

# An Introduction To



**קרן היסוד** KEREN HAYESOD  
UNITED ISRAEL APPEAL

## Who we are and what we do

Mission, objectives & operations



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## Mission Statement

Keren Hayesod - UIA, in partnership with the global Jewish community, works to support **the People of Israel** by furthering the national priorities of the State of Israel and Israeli society, with special emphasis on advancing weaker populations; nurturing disadvantaged and marginalized youth; encouraging Aliyah; implementing rescue operations; and connecting young Diaspora Jews to Israel and Jewish life.

## Main Objectives

- Serve as a **bridge connecting Jews from all around the world** with Israel and the people of Israel, enabling each and every one of them to take an active part in creating a thriving nation through philanthropy.
- To help fund the **collective network of mutual responsibility**, enabling the Jewish People, for the first time in our history, to give effective support to one another around the world.
- To strengthen Israel through **strategic, long impact and top priority initiatives**, where it is most needed.
- To guarantee **effective, high impact and transparent** Israel-oriented philanthropy, based on professional knowledge, experience and a fiduciary responsibility towards the donors.



## Who is Keren Hayesod

- The official worldwide fundraising organization of Israel, which was established in London in 1920, to serve as the fundraising arm of the Jewish People. Keren Hayesod United Israel Appel (KH) is recognized today as a National Institution (Public Benefit Company), with a special legal status, according to the Keren Hayesod Law of 1956, granting it a unique position in the connection between Israel and world Jewry.
- Since its establishment KH has been at the forefront of Israel's growth and progress. Its history has been inextricably intertwined with that of the State of Israel and its people and the Zionist movement. In its early years, KH focused on Aliyah, established over 900 urban and rural settlements and developed the economic, industrial, educational, and cultural framework for the state-on-the-way. KH supported the establishment of national and public organizations, such as the national airline El Al, The Israel Electricity Company, The Israeli Philharmonic Orchestra, the Hebrew University, etc.
- Today KH operates campaigns in over 45 communities around the world and with friends of Israel, in 9 languages, based on partnerships with local offices and leadership. These partnerships are based on a commitment to the people of Israel, with KH serving as a legal and organizational link between Israel and the campaigns around the world.
- KH is governed by a Board and an Executive in which senior members of leadership, of the different campaigns around the world, are represented. The organization has an Israeli world chairman and director general, as well as a Chair of the World Board of Trustees – from one of the campaigns.
- The professional headquarter is in Jerusalem and KH Israeli emissaries are located in all our major campaigns around the world.
- KH, **which is a purely non-political entity**, has strong ties of cooperation with many strategic partners in Israel including the Jewish Agency for Israel, the Government of Israel and other hundreds of Israeli municipalities and NGOs.



- KH holds in the highest regard its standards of efficiency, effectiveness and transparency. All of its operations are monitored by an external auditing committee, ongoing internal auditing, and is operates based on strict regulations, working processes and legal requirements – supervised by its Board of Directors.

## Where Does the Money Go?

According to its mission statement and objectives, KH supports a wide array of projects programs and initiative in Israel and around the Jewish world, **for the benefit of the people of Israel**, according to the priorities defined by the international leadership of KH and in cooperation with its partners.

These priorities represent the most important needs of Israel and the Jewish world as a collective, as defined by KH's leadership together with our strategic partners and cooperation with the Israeli Government.

KH has three main areas of activity:

**Strengthening Israeli society & periphery** – by providing disadvantaged populations with educational, social and empowerment programs, that impact on the lives of tens of thousands of Israelis every year.

**Aliyah, Rescue and Absorption** – maintaining the core purpose of the Jewish Homeland, by enabling every Jew to come live in Israel, and receive all necessary assistance – from housing and basic financial help to Hebrew lessons and vocational training.

**Connecting the young generations of Jews, in the Diaspora and in Israel to their Jewish identity** – a strategic initiative to connect the present generation of young Jews to Israel, to their Jewish heritage and to one another.



As part of these top priorities, and in light of KH's unique ability to provide a fast and effective response, KH has been called upon time and again to provide **immediate support in cases of emergency** – be it during wars, national crises or rescue operations.

Without failure, KH through its generous supporters has met these challenges.

In addition KH provides funds for dozens of other high priority projects, all of which are evaluated based on their effectiveness, relevance to creating social change in Israel, and high standards of execution. These projects range from a project that provide high level computer skills and communal leadership roles to disadvantaged youth in the periphery (Net@), through homes for children with severe disabilities (Aleh), to construction of building for various public and communal needs.

**With its rich history and proven track record, its position in Israel and around the world, its committed leadership and experienced professional team, its strategic partners and high standards of execution and operations - and KH is a unique organization.**

**If you are interested in supporting the people of Israel and be counted among those who contribute to our network of mutual responsibility – Keren Hayesod UIA should be your preferred partner.**



## The Most Effective Philanthropy in Israel

KH prides itself on being the most effective philanthropic organization in Israel, based on the following criteria:

- Low overhead – both in relative terms (compared to global organizations and businesses of similar scale) and in absolute terms
- Economy of scale – one organization for over 60 campaigns around the world
- Unparalleled knowledge of Israel, the needs and the organizations that operate here
- An experienced and professional staff – that live and operate in Israel
- A unique professional system that monitors every project – and guarantees real impact for the donors' investments

All this enables us to provide services to donors that no other organization in Israel (or the Jewish world) can provide:

- Careful selection of projects - by experts professionals
- Meticulous due-diligence process for verification (financial, legal and programmatic)
- Personal meetings with project management + periodic on-site visits
- Ongoing annual reporting
- Financial auditing



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