“PARTNERSHIP2GETHER”
A FLAGSHIP OF THE PARTNERSHIP UNIT

March 2017
Strategic Areas of Activity

Connect Young Jews to Israel and to Their Jewish Identity

Connect Young Israelis to the Jewish People and to Their Jewish identity

Aliyah of Choice

Young Activism

Aliyah of Rescue

Support Vulnerable Populations in Israel

Aliyah and Absorption

Meaningful Connections for a Global Jewish Family Leadership
- 20 Years of Partnership
- 46 Partnerships AND still growing
- 450 Jewish communities
- 80 local authorities Israel
- 300 partnered organizations
- 350,000 program participants annually
- 450 programs

Unprecedented Network of Israeli-Diaspora Global Engagement
P2G Vision

A global & united Jewish people made up of a rich tapestry of strong, vital flourishing, interconnected Jewish individuals, families & communities which enriches Jewish continuity & identity with Israel at its heart.

Mission

To develop & strengthen Jewish communities in Israel & overseas by creating revitalized, ongoing & meaningful engagement between members of these communities, based on mutual endeavor & shared Jewish identity.

Purpose

To be the central platform for the promotion, empowerment & development of cohesion among Jewish communities.
TWO Pillars of Activity:

1. People-to-People Programs – linking in joint activity:
   - Organizations with Organizations
   - Professionals with Professionals
   - Age groups (teens, young adults, etc)
   - Direct and personal engagement with Israelis: Home Hospitality – “Home away from Home” – Family and Friends
   - Unique Engagement with Israel

2. Community Development
   - Investment in the Israeli region
   - To help strengthen the region
Diaspora Participant:
A meaningful experience in Israel and with Israelis strengthens their Jewish identity

Israeli Participant:
“I left as an Israeli, but came back a Jew”
Raises awareness of being part of the Jewish people

Diaspora and Israelis:
Deepens understanding of shared fate and shared responsibility
Which is the Best Partnership?
A Strategic Partnership: Not the Sum of its Projects

- Connects unique character traits/target populations
- Connects “the dots” between your communities
- Strengthens Israel engagement among Jewish communal organizations
- Leverages/maximizes other community activity
- Continuum of activity (pre and post-opportunities)
- Conducts systematic follow up with program/mission participants.
- Maximizing budget via “low cost-no cost” activity
- Engages donors and leverages additional resources
P2G: A Strategic Illustration of Engagement

- Summer Camps
  - All incoming groups

- Teens
- Young Adults
- Seniors

- Schools
- Synagogues
- Community Centers

- Target Pop’s
- Women
- Men

- P2G

- Donors

- Peers
- Professionals
- Interest groups
Criteria for P2G Success

- Connection based on pre-mapping and SWOT
- Clear Vision, Mission and Purpose
- Commitment of Professional Leadership: “What you Put into P2G You will get out of P2G"
- Engagement of volunteers: must get beyond professionals
- Ongoing communication
Jewish Agency’s Role and Added Value

- Ongoing “wellness” & development of individual Partnerships: Strategic planning, evaluation, relationship/crisis management
- Managerial infrastructure
- Staff enrichment

Leading P2G as a Network:
- Central knowledge base and “address”
- Innovation: Developing new models/opportunities for P2G
- Networking & venues for sharing information
- Evaluation: individual and global
- Regional and National Volunteer Leadership Forums
- Marketing
Partnership Expansion in 2017

Four New Initiatives: From Innovation to Implementation

- Pilot in 2017: Global Pre Bar-Bat Mitzvah Intergenerational Initiative
- Pilot in 2017: Global Young Professional Peoplehood Platform for Jewish Action
- LAUNCHED: STEM Education Global School Twinning Network
- LAUNCHED: My5!: A Joint Initiative with the JDC