

Annual General Meeting 2022









NIS 9,050,000

Invested in the community via Projects & Activities (Includes NIS 1.6 million from project partners and NIS 2.9 million value of volunteer hours)

4,707

Disadvantaged children, special needs, students, and families benefited from personal growth and educational improvement

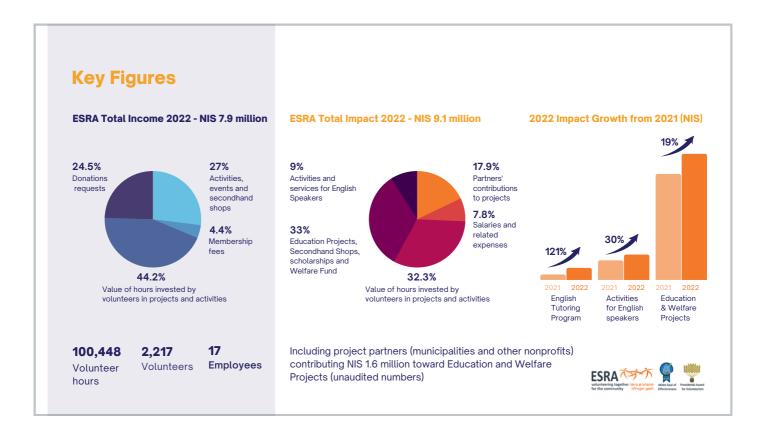
17,053

English-speakers participated in ESRA's activities and services to further their successful integration

ESRA Page on Guidestar



Sunny: ESRA's journey is one marked by resilience, love, and a deep commitment to our mission, helping Olim feel right at home in Israel.



Sunny: As you can see from the figures, we've all been busy... We won't get into the figures now as Baruch will expand on them later. I would like to talk about the people.

2022 Achievements

Awards



Midot Seal of **Effectiveness**

Results-driven projects and social impact



Innovation in Education

ESRA presented to the OECD on behalf of MOE

Growth



Students Build a Community

Increased 20% 58 students 213 children



NEW project for Ukrainian children

"Olim Be'lvrit" Improving Hebrew and social skills



Secondhand Shops

15% increase in employment of special needs



Get it Right and 40+ Community

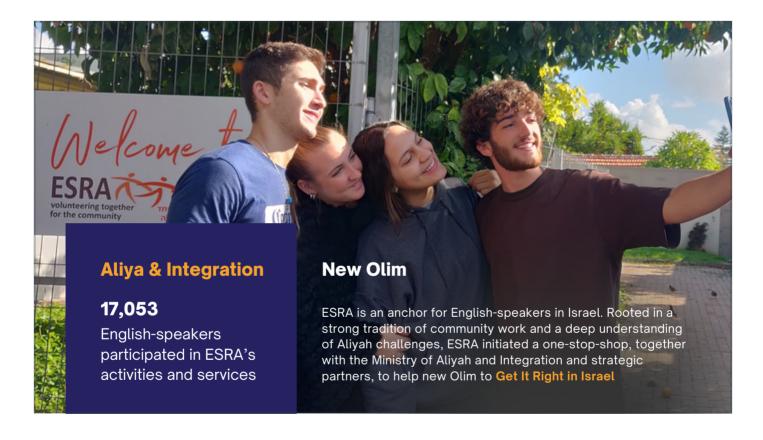
Expanded from 2 to 6 cities, and tripled its network







Sunny: Our true achievements and strength lie in our dedicated and passionate volunteers. They are the heartbeat of ESRA, embodying our core values of humanity, professionalism, and a commitment to constant learning. You have contributed energy, time, skills, and hearts to shape ESRA into the organization it is today, and built its legacy of success.



Sunny: Implementing ESRA's Growth Strategy has laid a solid foundation for our relevancy as a key player in the Aliyah world and our continued work. Last year 17,053 English-speakers participated in ESRA's activities and services 3 times more than in 2021.

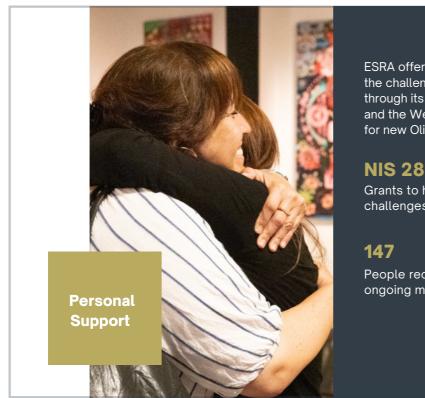
ESRA Home of English Speakers in Israel

Services and Activities



Life in Israel with ESRA Magazine >>>





ESRA offers Personal Support Services to aid the challenges of English-speakers in Israel, through its Befrienders, Professional Counselling and the Welfare Fund providing financial support for new Olim

NIS 289,000

Grants to help 204 people overcome financial challenges

People received personal emotional support in ongoing meetings with trained ESRA volunteers



Sunny: In 2022 we expanded our personal support services, and were able to help more Olim, especially those suffering from post-Covid.



ESRA provides a platform in English for advancing Israel, enabling people worldwide to become contributing members to Israeli society

100,448

Volunteering hours invested in impacting society and running the organization

2,217

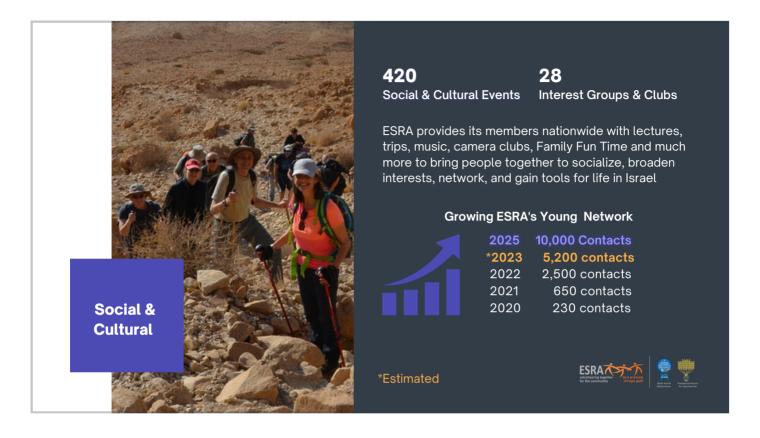
Volunteers active throughout the organization and in ESRA's projects for the wider community







Sunny: In Judaism, it says "אחרי המעשיח הלררות ומשכיח" "After actions, the heart continues" And the numbers again speak for themselves.



Sunny: ESRA is the social and cultural anchor for English speakers in Israel. As you can see, our young groups and the Get It Right in Israel initiative, are developing and growing. This growth has occurred with minimum investment.

Since January 2023, we have seen a 20% increase in the number of volunteers, a 25% increase in event participation, 17% in paid membership, and a 10% rise in donations. This growth underscores ESRA's potential and the opportunities that lie ahead, with further investment of resources and evaluation, to maximize the potential and growing needs of young Olim in Israel.

Thank You!

ESRA is grateful for our community, our small dedicated staff and wonderful volunteers, our members, strategic partners and generous donors who together make ESRA so special. Our collaborations have enabled us to gain official recognition, save money, operate more efficiently, reach a broader audience, and place ESRA alongside key players in the Aliya field.













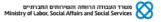














































Sunny: Before we move on to our education and welfare projects, I would like to express my deepest appreciation to my exceptional staff: Anat, Cathy, Sandra, Iris, Irene, and Jessica. Their dedication and selfless efforts have been instrumental in our achievements. They go above and beyond, driven by their passion for ESRA's mission and their commitment to helping others in the best way possible.

We would like to extend our gratitude to our partners. Through our collaborations, we have received official recognition and financial support, achieved cost savings, enhanced operational efficiency, expanded our reach to a wider audience, and proudly positioned ESRA among the leading organizations in the field of Aliyah.



ESRA's Focus

SMART Goals

4,707 benefited

Schoolchildren, Special Needs & Students

Our 18 projects, together with local partners, focus on enhancing educational achievement, strengthening personal skills, promoting academic enrichment and excellence (STEM). The overall aim of all ESRA projects is to create opportunities for success for the less privileged in Israel.







ESRA English 2,622 benefited **Tutoring Program** Schoolchildren & non-native English-speaking teachers In partnership with the Ministry of Education **Breakdown (by sector)** Breakdown (by school level) Largest Project by Volunteers Bedouin **Teachers** 10% 13.9% 1,072 High School Secular & 31.4% Volunteers from Israel and overseas. Religious Arab scholarship students and CSR, 48% 32% trained by ESRA Junior High Ultra-Orthodox 14.3% 64.773 10% Volunteering hours dedicated to improving English, in school and online The program is much more than improving English. It's about changing lives and building bridges across communities. Grow to 2,500 volunteers Tripling Impact by 2025

Primary

40.4%

Sunny: This week, I met with Avichai Kahana, the new CEO of the Ministry of Aliyah and Integration and when he asked me to point out one of ESRA's special activities, I showcased our English Tutoring Program and that it really is much more than improving English.



Students Build a Community

Largest Project by Budget

ESRA's Students Build a Community project, in cooperation with local municipalities, provides financially stressed students with housing in disadvantaged neighborhoods. In return, the students each mentor a group of four challenged local schoolchildren and become social leaders in the community. Currently active in 6 neighborhoods in Netanya, Akko and South Tel-Aviv-Yaffo



Expand into additional needy areas by 2025







Students Build a Community



213 Schoolchildren

87%

Feel increased self-confidence, improved social activity, and educational achievements



58 Students

100%

Complete their degrees, and most become social activists, gain tools and motivation for their future



14,500 Community

Students' volunteer hours

Invested in raising the quality of life and helping the population in needy neighborhoods





Yam Shragel, ESRA SBC TLV Student with his kids

I grew up in this neighborhood and know how it feels to live with and without friends. For me, being in the project as a mentor and making a difference for children is closing a circle in my life.



Sunny: During a training session, Yam shared his personal story on why he joined the SBC Tel Aviv project. When he grew up in the neighborhood, he was bullied and had to transfer schools. He knows how life can be with and without friends, and for him to be in that key position impacting the children's life – is his closure. He left us all in tears and reminded us of the power of empathy and the impact we can have on others' lives.

Academic Enrichment & Excellence (STEM)

Program of Excellence

A 2-year course for highpotential youth at the Rupin Marine Science Institute

Impact:

85% exposed to new academic content and motivated for higher education



Leadership Through Nature

Behaviorally challenged children acquire tools for personal success

Impact:

81% improvement in behavior and ability to deal with challenges



Welfare Centers

Enrichment programs for children under difficult home conditions

Impact:

100% of participants highly satisfied with program



Volume Music Center

Weekly professional music instruction providing an afterschool space

Impact:

86% improved selfconfidence and musical skills



Sunny: Here are some more of our important projects! The best way to really get to know them is to experience them firsthand. Visit them! They are extraordinary!

2023-24 Focus 02 01 03 **Elevating Members' Support Consolidating Growth** Marketing & Fundraising Provide more personalized Grow our portfolio of self-Strengthen and integrate services and increased support, progress, optimize resources, generating income and develop a especially for long-standing enhance capabilities, and variety of external and internal Members & Volunteers position ourselves for continued fundraising options to promise growth and advancement Self-Sufficiency

Sunny: So what have we been doing back stage?

Significant efforts have been dedicated to addressing succession challenges and to enrolling and integrating new volunteers into ESRA.

ESRA is a people organization, and will always strive for that.

At the same time, non-profit organizations are obliged to conduct themselves according to proper governance. Constantly advancing our infrastructure and platforms is very important as it enables us to adapt to changing needs, enhance efficiency, and deliver better outcomes for ESRA and its beneficiaries.



Sunny: Whether we like it or not, embracing the rapid evolution of technology is essential to maximize impact and ensure long-term relevancy and sustainability in a changing world.

2023-24 Focus 02 01 03 **Elevating Members' Support Consolidating Growth** Marketing & Fundraising Provide more personalized Strengthen and integrate Grow our portfolio of selfservices and increased support, progress, optimize resources, generating income and develop a especially for long-standing variety of external and internal enhance capabilities, and Members & Volunteers position ourselves for continued fundraising options to promise growth and advancement Self-Sufficiency

Sunny: We aim to focus on 3 areas: First, elevate members' support: offering personalized services and enhanced assistance, prioritizing long-standing members and volunteers. Second, to consolidate growth. And third, develop a Strategic Marketing & Fundraising Plan, and execute it to promise Self-Sufficiency.

2023-24 Volunteering Needs

| Who | What | Why |
|-------------------------|---|--|
| • Modesty | Marketing & Fundraising | ESRA's next generation |
| Excellence Humanity | Volunteer LeadBusiness NetworkingTechnologyEvaluation and Mesurement | DonorsVolunteersPaid members |
| Professional background | | |
| Connections "Doers" | | |





Sunny: To conclude, on a personal note, when I made Aliyah from the US at the age of 17, I had no knowledge of ESRA. We faced difficulties and challenges, but I found opportunities within them to establish myself personally, professionally, and socially here in Israel.

As the CEO of ESRA, I feel incredibly fortunate and with great responsibility. It is said that everyone needs at least one person who believes in them.

Thank you, for believing in me.