

“Thank you for helping to remind me that life can be beautiful. I was overwhelmed with the beauty and dedication of the performers and teachers.” - Marilyn

“An amazing, interesting, wonderful, technical presentation.” - Yvonne

“This is how technology can help bridge barriers today.” - YATE educator

2021 AIFL ANNUAL REPORT





EXECUTIVE SUMMARY

During this second year of continued quarantines and travel restrictions, the America-Israel Friendship League continued to build momentum, participants, donors and brand exposure through its webinar series and other virtual programs. The AIFL webinar series grew in total unique viewership to almost 2 million viewers and increased from 8,500 viewers per episode in 2020 to almost 15,000 per episode at the end of 2021—and with an interaction¹ rate consistently over 25%. A number of these webinars involved partnerships with outstanding organizations, while the Fireside Chat series included two senior Israeli leaders, then JAFI Chairman (and now President of Israel) Isaac Herzog and former Israeli Foreign Minister Tzipi Livni. Program panelists included filmmaker Nancy Spielberg, NASA Ames Chief Scientist Dr. Jacob Cohen, Dancer/Choreographer Mikhail Baryshnikov, Comedian Jeff Garlin, and a wide array of other scientists, artists, athletes, performers, champions of civil society, and thought leaders—including Israel Prize winners.

AIFL hosted several breakthrough webinars with Arab participants, in collaboration with the United Arab Emirates Consul General in New York; Palestinian high-tech entrepreneurs, in collaboration with AIFL Israel Board member Dr. Yossi Vardi's Fireside Chat series; and Arab women leaders within Israel, with an outstanding Druze moderator from Pekiin. These programs drew noticeable interest from Arab participants both inside and outside of Israel.

AIFL also continued to innovate and adapt its various virtual programs, working with new and established partners in new frontiers. Significant program highlights included:

- Launching a second semester of a six-school remote STEM exchange pilot Youth Ambassador Technology Exchange (YATE) program
- Growing an online presence and functionality on TikTok, Instagram and Discord platforms for the youth B'Teens program

¹ Interaction is defined as instances where the viewers proactively responded to the viewing, by sharing the webinar, commenting, or 'liking' the session.

- Generating new partnerships with the Jewish Agency for Israel, Anu Diaspora Museum, Peres Center, Carnegie Hall, The Zuckerman Institute, Tel Aviv University's Buchmann-Mehta School of Music, and The Israel Philharmonic, among others
- Deepening program activity with the Israel Ministry of Foreign Affairs through regional Consulates focused on multi-faith partnership and local leadership
- Continuing to expand our reach throughout the U.S. with Local Area Networks parlor meetings (in Boston, Chicago, New York, Bethesda, Tallahassee, Charleston, Los Angeles, Arlington, VA, etc.) and planning for an expansion of in person and virtual events in existing and new communities
- Hosting a first-time two-day telethon webinar effort in December, which attracted \$4,000 in new year-end gifts from small and mid-size donors.

During this period of unprecedented social and health-related uncertainty, we saw great value in having a reliable mechanism to reach diverse audiences consistently twice a week, with panelists from targeted communities and broad constituencies, who also helped us promote our programming through their wide networks via a variety of communications outlets. For example, we were able to mobilize more than 1,000 registrants in less than 24 hours for a special briefing with the IDF, while the May Gaza conflict was still ongoing.

At the year's end, AIFL hosted its 50th anniversary **Partners for Democracy Awards Gala, honoring President of Israel Reuven Rivlin and United States President George W. Bush.** The two were feted before hundreds of guests in person and online at The Plaza Hotel in New York City on November 17, 2021. The event drew on participants and supporters from hi-tech and science with the presentation of the Kenneth J. Bialkin Leadership Award to the heads of NASDAQ and the Tel Aviv Stock Exchange (TASE). Moreover, AIFL posthumously bestowed the Herbert Tenzer Lifetime Achievement Award to Vice President Hubert Humphrey, Jr. and Congressman Herbert Tenzer, two of AIFL's founders. Earlier in the day, AIFL convened the annual Israel Day at NASDAQ, with an in-person photo event in Times Square and a Ceremonial Bell convening, along with a conference featuring President Rivlin and other high-tech speakers that was also livestreamed via the AIFL Zoom platform.

2022 promises to be as exciting as this last year, continuing the growth and success of the organization, and creating the foundation for long-term sustainability that will lead us to another 50 years of success.

Following is a recap of the exciting year we had.

AIFL, MISSION & GOALS

The America-Israel Friendship League is chartered with strengthening the relationship between the people of the United States and of Israel by improving perceptions about Israel.

It is the goal of AIFL to develop and promote activities that increase the awareness and understanding of Israeli society and its core foundations. AIFL seeks to promote activities that are intended to improve the general perception of Israel and to help both Americans and Israelis identify and appreciate their shared commitment to democracy, free speech, protection of human rights, the quest for knowledge and innovation, and the love and respect for life. AIFL is here to educate, teach and expose people to the beauty of Israel, its people, its places, its culture, the places, the food, and the technology. It is the goal of AIFL to make the people of the United States and of Israel identify and make known those elements of their respective societies that will create these bonds of mutual commonality.

For this purpose, AIFL will become a hub of activities that are designed to introduce Israel for what it is: its plurality of thought and customs, its sense of self-preservation and its innovative thought process, which not only make it a startup nation but also show how these are applied globally to making this a better world we all live in. These activities will be as diverse as Israel is, not only in bringing people to Israel, but in bringing Israel to the people.

BACKGROUND

Historically, AIFL's focus was upon organizing delegations to Israel of high impact and influential individuals, such as state Attorneys General, state treasurers, CEOs, senators, and state representatives.

Over the course of the last 2½ years, AIFL refocused its efforts upon developing its own custom, unique content, aimed at exposing and educating people about Israel, Israelis, its art, the sites, the culture, and all of those things that make Israel unique, and yet having shared common interests with the people of the United States.

At the outset of the Coronavirus pandemic, AIFL pivoted, using technology to expand its product offering. During this period, AIFL created momentum, building up participants and brand exposure through its webinar series, with over 2 million viewers total, growing from several hundred to an average of nearly 15,000 views per webinar, and with an interaction rate (defined as shares, likes, comments and any other form of pro-active interaction with the session) consistently exceeding 20%. The large community is attributed to a combination of consistent webinars (twice a week), and high quality and diverse topics, thus avoiding viewer burnout as experienced by many other organizations.

At the outset of 2021, AIFL expanded its product offering to a new channel— parlor meetings—designed to bring a taste of Israel on a more intimate level, enhancing the engagement and involvement of the stakeholders.

The webinar and parlor meeting channels are designed to support the mission of the organization based upon a combination of pro-active outward facing activities (namely, bringing Israel to the awareness of people in the U.S., allowing for much higher scalability than that offered via traditional channels of bringing people to Israel), utilizing lines of mass-communication not readily available in pre-pandemic days, along with social media channels and technology.

The webinars and the parlor meetings are the foundation of unique and proprietary content and a platform owned by AIFL, that, with the loyal following that has evolved, have created strong brand recognition in the marketplace. This branding was recently reiterated by the high profile 50-year Gala, featuring Presidents Bush and Rivlin, Vice President Humphrey and Congressman Herbert Tenzer

(posthumously), NASDAQ and the Tel Aviv Stock Exchange. This Gala created a strong ‘buzz’ in the world of ‘Jewish and pro-Israel organizations.’ In this manner, AIFL cracked a nut where other content organizations have failed. Organizations such as Israel21C, Vibe Israel USA, The Israel Project, etc. have all created strong content, but struggled with their financial model and distribution platforms. AIFL’s focus on using diverse, in-depth content as a tool to support its mission, rather than the end goal, can explain the reason for AIFL’s success.

Integrating and extending its extensive community of stakeholders, and engaging in the diverse activities, AIFL is demonstrating its ability to activate regionally dispersed, non-partisan, non-affiliated, pro-Israel nodes around the country.

PROGRAMS, DETAILS

B’TEENS

B’Teens (AIFL’s virtual platform for teenagers from Israel and the United State to interact with each other) resumed for the second half of the 2020-2021 academic year on January 3rd. The program format included a range of Gen Z topics, from the serious to the lighthearted. On average, 25-30 teen participants from Israel and the U.S. joined weekly sessions that included engaging content for their peers to reach thousands of others through an online platform, Discord. The B’Teens Discord channel proved to be an asset to the program by promoting continued discussion of the weekly topics, facilitating opportunities for bonding outside of the streamed program for American and Israeli teens. They created B’Teens Lounge, at which they shared music and memes, talked about everyday life and high school experiences including exams, issues with teachers, bullying, prom etc., and created content on social media channels like TikTok.

In addition, weekly program discussions covered topics chosen by the participants, including the media; Gen Z lifestyle, hobbies, and interests; mental health in teens, school and stigma, mental health beyond school, intervention, and coping mechanisms; transition from traditional to social media and its positive impact; racism; immigration policies in the U.S. and Israel; cinematic influences on youth culture; and discrimination in the military.

YATE

After extensive planning with a working group of 31 teachers, administrators, and project organizers from five schools and communities in the U.S. and Israel, in March AIFL launched a spinoff of its flagship Youth Ambassador Student Exchange (YASE) program, called Youth Ambassador Technology Exchange (YATE). YATE is a program in partnership with multiple organizations (principally, *Tovanot B’chinuch* and the Interdisciplinary Center of Aerospace Sciences at Tel Aviv University) that created a unique long-term exchange and cooperation program of Israeli and American high school age students who have an established interest in STEM (Science, Technology, Engineering and Mathematics) studies. The ultimate goal of the program is to bring students from Israel and the U.S. to work together over a long-term program, during which they will jointly design, assemble and launch nanosatellites. After COVID-related school delays, AIFL launched YATE in the spring 2021 semester and then continued in the fall, adding a sixth school from the U.S. with a virtual introductory course aimed at introducing students to the field of space.

In the U.S., the participating schools were:

- CHAMPS Charter High School of the Arts in Van Nuys, CA, with Principal Jay San Agustin

- George Washington Carver High School of Engineering and Science in Philadelphia, PA, with Principal Ted Domers
- Washington Leadership Academy in Washington, D.C.

In Israel, the participating schools were:

- Makif Shazar in Bat-Yam, with Principal Shimrit Shay
- Herzog High School in Holon, with Principal Eldad Kapitolnik
- ORT Arab High School for Science and Engineering in Lod, with Principal Shirin Natour-Hafi

The working group effectively organized a semester calendar that accommodated participants' religious holidays and COVID-related restrictions. The schools were paired up to accommodate the different time zones in the U.S. and met every Monday and Wednesday. The first month of virtual classroom activities included breakout sessions to allow the students to have greater interactivity. The U.S. schools had a smaller cohort of students initially, and additional schools on the East and West Coasts were vetted to join the program to achieve a closer balance between the participating schools.

In mid-December, YATE concluded the final remote classes of the fall 2021 semester. At the same time, the YATE working group convened to share the assessment of the program and steps forward. It was acknowledged that doing a program like this remotely, across several time zones and countries with multiple schools, was a very big experiment. One of the challenges was that the American schools' schedules did not mesh well with the timing of this program, and AIFL worked hard to align schedules where possible. Additionally, the next phase, where part of the buildout of the satellite itself would need more "hands on" time, was also a challenge. Initially, it was hoped to continue remotely until AIFL could bring the kids together; however, with the latest COVID Omicron travel restrictions, AIFL decided to put the program on hold as the program could not be delivered, as outlined, for the spring of 2022.

LOCAL AREA NETWORKS (LAN) - PARLOR MEETINGS

In 2021 AIFL initiated its new platform, Local Area Networks, which are networks of small groups of individuals from the same geographical location, and from a similar professional background, friendship network, and any other characteristic that might connect and create a network of individuals. Through quarterly parlor meetings of these small networks, evolving around customized activities designed around the interest of each group, AIFL will create small groups of the organization around the country, with high levels of engagement and organization involvement.

On June 21, we held our first in-person event since February 2020, at the home of Bridget and Paul Romness in Arlington, Virginia. The Romnesses chose to become involved with AIFL after attending a virtual parlor meeting a couple of months prior that was hosted by their friend and new AIFL Board Member Andrew Kerai, who flew in from Chicago for the Arlington event. More than 40 guests from the Washington, D.C. area attended. Later in the summer, Naomi organized a similar in person event in Highland Park, Illinois for 40 guests at a newly reopened event space that was cohosted by Andrew Kerai and Hal Emalfarb, a member of AIFL's National Engagement Cabinet.

Executive Committee Member Josh Weston organized two parlor meetings in New York with AIFL in 2021. On July 12, Josh hosted Dan Ben-David, a Tel Aviv University professor, and head of the Shores Institute, to speak before dozens of guests. On December 3, Josh invited Bashar Masri, a Palestinian entrepreneur and founder of Rawabi, at the law offices of Skadden, Arps. The meeting was filled to capacity and generated great interest and candor in the discussion.

AIFL also hosted virtual LAN meetings throughout 2021 for communities in Bethesda, Tallahassee, Long Island, Boston, Chicago, Charleston, Los Angeles, New York, and more. Many additional in person and virtual parlor meetings, in new and existing LAN communities, are on the calendar for 2022.

FUNDRAISING

AIFL generated tremendous buzz both before and after this year's 50th Anniversary Partners for Democracy Awards Gala, honoring recipients President of Israel, Reuven Rivlin, and United States President, George W. Bush at The Plaza Hotel in New York City. The event also drew on participants and supporters from hi-tech and science with the presentation of the Kenneth J. Bialkin Leadership Award to the heads of NASDAQ and the Tel Aviv Stock Exchange (TASE). The event also honored the families of the founders of AIFL, Vice President Hubert Humphrey, Jr. and Congressman Herbert Tenzer, with the Herbert Tenzer Lifetime Achievement Award.

With the resumption of limited travel to Israel, AIFL submitted fundraising proposals to a variety of foundations to seek support for its planned fall delegations to Israel, including trips in partnership with the National Association of Attorneys General and the National Conference of State Legislatures. In August, AIFL received a first-time \$38,000 grant from the One8 Foundation in Boston and is exploring the expansion of this new relationship when travel fully resumes.

The Development Committee and National Engagement Cabinet continue to be very active, meeting every month and providing AIFL with much-needed feedback and brainstorming sessions and outreach to prospective partners and donors. Naomi has been reaching out to her own vast network around the country, webinar viewers, social media engagers, high-capacity Windfall constituents in our Neon CRM database who are either lapsed or have never given, current donors, and major donors to like-minded organizations and causes. She also continued to recruit new lay leaders for the National AIFL Board and committees.

WARM CALLS

The organization initiated a new proactive reach out to the tens of thousands of AIFL stakeholders who have been engaged with the organization over the decades, many of whom have received no follow up to date. B'Teens alumni and other student interns called AIFL alumni and stakeholders to touch base, update them on AIFL activities and reestablish contact and interest with the organization.

NEW AIFL.ORG WEBSITE AND 50-YEAR LOGO

In anticipation of the Gala, AIFL launched a www.partnersfordemocracy.org landing page with a new 50-year logo to highlight the Gala as the first stage in a planned rollout of a new organizational website. AIFL launched the actual website at www.aifl.org as part of its 50th anniversary activities. The website includes a much requested and anticipated feature of a subject indexed archive of all webinars streamed by the organization, as well as highlights of the activities, past and present, and a calendar of future events. The new website is fresh, active, and highly engaging, conveying the depth of activities and programs offered by the organization.

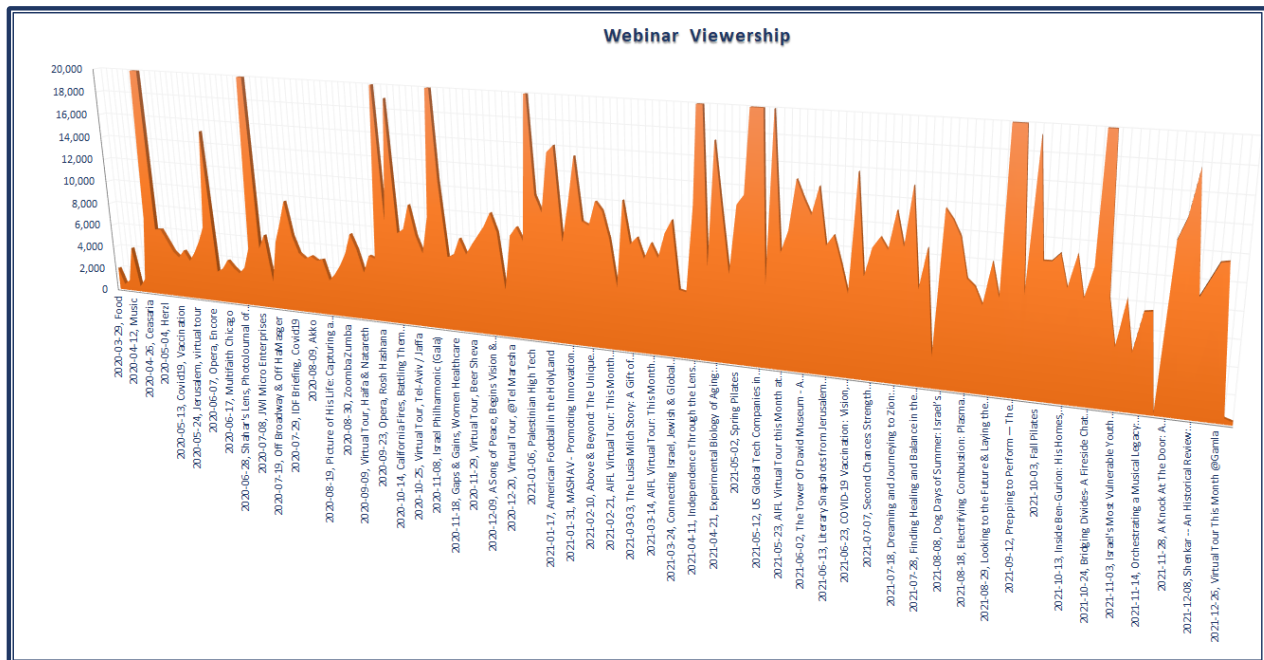
ANNUAL BOARD MEETING (DECEMBER)

At AIFL's annual Board meeting in December, two new board members—Bruce Arbit and Richard Brody—were unanimously elected to the Board and all current officers and committee members were reappointed. After the official business and reports were completed, Wayne Firestone gave formal notice to the Board of his intent to pursue an extended sabbatical effective Jan 1, 2022. He agreed to stay on in a limited part-time capacity to host and produce webinars in 2022. Board President Jonathan

Barsade confirmed to the Board that he would step in to cover the role of interim Executive Director, without salary, until AIFL is in a position to recruit a new full-time Executive Director.

WEBINARS, HIGHLIGHTS

AIFL continued to grow its audience, exposure, and impressive partnerships through its twice a week webinar series. Whereas the 2020 year-end average was 8,500 per episode, in the first quarter of 2021, we started to see existing series as well as new programs that were surpassing 10,000 viewers (Disability Inclusion, Wellness Design, Israeli-Arab Women, MASHAV, etc.) and 15,000 (Golan Tour, American Football in Israel) regularly.



A number of these webinars involved partnerships with outstanding organizations in Israel with sizable audiences—The new Diaspora Museum, ANU (12,000+) Yad Vashem Archives with the Milch Family Foundation Film (9,000), and the Jewish Agency for Israel Fireside Chat series. In each of these cases we worked closely with the U.S.-based organizations promoting these respective webinars for notable partnerships, anticipating further collaboration. The Fireside Chat series included two senior Israeli leaders, then-JAFI Chairman (now President of Israel) Isaac Herzog and former Foreign Minister Tzipi Livni. (We are likely to have to wait on the next in this series until a new JAFI Chairman is elected).

During this year, we put together several breakthrough webinars with Arab participants in collaboration with the UAE Consul General in New York, Palestinian high-tech entrepreneurs in collaboration with AIFL Israel Board member Dr. Yossi Vardi, and a program on women Arab leaders within Israel with an outstanding Druze moderator from Pekiin. These programs drew noticeable interest from participants both inside and outside of Israel from the Arab community.

We continued to see strong interest in programs that have a hook to a holiday or milestone in Israel or the U.S., like our Valentine’s Day program featuring chocolateries in both countries (11,000+). We also saw great responses to stories of personal perseverance and resilience like FAISR (10,000+), which involved a group of people with disabilities who climbed Mt. Kilimanjaro with Israeli guides and technology.

We also continued with our multifaith series in San Francisco, Miami, Atlanta, Boston, New York, and Chicago. Two programs that AIFL conducted about disability inclusion received a \$1,000 grant to support promotion and translation services. Separately, of note the Zoom platform introduced a new (free) closed caption service that we utilized to provide greater access to people with hearing and/or language restrictions. This development also required us to instruct some users on how to disable the technology if it was a distraction.

The AIFL webinars continue to recruit new viewers and donors to AIFL and a steady stream of requests for recordings of the episodes. AIFL’s consistently most popular programs are the virtual travel series with master tour guide Reuven Solomon (Eilat-19K, Akko-11K, and Arava-15K) and our cultural events, including art gallery tours. We have now fully integrated our immersive simulation backgrounds to allow the tours to feel more local and distinguishable from conventional Zoom room settings.

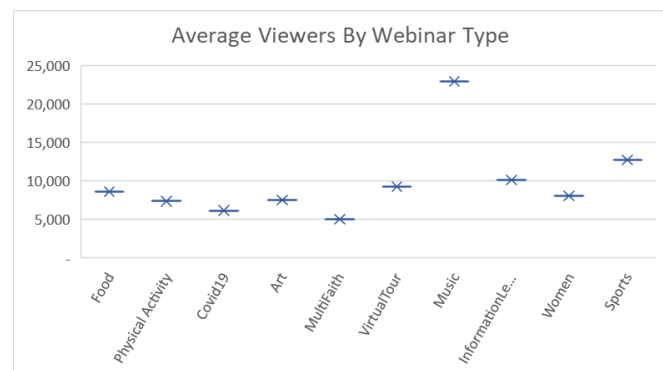
In addition to periodic tours of contemporary Israeli art galleries, AIFL also added a new series with U.S.-based artist/guide Gabriella Vaisencher focusing on New York galleries that was kicked off on the Fourth of July. For Labor Day in the U.S., AIFL partnered with Carnegie Hall’s Youth Jazz Orchestra for a concert that attracted the largest audience this quarter—over 35,000 viewers.

AIFL continued our High Science series with the Zuckerman Institute, with segments about mood disorder treatment and renewable plasma energy. We also partnered with Maccabiah USA for a well-attended webinar (24K+) on the coming 2022 Maccabiah in Israel. We did two profiles of heritage centers—the Menachem Begin Center and the Peres Center for Peacemaking. We also conducted three different webinars related to different aspects of PTSD and innovative approaches that Israel has taken in addressing this issue—from comfort dogs to sea kayaking.

In addition, AIFL livestreamed its high-tech Israel Day conference at NASDAQ to enable remote participants at the annual event for the first time, and two sessions were devoted to a weeklong telethon fundraiser in December that attracted more than two dozen immediate donations and additional accolades and exposure for the organization.

AIFL categorizes the webinars to 10 different categories:

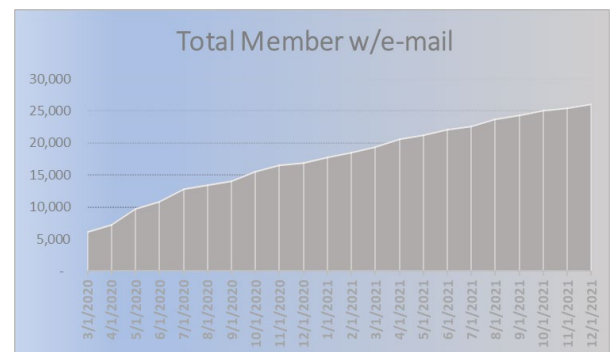
- Food – webinars that typically include chefs from Israel and the U.S. participating in a joint session, and cooking from their respective kitchens
- Physical Activity – webinars that include an active activity session, including Pilates, Krav Maga, Yoga. In recent months, the organization has focused these on Pilates, retaining the services of a highly popular Pilates teacher in Israel
- Covid-19 – webinars dedicated to the pandemic. In recent months, the organization has not had sessions on this topic
- Art – art-focused sessions, such as museum tours, art galleries, artists.
- Multifaith – sessions with faith leaders from different denominations, typically including a member of the Israeli consulate, to encourage multi-faith dialogue



- Virtual tours – highly successful and popular virtual tours of different sites in Israel. This session is provided monthly by a tour guide retained by AIFL, Reuven Solomon
- Music – another highly popular series with different music ensembles, including the Israeli Opera, Israel Philharmonic Orchestra, and local music groups
- Information – sessions with expert panels. In recent months, these have been coordinated in the form of Fireside Chats with Israel’s entrepreneurial guru, Dr. Yossi Vardi
- Women – webinar series that evolves around women issues. This series has not had recent sessions
- Sports – sessions around sports issues, such as Baseball in Israel, Basketball legends, and the like

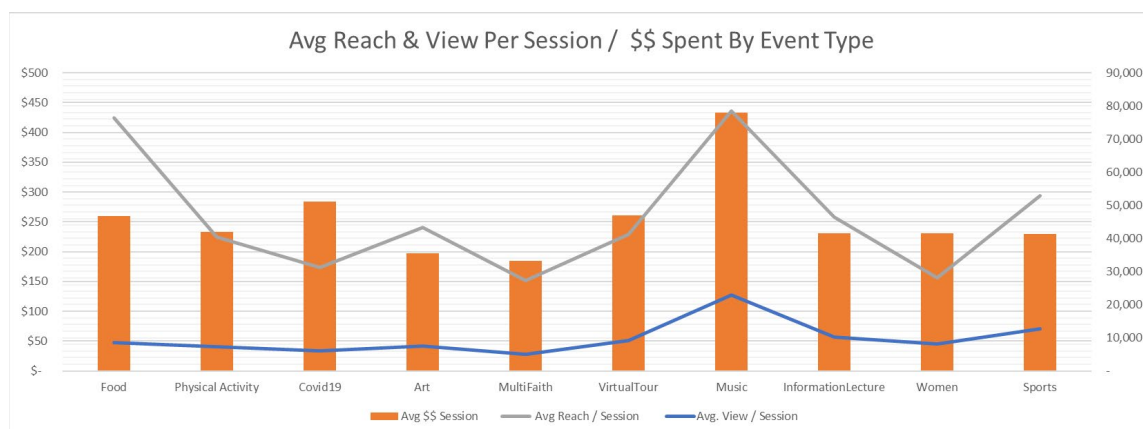
MARKETING

Because of the Coronavirus pandemic, AIFL’s activities these last two years have been restricted to webinars, where the organization pushed information and events to viewers at their homes. AIFL converted from an organization with a distribution channel of a very small band of high impact consumers, to that of pushing and promoting activities to a very broad band of general consumers. FY 2021 saw the continued success of this strategy, where return on investment has been very high. The organization has maintained the low cost of the webinars, making small honorarium payments only in rare occasions, and focusing marketing efforts upon (i) no cost marketing to the growing organization stakeholders, and (ii) low fees paid for social media marketing, predominantly focused upon Facebook. Tangible measures of success include (i) session viewership; and (ii) growth of registered members of the organization (database listings, who have not asked to be removed). Intangible measures of success include market branding and recognition.



AIFL’s electronic membership (stakeholders with electronic addresses, namely e-mail) has more than quadrupled over the course of FY 2020 – 2021, from just over 6,000 to over 25,000. Similarly, Facebook followers have nearly doubled, from 2,700 followers in early 2020 to just under 5,000 at the end of 2021.

Analyzing the webinars by category and return provides a breakdown for each category the number of sessions, and the total and average viewers per session (including both channels, Zoom live streaming and Facebook streaming).



Viewers are counted only if they meet the minimum time threshold (we do not count 3 second viewers) and the average \$\$ spent on promoting the sessions, typically online marketing via Facebook. By dividing the average viewers by session by the average \$\$ per session, we are able to determine the ROI, namely the average dollar we spent per viewer and average cost of acquisition.

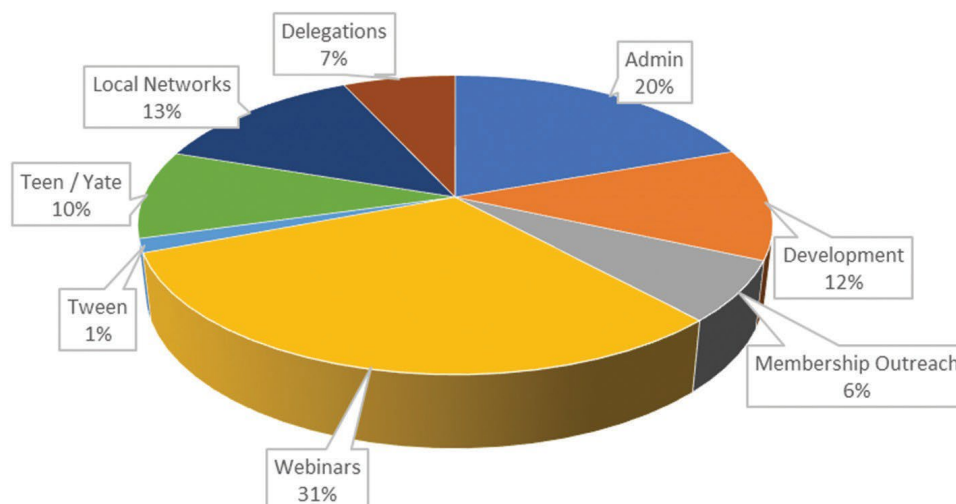
Analysis of these tables provides an effective cost benefit analysis for each category. Depending upon the variable we focus upon, different categories provide beneficial ROI. For example, the Music sessions provide the highest cost per session, yet the ROI is high, given the high average viewership per session and the relative low acquisition cost of new CRM registrants. virtual tours are relatively expensive (the above data does not reflect recent cost increase per session, on account of the honorarium paid to the tour guide), yet the stable high viewership per session, the uniqueness of these sessions, the insights and the customer engagement all support the argument that the ROI—especially the intangible ROI—on the virtual tour sessions are highly positive.

AIFL does not contemplate continuing the Covid-19 sessions, and a lower emphasis will be placed upon the Women series. Other than these categories, AIFL believes it will continue with the series mix as it is the mix, the high quality of the sessions, and the steady frequency that form the basis for the steady viewership, the strong market recognition and branding impact, and the prevention of the Zoom fatigue that other organizations experience when there is an absence of content variety.

AIFL FINANCIALS

AIFL is a soundly managed and fiscally responsible organization, audited annually (annual financial statements and audit reports are current, and available upon request). Over the course of the last 12 months, current management has continued its efforts focusing upon administration optimization and engaging in cost-cutting efforts, without compromising its operational and outreach effectiveness. Like all not-for-profit organizations, AIFL faced tremendous challenges during these recent Covid years. The organization continued investing in Covid safe operations, focusing upon online activities, including its webinars and youth platforms, and expanding its local network activities via online parlor meetings. We anticipate physical travel to commence later this year, and with it, in-person delegation activity to pick over the course of the next 12 months.

AIFL BUDGET ALLOCATION



VIRTUAL TOURS OF ISRAEL

AIFL launched a series of virtual guided tours with veteran Israeli and AIFL delegation tour guide Rueven Solomon. His engaging personality, knowledge, and familiarity with AIFL's delegations made it easy for us to recruit alumni for the virtual tour of Caesarea.

A virtual tour of Jerusalem took place over Memorial Day weekend in the U.S., coinciding with Jerusalem Day celebrations in Israel, with the Mayor and Deputy Mayor of Jerusalem recording greetings in advance in celebration of the holiday. We marketed the program as an interfaith encounter, sharing from the rich history of the city for Jewish, Christian and Muslim people around the world.

We continued the series with visits to Masada, Acco, Safed, Nazareth, Haifa, and Tel Aviv-Jaffa.



EILAT VIRTUAL TOUR

Thanks for the virtual visit. I was supposed to be there in Jan. 2020 and for business reasons we decided to "postpone"

it by a few months. That was a year and a half ago with no hope of getting there. I look forward to viewing the video again and again... ~Rutie

CULTURE

A mix of high-art, folk art, music, film and theatre performances have regularly engaged our audiences. This included a tour of two Tel Aviv art museums and a look at the history of the Israeli fashion industry, which allowed us to introduce striking visual content as stills and videos to enhance the discussion panels. Other programs included Israel's leading curators of modern art exhibits and galleries hosted by the former art critic of Haaretz, and another with the Chief Curator of a biennale Crafts Exhibition in Tel Aviv. Most notable, however, were several streamed concerts, the first on Yom Ha'Atzmaut and the second on Shavu'ot. Both concerts were a panorama of Israeli songs, performed by the Israeli Opera, in cooperation with the Symphonette of Ra'Anana. Each of these concerts had very high viewership, with over 42,000 people viewing the Yom Ha'Atzmaut event and nearly 20,000 participating in the Shavu'ot concert. We also hosted concerts of the Israel Philharmonic Orchestra, in tribute to Fourth of July celebrations and the Jewish High Holidays.



PHYSICAL EXERCISE AND WELLNESS

We started with Yoga, Zumba, and Pilates and worked our way into Krav Maga and other health and wellness activities, to motivate people stuck in their homes and help them to destress. Each session was co-led by instructors from both countries, including an Israeli instructor who is an alumna of AIFL's Youth Ambassador Student Exchange (YASE) providing a joint session with a U.S.-based instructor, tying in our alumni network in Israel in a new and engaging way.

“

PILATES

I am in a wheelchair but I was able to do the arm exercises and a few leg movements. It was great. Thanks. Really enjoyed her performance.

~ Marilyn

”





THOUGHT LEADERSHIP PANELS ON COVID-19

Our webinars have convened some of the world’s leading academic, research, corporate and governmental experts from both countries, who are addressing the health, trauma, medical and economic aspects of the current epidemic. In the beginning of the crisis, AIFL convened emergency room physicians and research and development officials working on innovative ways to address the public health challenges. Additionally, given the ongoing impact on the economy as a result of the health crisis, AIFL organized a panel of economists and think tank professionals from both countries. They assess the ongoing impact of the crisis, and the types of difficult decisions national and local leaders will need to confront in the coming months and years.

**BIRDS KNOW NO BOUNDARIES:
HAS THE BARN OWL REPLACED THE DOVE OF PEACE?**

Wonderful presentation. Wonderful heartfelt and collaborative venture.

We are one in nature; we are one in humanity.

We must love and respect each other and our wondrous natural world.

~ Denise

MULTIFAITH

In May, AIFL collaborated with the Consulate General of Israel in New York, continuing our multifaith outreach efforts led by Rabbi Eric Greenberg, who moderated a program targeting the Church of Latter-Day Saints and leading church elders. In June, at the height of the social unrest in the U.S., we utilized our multifaith outreach efforts with the Consulate General of Israel in Chicago, to convene religious and community leaders including a prominent African American Evangelical leader and Israel's Consul for Public Diplomacy, Ariella Rada, of Ethiopian origin, who shared Israel's efforts to assist communities suffering trauma. Inspired by the Spring Passover and Easter holidays, we also developed a program with a multifaith focus on the history of Jewish-Catholic relations. Additional programs in this series have

MULTIFAITH GRATITUDE

“ This is a WONDERFUL Multifaith Webinar, coming from a Jewish person, growing up in a Muslim country and attending a Christian School, celebrating all Holidays, including Hindu celebrations! ”

Thank you for organizing this. ~ Rose

focused on the Evangelical community. The series continued with a Fall program in partnership with the Consulate General of Israel in Los Angeles that explored the celebration of Sukkot in Israel by Evangelical communities as well as relationship building with African American-led churches.



ISRAEL SOCIETY INNOVATIONS AND CONTRIBUTIONS

From young social entrepreneurs seeking to solve social isolation challenges for the elderly to hipsterfoodies and chefs helping people cook from their home kitchens, we have spotlighted some of the ways Israelis and Americans are adapting to the quarantine period.



“

GRILLING & SMOKING

For A Memorable Memorial Day Weekend

This program is Da Bomb! Can't wait! Will probably watchit while glamping on our secluded balcony in downtown Toronto with our bbq...and an iPad! ~Lynda

”





EMPOWERING WOMEN



I just have to say, when women put their mind into something, they could conquer the world!



Always great surprises me these results. ~ Ruth

WOMEN IN LEADERSHIP

We also launched a partnership series with Jewish Women International (JWI) focused on women's leadership issues, which leverages our delegation alumnae network. This series has focused on the unique voices and contributions of women leaders in both countries in the public, private and non-profit sectors. One popular episode looked at the founders of social enterprises that provide support for immigrant worker communities as part of a for-profit brand. Another program focused on the changes and challenges of leadership opportunities for women in the military. Meredith Jacobs, an alumna of AIFL's Influential Women's Leadership Delegation, serves as a moderator for the series and plays an active role in developing the content.

REACTIONS FROM OUR VIEWERS AROUND THE WORLD

The Unique Stories of Schneider Children's Medical Center of Israel

As a pediatrician, wonderful presentation. Your dedication to children's health and working through the initiatives to make the world a better place not only for the patients individually but by breaking down barriers - cultural, political, language, etc. ~ Susan

The Luckiest Guy in the World: An Intimate Conversation with Bob Abrams

Thanks to Bob for introducing us upon close and personal to Israel; a life changing experience. Thanks for all Bob!
~ Rosemary

AIFL Virtual Tour This Month @Kfar Nachum, Sea of Galilee

Thank you for a fabulous virtual tour. Due to physical disabilities and health issues, I will not be able to return to Israel so your virtual tours are a special blessing for me... ~ Ruthe

Chocolates and Treats for your Sweets

I thoroughly enjoyed today's program. It was well done and informative. Thanks so much for bringing some sweetness into my day. ~ Gayle

Rebel Daughter—Time Traveling to 1st Century Rome/Jerusalem

The more I learn from you, the more I get to know myself. Thanks for the opportunity to be here. ~ Sanchez

New York's Contemporary Art Tour-Traditional Modalities & Cutting-Edge Technology

Thank you for this wonderful presentation and adding live transcript for the deaf artists! ~ Susan

East Meets West: Making Music for Mother's Day

Speechless. It reinstated my pride in heritage. Music is art! ~ Iris

Buried Treasure-- a Yom HaShoah Film and Panel: "Who Will Write Our History?"

Your organization is following Eli Weisel dream. Thank you! ~ Irene

The Ambassadors Forum: A Diplomatic Review

Hello from Haifa, Israel. Thank you for giving us the chance to listen to outstanding speakers, and to learn from their wisdom and experiences. ~ Mazal

Finding Healing and Balance at Sea

Watching the sunset over the Kineret from Ramat HaGolan as I write and call my Mother and Father back in New York! The live and recorded webinar are bringing in many, many beautiful messages to our emails, WhatsApps, Facebook pages, and of course, in person. Even paddlers in Eyal's SurfSkisrael can't believe the meaning and beauty of the program.. ~ Michael