



A YEAR OF ADVOCACY. A WORLD OF IMPACT.

HASBARA FELLOWSHIPS 2016 ANNUAL REPORT



HASBARA FELLOWSHIPS

A MESSAGE FROM RABBI ELLIOT MATHIAS

Dear Friends,

We say goodbye to 2016 humbled and hopeful. This past year taught us that the world is profoundly divided, and that to truly effect meaningful change, we need to be strategic and focused.

Today, as ever, we remain steadfast in our mission: to empower student advocates for Israel. However, after 15 years, as the landscapes and challenges have evolved, so, too, have our tactics. Partnering with - and inspired by - our brave students and dynamic staff, we are constantly adapting to address new anti-Israel propaganda, platforms and players.

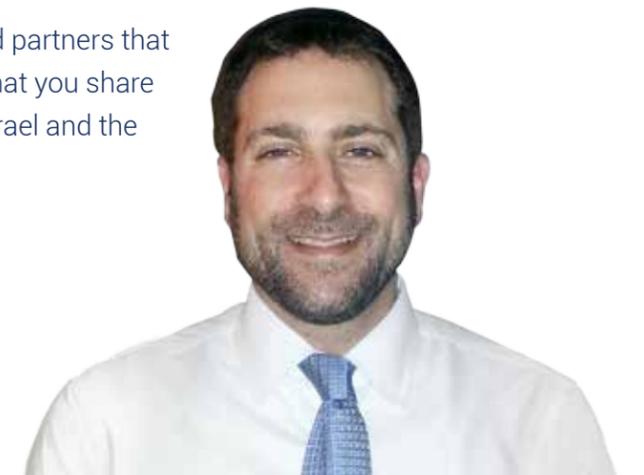
2016 was a year of exciting growth and broad impact for Hasbara Fellowships. Looking back at some important moments - as we have done in the within timeline - we are able to clearly evaluate past achievements and growth opportunities, such as our incredibly exciting Start-Up Nation Tech Fairs, our impressive staff expansion, our in-depth social media internship program, and the enduring impact of our advocacy trainings. In doing so, we are confident that Hasbara Fellows are well-positioned to succeed in leading those essential conversations on campus, and later, on the world stage. In doing so, they will ultimately shape the global paradigm for a stronger Israel.

It is only with the unwavering support of our donors and partners that we are able to do this essential work. We are honored that you share our vision and commitment to defend and champion Israel and the Jewish People.

May we all go from strength to strength.

RABBI ELLIOT MATHIAS

Hasbara Fellowships Founder and Executive Director



JANUARY



"AS AN AEPI BROTHER AND LEADER ON CAMPUS, Hasbara was a turnaround experience for me because it offered a more profound experience than other Israel programs. The combination of political speakers, personal stories, and local travels, inspired me to advocate for the people of Israel and their values every day on campus."

-Jacob Vilker, University of Illinois-Urbana Champaign

10TH

ANNUAL HASBARA ISRAEL TRAINING PROGRAM
AT AEPI NATIONAL CONFERENCE

HASBARA ADDRESSES CROWD
AT CAMPUS MACCABEES'
CONFERENCE

16TH

PRIME MINISTER BENJAMIN NETANYAHU APPOINTS HASBARA FELLOWSHIPS ALUMNUS DAVID KEYES AS NEXT MEDIA SPOKESPERSON

David was a participant on Hasbara Fellowships in 2002 while he was a student at UCLA. After the Hasbara Fellowships program, he was an active Hasbara Fellow on campus, building creative campaigns to engage and educate his peers. David, who was born in California, is fluent in Hebrew and Arabic, and formerly served as the executive director of Advancing Human Rights. In 2012, THE NEW YORK TIMES CALLED HIM A "PIONEER IN ONLINE ACTIVISM." Hasbara is incredibly proud of - and inspired by - David, who achieved this post through his impressive competency, creativity, passion and hard work. The appointment also underlines the reach and longevity of Hasbara's strategy of pro-Israel education, training and mobilization.

18TH

PM to tap US-born human rights activist as new spokesman

Before David Keyes started 'panking' Iranian and Saudi officials, New York Times hailed him as a 'pioneer in online activism'

BY MARYKLAIREN | January 15, 2015 11:52 am

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David Keyes, executive director of Advancing Human Rights Outreach

FEBRUARY

HASBARA INSPIRES COLLEGE STUDENT PARTICIPANTS AT THE TALK ISRAEL WEEKEND RETREAT, IN PARTNERSHIP WITH JEWISH FEDERATION OF GREATER METROWEST NJ

6TH

HASBARA FELLOW AT TULANE UNIVERSITY ORGANIZES A "STUDENT LEADERSHIP DINNER", INVITING APPROXIMATELY 100 LEADERS FROM STUDENT POLITICAL ORGANIZATIONS, ELECTED STUDENT GOVERNMENT OFFICIALS, GREEK PRESIDENTS, AND MULTICULTURAL ORGANIZATIONS

17TH

UNIVERSITY OF MASSACHUSETTS HASBARA FELLOWS HOST EVENT WITH YOSSI ABRAMOWITZ, CEO OF ISRAELI COMPANY ENERGIYA GLOBAL, MAKER OF SOLAR PANELS IN AFRICA

17TH

HASBARA FELLOW AT UNIVERSITY OF BRITISH COLUMBIA DRAFTS AND GETS PASSED A REFERENDUM BANNING BDS FROM CAMPUS THROUGH STUDENT GOVERNMENT

1ST

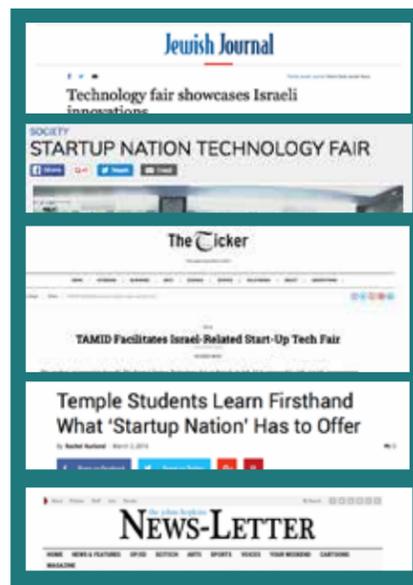
6TH-29TH

START-UP NATION TECHNOLOGY FAIRS LAUNCH, AND ARE ALREADY PROVING TO BE EXTREMELY IMPACTFUL

In 2016, Hasbara Fellowships, in partnership with Israel Ideas, organized 13 Start-Up Nation Technology Fairs, an innovative initiative that engages a large and diverse population of college students about an exciting and positive face of Israel. The core of every Start-Up Nation Technology Fair is a professionally organized Expo floor featuring an average of 10-15 early-stage Israeli companies exhibiting innovative products. Students engage with Israeli start-up companies, learning experientially about their technology and products. Each Technology Fair is co-sponsored by at least 5 student organizations and/or University departments which are NOT Israel or Jewish related. The Technology Fairs also include Internship Opportunities, attracting business and engineering students who are interested in potential placements with Israeli start-ups. All internships are with Israeli companies – some in Israel, some in the US.

IN 2016, ACCOMPLISHMENTS INCLUDED:

- 35 different Israeli companies showcased on 13 University campuses
- 2000 students engaged with Israeli innovation - about 60% were not Jewish
- 70 non-Jewish/non-Israel related student organizations as co-sponsors
- 25 University Deans and Professors supporting events
- 225 students applying for over 50 internships with Israeli companies
- 9 panel discussions featured 22 different Israeli entrepreneurs
- 3 Shark Tank competitions featured 7 different Israeli entrepreneurs





MARCH

"THE HASBARA FELLOWSHIPS PROGRAM WAS AN EYE-OPENING EXPERIENCE,

introducing me to layers of nuance and depth of the Israel-Arab conflict far beyond my expectations. The knowledge and skills I acquired on Hasbara Fellowships will, without a doubt, allow me and my campus group to permanently transform Israel from a taboo term to a cause for celebration throughout our university."

-Ari Spitzer, NYU

NATIONWIDE CAMPUS TOUR WITH ISRAELI PEACE ACTIVIST, LYDIA AISENBERG, SENIOR EDUCATOR AT GIVAT CHAVIVA, AND A LONGTIME CO-EXISTENCE ACTIVIST

14TH-15TH

HASBARA FELLOWS AT OHIO STATE DEFEAT BDS RESOLUTION

28TH



AIPAC CONFERENCE - THE ADAM AND GILA MILSTEIN FOUNDATION SPONSOR 35 HASBARA FELLOWS TO PARTICIPATE

20TH-22ND

3RD

HASBARA BANNED FROM PARTICIPATING IN SOCIAL JUSTICE DAY AT UNIVERSITY OF ONTARIO INSTITUTE OF TECHNOLOGY (UOIT)

The ban drew plenty of fury and media attention due to the blatant discrimination against Hasbara Fellowships. Organizers rejected Hasbara's application on the heels of endorsing the BDS movement in January, reasoning that the "organization seems closely tied to the state of Israel," as told via email to Robert Walker, Canadian Director of Hasbara Fellowships, and as reported in the Canadian National Post, and other news outlets. "When I got the e-mail from the student government at UOIT & Durham College rejecting Hasbara Fellowships because of our 'connection to Israel,' it

made me sick to my stomach. To be told - in writing, and without any apparent fear of reprisal - that to be connected with Israel was reason enough to be silenced, is a frightening precedent." The exclusion highlighted the rampant - and often blind - anti-Israel propaganda happening on campuses, and why Hasbara's vigilance is so vital.

Later in the year, Hasbara Canada filed a complaint with the Ontario Human Rights Tribunal against both the Students Association and the Faculty Association of UOIT. The case is still pending.

1ST-30TH

SUCCESS OF START-UP NATION TECHNOLOGY FAIRS SPREAD

During spring semester, Hasbara Fellowships and Israel Ideas organized 13 Startup Nation Tech Fairs at: American U, Baruch College, Emory U, Florida Atlantic U, Georgia Tech, Johns Hopkins U, Northeastern U, Temple U, U of Delaware, U of Maryland, U of Massachusetts, U of Miami, and U of Texas.



APRIL

HASBARA FELLOWS AT UNIVERSITY OF MINNESOTA DEFEAT BDS IN STUDENT GOVERNMENT

13TH

3RD

HASBARA CANADA LEADS THIRD ANNUAL TORONTO ISRAEL ADVOCACY TRAINING DAY



10TH

LAUNCH OF WEEKLY ISRAEL ADVOCACY TRAINING SESSIONS WITH LEADERSHIP OF RUSSIAN AMERICAN JEWISH EXPERIENCE IN BROOKLYN

ISRAEL PEACE WEEK

Hasbara Fellows on 45 campuses across North America brought "Israel Peace Week" to their Universities. The initiative was a positive (and truthful) campaign with a simple message: Israel wants peace and has demonstrated its willingness to make painful compromises for peace. The initiative explored options for peace in the context of the existential threats facing the Jewish State, as well as educating about failed attempts at peace and why Palestinian actions were the main culprits. While not its main objective, IPW took place around the same time as "Israel Apartheid Week" on many campuses. While IAW organizers

were demonizing Israel, pro-Israel students persevered with an honest and hopeful campaign.

Highlights of Israel Peace Week included:

- Public displays and distribution of over 25,000 pro-Israel informational cards, t-shirts, and bumper stickers.
- A social media campaign that included students posting pictures of themselves holding a whiteboard with messages of what Israel and peace means to them.
- Over 100 pro-Israel programs that took place on individual campuses.



ISRAEL PEACE WEEK drove scores of individual programs on campuses nationwide, bolstered by a coordinated social media campaign.

22ND-2ND



SUMMER 2016 ISRAEL ADVOCACY TRAINING PROGRAMS

During Summer 2016, Hasbara Fellowships brought 78 student leaders to Israel for Israel Advocacy training. This was a 44% increase from the summer of 2015. Fellow Mitch Consky beamed: "This trip gave me the resources to lead the battle for Israel on my campus, not only giving me the inspiration to keep fighting, but teaching me how to fight effectively. This trip changed the game."



MAY

15TH-30TH



HIGHLIGHTS OF THE PROGRAMS INCLUDED:

Meeting with David Keyes, a former Hasbara Fellowships participant who currently is the Spokesperson for Prime Minister Benjamin Netanyahu.

Visiting Rambam Hospital in Haifa, where hundreds of Syrians injured in the current civil war have been given life-saving medical treatment.

Visiting Givat Chaviva, an Israeli coexistence community that aims to further equality and understanding between Jews and Arabs in Israel.

Visiting Sderot, the Israeli city closest to Gaza, which has been targeted by thousands of rockets over the past 10 years. The group met with Sderot residents and got a first-hand understanding of what it means to live on the front lines in Israel.

Practical Advocacy Training to advocate effectively for Israel on campus upon their return. Training includes building relationships and coalitions with non-Jewish leaders; organizing effective programming; engaging and educating students with no or little knowledge about Israel; creating effective social media campaigns; writing in the campus newspaper; effectively communicating for Israel; effectively defeating anti-Israel propaganda and BDS campaigns.

"DURING MY TIME IN ISRAEL WITH HASBARA 2.0, I was able to partake in both Jewish learning and further my knowledge about Israel advocacy. I gained a deeper understanding of Jewish values, beliefs, and customs while strategically touring the country to learn more about Jewish history. Hasbara 2.0 gave me the resources to rediscover my passion for Torah study and Jewish education. To this day I have continued my studies at the Aish HaTorah near my university."

-Shoshana Falk, 2016 Hasbara 2.0 Fellow



JUNE



14TH

LAUNCH OF HASBARA 2.0. PROGRAM FOR HASBARA ALUMNI WHO HAVE SELF-SELECTED AS PARTICULARLY EFFECTIVE ADVOCATES ON CAMPUS AND BEYOND, AND ARE NOW LOOKING FOR MORE IN-DEPTH ISRAEL ADVOCACY TRAINING, LEADERSHIP CULTIVATION, NETWORK BUILDING, AND JEWISH LEARNING

2.0 participants gain exclusive access to political insiders and decision-makers, hear from cutting-edge experts on advocacy and diplomacy, and connect with the next generation of Israeli and Jewish influencers and leaders. The program also explores the Jewish aspects of leadership and responsibility, via the world renowned educational curriculum of Aish Jerusalem. Hasbara 2.0 welcomed 16 students in 2016, the inaugural year, with the goal to expand this program in 2017 and beyond.

"AFTER BEING GIVEN THE KNOWLEDGE AND TOOLS TO DEFEND ISRAEL ON MY ORIGINAL HASBARA PROGRAM, HASBARA 2.0 ALLOWED ME TO CONNECT WITH AND EXPLORE MY JEWISH ANCESTRAL ROOTS AT A DEEPER LEVEL. From visiting Hebron and the Tomb of the Patriarchs, where Abraham blazed the trails for thousands of years of Jewish history to the Talmudic debates at Aish HaTorah, Hasbara 2.0 gave me a deeper understanding of what it means to fight for Israel and the Jewish people."

-Mikha Feldman, 2016 Hasbara 2.0 Participant

JULY



STAFF EXPANSION & CAPACITY INCREASE

Hasbara proudly grew from 8 staff members in 2015 to 16 staff members in 2016. Hasbara has been out-punching its weight with its lean professional staff, thanks to its extremely dedicated and dynamic team. This year Hasbara acknowledged a growing need, and invested in its commitment to expand its impact. As such, the expanded team now includes:

A social media coordinator to launch and oversee Hasbara's social media internship. Hasbara now boasts 20 interns.

3 new staff members to implement and expand Hasbara's incredibly successful Start-Up Nation Technology Fairs. (This program was previously run by just 1 person.) Hasbara has set a goal of increasing from 13 to 25 Fairs in 2017.

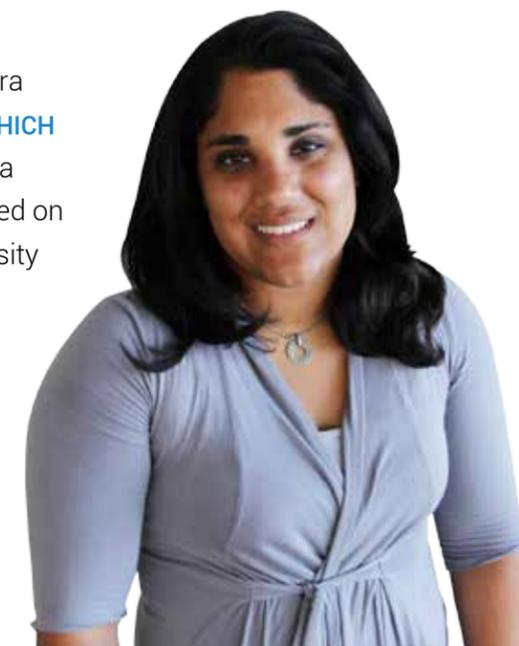
An Israel Program Director and an Educational Director - newly dedicated roles to run Hasbara's flagship programs.

A second full-time staff member in Canada to join existing Canadian Director.

SPOTLIGHT ON NEW HIRE: ARIELLA DANIELS NEW CANADIAN CAMPUS ADVISER

"In 2014, I returned from participating in the Hasbara Fellowships Israel program fully inspired and motivated to advocate effectively for Israel on campus. As a student at York University, with a very difficult anti-Israel environment, Hasbara Fellowships gave me the tools, resources and guidance to approach Israel advocacy in a strategic way, focused on the bigger picture and the systemic issues which exist on university campuses. My adviser at the time was a mentor for me on and off campus - he was someone I looked up to and trusted to help me succeed in my personal goals and the goals of my pro-Israel university community.

Today, I am so privileged to be the Canadian Campus Adviser for Hasbara Fellowships. **I HAVE THE CHANCE TO GIVE BACK TO THE ORGANIZATION WHICH HELPED DEVELOP ME AS THE ADVOCATE I AM TODAY.** Working for Hasbara Fellowships is not just a job. Rather, it's an induction into a family focused on helping the students who are defending and fighting for Israel on university campuses across North America. Seeing the students' transformation when they return to their campuses gives me such pride. I trust in their abilities to effect positive change. I strive to build strong relationships with all my students, modeled after the one I had with my own adviser. I am so grateful that Hasbara Fellowship has been a leading influence in both my personal and professional growth."



STRATEGIC PARTNERSHIPS: HASBARA FELLOWSHIPS STAFF ATTENDED AND/OR LED ISRAEL ADVOCACY TRAINING SESSIONS AT PARTNER ORGANIZATIONS' CONFERENCES

THE DAVID PROJECT

Hasbara Fellowships was asked to lead a session on effective social media advocacy at the annual David Project Conference in Boston. The conference was attended by over 100 students from diverse backgrounds, and the session was a great success - a unanimous favorite of the advocacy options.

9TH



AUGUST



CAMERA

Hasbara Fellowships was invited to meet with and speak at the CAMERA on Campus annual conference.

10TH

AEPI

Hasbara Fellowships was happy to be a part of AEPI's annual Break the Hate conference in Philadelphia. This conference was an intimate training for AEPI brothers in leadership positions on their campuses. Hasbara staff led an in-depth training for the brothers on effective coalition and relationship building strategies.

13TH



IAC

For the third year in a row, Hasbara Fellowships was proud to be a participant, exhibitor, and contributor to the Israeli American Council's National Conference in Washington DC.

9.24TH-9.26TH IAC ISRAELI AMERICAN COUNCIL

JNF

Hasbara Fellowships was proud to co-host the JNF National College Summit in New York City, during which it led a social media training breakout session titled "Social Media- The New Front Lines".

JNF JEWISH NATIONAL FUND 9.17TH

1ST-16TH

SUMMER 2016 ISRAEL ADVOCACY TRAINING PROGRAMS

In Summer 2016, 78 students came from 53 Universities, including: Boston U, Carnegie Mellon U, Concordia U, Duke U, Emory U, Indiana U, McGill U, Miami U of Ohio, New York U, Northeastern U, Ohio State U, Penn State U, Rutgers U, San Diego State U, Syracuse U, U of Arizona, U of California at Berkeley, UCLA, U of California at Santa Barbara, U of California at Santa Cruz, U of Florida, U of Georgia, U of Illinois, U of Massachusetts, U of Michigan, U of Minnesota, U of Missouri, U of Pittsburgh, Virginia Tech U, and York U.



SEPTEMBER



"JOINING THE HASBARA SOCIAL MEDIA INTERNSHIP was one of the best choices I made in my college career. It taught me how to advocate for Israel on the new frontier of social media. Using tools like Canva have helped make appealing graphics that have led to students becoming informed on Israeli matters. These are real tools that make a real difference."

- Jesse Slomowitz, Sophomore, University of Central Florida

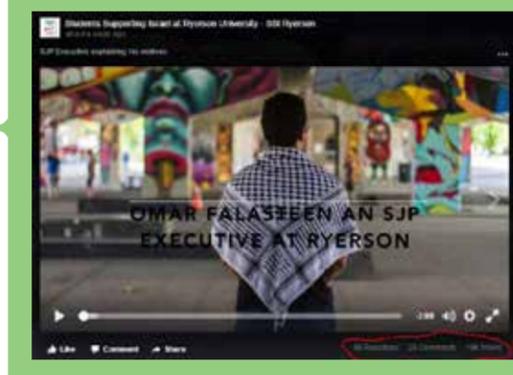
21ST

HASBARA AISH LEADERS LAUNCHED; AN INNOVATIVE 10-WEEK INTRODUCTION TO ISRAEL ADVOCACY HOSTED BY HASBARA FELLOWSHIPS CANADA, IN PARTNERSHIP WITH AISH TORONTO. EVERY SEMESTER BETWEEN 15-20 STUDENTS ARE ACCEPTED INTO THE PROGRAM, WHICH PROVIDES OVER 30 HOURS OF ISRAEL ADVOCACY TRAINING.

21ST

LAUNCH OF SOCIAL MEDIA INTERNSHIP

The goal of the Hasbara Fellowships Social Media Internship is to train and support students to effectively promote Israel and their pro-Israel student groups via social media. The potential reach of social media is tremendous, as thousands of target audience members can be reached with pro-Israel content. This year, the internship includes 20 students, each responsible for their own pro-Israel student organization's social media platforms. **THUS THE INTERNSHIP IS NOT JUST TRAINING AND SUPPORTING 20 INTERNS, BUT BUILDING THE SOCIAL MEDIA STRATEGY OF PRO-ISRAEL GROUPS ON 20 CAMPUSES.** The internships includes regular webinar trainings with Hasbara's Social Media Coordinator, individual social media plans created with each intern, and national social media campaigns run together amongst the interns.



"THE HASBARA SOCIAL MEDIA INTERNSHIP HAS TAUGHT ME how to effectively and professionally market Israel on social media. Most impactfully, I learned how to make efficient photo advertisements on my advocacy pages. With this, I can create images that achieve huge engagement levels on Facebook and reach much of my intended audience."

- Erez Yusupov, Senior, Georgia State University

28TH



EVENT FOR STUDENTS AND YOUNG PROFESSIONALS IN THE TRI-STATE AREA TO HEAR FROM AND MEET DANI DAYAN, THE NEW CONSUL GENERAL OF ISRAEL IN NEW YORK

OCTOBER



10TH

STRATEGIC IMPACT PLANS DEVELOPED; "IMPACT PLANNING" IS AN INITIATIVE THAT HELPS PRO-ISRAEL CAMPUS ADVOCATES ACCOMPLISH LONG-TERM IMPACT ON THEIR CAMPUSES THAT GOES BEYOND A SINGLE EVENT OR ACTIVITY

"THROUGH EXPERIENCES WITH NON-PROFIT ORGANIZATIONS, meetings with high profile journalists and politicians, class teachings, and on the ground experiences, I learned about all the progressive and inspirational initiatives Israel leads. I am now well equipped to educate students on the new ground-breaking discoveries I made thanks to Hasbara."

-Orly Termeie, UCLA



21ST-24TH **SPOTLIGHT ON ISRAEL'S HUMANITARIAN WORK: "PEOPLE TO PEOPLE. NATION TO NATION."**

As part of the Fellowships' Impact and Strategic Planning processes, Hasbara actively encourages and facilitates thematic educational public engagement strategies and campaigns. One such campaign is the "People to People" tabling initiative which focuses on Israel's humanitarian efforts around the world. The planning includes engaging visual elements, interactive activities, and curating specific educational topics, all to entice those passing by to engage in meaningful discourse about Israel's humanitarian aid. In the Fall semester, pro-Israel groups at the U of California Berkeley, George Mason U, Florida Atlantic U, Texas A&M, and U of Illinois all hosted extremely well-executed "People to People. Nation to Nation" campaigns, spreading the word about Israel's culture of altruism.

27TH

UC BERKELEY – HASBARA FELLOWS FIGHT AGAINST ANTI-ISRAEL CLASS "PALESTINE: A SETTLER COLONIAL ANALYSIS". THE UNIVERSITY INITIALLY APPROVED THE STUDENT-LED CLASS, BUT THEN CANCELLED IT AFTER HASBARA FELLOWS HIGHLIGHTED ITS POLITICAL BIASES. THE CLASS WAS THEN RE-IMPLEMENTED, BUT ONLY AFTER KEY CHANGES WERE MADE TO THE CURRICULUM.

NOVEMBER

3RD

HASBARA FELLOWSHIPS WAS ACTIVELY INVOLVED IN SUPPORTING 12 "ISRAEL FESTS" IN 2016. ISRAEL FESTS ARE LARGE SCALE PUBLIC CELEBRATIONS OF ISRAEL'S CULTURE AND COMMUNITY AND ARE A GREAT WAY TO TARGET THE BROADER CAMPUS COMMUNITY ABOUT ISRAEL.

24 HOUR ON-LINE MATCHING DONATION CAMPAIGN: HASBARA RAISED OVER \$100,000 IN 24 HOURS FROM OVER 400 UNIQUE DONORS, INCLUDING MANY HASBARA FELLOWS AND PARENTS OF HASBARA FELLOWS. EVERY DOLLAR RAISED WAS THEN MATCHED 3 TIMES BY GENEROUS SUPPORTERS, RAISING A TOTAL OF \$414,074 IN THE 24 HOURS!



PRO-ISRAEL PROLIFERATION ON CAMPUS

In 2016 alone, Hasbara Fellows organized over 1,000 pro-Israel activities across 86 campuses, with over 35,000 pro-Israel materials distributed, reached over 500,000 students through social media campaigns, and built over 100 coalitions with non-Jewish student groups and leaders across 41 campuses. Learn more about the specifics of Hasbara's programming and up-to-date news by visiting the website on a regular basis: www.hasbarafellowships.org.

HASBARA FAVORITES FROM NOVEMBER INCLUDED:

Hasbara Fellowships' Impact Planning group, Owls for Israel at Florida Atlantic University, hosted a Student Leadership Dinner featuring US Congressman Ted Deutch and the Student VP of Student Affairs. The event brought over 150 diverse student leaders and was an opportunity for student and community leaders to come together for a night of leadership development and discussions about Israel.

Hasbara Fellows at NYU organized screening of Jerusalem U's "Mekonen: Journey of an African Jew" along with a concert with Cafe Shahor Hazak, the popular Israeli-Ethiopian hip-hop band. The event was co-sponsored by the African Student Union.



DECEMBER

27TH



"HASBARA FELLOWSHIPS HELPED SOLIDIFY MY UNDERSTANDING OF ISRAEL'S HISTORY and values by providing me with unparalleled narratives and personal experiences. Being a Hasbara Fellow, I can attest to Israel's integrity with conviction because I have lived it."

-Elisa Alloul, York University

HASBARA CHANUKAH ALUMNI EVENT IN ISRAEL; DONUTS, CANDLELIGHT AND FRIENDSHIP ABOUNDED AS HASBARA ALUMNI GATHERED AT THE AISH HATORAH WORLD CENTER IN JERUSALEM TO HEARTILY CELEBRATE THE FESTIVAL OF LIGHTS AND HONOR OUR BRAVE MACCABEE LEGACY.

5TH

TORONTO AISH & HASBARA CANADA ISRAEL ADVOCACY EXPERIENTIAL GALA

Hasbara Fellowships Canada is present on campuses across Canada, and to date, has nearly 700 alumni who have participated in its training program in Israel. Many of these alumni are now in leadership positions at various Jewish and pro-Israel organizations, including: CJPAC, CIJA, Israel's embassy in Canada, Simon Wiesenthal Center, and more. The Gala welcomed 600 attendees, and honored Canada's former Ambassador to Israel Vivian Bercovici, the Ziner-Cohen Family, Dr. Leon and Noah Kadish, Robert & Shauna Walker, Hasbara alumni Shir and Oriyah Barzilay, Raheel and Sohail Raza, John and Kerry Carmichael and SodaStream International Ltd.



18TH



WINTER 2016 ISRAEL ADVOCACY TRAINING PROGRAMS BROUGHT 60 STUDENTS FROM 40 UNIVERSITIES

Following the Israel Program, the impact was tangible:

98% said they were more confident to advocate for Israel on their campus

93% said they were more motivated to advocate for Israel on their campus

100% said they now have the knowledge and skills to advocate for Israel on their campus



Together with our partners and supporters, **Hasbara looks forward to a fantastic 2017 of impact and advocacy.**

2016 BUDGET

ISRAEL ADVOCACY TRAINING PROGRAM TO ISRAEL\$616,922

STAFF SALARIES & BENEFITS

Management\$326,852
 Regional Advisors.....\$194,979
 Administrator/Office Manager.....\$43,897
 Educational Staff\$27,366
 Technology Fairs Staff\$56,872
 Development Staff\$91,668
 Social Media Coordinator\$28,086

CAMPUS ACTIVITIES

Staff Travel to Campus\$65,385
 Campus Programming Grants\$72,961
 Start-Up Nation Technology Fairs\$119,630
 Campaigns and Materials.....\$21,550
 Online/Social Media Activities\$15,377

OTHER EXPENSES

Office Expenses (*rent, phones, supplies, etc*).....\$63,761
 Organizational Expenses (*meetings, travel, accounting, etc*).....\$64,640
 Development Expenses.....\$40,944
 PR/Marketing\$11,051
 Total Expenses.....\$1,861,941

INCOME

Donations.....\$1,644,178
 Student Payments.....\$71,929
 Other Income.....\$127,419

TOTAL INCOME\$1,843,526

**Fiscal Year ended 1/31/2017
 Financials are not yet audited

“I’ve been a proud supporter of the Hasbara Fellowships since inception – they are very effectively training a generation of leaders to advocate for Israel and fight the anti-Israel bias on college campuses.”

- Bob Diener, Hasbara Fellowships Board Member and long time supporter



For years, Bob, the founder of hotels.com, together with his wife Michelle, have been among Hasbara's foremost esteemed partners and champions. Bob is known for his strong leadership and commitment, serving in leadership positions of countless Jewish and pro-Israel organizations. Bob's support of Hasbara Fellowships, financially and through his wise counsel, has been an essential ingredient to the organization's success.



HASBARA FELLOWSHIPS

A project of Aish HaTorah

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