

THE JERUSALEM FOUNDATION



...We Know Jerusalem

Annual Report 2011

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Information in this report is correct as of April 30, 2012.

Photos: Jerusalem Foundation staff, Snir Kazir, Vadim Mikhailov, Sasson Tiram and David Hoffmann
Design: Abstract, Youval Hefetz

From the President



Dear Friends,

I am pleased to present you with the Jerusalem Foundation's 2011 Annual Report, a year in which nearly \$27 million in pledges and grants were raised from our friends and partners worldwide, for the benefit of Jerusalem and its residents.

Much was accomplished this year in Jerusalem. Our flagship program, Adopt-a-Neighborhood, which is now up and running in four neighborhoods, has begun to bear fruit. Kiryat HaYovel, one of our adopted neighborhoods, is the only pluralistic neighborhood in Jerusalem with an increase in residents, defying the citywide trend and a statistic we would like to see take hold citywide.

Jerusalem 2011 saw literally hundreds of cultural events – festivals, exhibits, performances and special events – supported by the Foundation, demonstrating to the world that Jerusalem is a place of cultural growth.

Jerusalem is home to Jews, Muslims and Christians, living on 48 square miles, all who long for the day when peaceful coexistence will be a fact of life. While not easily discernible to those without a deep understanding of Jerusalem's complex mosaic, there are palpable signs of hope that we see every day in our programming, creating opportunities for dialogue and mutual respect among the city's populace.

The Jerusalem Foundation has become synonymous with the city itself largely because, after 45 years of spearheading change and philanthropy in this city, the Jerusalem Foundation **knows** Jerusalem.

Although I have spent the past 30 years in the Israeli diplomatic corps, Jerusalem has always played a central part in my life – as it has for many of you – and our successes would not be possible without your support. Yet much more is needed. All of us who care deeply about Jerusalem know that the city is finely poised for change and I have confidence that with your help, we can attain our goal of keeping Jerusalem a pluralistic city and a model of harmony for Israel.

I, and indeed all of Jerusalem, thank Ruth Cheshin who, together with Teddy Kollek, worked tirelessly on behalf of this city. Since the Foundation's establishment more than 45 years ago, she has spearheaded thousands of projects and has been a dynamic force behind this wonderful institution. It is both an honor and a privilege to succeed her.

This report gives you a taste of all that is happening in the city today, and I look forward to greeting you this year in Jerusalem.

Gratefully yours,

Amb. Mark Sofer



The Jerusalem Foundation

Jerusalem is a city that is cherished around the world - the heart and soul of the Jewish people. The Jerusalem Foundation, understanding the universality of Jerusalem and its importance as a focal point for people of faith around the world, is at the forefront of efforts to ensure that Jerusalem remains an open, tolerant and vibrant city while also responding to the needs of all its residents.

Jerusalem would be unrecognizable without the Jerusalem Foundation. Together with our partners worldwide, we have left an imprint on every corner of the city. After more than four decades, the Foundation has invested a billion dollars in 4,000 projects. Jerusalemites are strengthened by the daily intervention of programs supported by the Jerusalem Foundation.

As the largest city in the country, Jerusalem faces a number of challenges. More and more young families are moving out of Jerusalem. Those who remain are confronted with daily socio-economic struggles.

Thanks to our friends worldwide, the Jerusalem Foundation continues to make a crucial difference, with the Foundation's work touching every population, Jewish, Muslim and Christian, religious and secular, every social group of every age, in every neighborhood of the city.

Founded more than 45 years ago by the legendary Mayor of Jerusalem, Teddy Kollek, the Jerusalem Foundation has an unmatched track record of creating partnerships and nurturing philanthropic projects in Jerusalem, and we can proudly say, **we know Jerusalem.**



Our Vision

A vibrant, modern, flourishing city, rich with culture, economic vitality and strong, caring communities for all its residents.

Our Mission

The Jerusalem Foundation works toward creating an open, equitable and modern society by responding to the needs of residents and improving their quality of life through a comprehensive approach centered on **community** vitality, **cultural** life and **coexistence** for all Jerusalem's residents.

Why the Jerusalem Foundation?

We know Jerusalem, we know how to empower communities and we have an unmatched record of success.

CULTURE in Jerusalem

Since 2009, the Jerusalem Foundation has made great strides in accelerating cultural activities throughout the city by focusing our grantmaking on creativity and human infrastructure. Cultural organizations, artistic ensembles and independent artists are focused on creative growth, and audiences and critics alike are expressing their enthusiasm.



To meet our goals, the Foundation initiated and supported a wide range of programs - in dance, cinema, music, theater, visual art, literature and poetry - highlighting the rich and diverse artistic output of the city's leading cultural institutions.

More than 120 small to mid-size grants were allocated in 2011, an 11% increase over last year, with many grants designated to new projects, while simultaneously providing annual support to a dozen cultural outfits. Approximately 38% is allocated to cross-disciplinary activities, 32% funds festivals and special events, 11% funds theater, 8% funds visual arts and dance and 3% funds music.



Most illustrative of our comprehensive efforts is the popular Citywide Performance Series, which brings the best of Jerusalem's dance and theater to community centers in diverse neighborhoods throughout the city. Similarly, Manofim, the opening of the art exhibit season, has established itself as Jerusalem's most important visual art event and is among Israel's "must see" professional visual arts events.



A new youth "Culture Pass" is currently in development, aiming to give 8,000 youth access to art and culture throughout the city, transforming culture from a privilege to a right and establishing a new generation of cultural consumers.

Indeed, support for a plethora of diverse projects spurs growth while building strong infrastructure and maintaining uncompromising quality.



Together with our various partners, including the municipality and other foundations, much has been done, yet much more is needed.



Challenge:

Enrich Jerusalem's cultural landscape and strengthen its image as young and dynamic while expanding the target audience of cultural consumers.

Solution:

More platforms for established and up and coming artists while providing diverse cultural fare for residents.



Culture 2011

The Jerusalem Foundation is proud to support the following theaters, museums, performing arts groups and educational institutions for the arts:

Cultural Centers

- Art Cube Gallery at the Artists' Studios
- Artists' House
- Barbur Gallery
- Ein Karem Music Center
- Gerard Behar Center - Blaustein Civic Center
- Jerusalem Film Center - Cinematheque
- Jerusalem Music Center
- Jerusalem Print Workshop-Djanogly Center for Printmaking
- Khan Theater
- Mamuta at the Daniela Passal Arts & Media Center
- Mishkenot Sha'ananim Konrad Adenauer Conference Center
- Tisch Family Zoological Gardens
- Yellow Submarine

Museums

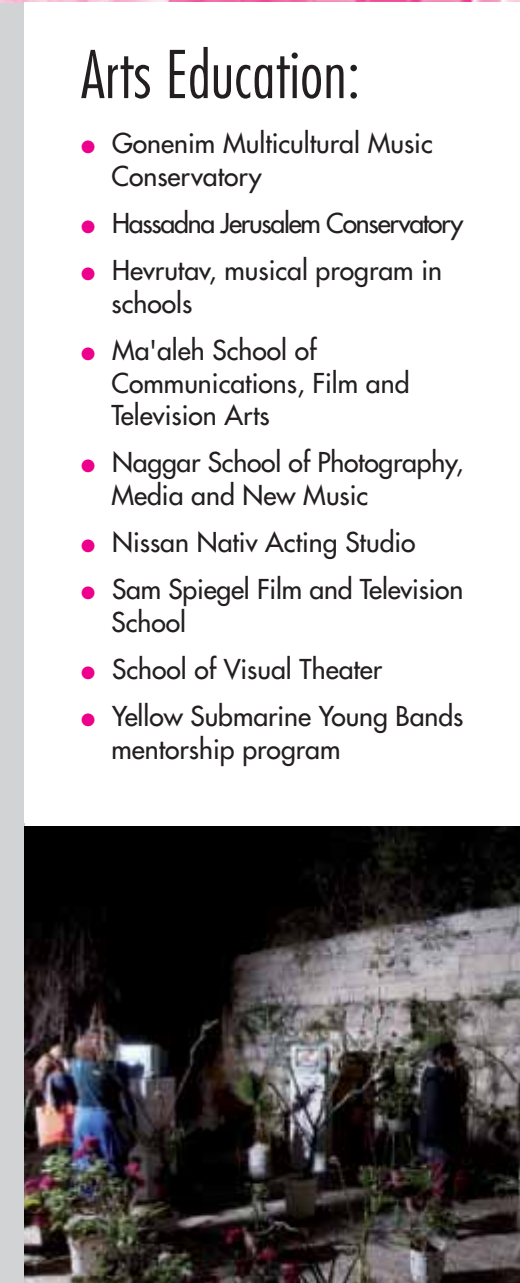
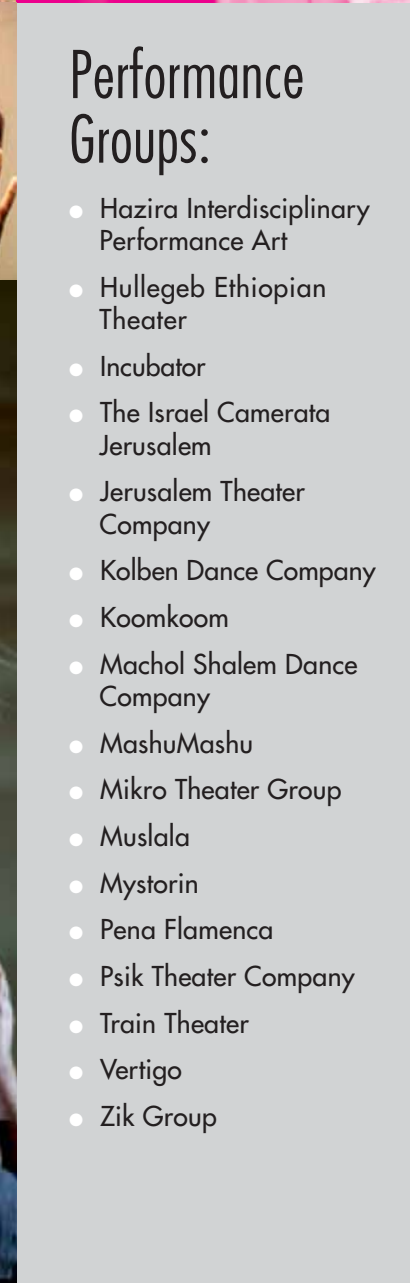
- Bloomfield Science Museum Jerusalem
- Botanical Gardens
- Ein Yael Living Museum
- Herzl Museum
- Museum on the Seam
- Old Yishuv Court Museum
- U. Nahon Museum of Italian Jewry
- Museum of Islamic Art
- Tower of David Museum of the History of Jerusalem

Performance Groups:

- Hazira Interdisciplinary Performance Art
- Hullegeb Ethiopian Theater
- Incubator
- The Israel Camerata Jerusalem
- Jerusalem Theater Company
- Kolben Dance Company
- Koomkoom
- Machol Shalem Dance Company
- MashuMashu
- Mikro Theater Group
- Muslala
- Mysterin
- Pena Flamenca
- Psik Theater Company
- Train Theater
- Vertigo
- Zik Group

Arts Education:

- Gonenim Multicultural Music Conservatory
- Hassadna Jerusalem Conservatory
- Hevrutav, musical program in schools
- Ma'aleh School of Communications, Film and Television Arts
- Naggar School of Photography, Media and New Music
- Nissan Nativ Acting Studio
- Sam Spiegel Film and Television School
- School of Visual Theater
- Yellow Submarine Young Bands mentorship program





Festivals:

- Between Heaven and Earth Contemporary Dance Festival
- Citywide Performance Series
- Festival for a Shekel
- Hutzot Hayotzer International Arts and Crafts Fair
- International Chamber Music Festival
- International Jerusalem Film Festival
- International Puppet Theater Festival and Giant Doll Project
- Israel Festival
- Jerusalem Season of Culture 2011
- Jerusalem Theater End of Summer Festival
- Jewish Film Festival
- Mahol Shalem International Dance Festival
- Manofim Opening Art Exhibition Season
- Musrara Mix Festival
- One Square Meter Poetry Festival
- Oud Festival
- Philosophy Festival – What's On Your Mind at Mishkenot Sha'ananim
- Piyyut Festival
- Reframing Reality Festival
- Tarantas Russian Theater Festival
- Under the Mountain Festival
- Woodstock Festival 2011

◀ Opening of Musrara Mix Street Festival



Special Events:

- A Different Light at the Botanical Gardens
- Culture Pass for Youth in Jerusalem
- Derech Beit Lechem Street Fair
- Live at the Met – New York Metropolitan Opera at Cinematheque
- Live from the Yellow Submarine 10 part TV series
- Tuesdays at the Amphi: Special series at Koret Liberty Bell Park



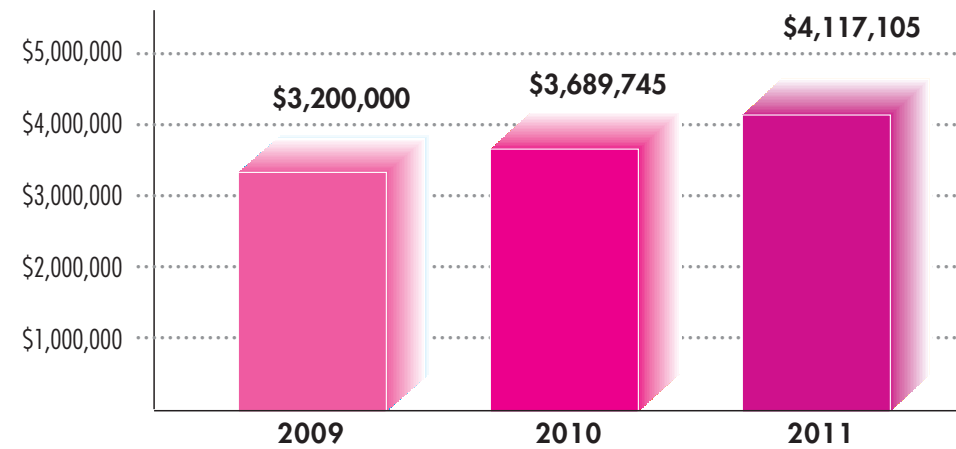
When it comes to culture in Jerusalem, the Jerusalem Foundation has three overarching goals:

1 Nurture Jerusalem's Artists

We want to see Jerusalem artists live, create and perform in this city and to do so, a nurturing environment must be created, one that stimulates and supports their talents. Over the last few years, we funded artists, venues, festivals and events in the city with that goal in mind. Hundreds of artists have had the opportunity to create and work in the city as a result of the Foundation's efforts.

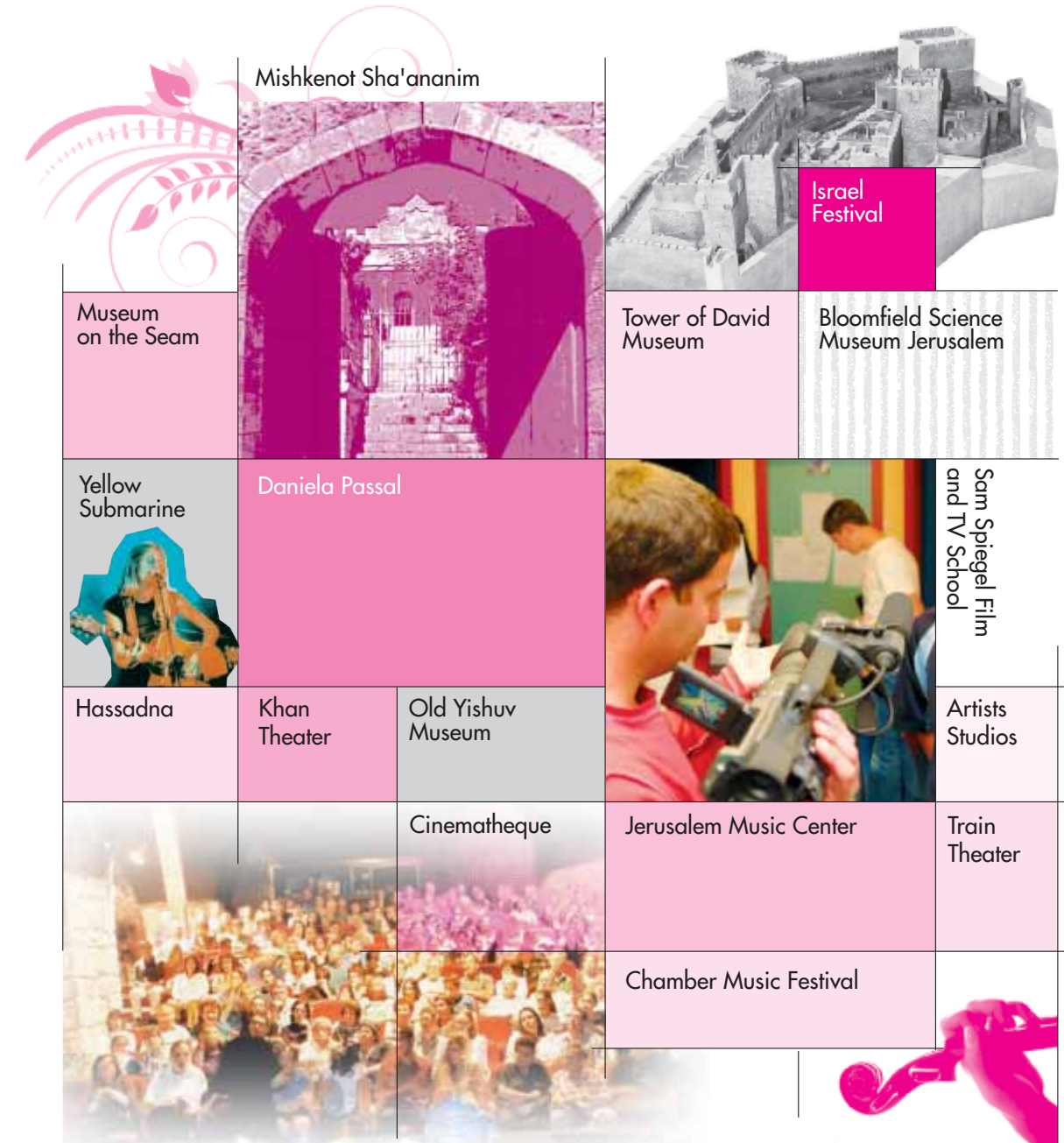
In 2011, more than \$4 million was allocated by the Jerusalem Foundation to festivals, museums, art education, the performing arts, visual arts, dance and music in Jerusalem. As can be seen from the chart below, this represents an 11% increase in allocations from 2010.

Cultural Department Annual Grants



Approximately \$2.2 million dollars, half of the departmental budget, funds operating costs for the Foundation's flagship cultural organizations and institutions noted on the next page.

\$2.2 Million for Flagship Projects

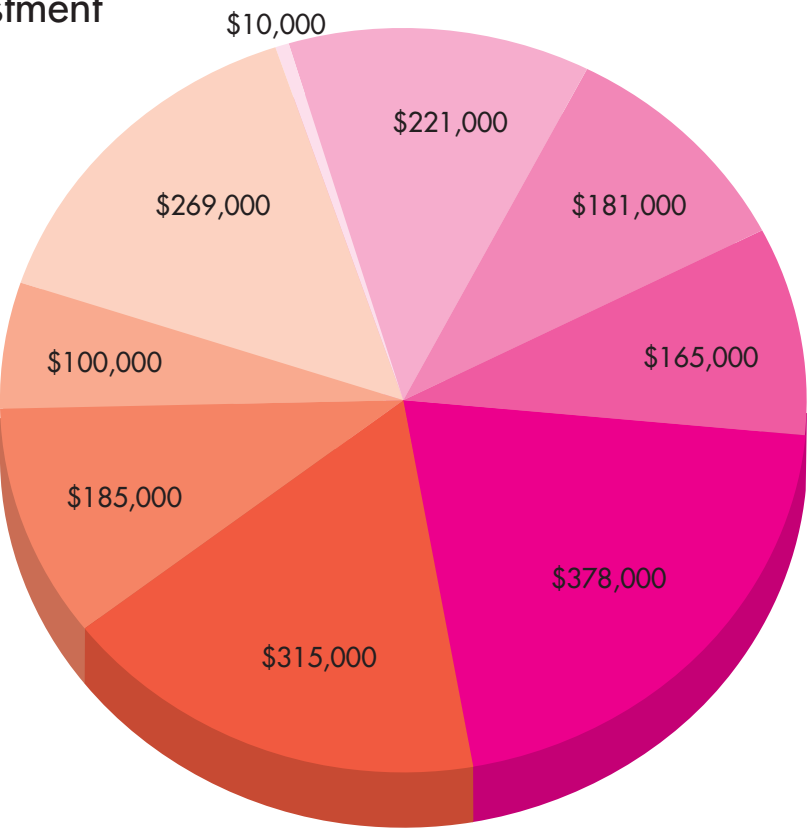




The remaining \$1.82 million was directed at specific disciplines, as noted below:

**\$1.8 Million Investment
by Field**

- Multidisciplinary
- Music
- Theater/Performing Arts
- Visual Arts
- Arts Education
- Film
- Museums
- Dance
- Festivals



2 Make Culture Accessible to All

Our support for cultural institutions and artists is only one piece of the puzzle. Jerusalem has more than 780,000 residents and many of them are not aware of the plethora of activities available to them. Efforts this year were made to create a buzz so that residents changed their habits and actively looked out for events in their neighborhoods.

Most residents live some distance from downtown Jerusalem which houses a number of cultural venues – Gerard Behar-Blaustein Civic Center, Beit Masia, Cinematheque, Merrill Hassenfeld Amphitheater, Koret Liberty Bell Garden Amphitheater, the Khan Theater, the Train Theater and more. To make culture accessible, and to open it up to new target audiences, in 2011 we supported events that widened cultural events to neighborhoods throughout the city.

◀ Balabasta - Photographer: Snir Kazir



As the city changes its image, young people are encouraged to make the city their home, leading to increased career opportunities and economic vitality.

No one project or program is responsible for the positive effects that are beginning to be felt. It is the cumulative blending of styles, all pieces of a puzzle – from the citywide festivals that attract families looking to connect with their ethnic heritage to the avant-garde performances at smaller venues – that endow the city with its reputation for artistic excellence.

Like the legendary charm of its residents, the cultural growth in Jerusalem's neighborhoods is connected to attitudes of tolerance, acceptance, honoring the past and giving rise together to new creation.

These included, for instance, the 10,000 people who attended the Manofim Art Exhibition Season in which dozens of galleries and exhibition spaces all over the city were free and open to the public. Nearly 2,000 attended the Citywide Performance series, a 2 month event with high quality theater and dance troupes that took their "show on the road" to community centers throughout the city, making their performances accessible at a very low entrance fee. The upcoming Youth Culture Pass will make music, dance, theater, film and museums accessible to the next generation, expanding audiences and instilling cultural consumption habits. More than 8,000 youth between the ages of 15-17 will begin to appreciate all this city has to offer them today and in the future. These are only a few examples of how the Cultural Department initiates and supports programming that celebrates Jerusalem's varied cultural scene, bringing it to ever-growing audiences of Jerusalemites and visitors.

3 Impact the Image of the City

Over the last few years, residents of this city have begun to appreciate and enjoy cultural treasures in Jerusalem. The streets are lined with posters advertising events. Newspapers, blogs and magazines are covering the multitude of events that are available. Increasing numbers of artists, producers and scholars from abroad are visiting Jerusalem with the desire to be a part of the vibrant tapestry that is the city's art scene.

The juxtaposition of the rich and historic surroundings with cutting-edge innovation is a combination that few places can offer as effectively as Jerusalem. It serves as a point of attraction for professionals and tourists alike, arriving from within the country and beyond Israel's borders.

The visual art, music, dance and performance art scenes are bustling with new energy and creativity, as independent art groups collaborate on projects that blend a contemporary artistic sensibility with social and community activism. This vibrant new unity is at the heart of the Jerusalem Foundation and municipal efforts to keep young artists in the city, to further nurture homegrown talent and create an artistic community.



Museums

The museums listed below were established by the Jerusalem Foundation and receive annual operating support.

73,000 visitors learned about the ancient history of this land at the Ein Yael Living Museum.

254,000 visitors became acquainted with the world of science and technology at the Bloomfield Science Museum Jerusalem, including nearly 50,000 students that came as organized groups.

304,000 visitors learned about the history of Jerusalem at the Tower of David Museum.

50,000 visitors came to see one of the world's most respected collections of Islamic Art at the Museum of Islamic Art.

746,000 visitors enjoyed the Tisch Family Zoological Gardens, which was the number one tourist attraction in Israel in 2011.

81,783 visitors learned about the history of Zionism at the Herzl Museum.

35,000 visitors learned about Jewish life in Italy since the Middle Ages at the U. Nahon Museum of Italian Jewry.

13,750 visitors came to the Museum on the Seam where contemporary art deals with different aspects of socio-political reality.

The Dwek Garden outside the Tower of David Museum ▲
Museum on the Seam ►



Mishkenot Sha'ananim

Mishkenot Sha'ananim continues to take its place as one of Jerusalem's most active and high caliber cultural institutions. Well known for its diverse range of top quality programming, hundreds of events were held at Mishkenot in 2011. It welcomed about 10,000 visitors in total to its guest house, conference center, gallery and exhibitions. Events took place at The Konrad Adenauer Conference Center, which offers facilities suited to the different types of events, or on the Terraza España, dedicated in honor of King Juan Carlos I and Queen Sofia in May 2010.

Specializing in cross-cultural programming, The Mishkenot Sha'ananim Cultural Center advocates dialogue, tolerance and cultural activity. Initiating and facilitating conferences, festivals, seminars, series, workshops and encounters, it delves into a diverse range of spheres. Examples of the rich plethora of activities include the "What's on Your Mind" Philosophy Festival, The Annual Mediterranean Cultures Convention entitled "A Sea of Stories – The Jewish Folktale in the Mediterranean", the Teddy Kollek Program for Visiting Artists and Academics, the Jerusalem Cultural Fellows program and the popular science series "A Brief History of Time."

The Jerusalem Center for Ethics, part of Mishkenot Sha'ananim, held an array of conferences, seminars, symposiums, study days, discussion groups, and lectures on ethics-related topics. Events welcomed the public at large, private companies, organizations and government, all who seek to improve ethical awareness in the workplace. The Center's activities spanned a broad range of topics including ethics in the psychoanalytic sphere, interfaith tolerance and issues arising in public discourse such as social justice and the economics of modern Israel. In 2011, many organizations integral to Israeli society, such as the Israel Defense Forces, the Israel Police Force and the prison service, benefitted from events and workshops at the Center. Other activities included formulation of clear ethical codes for regional councils, the airports authority and the national sports authority.

The Dwek Gallery, part of The Konrad Adenauer Conference Center, completes the Mishkenot Sha'ananim campus. A non-profit art venue, it exhibits contemporary Israeli artists of all ages, focusing on the Jerusalem art scene. This year, the gallery hosted seven exhibitions, including independent bodies of work and works developed for various cultural and historical conferences held at the center, such as "Beyond the Real: Miri Chais," a collection of works based on symbols used in the fields of science, biology, and digital software and hardware, which accompanied the Philosophy Festival.

COEXISTENCE

in Jerusalem

E



Advancing coexistence in Jerusalem is about growing a community. A community that learns to treat each other with mutual respect, despite its vast differences. A community that fosters and trains young people to become leaders, working toward peaceful coexistence, both together and side-by-side. A community that can look past differences to enjoy the arts, sports and other enriching activities, together.

To many, this might seem like an impossible task in Jerusalem. Yet, there are palpable signs of hope.



Every day for the last 12 years, Jews, Muslims and Christians have learned together at the Max Rayne Hand in Hand School for Bilingual Education, where they recently celebrated their first graduating class.

Thousands of school children and educators learn about democratic values through programs led by the Adam Institute for Democracy and Peace.

Every day, Jews, Muslims and Christians bring their toddlers to the Erna D. Leir Peace Kindergarten at Jerusalem's International YMCA, starting the process of mutual understanding at a very tender age.

Every day, at the MICHA kindergarten in the center of town, Jewish and Muslim parents leave their hearing-impaired children in the capable hands of both Jewish and Muslim clinicians who care deeply for them all.

Every day, Jerusalem's hospitals improve their services because they have received training on the importance of providing care in a manner that befits all residents, respecting cultural mores and languages.

Every week, in a groundbreaking advanced civics course Jewish, Muslim and Christian youth learn about the multicultural fabric of Jerusalem.



Every week, Jewish children learn Arabic and Muslim and Christian children learn Hebrew, so that they can communicate with each other at the most basic level.

Every year, Muslim and Jewish artists perform on the same stage during Jerusalem's "Speaking Art" conference that unites Jews, Muslims and Christians who use their art to promote dialogue.

And every summer, for the last 11 years, Jewish and Muslim high school students produce and direct films together at the Jerusalem Cinematheque, exploring their own identity, striving to better understand the "other."

These are but a few examples of a hard fought and grassroots struggle by so many to better understand each other, casting aside our differences so we can learn to live together, play together and take care of one another.

Challenge:

Create meaningful and long-lasting relationships among all the different populations in the city, Jewish, Muslim and Christian, religious and secular.

Solution:

Strive to create communities that share the city peacefully, cultivate acceptance of the 'other' and benefit from the city's diversity.

Coexistence 2011



In 2011, we supported projects that provided equal opportunity and empowerment for east Jerusalem residents, created opportunities for dialogue, equality and mutual respect and brought arts to all communities.



1 Create Opportunities for Dialogue, Equality and Mutual Respect

The road to peace is paved with small acts of trying to better understand and respect one another. To further these goals, the Foundation supports programs like the Max Rayne Hand in Hand School for Bilingual Education where Jewish, Muslim and Christian children learn together through 12th grade. For many years, the Erna D. Leir Peace Kindergarten at the YMCA has continued to be a home to kindergarteners of different faiths, teaching respect at an early age. Mutual understanding comes with an appreciation of each other's languages, and for this reason, the Jerusalem Foundation supports programs that teach Arabic to professionals who service Arabic-speaking populations. Finally, we support programming that brings the rich and varied population of Jerusalem together for recreational events, like Speaking Art, where artists from different faiths meet to create dialogue through their art, or the Streetball Tournament where high school children of different faiths play basketball together. Below are some of the Foundation's projects that create dialogue in the city:

Major Investment in Mutual Respect and Equality Programming

Streetball/Peace Players International
\$35,000



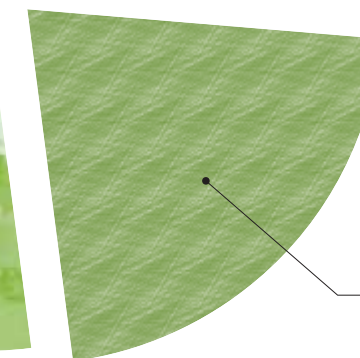
Speaking Art
\$60,000



Erna D. Leir Peace Kindergarten
\$50,000



Learning Center to teach Arabic to professionals who service that population
\$40,000



The dollar figure is based on the average annual exchange rate of 3.5 NIS to \$1.



2 Arts for All

Culture and art should be a right and not a privilege. The Jerusalem Foundation supports institutions that offer art education to anyone who seeks it. The Paley Arts Center in east Jerusalem offers a wide variety of programming, ranging from dance, to music, to photography, all year round. The Louis and Tillie Alpert Center (also known as Beit Alpert) offers students from both east and west Jerusalem the opportunity to learn any musical instrument they desire and join the Jewish-Arab orchestra which plays at events throughout the city. Finally, the Djanogly Center for Visual Arts offers workshops in various fields of plastic art for east Jerusalem children.

Major Investment in Arts Programming



IMPACT: Approximately **300,000** residents were impacted by our coexistence programming.

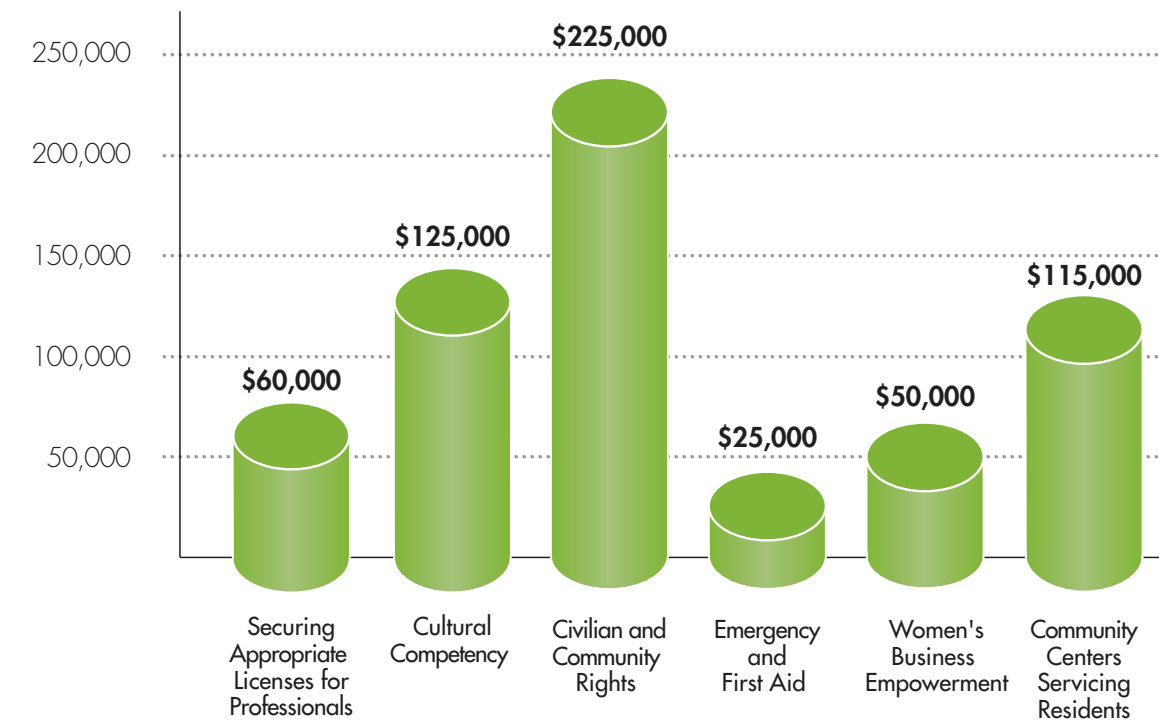
◀ Speaking Art Conference at the acting workshop



3 Provide Equal Opportunity for East Jerusalem Residents

Empowering residents of east Jerusalem includes giving them the tools they need to access the services they deserve. The Jerusalem Intercultural Center, supported by the Jerusalem Foundation, developed programs that empowered community leaders to achieve basic rights, created emergency management teams in east Jerusalem, assisted east Jerusalem professionals in securing appropriate certifications from Israeli authorities and provided cultural competency training to medical care staff so that patients can understand the care they receive. East Jerusalem families with special needs children now know about the benefits that are available to them, first aid signs were translated into Arabic and a well-baby clinic was established where children's development is more closely followed. The graph below represents only some of the Foundation's investment in east Jerusalem:

East Jerusalem Projects



At the Israel Museum, Jewish and Muslim children create art together. Their final work was exhibited at Mishkenot Sha'ananim and in Rome.

COMMUNITY

in Jerusalem

Our longstanding mission has been to foster strong communities throughout Jerusalem. After many decades of philanthropic investment, the Jerusalem Foundation understands not only Jerusalem's history, but the unique characteristics of each community and the multi-cultural nature of the city's population. As a result, the Foundation is uniquely positioned to bring about lasting change to the face of the city.

Grassroots programming with community centers and residents has proven to be the most effective method in urban renewal and our Adopt-a-Neighborhood program follows that



model. This flagship project, implemented in 4 neighborhoods over the last few years, has shown demonstrable results.

Kiryat Menachem, our first adopted neighborhood, now in its third year of investment, has undergone significant changes. Kiryat Menachem has the highest concentration of Ethiopian immigrants in the city and many of their young people needed appropriate integration into Israeli life. A learning center, a synagogue, a center for childhood development all received funding over the last few years and the results are astonishing. Today, young Ethiopians are so integrated into Israeli society - linguistically, culturally and academically - that programs were recently instituted to re-introduce Amharic culture and tradition to young people.

In the City Center, our second adopted neighborhood, we focused on keeping



the center of Jerusalem vibrant with young people. The Koschitzky Young Adults Center at the Morasha Community Center, boasts an active and creative project with nearly 2,000 young adults participating in personal development programs at the Center. Indeed, more than 14,000 young Jerusalemites joined the many social events run by the Center.

The Adopt-a-Neighborhood program not only focuses on youth, but also on the elderly who all too often are neglected. The Beit Hofmann Senior Center in Greater Katamon, our third

adopted neighborhood, was recently renovated, transforming this traditional senior citizen clubhouse into a center for use by all "golden agers" in the southern area of Jerusalem.



In 2011, we added Kiryat HaYovel to the Adopted Neighborhood program. A steering committee, including our partners the Joint Distribution Committee, the Jerusalem Municipality, the Harry and Jeanette Weinberg Foundation and the "Yuvalim" Community Council, meets regularly to assess and re-evaluate the community's needs and make

adjustments accordingly. Working in tandem with the steering committee is a new education initiative, a program designed by the Jerusalem Education Authority to improve neighborhood schools, making them attractive for young families, giving them an incentive to remain in the community. The project includes the UJA/New York Jewish Federation as our partner.

Changing the face of Jerusalem is a long and complex process, but one to which the Foundation remains committed.



Challenge

Identify populations in need of assistance and find ways of creating productive and caring communities.

Solution:

Analyze the problems facing the city and employ grassroot efforts to create capacity building programs that give residents the tools they need to improve their lives.

Community 2011

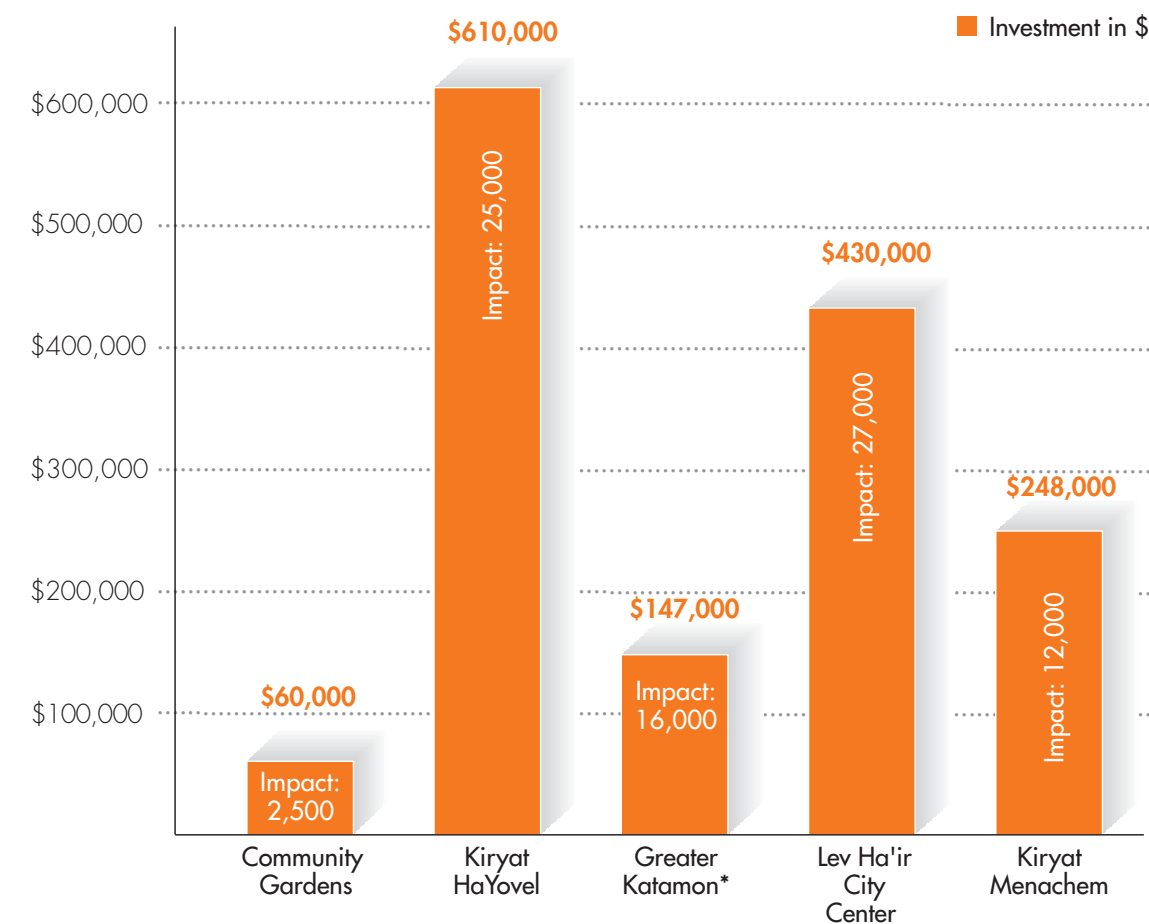


In 2011, emphasis was placed on community empowerment projects and education. When it comes to community empowerment, our goals are to (1) build strong communities for Jerusalem's residents, focusing on our Adopted Neighborhoods of Kiryat Menachem, Lev Ha'ir (City Center), Greater Katamon and Kiryat HaYovel, and (2) help the most disadvantaged among us, including women, young children, youth at risk, the elderly and the special needs population.



1 Build Strong Communities

Each adopted neighborhood was selected after a strategic mapping of the communities. Programs were designed to suit the population's needs, ranging from literacy programs, to learning centers, centers for young adults, employment centers and many more. Community gardens were also supported as they are important in strengthening communities and are an integral part of keeping Jerusalem green. The chart below represents the Foundation's investment in each of our adopted neighborhoods:



The dollar figure is based on the average annual exchange rate of 3.5 NIS to \$1.

* In Greater Katamon, we renovated Beit Hofmann senior center (see page 37), a significant investment in physical infrastructure to the community. We anticipate more investment in this neighborhood in 2012.



2 Help the Most Disadvantaged

Women, Children, Elderly and Special Needs

Support for women and children focused on improving the lives of immigrants and youth at risk while also empowering women who have been subjected to domestic violence. These programs extend a "hand up", empowering them to improve their lives, rather than simply offering a "hand out." Below are some of the programs supported this year:

Major Investment in Programs for Women and Children

Battered Women's Shelter
\$38,000

Handcart Children, assistance to youth working in the Mahane Yehuda market
\$72,000*

Hamartef - Basement Theater program for youth at risk
\$15,000

Yaelim for Youth at Risk
\$62,000

Literacy Programs for Children
\$66,000

ESTIMATED IMPACT

600 women, youth and children were impacted by this programming.

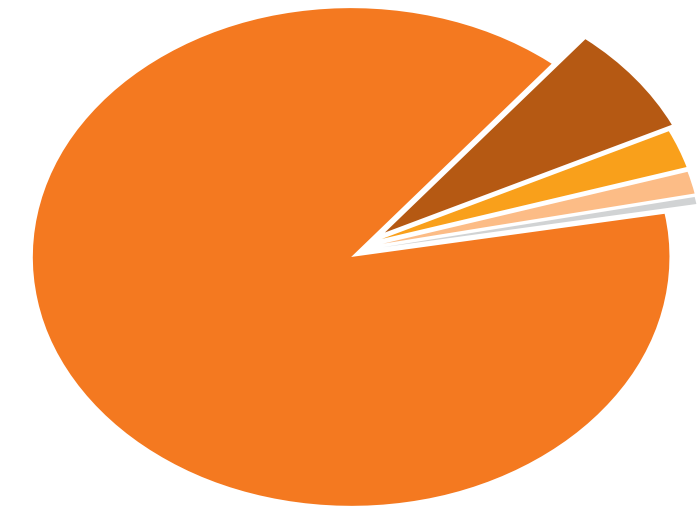
* The Handcart Children program, providing Arabic-speaking children working in the Mahane Yehuda market with educational and social opportunities, can also be considered coexistence programming.

◀ The Shein-Davidoff Neve Ya'akov Community Center



The Elderly: The elderly are a particularly vulnerable population group. Age, sickness, lack of language abilities and insufficient family support can make their golden years difficult. The Foundation supports programs whose mission is to help this population, like Ken Lazaken (Grey Action), an organization that advocates for the rights of the elderly, various programs that support Holocaust survivors, visits to the elderly who are homebound and renovation of senior centers. Below are some of the Foundation's major investments in this area:

Major Investment in Elderly Programming



Beit Hofmann Senior Center Renovation ...	\$1,550,000
Programs for Holocaust Survivors ...	\$123,000
Ken LaZaken (Grey Action) ...	\$43,000
Beit Schweiz Home for the Elderly ...	\$25,000
Activities for the Homebound ...	\$8,300

ESTIMATED IMPACT

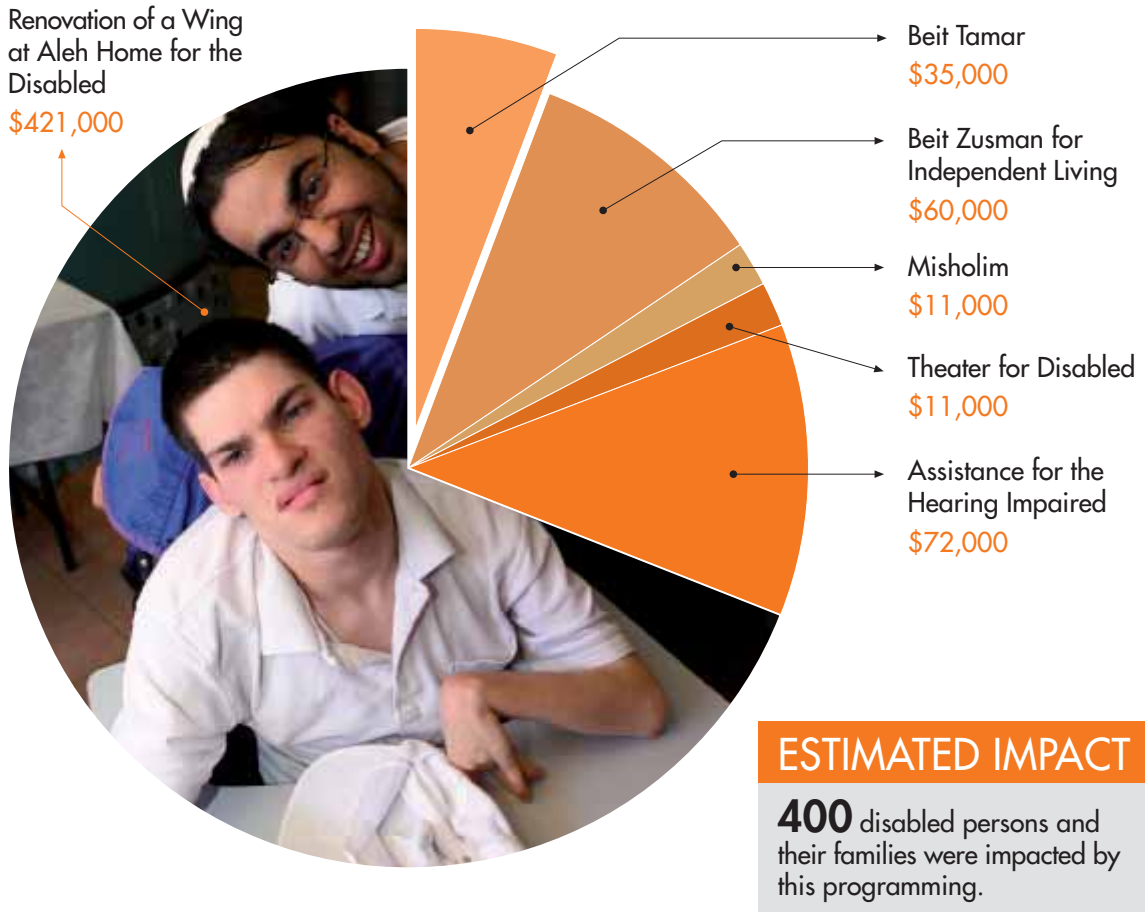
3,100 elderly were impacted by this programming.

◀ Café Europa, a meeting place for Holocaust survivors, at its 3rd birthday celebration



Special Needs Population: In addition to our support for the special needs population within the education framework, the Foundation continues to invest in programming that integrates the special needs population with the normative one. Psik Theater and Akim Theater both work to integrate blind and special needs actors into their repertoire and have been a resounding success. Beit Zusman for Independent Living provides a home for adults with varying degrees of special needs, Beit Tamar provides a home for severely handicapped children and Misholim provides assistance to children who have difficulty integrating into general society. Finally, there are those who are born with or who develop hearing impairments and must be in their own framework in order to mainstream into society. The chart below reflects our investment in these areas:

Major Investment in Special Needs Population





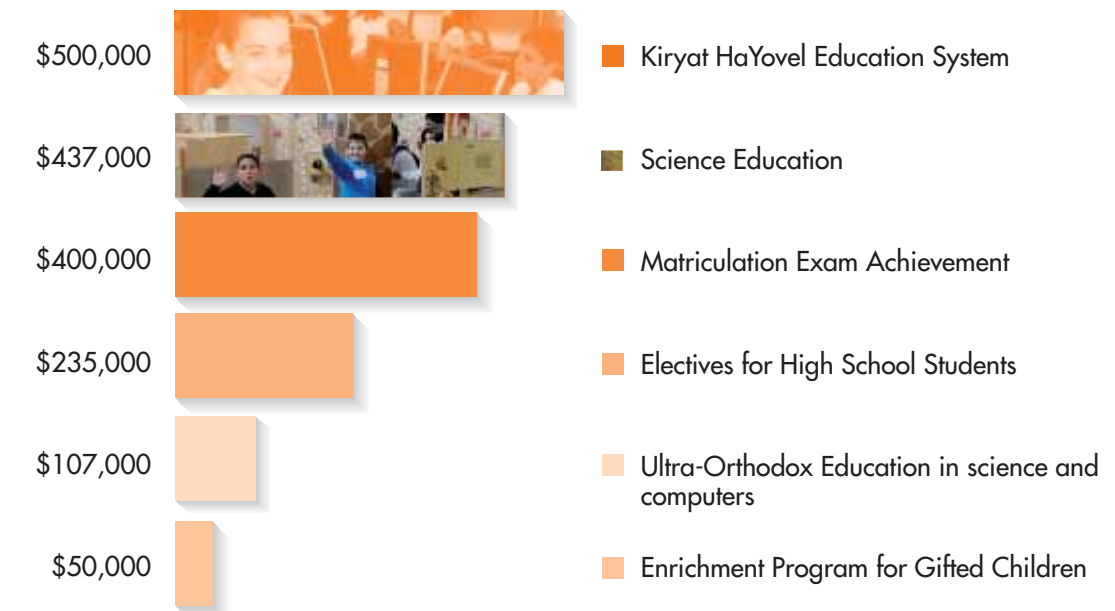
GENERAL EDUCATION

Considerable focus was placed in 2011 on improving education in Jerusalem. Our main goals were to **1** improve academic achievement **2** strengthen weaker students and **3** support informal educational programming in the arts, music and environmental sustainability.

1 Improve Academic Achievement

Improving academic achievement includes significant investment in Kiryat HaYovel schools, where we partnered with the UJA/New York Federation, the Jerusalem Municipality and the Jerusalem Education Authority. The goal is not only to improve academic achievement but also to create schools that are attractive to young families, keeping them in Jerusalem. The Foundation also supported programs that assist high school students to improve their matriculation exam results, offered electives for high school students, subsidized programs with special emphasis on science courses and unique programs for excelling students. The chart below reflects some of our investment in this area:

Significant Investment in Improving Educational Achievement

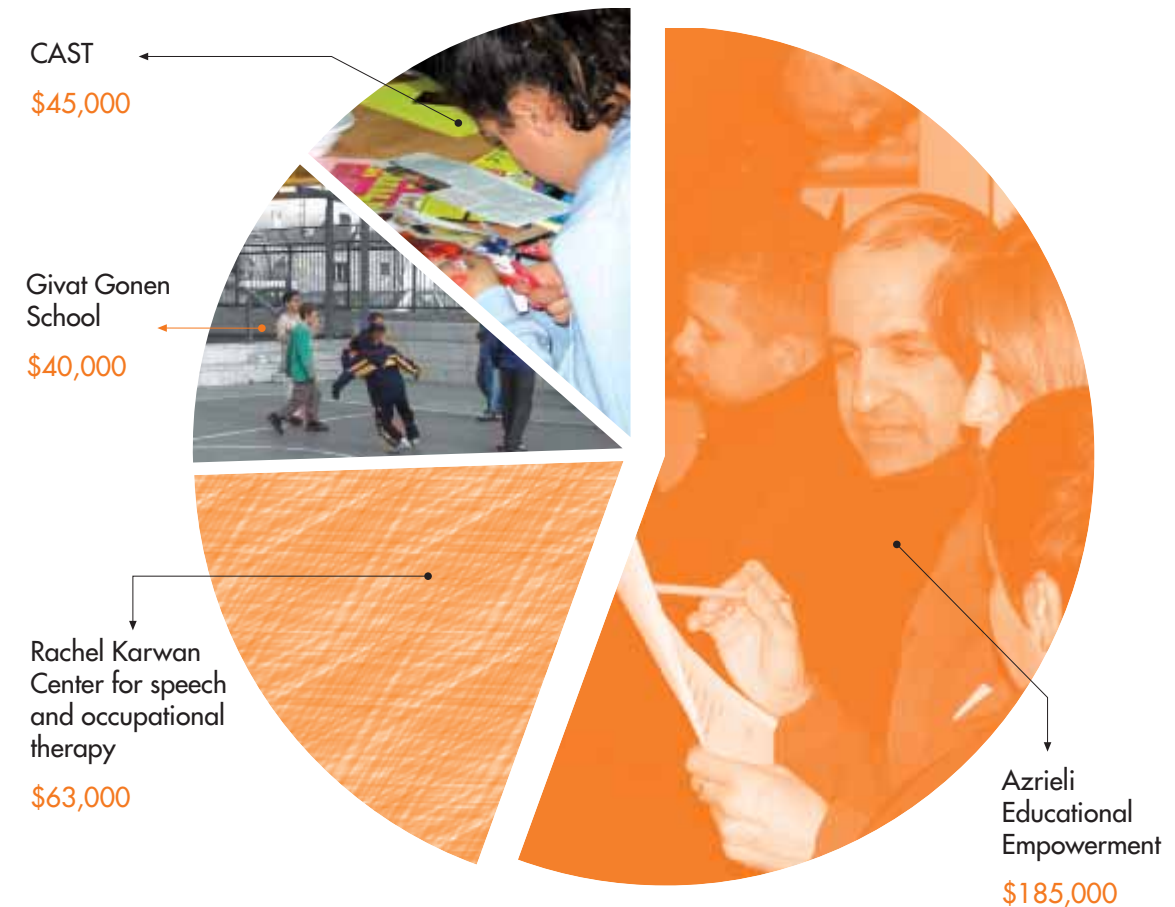




2 Strengthen Weaker Students

Strengthening weaker students includes programming that supports schools with a higher percentage of weak students, while also targeting specific populations in Jerusalem. The Azrieli Educational Empowerment Program targets junior high school students who are at risk of dropping out of school. It is a highly successful program country-wide and is now implemented in 5 different Jerusalem schools. Finally, the Comprehensive Adolescent and Support Treatment Center (CAST), with branches in the Gilo and Beit Hinuch Schools provides at-risk children with tactile and expressive therapy using martial arts, drama and photography instruction as well as art and music therapy to reach children's emotional core. The chart below reflects some of the Foundation's investment in this area:

Major Investment in Strengthening Weaker Students



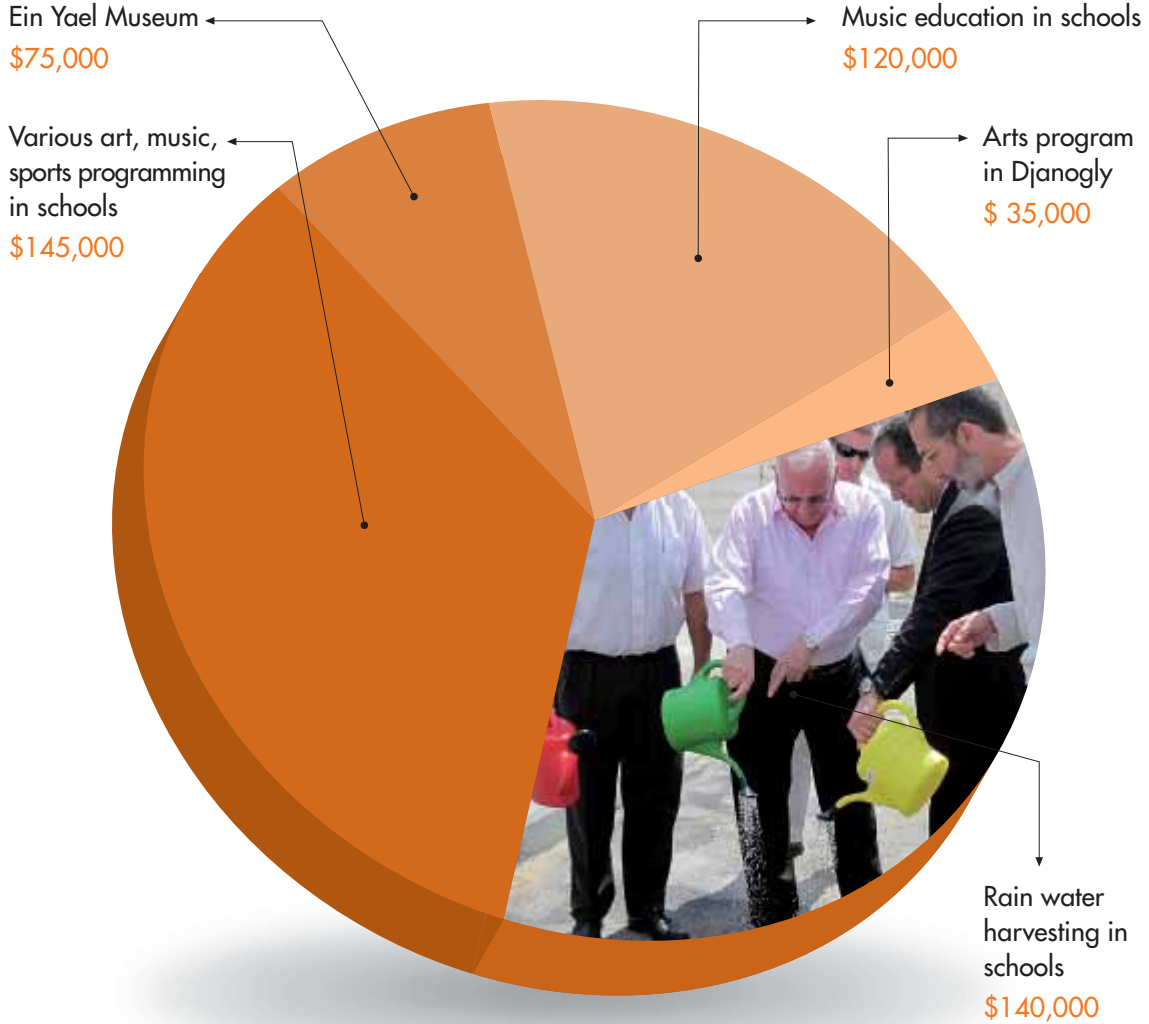
◀ Luria School musical performance



3 Informal Education Programs

Education goes beyond the four walls of the school building. It is also important to invest in programming that gives children the opportunity to take part in art and music programs. The Foundation also supported programs that teach youngsters the importance of conserving the planet's resources through rain water harvesting programs in schools. The chart below reflects some of our investment in informal educational projects:

Major Investment in Informal Education Programs

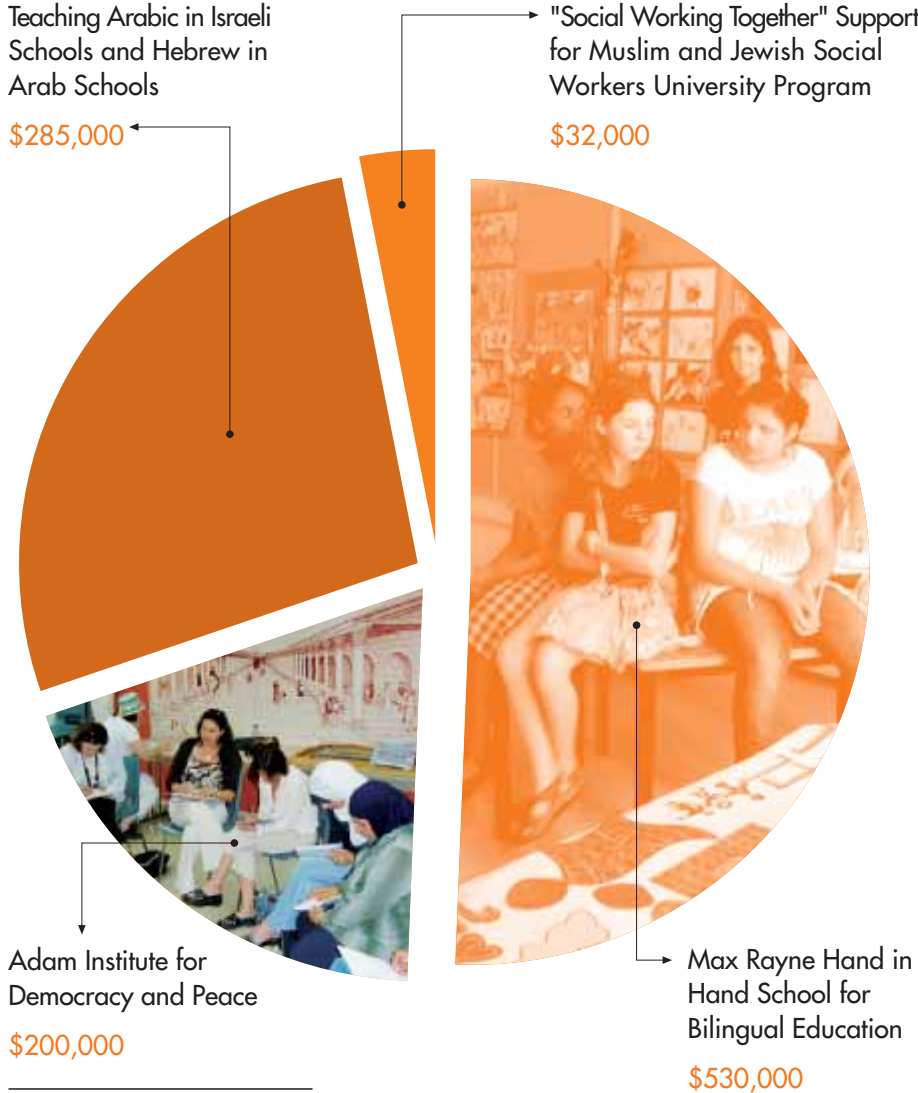


◀ Educational activities at the Ein Yael Living Museum



The Jerusalem Foundation continues to provide operational support to educational programming that promotes mutual understanding among all of Jerusalem's residents:

Educational Programs Promoting Mutual Respect and Understanding*



* The programs on this page can also be considered coexistence programming.

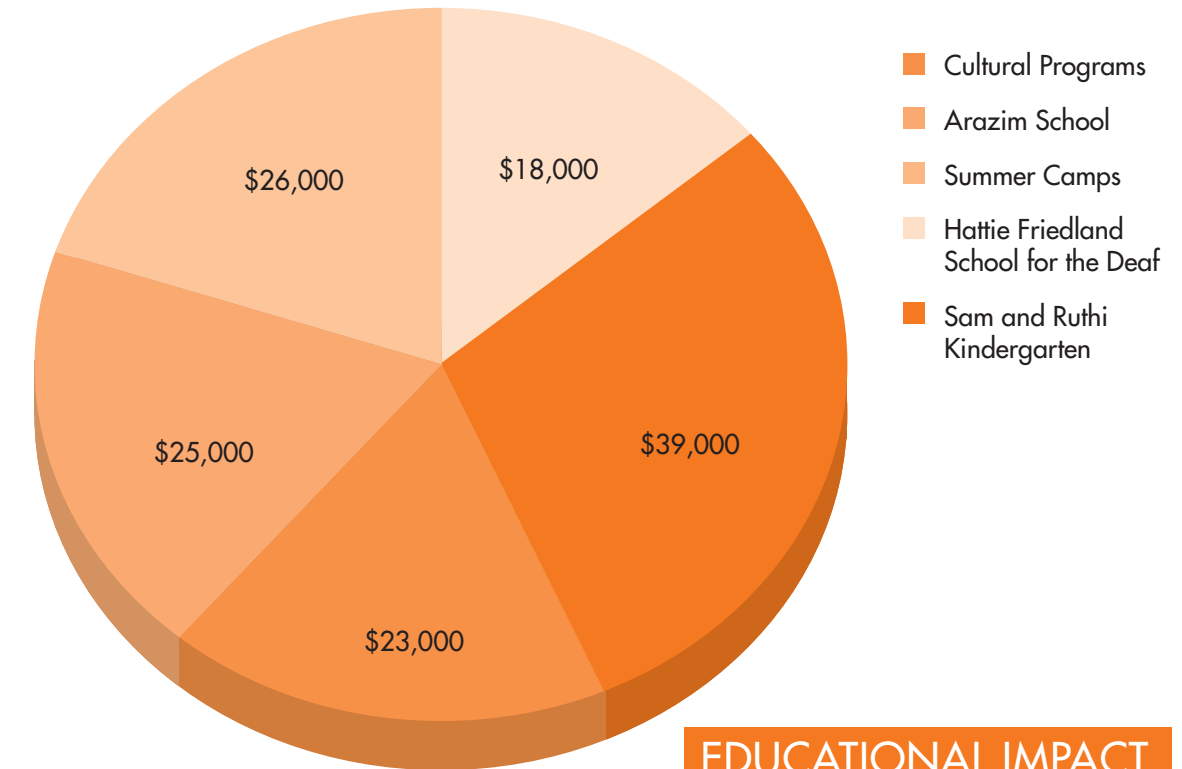
◀ Environmental activities with the Adam Institute for Democracy and Peace



II. SPECIAL NEEDS EDUCATION

The special needs population in Jerusalem cannot be ignored and it is important to support programming and institutions that service this most deserved group of Jerusalem's students. Support was given to the Hattie Friedland School for the Deaf, where Jewish and Muslim hearing impaired students learn through high school, the Arazim School, where special needs elementary school children receive hot meals, Sam and Ruthi Kindergarten, a kindergarten for special needs children, summer camps that are specifically designed for children who cannot attend normative camps and cultural programming that allows special needs students to attend various museums and cultural institutions just like other children. Below is our investment in special needs programming:

Investment in Special Needs Education



EDUCATIONAL IMPACT

Approximately **40,000** residents were impacted by our educational programming.

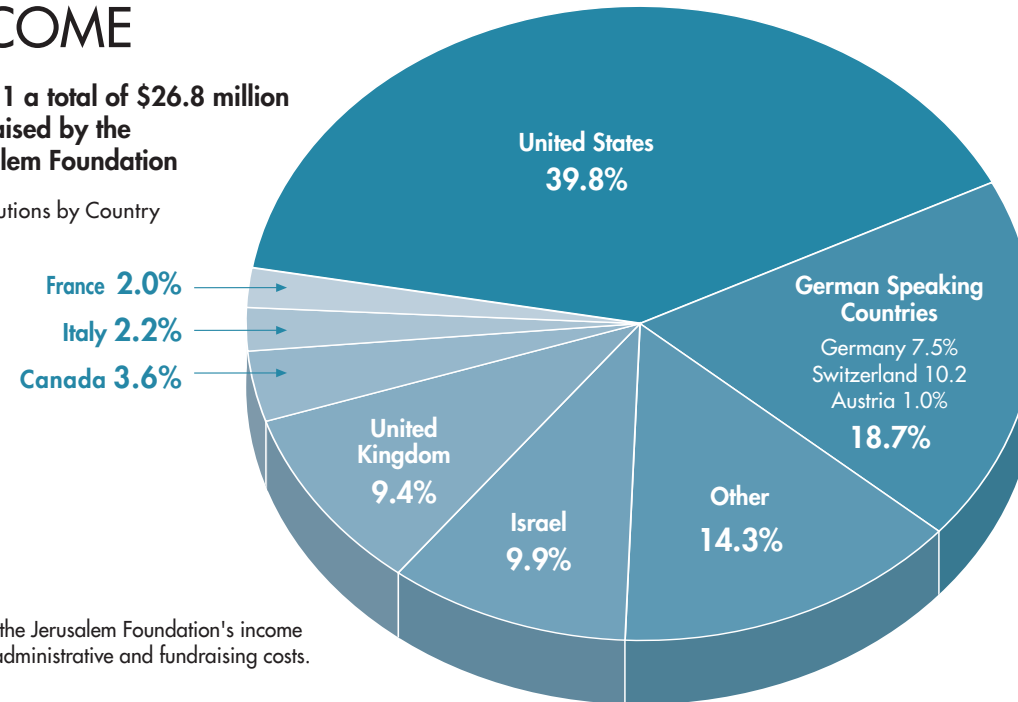
◀ Hattie Friedland School for the Deaf

Financial Data 2011

INCOME

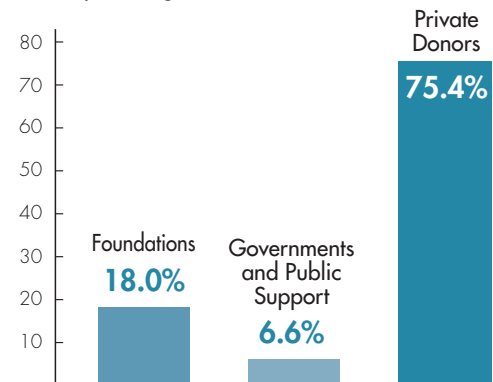
In 2011 a total of \$26.8 million was raised by the Jerusalem Foundation

Contributions by Country

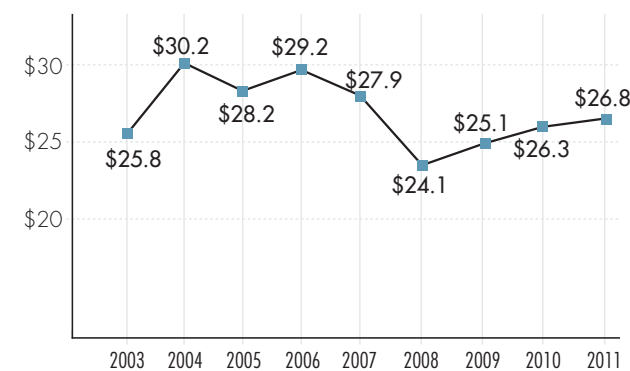


8.9% of the Jerusalem Foundation's income funded administrative and fundraising costs.

Contributions by Type of Donor (in percentages)



Total Contribution Income (Audited) (in millions of dollars)

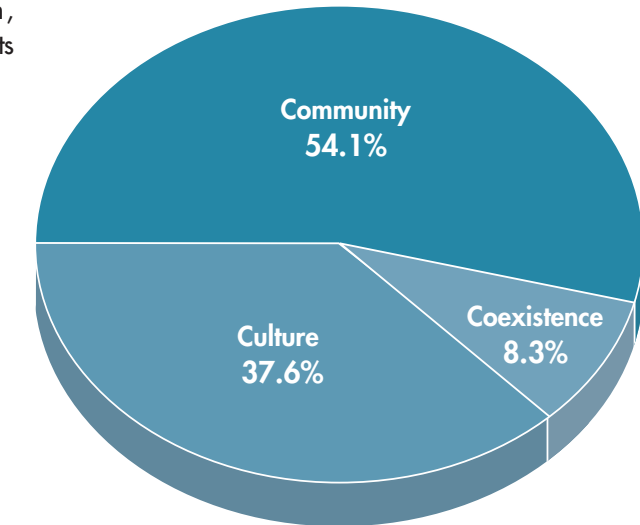
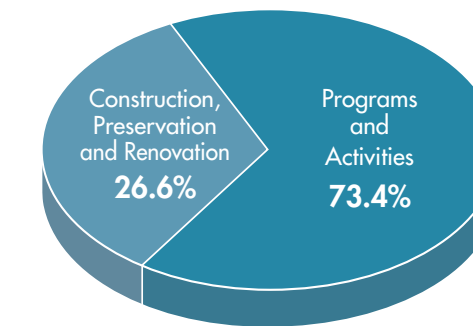


Expenditures on Projects

Total contributions of \$29 million were received in Jerusalem. \$25.5 million was invested in initiation, development, construction, implementation and support of physical projects and of programs, excluding salaries.*

Project Expenditures According to Area of Activity (In percentages)

Expenditures According to Type of Project**



* Note: The difference between contributions received and expenditures on projects during the year – or during any specified period of time – derives from: a) contributions received from endowment funds; b) the lapse in time between the receipt of funds and expenditure; and c) expenditure for administrative and fundraising costs.

** Construction expenditures vary from year to year. Some years involve more planning, and less actual construction.

Awards and Scholarships

Teddy Kollek Awards, 2011

The Teddy Kollek Award is given to those who have demonstrated significant contributions to the city of Jerusalem. The 2011 recipients were:

The Azrieli Foundation, Canada and Israel

Aleksander Gudzowaty, Poland

James Snyder, Israel

Fred Worms, United Kingdom and Israel

Scholarships:

75 students in 10 different art institutions received the Edelstein/Cheshin Community Involvement Scholarships for Arts Students.

20 social work students received scholarships for their studies on professional training for geriatric care at Hebrew University.

35 male students at the Haredi College received scholarships

8 students at the Jerusalem Conservatory Hassadna received scholarships to learn music.

47 students at the Jerusalem College of Engineering received scholarships.

The NDF for outstanding students at the Sam Spiegel Film and Television School was awarded to Noa Ben Yitzhak for promising producer, Orit Fooks and Margarita Balaklav for promising director.

The Sir Jack Lyons Charitable Trust Film Scholarship for excelling young film students was awarded to Alamork Marsha, for *Korki*, and to Nave Antopolsky, for *And He Saw The Place from Afar*.

Awards

Jerusalem Cinematheque / International Film Festival Awards:

- **The Robert Nissim Haggiag Award for Best Full-Length Feature Film** was awarded to Joseph Madmoni and producer Chaim Sharir for the film *Restoration*.
- **The Robert Nissim Haggiag Award for Best Actress** was awarded to Nataly Attiya and Moran Rosenblatt for their roles in *Lipstikka*.
- **The Robert Nissim Haggiag Award for Best Actor** was awarded to Gur Bentwich for his role in *Off-White Lies*.
- **The Robert Nissim Haggiag Award for Editing** was awarded to Ayala Bengad for editing work on the film *Restoration*.
- **The Robert Nissim Haggiag Award for Music** was awarded to Avi Belleli for his work on the film *Restoration*.
- **The Nathan Cummings Foundation** award was awarded to director Paula Markovitch for the feature film, *The Prize*.
- **The Ostrovsky Family Foundation Award** was awarded to director Marina Goldovskaya for the documentary film, *A Bitter Taste of Freedom*.
- **The Lia Award**, presented by the Joan Sourasky-Constantiner Holocaust Multimedia Research Center, was awarded to director Joseph Dorman, for the film *Sholem Aleichem: Laughing in the Darkness*.
- **The Jerusalem Foundation Award for Experimental Films and Video Works** was awarded to Ohad Fishof, for the film *Abduction*.
- **The Wim van Leer Award for High School Students** was awarded to Inbal Gabish, Matan Weisbrot, Avichai Kami Saadi, and Chen Amir for *Pitum Be'Emtzah Ha'Haim* and to Amit Ostrov, Gefen Rubek, and Aviv Amselem for *She'eriot shel Ha'Haim*.

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