

# UJA'S CENTENNIAL JOURNEY TO ISRAEL

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#UJAISRAELJOURNEY



Name: \_\_\_\_\_

\_\_\_\_\_



OCTOBER 31 - NOVEMBER 8

# CONTENTS

<b>Day 1</b> .....	Wednesday, November 1, 2017	pg. 5-13
<b>Day 2</b> .....	Thursday, November 2, 2017	pg. 15-39
<b>Day 3</b> .....	Friday, November 3, 2017	pg. 41-47
<b>Day 4</b> .....	Saturday, November 4, 2017	pg. 49-51
<b>Day 5</b> .....	Sunday, November 5, 2017	pg. 53-59
<b>Day 6</b> .....	Monday, November 6, 2017	pg. 61-75
<b>Day 7</b> .....	Tuesday, November 7, 2017	pg. 77-79
<b>Day 8</b> .....	Wednesday, November 8, 2017	pg. 81-85

<b>Guide Biographies</b>	pg. 89-98
<b>Hotel Information</b>	pg. 100
<b>Emergency Contacts</b>	pg. 101
<b>UJA Projects in Israel</b>	pg. 102-109
<b>Partners &amp; Sponsors</b>	pg. 110
<b>Notes</b>	pg. 112-113

# GET INSPIRED ON THE TRIP OF A LIFETIME!

A journey like this only comes around once every 100 years! We are excited to have you join us as we celebrate UJA's historic 100 year anniversary and the 25th anniversary of UJA's transformative partnership with the people of the Eilat/Eilot Region.

Whether it's your first time, or you're a veteran of Israel visits, UJA's Centennial Journey to Israel will move and inspire you as it offers a myriad of specialized tracks to cater to your specific interests. From the sounds of the Old City, to the smells of the Shuk, UJA's Centennial Journey has something for everyone.

We will expose you to the amazing people and achievements of Israel by giving you exclusive access to some of the country's greatest treasures. What makes this journey unique is the opportunity we will be giving you to experience firsthand, UJA's impact in Israel through our transformation of our partner communities, making this a trip to remember.

We can't wait to start this journey together!

**Steve & Rosanne Ain, Marcy Abramsky**  
Chairs, UJA Toronto's Centennial Journey to Israel

# DAY 1

WEDNESDAY  
NOV. 01 2017

## Welcome to Tel Aviv

Welcome to Tel Aviv, also known as the “City that Never Sleeps,” with its centres of culture, recreation, national history, great beaches and fine stores.

### CHOOSE ONE:

- TLV TOUR 1 ..... Old City of Jaffa
- TLV TOUR 2 ..... Colourful Neve Tzedek & White City
- TLV TOUR 3 ..... Sarona Market *(for details see pg. 7)*

## Check-In at TLV Hotels

Once you have checked-in and settled into your hotel room, join us downstairs and regroup.

## VIP visit at Beit Hatfutsot

Beit Hatfutsot, is more than a museum. It’s a unique global institution that tells the ongoing and extraordinary story of the Jewish people.

## Cocktail Reception

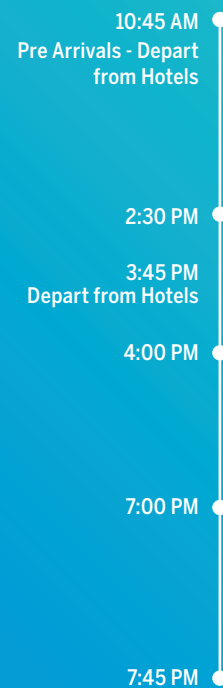
Experience a true Tel Aviv welcome as you mingle and sample cocktails at an exclusive Happy Hour, with a creative team of local Israeli mixologists.  
*Dress: Casual*

## Festival Welcome Dinner

Start off the trip with a fine Israeli dinner, featuring an “all-time favourites” menu, fine wines and entertainment.  
*Dress: Casual (Part of the event is outside. You may require a jacket or sweater)*

## Overnight in TLV

It’s been a long day. Return to your hotel room and rest for tomorrow’s activities. Laila Tov! Good night!



# TEL AVIV TOURS

WEDNESDAY  
NOV. 01 2017

## **TOUR 1 - OLD CITY OF JAFFA**

Ascend from the Old Port, through the renovated alleyways to the Jaffa Overlook for an introduction to Tel Aviv. Stroll through the famous Jaffa Market – “Shuk Hapishpishim”.

## **TOUR 2 - NEVE TZEDEK & “WHITE CITY” ARCHITECTURE**

The first Jewish neighbourhood outside of the port city of Jaffa, built as a suburb. Its oriental architectural style, combined with quaint, narrow streets and boutiques, makes Neve Tzedek one of the trendiest areas in Tel Aviv. Enjoy a short stroll down Rothschild Boulevard and view intriguing Bauhaus-style architecture from the 1930s.

## **TOUR 3 - SARONA MARKET**

Israel’s largest indoor culinary market, with 91 shops and restaurants. The Sarona Market is an innovative, contemporary urban market that combines the Old World with the new - where you can experience the full intensity of all the flavours of contemporary Israeli culinary art under one roof.



CEO BEIT HATFUTSOT

**DAN  
TADMOR**

Mr. Dan Tadmor, CEO of Beit Hatfutsot, has extensive experience in content development and management.

Mr. Tadmor comes to The Museum of the Jewish People as a seasoned media executive with a track record of success in developing content-rich enterprises with both local and international players.

Until recently Mr. Tadmor managed Tel-Ad, a company engaged in the production of television channels for the Israeli and international multichannel industry.

Prior to this position at Tel-Ad he served as CEO of the Israeli Music Channel, and worked for 18 years in management and content positions for the Yedioth Ahronoth group.

He was the CEO and Editor in Chief of Yedioth Shurot Tikshoret, a leading Israeli media group, where he spearheaded the launch and management of monthly magazines.

In the IDF he served as an officer in an elite intelligence unit.

Mr. Tadmor is a graduate of the Department of Political Science, at the Hebrew University of Jerusalem, where he completed a bachelor's degree with honors.



CHAIR BEIT HATFUTSOT

**IRINA  
NEVZLIN**

Irina Nevzlin serves as Chair of the Board of Directors of Beit Hatfutsot–The Museum of the Jewish People, and President of the Nadav Foundation. She is currently leading an extensive renewal project to recreate Beit Hatfutsot as a unique global cultural center for the Jewish People, due to open in 2018.

As President of Nadav, Irina oversees the strategic management of the Foundation, which supports initiatives that promote Jewish Peoplehood, builds collective Jewish identity and forges lasting ties between Jews around the world. In addition, Irina serves as the Founding Co-Chair of the Israeli Center for Better Childhood (ICBC). She previously sat on the Board of Directors of the Jewish Funders Network (JFN) and on the Prime Minister's Round Table, a strategic planning forum bringing together the private and non-profit sectors for positive change in social policy in Israel. Irina also serves as the Chair of the Board of 'Liberal,' a Hebrew monthly, covering Israeli political life, communications and culture.

A native of Moscow, Irina holds a BA and MA in Economics from Moscow Lomonosov State University. She has worked in government relations, lobbying and strategic communications in both Moscow and London, and has extensive experience in PR for private and non-profit organizations.



AMBASSADOR

**DEBORAH  
LYONS**

Deborah Lyons joined the Department of Global Affairs Canada in 1999 and was immediately posted to Tokyo as Commercial Counsellor for Canada's high-tech industries. After serving in Japan for 5 years, she returned to the departmental headquarters in Ottawa where she held a number of key positions; Director, International Finance; Director-General, North America Commercial Affairs; and Assistant Deputy Minister for Strategic Policy and Planning and Chief Strategist. In 2010, Ms. Lyons was appointed as Deputy Ambassador at the Embassy of Canada in Washington, D.C. In 2013, Governor General David Johnston appointed Ms. Lyons as Ambassador Extraordinary and Plenipotentiary of Canada to the Islamic Republic of Afghanistan, initially for 1 year; however, given the importance of the work, Ambassador Lyons served a total of 3 years. In 2016, Governor General Johnston appointed Ambassador Lyons as Ambassador Extraordinary and Plenipotentiary of Canada to Israel. Ambassador Lyons formally presented her credentials to President Rivlin on December 12, 2016.

Ambassador Lyons was recently recognized for her work in Afghanistan by the Community of Democracies at their September meeting during UNGA. The Community of Democracies awarded Ambassador Lyons the Mark Palmer Prize for 2016. The Mark Palmer Prize is conferred by the non-governmental International Steering Committee of the Community of Democracies to a Diplomat who has employed bold and effective means to encourage states and assist civil societies to advance democracy and human rights.

Prior to joining Global Affairs Canada, Ambassador Lyons held positions of increasing responsibility with the Department of Natural Resources, Privy Council Office, and the Atlantic Canada Opportunities Agency.

Before joining the world of government, Ambassador Lyons was a small business owner of a national energy consulting company and owned and managed an outdoor recreation centre.

Ambassador Lyons is a graduate of the University of New Brunswick (and a recent honorary degree recipient). In 1993 Ambassador Lyons took part in a year-long study program at Canada's National Defence College.

Ambassador Lyons has a large and extended family and a wonderful daughter, Tessa, who works in California at Facebook.



ISRAELI POLITICIAN

TZIPI  
LIVNI

Tzipi Livni is an Israeli politician who has served in eight different cabinet positions throughout her career. Widely considered the most powerful woman in Israel since Golda Meir, Livni has set the record for most government roles held by an Israeli woman. Consequently, she has achieved a number of milestones in Israeli government, as the first female Vice Prime Minister, Justice Minister, Agriculture Minister, and Housing Minister.

After serving as a lieutenant in the Israel Defense Forces, in 1979 Livni began studying law at Bar-Ilan University. The following year she was recruited by the Mossad, and her studies were interrupted in 1983 when she was sent on a mission to Paris. She left the agency shortly thereafter and married accountant Naftali Shpitzer, with whom she later had two sons. In 1984 she completed her degree, and from 1984 to 1996, she practiced law, specializing in real estate and corporate law.

Livni entered politics following the 1995 assassination of Israeli Prime Minister Yitzhak Rabin. She believed that Israel's political right had been unfairly discredited by the assassination and was determined to reverse the Oslo Process Rabin had led.

Born to a prominent right-wing, revisionist Zionist family, Livni has become one of Israel's leading voices in support of a two-state solution—one that ensures Israel's security and identity as a Jewish and democratic state.

From 2006 to 2008, Forbes magazine ranked Livni on its List of 100 Most Powerful Women three years in row, while Time included her in its 2007 "Time 100," for which U.S. Secretary of State Condoleezza Rice penned an op-ed. In Israel, Livni has earned a reputation as an honest politician who sticks to her principles.

From 2001 to 2009, Livni served in the cabinets of Ariel Sharon and Ehud Olmert, most notably as Israel's Foreign Minister, during which time she led multiple rounds of peace talks with the Palestinians. In September 2008, Livni prepared to take office as Prime Minister of Israel, but the political climate in the country prevented her from forming a government. The following year, she led her party to win a plurality of seats in the Knesset, but was again blocked from becoming prime minister, due to the rightist parties' majority in the Knesset. Consequently, she served as Leader of the Opposition from 2009, until her resignation from the Knesset in 2012.

Later that year, Livni founded a new party, Hatnuah, to compete in the 2013 elections, after which she was appointed Justice Minister in the 33rd government of Israel, again leading a new round of Israeli–Palestinian peace talks. In December 2014, a number of policy disputes within the government led Benjamin Netanyahu to dismiss Livni from his cabinet and call new elections. In the 2015 election, Livni joined forces with Labor Party leader Isaac Herzog to create the Zionist Union, a unified bloc of their two parties.

On February 11, 2017, it was reported that UN Secretary-General Antonio Guterres had offered Livni the post of Under-Secretary-General of the United Nations. Livni would be the first Israeli to serve in such a senior position at the organization.

# DAY 2

## THURSDAY NOV. 02 2017

### Good Morning!

Boker Tov! Head downstairs and enjoy your breakfast. Then we will check out of our hotel and depart for day tracks

#### TRACK DETAILS

TRACK 1 .....	Must 'sees' of TLV
TRACK 2 .....	Must 'sees' of the Mediterranean Coast
TRACK 3 .....	Canada Israel Advocacy
TRACK 4 .....	Adventure & Nature
TRACK 5 .....	Taste of Israel
TRACK 6 .....	Security & Geopolitics
TRACK 7 .....	High Tech & Innovation
UNDER 45 .....	Urban Culture
ARTS & CULTURE .....	Arts in Tel Aviv
BETH TIKVAH .....	Culture Diversity & Politics
BETH SHOLOM .....	Fire & Water
AGENCIES .....	Youth & Future <i>(for details see pg. 17-31)</i>

### Regroup in Jerusalem

Welcome to Jerusalem! Your track day is now complete.

### 'Shehecheyanu'

Baruch atah Hashem Elokeinu Melech haolam, shehecheyanu, v'kiy'manu, v'higianu laz'man hazeh. *Amen!*

### Dinner Celebration *The Lights of Jerusalem*

Start your Jerusalem journey with a Jerusalemite dinner, representing the different cultures and mosaic of the people in Jerusalem. The evening will include an exciting panel of speakers ("Talit of different colours"), and a special address from the Mayor of Jerusalem, Nir Barkat.

### Explore Jerusalem

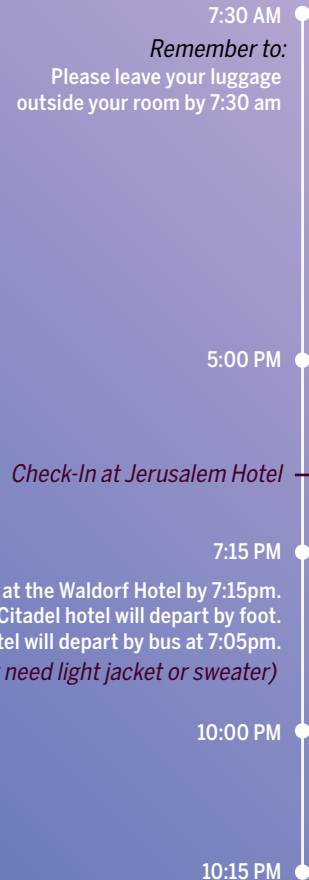
Explore Jerusalem at night. If you registered for one of the optional tours check in with one of our staff to see where they depart from.

#### TOURS:

JRSLM TOUR 1 .....	"Scents and Sounds"
JRSLM TOUR 2 .....	Jerusalem at Night
JRSLM TOUR 3 .....	The Night Before Shabbat
UNDER 45 .....	Night Visit to Western Wall Tunnel <i>(for details see pg. 33-35)</i>

### Overnight in Jerusalem

Rest for Friday's activities. Laila Tov! Good night!





## TRACK 1 - FIRST TIMER A: MUST 'SEES' OF TEL AVIV

You will have the chance to explore the 'must sees' of Tel Aviv, Jerusalem and surrounding areas.

- **Before Tel Aviv** - Visit the Old City of Jaffa and stroll through the renovated artists' colony and the Old Port, with a walk through the famous Jaffa Market – "Shuk Hapishpishim".
- **"White City" Architecture in Tel Aviv** - A UNESCO World Heritage site. Stroll down Rothschild Boulevard and view intriguing Bauhaus-style architecture from the 1930's.
- **Ayalon Institute** - "A blast from the past." An eye-opening tour of a clandestine munitions factory used during the British Mandate.
- **Valley of Elah** - Take a trip through history at the site of the Biblical battle between David and Goliath.

## TRACK 2 - FIRST TIMER B: MUST 'SEES' OF THE MEDITERRANEAN COAST

You will have the chance to explore the 'must sees' along the beautiful Mediterranean Coast.

- **Caesarea** - One of Israel's most important cities from the Roman Period. You will visit the Herodian Theatre and the excavations along the Mediterranean shore, concluding with a visit to the ruins of a 900-year-old Crusader town.
- **Atlit** - The site of a British internment camp for thousands of Jewish refugees who were caught attempting to immigrate to Israel during the British Mandatory period.
- **Mount Carmel into the Baha'i Gardens** - See the gold-domed Shrine of the Bab, one of the holiest sites of the Baha'i religion and enjoy an amazing view of Haifa Bay.

### TRACK 3 - CANADA ISRAEL ADVOCACY

The Centre for Israel and Jewish Affairs (CIJA) presents behind the scenes on Israel Advocacy. Hear directly from a variety of high ranking officials who are intimately involved in government, security and diplomacy.

- **Overview on an “explosive” region** - with Col. (Res.) Dr. Eran Lerman, Senior Research Associate at the Begin-Sadat Center for Strategic Studies and former Deputy National Security Advisor for Foreign Policy and International Affairs, Prime Minister’s Office.
- **Palestinian perspective** - with Sari Nusseibeh, Professor of Philosophy and former President of the Al-Quds University in Jerusalem.
- **Off-the-Record with Israeli Diplomats** - With Emmanuel Nahshon, Spokesperson, Ministry of Foreign Affairs Ambassador, and Jeremy Issacharof, Vice Director General, Ministry of Foreign Affairs
- **Lunch briefing by David M. Weinberg** - CIJA Israel Office Director
- **Opposing views from inside the Knesset** - With MK Avi Dichter, Likud Party, Chair of the Foreign Affairs and Defense Committee and MK Hilik Bar, Secretary General of the Labor Party.

### TRACK 4 - ADVENTURE & NATURE TRACK

For the adventure seeker, get acquainted with the land on two legs, two wheels and crawling on all fours. When it comes to taking a trip on the wild side, there’s no better place than Israel!

- **Along the Water** - Challenge yourself on two wheels as you bike from the Yarkon River, through the Tel Aviv Port and along the sea shore.
- **From Wave to Cave** - Explore the ancient cave complex of the Hellenistic City, Tel Maresha, at Beit Guvrin National Park.
- **Walk the Land** - Hike down the mountain from the Bar Giyora Ridge to the Sorek Stream. This is a beautiful and challenging walk through trees, reeds and archaeological ruins, which is one of the most exciting hikes in Jerusalem.

*Dress: Walking Shoes*

### TRACK 5 - TASTE OF ISRAEL

For the culinary curious, explore the ethnic influences upon the Israeli culinary scene and meet some of Israel’s culinary experts.

- **Trends and Changes in Israeli Cooking** - Meet with Israeli culinary expert, Jana Gur, Editor-in-Chief of Al Hashulchan, a leading Israeli food magazine.
- **Ethnic Tasting** - Tour Tel Aviv’s famous Carmel Market where your palate will experience foods and sweets from all over the Mediterranean and hear the unique stories from the individuals who sell them.
- **The Milk & Honey Distillery** - Israel’s first whisky distillery, dedicated to genuine artisanal manufacture and committed to maintaining the highest standards. You will learn about the history and process of distillation, walk through the various stages of spirit making – from grain to glass – and finish with a guided tasting of Israeli creations.

### TRACK 6 - SECURITY & GEOPOLITICS *\*Please bring your passport*

Satisfy your inner James Bond and explore the complexities of Israel’s security.

- **The Identity of the Israeli Settlement** - Visit Gush Etzion and meet with local residents and engage in a dialogue about the life of a settler under international criticism.
- **Joint Future for Palestinians and Israelis** - Meet with Rabbi Hanan Schlesinger, Ali Abu Awwad, and Shaul Judelman, who live in the Gush Etzion Area and founded “Roots”, a coexistence project. This project draws together Israelis and Palestinians who are living next to each other.
- **Lunch** - Gush Etzion Winery
- **Jewish Values in Security** - Engage in a dialogue with senior experts on the topic of Ethics & Dilemmas in Homeland Security. You will have the opportunity to view videos showcasing live action situations in real time.



# DETAILED TRACK DESCRIPTIONS

## UNDER 45 TRACK

THURSDAY  
NOV. 02 2017

### TRACK - URBAN CULTURE

Check out of hotels and depart for your day track. You will get a chance to explore Israel from different themes, designed to expose different dimensions of the country.

- **Segway Tour** - A magical intro to Tel Aviv - an innovative and fun way to explore the Port of Tel Aviv. ***\*Please bring flat shoes***
- **Urban Culture Tours of Tel Aviv** - Combining Street Art, Language & Graffiti. Join a local artist in exploring the urban culture of the city.
- **Visit to Bat Yam** - UJA's Partnership Community for a "Tikun Olam" program. Prepare packages for soldiers and meet with a soldier who will receive the packages for his troops. Interactive outdoor activity with children during their recess.
- **Greetings and short introduction about the Bat Yam Toronto Partnership** - by Ester Perron, Deputy Mayor and Laura Kindler, UJA Israel Rep.
- **Ayalon Institute** - A blast from the past. An eye-opening tour of a clandestine munitions factory used during the British Mandate.

**Under 45**

**Arts & Culture**

**Beth Tikvah**

**Beth Sholom**

**Agencies**

## TRACK - ARTS IN TEL AVIV

For the art lover in you, why not take advantage of this opportunity to meet with some of the country's promising artists and visit some of Israel's leading art and design museums.

- **Dialogue with artist Sigalit Landau** - One of the most important Israeli artists working today followed by a visit to her studio. Sigalit Landau uses performances, installations, objects and films to examine philosophical and political questions. Her work can be both challenging and poetic.
- **Israeli Opera** - Visit the Israeli Opera at Tel Aviv's Performing Arts Center, including a backstage tour. Join Tzach Granit, General Director and Michael Eisenshtat, Art director with an insight into their work and enjoy a short performance.
- **Backstage Tel Aviv** - Visit Habima, Israel's national theater, including a VIP tour. Join Odelia Friedman, Habima CEO and other artistic movers and shakers in conversation at this ground-breaking Israeli theater.

## TRACK - CULTURE DIVERSITY & POLITICS

- **Session with Rabbi Grover** - Perspectives on Religious Zionism and Religious Anti-Zionism - Yesterday and Today; Conservative Movement in Israel.
- **Tour of the Supreme Court** - Meet with Asher Ragunis, former Supreme Judge.
- Depart the Supreme Court (box lunch will be provided).
- **1 City, 2 States, 3 Religions and 4 Quarters** - Take a guided ride on Jerusalem's Light Rail, going through different neighbourhoods. Get a chance to see first-hand the mosaic and diversity of the Jerusalem population. Stop in Beit Hanina and Mea Shearim area, meet with residents and discuss the difference between East and West Jerusalem and the ongoing struggles between the City's different communities.
- Drive to the Shehecheyanu site.

## TRACK - FIRE & WATER

The 'Fire & Water' track delves into 2 areas shaping the future of Israel and the region – water and ideas. Over our 2-day track we will visit some of Israel's leading "fiery" thinkers to uncover the trends, thoughts and challenges leading the Jewish State's evolution as the centre of world Jewish life. Well known and highly regarded in Israel, these public intellectuals are at the forefront of defining what Israeli and Jewish will mean in the coming decades. "Water" will have us discovering the challenges Israel and the region face in the global fresh water crisis. We will explore Israeli innovations in conservation, reclamation, desalinization and the potential collapse of the Dead Sea eco-sphere.

You will emerge with a unique perspective on Israel's challenges and future.

**Fire:** Question – Israel's mutli-cultural society has profound tensions because of the deep story each culture has. How do you create a diverse but connected society of Jews – secular, traditional, ultra-orthodox, Druze, Arab and Christian to name just a few. We will discover an answer with a visit to Ono Academic College – Israel's largest and leading "college" providing ground-breaking inclusionary policies that look to incorporate the many "tribes" in Israeli society.

## TRACK - YOUTH & FUTURE

Youth Futures is one of Israel's leading positive-intervention programs. Operating on a national level since 2006, Youth Futures aims to empower and advance young children and youth at-risk who live in Israel's social and geographic peripheries. The vision of Youth Futures is one of children, families, and communities with the security, tools for success, and equal opportunities to realize their unique, individual potential. Each of the 36 low-income communities in which Youth Futures operates has a Family and Community Coordinator, who works to help children and parents access the available social services to which they are entitled, teaches parenting skills, encourages parents to be more actively involved in children's lives, helps parents manage the family economy, and harnesses the resources of the community to build a positive educational environment for all children. Additionally, Youth Futures "Mentors" in each school – young adults specially trained for this role – work with individual children and their families to help them strengthen their interpersonal, intrapersonal, and academic skills. We will meet Mentors who will introduce you to Youth Futures and to the children with whom they work. Join together in an interactive activity that will help boost their self-esteem and interpersonal skills.

**Amigour:** Subsidized Housing in Israel provides quality housing throughout Israel, serving thousands of vulnerable senior citizens, the majority of whom are Holocaust survivors along with others who participated in World War II as soldiers and partisans. We will meet with the Director of Amigour and some of the residents, who will share their personal stories. Together, with the Amigour Choir, we will sing. Young Activism engages young Israelis who seek to be social change agents in their local communities through volunteerism, activism and entrepreneurship. Meet with the Director of Young Activism and learn how The Jewish Agency is developing meaningful opportunities for young Israelis to become leaders, social entrepreneurs and skilled volunteers who widen the circles of impact.



# JERUSALEM NIGHT TOURS

THURSDAY  
NOV. 02 2017

## **TOUR 1 - "SCENTS AND SOUNDS"**

Discover the scents, sounds and the golden views of the city at night.

## **TOUR 2 - JERUSALEM AT NIGHT**

Take a stroll and join the Jerusalem night scene, from the mythological Russian compound to the latest venues at the Machane Yehuda Market.

## **TOUR 3 - THE NIGHT BEFORE SHABBAT**

Experience how Jerusalem prepares for Shabbat, including a visit to a challah bakery and other neighbourhood sites.



GENERAL DIRECTOR ISRAELI OPERA



**ZACH  
GRANIT**

Born in 1969.

LLM. and LLB. in Law from the Hebrew University of Jerusalem.

In the past, Zach Granit held several managerial positions in the communication field, including the General Director of the Regional Radio Stations Association and the Programing Director of Channel 10 TV.

Since 2003, he has held several senior positions in the field of culture, including Head of Culture Administration at the Ministry of Culture and Sports, and Deputy Director of the Israel Museum. In 2017, he was appointed the General Director of the Israeli Opera.

In addition, he was a lecturer for Communications Law and for Cultural Policy at the Tel Aviv-Jaffa Academic College and led several educational projects at the Tel Aviv-Jaffa Municipality.

As part of his public activity, Zach Granit served as the Chairman of "Nalaga'at" Center, the Chairman of "Hasifriya" Theater and as a member of the Suzanne Dellal Center's executive committee.



MAYOR OF JERUSALEM

## NIR BARKAT

On November 11, 2008, Nir Barkat was elected the 9th Mayor of Jerusalem. Since assuming office on December 2, 2008, Mayor Barkat has inspired thousands of Jerusalemites with his relentless work to turn Israel's poorest city into one rich in culture, youth, tourism, education, and sustainable economic development. This work, coupled with his message of respect and pluralism for all residents of Jerusalem, all served as the basis for his re-election for a second term in 2013.

For the five years preceding his election as Mayor, Nir Barkat served as the leader of the opposition in Jerusalem's City Council. In his term as City Councilman, Barkat set out on a path of active civic engagement and reform beyond the city council to address education, negative migration of Jerusalem's young adults, and the need for lasting economic development. Since assuming office, members of the City Council have formed a wide, diverse coalition behind Mayor Barkat, a testament to his leadership and vision.

Mayor Barkat's marked successes in his public service are rooted in his previous work as a tech entrepreneur. In 1988, Mayor Barkat co-founded BRM Technologies, which developed and marketed ground-breaking anti-virus software now standard on personal computers throughout the world. BRM eventually transitioned into a venture capital firm that invested in CheckPoint Technologies. He has brought his business acumen and entrepreneurial approach to City Hall, fostering a municipal culture dedicated to constant innovation and swift execution.

Mayor Barkat's dedication to education prompted him to retain the city's Education Portfolio. His commitment to education reform began far before his mayoral appointment, when he and his wife Beverly co-founded The Snunit Center for the Advancement of Web Based Learning in 1999. Since assuming office, education reform has remained one of the core tenets of his work as Mayor, and his overhaul of the education system has completely reversed the declining enrollment figures he inherited when he assumed the post.

Mayor Barkat has grown the municipal budget by an average of 10% each year in office, spurring dramatic growth in employment, investment in infrastructure and cultural development. Accordingly, Jerusalem has become a national leader in resident satisfaction, youth engagement and Zionist sector enlistment in the IDF. Mayor Barkat has already begun to develop plans for large scale public-private-partnerships and has set a goal of ten million annual tourists by 2020.

Mayor Barkat received the rank of Major during his six years of service in the Israel Defense Forces. During his time as a paratrooper, he led soldiers inside enemy territory as a company commander during the First Lebanon War. Following his army service, Mayor Barkat returned to Jerusalem where he attended Hebrew University and earned a degree in computer science.

He is married to artist Beverly Barkat, with whom he has three daughters.

# DAY 3

## FRIDAY NOV. 03 2017



### Breakfast

Boker Tov. Good Morning. Enjoy breakfast at your hotel after which you will depart on your respected tours.

### TOUR DETAILS:

TOUR 1 .....	Kotel and Western Wall Tunnels
TOUR 2 .....	Kotel and Davidson Centre ] combined
TOUR 3 .....	City of David ]
TOUR 4 .....	VIP guided tour of Hurva Square
TOUR 5 .....	The Geopolitics of Jerusalem
TOUR 6 .....	1 City, 2 States, 3 Religions & 4 Quarters
TOUR 7 .....	Israel Museum (for details see pg. 43)

### Lunch

Experience the sights, smells and tastes of Jerusalem at the colourful Machane Yehuda Market or at the Old City (according to your tour).

### Return to Hotel

Please return to hotels and prepare to depart by 2:15 PM.

### Kabbalat Shabbat at the Kotel

Shabbat Shalom Jerusalem! Enjoy Kabbalat Shabbat services led by community Rabbis, overlooking the historical walls of the Old City lit up in gold.

*Dress: Modest & Kippah*

### Shabbat Dinner

A festive dinner with blessings, challah and feasting. Musical accompaniment to be provided by Cantors and A-Capella groups.

*Dress: Smart Casual*

### Overnight in JRSLM

You are free to return to your hotel room and rest. Laila Tov! Good Night and Shabbat Shalom!

# JERUSALEM TOURS

**FRIDAY**  
NOV. 03 2017

## **TOUR 1 - KOTEL AND WESTERN WALL TUNNELS**

## **TOUR 2 - KOTEL AND DAVIDSON CENTRE**

## **TOUR 3 - CITY OF DAVID**

## **TOUR 4 - HURVA SQUARE**

VIP guided Tour of Hurva Square, the central square of the Jewish Quarter, including a visit to the synagogue.

## **TOUR 5 - THE GEOPOLITICS OF JERUSALEM**

Travel through the city of Jerusalem, exploring some of its political and diplomatic complexities – including the ‘Security Barrier’. Gain a behind-the-headlines insight into current developments. This tour will include a visit to the “Mabat” headquarters where you will gain insight regarding sensitive security issues, using cutting edge technology.

## **TOUR 6 - 1 CITY, 2 STATES, 3 RELIGIONS & 4 QUARTERS**

Take a ride on Jerusalem’s Light Rail, going through different neighbourhoods. Get a chance to see first-hand the mosaic and diversity of Jerusalem’s population. Discuss the differences between East and West Jerusalem and the ongoing struggles between the City’s different communities.

## **TOUR 7 - A MORNING AT THE ISRAEL MUSEUM**

Explore the renewed and wonderfully creative Israel Museum, with its wide-ranging and eclectic collection, from Archaeology and the Dead Sea Scrolls, to Jewish Life and Art, European Art, Contemporary Israeli Art, to the open-air model of Jerusalem in the Second Temple period.



MAJOR (RES.)

**DAN  
FEFERMAN**

Dan Feferman is a Major (res.) in the Israel Defense Forces. For almost a decade he served as a foreign policy and national security analyst, strategist and adviser in the IDF's General Staff, as a special assistant to the Deputy Chief of the General Staff and a commander in an elite intelligence unit of AMAN's Research and Analysis Division, where he continues to serve in the reserves.

While serving in these positions he has provided briefings on Israel and various strategic security issues to numerous high-level military and diplomatic delegations, in Israel and abroad.

Mr. Feferman is a Fellow at the **Jewish People Policy Institute**, a leading think-tank focusing on issues of importance to Israel and the Jewish people, where he researches the global de-legitimization of Israel, US-Israel relations and Israeli society. He also acts as a consultant to private intelligence companies, and publishes and speaks widely on the Middle East and Israeli security and diplomatic matters.



SCHOLAR

**MARIK  
SHTERN**

Marik Shtern is a scholar and a lecturer whose field of research is Jewish- Arab relations in Jerusalem and identity politics in Israel.

Marik also has extensive experience as a social activist, working in community empowerment and strategic consulting for 3rd sector organizations. Marik is one of the founders and the current chair of Hatnua Hayerushalmit, a movement whose goal is to advance Jerusalem as a strong, pluralistic and inclusive city. He was CEO of the The Yuri Shtern Foundation, a memorial organization that works to support people dealing with cancer through subsidized treatments. He is also the founder and a board member of the social group Generation 1.5, which aims to educate for more civic participation, political tolerance, and cultural integration of the Israeli Russian-speaking community.

As a scholar, Marik lectures on many subjects that are crucial to Jerusalem as a contested city and to Israel as a multicultural society. Topics include conflict and cooperation among Jews and Arabs and Secular and ultra-orthodox Jews; historical and contemporary Geopolitics of Jerusalem; and Russian speaking Jews in the Israeli political discourse. Marik has published many articles in Hebrew and English and has given interviews on leading Israeli news channels and websites. He has also published several research papers on the East Jerusalem labor market, interactions between Jews and Arabs in Jerusalem and local politics in Israel.

In addition to undergraduate and graduate degrees in Geography and History from the Hebrew University, Marik is a PhD candidate in the Department of Politics and Government at Ben-Gurion University of the Negev. Marik is a researcher at the Jerusalem Institute for Israel and lectures on planning policy at the Open University of Israel.

Marik lives in Jerusalem with his wife Chaya and their son Michael.



FOUNDER OF BEYOND BORDERS TOURS

## RAMI NAFEZ NAZZAL

Rami Nafez Nazzal, a Palestinian who carries a U.S. Passport, is a resident of East Jerusalem and the son of Drs. Nafez and Laila Nazzal. Travelling extensively with his parents as they taught at world renowned universities, Rami gained insight into the cultures of the world. Attending the Anglican International School in West Jerusalem, and later graduating in Business Management and Tourism from the University of Utah in 2003, he lived in Boston for seven years before returning to his childhood home in Jerusalem. He has worked for TIME Magazine since 2010.

Rami has extensive journalistic experience for outlets like TIME, Reuters, Der Spiegel and David Shipler. His ability to simultaneously interpret between English and Arabic along side his connections with the most influential members in the State, allow him to move freely and safely across borders. He accompanies church leaders, politicians, film producers, tourists and other luminaries in the streets of Ramallah, Nablus and Hebron; and in villages and refugee camps in the West Bank.

Rami's lifelong dream is sharing with people from all walks of life, the reality on the other side of the border. His knowledge and exposure allows his listeners the opportunity to discover the reality of Palestinian society and to gain a raw and authentic lens of the difficult political and emotional terrain of Palestine and Israel.



DIRECTOR KOLOT

## TEHILA FRIEDMAN-NACHALON

Tehila Friedman-Nachalon is the Director of KOLOT's Center for Jewish Leadership.

A lawyer, she holds a Master's Degree in Law from the Hebrew University and is a graduate of the Mandel School for Educational Leadership. She served as an advisor to Minister Natan Sharansky in the Ministry of Diaspora Affairs and as deputy to the Director of the Anti-Defamation League in Boston. She served as the former manager of the Israel Office of the Central New Jersey Federation and former manager of the Jewish Culture division at Yad Hanadiv.

Tehila is one of the founders of the 'Yerushalmit Movement' working to make Jerusalem an inclusive and vibrant city and she is also a former Chairwoman of the 'Ne'emanei Torah Va'Avodah' a modern orthodox movement promoting pluralism and democratic values.

She lives in Jerusalem, is married to Elazar Nachalon and is a mother of five.



# DAY 4

## SATURDAY NOV. 04 2017

10:00 AM ●  
12:30 PM ●  
5:20 PM ●  
7:30 PM ●  
7:30 PM ●

### Breakfast

Boker Tov. Good Morning and Shabbat Shalom! Enjoy a quiet and inspiring day in Jerusalem! You will have the opportunity to attend Shabbat morning services at a variety of synagogues or enjoy the morning at leisure.

### Optional Shabbat Services

Shabbat services will be held at the Citadel hotel. If you are interested in participating please connect with a Journey staff person for more details.

### Lunch on your own

You will have the opportunity to take part in one of the special walking tours or enjoy your afternoon at leisure.

### TOUR DETAILS:

- TOUR 1** ..... Jerusalem Hebrew Writers
- TOUR 2** ..... Returning to the Old City
- TOUR 3** ..... From Mt. Zion to the Tower of David Museum
- TOUR 4** ..... Art and History
- TOUR 5** ..... Multi-Faith in the Holy City
- TOUR 6** ..... Nachlaot Walking Tour
- TOUR 7** ..... The Secrets of Hanevi'im Street *(for details see pg. 51)*

### Havdallah

Ben Kodesh Lechol - Join us for a beautiful Havdallah service at the David Citadel balcony.

### Free Time/Dinner

Dinner and Shopping at your leisure. This is an opportunity for you to explore Ben Yehuda Street, Nachalat Shiva and the Mamilla Outdoor Mall.

- BETH TIKVAH** ..... Dinner at Olive and Fish Restaurant  
*2 Ze'ev Jubotinsky St. Jerusalem*

### Overnight in JRSLM

You are free to return to your hotel room and rest. Laila Tov! Good Night!

# JERUSALEM SHABBAT TOURS

**SATURDAY**  
**NOV. 04 2017**

## **TOUR 1 - JERUSALEM HEBREW WRITERS**

Guided tour through the streets of Jerusalem, using the writings of Jerusalem's poets and authors, such as Yehuda Amichai, Agnon and others.

## **TOUR 2 - RETURNING TO THE OLD CITY**

Walk along the Ramparts of the Old City, before ascending to the rooftops for a behind-the-scenes look at the various communities in Jerusalem and how they live alongside each other.

## **TOUR 3 - FROM MT. ZION TO THE TOWER OF DAVID MUSEUM**

This museum captures 3,000 years of the history of Jerusalem. Walk through the City's history from the time of Abraham to the end of the British Mandate over Palestine. Walk to the Zion Gate and visit the unique multi-faith holy site of King David's tomb and the last supper room.

## **TOUR 4 - ART & HISTORY**

Explore the renewed and wonderfully creative Israel Museum. See its wide-ranging and eclectic collection, from Archaeology and the Dead Sea Scrolls to Jewish Life and Art, European Art, Contemporary Israeli Art to the open-air model of Jerusalem in the Second Temple period.

## **TOUR 5 - MULTI-FAITH IN THE HOLY CITY**

Visit the Christian Quarter, including the Via Dolorosa, the Church of the Holy Sepulchre and other sites.

## **TOUR 6 - NACHLAOT WALKING TOUR**

Visit this pictorial neighbourhood with its beautiful houses and synagogues. Meet the grandchild of the founder of "Ohavey Zion" synagogue, a replica of the original synagogue from Iran.

## **TOUR 7 - THE SECRETS OF HANEVI'IM STREET**

Visit the homes of Eliezer Ben Yehuda, the Hebrew language reviver; Anna Ticho House; the Italian hospital and more. Learn about Jerusalem's first steps as a modern city outside the walls, through these extraordinary people and buildings.

# DAY 5

## SUNDAY NOV. 05 2017

### Breakfast

Boker Tov. Good Morning. Enjoy breakfast at your hotels before we depart to Yad Vashem.

### Yad Vashem

Welcome to Yad Vashem, the World's Holocaust Remembrance Centre. Listed below are all tour options. Sponsored by the Greenbaum Family.

#### TOUR DETAILS:

- TOUR 1 ..... Culture and Art
- TOUR 2 ..... Medicine
- TOUR 3 ..... Community Life and Jewish Solidarity
- TOUR 4 ..... Women and the Jewish Family during the Holocaust
- TOUR 5 ..... Israeli Society and the Holocaust
- TOUR 6 ..... Art *(for details see pg. 55)*

### Communal Memorial Service

We Remember - Come together as a community outside the Yizkor Hall for a communal memorial service with guest speaker Natan Sharansky, Chairman of the Jewish Agency for Israel.

### Security Briefing

Security briefing at lookout point into Gaza - Sderot has been Israel's front line in the war against terror for years.

### Sderot

The place, its people, and its spirit. Take part in a fun activity with Sderot residents.

### Mega Fair

Conclude this special day with a Mega Fair and dinner in Kfar Gvirol, one of Toronto's partner communities, with invited guests. Once we conclude our Mega Fair we will return to our hotels in Jerusalem.

*Dress: Fun Casual*

### Overnight in JRSLM

You are free to return to your hotel room and rest. Lila Tov! Good Night!

8:00 AM ●  
8:30 AM ●  
11:00 AM ●  
2:00 PM ●  
3:45 PM ●  
6:00 PM ●  
12:00 AM ●

**Remember to:**

Please leave your luggage outside your room by midnight

# YAD VASHEM TOURS

## **TOUR 1 - CULTURE & ART**

Learn about the diversity and wealth of the Jewish cultural world before the war. This tour will present you with the struggle of Jews to preserve their cultural and artistic identity in the ghettos and camps.

## **TOUR 2 - MEDICINE**

Learn about the complexity of Nazi medicine through their racial theories and the practice of medicine in the camps. This tour will also address the moral and ethical dilemmas of Jewish doctors during the Holocaust.

## **TOUR 3 - COMMUNITY LIFE AND JEWISH SOLIDARITY**

Hear about the courageous attempts of Jewish communities to maintain their community structures and normal community life, while displaying strong Jewish solidarity in the ghettos, camps and in hiding.

## **TOUR 4 - WOMEN AND THE JEWISH FAMILY DURING THE HOLOCAUST**

The unique story of women and families during the Holocaust. This program will include a tour of the art museum, the synagogue, and the children's memorial. Discuss the different challenges that women and families faced during the Holocaust.

## **TOUR 5 - ISRAELI SOCIETY AND THE HOLOCAUST**

Follow the changing relationship of Israeli society and the memory of the Holocaust. Discuss the changes in conceptions of the Holocaust, while dealing with issues of heroism, collective vs. individual memory, Israeli vs. Jewish identity and more.

## **TOUR 6 - ART**

Behind the scenes visit to the archives and the "Gathering the Fragments" exhibit. Meet with a representative from the International School of Holocaust Studies, who will speak about the activities of the school.



CHAIRMAN OF THE EXECUTIVE JAFI

## NATAN SHARANSKY

Natan Sharansky was born in 1948 in Donetsk, Ukraine. He graduated from the Physical Technical Institute in Moscow with a degree in computer science. After graduating, he applied for an exit visa to Israel, which he was denied for "security reasons". Very quickly he became involved in the struggle of Soviet Jewry to earn their freedom and emigrate to Israel. At the same time, he joined the human rights movement in the Soviet Union led by Andrei Sakharov. He became one of the founding members of the Moscow Helsinki Group which united Soviet dissidents of all types. Natan Sharansky soon became an unofficial spokesperson for both movements.

In 1977, a Soviet newspaper alleged that Mr. Sharansky was collaborating with the CIA. Despite denials from every level of the U.S. Government, Mr. Sharansky was found guilty and sentenced to thirteen years in prison including solitary confinement and hard labor. In the courtroom prior to the announcement of his verdict, Mr. Sharansky in a public statement said: "To the court I have nothing to say – to my wife and the Jewish people I say "Next Year in Jerusalem". After nine years of imprisonment, due to intense international pressure and a campaign led by his wife, Avital Sharansky, Mr. Sharansky was released on February 11, 1986, emigrated to Israel and arrived in Jerusalem on that very day.

Upon his arrival to Israel he continued the struggle for opening the gates of the Soviet Union. The final chapter of this historic struggle for the release of Soviet Jews was the momentous rally of over 250,000 people on December 7th, 1987, of which Natan Sharansky was the initiator and driving force. The rally coincided with Soviet President Gorbachev's first visit to Washington and was influential in pressuring the Soviet Union to ease its restrictions on emigration. Ten years after arriving in Israel, Sharansky founded the political party Yisrael B'Aliyah which means both "Israel on the Rise" and "Israel for Immigration." In 1988, in expectation of the opening of the gates of the Soviet Union, Natan Sharansky formed together with other former Refuseniks and Aliya

(immigration to Israel) advocates the Soviet Jewry Zionist Forum, an umbrella organization of former Soviet activist groups dedicated to helping new Israelis and educating the public about absorption issues. From 1990 to 1996 Mr. Sharansky served as Associate Editor of "The Jerusalem Report" and in 1994 co-founded Peace Watch – an independent non-partisan group committed to monitoring the compliance to agreements signed by Israel and the PLO.

The party was established to accelerate the absorption of the massive numbers of Russian immigrants into Israeli society and to maximize their contribution. From 1996-2005 Natan Sharansky served as Minister as well as Deputy Prime Minister in four successive Israeli governments. In November 2006 Natan Sharansky resigned from the Israeli Knesset and assumed the position of Chairman of the newly established Adelson Institute for Strategic Studies at the Shalem Center in Jerusalem. He is also the Chairman of One Jerusalem and Beit Hatfutsot, the Jewish Diaspora Museum in Tel Aviv.

In June 2009, Natan Sharansky was elected Chairman of the Jewish Agency for Israel. Natan Sharansky was awarded the Congressional Gold Medal in 1986 and the Presidential Medal of Freedom in 2006. He has continued to lead human rights efforts both through his writings as well as public activities. His memoir, Fear No Evil, was published in the United States in 1988 and has been translated into nine languages. His New York Times bestseller, The Case for Democracy: The Power of Freedom to Overcome Freedom and Terror attracted wide-spread attention. After reading the book, President George Bush was quoted saying: "If you want to understand my political DNA, read this book." His latest book, Defending Identity, Its Indispensable Role in Protecting Democracy published by Public Affairs, was released in June 2008.

Natan Sharansky is married to Avital. They reside in Jerusalem and have two daughters, Rachel and Hanna and two grandchildren.



# DAY 6

## MONDAY NOV. 06 2017

### Breakfast & Check-Out

Enjoy your breakfast, after which we will check out of our hotels and depart for day tracks on our way to Eilat!

7:30 AM

6:00 PM

#### TRACK DETAILS

- TRACK 1 ..... Into the Desert - Above and Below
- TRACK 2 ..... Canada Israel Advocacy
- TRACK 3 ..... Adventure & Nature
- TRACK 4 ..... Taste of Israel
- TRACK 5 ..... Security & Geopolitics
- TRACK 6 ..... High Tech & Innovation *(for details see pg. 63-73)*
  
- UNDER 45 ..... Science, Pioneering & Culinary Experience
- ARTS & CULTURE ..... Dance, Art & Design
- BETH SHOLOM ..... Fire & Water

### Arrive in Eilat

Once you are finished with your Track and have arrived in Eilat please proceed to check-in to your designated hotel.

### *Check-In at Eilat Hotel*

### Welcome to Eilat

Take the time to enjoy the evening in Eilat by having dinner, exploring the city or just taking advantage of duty free shopping. We'll see you tomorrow morning!



# TRACK DAY

MONDAY  
NOV. 06 2017

## TRACK 1 - FIRST TIMER A: INTO THE DESERT • ABOVE & BELOW

Experience the desert both above and below sea level.

- **All about Herod** - Ascend by cable-car or walk up the Snake Path to Massada, Herod's mountain palace and the site of the Jewish Zealots' last stand against the Roman Legionnaires. Discuss Massada's role as a symbol of Jewish defence and its current significance in modern Israel.
- **Float** - Experience an astonishing sense of weightlessness as you float in the super-saline Dead Sea.

*Dress: Bathing Suit*

## TRACK 2 - CANADA ISRAEL ADVOCACY

The Centre for Israel and Jewish Affairs (CIJA) presents "Jerusalem, E-1 and Area C / West Bank."

- **Panel briefing** - A briefing with Settlement Watch Leader and former Peace Now Director General, Yariv Oppenheimer and Mayor of Efrat, Oded Revivi.
- **Overview of Area E1** - Get an overview of E1 area and Maale Adumim.
- **ATV jeep tour** - A fun and educative ATV tour in the Judean desert. Drive south along the Jordanian border to Eilat.

*\*Please bring your driver's licence and wear comfortable shoes*



### TRACK 3 - ADVENTURE & NATURE TRACK

Take part in desert life experiences, both through nature and military practice.

- **Sde Boker: Visions of the Desert** - The gravesite of Israel's first Prime Minister, David Ben-Gurion, overlooking the Wilderness of Zinn, followed by a nature walk in the Ein Avdat Nature Reserve.
- **“The Young and the Restless”** - Meet Mechina students who will take you through a navigating workshop in the Negev.
- **Into the Crater** - Explore the geological wonders of the Ramon Crater by jeep. Stop for a walk at the Carpentry Shop, a unique natural phenomenon. Conclude with a visit to the new Ilan Ramon Memorial Exhibit.

### TRACK 4 - TASTE OF ISRAEL

Expand your taste buds with new flavours, from modern ‘farm to table’ gourmet.

- **Negev Food & Wine Route** - Take part in a journey along the wine route, exploring some of the new and very successful wineries in the Arava Region. Enjoy a wine testing at Weinstein Winery, led by Arik Weinstein.
- **Pioneering @ 2017** - Visit Arandal Lone Farm in the Arava Region. Enjoy a farm meal and a desert hospitality. Many lone farms have been developed across Southern Israel by individuals or small families for agriculture and tourism.
- **Yotvata** - Enjoy a visit to the most famous Dairy Farm Factory at Yotvata in the Eilat Region. Taste the amazing ice cream and chocolate milk that the farm is famous for.

### TRACK 5 - SECURITY & GEOPOLITICS

Gain insight into the mosaic of people living side by side in the Negev Desert.

- **Aliyah of Rescue Situation Room (Emergency response)** - The Jewish Agency's quick response team stands ready to move Jews quickly out of harms way in countries where their Jewish identity endangers their lives. The response team brings families and individuals to their homeland of Israel from places such as the Middle East, North Africa and Latin America. We will visit a Situation Room and learn how JAFI operates special missions and responds to emergencies throughout the world.
- **Pioneering @ 2017: Neve Midbar** - Youth Village for Bedouin in Nitzana - Nitzana Educational Community is a cutting-edge residential and learning community, where young people of all backgrounds come together for educational experiences that emphasize tolerance, mutual understanding and respect for each other. Neve Midbar is a unique program specifically catering to young Bedouin men. The curriculum focuses on helping students achieve academic success. You will meet with Bedouin youth and hear about the impact that this program has on their lives.
- **Exploring Borders** - Drive along the Egyptian Border for an overview of the successes and challenges following the peace agreement and the new players in the Sinai Desert (pending security clearance.)



# DETAILED TRACK DESCRIPTIONS

## UNDER 45 TRACK

**MONDAY**  
NOV. 06 2017

### TRACK - SCIENCE, PIONEERING & CULINARY EXPERIENCE

- **VIP Tour of Carasso Science Park** - The largest science park in Israel, featuring an interactive museum and interactive specialized labs. The park offers 10 exhibitions in various fields of science including genetics, communication, microelectronics, nuclear energy and more.
- **Pioneering @ 2017** - Visit to Soda Stream factory, relocated to Lehavim as a result of BDS actions and meet with the company's CEO.
- **Lunch and Tour at the Vidor Center** - Learn and experience in a unique interactive way what the Arava is all about! The Vidor Center introduces you to the Arava in all its variety, covering topics such as the region's uniquely advanced agriculture alongside its water and soil challenges, the history of the Arava communities, geology, aquaculture and the local fascinating colorful crops.
- **Food & Wine Route** - Visit the MOA Winery in the Arava Region , sampling desert wine and farm to table agriculture .

**Under 45**  
**Arts & Culture**  
**Beth Sholom**

## TRACK - DANCE, ART & DESIGN

For the art lover in you, why not take advantage of this opportunity to meet with some of the country's promising artists and visit some of Israel's leading art and design museums.

- **Dance Up Close** - Meet with Amir Kolben, Founder of the Kolben Dance Company for a short performance and a dialogue with the dancers, in their studio in Jerusalem.
- **Bezalel Academy of Arts and Design** - The Bezalel Academy of Arts and Design is, first and foremost, a group of talented, inspired and motivated artists and professionals.

Bezalel has over 2,000 students studying towards undergraduate degrees in the following departments: Fine Arts, Screen Based Arts, Architecture, Ceramics and Glass Design, Industrial Design, Jewelry and Fashion Design, Photography and Visual Communication. In addition, Bezalel offers graduate degrees in the fields of Fine Arts, Urban Design, Industrial Design and Policy and Theory of the Arts.

### Meet With :

Liv Sperber, Vice President for International Affairs  
Prof. Adi Stern, President  
Dr. Eran Ehrlich, Head of the Ceramics and Glass Department  
Safi Hefetz, Head of the Industrial Design Department  
Shelley Satat, Head of the Jewelry and Fashion Department

- **Art in the Negev Region** - Visit the Art Centre at Kibbutz Neot Semadar. This unique building houses diverse workshops such as: jewelry, pottery, stained glass, paper, weaving and woodwork. The wide range of materials and artistic endeavors allows for interdisciplinary techniques to emerge, creating a variety of unique products.

## TRACK - FIRE & WATER

**Fire:** Question – How is one of Israel’s most recent immigrant populations succeeding in Israel?

- **Meeting with Rabbi Dr. Sharon Shalom** - at his synagogue in Kiryat Gat – the story of an Ethiopian Jewish Rabbi at an Ashkenazi synagogue and the Ethiopian Jewish Heritage Research Institute at Ono.
- **The Ethiopian synagogue in Kiryat Gat** - meet with (Ethiopian Rabbi) Keis Mentenot and colleagues and with Shulamit Sahalo, Deputy Mayor in Kiryat Gat, also a member of the Ethiopian Jewish community.

**Water:** Question – the Earth is suffering from desertification (the expansion of desert and loss of arable land) yet Israel entered the 21<sup>st</sup> century as the only country with a net gain in trees and arable land. How is Israel doing it? What are some solutions to the looming collapse of the Dead Sea? What does the fresh water ‘present and future’ look like for Israel and its neighbors? People cannot live without water and we will visit the internationally recognized Aravah Institute in search of answers.



CEO SODA STREAM

## DANIEL BIRNBAUM

Daniel Birnbaum's career in business started with an MBA from Harvard and a BA from the Hebrew University of Jerusalem. These qualifications, along with his savvy style and passionate networking skills, helped him land a position with Pillsbury. In 1995, he established Pillsbury Israel and became its CEO.

In 1999 he moved on to Nike Israel where he helped Nike establish its brand in Israel and become one of the most popular sporting goods brands in the country. He truly loved the company, but a great opportunity presented itself and in 2007 he decided to take on the challenge of resurrecting SodaStream's popularity, accepting a position as CEO of SodaStream.

# DAY 7

## TUESDAY NOV. 07 2017

7:00 AM

### Breakfast

Boker Tov. Good Morning. Enjoy breakfast after which you will depart on your home bus.

This is a day of surprises. Prepare to cry, laugh and be astounded. Let's all shep nachas today!

8:30 AM

GROUP ONE:

#### Eilat:

Experience the work UJA Toronto has been involved with for the last 25 years. See how our partnership with the city has changed the social and economic fabric of the municipality and has engaged members of the Toronto community with Israel in new and exciting ways.

*\* Home bus assignments will be given in the morning*

8:30 AM

GROUP TWO:

#### The Region of Eilat:

See firsthand how partnering with UJA Toronto has enriched the region and individual lives in one of Israel's periphery regions. Experience the impact new technology has had not only on Israel's economy but how it is exported to enrich lives in third world countries.

*\* Home bus assignments will be given in the morning*

7:30 PM

### Festive Farewell Dinner

Please join us to celebrate UJA's birthday party at the Royal Beach Club, pool side. The evening will include live entertainment.

*Dress: Blue Jeans & White Top, Jacket and sweater*

### Overnight in Eilat

Return to your hotels to rest for our last day on the Journey.



MAYOR EILAT MUNICIPALITY

## ITZCHAK HA'LEVI MEIR

**Born:** 1953.

**Education:** Graduate of the Social Education Workers College.

**Current Position:** Mayor of Eilat.

**Past Positions:** Director of Eilat Community Centers Network; Director of Eilat College of Management; Deputy Mayor.

**Activities for the Community:** One of the founders of "Eilat Loves Animals" Association and of the "Latet" organization in Eilat.

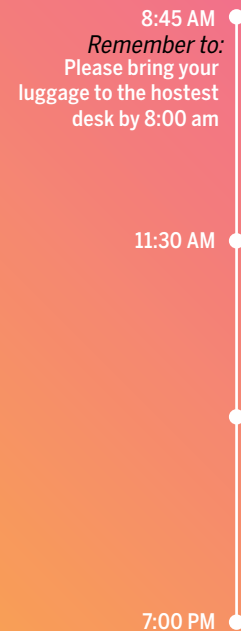
**Positions in Public Bodies:** Chairman of the Board of the Eilat Network of Community Centers; Chairman of the Eilat Economic Co.; Chairman of Eilat Tourism Corp.; Member of the Board of the Local Economic Government Services Co. (LEGS); Chairman of the Forum of Israeli Tourist Cities; Chairman of the Committee Treating Violence for the Israel Local Authorities Center; Member of the National Planning and Building Council.

**Number of Years in Current Position:** 11 Years.



# DAY 8

WEDNESDAY  
NOV. 08 2017



## Breakfast

Good morning! Let's enjoy a lovely breakfast and then start making our way back to Tel Aviv.

## Early Morning Checkout

**Eilat Tour 3 & U45** - Early check-out from your hotel and make your way over to the Ramon Crater where you will get to experience this world wonder up close.

**Eilat Tour 4** - Early morning visit to the Bird Sanctuary then a stop at Sde Boker on the route to Tel Aviv.

## Late Morning Checkout

**Tour 1 & 2** - Enjoy a late morning check-out and make your way over to your designated tour.

### TOURS:

EILAT TOUR 1 .....	Free Morning & Sde Boker
EILAT TOUR 2 .....	Red Sea Cruise
EILAT TOUR 3 .....	Ramon Crater
EILAT TOUR 4 .....	Bird Sanctuary & Sde Boker
UNDER 45 .....	Ramon Crater <i>(for details see pg. 83-85)</i>

## Arrive in Tel Aviv

Closing dinner and remarks.

**What to do with your luggage? See page 86**

# EILAT TOURS

## **TOUR 1 - SDE BOKER**

Ben Gurion's home and burial place. Famous for wanting to make the desert bloom hence he made his home in Sde Boker amongst beautiful desert surroundings.

- 8:00 AM - Please remember to bring your luggage to the hotel hostess
- 8:30 AM - Enjoy a free morning
- 11:15 AM - Please proceed to checkout of our hotel
- 11:45 AM - Lunch at Timna National Park
- 1:30 PM - Sde Boker

## **TOUR 2 - RED SEA CRUISE**

Hope you are ready for an amazing cruise on the Red Sea where you will have a spectacular view of Eilat and surrounding areas. Next we'll head to TLV for our closing dinner and remarks. After which we will return to our hotels.

- 8:00 AM - Please remember to bring your luggage to the hotel hostess
- 8:30 AM - Red Sea Cruise
- 11:15 AM - Please proceed to checkout of our hotel
- 11:45 AM - Lunch at Timna National Park

## **TOUR 3 - RAMON CRATER**

Feast your eyes on one of the worlds natural wonders.

- 8:00 AM - Please remember to bring your luggage to the hotel hostess
- 9:00 AM - Please proceed to checkout of our hotel
- 9:30 AM - Ramon Crater

## **TOUR 4 - BIRD SANCTUARY**

- 7:30 AM - Please remember to bring your luggage to the hotel hostess
- 7:40 AM - Early morning visit to the Bird Sanctuary & a stop at Sde Boker
- 10:00 AM - Free Time
- 11:30 AM - Please proceed to checkout of our hotel
- 11:45 AM - Lunch at Timna National Park

# DETAILED TRACK DESCRIPTION

## UNDER 45 TRACK

WEDNESDAY  
NOV. 08 2017

### TOUR - RAMON CRATER

Feast your eyes on one of the worlds natural wonders. Enjoy an exciting hike of the Carpentry Shop. It's a magnificent natural wonder. The scientific explanation for this great pile of rocks is that this hill was originally sand. After being heated and then cooled it created these "bricks". The term "Carpentry" was dubbed after someone decided that the bricks looked like wood pieces used in a real carpentry shop.

7:30 AM - Please remember to bring your luggage to the hotel hostess

8:30 AM - Check out of hotels to Ramon Crater and the Carpentry Shop

Under 45

# IMPORTANT NOTE FOR YOUR LAST DAY

## LUGGAGE:

Your luggage will be arranged depending on your drop off location in Tel Aviv.

If you are departing on:

**El-Al Flight #29**

Your luggage will be waiting for you on the shuttle bus departing from the Dan Panorama Hotel

If you are:

**Extending your stay and staying at the Dan Panorama or Hilton Hotel**

Your luggage will be waiting for you at your respected hotel

If you are:

**Extending your stay and staying at a different hotel**

Your luggage will be waiting for you at the Dan Panorama Hotel in Tel Aviv

## SHUTTLE BUSES TO THE AIRPORT:

**El-Al Flight #29 Nov. 8th**

Transfer shuttle to the airport will be departing the Dan Panorama Hotel at 8:45 PM

**Air Canada Flight #85 Nov.9th**

Transfer shuttle to the airport will be picking up first from Hilton Hotel at 8:00 Am and departing from the Dan Panorama Hotel

# GUIDE

## BIOGRAPHIES



**TOUR EDUCATOR**

**HILLEL  
MEYER**

Hillel was born in Montreal, Canada and moved to Israel in 1972. After completing his mandatory service in the IDF, he studied Jewish Studies at Hebrew University and completed a Bachelor's Degree in Jewish Education. He has various teacher and education certificates, including Jewish History and Israel in the 21<sup>st</sup> Century.

Hillel worked as an educator, both in Israel and in the U.S.A., and became a licensed tour educator in 2011.

He has experience guiding Federations, Synagogues, Birthright, Interfaith groups, families and much more.

Hillel's expertise is guiding Israel through texts, music and culture, and enjoys injecting personal stories and integrating activities to his guiding.

For 12 years of his adult life Hillel lived abroad, mostly in San Francisco and Columbus, OH. During this time, he became more knowledgeable about different streams of Jewish and non-Jewish denominations.

Hillel is the In-House Educator at Da'at and plays a major role in program and content development for all Da'at and ARZA World groups.

Hillel lives in Tel Aviv, is a proud father to 2 boys, Yair and Nadav, and when he is not working or guiding, Hillel is a spinning instructor and enjoys playing the piano.



**TOUR EDUCATOR**

**MIKE  
HOLLANDER**

Mike was born in Canada and made Aliyah in 1988. Before making Aliyah, he completed his BA degree at York University, Toronto in History and began his MA degree in Middle Eastern Studies at Tel Aviv University.

He completed his MA from the Cambridge Center for Jewish-Christian Relations in 2008.

Jewish education has always been Mike's passion and he began to guide in 1994. From 2001 – 2004, he was a Jewish Agency educational emissary in Great Britain for the Federation of Zionist Youth. He was also a consultant to the "Israel Experience" and helped British youth movements and organizations design new programs and construct their educational storyline for their short-term summer Israel programs.

Mike's diverse and extensive experiences and opportunities have influenced his ability to provide a rich Israel experience to a wide range of groups, including Federations, Birthright, Interfaith groups, political groups, congregational trips, families, adults and more. His areas of expertise include history, politics, Middle Eastern and interfaith studies.

Mike is married to Michele and has 3 Israeli-born children. When not guiding, he enjoys running, reading, and music.



TOUR EDUCATOR

## MUKI JANKELLOWITZ

Muki was born in Johannesburg, South Africa where he was very involved in the local Jewish community and the Habonim-Dror youth movement. Upon arriving on Aliyah in 1987, Muki served in the Israeli army as a combat medic. He holds a Bachelor's Degree in Sociology from Wits and a Master's Degree in Biblical Archeology from UNISA.

His 1<sup>st</sup> and only career has been as a Jewish Educator. He was active in setting up the Kibbutz Seminar Center on Kibbutz Tuval which dealt with Galilee issues of settlement and co-existence. He was the 1<sup>st</sup> senior teacher specializing in History and leadership at the Institute for Youth Leaders from Abroad (Machon LeMadrachim) and the educational coordinator of the program, emphasizing that being a Jewish leader means being an educated Jew. Muki was also the Director of Educational Services of the JCC Association and later the Senior Educator of the JDC Buncher Community Leadership Program, training Jewish community leaders in the FSU and India, focusing on strengthening Jewish Identity and developing leadership skills and attitudes.

Of all of Muki's educational experiences, he views guiding as the most significant aspect of all of his education work. He has a lot of experience guiding groups of all kinds, including Federations, Birthright, Interfaith groups, families and adults and more.

Muki is most interested in the "Jewish journey" of the individual and tries to include text as often as possible. Muki believes that working with text allows for grappling with the "big questions". Muki is also actively involved in his egalitarian, non-orthodox Jewish community.

In addition to enjoying nature, reading and studying Jewish text, Muki is a "family man" and always enjoys spending time with his wife, Mandy, and 2 sons – Shaked and Niv.



TOUR EDUCATOR

## NIMROD SLOOSKY

Born and raised on Kibbutz Sarid in Northern Israel, Nimrod is a true "kibbutznik". Post his army service, which he completed with the rank of Sergeant First Class, Nimrod returned to his kibbutz where he spent a few years working as a farmer.

Nimrod's guiding career began in the early 2000's and since then has guided groups of all kinds, including extreme hiking trails as well as tours for the RSY youth movement, Habonim Dror, Birthright groups, college counselors, Israeli students and many more.

Nimrod has vast experience of working with Jewry around the world, having guided many Jewish groups from the UK, Australia and the US.

Nimrod has extensive knowledge in history, archaeology and is well versed in the Bible.

His biggest passion whilst guiding is being outdoors, talking about nature, wildlife and Israel's flora and fauna.

When he's not guiding, Nimrod enjoys cooking and gardening.

In the summer of 2015, Nimrod returned to Israel, after spending almost two years in the Washington DC area with his wife.



TOUR EDUCATOR

**RENEE  
HALPERT**

Renee hails from Vancouver, Canada where she grew up cycling and exploring the outdoors. She was active in Jewish educational frameworks as a youth group and camp counsellor, and as a leader of Jewish and Israel programming on campus with Hillel and the Jewish Student's Network.

After earning her B.A. in History at the University of British Columbia and studying in Israel for 2 years, she moved to Toronto where she married Joe, completed a Master's in Adult Education at the Ontario Institute for Studies in Education, and became a corporate training professional.

Renee and her family made Aliyah in 1993. She worked in the world of Israeli hi-tech as a training facilitator and corporate writer, and spear-headed informal environmental education programs for her local Environmental Protection office and an environmental non-profit which she founded. Renee then decided to fulfill a dream and obtain her Israeli Tour Guide license and fuse her passion for Jewish learning, love of Israeli history & culture, and desire to explore Israel's beautiful landscapes.

She enjoys bringing history and archaeology to life using ancient and modern texts, addressing Geopolitics, and exploring challenges facing the modern State of Israel. Renee has guided Federation professionals, pilgrims, pluralistic high schools, business leaders, Synagogue groups, Birthright, and numerous multi-generational families.

Renee and Joe have four adult children, three of whom have already served in the IDF, and a new grandson. Renee relaxes with reading and yoga, sits on the Board of a not-for-profit cycling club, and has been a rider for the Alyn Hospital Charity Bike Ride (13 years). From their home in the Judean foothills, they view some of Israel's best bike trails, modern vineyards, and ancient olive groves.



TOUR EDUCATOR

**SHARI  
ROBINS**

Shari was born in Cleveland, Ohio and moved to Israel in 1984. Before moving to Israel, Shari completed a Bachelors Degree in Jewish History and a Masters in teaching English as a Foreign Language, both from Ohio State.

Upon moving to Israel, she learned how to drive a bus during times of national emergency. Shari knew from her first visit to Israel that she wanted to be a tour guide but she started her career in Israel teaching English as a Foreign Language at Hebrew University.

Shari has a wide range of experience guiding adults, families, Federations, Interfaith groups and educators. She enjoys story telling and uses music and text to help others better understand and appreciate the history and culture in Israel.

When Shari is not guiding, she enjoys cooking and hiking.





**TOUR EDUCATOR**

**SHLOMO  
LIPSCHITZ**

Shlomo was born in New York but grew up in Israel, excluding the 4 years that his family returned to the USA in his youth.

Following high school, Shlomo served in the IDF, as a combat medic in the Givati infantry brigade.

In 1992, Shlomo began his guiding career while simultaneously building his other careers as a filmmaker and a high school teacher.

Shlomo has a teaching degree from the Lifshitz College of Education, a BA in Communication from Sapir College in the Negev and also studied filmmaking in Ma'aleh Film School in Jerusalem.

He has guided a large variety of groups over the past years, including USY youth groups, family groups, VIP's and hi-tech organizations and many more.

When he's not guiding, he enjoys spending time with his wife and two sons, reading, exercising and working on portrait photography.



**TOUR EDUCATOR**

**YORAM  
PREMINGER**

Born in the United States in New Jersey, Yoram made aliyah with his family in 1967. Following high school he served in the IDF as a paratrooper.

Yoram worked as a "Summer Shaliach" on behalf of the Jewish Agency, attending Jewish Summer Camps on three occasions in the United States and once in (former) Yugoslavia.

Yoram is a graduate of the Tel Aviv University Film Making School, and before starting his career as a tour guide, he worked in the Israeli Educational TV Center as well as in a variety of TV productions.

Since completing the Ministry of Tourism's guiding course in 1988, Yoram has been working as a Tour Educator with a variety of groups and individuals from English speaking countries. Yoram works with Jewish organizations and Christian Pilgrim groups, with youngsters and with family groups. He also works with special interest groups that focus on educational programs and seminars about Israel.



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### APP CONTACT DETAILS

Have questions about our UJA Centennial Mission App?  
Email your questions to Becky at [bberkman@daatravel.co.il](mailto:bberkman@daatravel.co.il)

# UJA PROJECTS IN ISRAEL

## 1. OVERVIEW - WHY WE PARTNER WITH ISRAEL

Over the past 70 years, UJA Federation of Greater Toronto has forged a strong bond with the State of Israel with investments in aliyah and absorption, vulnerable populations, education, healthcare and cutting-edge technology.

These investments all contribute to a prosperous, resilient and successful Israel which offers future generations opportunities to make the most of their and the state of Israel's potential.

Through our strategic partnerships with the Israeli government, philanthropists and private foundations, UJA Federation of Greater Toronto supports programs having significant social impact, while leveraging matched investments of many millions of dollars for meaningful impact.

## 2. ISRAEL COMMUNITY PARTNERSHIPS

### BAT YAM

#### Context:

- Despite its location in the center of the country, Bat Yam currently has limited resources and few prospects for economic growth.
- With 160,000 residents in Bat Yam, almost 35% of the residents are immigrants from the Former Soviet Union and Ethiopia; 40% are senior citizens and it is the second most crowded city in Israel.
- Recently there has been an influx of new immigrants from the Ukraine and France moving to Bat Yam.

#### Goal:

- To work with local government and other strategic partners to ensure the next generation of Israelis living in Bat Yam fulfill their potential and strengthen their ability to contribute to society and the Israeli economy.

## STEEM – SCIENCE, TECHNOLOGY, ENGINEERING, ENGLISH, MATH: EDUCATION AS A VEHICLE FOR SOCIO-ECONOMIC MOBILITY

### IMPACT OF UJA'S PARTNERSHIP:

- 780 pupils are receiving access to advanced math, science and English programs
- 43 teachers are receiving professional development programs in math, science, English and cyber studies
- 700 children are provided with and inspired by field trips to science and technology centres in Israel
- 100's of children are participating in cyber and science competitions every year
- Development and building of new science and language labs in Bat Yam
- 18 young Ethiopian adults have received scholarships to study Nursing

### EILAT/EILOT

#### Context:

- 60,000 residents in Eilat & 4,500 residents in Eilat
- Located on the southernmost tip of Israel and bordering on Egypt and Jordan, this area is of strategic importance to the State of Israel, ensuring the security of Israel's southern borders and access to trade routes with the Far East
- Defined as the major tourist city of Israel, most employment opportunities in Eilat are in the tourism industry, low-tech and the port
- Eilat Regional Council income is primarily from agriculture, dairy and tourism
- Eilat and Eilat have very few 21<sup>st</sup> century industries at this time
- The remote location presents many challenges in successfully providing essential Education Services, Health Services and employment opportunities that ensure the stability and prosperity of Eilat/Eilat

#### Goal:

- Invest in regional development in order to attract new high level demographics to the region and strengthen the area's resilience and the socio-economic growth

## **IMPACT OF UJA'S PARTNERSHIP**

### **Health Care (Yoseftal Hospital):**

- \$1 million investment leveraged against \$5 million matching funds to build a new emergency room to better serve community needs
- Revamp and upgrade of entire hospital
- Recruitment of much needed human resources including doctors and nurses to the region through incentives

### **Innovation and Employment:**

- Development of R&D facility for renewable energy which positions the region as the green Silicon Valley of Israel

### **Education:**

- Positioning the Eilat campus of Ben-Gurion University as a local hub for STEEM studies
- Dormitories created in a Built-to-Own model
- Development of scholarships to incentivize students to live, learn and settle in the region

### **STEEM Initiatives:**

- Improving the ratio of teachers to pupils
- Upgrading outdated science facilities and curriculums
- Implementing a problem based learning (PBL) approach to STEEM studies from 9th Grade and onwards
- Ensuring greater access to STEEM studies for pupils in Elementary and junior high
- Developing skills for pupils to work in a global environment including Robotics twinning between Toronto and Eilat/Eilot schools

### **STEM Success Highlights:**

- 2,541 students are currently directly involved in STEM Programs
- Two joint STEM programs with Elementary Schools in Eilat and Toronto
- 20% increase in students choosing advanced mathematics in Eilat
- 10% increase in 9-11 Grade student averages grades for Math and Science
- 30 high school students have trained to become science instructors in after-school science and technology programs, instructing 80 elementary school students
- Robotics programs have been set up in every elementary school in Eilat
- Implementation of two joint programs between high schools in Eilat and Toronto
- Over 100 full scholarships awarded for BA and BSC Programs at Ben- Gurion University in Eilat
- Opening of a new science education program at Ben-Gurion University, Eilat campus

As part of the partnership between Eilat–Eilot and UJA, the twinning school robotics program continues to expand. This year the program includes four Jewish day schools from Toronto and four from Eilat. On October 16, a delegation of 10 teachers from Jewish day schools in Toronto travelled to Israel on a week-long study tour. Toronto schools participating in the program are: Robbins Hebrew Academy, Bialik, Leo Baeck and Associated.

## **SDEROT**

### **Context:**

- 25,000 residents in Sderot
- For the past 13 years, Sderot has suffered considerably by living with the threat of daily rocket attacks. Since the summer of 2014 there has been a period of relative quiet, but the enormous task of rebuilding the community remains

### **Goal:**

- Ensuring Sderot's resilience by investing in education and community programming that offers opportunities for the next generation to become Israel's community and economic leaders

## **IMPACT OF UJA'S PARTNERSHIP**

### **Community:**

- Fortified Sderot's Community Center (as a JFC-UIA National project)
- Developed a strong, vibrant Youth Department for Sderot, now fully operated by the municipality
- Stabilized formal and informal activities and services in the city, over the years, in times of peace
- Ability to operate independently in times of Emergency and to help other communities in Israel when under stress

### **STEEM Success Highlights:**

- 360 kindergarten children are taking part in the Robomath program
- 500 elementary school children are using five new science laboratories
- 200 junior high and high school pupils are taking part in a research-oriented math program
- 20 teachers of math in elementary and high schools are taking part in in-service training
- Matriculation rates in Sderot are ranked top among all towns in southern Israel
- Providing educational guidance and job counselling to thousands in the Netivim centre for Young adults
- 250 students received full college scholarships.

## **3. JAFI**

Since 1929, JAFI - the Jewish Agency for Israel has been bringing Jews to Israel, Israel to Jews and helping build a better society in Israel and beyond by inspiring Jews throughout the world to connect with their People, heritage and homeland, while empowering them to build a thriving Jewish future and a strong Israel.

JAFI was instrumental in founding and building the State of Israel and continues to serve as the main link between the Jewish state and Jewish communities everywhere, helping to address the challenges every generation of Jewish people have faced.

In the spirit of collective Jewish responsibility, UJA Federation of Greater Toronto partners with JAFI on the following:

- The Shlichim Program, with nine shlichim this year comprised of one regional shalicha, four community shlichim, one youth movement shaliach and three Israel Fellows.
- The ShinShinim Program, with twenty-five ShinShinim embedded in over 40 organizations throughout Toronto, including synagogues, day schools, youth groups, Hillel and other community organizations.
- Shevet; once ShinShinim return to Israel following their year of service in Toronto, they become members of the alumni group, the Shevet. Through this group they receive opportunities to build upon their meaningful experiences and to become change agents in their communities, helping strengthen relationships between Israel and the Diaspora.
- The Jack Weinrib z"l Memorial Fund and Fund for the Victims of Terror (FVOT) which provides special one-time grants of \$3,500 CAD, in coordination with UJA, to victims of terror.
- The Masa Israel Teaching Fellows (MITF) which was offered this year to 31 Fellows (2 from Toronto) who began their placement in 16 schools across Bat Yam. A further three Torontonians are Fellows based in Ashdod.

#### 4. JOINT DISTRIBUTION COMMITTEE (JDC)

JDC is the world's leading Jewish humanitarian assistance organization, impacting millions of lives of the world's poorest and most vulnerable Jews in more than 70 countries. Their efforts help revitalize Jewish life in remote communities, build tomorrow's leadership among Jewish youth and rescue victims of global emergencies.

JDC, founded during World War I to alleviate the suffering of Jews suffering in Ottoman Palestine was the first Jewish organization to provide large-scale funding for international relief. Over the years JDC played a significant role in sustaining and resettling Jews and rebuilding devastated Jewish communities both pre and post WWII.

Active today in 70 countries, JDC works to alleviate hunger and hardship, rescue Jews in danger, create lasting connections to Jewish life and help Israel overcome the social challenges of its most vulnerable citizens, both Jewish and non-Jewish.

In the spirit of collective Jewish responsibility in vulnerable overseas Jewish communities, UJA Federation of Greater Toronto partners with JDC on the following:

- Aiding vulnerable communities of Holocaust survivors in Moldova
- Aiding Jewish communities in crisis
- Supporting Jewish leadership and Identity programs in Hungary and Bulgaria

#### 5. ISRAEL ENGAGEMENT

##### **BIRTHRIGHT**

An opportunity for young people, 18-26, to visit Israel for a unique educational experience at no cost to them. This partnership is sponsored in the Toronto area by the Government of Israel, UJA Federation of Greater Toronto, The Jewish Agency for Israel and leading Jewish philanthropists.

##### **MARCH OF THE LIVING**

A two week educational experience in Poland and Israel for students in Grades 11 and 12, which marks three of the most important dates in Jewish history.

On Yom Hashoah students participate in a three kilometer International March from Auschwitz to Birkenau as a silent tribute to victims of the Shoah and then observe Yom Ha'zikaron and celebrate Yom Ha'atzmaut (Israel's Independence Day) in Israel.

##### **DILLER TEEN FELLOWS PROGRAM**

The UJA Federation of Greater Toronto has been supporting the delivery of the Diller Teen Fellow Program in Eilat. It is UJA's premiere leadership development program for Jewish teens in grades 10 and 11. Now operating in 30 communities in the United States, Canada, South Africa, Australia, England, Argentina and Israel, the goal of the Diller program is to develop future generations of active, effective leaders with a strong Jewish identity, commitment to the Jewish people, respect for pluralism and love of Israel.

# THANK YOU

## TO OUR GENEROUS CENTENNIAL JOURNEY SPONSORS

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Yo Sox

# THANK YOU FOR CELEBRATING WITH US

Our Centennial Journey is a culmination of the many creative minds, hearts and souls of our amazing Professional staff at UJA, our partners in Israel Da'at Travel, UIA Federation Canada, JAFI as well as our amazing clergy and outstanding lay bus captains. We are very grateful for all of their hard work and dedication to both this enormous project and our Toronto Jewish Community.

Together, we hope that this journey has opened your eyes and warmed your hearts as you witnessed firsthand our involvement, progression and transformation of both the people and the land of Israel. We hope we have shown you the breakthroughs of our past that lead us into the future as world leaders in many facets around the globe.

We travelled together 350 strong to our homeland so that we may celebrate you and the generations before you ... because without the UJA donors of the past and present... we would have no investment in our future.

Now it's time to go back to Toronto and celebrate our strong future as leaders in the Toronto Jewish Community.

## IT'S NOT GOODBYE. IT'S L'HITRAOT

- Marcy, Rosanne and Steve







UJA  
Toronto's  
Centennial  
Journey  
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