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2021

GESHER
BE DIFFERENT • BE TOGETHER
**ANNUAL
REPORT**

Our Mission

GESHER IS BUILDING A COHESIVE ISRAELI SOCIETY THAT EMBRACES THE VIBRANCY, DIVERSITY AND SHARED HERITAGE OF THE JEWISH PEOPLE.



INFLUENCE ISRAELIS' ACTION & PUBLIC OPINION in



Message from the CEO



Ilan Geal Dor
CEO

Dear Friends,

2021 has been yet another year of immense challenges for the world at large. Wave after wave of Corona has forced all of us to manage in an uncertain and ever changing reality. That is perhaps why I am so proud to be leading Gesher at this moment. Because even in such a reality, our team continues to adapt and respond to the new reality. In 2021, we were able to embark on three new groundbreaking projects. **First**, we launched AM"l, the National Alliance to Strengthen Israelis' connection to world Jewry. The project is a joint venture with the Ministry of Diaspora Affairs and in partnership with a couple of the leading foundations in the Jewish philanthropic world. **Second**, we began a trailblazing program called Israeli Dialogue where for the first time we are bringing Haredim into classrooms of the rest of Israeli society. And **third**, we ran a summer camp for the first time for religious and secular youth bringing over 270 teenagers together in a shared experience. These of course are just the highlights! As we move forward in 2022 and beyond, I am proud of what Gesher has accomplished and am excited about the future. Our community is strong and vibrant, and together we will continue our efforts to build a cohesive society based on our shared heritage to create a more united Jewish world.



"Gesher Fellows across Israel are causing a huge change to the discourse embedded in the Israeli public about the importance of the Jewish people all over the world and in their connection to the State of Israel."

Isaac Herzog
President of Israel



"Even if there are abysses between the different parts of our nation, we can build bridges between them."

Miriam Peretz
Israel Prize Winner



With over 360 Fellows comprised of senior leaders in Israeli society, we effect change from the top down.

Courses:

Nurture leaders from across Israeli society to promote our mission of advancing dialogue and a shared society between different sectors of the Jewish people.

Gesher Fellows Network:

Upon completion of the courses, these leaders and opinion shapers join our network to be guided and given the tools to go back to their communities and workplaces and effect real change.

Gesher Leadership Institute (GLI)



The Gesher Leadership Group visited the Washington DC and New York Jewish communities in mid-November 2021 meeting with leading organizations, students, innovative programs and Jewish leaders



GLI BY THE NUMBERS

364 total participants since inception

58% of GLI Fellows carried out a project in their field to promote connections between the different parts of the nation.

Since inception:

- Public Sector: **165**
- Business Sector: **37**
- Third Sector: **49**
- Media: **113**





Strengthening the Connection to World Jewry

The Challenge

Although Israel is the State of the Jewish People, most Israelis do not view themselves as connected to Diaspora Jewry.

When most Israelis use the term “we” they refer only to the citizens of Israel. So we asked ourselves, how can we create a sense of awareness of and engender allegiance to Diaspora Jewry amongst Israelis that will lead to paradigm-changing actions?



The Program

In partnership with Israel's Ministry of Diaspora Affairs and leading philanthropists led by the Maimonides Fund and the William Davidson Foundation, we launched AM"i – The National Alliance Strengthening Israelis' Connection to World Jewry. It is a national effort to coordinate Israel-Diaspora relationship related activities in Israel and help to shift the attitudes of Israelis towards Jews around the world.

AM"i's initial strategy will focus on impacting 15-25 year olds through identity forming frameworks, public awareness and via influencers.



Israel and the Diaspora

During the many years in which the Jewish People has been dispersed throughout the world, the ancient adage of “All of Israel is responsible for one another” has ensured its survival and preserved its self-definition. After two thousand years in exile, the People returned to its Homeland; yet it is precisely that return which has brought again to light the challenge of mutual responsibility in Israel.

The goal of AMI is to strengthen the Israeli society's age-old sense of mutual responsibility and belonging to Jewish Peoplehood.

We seek to build new bridges between Israelis and world Jewry and to weave anew the precious fabric that has unraveled. The founding principle of the AMI national alliance is to implement the State of Israel's commitment to the Jewish People, and AMI's role is to strengthen the bond between Israelis and diaspora Jews. To fulfill this vision, AMI strives to act within Israeli society to foster and strengthen the mutual responsibility and sense of belonging toward all of Am Yisrael – the entire Jewish People.



Seminar for heads of Mechinot and gap year programs to launch a year long project pairing young Jewish leaders from Israel and the Diaspora together.

AMI's CEO Roi Meckler addressing a conference on why Israel's connection to Diaspora Jews is so crucial.



INTERACTING
with
YOUNG LEADERS

Gesher to the Next Generation



Youth Seminars

Through programs like Gvanim or our Gesher seminars, we bring together secular and religious schools to familiarize students with the “other” and begin to engage in dialogue. In 2021, we were able to return to in person programs for most of the year, but even when it wasn’t possible, we made sure to carry out our programs over Zoom or through other mediums.

Camp Gesher

Camp Gesher is unique and based on the US model of a summer camp experience. It is designed for religious, traditional and secular youth. The fun, thrilling and educational camp expands the number of young people exposed to the ideological concept of a cohesive society. During the summer of 2021, over 270 teenagers participated in two separate 11-day sessions! And the fun didn’t stop there. We also had a camp reunion over a long weekend in November with over 80% of the campers joining us to form a community.

EDUCATION PROGRAMS BY THE NUMBERS

Youth Seminars - Religious/Secular

- ◆ Over 13,000 student participants in 2021
- ◆ **79%** of participants said that following the seminar they feel there is a chance for dialogue with the other sectors of Israeli society
- ◆ **5.16/6.0** rating of participants that their “thoughts really changed over the course of the seminar”

Camp Geshher - Religious /Secular

- ◆ 270 campers signed up
- ◆ Two separate 11-day sessions
- ◆ Campus in Neve Haddasah, near Netanya
- ◆ Over 80% participation in November camp reunion





Gesher to the Haredim

*Gesher is positioned at the intersection between the **Haredi sector and the rest of Israeli society** to help introduce one to the other and work through any issues that may arise.*

IDF

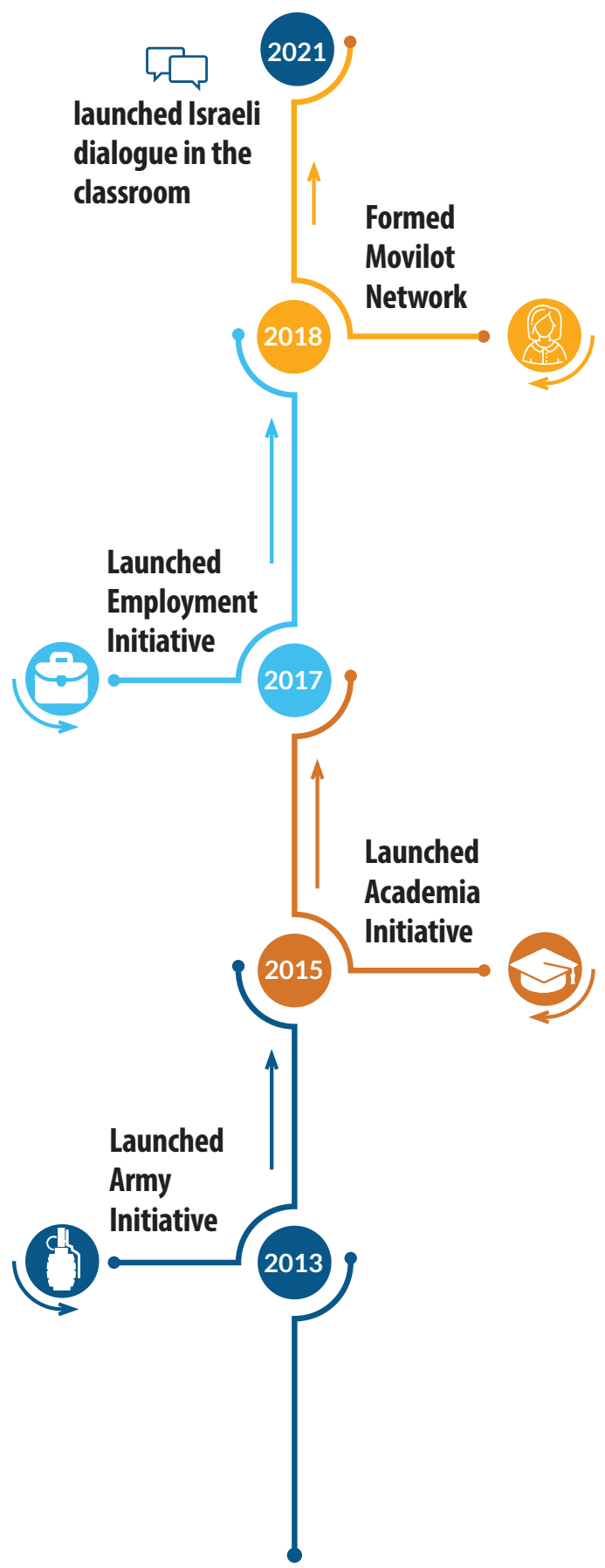
Gesher works with those Haredim that join the IDF or National Service and their commanders to prepare them socially and culturally for the new environment they are about to enter.

Academia

Gesher prepares Haredi students for the cultural gaps between their lifestyle and that of their new academic environment. Gesher also leads sessions for faculty, educating and sensitizing them to their new students.

Workforce

Gesher works with employers, providing them with the skills and awareness needed to hire and retain Haredi employees. The Movilot program, in particular, pairs professional Haredi women with mentors, helping to advance their careers and increase their earning power.



Israeli Dialogue

After commissioning a study establishing the most pressing conflict facing Israelis today is the Haredi-General Israeli society conflict, we developed a program introducing Haredim to high schoolers. In this way we shatter stereotypes at a much earlier age and enable an open discussion in a controlled atmosphere to break down barriers and enable a more cohesive society. With levels of hatred having risen during Corona, this program is critical to lower the tension between Haredim and others in Israel. The program is run in partnership with the Ministry of Education

Pilot : May 2021

Total Budget” 1M NIS

By the end of December 2021, we had run the program in 330 classrooms across Israel reaching close to 10,000 students.



Gesher Leadership



Orit Adato
Chair



Ilan Geal Dor
CEO



JJ Sussman

International Director:

- ◆ Development
- ◆ Strategy



Shira Zik

Director:

- ◆ Gesher Leadership Inst
- ◆ Courses
- ◆ Fellows Network



Roi Mekler

Director, AM"l

- ◆ In coordination with the Ministry of Dispora Affairs



Efrat Frish

Director:

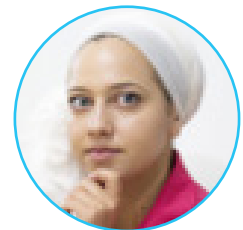
- ◆ Haredim
- ◆ Cultural Accessability



Alon Ziv

Director:

- ◆ Education
- ◆ Schools
- ◆ Camp Gesher



Chani Schwartz

CFO

Board of Directors

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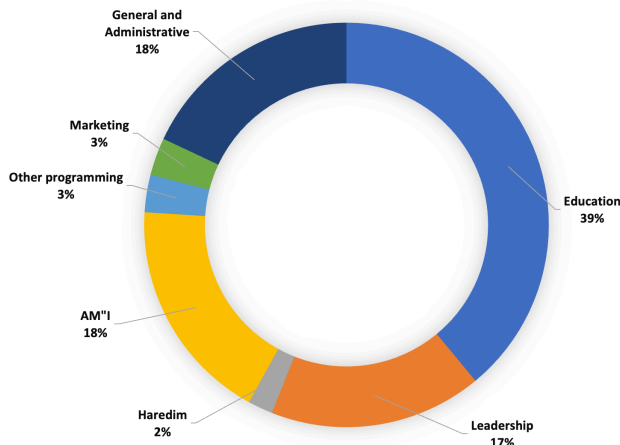
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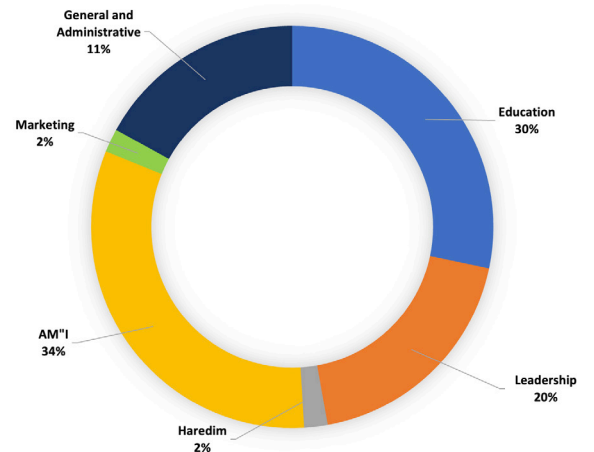
*Past President/Chairman

Budget



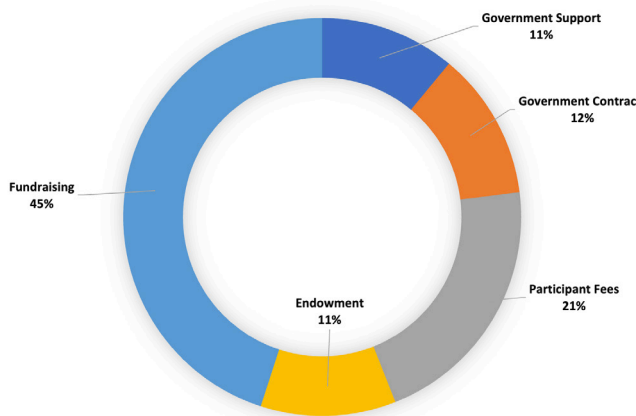
2021 Expenditures (Actual)

Education	\$992,394	39%
Leadership	\$415,132	17%
Haredim	\$50,149	2%
AMI	\$448,421	18%
Other programming	\$74,285	3%
Marketing	\$68,649	3%
General/Admin	\$462,800	18%
Total	\$2,511,829	100%



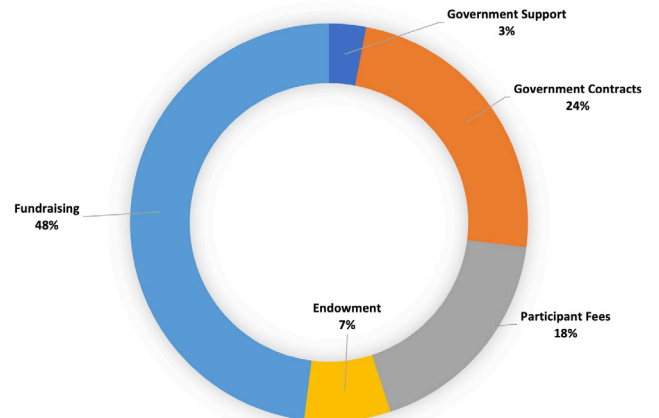
2022 Expenditures (Budget)

Education	\$1,331,682	30%
Leadership	\$888,517	20%
Haredim	\$86,529	2%
AMI	\$1,493,978	34%
Marketing	\$89,764	2%
General/Admin	\$503,899	11%
Total	\$4,394,369	100%



2021 Income

Government Support	\$282,138	11%
Government Contracts	\$303,134	12%
Participant Fees	\$552,284	21%
Endowment	\$294,118	11%
Fundraising	\$1,183,482	45%
Total	\$2,615,156	100%



2022 Income (Expected)

Government Support	\$147,059	3%
Government Contracts	\$1,069,178	24%
Participant Fees	\$769,573	18%
Endowment	\$294,118	7%
Fundraising	\$2,114,441	48%
Total	\$4,394,369	100%

GESHER

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