union
- ▶ 283 youth leaders were trained and enriched through the Jerusalem-based Machon Institute for Training Youth Leaders
- ▶ 1,100 educators worked with youth through tens of Diaspora and Israel-based programs

IN 2010 KEREN HAYESOD – UIA DONORS HELPED HUNDREDS OF THOUSANDS OF YOUNG DIASPORA JEWS UNDERSTAND THE HEART OF ISRAEL AND THE JEWISH PEOPLE

MASA – ISRAEL JOURNEY

MASA offers young Diaspora adults between the ages of 18 and 30, over 200 choices of long-term Israel programs, so that each young person can choose a program that is personally relevant to them.

Through your support, nearly 10,000 young Diaspora adults experienced MASA long-term Israel programs last year.

IT IS AN EXPERIENCE THAT WILL LAST THEM A LIFETIME



MASA participants, July 2010



MASA participant Ilan, took part in MASA's Habonim-Dror (youth movement) program.

Ilan Price, 18

Johannesburg, South Africa

"MASA is responsible for allowing young Jews from South Africa to come to Israel. It has been an incredible year, I have loved every minute. No matter where you come from your connection to Israel is greatly strengthened by living here. I have grown more in the last few months than in the last four years of high school, in terms of both my independence and understanding of Israel and the Jewish people. Most of us are going home thinking of how to be activists in our communities. When you see all the challenges here, you just want to go home and be active on campuses and in communities."



Olga, a doctor, came to Israel with 21 other doctors on the MASA For Doctors program and is currently working in Asaf Horofeh Hospital as part of her MASA year.

Olga Baskin, 28

Belarus, former Soviet Union

"For young Jews in the former Soviet Union, the decision of whether to make aliyah can be very difficult. Here on MASA you have time to understand, feel and make a decision. The group became a support group like a family, I feel like I got an opportunity for a second life, a new life in Israel, thanks to those who helped finance MASA for me."

ENGAGING THE YOUNGER GENERATION WITH ISRAEL AND THE JEWISH PEOPLE IS A MASSIVE CHALLENGE

IT IS ALSO THE KEY TO FUTURE JEWISH LEADERSHIP AND OUR FUTURE AS A PEOPLE



Karina and her husband chose to come to Israel on the MASA 'personal program'.

Karina Krajden, 30

Curitiba, Brazil

The MASA 'personal program' allows individuals to take advantage of MASA while continuing to pursue careers or specific interests. These MASA participants are able to live private lives in Israel while benefiting from the MASA experience.

Karina came to Israel in July 2010 to do a fellowship in fetal neurology.

"I came to Israel with my husband through the MASA program. We chose to come to Israel for both Zionist and professional reasons. Today, we are on the MASA 'personal program', which enables us to live in Ramat Gan while having ulpan lessons and doing MASA trips around the country. We are having a wonderful time, it is one of the most incredible experiences of my life."

GRADUATES OF LONG-TERM ISRAEL PROGRAMS ARE THREE TIMES AS LIKELY TO BE INVOLVED IN ISRAEL AND JEWISH LIFE THROUGHOUT THEIR LIFETIME

KEREN HAYESOD – UIA DONORS ANSWERED URGENT AND IMMEDIATE NEEDS DURING 2010

In December of 2010, the worst forest fire in Israel's history swept through the Carmel leaving 44 dead and many wounded. Villages and local communities were badly damaged and both homes and educational institutions were destroyed.

Keren Hayesod – UIA donors took immediate action to provide medical assistance and firefighting support, in addition to raising funds for the rehabilitation of areas badly damaged by the fire.



Photo: Flash 90

SALUTE TO KEREN HAYESOD – UIA

in honour of its 90th anniversary

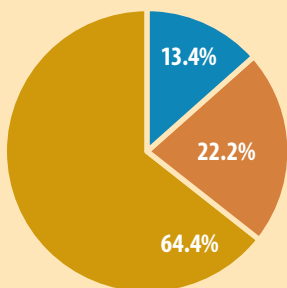
June 2010: The Israel Philharmonic Orchestra salutes 90 years of Keren Hayesod vision and achievement at the Hebrew University of Jerusalem's* famed Mt. Scopus amphitheatre, in the presence of Jerusalem mayor, Nir Barkat.

The event took place in the framework of the 2010 Keren Hayesod – UIA Annual World Conference.



**Both the Israel Philharmonic Orchestra and the Hebrew University of Jerusalem were originally launched thanks to the financial assistance of Keren Hayesod.*

TOTAL 2010 ACTIVITIES



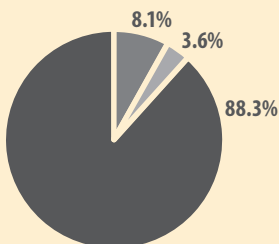
US\$89.8 M
Strengthening Israeli society

US\$31 M
Aliyah, Rescue, Absorption

US\$18.7 M
Jewish/Zionist Education

TOTAL: US\$139.5 M

DISTRIBUTION OF BUDGET 2010



US\$139.5 M
Program activities

US\$12.8 M
Operating costs

US\$5.7 M
Campaign services

TOTAL: US\$158 M



KEREN HAYESOD - UIA

For further information, please contact your local Keren Hayesod – UIA emissary or:

Keren Hayesod – United Israel Appeal

Head Office P.O. Box 7583, Jerusalem 91074, Israel
info@kh-uia.org.il

Editor: Sharon Simmer

Graphic Design: www.saybrand.co.il

Marketing and Communications Division

Jerusalem, 2011



Join us on facebook

SUPPORT ISRAEL WWW.KH-UIA.ORG.IL