



A BETTER ISRAEL IS POSSIBLE

THE TIME FOR ACTION IS NOW



Building an organisation to reach more people and raise more money

We have taken the opportunity to better structure the organisation to enable us to become a £4M+ organisation sending over £3M a year to advance justice and equality in Israel.

Rising to meet recent challenges shows the greater success we can achieve by investing more time and resources in activity that significantly expands our reach and allows our talented team to strengthen relationships with current and new major donors.



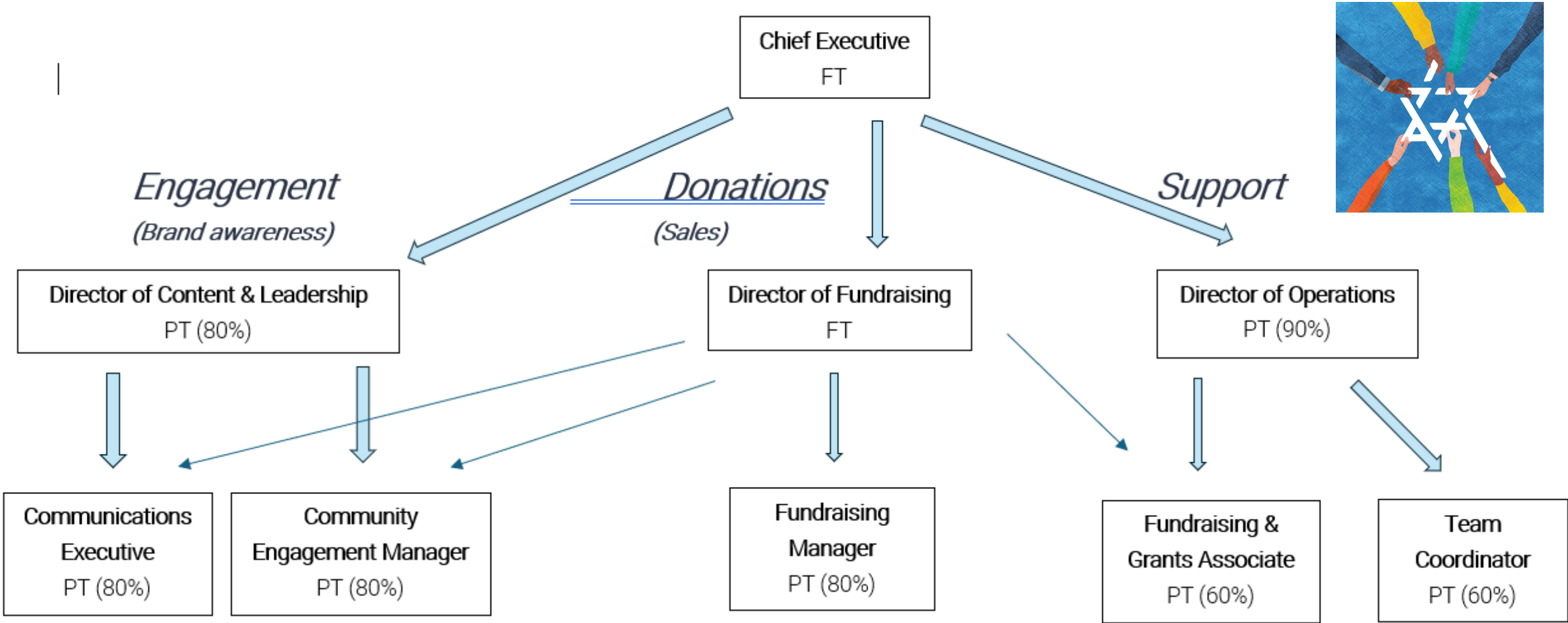
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Our current strategic objectives are:

1. **Income:** Increase, broaden and diversify our income
2. **Engagement:** Deepen engagement with our supporters and reach new audiences
3. **Compelling communications:** a storytelling organisation maximising digital tools and content



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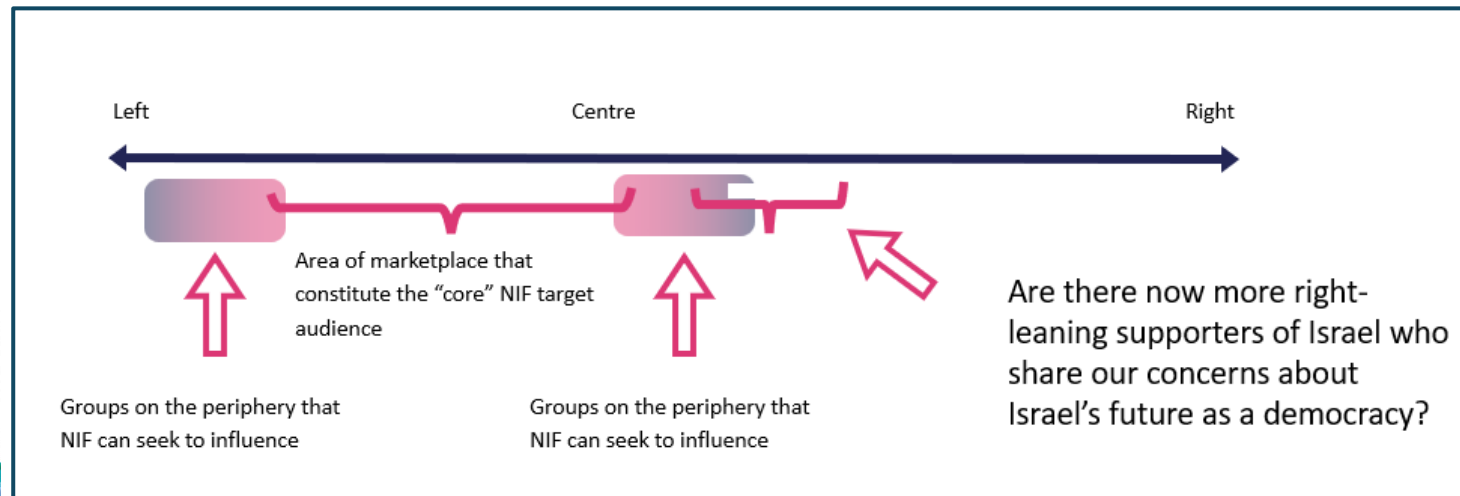
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Messaging



During the positioning work we did in 2022 and 2023 we identified that:

- New Israel Fund can afford to be **bolder** with its language
- We should be more **confident** in our position on difficult questions/issues
- We should not shy away from **talking about Palestinians and Arabs**
- Our vision statement should be **different to other Jewish & Israeli charities** and organisations
- We should not try to be all things to all people



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The New Israel Fund stands for a just, safe and equal Israel.

We partner with and fund Israeli organisations that deliver a fairer society.

Through our work, we:

- Empower **minorities and marginalised** groups
- Defend **democracy and human rights** for Israelis and Palestinians
- Advance **partnership between Arab and Jewish** leaders and communities

We are more than a funder.

NIF has created, developed and nurtured hundreds of impactful organisations. Our action arm, Shatil, provides thousands of hours of training and support to hundreds of organisations each year.



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Greater focus now on:

- Safeguarding Human and Civil Rights in Wartime
- Settler Violence in the Occupied Territories
- Our Response to the Crisis in Gaza
- Working for a better future now (political and diplomatic horizons)



We engage with these issues and share messages predominantly through the work we support, and the voices of our grantees and partners. We will combine clear confident messaging with a tone that gives the best possibility to reach many more people and raise much greater funds.



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Some indicative messaging examples:

- The only safe future is a shared and secure future for Jews and Palestinians
- Israel is fighting for its survival and Israelis are also striving for a safe, just and equal future for all living in Israel
- Support for Israel and Israelis means we must join those there resisting the extremist government that continues to undermine democracy and security



New Israel Fund
@newisraelfunduk

Our chief executive highlighting growing & urgent calls from Israelis & those who love & support Israel to end current war and perpetual bloodshed.

Thank you @Yesh_Din @BtSIsrael @IrAmimAlerts + many more @NIFIsrael partners, & @LiberalJudaism @ReformMovement & @MasortiJudaism

David Davidi-Brown @davidbrown_83 · Feb 20

In Israel, from Israel's allies & across the UK Jewish Community, calls growing against an assault on #Rafah, urging release of hostages, demanding a durable cessation of war, & seeking a process to deliver sustainable security, dignity & freedom for Israelis & Palestinians. 🇮🇱



NEWISH News

OPINION: We must stand with Israel and stand for justice

'The authoritarian aspirations that prompted forty weeks of mass protests have not disappeared,' writes David Davidi-Brown, CEO, New Israel Fund

By DAVID DAVIDI-BROWN
October 20, 2023, 5:20 pm

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