

REVIEW

2015 IN REVIEW



“Arabs and Jews want peace”

REFLECTION

NIF's leaders, supporters and activists reflect back and look to the future

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Creativity, courage and partnership for change...

New Israel Fund's UK leadership, supporters and activists reflect on the significance of NIF's work in 2015.



CLIVE SHELDON QC

Chair,
New Israel Fund UK



ADAM OGNALL

Chief Executive,
New Israel Fund UK

2015 was a challenging year for Israel. Fear and mistrust between Arab and Jewish citizens reached unprecedented levels in 2015 with a spate of devastating terror attacks and a discourse which legitimated vigilante style reprisals. Fundamental rights and especially freedom of expression were compromised, and a particularly tense election season betrayed the severe polarisation of worldviews and identities in Israeli society.

And yet this is not the full picture. In the pages of this annual review you will read stories which demonstrate the great spirit, commitment and impact of the New Israel Fund family in 2015. You will read about the creativity and courage of ordinary Israelis who decided that they must take action in their own communities to build trust and hope for a different future between Arabs and Jews, and who were supported in doing so by NIF's emergency fund for shared

society. You will learn of the impact of the dedicated activists and organisations supported by NIF and galvanised and empowered by the coalition-building, training and amplification of Shatil, NIF's Initiative for Social Change. These groups achieved many large and small victories in their efforts to advance equality in 2015 by reaching out to decisionmakers, achieving justice through the courts or influencing the public debate. This review will also give you a taste of the bold work of the visionary organisations that we are supporting through our new strategy, New Initiatives for Democracy, building legitimacy and expanding partnerships amongst Israel's diverse communities for the core values that we hold dear.

And finally – alongside all of this inspiring work on the ground in Israel – there has been you. More of you than ever deepened your engagement with NIF in 2015 by attending our events, tuning in to our podcasts, inviting us to lead conversations around Israel in your communities, and engaging with us online. And you gave, generously. You gave your time, your energy, your money and your commitment to NIF, because you know that NIF and the work we do is vital now, more than ever. Because you know that only through partnership can we achieve our shared vision of the Israel that we all hope for, an Israel which lives up to the ideals of its founders, and is “based on freedom, justice and peace as envisaged by the prophets of Israel”.

It's a lofty goal, but it's also a simple, every day goal. It's a goal which will be brought about by ordinary people doing extraordinary things – like the stories you will read in this review – and the contributions you, yourselves, make. We look forward to growing this unique partnership in 2016: facilitating deeper connections, channelling more resources and developing new ideas together – to bring about a fairer and more tolerant Israel.

We asked three of our supporters, lay leaders and activists to reflect on 2015 and their involvement in NIF. Their moving responses are featured on the next page.



Two women participate in Tag Meir's campaign to normalize speaking Arabic in public spaces



JANE GRABINER

Key Lay Leader and
Newly Elected Board Member

I am a retired lawyer and am involved in many aspects of Jewish life in the UK. For three years I chaired NIF's annual Human Rights Awards Dinner which highlights the activities of extraordinary people in Israel who advance social justice and empower marginalised communities. In 2015 I joined the Board of NIF UK.

NIF is important to me as the place where I connect with the Israel that I love; where I can work towards a fairer Israel which upholds the vision of its founders and adheres to the humanitarian ideals of Judaism. I am deeply worried about the situation in Israel today in which the country is under threat not just from destructive forces externally but also from within. Where the rights of minorities, of women, of non-Orthodox and secular Jews are attacked on a daily basis and where racism is frighteningly displayed.

I want to see an Israel with a secure future, with leaders of vision and integrity, where democracy is safeguarded, and where social justice can flourish. New Israel Fund is playing a crucial role at the forefront of efforts on the ground to turn this vision into a reality, and I am proud to be connected to this through NIF UK.



LORD JEREMY BEECHAM

Longstanding Donor and
Board Member

I support NIF because it stands squarely behind the pledge in Israel's Declaration of Independence of equal treatment for all its citizens, irrespective of ethnicity, religion or gender. It is only on this basis that the region's only functioning democracy can survive and thrive, given the rich mix of its population.

NIF's support for a wide range of civil society organisations, from the rights of women to the well being of its Arab minority, reflects essential Jewish values. Sadly these appear to be under threat from an increasingly strident section of the population who espouse a much narrower vision of the country's future, one which ultimately could undermine it.

The attacks on NIF and other defenders of civil rights prompted me, and others, to increase our donations last year in an effort to renew support for the very principles which led to the country's founding Declaration.



REBECCA VINEY

New Gen
Activism Fellow

After returning from my post-university gap year in Israel and starting my career, I wanted to find a way to stay connected with the country that is so important to me as a progressive Zionist. I found that my values aligned with those of NIF, and applied to be one of the pilot cohort of NIF Activism Fellows. We are working to connect the UK community with Israeli organisations and activists on the ground that we met in our Fellowship study tour. I've been focusing in particular on pushing for a change to the indefensible policy towards African asylum seekers in Israel.

While it's easy to feel disheartened by the current Israeli policy and it can seem as though we are moving further away from the vision of Israel's founders, it gives me hope that NIF is doing essential work to renew Israel's democracy. In the current climate, it's more important than ever that we show solidarity with those fighting daily to safeguard the democratic nature of the state. I'm proud that as an Activism Fellow I have been directly connected to this work and able to play my part in advancing it.

Our impact

FUNDS
RAISED:

£1,576,305

DIRECT PROJECT
GRANTS TO ISRAEL:

£1,066,388

EVENTS & SPEAKER
ENGAGEMENTS IN THE UK:

68

PEOPLE REACHED
THROUGH ACTIVITIES:

3,700

ENGAGEMENT ON
TWITTER & FACEBOOK:

Doubled

HUMAN RIGHTS AWARDS
DINNER RAISED A RECORD:

£275,000

Our key achievements in 2015

In 2015, NIF made significant strides towards advancing democracy and equality for all Israelis. Whether promoting shared society at particularly tense times, protecting freedom of speech or amplifying the voices of Israel's marginalised communities, NIF has contributed to essential change on the ground in Israel. Our 2015 achievements include:

SAFEGUARDING FREEDOM OF EXPRESSION



NO EXCUSES FOR DISCRIMINATION! IN RESPONSE TO CALLS TO FIRE ARAB EMPLOYEES FROM JEWISH SCHOOLS, SIKKUY LAUNCHED A CAMPAIGN EXPOSING THIS AS ILLEGAL, IMMORAL AND COUNTER-EDUCATIONAL



KNOW YOUR RIGHTS: PROTESTORS ARE BEING INFORMED OF THEIR RIGHTS AND CONNECTED TO LEGAL AID THANKS TO A HANDY APP DEVELOPED BY SHATIL AND OTHERS



WOMEN WILL BE SEEN AND HEARD: 4 WOMEN, REPRESENTED BY THE ISRAELI RELIGIOUS ACTION CENTRE, WERE AWARDED DAMAGES BY THE BEIT SHEMESH MUNICIPALITY WHO FAILED TO REMOVE PUBLICALLY POSTED MODESTY SIGNS



EXPOSING THE GENDER WAGE GAP: GENDER WAGE GAPS ARE EXPOSED THROUGH NEW ONLINE "EQUAL PAY TOOL" DEVELOPED BY SHATIL AND FEATURED ON A GOVERNMENT WEBSITE

ADVANCING SOCIAL & ECONOMIC JUSTICE



SHAPING THE PUBLIC DEBATE: AN NIF-SPONSORED TV SERIES "SILVER PLATTER", WHICH EXPOSED RUNAWAY INEQUALITY AND GREEDY ELITES IN ISRAEL, WAS WATCHED BY A MILLION ISRAELIS AND BECAME THE MOST POPULAR HEBREW SEARCH ON GOOGLE



PLEDGE TO GROW PUBLIC HOUSING: ISRAEL'S FINANCE MINISTER COMMITTED TO ADDING 1,000 NEW UNITS OF PUBLIC HOUSING A MONTH OVER THE NEXT 2 YEARS, THANKS TO SHATIL'S LOBBYING EFFORTS

ENSURING FREEDOM OF & FROM RELIGION

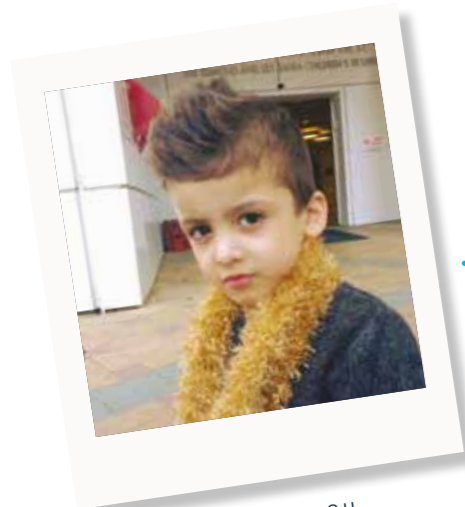


FREEDOM WEDDINGS: BE FREE ISRAEL LAUNCHED AN ONLINE "FREEDOM WEDDINGS" CAMPAIGN TO HIGHLIGHT ALTERNATIVES TO WEDDING CEREMONIES FOR COUPLES WHO CHOOSE TO MARRY OUTSIDE THE RABBINATE



"THERE IS NO COMFORT IN REVENGE": HUNDREDS CAME TOGETHER AT THE HEIGHT OF THE VIOLENCE IN 2015 TO DECLARE "JEWS AND ARABS REFUSE TO BE ENEMIES" AT VIGILS SUPPORTED BY NIF

BUILDING A SHARED SOCIETY



COMPASSION THROUGH CROWDFUNDING: TAG MEIR RAISED £65K IN ISRAEL IN THEIR CROWDFUNDING CAMPAIGN FOR TODDLER AHMED DAWABSHE, THE SOLE SURVIVOR OF THE HORRIFIC ARSON ATTACK ON A FAMILY HOME IN DUMA IN JULY 2015



JEWISH/ARAB FOOTBALL ACADEMY OPENED: NIF'S KICK RACISM OUT OF FOOTBALL INITIATIVE, ALONGSIDE CLUB HAPO'EL KATAMON AND THE EAST JERUSALEM SOCCER ACADEMY, OPENED A NEW FOOTBALL ACADEMY FOR JEWISH AND ARAB KIDS

SECURING BASIC RIGHTS



ROADS FOR EAST JERUSALEMITES: JERUSALEM'S MUNICIPAL GOVERNMENT WILL PROVIDE ROADS AND INFRASTRUCTURE TO A PALESTINIAN NEIGHBOURHOOD OF 60,000 FOLLOWING A PETITION FROM IR AMIM



ACCESS TO WATER IS A RIGHT: POOR FAMILIES CAN NO LONGER BE DISCONNECTED FROM THEIR WATER SUPPLY IF THEY ARE UNABLE TO PAY THEIR BILLS, DUE TO INTENSIVE LEGAL ADOVACY BY ACRI

Despite unprecedented violence and tensions, ordinary Arabs and Jews forged new pathways to partnership with the support of our emergency fund...

At the height of the terrible wave of violence that engulfed Israel in October 2015, the New Israel Fund put out a call for proposals for grassroots initiatives seeking to advance equality and partnership between Jews and Arabs in Israel.

When we published the call we had the feeling that despite the harsh context many Jews and Arabs still wanted to get closer to each other, to create opportunities for deeper understanding and collaboration, and to bring their communities together to advance a vision of shared society.

But this was just a hunch.



Children take part in a production at the El-Mina Theatre

In fact, we could never have dreamed of the response we were to receive: applications came flooding in! 200 or so brave, profound or just downright quirky projects knocked on our door, each offering its own distinctive way to overcome the horrendous atmosphere and spread some hope for a different future.

The stories told on these pages show how lives were touched in just three of the 40 projects which we were able to support with an emergency grant.

These initiatives were all born out of the grave situation in Israel, and their impact will reverberate across families, communities and neighbourhoods for years to come. They are stories of ordinary Arabs and Jews who felt so moved by the depth of the crisis of relations that they decided to take personal responsibility, to take upon themselves action for change.

STORY 1 'SHARED LANGUAGE'

A year ago, Yair Ben David launched 'Shared Language', a project which connects people looking to learn or practice a foreign language with elderly people who speak that language.

Following the upsurge of violence in the autumn of 2015, Yair received an emergency grant from NIF in order to grow the project, appreciating the crucial role that language plays in developing understanding, and in enabling communication between diverse sectors of the community.

The project now connects Jewish students and young people studying Arabic with elderly Arab citizens who live in a retirement community in Jaffa. And thus a fruitful match has been made between two completely different populations: Arabic speakers and Hebrew speakers, young people and the elderly.

Yair, alongside the other project founders, makes sure to keep tabs on the suitability of the matches made, ensuring a smooth and productive dynamic takes root. "During these times", he says, "Jewish-Arab encounters are especially important and valuable, even more important than learning the language itself."

STORY 2 THE EL-MINA THEATRE

The El-Mina Theatre was established by thespian couple Norman Issa and Gidona Raz. The theatre holds cultural and educational activities for mixed audiences of Arab and Jewish children, youth and adults.

The theatre created a space for artistic creations that lie at the juncture between the cultures and inspire hope for the possibilities of a shared society. The impact of the theatre's plays and activities is very powerful. "The discussion that we held after viewing the play at El-Mina theatre



Two families participating in 'Open Table, Open Heart' eat together during the festival of Succot

was so moving that we actually cried" said one school head following a school trip to a play at El-Mina. "This is a must for every school and educational team who wants to get to grips with difference and otherness. The experience left a strong mark on us and sparked thoughts that will stay with us for a long time to come."

The El-Mina Theatre was awarded an emergency grant by NIF to expand its activities through an outreach programme to kindergartens, libraries, cultural centres and schools, in order to sow the seeds of hope and a vision for a shared future without fear.

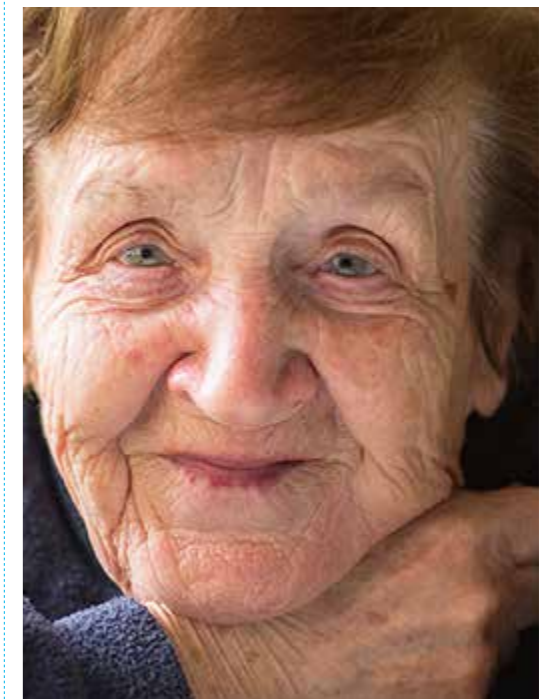
STORY 3 'OPEN TABLE, OPEN HEART'

The 'Open Table, Open Heart' project is an exciting new initiative in which Jewish and Arab families host each other for meals, based on the understanding that personal encounters are the best way of defeating fear, despair, and hatred.

Project participants and social activists, Fotna and Emily, are passionate advocates of the project: "The terrible situation between Jews and Arabs which prevails today in Israel is exactly the right time to give another opportunity to personal meetings and to realise that the difficulties are

what will make the connection better and more meaningful", Fotna says. "We can begin to cure this sickness with family food and conversation around the kitchen table."

"A whole generation of Jews and Arabs don't meet one another and base their view of the other side on negative images from the media", Emily adds. "There is a dominant component here of paralyzing fear and suspicion of those who are right next to you. 'Open Table, Open Heart' has something that brings people together – via the basic activity of cooking we can create a dynamic of closeness."



The Shared Language project connects elderly Arabic speakers with young Jews

Engaging the UK community

This year we deepened our engagement with the UK community, developing new models for connecting the community to Israel's most pressing issues. Thanks to your active participation and wholehearted support, we reached more people than ever before and were able to strengthen the UK's engagement with action for change in Israel. Here are some of our highlights from 2015:

1

Human Rights Awards Dinner

400 guests & £275,000 raised

Our annual Human Rights Awards Dinner celebrated Shared Society by honouring three exceptional activists: Eli Bareket, who works for Mizrahi empowerment and social justice; Samah Salame Egbariya, who works to fight violence against Arab women and to create economic and social opportunities for Arab women; and Gadi Gvanyahu, a leading light combating extremism and advancing reconciliation. We also commemorated 20 years since the assassination of Yitzhak Rabin z"l, by hosting his son Yuval at the dinner, who spoke movingly about his father's legacy. With 400 guests in attendance, we raised a record £275,000.



2

New Gen

New Gen grew by 20%

This was a significant year for our New Gen (young adults/professionals) community, as we launched our New Gen Activism Fellowship for young activists, equipping our pilot cohort with the skills, knowledge and connections necessary to lead initiatives to support social change in Israel. Active participation in New Gen grew by 20% in 2015 and we doubled the number of New Gen attendees at our Human Rights Awards Dinner. New Gen events included 'Food for Thought' dinners featuring guest speakers from the field, a packed out election analysis briefing, and a hands-on grassroots activism workshop.

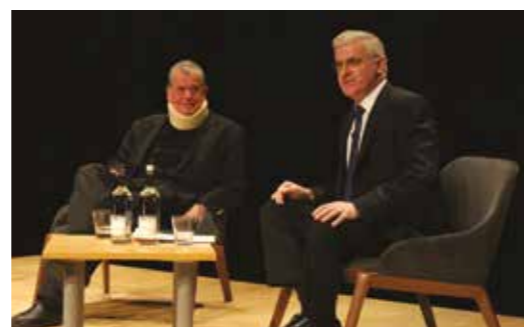


3

Educational Events

We reached 3,700 people

We reached 3,700 people at our events, which covered everything from the 2015 Israeli Elections, to issues facing asylum seekers in Israel, to Mizrahi activism. Highlights included our Yom Ha'atzmaut event at JW3 at which Ambassador Taub interviewed Nobel Prize winner Prof. Ciechanover, hosting multiple speakers from Israel including Avi Dabush and Amal Elsana Alh'jooj, screening four films at the Jewish Film Festival and presenting sessions at Limmud Conference. We also partnered with communities across the spectrum including Alyth, New North London and Muswell Hill United.



4

Digital engagement

Social media engagement doubled

This was an important year for us digitally – we continued to grow social media engagement, increasing our supporter-base by 66% on Twitter and 35% on Facebook. Our revamped website continues to attract more and more visitors, and we've seen higher engagement from our e-mails and newsletters than ever before.

5

Podcast

670 podcast listens

This year we launched a monthly podcast which delves 'Behind the Headlines', focusing on topical issues in Israeli society with key Israeli activists and experts from the field. The podcasts are supplemented by a user-friendly infographic which summarises the issues discussed and provides links to further resources.

6

New initiatives for engagement

Action groups launched

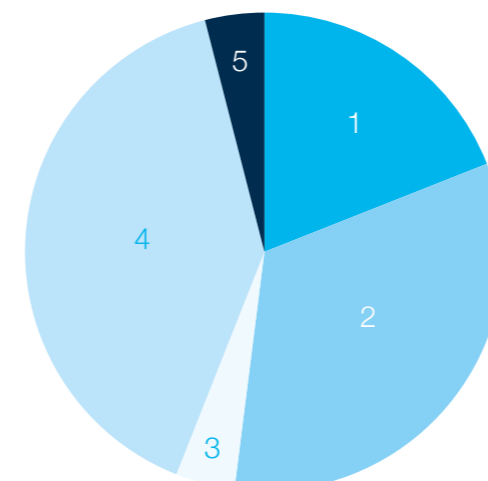
Our new engagement initiatives enable groups in the UK to connect more actively with NIF's work in Israel. We launched an action group for Israeli expats, a giving circle with Marom Masorti young professionals, and new discussion groups for those who want to delve deeper into specific issues and forge partnerships for impact.

7

Israel Project Grants

Expenditure 2015 by theme (Total £1,066,388)

- 1 Shared Society 19%
- 2 Human Rights and Democracy 33%
- 3 Religious Freedom 4%
- 4 Social and Economic Justice 40%
- 5 Palestinian-Israeli Society 4%



8

Financial Statement

	Unrestricted	Restricted	Total 2015	Total 2014
Contributions	496,480	1,079,825	1,576,305	1,520,856
Investment Income	474	–	474	586
Total Income	496,954	1,079,825	1,576,779	1,521,442
Israel Project Grants	220,158	846,230	1,066,388	1,262,277
UK Education				
Programme Expenditure	311,944	–	311,944	300,664
Costs of Generating Funds	117,684	–	117,684	125,136
Total Resources Expended	649,786	846,230	1,496,016	1,688,077
Surplus/Deficit for the Year	-152,832	233,595	80,763	-166,635

Additional contributions in the amount of £42,355 was received by NIF US directly from UK donors. The full audited reports and accounts and a full list of our grantees are available to view on our website.

Rolling out our new strategy in Israel

Over the last few years NIF understood that Israel is at a crossroads. Its identity as a Jewish and democratic state as envisioned by its founders is increasingly under threat, with anti-democratic rhetoric and policy proposals coming from the highest levels and a rise in racism and ethnic tensions being felt on the ground. At the same time, however, Israelis have taken to the streets en masse to demand social justice and greater civil liberties, and marginalised communities are increasingly asserting their rights and their identities. So in a sense our greatest challenge is also our greatest opportunity: **how can we build power for change at this juncture when so many of our core values are under threat, whilst the potential constituencies for change are in fact growing?**

NIF developed a three-pronged approach to meet this challenge and maximise the opportunity. Following an extensive strategic thinking process, we forged new partnerships – and augmented existing ones – which **build UP** to increase our legitimacy, **reach OUT** to expand our communities of engagement and **focus IN** to enhance our impact in our core issue areas.

On these pages we share examples of ways in which we worked to roll out this new strategy in 2015.

BUILDING UP

We have been **building up** infrastructure for the progressive community in Israel, by investing in think and do tanks which make the case for our core values and work, and clarify their urgency and relevance to all Israelis.

Our strategic partners worked to **articulate a progressive vision and policy** for Israel's future and generate support for this vision.

- *Molad* released an analysis of the Iran deal, the only report in Israel that focused on its positive aspects
- *Mitvim*, which focuses on foreign policy, produced a groundbreaking conference on "Israel in the Eyes of the Arab World" in partnership with a Jordanian think tank

Our strategic partner *Council for Peace and Security* is comprised of senior retired military officials who are **making compelling security arguments to advance the case for democracy and peacemaking.**

- In 2015, *CPS* representatives made dozens of media appearances, held over 50 events for community centres, IDF commanders' courses, NGOs, schools, campuses and more

REACHING OUT

We have been **reaching out** to new constituencies through strategic partnerships with groups that work within and across communities to expand the base of support for progressive values.

Strategic partner *Shaharit* works to **'expand the camp' and cultivate social change leaders in a broad spectrum of communities.**

- In 2015 *Shaharit* rolled out innovative "Thought Leaders" groups in the Russian speaking, Mizrahi, national religious and Haredi communities, to develop and lead cross-community action on key social issues

KIAH works to **enhance voices for tolerance and social justice in Mizrahi communities.**

- *KIAH* piloted a unique poster campaign in Jerusalem in 2015, plastering messages of tolerance expressed in quotations by Mizrahi sages on hundreds of notice boards throughout the city

Within each of our five core issue areas, we set two to three key, interlocking objectives which we sought to advance through greater alignment of different strands of our work. Here are some of the ways in which we have **focused in** in 2015: aligning complementary activities of NIF grantmaking, Shatil capacity building, and proactive advocacy to advance key objectives in our five core issue areas.



New Israel Fund

Progress. Together.

NIF continues to be a leading force advancing a more tolerant, just and democratic Israel.

ABOUT US

New Israel Fund (NIF) is the leading organisation advancing democracy and equality for all Israelis, based on the vision of Israel's founders. Widely credited with building Israeli progressive civil society, we have provided over \$250 million to more than 850 organisations since our inception in 1979.

We are more than a funder: NIF is at philanthropy's cutting edge thanks in large part to our action arm Shatil, the New Israel Fund Initiative for Social Change.

Today, NIF builds coalitions, is a leading advocate for democratic values, empowers activists and often takes the initiative in setting the public agenda.

NIF is based on a simple idea: individuals who care about Israel and believe in progressive values can join together to work for an Israel in which everyone is treated with dignity, for an Israel in which a shared society can truly take root, for an Israel in which Jewish life is inclusive in every respect.

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Here's how you can get involved now:

DONATE NOW

ENGAGE WITH THE ISSUES AT OUR EVENTS

JOIN OR CREATE A GIVING CIRCLE

VISIT OUR PROJECTS IN ISRAEL

HOST AN EVENT OR TAKE ON A CHALLENGE

CONNECT WITH US ON FACEBOOK AND TWITTER

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Front cover photo: "Arabs and Jews want peace".
Amna Kanane, who works to empower Arab women and to forge links with her Jewish neighbours, holds a sign at the "human chain" rally which she organised to advance tolerance.

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Pears
Foundation

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