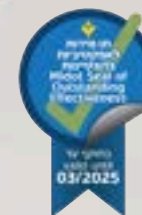




# The lives you touched

## ESRA Impact Report 2024



Outstanding  
Effectiveness



Presidential Award  
for Volunteerism

## Shalom ESRA Family and Friends,

For 45 years, ESRA has been dedicated to making Olim feel at home in Israel by providing essential services, enriching activities, and a platform to give back. As Israel's leading English-speaking volunteer organization with over 2,000 dedicated volunteers nationwide, we develop and run life-changing projects with strategic partners that ensure equal opportunities for all. Through these initiatives, English speakers become valuable contributors to Israeli society by donating and volunteering.

October 7 changed all our lives. Like you, we deeply hope for the safe return of all hostages and pray for the wellbeing of our brave soldiers. Our hearts go out to those who have lost loved ones, and we stand in solidarity with their families.

In 2024, **ESRA invested NIS 11.8M in the community**, including NIS 2.75M from strategic partners and NIS 2.9M in volunteer hours. **22,700 English speakers** participated in our activities and services, supporting their Aliyah journey from absorption to contribution. Additionally, **6,470 disadvantaged children, students, and war-affected families** received essential social welfare and educational support.

NIS 399,000 was provided to 240 war-affected families, welfare recipients and Olim, raising total financial first aid since October 7 to NIS 702,000. Requests came through field social workers in Kibbutz Be'eri, Sderot, Kiryat Shmona, Metula, Mevu'ot Hahermon, and more, marking a 29% impact growth and strengthening beneficiaries' resilience and opportunities.

***“ESRA is a holistic lifeline, a safety net, and an anchor for Olim, deserving the President's Award for Volunteerism for its extraordinary contributions, especially in times of crisis.”*** Adv. Avichai Kahana, Director General, Ministry of Aliyah and Integration

A heartfelt thank you to every member of our growing ESRA family - volunteers, small staff, members, strategic partners, and generous donors. Your dedication drives ESRA's impact. Take a proud look at the incredible difference you've made!

  
Nella Feldsher  
ESRA Chair

  
Sunny Marshansky  
ESRA CEO

# ESRA Impact 2024

## Israel at War

### NIS 11.8M

were invested in the community including NIS 2.75M from partners and NIS 2.9M in volunteer hours contributed

### 6,470

disadvantaged children, students, and war-affected families received critical social welfare and educational support

### 22,700

English speakers participation in activities and services supporting their Aliyah journey from absorption to contribution



### NIS 1.5M

Invested in Israel's young leaders – stipends for disadvantaged students, including reservists and new Olim, with NIS 667K from partners

### 29% Growth in Beneficiaries

Life-changing project beneficiaries received increased social and educational support

### 375 Overseas Volunteers

Connecting global volunteers to Israeli society through English tutoring in partnership with the Ministry of Education

### 3,700 New Olim

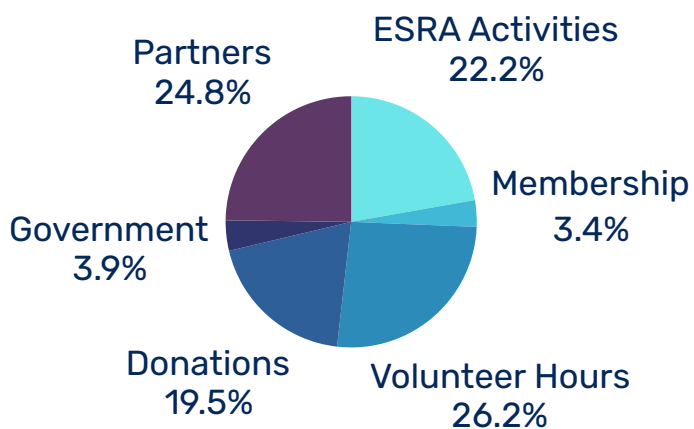
Benefited from absorption services and activities to navigate life in their new home



# ESRA Key Figures

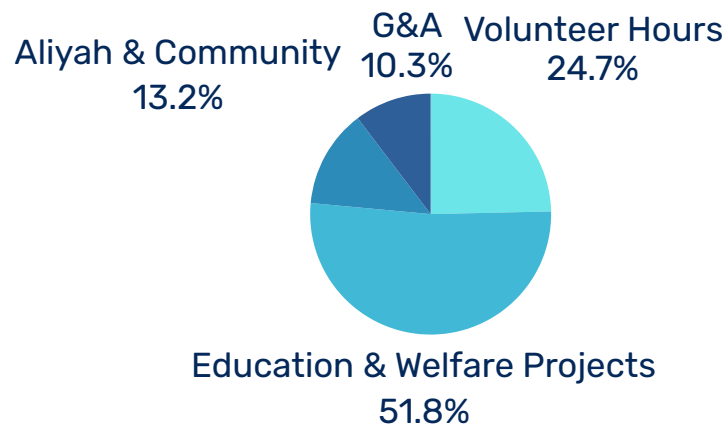
## Total Income 2024 - NIS 11.1 M\*

(including minimal value of volunteer hours and partners' share in ESRA activities)



## Total Impact 2024 - NIS 11.8M\*

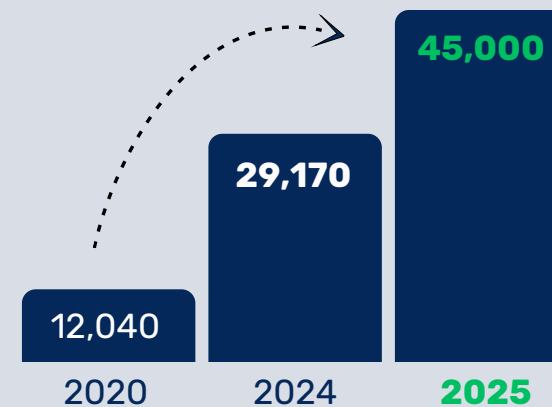
Growth of 29% in project beneficiaries & 2.6% in financial investment vs. 2023



## 143% Impact Growth in 5 Years

Project beneficiaries and participation in services and activities for English speakers

Enhancing effectiveness, maximizing impact, and maintaining minimal G&A at 13.4%



\*2024 Unaudited

[Financial Report 2023](#)

# ESRA War Effort

## Financial First Aid

NIS 399,000 was provided to 240 war-affected families, welfare recipients, and Olim, often within 72 hours of request, bringing total direct aid since 7 October to NIS 702,000. Requests were made via field social workers in Kibbutz Be'eri, Sderot, Kiryat Shmona, Metula, Mevu'ot Hahermon, and more.

## Education in Crisis

3,650 students received urgent support, including expanded aid (51% increase over 2023), adapted programs for evacuated children, and a new STEM initiative in the North.

## Building Resilience

40 workshops provided emotional guidance and skill-building for reservists' families, bereaved individuals, and those facing war-related trauma.

## Community in Action

1,000+ volunteers mobilized to deliver food, essentials, and knitted goods for soldiers and babies, with our secondhand shops leading community support.



*"People support a world they help create. Thank you for working for it every day. Volunteering with ESRA, especially in war relief, has deepened my integration and purpose in Israel."*

**Eli Kaplan, ESRA Volunteer**



# ESRA War Effort: For English Speakers

## Emotional Support



One-on-one sessions and support circles, led by social workers and trained volunteers for parents of soldiers and those coping with anxiety.

ESRA Friendship Service provided support for the elderly by trained volunteers.

## Social Activities



Online and in-person interactive activities and events for stability, relief, connection and enrichment for the whole family.

Monthly tours to Israel's South united English speakers across Israel in acts of support and solidarity.

## Information Accessibility



Bi-monthly webinars and expert-led meetings provided reliable guidance on key systems for knowledge and practical assistance.

**ESRA for you in one word**



# ESRA War Effort: Aid For the Community

**310 Student Stipends**



ESRA invested NIS 853,000 in Israel's young leaders, totaling NIS 1.5M including partners, supporting students from disadvantaged backgrounds, as well as reservists and new immigrants.

**48,360 Student Hours**



were invested in the community, aiding urgent educational, emotional and social needs nationwide through various activities in shelters, learning centers, and gatherings for holidays and special occasions.

**87% Educational Improvement**



***"When ESRA students walk into the classroom, everything changes. They bring energy, positivity, and a sense of possibility. The kids look up to them, and the impact is tangible."* Paula Hagag, Principal 'Hatomer' School, Akko**



# ESRA

## Life-changing Projects

**6,470 Beneficiaries (29% Growth)**

Our projects, in partnership with municipalities, leading academic institutions and strategic partners, enhance education and excellence. They boost self-confidence, improve emotional and social skills and ensure equal opportunities for success and growth.

***“ESRA's innovation projects 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



# ESRA Students Build a Community

## Largest Project by Budget

ESRA SBC is a life-changing project providing financially stressed students with living stipends or housing in disadvantaged neighborhoods in Netanya, Akko, South Tel-Aviv, and Jerusalem. In return, they mentor children and lead community initiatives.



### Shira, SBC Mentor:

*"Lior calls me his big sister. He says I'm the first to make him believe he's smart enough to achieve his dreams."*

### Lior's Mother:

*"Shira has been a blessing for our family. Lior smiles more, does better in school, and talks about becoming an engineer. I'll never forget what ESRA has done for us."*



## 98 Students

100% graduate, many become activists with future-ready skills.

## 370 Schoolchildren

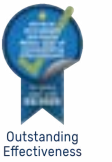
87% feel more confident, with social and academic improvement.

## Launched English Tutoring in SBC

ETP volunteers alongside SBC students tutor English and fill teacher shortages.

## 18,600 Volunteer Hours

Students invest in uplifting lives in disadvantaged neighborhoods.



# ESRA English Tutoring

Largest Project by Volunteers



## 1,104 Volunteers

Trained volunteers from Israel including 375 from overseas (56% growth)

## 52,030 Hours

Volunteering hours dedicated to improving English - in school and online in 5 programs

## 3,025 Beneficiaries

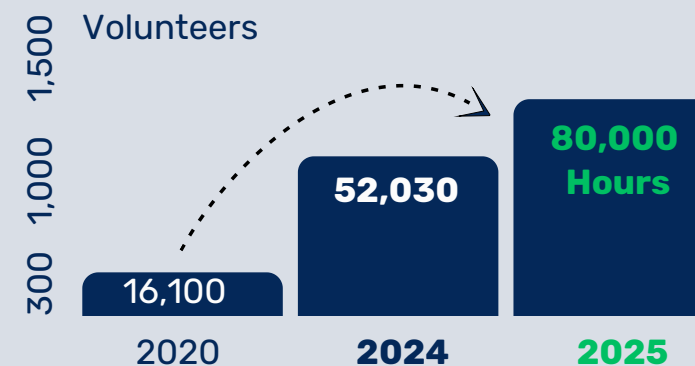
Schoolchildren and non-native English-speaking teachers from all sectors - 83% improved their English

## New "Teacher Chat"

Our special program for non-native English speaking teachers to improve oral proficiency is now recognized for professional credit



## Growth in 5 Years



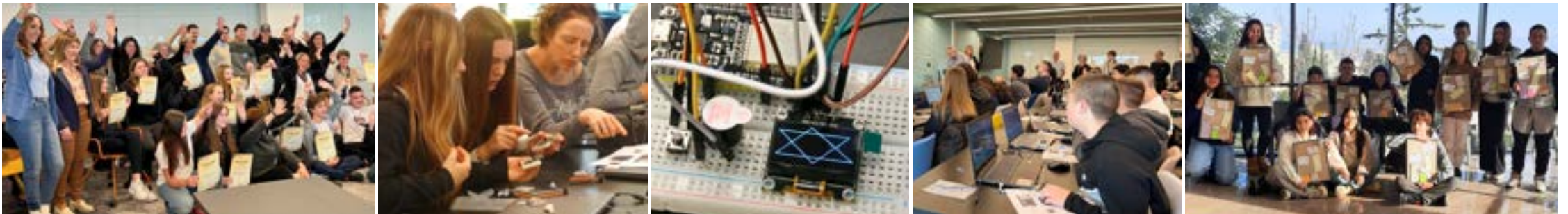
# New: ESRA Excellence - STEM in the North

## Beyond Bridging Gaps - We Elevate

This project unlocks opportunities for ESRA SBC graduates and 6th–8th graders in Akko and Haifa who may otherwise never have had access to such resources. The program is mentored by 8 ESRA scholarship students, participants engaged in hands-on learning at the Haifa Technion and the multinational corporation, Intel Corp.

Participants learn to code, build, and program their own computers using Intel-provided kits, develop problem-solving and soft skills and improve their STEM English with guidance from ESRA ETP volunteers – all preparing them for future success.

The project is made possible through partnerships with Intel, local municipalities, the Engineering College and the Israel Air Force.



***“Education is the key to our future—it builds our strength, shapes our values, and ensures our survival.”*** David Ben-Gurion

# ESRA Aliya & Absorption

22,700 Participation  
in activities & services

**Personal  
Services**

**Social & Cultural  
Events**

**Volunteering  
& Networking**





## ESRA Personal Services

**For 45 years, ESRA has been a vital lifeline for English speakers in Israel, offering tailored services, activities, and programs that help Olim navigate the challenges of integration – personally, professionally, and socially.**

ESRA provides financial and emotional support through its Welfare, Friendship, and Counseling services, ensuring no one has to face these challenges alone.

Developed in collaboration with strategic partners, the **Get it Right** project provides essential tools and knowledge to facilitate smooth absorption. The initiative includes:

Bi-Monthly Webinars – Expert-led sessions covering critical topics such as Israeli taxation, education, business etiquette, and job interview techniques

Get It Right@City Tour – Quarterly guided tours offering an insider’s perspective on life in different cities, helping Olim feel at home while expanding their networks

Get It Right@Happy Hour – Quarterly events at Oleh-owned businesses, fostering relationships and professional growth.



## ESRA Social & Cultural Activities

**180**

Events nationwide for  
the whole family

**22**

Interest Groups and  
Social Clubs

ESRA offers a rich and diverse calendar of activities, enabling individuals and families to immerse themselves in Israel's cultural fabric while maintaining a connection to their roots.

These gatherings provide cultural enrichment and create meaningful social circles fostering relationships that often lead to professional collaborations, job opportunities and personal support systems.

Since 1979, the **ESRA Magazine** has been a cornerstone of Israel's English-speaking community, enriching and guiding readers with diverse content that reflects the varied interests and experiences of life in Israel.

**Sign up to stay tuned >**

## ESRA Students Build a Community Panel



**David Meiser**  
Communications  
Specialist &  
Israel  
Government  
Spokesman



**Jonathan Javor**  
International  
Strategic  
Consultant  
Moderator



**Hila Hamra**  
Organizational  
Consulting MA  
Tel Aviv



**Sapir Bashan**  
Computer  
Science  
Student  
Jerusalem  
1 Year



**Rachela Sebag**  
Marine Sciences  
Student  
Netanya  
2 Years



**Silanet Tazar**  
Law student  
Netanya  
2 years



**Shahar Ohana**  
Biotechnology  
Engineering  
student  
Akko  
3 year



## ESRA Volunteering & Networking

**120,070**

Volunteer hours invested in the community and in running ESRA

As an English-speaking platform to **Give Back**, we encourage individuals to strengthen their sense of belonging, gain meaningful experiences, and build relationships.

**Picki by ESRA Secondhand & Vintage Shops** Picki by ESRA grew 52%, welcomed 67 new volunteers (ages 16-80), expanded welfare and recycling efforts, and launched an online shop with Reichman University.

This year, **ESRA's Secondhand English Bookshops** evolved into community hubs with a new shop opening in Haifa.

*"Being part of such a valuable organization gave me the satisfaction of contributing to a worthwhile cause. ESRA makes a huge impact—not only for the greater good but also in the lives of volunteers. More than giving, to volunteer means to receive."*

Reva Freedman

**Volunteer with us >**

# Thank You for Making It Possible!



We at ESRA are deeply grateful for our growing family, dedicated small staff, incredible volunteers, supportive members, 50+ strategic partners, and generous donors who make our collective work so impactful. Together, we have touched thousands of lives and strengthened Israeli society.

