



Shalom ESRA Family & Friends,

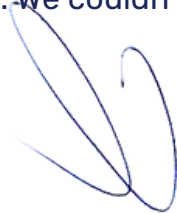
At ESRA, for 45 years, we have been committed to making Olim feel right at home in Israel by providing services, offering activities, and acting as a platform to give back. We help English speakers and enable them to help others. As the main English platform for giving back in Israel, with over 2,000 volunteers nationwide, we develop and run life-changing projects to ensure equal opportunities for all. In these projects, English speakers become valuable contributors to Israeli society by donating and/or volunteering. In 2023, the participation of English speakers in activities and services rose to 22,706, a 33% increase from 2022, and 5,035 project beneficiaries in the geo-social periphery-children, students, and families from personal growth and educational improvement. "ESRA represents a holistic lifeline, a safety net, and an anchor to hold on to during their process of absorption into Israeli society." said Adv. Avichai Kahana, Director General of the Ministry of Aliyah and Integration.

Since October 7, 2023, we invested NIS 1,490,000, focusing on supporting the urgent emotional, financial, and educational needs of Israel at war. NIS 680,000 was raised for the ESRA Emergency (Welfare) Fund Campaign. NIS 454,000 was deposited into the bank accounts of 227 war victim families within 72 hours, with the rest to follow during 2024, offering them a lifeline and hope. The ESRA English Tutoring program, in partnership with the Ministry of Education, has enabled us to expand our global volunteer base by 27% and enhance connections to Israeli life.

In 2023, we've achieved a 15.7% growth in ESRA's impact from 2022 and tripled our impact since 2020 while maintaining G&A expenses at a minimal 14%. We are grateful to our growing family, volunteers, small and dedicated staff, members, strategic partners, and generous donors who make ESRA so special. We couldn't have done it without you. Take a proud look at the impact you've made.



Nella Feldsher  
ESRA Chair



Sunny Marshansky  
ESRA CEO



# ESRA's Impact 2023

## 10,482,000

NIS Invested in the community via Projects & Activities (Includes NIS 2.4 million from partners and NIS 3.1 million value of volunteer hours)

## 22,706

English Speakers Participation in programs, activities and services in support of their Aliya & absorption in Israel

## 5,035

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

[ESRA Page on Guidestar >](#)



**NIS 1,490,000**  
Invested in ESRA  
War Effort for families  
directly affected



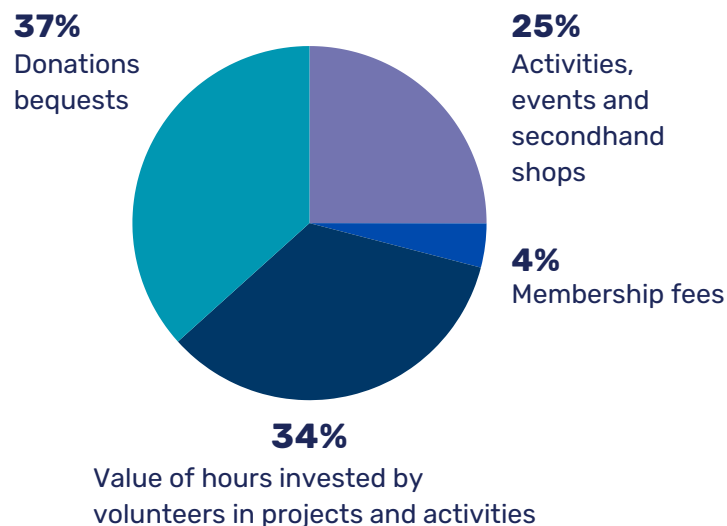
**3,800 New Olim**  
Benefited from  
absorption services



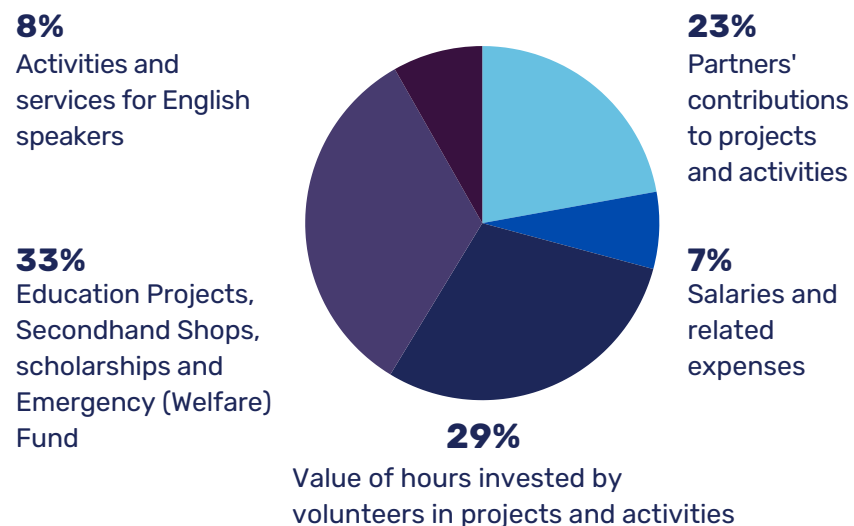
**Life-changing  
Projects**  
Expansion by 15%  
from 2022

# ESRA Key Figures

**Total Income 2023 - NIS 8.9 million \***  
(21.6% growth from 2022)



**Total Impact 2023 - NIS 10.5 million \***  
(15.7% growth from 2022)

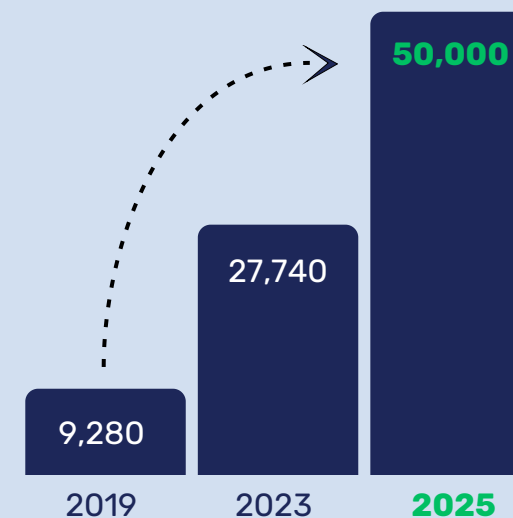


\* Unaudited

## Impact Growth 238% in 5 Years

Participation in services, events, and activities for English speakers and beneficiaries of education and welfare projects

Enhancing effectiveness, maximizing Impact, and maintaining a minimal G&A of 14%



# ESRA War Effort

7.10 - 31.12.23

**454,000**

NIS Emergency Financial First Aid to 227 war victim families received aid within 72 hours

**16,500**

English Speakers Participation in activities and services and resources users

**1,000+**

ESRA Volunteers aid the immediate needs of families directly affected



# ESRA War Effort: For English Speakers

7.10 – 31.12.23 Free services & events

## 60 Daily Events: 7,300 Participants



An eclectic range of online interactive activities and events for stability, relief, connection and enrichment

Top lecturers and leading professionals from a huge spectrum of subjects for the whole family

## Information Accessibility: 3,800 Users



24/7 Hotline for olim and evacuees for initial direction to critical informational services

Explanatory webinars with officials and professionals

Reach out calls to English speakers from the North and South

## Personal Support: 5,400 Beneficiaries



Counseling and Support Circles for individuals and families with social workers and trained volunteers

Strengthen resilience training workshops for teens and adults by professionals

Friendship Service by trained volunteers



# ESRA War Effort: Aid For the Community

7.10 - 31.12.23

## Educational Reinforcement

In-person and online mentoring by our scholarship students and Education Teacher Support at hotels and evacuee centers

English tutoring curriculum for grades 4-12 and social enrichment activities for grades 1-7

**The ESRA Chat Away** program for improving English conversation was remodeled to adapt to the changing needs. It offers an innovative platform with the option for quick and independent registration for participation

## Donations of Goods and Volunteering Initiatives

ESRA Volunteers nationwide prepared packages with essential items for evacuees and soldiers through our **Picki by ESRA Secondhand & Vintage Community Shops**, food parcel delivery, knitting circles for soldiers and much more



**Shachar Ohana**

Milium Soldier and ESRA  
Scholarship Student

*I express my great appreciation for ESRA, which has supported us and continues to do so throughout our military service, taking care to provide us with whatever we were missing. Thanks to ESRA, we knew we had a home to come back to in Akko at the end of our service and schoolchildren who miss us and look forward to our return, where we will continue to support them academically and socially*

*The knowledge that we have a mission to help improve the next generation of this country, a mission that waits for our return, added to our motivation to fight and return to help the next generation in a more secure future*

"In the initial and most challenging stage of the war, ESRA's immediate mobilization in providing financial assistance to displaced families was nothing short of humanitarian. People were torn from their homes overnight, facing physical and emotional distress, and ESRA was there for them."

**Racheli Saban**, Social Worker, Klita Mitiva, Ashdod-Ashkelon Region



"People support a world they helped create. Thank you for the opportunity, and that there are people like you who not only believe in change but work for it every day. Volunteering with ESRA, especially with war relief efforts, has deepened my integration and enriched my sense of purpose in Israel." **Eli Kaplan**, Communications Student





# ESRA Aliya & Absorption

**22,706**

Participation in services, events and activities for English speakers in support of Aliya & absorption



Personal  
Services

Social &  
Cultural  
Events

Volunteer  
& Network

A photograph of two men smiling. The man on the left has grey hair and a beard, wearing a dark shirt. The man on the right has dark hair and is wearing a blue and white checkered shirt. They are both looking towards the camera.

## ESRA Personal Services

Over \*20% of Olim return to their home country because they fail mainly to overcome the social-cultural - language differences as well as the day-to-day challenges and emotional difficulties

With 45 years of experience, ESRA provides essential resources, services, and activities tailored to diverse demographics to help Olim establish themselves personally, professionally, and socially in their new country (Klita Meitavit)

Our personal services include emotional support with trained volunteers meeting regularly, Friendship services for those on their own, mentoring options for young Olim, financial first aid to overcome stressful times, and 'getting to Know Israel' initiatives for pre-Aliya and new Olim up to two years in Israel

\*2023 Aliya Organizations Data

# Get it Right in Israel

*Personally. Professionally. Socially.*



## **Thriving in Israel: A Guide to Navigating Life as an Oleh**

The ESRA 'Get it Right in Israel' project, born during the Covid-19 pandemic, has become a key resource for Olim facing the challenges of settling in Israel. Created with strategic partners, it aims to smooth their absorption by providing essential tools and knowledge

'Get it Right' now offers bi-monthly webinars led by experts, covering vital topics like Israeli taxes, education, business etiquette, and job interview techniques, regularly attracting over 100 attendees; these webinars and special events like the Get It Right@City Tour offer quarterly insider's tours of cities across Israel and Get It Right@Happy Hour quarterly networking events held at local Oleh businesses

These initiatives provide valuable opportunities for Olim to explore their cities from a local perspective and build a supportive community network that not only addresses the practical aspects of living in Israel





## ESRA Social & Cultural Events

**376**

Events nationwide  
for the whole family

**28**

Interest Groups  
and Social Clubs

ESRA plays a crucial role in Israel by anchoring English speakers through social networking, cultural activities, and interest groups nationwide

It enhances social integration, and cultural enrichment, serves as a language anchor, broadens horizons, and fosters business and personal relationships

Our events enable individuals and families to appreciate and immerse themselves in the local cultural fabric





The informal setting of ESRA's events allows for the natural development of relationships that can lead to professional collaborations, job opportunities, and personal support systems

By bringing together individuals from various backgrounds, ESRA creates business and personal growth opportunities

These connections are invaluable for both newcomers and long-term residents, providing a network of resources and support

**ESRA Magazine**, a cornerstone of Israel's English-speaking community since 1979, enriches and guides readers through its diverse content and reflects the varied interests and experiences of life in Israel

**Adv. Avichai Kahana**

Director General, Ministry of Aliyah and Integration

**Appreciation Letter >**





## ESRA Volunteer & Network

**101,340**

Volunteering hours invested in society and running the organization

Volunteering enables English speakers to strengthen their sense of belonging and benefit from networking opportunities and local experience in areas of interest

We provide a wide range of volunteer opportunities to actively engage in Israeli society, from leadership roles in ESRA and educational initiatives to organizing community events nationwide and running secondhand shops

We also unite the international community to support Israel, emphasizing shared values and collective responsibility through our English tutoring online programs and support services





**Picki by ESRA Secondhand & Vintage** community shops in Ra'anana and Kfar Saba are vibrant social hubs run primarily by volunteers, an international blend of students and individuals with special needs

Our ESRA English bookshops in Zichron Ya'akov, Ra'anana, and Modi'in are run entirely by volunteers and feature bestsellers and activities

The shops are self-generated income, contributing to ESRA's self-sufficiency

**Join our network of volunteers >**





# ESRA Life-changing Projects

## 5,035 Beneficiaries

Schoolchildren and their families, students, special needs, and welfare recipients from Israel's periphery

Our projects, together with strategic partners, focus on enhancing educational achievement and social skills, promoting academic enrichment and excellence, and offering personal and financial support - all aimed at ensuring equal opportunity for success and growth



# Leaders of Tomorrow

Meet our ESRA students (280 in 2023)



**Ma'awa Ayoub**  
Government Student

*I mentor girls at a center for war-evacuated children, finding great satisfaction.*

*I am preparing for an internship and aspire to become an Israeli ambassador, committed to serving my country.*



**Hila Hamara**  
Organizational Consulting Student

*I tutored Ukrainian children to help them catch up academically, and find friends.*

*ESRA's support changed my life. I am focused on fulfilling my dreams as an educator, and paying it forward!*



**Yam Shragel**  
Computer Science Student

*I grew up in the Kfar Shalem neighborhood in south Tel Aviv and know how it feels to live without friends.*

*For me, being a mentor and making a difference for children is closing a circle in my life.*



**Silanet Tazara**  
Law Student

*I volunteer in a 'Debate' club for elementary school girls teaching them about equality, respect, and how to express themselves with confidence.*

*My dream is to be a judge and I am grateful for the support that's making my dream possible.*



**Yisrael Cabeza**  
Computer Science Student

*Working with at-risk teenagers brought me immense satisfaction and expanded their world beyond their neighborhood.*



# Students Build a Community

Largest Project by Budget

ESRA SBC is a national, life-changing project with a local impact, providing financially stressed students with living support or housing in disadvantaged neighborhoods in Netanya, Akko, South Tel-Aviv-Yaffo and Jerusalem

The students make a significant difference in the communities through mentoring relationships with local children, providing them with hope and opportunity

Our exceptional students also lead initiatives to answer the local needs to strengthen the social fabric of their communities





# Students Build a Community



**304**  
**Schoolchildren**

**87%**

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



**76**  
**Students**

**100%**

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



**18,600**  
**Community**

**Student Volunteer Hours**

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

# ESRA English Tutoring

Largest Project by Volunteers



**48,130**

Volunteering hours dedicated to improving English, in school and online

**1,072**

Trained Volunteers from Israel and overseas, scholarship students, and Corporate Social Responsibility (CSR)

**2,622**

Schoolchildren & non-native English-speaking teachers

*ESRA's innovation programs to address needs, both in regular and crisis times, greatly enhance societal resilience and significantly promote education in Israel*

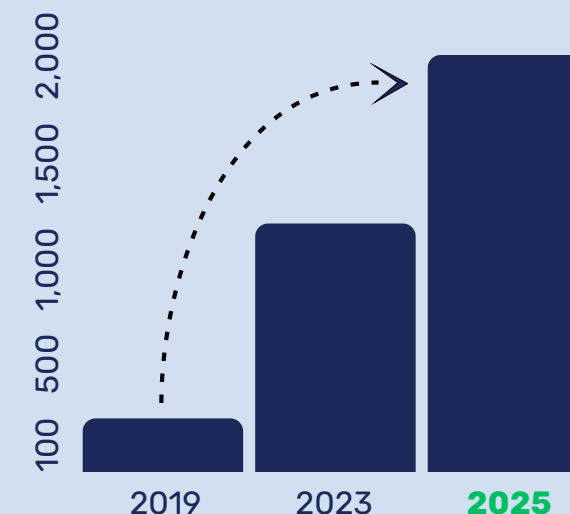
**Dr. Tziona Levi, Director**

Languages Department, Ministry of Education

**Appreciation Letter >**

## Growth in 5 Years

**Volunteers**





# Thank You!



[Support Us >](#)

ESRA is grateful for our growing family, small and dedicated staff, wonderful volunteers, members, and generous donors who make ESRA so special. We thank our 50+ strategic partners for working with ESRA to achieve its massive impact in the community and make a difference in people's lives. We couldn't have done it without you.



Ministry of Aliyah  
and Integration



משרד החינוך



מפעל הפיס



האוניברסיטה העברית בירושלים  
THE HEBREW UNIVERSITY OF JERUSALEM



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



משרד הבריאות  
www.health.gov.il



עיריית נתניה



מודיעין מודיעין



עיר הכנרת



רחובות  
עיר המדע והתרבות



ראשון לציון  
אתם במרכז



בא שבע  
ניידת ההודמיות של ישראל



חיפה



עיריית רעננה  
רעננה



תל אביב  
יפו



כפר-סבא  
הראשונה בשדרון



עכו - אקו  
חצי האי, עולם טלס



נרמיאל



Welcome the stranger.  
Protect the refugee.



אנש



פּוֹתְחִים  
עֵתִיד



עסות  
מעוררים