

The Jewish Agency for Israel

2021 Priorities

We touch more Jewish lives than any organization in the world.
1.2 million Jews each year.

Our 2021 priorities focus on our three central areas of impact – Aliyah, Connect Jews Worldwide and Strengthen Israeli Society – to increase the organization’s global reach and expand on the crucial role we have played throughout COVID-19.

Aliyah

Reunite Ethiopian families in Israel

Bring home the Ethiopian Jews approved for Aliyah by the Government of Israel (GOI), fully executing Operation Zur Israel by Spring 2021, reuniting thousands of Ethiopians with their families in Israel.

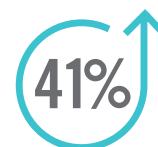


2,000

Ethiopian Jews come home by mid-2021 in Operation Zur Israel

Boost Aliyah among young professionals

Fortify Israel by tapping into the rising demand for Aliyah of young professionals who are in demand in Israel's job market (such as doctors, engineers, etc.).



Increase in Aliyah applications by **18-35** year olds from Western countries in 2020

Connect Jews Worldwide

Our Global Platform role

Broaden our essential support of Jewish communities outside of North America in the post-pandemic recovery process, utilizing JReady, our Security Assistance Fund and the Shlichut network.



For communities in 65 countries through hundreds of *Shlichim* (Israeli emissaries)

More blended forms of Israel and Peoplehood engagement

Expand on the education and engagement methods in Partnership2Gether and Shlichut with a new mix of in-person and virtual formats.



Virtual and face-to-face interactions between 100s of communities and hundreds of thousands of people

Reimagine immersive experiences in Israel and elsewhere

Explore new ways of offering hybrid immersive experiences in Israel and developing countries while keeping up with commitments back home for students and young professionals.

During COVID-19, Masa program participants:

40% Gap Year **36%** Career

Increase Jewish Peoplehood education in Israel

Scale up integration of formal and informal Jewish Peoplehood curricula to strengthen young Israelis' connection to world Jewry in partnership with Israel's Ministry of Education.



Leverage the AmiUnity network of senior Israeli educators with collective access to more than 1M young Israelis

Strengthen Israeli Society

Develop young Israeli change agents

Cultivate select Israelis from underserved communities before their army service into change agents through programs like our pre-army academies and service-year volunteers to strengthen Israel's resilience.



2,000+ young Israelis each year to transform Israeli society and strengthen connections to world Jewry

Fortify Israel's future post COVID-19

Support Israeli small businesses and nonprofits impacted by the pandemic, especially in the socio-economic periphery, through initiatives such as loan funds and SparkIL.



Help rebound with interest-free loans and mentoring

Safeguard the most vulnerable in Israel – from Holocaust survivors to youth-at-risk – to ensure their safety and well-being.

~12K at-risk children and families
~7K seniors in 57 housing communities