

Imagine **THIS:**

**A connected, committed, global Jewish
people with a strong Israel at its center
ensuring a thriving Jewish future.**



The timeless vision of the Jewish Agency has not changed but the challenges today confronting a secure Jewish future demand bold, new approaches. The quality and character of Jewish life in the 21st century will be determined by those inspired to take a role in the destiny of the Jewish people. **That's why at the Jewish Agency, we are doing more than just imagining—we're recalibrating our global partnership to take our efforts to an entirely new level. Just as we have done since 1929, we are responding to evolving realities with a plan to secure the Jewish future built around our vision and a bold new mission:**

To **INSPIRE** Jews throughout the world to
CONNECT with their people, heritage and Land, and
EMPOWER
them to build a thriving Jewish future and a strong Israel.

at a glance our plan to secure the Jewish future

OUR BASIC PREMISES:

The vitality of the Jewish identity of the younger generation is key to ensuring a thriving Jewish future.... and young Jews have to be inspired by a sense of purpose to choose to connect.

No other organization is as well positioned in Israel and the Jewish world as the Jewish Agency to engage Jews in shared, powerful identity- and collective-building experiences.



HOW WE'RE GOING TO DO IT:

STRATEGIC DRIVERS

Based on the Jewish Agency's unmatched core expertise and our unique position as the bridge between Israel and the Jewish world, we will create a **highly integrated operational model** that tightly focuses our efforts around the following two global drivers:

1 Integrated range of continually-expanding and deepening Israel experiences to enrich Jewish life and create aliyah opportunities.

Research shows that the continuum of Israel experiences are the most effective tool in connecting young Jews to Israel and the Jewish collective, leading to a more active Jewish life and to increased aliyah.

2 Identity-building social activism opportunities for all young Jews to help vulnerable populations and bridge social gaps in Israeli society.

One of the most effective ways to connect young Jews to their Jewish identity is through activism. And collective social action is a powerful tool in creating meaningful and high-quality encounters between Jews in Israel and around the world. Young committed activists can help create comprehensive social change in society, empower vulnerable populations and advocate for Israel's place in the world.

AN ENDURING COMMITMENT AS THE JEWISH WORLD'S FIRST RESPONDER AND TO ALIYAH

The Jewish Agency will continue its leading role in encouraging and facilitating aliyah. But the reality today is that aliyah is primarily an outcome of strong Jewish identity and connection to Israel. We will integrate our efforts to encourage aliyah with Israel education and engagement predicated on our belief that the only way to create future aliyah is through strengthening Jewish identity.

Unique regional circumstances require two additional thrusts in this plan:

A comprehensive approach to the aliyah of FSU Jewry and their reconnection to their Jewish roots.

Ensuring the aliyah and integration into Israeli society of immigrants from countries of distress. Today, this requires a focus on helping Ethiopian olim.

IN REACHING OUR GOALS

at a glance our plan to secure the Jewish future

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TOGETHER, WE WILL

- Expand the multi-faceted significance of Israel in the identity of young Jews around the world;
- Strengthen solidarity and the commitment among Jews to build the Jewish collective (Klal Yisrael);
- Increase the number of Jews who make aliyah, with a particular focus on those who do so as the fulfillment of their Jewish identity;
- Increase the number and impact of young Israelis and Jews worldwide, motivated by Jewish values, who aid vulnerable populations, address the major challenges of Israeli civil society and advocate for Israel on the world stage.



Join us in securing the Jewish future

To learn more about **Securing the Future: Forging the Jewish Agency for Israel and the Jewish People**

☎ 212 318.6105 ✉ ask@jewishagency.org



הסוכנות היהודית לארץ ישראל
Jewish Agency for Israel

Inspire • Connect • Empower

The Jewish Agency is funded by The Jewish Federations of North America, Keren Hayesod, major Jewish communities and federations, the International Fellowship of Christians and Jews, foundations and donors from Israel and around the world.

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