JEWISH NATIONAL FUND USA

125 Years

jnf.org • 800.542.8733

WHAT WE DO

FOR THE LAND AND PEOPLE OF ISRAEL AND ZIONIST ENGAGEMENT

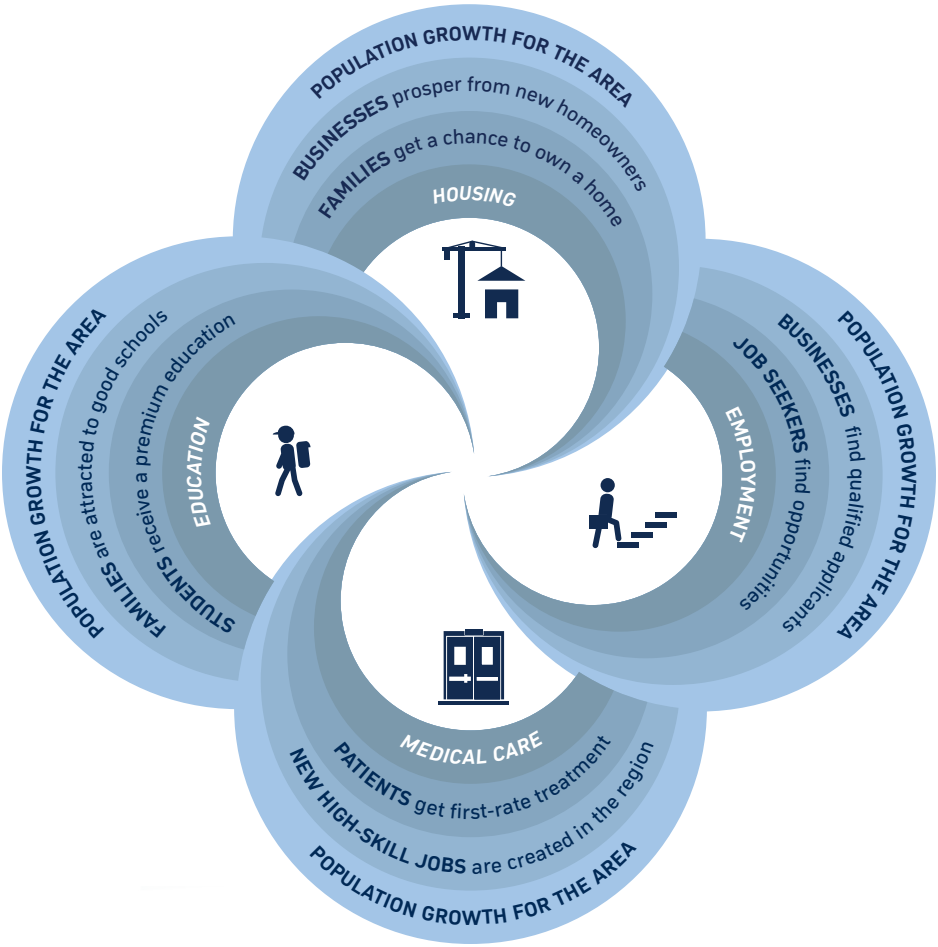
Our Work, Our Promise

Jewish National Fund-USA builds a strong, vibrant future for the land and people of Israel through bold initiatives and Zionist engagement. Our work strengthens Israel's North and South, regions whose resilience and growth are essential to the nation's future.

Each initiative we undertake is intentionally designed as part of a larger strategy. Every project, program, and partnership creates **circles of impact** that extend beyond its immediate purpose—generating jobs, strengthening local businesses, advancing economic development, and improving quality of life. These circles of impact work together, reinforcing one another across communities and regions to make Israel's North and South not only places people care about, but places they choose to call home.

Our pledge is, "We were there yesterday, we are there today, and we will be there tomorrow, every step of the way." For more than 125 years our accomplishments have made us the most trusted name in the Israel philanthropic world. With your help, we will keep that promise forever.

HOW CIRCLES OF IMPACT WORK TOGETHER



Revitalizing Israel's South

Israel's South makes up 60% of its landmass, yet only 8% of the population calls it home. The overwhelming majority of Israelis live in the country's dynamic but overcrowded center. We are strategically bringing 500,000 new residents to the region to help secure the future.

INITIATIVES INCLUDE:

- **Eshkol Community Center:** Creates a thriving cultural center for more than a dozen communities
- **Ofir Libstein Regional Athletic Complex:** A state-of-the-art athletic complex near the border with Gaza
- **Kibbutz Re'im:** Rebuilding small communities with quality of life enhancements including parks, recreation areas, community centers, medical centers, and civil defense
- **Agricultural School:** Teaching students how to improve Israel's food security
- **Housing Development Fund:** Supporting infrastructure for new homes across Israel's South
- **Lauder Employment Center:** A career hub offering services, professional training, and support for over 4,000 people and businesses annually
- **Be'er Sheva:** Developing the future capital of the Negev with promenades, our River Park (seen below), and the future site of the World Zionist Village

Developing Israel's North

The stunning and expansive views of Israel's North have often been compared to the rolling hills of Tuscany. We are bringing opportunities to this beautiful yet underutilized region through job creation, tourism initiatives, and innovation in food technology and agriculture.

INITIATIVES INCLUDE:

- **The Galilee Culinary Institute by JNF (GCI by JNF), Rosenfield School of Culinary Arts:** Transforming the Upper Eastern Galilee into an epicenter for food, culture, and community
- **Small Business Association:** Provides over 155 small businesses opportunities for growth through workshops, one-on-one consultations, and more
- **Robert & Gale Kares Medical Center:** Elevating health services and emergency care
- **Food Tech Center:** Supporting FoodTech and AgriTech startups
- **Tourist Information Center:** Developing northern Israel's tourism industry
- **Housing Development Fund:** Supporting infrastructure for new homes across the Upper Galilee

Building Resilience

Jewish National Fund-USA turns crisis into opportunity for Israel's future. Our Resilience Campaign, developed in consultation with local communities, creates a safer, more secure life for the people of Israel, providing resources every day that they need to protect themselves when they need it most.

INITIATIVES INCLUDE:

- **Emergency Response Centers:** Combining civil defense, medical, and fire and rescue under one roof
- **Fire & Rescue:** Contributing more than half of Israel's fire trucks
- **Supplying First Responders**
- **Medical Centers:** Providing state-of-the-art services previously inaccessible to frontier regions
- **Rehabilitative Services:** For injured soldiers and individuals with disabilities
- **Accessibility:** Allowing Israel's parks, forests, historical sites, and public buildings to be enjoyed by all
- **Therapeutic Horseback Riding:** For those with cognitive, emotional, and physical challenges
- **Resilience Centers:** Providing mental health care, emotional resilience, and strength
- **Building Bomb Shelters and Safe Rooms**

Improving the Environment

From planting trees to supporting agricultural research, our work makes Israel an environmental powerhouse. As leaders in ecological development and pioneers in afforestation and fire prevention, we continue to support both the land and people of Israel.

INITIATIVES INCLUDE:

- **Water:** Treatment, recycling, rehabilitation, and desalination
- **Forestry:** Planting trees and developing green spaces as innovators in ecological development
- **The Kasser Joint Institute for Food, Water, and Energy Security:** Introducing agricultural innovation to vulnerable and arid regions in Africa, in partnership with the University of Arizona and Arava region
- **Arava International Center for Agricultural Training (AICAT):** Welcoming students from across Africa and Asia to learn Israeli farming techniques in the Arava desert
- **Research & Development:** Bringing environmental innovation to populations around the world

Fostering Zionist Engagement

As the largest provider of Zionist and Israel engagement programs in the United States, Jewish National Fund-USA connects American Jews of all ages to the land and people of Israel. From kindergarten to adulthood, from mitzvah projects to trips for college students, our initiatives ensure that Zionism starts young and lasts forever.

INITIATIVES INCLUDE:

- **Alexander Muss High School in Israel (Muss):** The ultimate study abroad experience where teenagers gain leadership skills, develop independence, and emerge as proud Zionists
- **Tu BiShvat Across America:** Helping students connect to the land of Israel
- **Mitzvah Projects:** Enabling students to give tzedakah for their b'nei mitzvah celebrations
- **Dream Israel:** Providing grants for high school students for qualifying study abroad programs
- **Caravan for Democracy and Faculty Fellowships:** Trips to Israel for student leaders and faculty beyond the Jewish faith
- **Alternative Break Trips to Israel:** For young people ages 18-24
- **Shabbat for Israel:** Our annual global celebration in honor of Israel's Independence Day—gather family, friends, share great food, and celebrate

Ensuring the Future of Zionism

The World Zionist Village is the first-of-its-kind global hub, designed as a safe and open home for honest conversation about Zionism and the future of the Jewish people.

This visionary campus, now arising in Be'er Sheva, will be a center of education, culture, and cross-cultural exchange, where Jews and supporters of Israel will learn together and lead with purpose. Thousands of students, educators, and thought leaders will come together across ages, backgrounds, ethnicities, and religions to engage in meaningful dialogue and collective learning.

This is the most ambitious initiative of the Jewish People in this generation—an unprecedented effort to shape the global conversation around Zionism for the 21st century and beyond.

WORLD ZIONIST VILLAGE

➤ WorldZionistVillage.org

GET INVOLVED: *STUDENTS*

One Experience, Endless Impact

At Jewish National Fund-USA's Alexander Muss High School in Israel (Muss), we believe in shaping the leaders of tomorrow through unparalleled educational experiences for high school students that go far beyond the classroom. With full-length semester programs, two-month mini-mesters, an array of exciting summer options, and two campuses (one in Hod Hasharon and one in Be'er Sheva), Muss is the premier academic study abroad program in Israel for teens.

HSI
Alexander Muss
HIGH SCHOOL IN ISRAEL

Prepare teens for a meaningful future, strength of character, and courageous leadership at Muss.

➤ amhsi.org/refer • 800.327.5980 • discover@amhsi.org

GET INVOLVED: *STUDENTS*

Join the Journey

The Galilee Culinary Institute by JNF (GCI by JNF), the Rosenfield School of Culinary Arts on the Marvin Sukonik Campus, is a world-class culinary institute driving economic and cultural revitalization in Israel's North. With a 25,000-square-foot campus featuring a brewery, chocolate lab, café, and organic farm, GCI by JNF positions the Galilee as a global hub for culinary and food tech innovation. It will offer a hands-on English language culinary institute, a 100-seat, fine dining restaurant, chef demos, hands-on workshops, and tourism and education opportunities.

➤ galileeculinaryinstitute.com

THE GALILEE CULINARY INSTITUTE BY JNF

GET INVOLVED

Make a Meaningful Gift

When you shop with Jewish National Fund-USA, you're doing more than purchasing a product or planting a tree; you're helping to build a meaningful future for the land and people of Israel. Whether planting a tree in honor of a loved one, or purchasing an Israeli-made product that supports local artisans in the North and South, shopping through Jewish National Fund-USA makes a difference.

WHAT WE HAVE IN STORE:

- **Plant Trees:** Create a lasting legacy for someone you love or recognize important milestones by sending tree certificates in honor or memory of special occasions
- **EZ Tree:** An easy and convenient way to purchase trees at a discount for memorials, birthdays, appreciations, and more
- **Support Packages:** Send a care package to those serving in the IDF, including Lone Soldiers (young men and women serving without immediate family or support in Israel)—these products show support for our heroes and also support the local economy
- **Mitzvah Marketplace:** Bring a piece of Israel into your home through handmade products from small businesses, artisans, and farmers in the Galilee and Negev

➤ shop.jnf.org

GET INVOLVED

Travel to Israel

Travel with Jewish National Fund-USA and encounter Israel as it was meant to be experienced—authentically, intimately, and powerfully. This is more than a trip. It's connection made real. Every generation deserves a story rooted in Israel. We're here to help you write yours. Because you belong in Israel.

OUR TRAVEL OPTIONS INCLUDE:

- Family trips, senior travel, solo missions, individual travel options, and more
- Israel experiences for young professionals ages 22-40
- Impactful volunteer trips
- Congregational trips
- Daily tours

➤ jnf.org/travel

GET INVOLVED

Attend our Global Conference for Israel

Each year, Jewish National Fund-USA hosts the largest gathering of Israel supporters for a multi-day conference filled with solidarity, inspiration, and education. With world-renowned speakers, intimate group sessions, and a community passionate about Israel, our Conference is an incredible opportunity to come together and stand tall and proud in support of our Jewish homeland.

➤ jnf.org/global

GET INVOLVED

Leave a Lasting Legacy

Jewish National Fund's Planned Giving Department allows you to plan today and shape tomorrow by helping you meet your personal, financial, and estate planning goals. By making a lifetime or testamentary charitable gift, you are keeping your name, values, and impact alive in Israel forever.

YOUR OPTIONS INCLUDE:

- Donor Advised Funds
- Charitable Gift Annuities
- Wills and Bequests
- Appreciated assets, including stocks, bonds, mutual funds, real estate, and cryptocurrency
- IRA rollovers

➤ plannedgiving@jnf.org • 800.562.7526 • jnflegacy.org

GET INVOLVED

Jewish National Fund-USA is a national organization with a strong commitment to local leadership across the country. Our unique approach involves people like you who bring expertise, passion, innovation, unwavering commitment, and heart to our work. *We invite you to get involved!*

- Join a local board to become more engaged in your community
- Become part of a Task Force or committee to determine needs and set priorities for specific areas of our work
- Connect with like-minded peers. Join Lawyers for Israel, Healthcare Professionals for Israel, Real Estate Division, Finance for Israel, Rabbis for Israel, Women for Israel, JNFuture (for ages 22-40)
- Join a Donor Society and surround yourself with people who share your commitment to the land and people of Israel while receiving exclusive benefits and privileges based on giving level
- Visit jnf.org/inyourarea to learn about local events
- **GIVE DIRECTLY TO JNF.ORG/DONATE**

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125 Years

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