



# 2017 Annual Report



הקרן לירושלים  
مؤسسة صندوق القدس  
THE JERUSALEM FOUNDATION



# CONTENTS

- 05 From the President
- 07 About the Jerusalem Foundation
- 08 Vision and Mission
- 10 Economic Development
- 12 Education
- 24 Vulnerable Populations
- 34 Dialogue and Shared Living
- 42 Arts and Culture
- 50 Heritage Preservation
- 54 Financial Data 2017
- 56 Donors
- 62 Legacies and Estates
- 64 Leadership in Israel
- 65 Professional Staff in Israel
- 66 Leadership Worldwide

Information in this report is correct as of March 31, 2018.  
Photos: Jerusalem Foundation staff, Michal Fatal,  
Ido Cohen, Vadim Mikhailov, Sasson Tiram, Maxim  
Dinshtein, Amir Balaban, Dave Brown.



## FROM THE PRESIDENT

Dear Friends,

I am pleased to present you with the Jerusalem Foundation's 2017 Annual Report. Thanks to our longstanding supporters and new friends from all over the world, we raised more than \$46 million for the benefit of Jerusalem and its residents.

Events in London, Toronto, Torino, Zurich, Vienna, Moscow and New York exposed the importance of our work to an ever-widening circle of friends who see themselves as our partners in building the modern city of Jerusalem. Numerous capital projects were completed this year, alongside dozens of programs in education, arts and culture, shared living, and social welfare empowerment – all to create a Jerusalem that is a vibrant and economically resilient city.

As we look ahead to celebrating the 70th Anniversary of the State of Israel, I am mindful of how far Jerusalem has come. The task in building a modern and vibrant city seemed a difficult one. Yet the Jerusalem Foundation has, and will continue, to chart a course that improves the quality of life for all residents, in all sectors and spheres of life.

Thanks to our friends worldwide, Jerusalem has been transformed from a fledgling town to a thriving, culturally diverse metropolis and we take great pride in sharing our successes with you. I look forward to greeting you here in Jerusalem, and I hope that you remain inspired to proclaim **Your Share in Jerusalem** in the years to come.

Yohanna Arbib-Perugia  
President



## About the Jerusalem Foundation

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 Development, Education, Vulnerable Populations, Dialogue and Shared Living, Arts and Culture, and 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.

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.

This is *your* share in Jerusalem



## 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

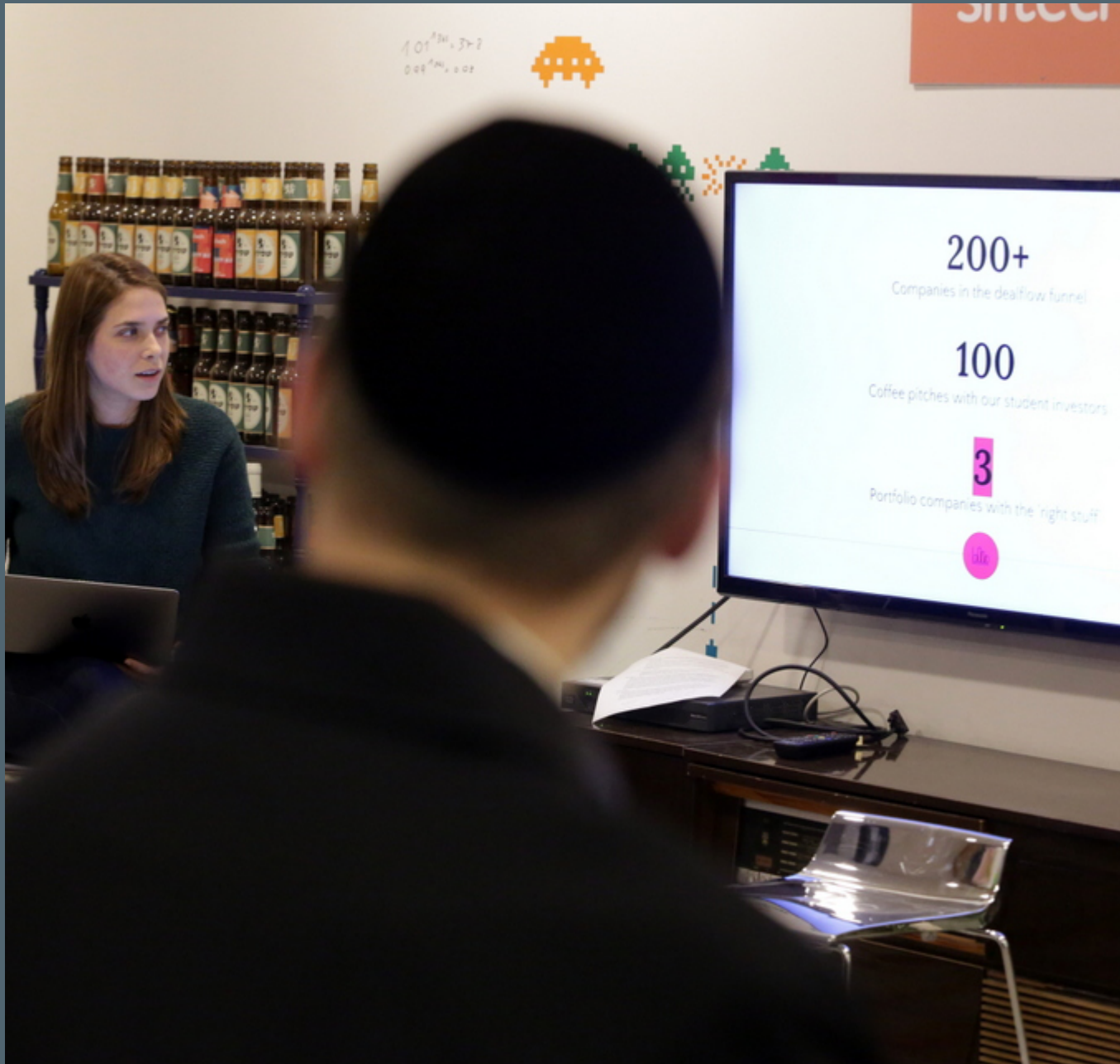
Transparent: Utmost commitment to our donors

Initiator: Motivated to improve lives

Preserving the past

Laying the groundwork for a dynamic future

*Your Share in Jerusalem*



## ECONOMIC DEVELOPMENT

We seek to strengthen Jerusalem's social and economic resilience through workforce development, small business growth, community building that retains young families, social entrepreneurship that narrows societal gaps, and reinforcement of the innovation ecosystem.

### IMPACT:



Small business in east Jerusalem opened or expanded in the last 3 years, thanks to the Jerusalem Business Development Corp.



of east Jerusalem businesses secured loans for their operations



young adults received employment assistance thanks to the Koschitzky Young Adults Center



Arab women learned to speak Hebrew and increased their employment potential



## EDUCATION

Education is key to a thriving socio-economic future. We strengthen city schools for **all** population groups, promote the use of innovative programming, foster STEM (science, technology, engineering, math) education, support programs for struggling students, at-risk youth and those with special needs, and advance an education system that encourages tolerance and shared living in the city.

### IMPACT:

14,000

Ultra-orthodox boys  
were exposed to  
informal STEM  
education

700

Struggling students or  
at-risk youth  
were touched by our  
programming

600

Special needs children  
received the  
accommodation they  
deserve

1,500

Elementary school  
students had access  
to unique  
programming

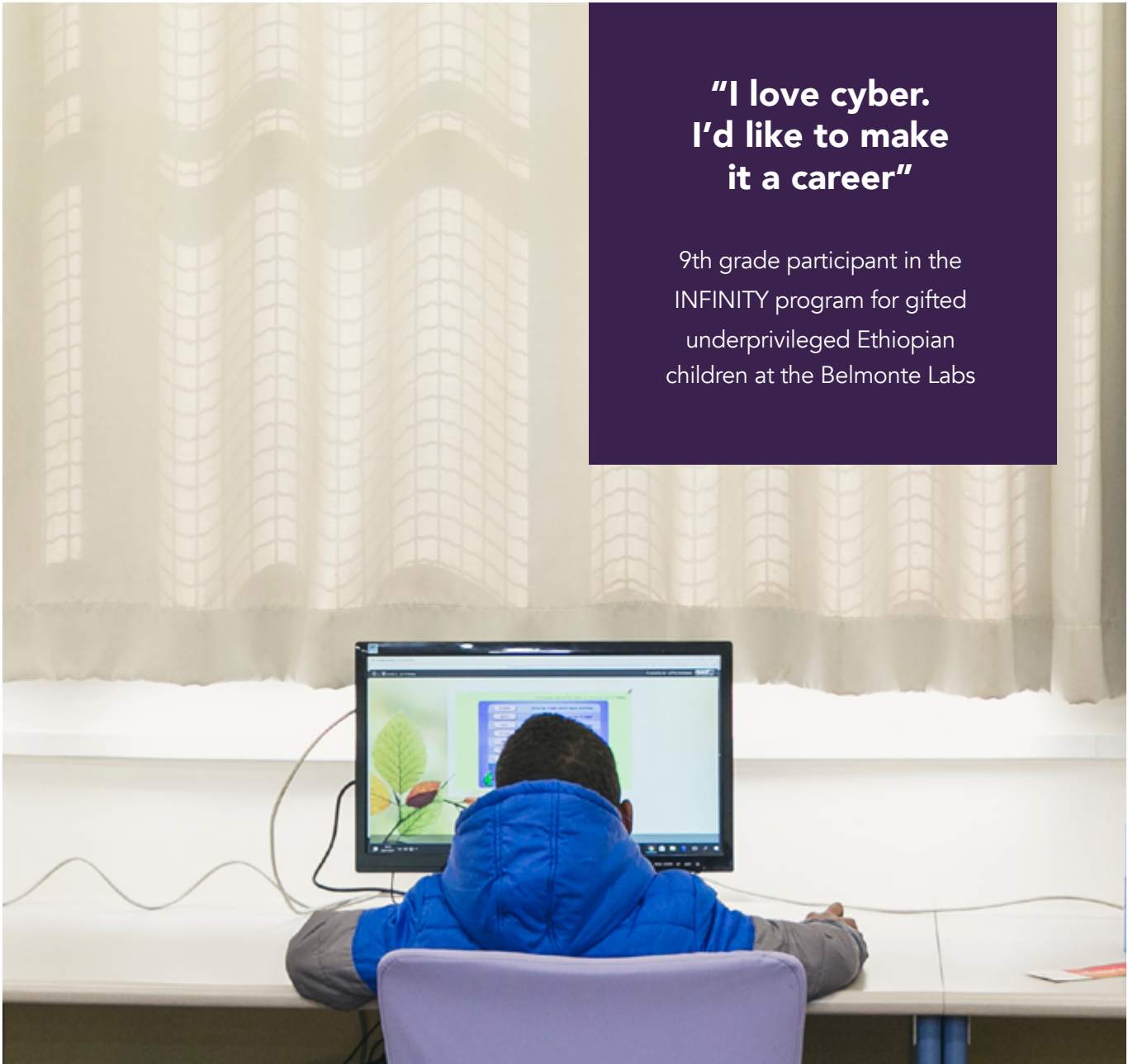
Allocations \*



35%  
Innovation in Education

- | STEM programming for general population and ultra-Orthodox
- | Young Academic City twinning programs
- | High school electives for enrichment purposes
- | Givat Gonen Elementary School
- | Rwad High School for Excellence
- | Saul Hirschel Elementary School (Guatamala School)  
and Israel Academy for Sciences and Art

\* The allocations reflect the percentage of funding given to various issues from each cluster. They do not reflect all of the Foundation's allocations.



# Allocations



## 30% At Risk Youth and Struggling Students

- | CAST in Beit Hinuch, Gilo, Lifta and Denmark schools
- | Azrieli Educational Program
- | Ach L'hatzlacha for talented students to reach their full potential
- | Scholarships



**“The Azrieli Educational Program helps every child realize their potential and achieve excellence”**

Mother of a grade 9 Amalia School student



6%  
Special Needs Students

- | Ma'ayan School
- | Ilanot
- | Abraham B. Polinsky School
- | Hattie Friedland School for the Deaf
- | Keren-Or School for the Blind and Visually Impaired
- | Bachrieh School in Wadi Joz



**“This renovation is  
a dream come true”**

Yael Avital,  
Principal of the Ma’ayan School  
for seriously disabled children  
that is undergoing renovation.

# Allocations



## 13.5% Scholarships for Higher Education

- | 120 scholarships at 12 higher education institutions
- | Recipients volunteered at 40 institutions





## Highlight: Innovation in Education

Ed-tech is taking hold in Jerusalem, with initiatives that combine the city's hi-tech scene and educational ideas that teachers and principals seek to implement. Two ed-tech hackathons took place in Jerusalem this year, with more than 600 students, teachers, and hi-tech start ups taking part in events.

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### Impact:

20%

of ed-tech initiatives, designed by students and teachers, were already implemented in schools.



## VULNERABLE POPULATIONS

Israel's poorest and most populous city is filled with struggling residents: special-needs students, at-risk teens, disabled adults and aging seniors. We strengthen and empower diverse communities in Jerusalem and advance their personal potential and communal resilience, with an eye toward cultural sensitivity for all groups.

### IMPACT:

3,000

Elderly and Holocaust survivors were treated with the care they deserve

20,000

East Jerusalem residents participated in empowerment programs

500

Adults and children with disabilities received services they deserve

2,000

Women and children were impacted by community building programs

# Allocations



15%  
Elderly

- | Café Europa for Holocaust survivors
- | Beit Hofmann
- | Beit Schweiz
- | Senior Center in Christian Quarter
- | Reitman Senior Center in Canada House
- | Grey Action



**“This senior center is an example of a dream come true”**

Ranya Harish, Municipal Manager for the Welfare Division at the dedication of the Senior Center in the Christian Quarter

# Allocations



## 10% East Jerusalem

- | Health clinics
- | Child abuse prevention programs
- | Abna Al Quds, Wadi Joz and Beit Hanina Community Centers
- | At'ta Center for Rights
- | Mini-Active empowerment groups that improve neighborhood infrastructure
- | Emergency training for residential volunteers



**"We help parents identify developmental difficulties and offer professional advice to parents. It is revolutionary".**

Nurse from the Beit Hanina children's health clinic where we supported the therapeutic play area

# Allocations



14.4%

## Adults and Children with Disabilities

- | Micha for the hearing impaired
- | Beit Tamar for disabled youth
- | Akim
- | Toni Elyashar Therapeutic Center – SHEKEL  
at Hebrew University's Haruv Children's Campus at Mt. Scopus
- | Misholim
- | Renovation of SHEKEL apartment for people with special needs



**“The Foundation helps us join forces  
and always finds ways to help  
special needs children.”**

Tami Krishpin, Director General of Keshet,  
an organization dedicated to the quality  
of life and rights of special needs children

# Allocations



## 18.5% Women and Children

- | Springboard
- | Yaelim for at-risk youth in Beit Neri
- | Literacy programming, Mercaz Rachel and Yad Rachel
- | Alcohol and Drug prevention programming
- | Scholarships for domestic violence victims
- | Summer camps



**“When the Israel Arts and Science Academy, one of the most prestigious high schools in Israel, opened in our neighborhood, it was a testament to the success of the Foundation’s Springboard project that breaks the cycle of poverty through education.”**

Roni Silfen, Director of the Kiryat Menachem Community Council



# DIALOGUE AND SHARED LIVING

Jerusalem is home to nearly one million residents, among them secular, traditional, national religious, and ultra-Orthodox Jews, Muslim Arabs and Christian Arabs. We advance values of tolerance and shared living among Jerusalem residents, create opportunities for dialogue among the different populations in the city and strengthen civil society organizations that share these values.

## IMPACT:



Students were exposed to tolerance-based education programming

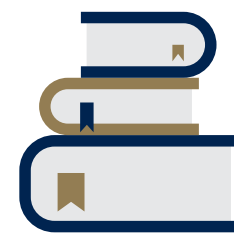


Jerusalemites participated in social-communal activities that promote shared living



Jews and Arabs participated in alternative Jerusalem Day programs

# Allocations



## 20% Dialogue and Shared Living in Education

- | Max Rayne Hand in Hand School for Bilingual Education
- | Language as a cultural bridge
- | Make2Gether at the Bloomfield Science Museum
- | Multicultural Teachers Room
- | Democracy studies in ultra-Orthodox schools
- | Learning Together in Jerusalem



**“After participating in the program, I feel like the level of hatred has gone down.”**

Yossi, school principal participating in the “Learning Together” program for Jewish and Arab principals and educators.

# Allocations



8%

## Social Opportunities for Dialogue and Shared Living

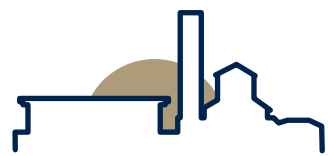
- | Runners without Borders
- | Streetball
- | PeacePlayers
- | Jewish-Arab Choir at YMCA
- | Beit-Alpert Jewish-Arab ensemble
- | Double Yerushalmi Backgammon



“It breaks down the fear that exists between humans beings”

Khalaf S, a backgammon player in Jewish-Arab tournaments

# Allocations



## 65% Institutional Capacity Building

- | The Kerem Institute for Teachers
- | The Jerusalem Intercultural Center
- | The Adam Institute for Democracy and Peace
- | The Tolerance Coalition





## ARTS AND CULTURE

Art has the power to inspire new ways of thinking, generate novel forms of expression, revitalize neighborhoods and connect different populations. The ever-expanding cultural landscape in Jerusalem now features avant-garde art alongside its treasures of antiquity. We support innovative and original works that leverage institutional cooperative efforts, advance art and culture in placemaking, support young artists and foster projects that address social challenges.

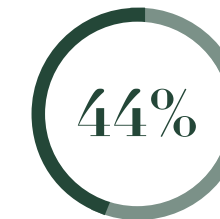
### Who Attends Cultural Events in Jerusalem?



surveyed were from  
Jerusalem and its  
environs



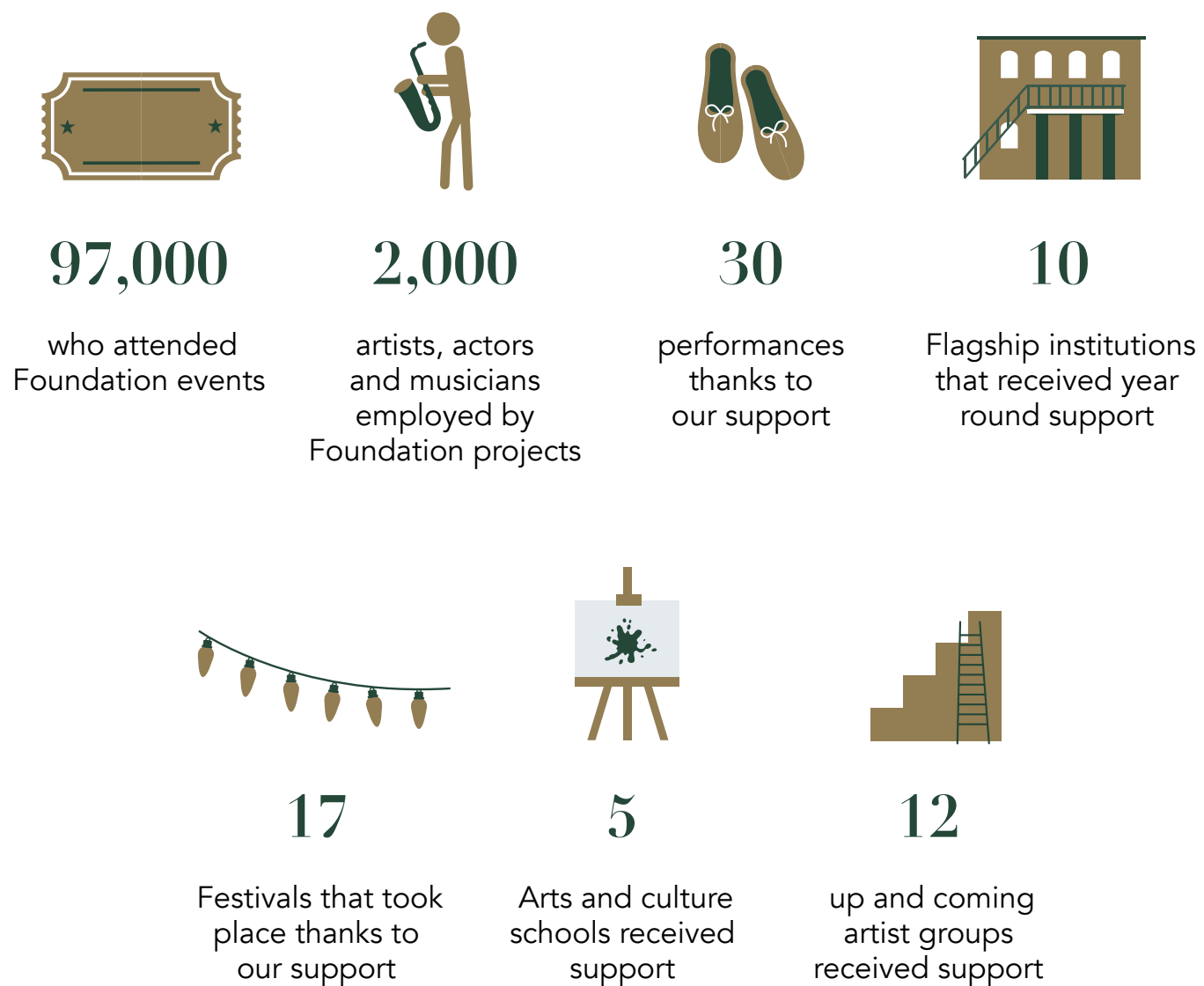
were from the center  
of the country



were between  
the ages of 25-44



indicated that Jerusalem  
Foundation cultural events  
strongly contributed to  
the city's cultural scene



## Supported Institutions

Bloomfield Science Museum Jerusalem • Jerusalem Music Center • Khan Theater • Yellow Submarine • Art Cube Artists Studios • Tower of David Museum • Israel Festival • Jerusalem Conservatory Hassadna • New Spirit • Jerusalem Cinematheque • 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 Theater • Hamiffal • Conflict of Interest Theater Group • Musrara, Naggat Multidisciplinary School of Art and Society and 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 • International Festival of Puppet Theater • Beit Masie Dance Festival • Poetry Festival "Meter by Meter" • Mashiv Haruach Poetry Festival • Manofim Contemporary Art Festival • Jerusalem International Film Festival • Jerusalem Jewish Film Festival • Machol Shalem International Dance Festival • Barbur Gallery • Museum on the Seam • Paley Art Center • HaMishteh Festival • Studio Mi'shelach • International Chamber Music Festival • Jerusalem Biennale • Vertigo Dance Company • Beita • Hamazeka • Djanogly Visual Arts Center • Hazira • Jerusalem Symphony Orchestra • Jerusalem Print Workshop • Old Yishuv Court Museum • The Train Theater



## Highlight: The Jerusalem International Jazz Festival

Now in its third year, this festival has become a staple of Jerusalem's cultural scene and is making an impression on those who live outside the city. More than 46% of those surveyed indicated that they came from the center of the country or from the South or North to attend this impressive event. Produced by the Israel Festival, the Israel Museum and the Yellow Submarine, under the artistic direction of the world renowned trumpet-player, Avishai Cohen, the festival continues to garner rave reviews. More than 3,500 people attended a multitude of events that created synergies between visual, performing arts and music, with performing artists from Germany, France, U.S.A, Cuba and Spain.

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### IMPACT:



of those surveyed strongly or very strongly agreed that they would recommend the event to a friend.



agreed or strongly agreed that it enriched Jerusalem's cultural scene.



# Highlight: Film-on-the-Go

As part of the annual Jerusalem Film Festival produced by the Cinematheque, a mobile film unit traveled to 10 different neighborhoods, bringing the best of film to those who otherwise would not attend the festival. The events were held in conjunction with the local community centers and included creative activities for children and adults of all ages.

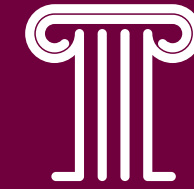
## IMPACT:



of those surveyed strongly or very strongly agreed that they would recommend this event to a friend.



of those surveyed strongly agreed that the event contributed to Jerusalem’s cultural scene.



## 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. With an eye towards architectural excellence, innovation and adaptation to the needs of the city, we conserve, restore, develop and preserve Jerusalem's most precious sites for future generations. Parks, gardens, public spaces and historical buildings become platforms for meeting places, cultural events and community building, making the city more attractive for all.

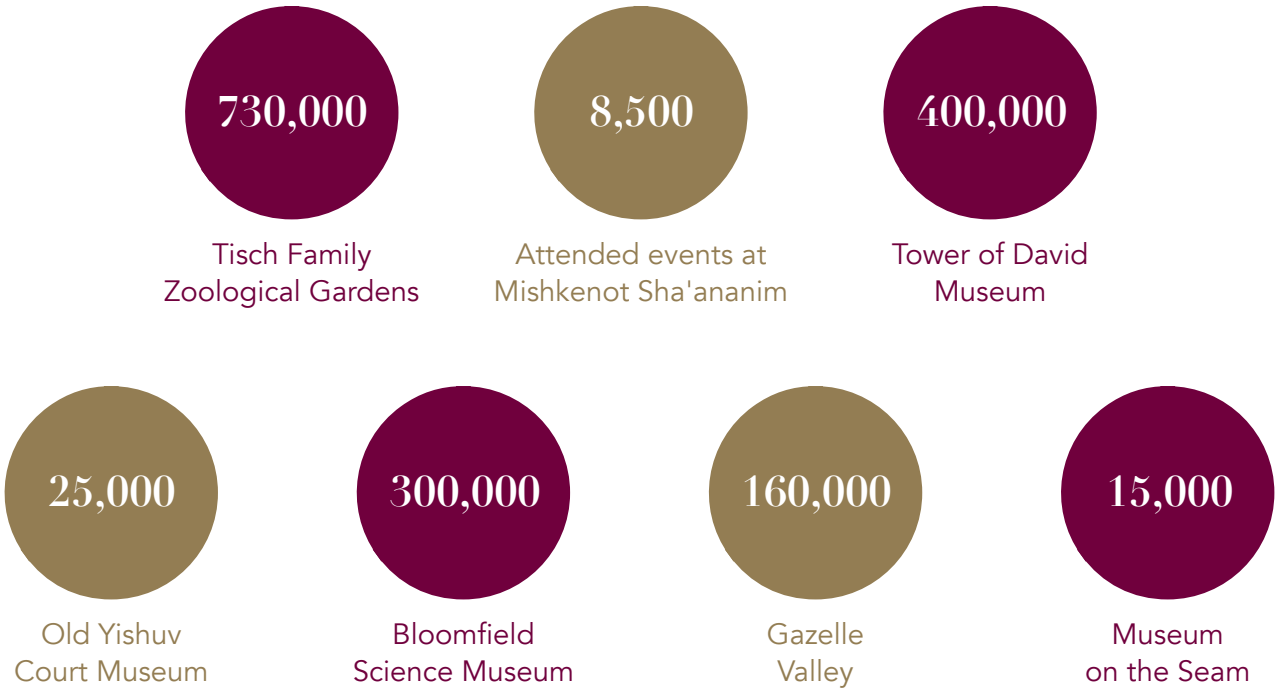


Preserving the life and times of the legendary Mayor Teddy Kollek through the Kenneth and Ann Bialkin Digital Archive



Preserving precious green spaces in Gazelle Valley with new outdoor classrooms and a bird observatory

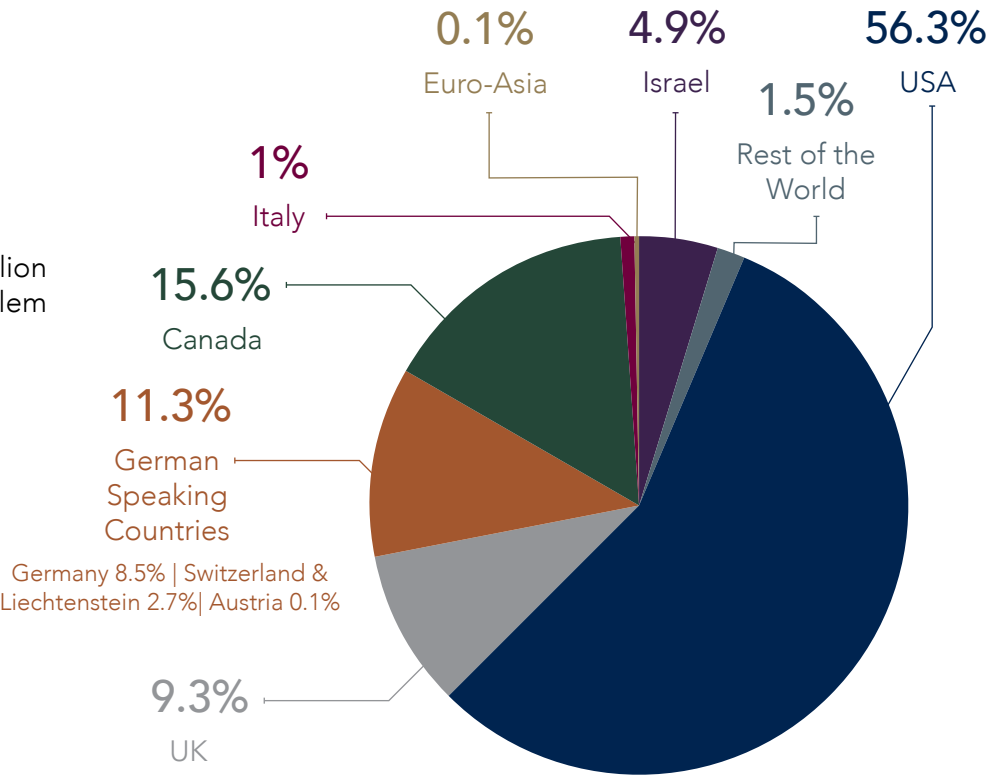
## Visitors to Museums



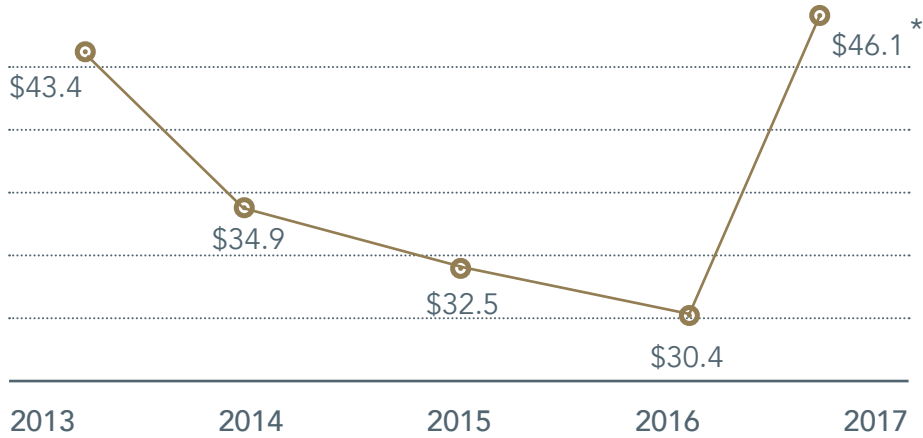
Financial Data

Donations:

In 2017, a total of \$46.1 million was raised by the Jerusalem Foundation (Contributions by Country)

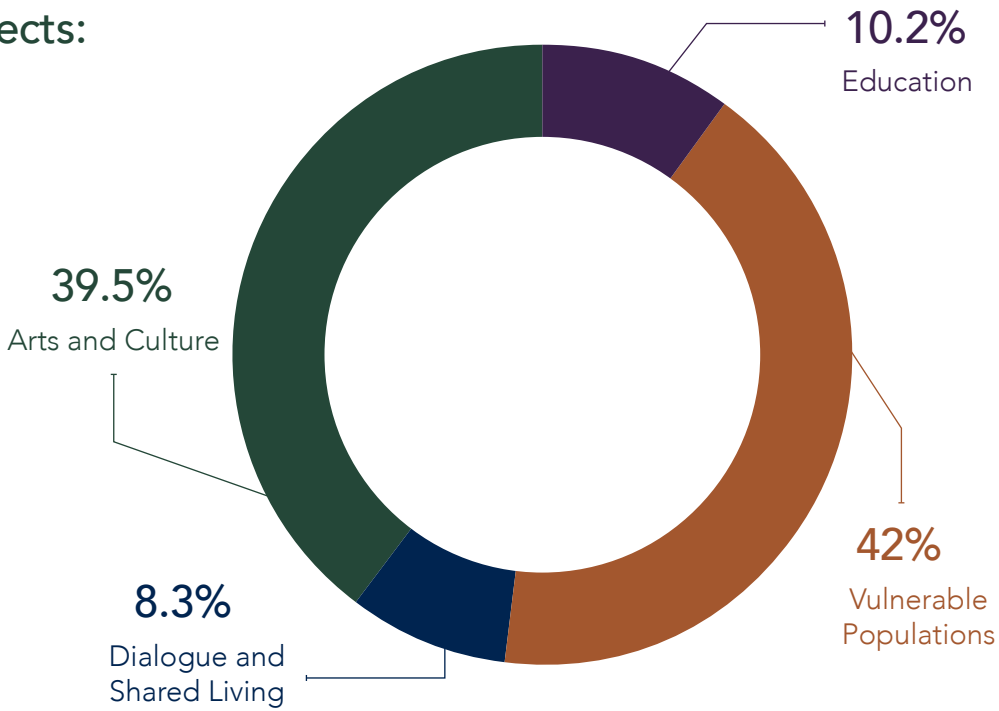


Total Donations:  
(In millions of dollars)

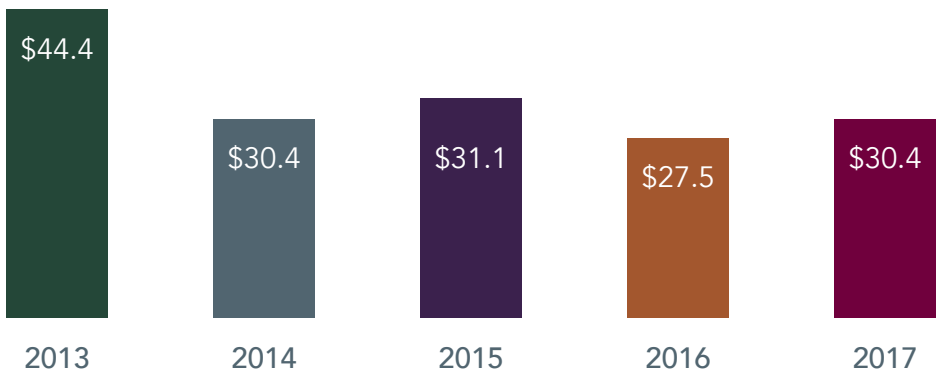


\* In 2017, a significant one time donation was received in the United States for the Jerusalem Arts Campus.

Allocations to Projects:  
\$30.4 million



Allocations to Projects  
2013-2017



# Jerusalem Foundation Donors 2017

## AUSTRIA

Anonymous Donors  
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Rosie Varon

## ISRAEL- Public Institutions

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The Jewish Agency for Israel  
The Jerusalem Development Authority  
The Jerusalem Municipality

## ITALY

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Bellacita  
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Help Jews Home

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Eliezer & Lucie Behar Estate  
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Arnold Bernhard Estate  
Leonard Bernstein Estate  
Nahum Bernstein Trust  
Georgia Bertcher Estate  
Herta Berthold Estate  
Anna Blauner Estate  
Dr. Hanna Bogucka  
Ann Bregman Estate  
Ernest Bretter Estate  
Merle Cahn Trust  
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Marthe Deloire  
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Louis Edelstein Estate  
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Rachel Fridman Estate  
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Saly Frommer Estate  
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Golden Era  
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William Kauders  
Neomi (Monika) Kinzig  
Krzepicki Estate  
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Norman M. Leff Fdn. Inc. Estate  
Legacy Heritage Fund Ltd.  
Leir Estate  
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Egon and Anna Libsch Foundation  
Gustave Levy Estate  
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Ralph Robbins Estate  
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Rubenstein Estate  
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Minnie Sasserath Estate  
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Isidore & Helena Seibald Estate  
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Ida Silverman Estate  
Rita Simon Estate  
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Spector Family Estate  
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