



# ESRA Impact Report 2021



Dear Friends,

ESRA, founded in 1979 as a non-profit volunteer-based organization, is Israel's largest English-speaking community network, aiding the successful integration of olim, while working toward closing educational and social gaps in Israeli society.

As Corona became part of our reality, ESRA adjusted quickly and efficiently, leading the transformation and reshaping its future by developing creative solutions and expanding services and projects. **ESRA succeeded in rising to the challenges and harnessing opportunities to strengthen our vision.**

2021 was a special year for ESRA. We spread our wings globally by becoming an **international volunteering platform** for people worldwide, enabling them to connect to life in Israel and impact its wellbeing. We focused on developing our **growing young English-speaking community**, especially the "**Get it Right**" venture for new immigrants.

ESRA Education and Welfare projects are expanding. Our flagship project, **Students Build a Community (SBC)**, has grown from operating in one city to now operating in four, with seven separate projects in all. SBC provides financially stressed students with housing in disadvantaged neighborhoods where, in return, they each mentor a group of local schoolchildren and become social activists and an integral part of the community.

Thanks to ESRA's established partnership with the **Ministry of Education**, and to our infrastructures and platforms, the **ESRA English Tutoring Program (ETP)** developed a new and unique volunteer program for non-native speaking English teachers and students to enhance their oral English proficiency. We are proud that participation in the program has doubled since 2020 and tripled since 2019.

And finally, we have leveraged our network of existing secondhand and vintage shops into a **social business and impact investment** model.

We are proud of our achievements but well aware that there is much still to do to bring a brighter future to our children and a better tomorrow for Israel. **Now more than ever, we need your support.**



Terry Morris  
ESRA Chairman



Sunny Marshansky  
ESRA CEO

## ESRA Impact 2021

The lives you touched

### NIS 5,897,000

Invested in the community via Projects & Activities  
(Includes NIS 1.3 million received from project partners)

### 4,538

Disadvantaged children, students, and families benefited  
from personal and educational improvement

### 16,953

English speakers engaged in ESRA's community life to aid  
their successful integration

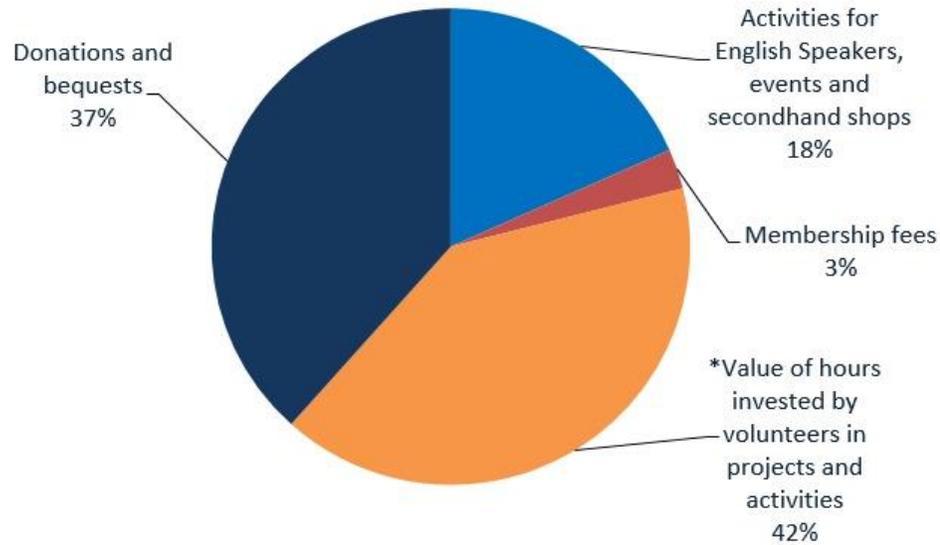
*We make the most of your contribution*

## 2021 Achievements

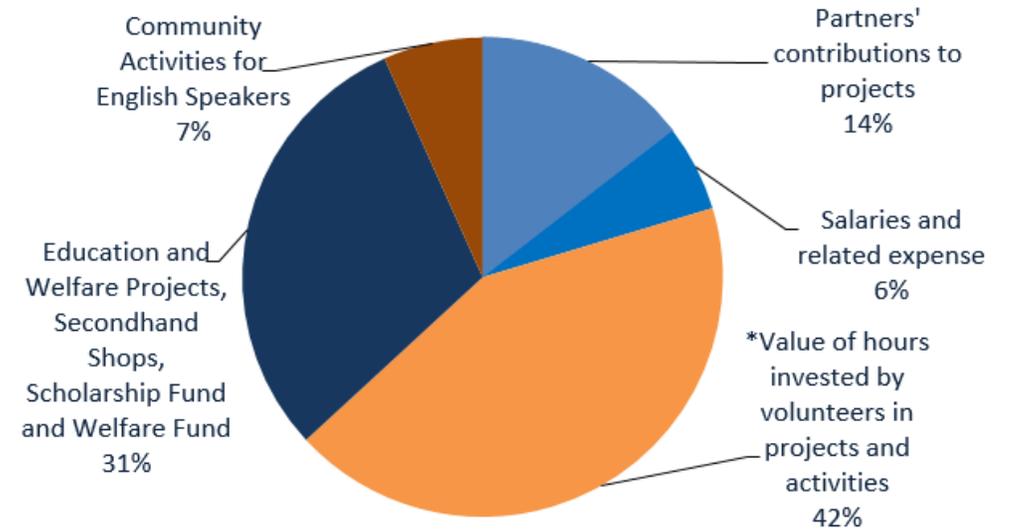
- Students Build a Community project expands from 1 city to 4, with 60 students, 240 children and their families.
- English Tutoring Program develops unique programs to enhance English oral proficiency for 2,560 students and non-native speaking English teachers in Israel 's education system.
- We become an international volunteering platform enabling people worldwide to contribute to Israeli society. Numbers of active volunteers jump from 1,301 to 1,927.
- Our young English speaking community grows and we launch the "Get it Right" venture for new immigrants with strategic partners, welcoming 1,530 English speakers.
- ESRA's network of existing shops are leveraged into a social business and impact investment model.

# Key figures 2021

**ESRA Total Income 2021 NIS 9.5 million**



**ESRA Total Impact 2021 NIS 9.0 million**



In addition, our project partners (municipalities and other nonprofits) contributed a sum of **NIS 1.3 million** toward Education and Welfare Projects bringing the total cost of the investment in the community to **NIS 5.2 million**. (unaudited numbers)

**151,700**

Volunteering hours

**1,927**

Volunteers

**16**

Employees

[ESRA Activity Structure](#)

[ESRA page on Guidestar](#)



## Education & Welfare Projects

Our projects, together with local partners, focus on enhancing educational achievement, strengthening personal skills, and promoting academic enrichment and excellence. The overall aim of all ESRA projects is to create opportunities for success for those in Israel's geo-social periphery who are less privileged. In 2021, ESRA projects not only continued despite Covid challenges, they went into high gear.

## Students Build a Community

Expands from 1 city to 4

ESRA's SBC project provides financially stressed students with housing in disadvantaged neighborhoods where, in return, they each mentor a group of local academically struggling schoolchildren and become social leaders in the community.

Active in Netanya, Akko, Rishon Lezion, Tel Aviv.

**240 Children**

**87%**

personal &  
educational  
improvement

**60 Students**

**92%**

complete their  
degrees and seek  
success in life

**Community**

**8,130**

volunteer hours  
invested in raising  
quality of life





## Program of Excellence

**40 children**, chosen for their academic excellence, participated in weekly after school enrichment courses over a two year period at the Ruppin Marine Science Institute in Michmoret. They gained environmental awareness and critical **STEM** skills in biology, physics, chemistry, marine science, ecology, and seamanship.



## Leadership Through Nature

**30 children** with behavioral challenges enjoy weekly interaction with counsellors, other children, and animals at the therapeutic farm on Kibbutz Magal. They acquire essential tools for success in school and life, including communication skills, teamwork, resilience, and self-confidence.

## English Tutoring Program

In partnership with the Ministry of Education

ESRA's ETP is one of its most important volunteer-based programs, active in all sectors. ESRA's volunteers receive training and professional guidance. They aim to strengthen self-confidence, improve oral proficiency, aid the weaker students, and enrich the advanced pupils.

**79,900**

Volunteering  
hours invested  
in tutoring  
English

**2,560**

Students and  
non-native  
speaking English  
teachers

**960**

Volunteers  
active in schools  
nationwide and  
online





## Community Life for English Speakers in Israel

“I have followed ESRA's activities for decades, and from the time my father, Chaim Herzog, supported the organization. Since then, ESRA has grown into a pillar of the English-speaking community in Israel.” Isaac Herzog, President of Israel



### ESRA helps olim successfully integrate into Israeli society

**16,953**

English speakers  
engage in activities  
and receive ESRA  
services

**304**

Social & cultural  
activities for  
various age  
groups nationwide

**1,927**

Volunteers active  
throughout the  
organization and  
in the community

## New!

ESRA joined forces with strategic partners to provide olim with a single holistic solution. Combined with their complementary services, professional expertise and resources, we offer a one-stop-shop to help olim **Get It Right in Israel – personally, professionally, and socially.**

ESRA offers Personal Support Services to aid the emotional and financial challenges of English speakers in Israel through its Befrienders, Professional Counselling and Welfare Fund for new olim.

We invite you to read more about life in Israel among English speakers, about the ESRA community, and about our Education and Welfare projects in...

**ESRAmagazine**

# Picki

Secondhand & Vintage *by* **ESRA**

**ESRA's 2 Secondhand Shops *for the community***, in Kfar Saba and in Ra'anana, recycle 100% of their received contributions, serve as a social welfare venue for residents of all ages, and employ **people with special needs**, integrating them into the workplace.

**ESRA also runs 3 Secondhand Bookshops** in Zichron Ya'akov, Ra'anana, and Modiin. **Entirely run by volunteers**, they offer a huge variety of English books at rock-bottom prices.



## Looking Ahead...

- SBC and other educational projects expand nationwide
- ESRA young community and “Get it Right in Israel” grows
- We become Israel's international volunteer platform impacting society

ESRA continues to adapt to new realities, developing creative solutions for uninterrupted provision of services, and positively impacting society by meeting the growing needs of young disadvantaged Israelis, particularly in the geo-social periphery.

[Donate](#)

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ESRA-English Speaking Residents Association  
Non-Profit & Public Institution No. 580037455



# Thank You...

It is with a feeling of deep appreciation for our amazing volunteers, excellent small staff and loyal members, for our donors who support our work, and for our strategic partners, that we say thank you. Together we will continue making a difference in people's lives, and strengthening Israeli society.



Ministry of Aliyah and Integration



משרד החינוך



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טבריה  
 עיר הכנרת



אנוש  
 העמותה הישראלית לבריאות הנפש (נ"ג)  
 The Israeli Mental Health Association



רעננה  
 עיריית רעננה  
 MUNICIPALITY OF RAANANA  
 פנמי-השון



חזון והגשמה  
 הרצליה  
 עיריית הרצליה



עיריית נתניה



עיטובל  
 לטובה  
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מפעל הפיס



משרד העבודה הרווחה והשירותים החברתיים  
 Ministry of Labor, Social Affairs and Social Services



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 בית אקשטיין



NBN TLV  
 NEFESH O'NEFESH