



50 שנה לקרן לירושלים

THE JERUSALEM FOUNDATION 50TH ANNIVERSARY

السنة الخمسون لمؤسسة صندوق القدس



2015 | ANNUAL  
REPORT

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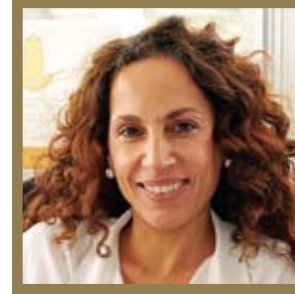
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Information in this report is correct as of May 1, 2016.  
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## From the President

Dear Friends,

I am pleased to present you with the Jerusalem Foundation's 2015 Annual Report, a year in which \$29.1 million in pledges and grants were raised from our friends worldwide, for the benefit of Jerusalem and its residents.

Much has been accomplished in Jerusalem in 2015, but we cannot ignore the difficult circumstances the city has faced over the last few months. Tourism has declined, businesses have closed their doors, and the unstable security situation has made all residents feel insecure.

To offer emergency assistance and preserve day-to-day life for residents, we supported programs that offered professional psychological counseling for adults and children and we extended hours in community and cultural facilities where children and families enjoyed activities including dance, arts and crafts, storytelling and more.

Jerusalem's residents are resilient, as are we, and we stand firm in our commitment to improve the quality of life for everyone.

One can detect significant changes in the city over the last few years. Economic development opportunities are emanating from the tech sector, there is a sizable increase in cultural offerings, and there are more and more grassroots efforts

to maintain the pluralistic character of the city. Together with our investments in these areas, we continue to support programs that make the education system more attractive for young families, as we lend a helping hand for vulnerable populations and take part in programs that encourage dialogue and shared living.

Fifty years ago, the legendary Mayor of Jerusalem Teddy Kollek established the Jerusalem Foundation, and today, we continue his mission to shape a modern and vibrant city, creating opportunities and engendering hope for all Jerusalem's residents.

In September 2016, we will celebrate our 50th anniversary, honoring our friends who partnered with us on this historic journey to make Jerusalem what it is today. And we will look ahead to the next 50 years, as we inspire new generations to take part in the future, offering you and all Jerusalem's admirers ***Your Share in Jerusalem.***

I look forward to greeting you in Jerusalem this year and working together on behalf of the city for many years to come.

Sincerely,

Yohanna Arbib-Perugia





# The Jerusalem Foundation: Your Share in Jerusalem

Jerusalem stands at the crossroads of civilization, faith and history, with relevance and meaning to billions of people around the world. The city serves as a beacon of hope to all of her admirers and inhabitants yet is much more than a symbol, for hope is created through opportunities that lead to a brighter future.

**The Jerusalem Foundation creates opportunities for: Economic Growth, Education, Vulnerable Populations, Dialogue and Shared Living, Arts and Culture, Heritage Preservation**

The Foundation's projects impact and influence the development of the city and enhance Jerusalem's contribution to the world. We identify and respond to the needs of the city while advancing values of Tikun Olam (repairing the world). We share Jerusalem with partners and friends from around the world and inspire new generations to love the eternal city.

This is your share in Jerusalem.

For 50 years, the Jerusalem Foundation, in cooperation with friends around the world, has invested more than a billion dollars in Jerusalem. Over 4,000 initiatives bear our name, from capital projects to long-running programs, to community and cultural infrastructure in Jerusalem.

We are committed to building philanthropic partnerships, working hand in hand with the Jerusalem Municipality, and cooperating with the city's major organizations, to shape the future of Jerusalem by creating a flourishing city as a source of inspiration for its people and the world, preserving its past and laying the groundwork for a dynamic future.







## OUR VISION

We seek to shape the future of Jerusalem by investing in and creating a flourishing city as a source of inspiration for its people and the world.

## OUR MISSION

We shape a modern, unified and vibrant city by creating opportunities for all Jerusalem residents. We identify and respond to the needs of Jerusalem, enhancing Jerusalem's contribution to people of all faiths, sharing the city with our partners and friends worldwide and inspiring new generations to take part in Jerusalem's future.

## OUR VALUES

Relevant: Initiating projects that matter  
Transparent: Utmost commitment to our donors  
Initiator: Motivated to improve lives

Preserving the past  
Laying the groundwork for a dynamic future  
*Your Share in Jerusalem*



# ECONOMIC GROWTH



Urban economic growth in Jerusalem requires a multi-faceted approach that invests in the innovation ecosystem, supports the creative class, promotes environmental sustainability and ensures equal economic opportunity for all residents. Initiatives supported by the Jerusalem Foundation have played a significant role in catapulting Israel's ancient capital into first place of Time Magazine's 2015 "Top 5 Emerging Tech Hubs from around the World." Much more needs to be done, but improved economic opportunities have helped reduce negative migration from the city and attract the best and brightest of Israel's entrepreneurial spirit to live and work in Jerusalem.





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*“While Tel Aviv is indisputably the Israeli ecosystem’s capital, Jerusalem has caught up quickly...it has a plethora of media and life science companies, and almost quadrupled its venture capital funding within three years.”*

Geektime.com

## Highlight: Made in JLM

Over \$243.5 million was invested in more than 500 startups across Jerusalem in 2015, including cleantech, medical services, biotechnology and software. Ten percent of these startups were created in 2015 alone. Made in JLM, supported by the Jerusalem Foundation and based at the Phil & Cees Wynn Business Centre at Canada House, empowers and connects Jerusalem’s rapidly growing startup and tech ecosystem, providing its 3,000-4,000 members with centralized access to the relevant resources, events and opportunities available in Jerusalem. It also works to improve Jerusalem’s image locally and internationally, as it attracts global companies to establish branches in Jerusalem.



- MiniActive, a network of **1,200** Arab women and youth from across East Jerusalem succeeded in securing improvements to the local infrastructure in **hundreds** of cases, fixing streetlights, bus stops and potholes
- **156** ultra-orthodox students received computer training through Machshava Tova
- **3,000** young adults accessed the employment, mentoring and guidance services at The Koschitzky Young Adults Center, Canada House
- **16,500** residents were exposed to the ‘Greening Katamon’ program, including local business development, local festivals, education and improvements to the local environment
- **850** Arab entrepreneurs accessed services at the Jerusalem Business Development Center
- **53** bands, and **80** foreign producers leveraged The International Music Showcase, held at the Yellow Submarine, as a platform to develop their international musical careers
- **1,800** children, youth and adults received training at the Israel Asper Community Action Computer Center, Ramot





## Higher Education Scholarships

Scholarships are an engine for economic growth, providing opportunities for young people to create economic anchors in the city, and contribute towards its future development.

In 2015, the Jerusalem Foundation awarded **170** higher education scholarships for the 12th consecutive year. Approximately **780,000 NIS** was distributed to men and women from all walks of life studying engineering, technology, fine art, music, dance, photography, new media, social work and more at various Jerusalem institutions serving the secular, religious and ultra-Orthodox, Jewish and Arab populations.

- **The Louis Edelstein Memorial Scholarships** for Students of the Arts
- **The Lea Cheshin Memorial Scholarships** for Students of Painting and Sketching at the Bezalel Academy of Art and Design
- **The Alexander Grass Scholarships** for Students of the Azrieli College of Engineering Jerusalem
- **The Robert and Bertha Rein Scholarships** for Students of the Jerusalem College of Technology (Machon Tal)
- **The Walter D. Strauss Scholarships** for Ultra-Orthodox Students at Hadassah Academic College Jerusalem
- **The Fred Simon Worms OBE Scholarships** for Students of the Azrieli College of Engineering Jerusalem
- **The Fondation ARPE Scholarships** for Students of the Academy of Music and Dance in Jerusalem
- **The Stiftung zur Unterstützung und Förderung Begabter Scholarships** for Students of the Academy of Music and Dance in Jerusalem
- **Scholarships Enabled by an Anonymous UK Donor** for Students of the Azrieli College of Engineering Jerusalem
- **Additional Jerusalem Foundation** scholarships for students of: Musrara - Naggara School of Art, the Sam Spiegel School of Film and Television, the School of Visual Theater, Emunah College, the Center for Middle Eastern Classical Music, the Ma'aleh School of Television, Film and the Arts, the Nissan Nativ Acting Studio and the Hebrew University of Jerusalem

The Scholarships are awarded to students based on socioeconomic need, excellence and social involvement. Many include a community involvement component, wherein students integrate into social and community projects throughout Jerusalem, as a condition of their scholarships. Art students work with special needs youth on the joint creation of art. Music and dance students operate a music center for vulnerable youth and offer blind children voice and music lessons. Engineering and technology students teach children computer applications and film and television students conduct classes in Jerusalem schools.





# EDUCATION



Equal access to quality education not only adds value to the city but also is known to influence future socio-economic status. We develop formal and informal educational opportunities for the 250,000 children attending the complex network of public and semi-private, secular and religious, Jewish and Arab schools that make up Jerusalem's educational system. All education streams are important to us. We promote science and technology in all sectors, and support specialist programming to meet the needs of student groups across the city.

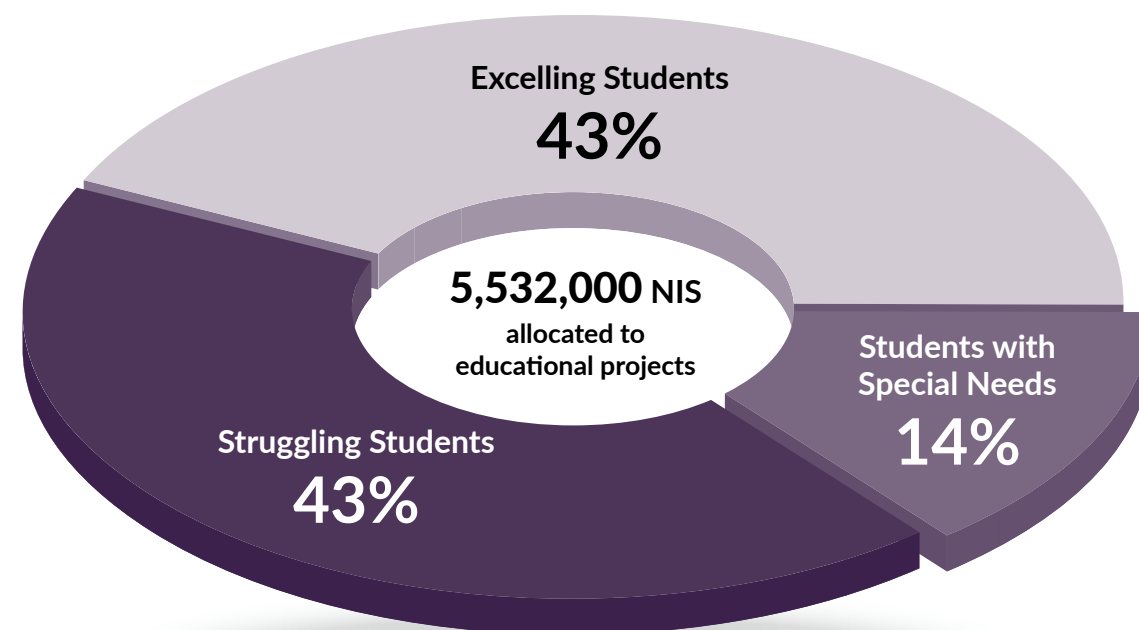




## Highlight: Young Academic City

Jerusalem is home to the largest number of academic institutions in Israel with more than 40,000 students attending institutions of higher learning. For the first time, in 2015, the Jerusalem Foundation's 'Young Academic City' initiative paired public schools with leading academic institutions such as the Bezalel Academy of Art and Design, the Azrieli College of Engineering and the Hebrew University Hadassah Medical School. Serving as successful role models, 100 university and college student volunteers integrated into 11 elementary schools, where they taught, conducted enrichment activities and led special projects in their areas of study.

The Jerusalem Foundation supports programs for excelling students in a variety of fields, including science, art, music, innovation and leadership. Our attention is also given to struggling students, to improve their literacy, reinforce their learning, and prevent drop-out rates from rising. Students enrolled in schools for special needs enjoyed new equipment and renovations, vocational and independent living training, arts and crafts courses, and hot meals.



## 3,360 Excelling Students: 2,382,000 NIS

Meyerhoff Youth Center for Advanced Studies • Belmonte Science Laboratories at the Hebrew University • Havrutav • Gonenim Music Center • Djanogly Visual Arts Center • Wolff & Rose Klabin School • Future Scientists & Inventors • Model United Nations • Mentoring for Success • Scholarships at elite schools for students of Ethiopian heritage • Matriculation tracks in robotics, technology, physics • Israel Center for Excellence teacher training

## 1,324 Struggling Students: 2,366,000 NIS

• Literacy programs for children of Ethiopian heritage • Learning reinforcement rooms • CAST: Comprehensive Adolescent Support and Therapeutic services • The Azrieli Educational Empowerment program • Denmark, Brandt and Givat Gonen Schools



## 777 Students with Special Needs: 784,000 NIS

• Simon Rothschild Ben-Yehuda School • Arazim School • Alonim School • Hattie Friedland School for the Deaf • Abraham B. Polinsky School • Harry & Abe Sherman Ilanot School • Musrara: The Naggara School of Photography • Jacqueline du Pré Kindergarten • Dekalim School for Children with Autism • Ruthi and Sam Kindergarten • Center for Parents of Children with Special Needs







Education Enrichment for Children in Jerusalem’s Haredi Community

The Jerusalem Foundation’s “Advancing Science and History Education among Haredi Children and Youth” program is a unique, innovative and groundbreaking project that exposes different aspects of science, history and English to pupils in the Haredi education system. The program brings Haredi students on one-time trips to science and cultural institutions in Jerusalem where they are exposed to physics, chemistry, history, zoology, botany, computers and more. We have also developed a range of multi-session courses in a variety of subjects. The program has grown exponentially since its inception in 2006/7, as can be seen from the four year trends below:

	2011/12	2012/13	2013/14	2014/15
Bloomfield Science Museum	4,486	7,816	5,189	6,822
Tower of David Museum	2,005	1,851	1,812	1,416
Meyerhoff Youth Science Center	522	642	735	843
Ein Yael	1,406	3,990	3,555	1,612
Botanical Garden	1,629	290	---	---
Computers	170	169	217	156
English	---	90	94	190
Society for the Protection of Nature in Israel (SPNI)	---	440	2,550	1,500
Other	150	840	50	580
<b>Total Participants in Activities for Schoolchildren in Jerusalem</b>	<b>10,368</b>	<b>16,128</b>	<b>14,202</b>	<b>13,119</b>
Community activities, operated by Science Museum, SPNI	7,326	5,965	5,220	7,200
<b>Total participants from Jerusalem</b>	<b>17,694</b>	<b>22,093</b>	<b>19,422</b>	<b>20,319</b>



# VULNERABLE POPULATIONS



Two out of three Jerusalem children fall beneath the nationally accepted poverty line. Israel's poorest and most populous city is filled with struggling residents. Special-needs students, at-risk teens, disabled adults, aging seniors, men and women are besieged with challenges at every stage of life and seek to rise above their difficult circumstances to build healthy and productive lives. We effectively identify and respond to the needs of each vulnerable population, building cohesion in weak communities, empowering the disadvantaged, and ensuring the dignity of the city's oldest and youngest residents.





### Highlight: MICHA Jerusalem

On April 20th we dedicated a brand new building for MICHA Jerusalem in the Abu Tor neighborhood. MICHA serves Jewish and Arab young children aged 0-5 who have been diagnosed with hearing impairment. The children enjoy day care as well as a range of therapeutic interventions, each in their native language, be it Hebrew or Arabic. The ultimate goal is the full integration of these children into normative school and societal frameworks. Their old facility was cramped and had been adapted to MICHA's needs. The new building is spacious and specially designed to meet the needs of hearing-impaired children. It was also built to meet Israel's latest sustainable construction standards. Today MICHA has 5 preschool and kindergarten classes for both Jewish and Arab children, operates one of the few audiology labs in Jerusalem, and offers activities for families, paramedical professionals, and the general public.



### Highlight: ELIYA

ELIYA serves blind and visually impaired children across Israel. Its programs are designed to help these children integrate into mainstream education, or into specialist facilities suited to their particular needs and abilities, and to offer training and assistance to their families. After outgrowing its Jerusalem branch, ELIYA moved to new and larger quarters specially designed and equipped. The new center includes a wing for blind children with multiple challenges, three regular classrooms, a Snoezelen room, a darkness room, an occupational therapy room, a physiotherapy and sports center, a playground and an outside courtyard. For the first time, there is also space for guide dogs.





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*“In the past I stayed home and didn’t really go out. Today I come to the Center, I have friends, there are people here I trust, I learned a lot about myself and others thanks to the program. I know that this place saved my life, because I look at my life today with more optimism.”*

N., aged 16, from the young women’s empowerment program at Abna al-Quds Community Center

**200,000** residents of six west and east Jerusalem neighborhoods benefitted from community-building initiatives that resulted in physical, socioeconomic and educational improvements to their lives and communities.

1. Project Springboard and Adopt-a-Neighborhood: Kiryat Menachem
2. Building Community and Adopt-a-Neighborhood: Kiryat Yovel
3. Abna-al-Quds Community Center: The Old City, Muslim Quarter
4. Wadi Joz Community Center
5. Beit Safafa Community Center
6. Atta’a Assistance Center for the Rights of east Jerusalem Residents
7. Kangaroo Early Childhood Center and Adopt-a-Neighborhood: Gonenim
8. The Mautner Community Garden: Kiryat Menachem
9. Canada House, Morasha community



**Jerusalem map with JF community centered projects ▲**





**12,500** children accessed subsidized therapeutic/scholastic intervention and enrichment activities, giving them the building blocks for success in school and beyond:

- Early childhood centers in the Gonenim, City-Center, and Kiryat Hayovel neighborhoods
- The Rachel Karwan Child Development Centre
- Vacation-time camps for children at domestic abuse shelters
- MICHA for the hearing impaired
- ELIYA for the visually impaired
- The Simon and Hildegard Rothschild Day Care Center
- Beit Tamar for disabled youth
- Paley Arts Center, east Jerusalem (also served adults)
- Misholim – The Jerusalem Expressive Arts Therapy Center



**3,700** teens dealing with personal challenges accessed services and participated in programs designed to improve their emotional wellbeing and practical skill-sets:

- Yaelim – Beit Neri
- EcoTech vocational courses
- Teen drug and alcohol abuse prevention training in east and west Jerusalem, delivered by the Jerusalem Association for the Fight against Drugs and Alcohol (plus training for an additional 500 parents and 350 educational staff)
- Wadi Joz Teen Club
- Tiferet Bayit Ham Mental Health Center in east Jerusalem (also served 250 adults)
- HaMartef Basement Theater for Performing Arts
- Lewy Center for Youth At Risk

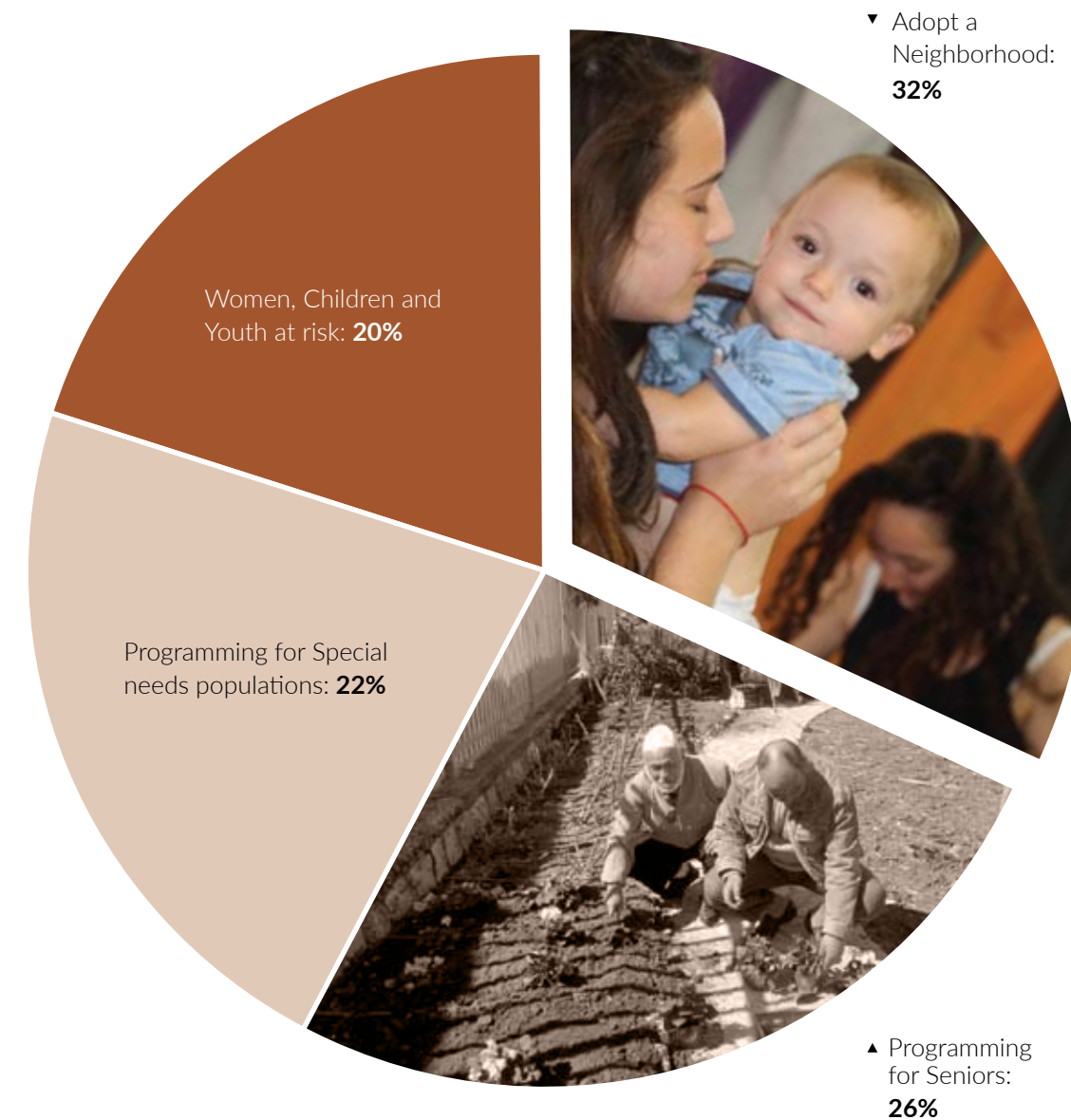




**3,000** seniors, including over **500** Holocaust survivors, were able to age gracefully while attending supervised daily/weekly programs or receiving targeted homebound services:

- Gilo Senior Center
- Beit Hofmann
- Canada House
- Beit Schweiz
- Misgav L'Kashish
- Pisgat Ze'ev Community Center
- Café Europa
- Senior Center in the Christian Quarter, Old City
- Health promotion for elderly Arab women in the Old City

**More than 6,615,873 NIS was allocated to Vulnerable Populations programming.**





# DIALOGUE & SHARED LIVING



Jerusalem is home to 830,000 residents, among them secular, traditional, national-religious and ultra-Orthodox Jews, Muslim Arabs and Christian Arabs. A multiplicity of languages and a plurality of perspectives and belief systems. We have long responded to these challenges by creating opportunities for dialogue and shared living between and among the city's different communities through encounter groups, cultural accessibility programs, promoting tolerance and advancing Jewish pluralism and equality.

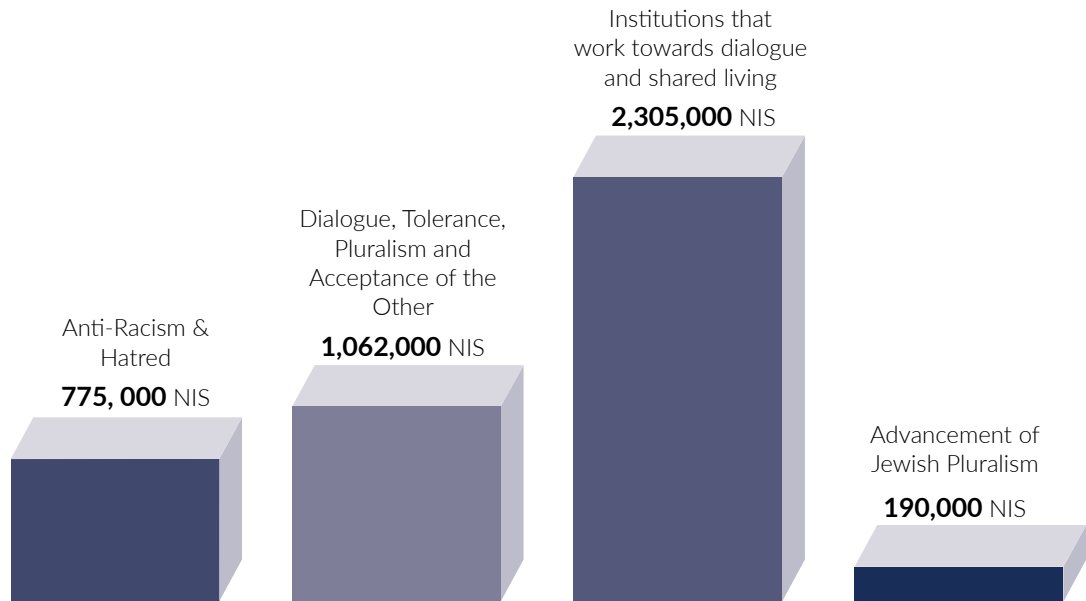


### Highlight: Cultural Competency

A “culturally competent” society is one that values cultural differences and applies principles that are sensitive to all world views. In a society where Hebrew, Arabic, Russian, Amharic and French are common languages, accessing public services ought to be culturally sensitive, from signage to forms, from translating services to respecting the ‘other’s’ cultural norms. We have been partnering with the Jerusalem Intercultural Center (JICC) on the Cultural Competency project since its inception in 2008. A Ministry of Health directive requiring culturally competent care in hospitals was instituted thanks to this project. In 2015, the Cultural Competency project made great strides, expanding its reach to municipal welfare departments, the National Insurance Institute (in the east Jerusalem branch), Hadassah Academic College, the National Immigration Workers and the Israel Police Force.

**4,332,000 NIS** was split into **44** allocations for Dialogue and Shared Living programs.

The main allocation categories were:







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*The atmosphere in the class enables a civilized discussion that respects all students, even on the most charged subjects, while preserving a friendly atmosphere that enables a place for every opinion.*

'Living in Jerusalem' course teacher, Max Rayne Hand in Hand Bilingual School for Jewish Arab Education, Jerusalem

## Encounters with 'the Other'

**890** of Jerusalem's Jewish and Arab children encountered 'the other' every single school day at:

- Erna D. Leir Peace Kindergarten of the Jerusalem YMCA
- Max Rayne Hand in Hand Bilingual School for Jewish Arab Education (where enrollment increased by 15%)
- The Hattie Friedland School for the Deaf
- MICHA Jerusalem – Society for Deaf Children in Israel



Nearly **1,000** Jewish and Arab children and teens played together in:

- Hapoel Katamon Neighborhood Soccer League and Daniel Gablinger Foundation Tournaments
- Soccer for Jewish and Arab Youth at Risk
- Multicultural Streetball (50% increase in participation)
- Runners without Borders
- PeacePlayers- joint basketball team with children from the Keshet and Beit Safafa schools
- Louis & Tillie Alpert Youth Music Center of Jerusalem (Beit Alpert)

**75** Jewish and Arab 5<sup>th</sup> and 6<sup>th</sup> graders participated in scientific discovery together at the Jewish-Arab Science Club at the Bloomfield Science Museum, Jerusalem

**6,000** Jewish and Arab young people attended 'Simply Sing' cultural events together





*"It's funny that we live so close and until now haven't met. It's great to play soccer with them, they are really good and they make us better!"*

Participant at Hapoel Katamon Neighborhood Soccer League

### Learning About the Culture of 'The Other'

- Over **2,000** Jewish students learned Arabic in **15** Jerusalem schools, a 15% increase
- **14** medical interpreters completed a course given by The Jerusalem Intercultural Center and are working in the Hadassah Ein Karem's Emergency Medicine, Pediatrics and Women's Health departments
- **80** faculty members at Hadassah Academic College were trained in how to apply cultural competency principles in academic settings
- **1,200** police cadets were trained in 'cultural competency' by The Jerusalem Intercultural Center

### Promoting Tolerance and Equality

- **600** people participated in the Living in Mixed Cities Conference, with sessions on urban planning, human diversity, sustainability, employment, education, gender and more
- More than **100** educators and principals attended coexistence, tolerance and democracy training courses given by the Adam Institute for Democracy and Peace
- **13** schools in the Arab sector participated in tolerance and anti-racism training courses given by the Adam Institute for Democracy and Peace
- **200** teachers in the national religious sector participated in tolerance and anti-racism training courses given by Yesodot
- The Kerem Teacher Training Institute increased the number of teachers of Ethiopian origin by **150%**

### Supporting Jewish Pluralism

- The Yeru-Shalem Coalition's activism promoting pluralist Jewish events and awareness has had a direct impact on Jerusalem life. The Jerusalem Index survey of the Jerusalem Institute for Israel Studies showed that **66%** of the respondents feel that "culture and leisure activities on Shabbat impact their desire to live in the city", and **84%** feel that "Shabbat cultural and leisure events contribute to the perception of Jerusalem as a pluralist city."





### The Jerusalem Press Club

The Jerusalem Foundation is dedicated to shaping a vibrant city that serves as a fountain of dialogue and intellectual exploration. Thanks to the support of the Helmsley Charitable Trust, the Jerusalem Press Club (JPC) opened in June 2013 and has become a hub for local and foreign journalists working in Israel, providing a unique space for them to exchange ideas, engage in meaningful conversations and meet with key figures in Israeli politics and society. Located in the Mishkenot Sha'ananim complex overlooking the Old City Walls, the JPC currently has over 400 members. In 2015, the JPC held a wide variety of events with thinkers and journalists from across the globe and a special program for students from the Medill School of Journalism at Northwestern University.

### JPC's Event Highlights 2015

#### Freedom of the Press Conference

In response to the dangers currently facing journalists, and in order to raise awareness about freedom of the press in the modern era, the JPC held its first inaugural Freedom of the Press Conference between May 25-27, 2015. The conference attracted journalists and academics from around the world, as well as some of Israel's leading press experts, for panels and discussions. Topics included the challenges of reporting from war zones and whether press freedom can or should be restricted, with a special conversation between Solène Chalvon, a columnist at Charlie Hebdo, in Paris, France, and Prof. Eva Illouz, a world renowned sociologist.

#### Competition: Cartoon, Criticism, Care

Inspired by the tragic attack on Charlie Hebdo, renowned for its satirical cartoons, the Jerusalem Press Club organized a cartoon competition among Israeli high school students, in cooperation with the Israel Museum of Cartoon and Comics and approved by the Ministry of Education. Winners were displayed in an exhibition at Mishkenot Sha'ananim commemorating the first anniversary of the terror attack on Charlie Hebdo.

#### Medill School of Journalism Mission

The JPC hosted a mission of students and faculty from the Medill School of Journalism at Northwestern University. The mission's participants gained new perspectives about Israel from their encounters with a broad range of people, forged new personal connections and engaged in inter-cultural dialogue.

# ARTS & CULTURE



Art has power to inspire new ways of thinking, generate novel forms of expression, revitalize neighborhoods, connect different populations. In Jerusalem, the burgeoning arts scene in recent years has demonstrated this force, bringing tourism and economic growth. Beyond these economic benefits, art provides life, beauty, and meaning to the city and its people. Jerusalem's ever-expanding cultural landscape now features avant-garde art alongside its treasures of antiquity. We support projects that strengthen cultural institutions and emerging artists, influence local arts education graduates to settle and create in the city, and increase exposure to global content, contributing to a **300%** increase in cultural events in Jerusalem.\*

\*Jerusalem Municipality



## Highlight: Jerusalem International Jazz Festival

3 days → 24 concerts → 80 musicians → 3,000 audience members

This year the Jerusalem Foundation partnered with the Israel Festival, the Israel Museum, and the Yellow Submarine to produce the Jerusalem International Jazz Festival, launching the Jerusalem Foundation's 50<sup>th</sup> anniversary celebration. The festival took place at the Israel Museum, under the artistic direction of world-renowned trumpet-player Avishai Cohen, and brought together 10 internationally acclaimed musicians and 20 local jazz players for unique concerts and musical collaborations. The festival used the museum to create synergies between the visual and performing arts, and highlighted Jerusalem's jazz scene, shaping Jerusalem's reputation as a flourishing metropolis, and encouraging investment in its cultural future. The festival was hailed by the Haaretz newspaper as having "succeeded where others failed".



In the words of one audience member, "Incredible".



## Cultural Accolades

### Son of Saul Wins an Oscar

Laszlo Nemes participated in the Sam Spiegel School of Film and Television School's "International Film Lab," which brings writer-directors from around the world to Jerusalem for professional mentorship and production guidance, while working on his film, *Son of Saul*. The movie won an Academy Award for Best Foreign Language Film.

### Poetry Place Student Wins Helicon Prize

Poetry Place is a one-of-a-kind school dedicated to training the next generation of Jerusalem poets and maintaining the city's literary heritage. In 2015, Bathseva Dori Carlier, a poetry place student, published her first book of poems, winning the prestigious 2015 Helicon Prize for Beginning Poets.

### Nekudat Mifgash: Meeting Point Between Jewish and Arab Residents

The Meeting Point: Under the Bridge created a space for **5,300** Jewish and Arab residents to gather over 10 days for performances held in conjunction with the Israel Festival. Activities took place on a specially constructed stage under a bridge that connects three Jerusalem neighborhoods with a large percentage of Jewish and Arab residents.

### Machol Shalem Dance House Hosts the International Choreography Competition

This year Machol Shalem Dance House hosted the International Choreography Competition as part of their Jerusalem International Dance Week program. Hosting the competition put Jerusalem on the international dance map, and brought some of the world's most prestigious dancers and choreographers to the city.





### Arts and Culture in 2015 by the numbers

- **36,600** attended cultural events supported by The Jerusalem Foundation
- **665** artists and staff employed by Jerusalem Foundation projects
- **435** performances
- **400** art students supported in 5 Art Schools
- **2** cultural projects, Crown Theater and Muslala Terrace underwent renovation

### 10 Flagship Institutions supported by the Jerusalem Foundation

- Bloomfield Science Museum Jerusalem
- Jerusalem Music Center
- Khan Theater
- Yellow Submarine – the Place for Music in Jerusalem
- Artcube Artists Studios
- Museum on the Seam
- Israel Festival
- Musrara Naggar School of Art
- Jerusalem Conservatory Hassadna
- Jerusalem Cinematheque-Israel Film Archive

### 8 programs that advance “The Next Generation” of Culture and Creativity in Jerusalem

- The Beit Masie Fringe Project in partnership with New Spirit
- Muslala
- Bar Kaima
- C.A.T.A.M.O.N. Dance Group
- Machol Shalem Dance House
- Poetry Place
- Mashu-Mashu Theater
- Psik Theatre workshops, including for disabled residents of an AKIM apartment





### 5 Art Schools:

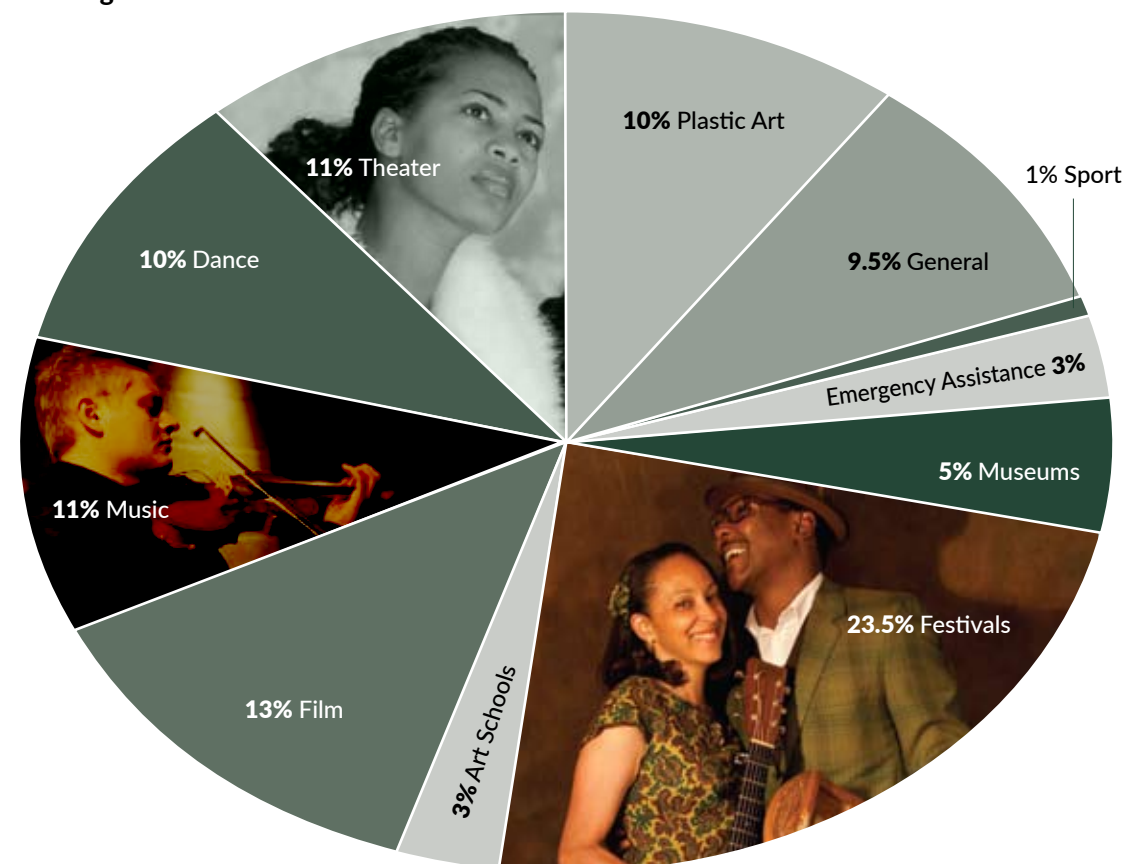
- Musrara Naggar School of Art
- School of Visual Theater
- Maaleh School of Television, Film, and the Arts
- The Sam Spiegel Film and Television School
- The Jerusalem Academy of Music and Dance

### 7 Festivals:

- Israel Festival
- Jazz Festival
- International Festival of Puppet Theater
- Voice of the Word Festival
- Beit Masie Dance Festival
- Poetry Festival 'Meter by Meter'
- Mashiva Haruach Poetry Festival

**8,821,835 NIS** was allocated to **135** Arts and Culture programs.

**Funding allocation 2015 breakdown:**



### AWARDS

**International Film Festival at the Jerusalem Cinematheque:**

**Haggiag Family Awards for Israeli Cinema in Memory of Nissim Haggiag:**

**Award for Best Israeli Feature Film:** *Tikkun*, directed by Avishai Sivan, produced by Ronen Ben Tal, Moshe and Leon Edery

**Award for Best Actor:** Khalifa Natour for his role in *Tikkun*

**Award for Best Actress:** Asi Levi for her performance in *Wedding Dolls*

**Award for Best Editing:** Reut Han, Yoav Paz and Doron Paz for editing *JeruZalem*

**Award for Best Music:** Ophir Leibovitch, for his work in *Strung Out*

**Jewish Experience Awards, endowed by Leon and Michaela Constantiner:**

The **ndF Munich prizes** for students at Sam Spiegel Film and Television School: Leah Tonic, Raya Shuster, Efrat Rasner

**Lia Award Award for Films about Jewish Heritage**, in honor of Jerusalem Cinematheque founder Leah Van Leer: *Zelda: A Simple Woman*, directed by Yair Qedar

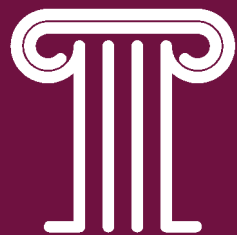
**Avner Shalev – Yad Vashem Chairman's Award for Holocaust-Related Films:**

*My Nazi Legacy: What Our Fathers Did*, directed by David Evans

**Alex Bernstein Production Award for Outstanding Film Students**, in memory of Lord Alex Bernstein, a devoted friend and supporter of the city of Jerusalem: Maya Tzorfati of Tel Aviv University for her film *Beautiful Among Women*, and Maayan Shwartz of Sapir College for his film *Yaniv*



# HERITAGE & PRESERVATION



The Jerusalem landscape features countless religious, cultural, historical and environmental sites beloved by people of all faiths and nationalities. They bring people together, highlight the social and cultural legacies of the city, and serve as a source of inspiration to Israel and the world. From the Via Dolorosa to Montefiore's Windmill, the Botanical Gardens to the Herzl Museum, we are intimately involved in conserving, restoring and developing Jerusalem's most precious sites and public spaces, preserving them for future generations, making the city more attractive for all, and ensuring that Jerusalem continues to be Israel's most visited city.





## Highlight: Gazelle Valley

The Gazelle Valley is the largest and last open valley in the center of Jerusalem, and home to a herd of mountain gazelles. About a decade ago, a new road system and construction disconnected the herd from their natural path out of the city. What could have been a devastating blow has turned into a unique opportunity to create the first urban gazelle park in Israel. The Gazelle Valley Urban Wildlife Park opened in March 2015, and has since welcomed over 120,000 visitors. Today activities in the Valley focus on: preservation of the gazelles as well as the unique natural resources of the area; education of children, youth and adults about the importance of preserving the environment; recreation space that will draw visitors to the park. The Valley attracts a broad cross-section of the population including children, youth, adults and seniors – and has become a unique natural jewel in the center of Jerusalem.



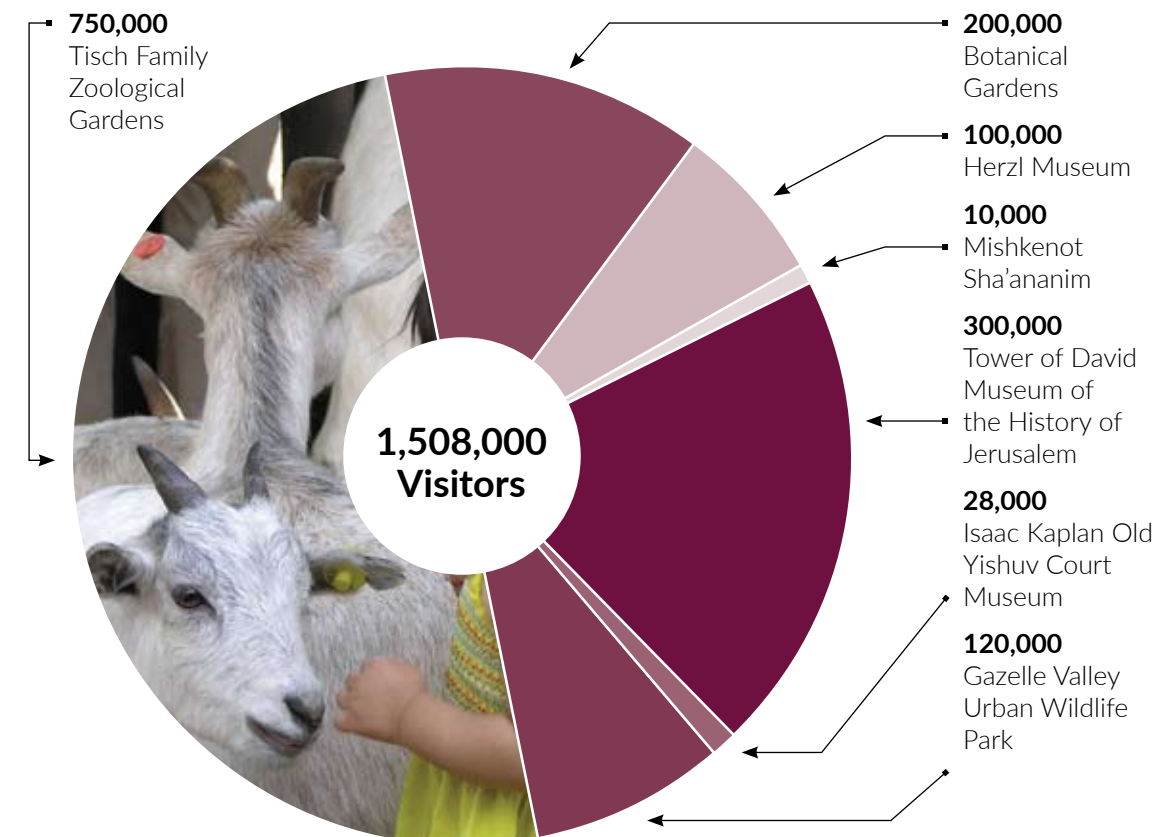


*Teddy Park remains one of the city's most popular open-air attractions*



### Highlight: Maurice M. Dwek House

In 2015 we dedicated the Maurice M. Dwek House in the historic Mishkenot Sha'ananim complex built by Sir Moses Montefiore over 150 years ago. It hosts leading intellectuals and artists from around the world, giving them the opportunity to experience Jerusalem from a picturesque and pastoral setting and provides a serene atmosphere that inspires creativity. In 2015 it hosted Nobel prize winners Prof. Eric Maskin and Prof. Keith Arrow, Japanese classical violinist Ms. Nobuko Imai and Rabbi Meir Soloveichik among many others.







## Mishkenot Sha'ananim Cultural Center

The Mishkenot Sha'ananim Cultural Center, established in 1973 by the Jerusalem Foundation in the historic complex built by Sir Moses Montefiore over 150 years ago, serves as an oasis of tolerance, dialogue, and intellectual exploration. The Mishkenot Sha'ananim Cultural Center is home to a thriving programming department, the Konrad Adenauer Conference Center, the Dwek Gallery, the Maurice M. Dwek House Mishkenot Sha'ananim, and the Jerusalem Center for Ethics.

Mishkenot Sha'ananim draws its inspiration from Jerusalem's history, building upon the city's heritage as a source of global inspiration and utilizing an interdisciplinary blend of arts, sciences and digital technology to encourage discourse and dialogue. Its guest house, facilities and superb location enable creative forces and leaders to meet, engage and interact with a wide spectrum of Israeli audiences.

Mishkenot Sha'ananim hosted hundreds of events in 2015 for some 10,000 people.

### Highlights:

#### **Kissufim: The Jerusalem Conference of Writers and Poets**

The conference brought together eminent Jewish thinkers with some of the best Jewish writers and poets of the present day. This year's theme, "Otherness and Identity", focused on exploring the commonalities of Jewish literature around the world.

#### **Middle Eastern Cultures Conference: The Sea of Ladino – from Spain to Israel**

The Middle Eastern Cultures Conference focuses on different Jewish cultures from the Middle East. This year the focus was on Ladino and its rich literary and cultural heritage. The conference, held in partnership with the National Authority for Ladino culture, with guidance from Yaron Enosh and Professor Shmuel Refael, featured lectures, discussions, concerts, and food tastings, offering participants the chance to fully experience Ladino culture.

#### **La Terraza de los Reyes de España hosted**

- 15 experiential tours for the management class given to the Israeli police force as part of the "Government Corruption" course conducted by the Jerusalem Center for Ethics
- "Values from the Field", a discussion of Jerusalem dilemmas given to the faculty of Yeshiva Ner Tamid as part of a day-long seminar on education ethics
- An experiential tour of the Mishkenot Sha'ananim and Yemin Moshe neighborhoods for Bank of Israel employees as part of an ethics seminar



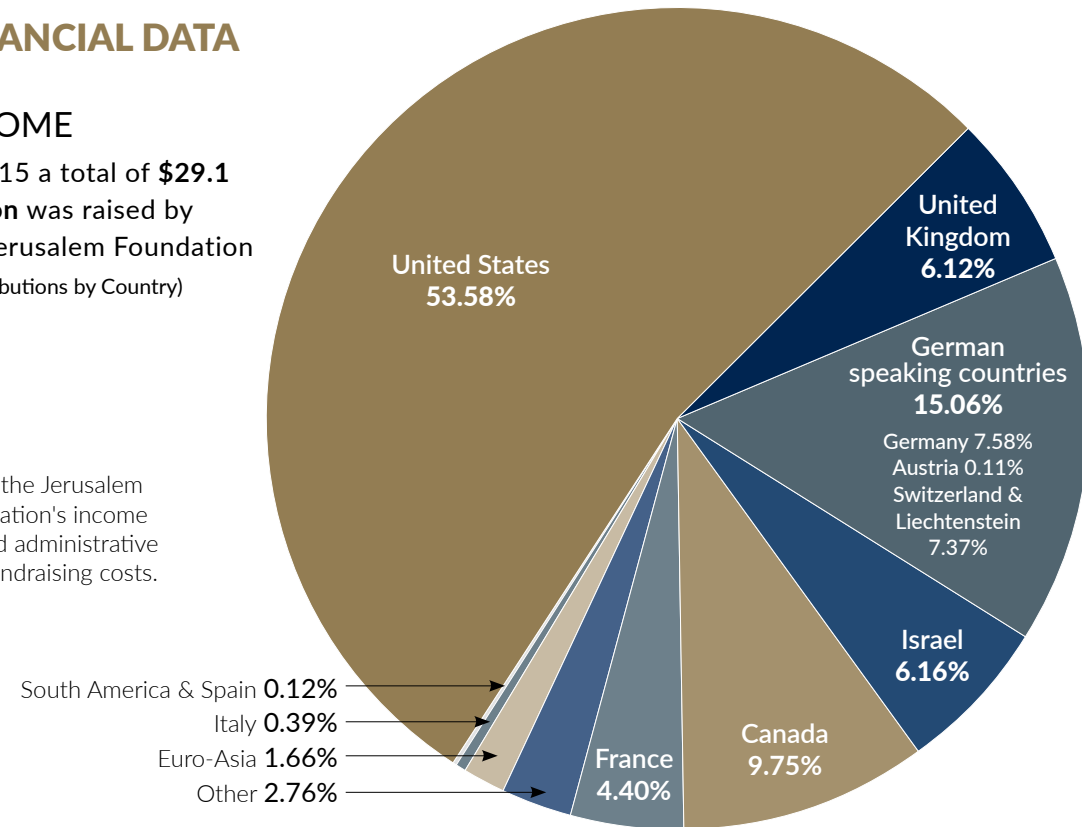


## FINANCIAL DATA

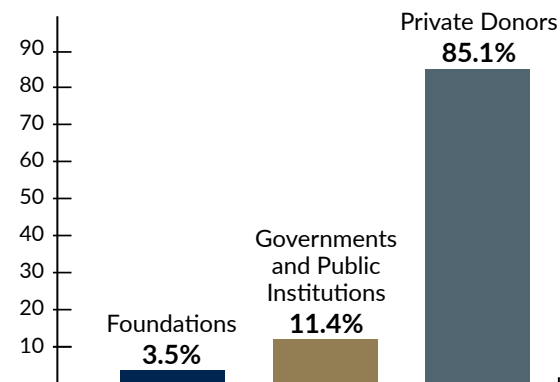
### INCOME

In 2015 a total of **\$29.1 million** was raised by the Jerusalem Foundation  
(Contributions by Country)

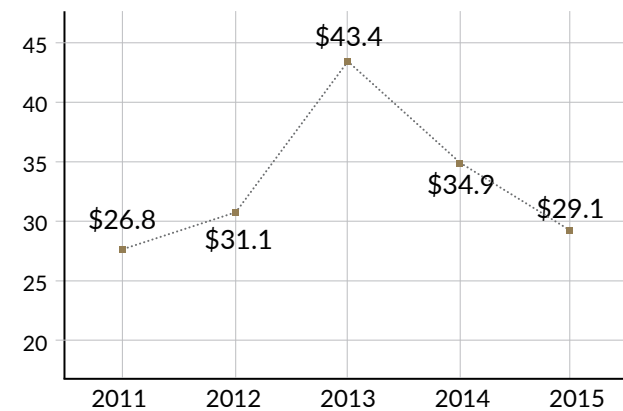
6% of the Jerusalem Foundation's income funded administrative and fundraising costs.



**Contributions by Type of Donor**  
(in percentages)



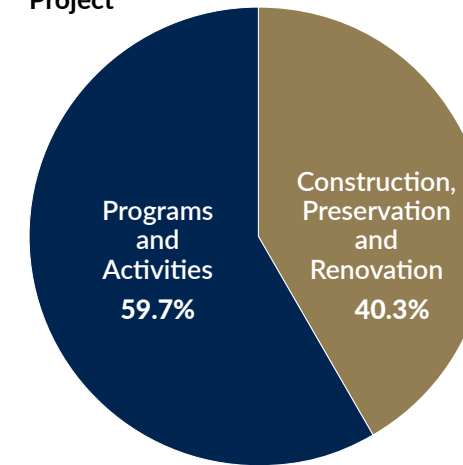
**Total Contribution Income**  
(in millions of dollars)



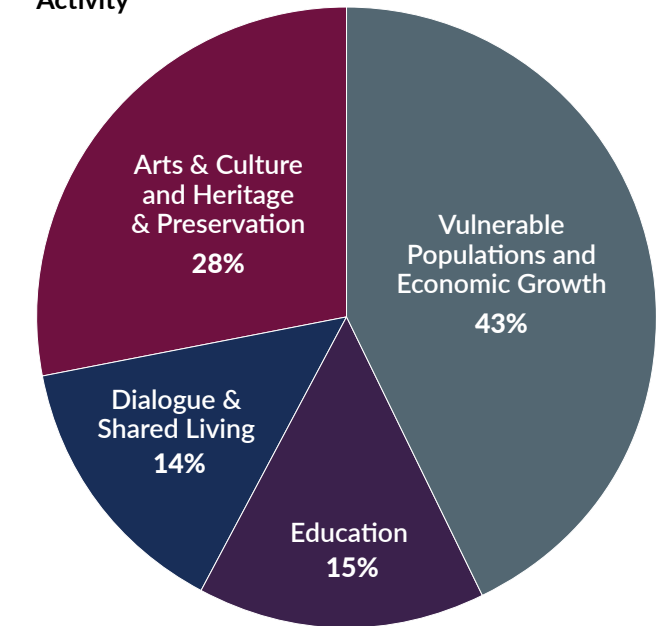
## EXPENDITURES ON PROJECTS

Total contributions of **\$33.9 million** were received in Jerusalem. **\$31.1 million** was invested in initiation, development, construction, implementation and support of physical projects and of programs, excluding salaries.<sup>1</sup>

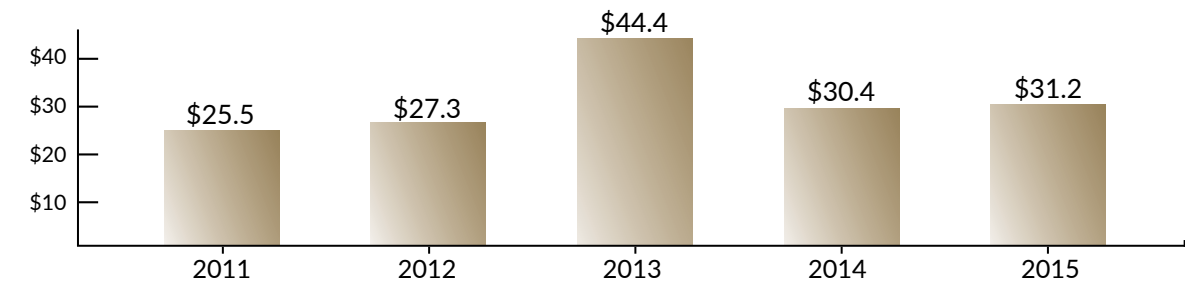
**Expenditures According to Type of Project<sup>2</sup>**



**Project Expenditures According to Area of Activity<sup>3</sup>**



**Expenditures 2011 – 2015**  
(In millions of dollars)



1. 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.
2. Construction expenditures vary from year to year. Some years involve more planning and less actual construction.
3. The Jerusalem Foundation created new project area categories mid-way through 2015, meaning that the financial expenditure proportions represented here are an approximation of the spending across the whole year.











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THE JERUSALEM FOUNDATION 50TH ANNIVERSARY

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