

1. Creation of CRB foundation in Canada

1986

The announcement of the new foundation caused a stir of excitement. Not only was a prominent Canadian, already known for his generosity establishing a formal vehicle for his giving, one with a significant endowment, he was making a strong statement of his personal values. Unlike many Canadian foundations whose charters spoke to general charitable causes, The CRB Foundation announced two specific goals: to enhance Canadianism and to strengthen the unity of the Jewish people.

The first offices of CRBF were in a small back corner of the Seagram Building on Peel Street, now home to the Development and Alumni Department of McGill University. The foundation moved to its current home in Le Windsor just down the street on Peel Street shortly after our launch in 1987, sharing space with the newly established Claridge Inc. in keeping with Charles's philosophy that his investment and philanthropic teams should interact, that his philanthropy was as important to him as his business interests. Le Windsor, an iconic building in Montreal and newly renovated, was a fitting choice for CRB's Canadian headquarters.

From the outset, Andy and Charles took an active interest. They were clear about the foundation's goals, but looked to the professional staff and consultants to give them shape. They were also clear about their standards: start with excellence and strive to improve. They believed in planning, were ready to experiment, and to learn by doing and to test the untried.

2. Projects to enhance Canadianism through education

1986

In its first years, the foundation experimented with how best to give life to its goal of 'enhancing Canadianism' by supporting projects that offered insight into the stories and experience of Canada. From the outset, the emphasis was on education, with an approach that encompassed a broad range of initiatives, from support to research, to film and television, and in-school programs, with target populations ranging from middle-school students to film makers and producers and academic researchers.

A few examples:

- Founding support to The Canadian Film Centre in Toronto, founded by Norman Jewison in 1988 to give mid-career Canadian artists an opportunity to learn the craft of feature film.
- A founding grant to the Junior Encyclopedia of Canada, a multi-volume companion to the already successful Canadian Encyclopedia.
- A program of travel to Quebec that enabled young students from francophone communities elsewhere in Canada to explore this element of their identity as Canadians.
- The development and production of television programs for young people 10-14. Some of the programs supported include the still popular Degrassi Street as well as Les Debrouillards and Watatatow, then an early effort to explore interactive storytelling.

An early assessment of these initiatives led the foundation to operate its own programs and to focus its work on telling the stories of Canadian history through popular media. This became the foundation's signature undertaking in Canada. The centerpiece of the multi-faceted Heritage Project, Reflets du patrimoine, was the Heritage Minutes, a series more than 60 one-minute dramas of people, decisions and stories of the country's history that were nationally broadcast on television and in cinemas. Companion elements were in-school learning resources for grades 6-9, and a program of Fairs that gave students aged 10-14 the chance to research the stories of Canada that were of personal interest to them and present them in public gatherings.

3. Project Involvement launched in Israel

1990

In 1990 the Foundation identified education as the key to overcoming socio-economic disparity in Israel and the path to equal opportunity. Project Involvement lengthens the hours of elementary school and kindergarten and introduces cultural enrichment subjects to the basic curriculum. These are designed to supplement the core curriculum, to expose all children to the experiences of enrichment, and to use informal and active educational techniques.

The program began as a pilot in Jerusalem and Beit Shemesh, and was called Project Involvement because it introduced a genuine involvement of the parents, schools, and municipalities in the choice of subject matter and educational methods. In many places parents are actually involved in learning with their children.

The success of the pilot led the Ministry of Education to adopt the program and transform it into a national one, which today encompasses 120 towns, 732 elementary schools, and 1966 kindergartens. Project Involvement reaches approximately one fourth of the children in Israel (275,959 in 2012) from all sectors of the population. Over 4,500 guides, trained by the staff of Project Involvement, teach the special enrichment courses, which range from music, dance, theatre, chess, sport, to electronics, photography, environment, and more. The enrichment courses are developed by the program's staff, by universities, and companies. All are approved by a pedagogic committee.

The enrichment program is a very large platform for educational change in each town and city where it exists. It is an integral part of the Israeli educational system and represents a unique partnership between a foundation and Government.

With the impending ACBP spend down in the background, a partner has been identified who will assume full leadership of the project in place of ACBP over the next few years. This is Ofanim, an NGO whose educational goals and methods are similar to those of ACBP. The transition process is designed as gradual, and began in September 2012.

4. McGill Institute for the Study of Canada founded 1994

The McGill Institute for the Study of Canada was established in 1994. Its mission is to promote a better understanding of Canada through the study of our heritage; develop a clearer understanding of Canada's social, political and economic future; identify and explore the benefits that a pluralistic society offers; and, support the study of Canada across the country and internationally.

In order to achieve these goals, the Institute encourages a multidisciplinary approach to the study of Canada; promotes public as well as university-based education about Canada; fosters the development of networks in the areas of Canadian Studies; and, enhances informed discussion of public policy.

There are three core elements to MISC's program: research; teaching at the graduate and undergraduate levels; and outreach to interested publics beyond the University community, including a program of public lectures and an annual conference on issues of public policy that are of current interest.

5. Israeli-Palestinian Projects

1995

In 1995, following the signing of the Oslo agreements and as one of many efforts to strengthen the peace process on the ground, ACBP joined with the Israel Foreign Ministry and several European funding sources to build joint Israeli-Palestinian projects in several fields.

The government of Belgium and ACBP combined forces to fund Israeli-Palestinian research projects in the areas of agriculture, water, science education, special education, nutrition, and environment. Israeli and Palestinians submitted research plans to an academic jury, and the most worthy were selected. The budget was one million dollars per year for four years.

The European Union joined this project in order to establish a science education center at Al-Quds University in Jerusalem under the direction of its President Sari Nusseibeh. Consultants from the Weizmann Institute of Science and Tel Aviv University worked with staff from Al-Quds in planning and building a lab center at Al-Quds, joint research projects, a science curriculum center, and the foundation of a science museum. The budget exceeded three and a half million dollars over four years.

Together with the Government of Norway, ACBP built a people to people program, which functioned through Palestinian and Israeli NGOs. These organizations joined together to plan and implement joint projects in the area of informal education. Hundreds of projects were supported and hundreds of children and adults were involved. The funding here too was a million dollars per year, and the program ran for five years.

The scientific research project developed into IPSO, the Israeli-Palestinian Scientific Organization, founded in 2004, incorporated as an international not-for-profit entity in Belgium. IPSO's distinguished Board is headed by Professor Torsten Wiesel, a Nobel Prize winner from Sweden, and the organization is backed by the Israeli and Palestinian Academies of Science. Dozens of research proposals have been presented and sponsored over the years. Housed originally in the ACBP office, IPSO is today an autonomous organization backed by UNESCO with offices in Jerusalem.

6. ACBP begins work on environmental issues

1996

In 1996 ACBP entered the field of environment in an effort not only to improve environmental conditions in Israel but also to overcome the social gaps built into this area. A study commissioned by ACBP indicated that the most effective use of foundation funds would be in grass-roots environmental groups which were emerging in Israeli civic society. The Foundation began by investing in large and small organizations which were the heart of a nascent environmental movement which eventually thrust environmental issues into mainstream thinking and action. Issues like pollution, open spaces, transportation, energy sources, population growth, beaches, and others became popular causes. Environmental organizations multiplied and attempted to protect the interests of individual and society from violations of basic rights in all areas connected with the quality of the environment in which we live.

In 2002 ACBP joined forces with several other foundations to form the Green Environment Fund, on the assumption that combined resources, experience, and knowledge would enable the partners to influence the field more than any one could do alone. The Nathan Cummings Foundation, the Morningstar Foundation, the New Israel Fund, the Sebba Foundation, and ACBP have been working together for more than a decade.

We have supported grass roots organizations, large and small, traditional and new, seeing them as the key vehicle of change. GEF attempts to strengthen the sustainability of grass roots entities, and to transform the movement into a force with real power in Israel.

Another focus has been the development of environmental leadership, working with the Heschel Center. And we have continued to support the Green Network, which works towards educating elementary school children about environmental issues and turning them into home and community activists. This project has expanded greatly in a new partnership with the Ministry of Environment. As ACBP exits from this field, we are cooperating with our partners in finding new funding in order to maintain the power of GEF.

7. Chair in Israeli Studies established at University of Toronto 1997

The Andrea and Charles Bronfman Chair in Israeli Studies is dedicated to teaching and scholarship on modern Israeli society, broadly understood, and provides leadership in developing this field across disciplines within the University, in building strong ties with Israeli institutions, in communicating research to the public constituency through the annual Andrea and Charles Bronfman Lecture, and in encouraging research in Israel and related study by young scholars. Professor Emanuel Adler, a political scientist, holds the chair.

The Andrea and Charles Bronfman Student Award Fund in Israeli Studies offers support to undergraduate and graduate students of the University of Toronto who are traveling to Israel for study or research, or who are pursuing study or research in Canada related to Israel. The Fund also offers awards for the best papers based on research conducted in Israel by students in receipt of research support from the Fund.

8. The Israel Philharmonic Orchestra

1998

In 1998 a large grant was made by ACBP to the Israel Philharmonic Orchestra for an innovative series called Concerts in Jeans, aimed at attracting a younger generation to the concert hall. The series became extremely popular and continues today.

In 2012, Charles Bronfman announced a ten million dollar gift to renovate the orchestra's auditorium. This historic structure, known in Hebrew as Heichal ha-Tarbut, will be renewed to the benefit of all citizens of Tel Aviv and the country at large. In Charles Bronfman's words: "the decision to donate to Tel Aviv's auditorium stems from my view that we, here in America, should assist in realizing a full life in Israel, which includes culture."

9. Launch of Birthright Israel

1999

The idea was simple: offer an educational, life-changing, 10-day trip to Israel, free of charge to young Jewish adults between the ages of 18-26. My co-founder of Birthright Israel, Michael Steinhardt and I, believed then and believe now that this trip, this gift, this investment in its simplicity, is as transformative and visionary as it is pure and generous. The goal is to strengthen each participant's Jewish identity; to inspire a lasting bond with the land and people of Israel; and to reinforce the solidarity of the Jewish people worldwide. In short, Birthright Israel seeks no less than to transform young lives and, in the process, shape the course of Jewish history and ensure the continued existence of the Jewish people.

10. Grants to Universities in Israel

1999

Charles and Andy Bronfman made a major contributions to the Hebrew University directed to two subjects dear to their hearts. The first was in 1999 for the Ulpan of the Rothberg International School, where they themselves had studied Hebrew one summer. Two and a half million dollars were directed towards bringing the most modern technology into the language labs, and transforming the methods of teaching Hebrew as a second language. In addition, efforts were made to guarantee the integration of international students into the Hebrew University as a whole.

A second grant of the same amount was awarded to the School of Engineering and Computer Sciences of the Hebrew University to encourage top Israeli academics teaching in the United States to return to Israel by improving the lab facilities and work conditions in this department of the Hebrew University. Tel Aviv University was awarded a large grant to the Institute for National Security Studies (INSS), where regional strategic issues are studied, analyzed, and discussed in order to inform Israeli decision-making.

11. Historica Foundation is established 2000

The Historica-Dominion Institute began operating in 2000 as the Historica Foundation with a mandate to engage young Canadians in the history of their country. Its premise was: knowledge breeds awareness; awareness leads to understanding; and understanding to a sense of belonging.

In 2009, Historica merged with the Dominion Institute. Using groundbreaking public opinion research and innovative TV, new media and in-school programs, the Institute helps hundreds of thousands of Canadians connect in meaningful ways with the country's history, shared citizenship and democratic institutions and values. The Institute's programs fall under three themes: memory, democracy and identity.

Through the scope and quality of its programs, HDI has become the leading national organization in its field. HDI holds the productions initiated by the Philanthropies and further developed by Historica: English and French Heritage Minutes series of 60-second TV dramas as well as 100 Historica Minutes, and 100 Footprints, both 60-second TV clips of little known Canadian heroes using documentary footage, and an additional series of Radio Minutes adapted from the TV versions.

HDI's website features a large volume of resources for teachers, including digitized versions of the Minutes and accompanying lesson plans. The site receives approximately 50,000 visits a month. The Canadian Encyclopedia, the basic reference work on Canadian history and the bilingual go-to resource for Canadian students, and The Encyclopedia of Music in Canada are available free of charge on-line through HDI to up to half a million visitors a month.

Encounters with Canada, yet another HDI initiative, is Canada's largest youth forum. Throughout the school year, 120 to 138 secondary students from across Canada come to Ottawa for a week; there they discover their country through each other, learn about Canadian institutions, meet accomplished Canadians, explore career options, develop civic leadership skills and live an extraordinary bilingual experience.

12. The Gift of New York 2001

On September 11, 2001, like millions of others, Andy Bronfman found herself glued to the television, as she watched the horrific events unfold. She began to think about the families who had lost loved ones, who were stunned and probably paralyzed with grief. She felt something should be done for them, beyond financial aid, which could somehow help as they were learning to live with their terrible loss. By December 2001, the Gift of New York was launched with unanimous participation from 261 New York-area arts, entertainment and cultural institutions and with two guiding principles: to respect the privacy of the families who had lost loved ones on 9/11 and to allow them to use the program at their own pace. Over the course of eighteen months, The Gift of New York was able to offer families more than 65,000 tickets to artistic, cultural sports and live entertainment events, not including thousands of free admission passes to museums, zoos and botanical gardens, and other non-reserved seat activities in NYC and the surrounding regions.

13. Reboot founded 2002

Reboot is a catalyst to catalysts. Every generation must grapple with the questions of Jewish identity, community and meaning on its own terms. Reboot exists to facilitate that process for this and future generations – providing the tools and methodologies to help ‘reboot’ inherited tradition and make it vital, resonant and meaningful in modern life. Reboot is committed to creating opportunities for peers to gather, to engage, to question and to self-organize with their own networks, in their own way, in their own time.

Founded in 2002, Reboot engages and inspires young, Jewishly-unconnected cultural creatives, innovators and thought-leaders who, through their candid and introspective conversations and creativity, generate projects that impact both the Jewish and non-Jewish worlds.

14. 21/64 founded 2002

21/64, founded in 2002, is a non-profit consulting division of the Andrea and Charles Bronfman Philanthropies that specializes in next generation and multi-generational strategic philanthropy. At 21/64, they understand the unique skills and perspectives the next generation can bring to the philanthropic community. However, the prospect of engaging the next generation can be daunting. Next-generation family members have grown up with access to broader opportunities fueled by information technology, increased diversity and global connectedness. The questions they ask, language they use, and even their values and priorities change the way the family communicates. The more a family is able to see that “involving the kids” does not only mean adding children to an existing system, but rather shifting the family paradigm to become multigenerational--embracing what each generation brings to the table--the better prepared they will be for the next phase of their foundation’s evolution, and for meeting the needs of the 21st century.

15. Grand Street founded 2003

21/64 facilitates Grand Street, founded in 2003, an ongoing network of next-generation family members (ages 18-28) who are involved or will be involved in their family philanthropy one day. Participants often feel respect for their inherited family legacy but are unsure about finding their own place in the multigenerational family context. Grand Street allows participants to explore questions of their Jewish identity, family responsibility and philanthropic opportunity in a safe space among peers. Participation in the network begins with a weekend retreat and is followed by optional activities including international site visits, volunteer service trips, and other learning and philanthropic opportunities initiated by members of the network.

16. Association of Israel's Decorative Arts (AIDA) founded 2003

Since the organization's founding in 2003, The Association of Israel's Decorative Arts' (AIDA) has helped the careers of a generation of artists from Israel. AIDA's mission is to foster the development of contemporary decorative artists from Israel by connecting them to an international audience of galleries, institutions and collectors. Underlying all of AIDA's activities is the goal of promoting a positive image of contemporary Israel not often seen. AIDA's programs include: connecting artists with galleries; exhibiting works at international art fairs and significant craft fairs; providing scholarships, residencies and summer teaching positions at prominent craft schools; supporting participation in distinguished decorative arts conferences and finding venues for museum shows. These programs allow artists from Israel the opportunity to exchange ideas, techniques, and approaches to their work with a broad and diverse audience.

17. Launch of CRB Prize

2004

The Charles Bronfman Prize is a humanitarian award created and endowed by his children — Ellen Bronfman Hauptman and Andrew Hauptman together with Stephen Bronfman and Claudine Blondin Bronfman — in honor of their father's 70th birthday. An internationally recognized panel of Judges selects the Prize recipient(s) and bestows an award of \$100,000.

Charles has spent a lifetime developing, implementing and supporting initiatives that help to strengthen the unity of the Jewish people; investing in next generations to expand their knowledge and appreciation of their history, heritage and cultural identity; and impacting on the direction of Jewish life and community.

The Charles Bronfman Prize recognizes Jewish humanitarians whose work, while inspired by personal Jewish values, is of universal benefit to all people. It celebrates the vision and talent of an individual or team under 50 years of age. Its goal is to bring public recognition to their accomplishments and provide inspiration to the next generations.

18. Slingshot founded 2004

The idea for Slingshot developed organically following a weekend retreat for a dozen young Jews in 2004 who were preparing to become involved in their family foundations. Participants were hoping to learn how to navigate the alphabet soup of the Jewish community and sort out which organizations resonated for themselves and their peers. They imagined a Zagat-style guidebook and worked to produce Slingshot: A Resource Guide to Jewish Innovation to highlight the 50 most innovative nonprofits in North American Jewish life for themselves and their peers. With the help of staff from the Andrea and Charles Bronfman Philanthropies they reached out to funding professionals across the United States to evaluate the organizations that qualified as finalists for the guide. Given the level of due diligence that goes into Slingshot, not only have these twenty-something women and men benefited from their initial idea, but the Jewish community has gained a valuable resource.

19. Andrea M. Bronfman Prize for the Arts founded 2005

The Andrea M. Bronfman Prize for the Arts (“the Andy”) was initiated in June 2005 by Charles Bronfman to honor his wife Andy’s passion for and support of the crafts in Israel. Launching the Prize a year before Andy’s untimely death at the age of sixty, Charles Bronfman continues his and Andy’s work in this field. The prize has become a showcase for Israeli decorative artists and is awarded annually in the fields of jewelry, ceramics, fashion, textile, or glass. The winner receives 50,000 NIS, an exhibition of works at the Tel Aviv Museum of Art and a catalogue of the exhibition. In addition, one work of the artist is gifted to the Tel Aviv Museum and one to the Israel Museum in Jerusalem.

Cooperation with the Tel Aviv Museum of Art has enabled the Andy Prize to gain wide recognition among artists and supporters of the crafts in Israel, and to be a catalyst for advancing the field. As Charles Bronfman has stated: “The Andy is about excellence. By recognizing excellence, not only will Israeli decorative artists understand that their craftsmanship is on a par with the best in the world, but the international community will recognize it as well.”

20. Inter-Agency Task Force on Israeli Arab Issues founded 2006

The Inter-Agency Task Force on Israeli Arab Issues, with ACBP on its board, was founded in 2006 with the mission to generate awareness among the North American Jewish and Israeli public to advance civic equality in Israel, where Israeli Jews and Arabs can contribute, participate and benefit as full citizens. Members of the Inter-Agency Task Force on Israeli Arab Issues, a coalition of now almost 100 North American Jewish organizations, foundations, private philanthropists and international affiliates, are committed to the welfare of Israel and support the Jewish state's right to a secure and peaceful existence. Members of the Task Force are proud of the democratic, sovereign state of the Jewish people and support Israel's Declaration of Independence including the article that promises social and political equality for all its inhabitants, Jews and Arabs alike. Jewish tradition and our democratic beliefs charge us with this challenge for the future of Israel and the Jewish people. Because of its strong support for the State of Israel and concern for Israel's long-term security and welfare, North American Jewry seeks to do our part to make civic equality in Israel a priority for the Jewish people.

21. The Charles R. Bronfman Institute for Personalized Medicine founded

2007

The Charles R. Bronfman Institute for Personalized Medicine (IPM) at The Mount Sinai Medical Center in Manhattan will help propel Mount Sinai to the forefront of personalized medicine, an emerging field that uses information about a person's genetic make-up to customize strategies for the detection, treatment, and prevention of disease. The \$12.5 million ACBP gift will be used to fund an institution-wide Biobank at Mount Sinai and to establish the Translational Biomedical Informatics Center, two areas of focus for the Institute for Personalized Medicine, seed-funding Mount Sinai's overall \$30 million personalized medicine initiative. The grant will be paid out over a period of 10 years.

Charles has said, "Personalized medicine could be the most important scientific development of the 21st century." Landmark discovery efforts in genome and information sciences have provided life scientists with powerful tools for gaining a deeper understanding of the role genes and environment play in health and disease. Personalized medicine transforms the traditional "one-size-fits-all" model of medicine by incorporating each individual's unique genomic make-up and environmental exposure to better manage their disease predispositions or diseases. The Institute examines how this new model of genome-informed personalized healthcare may be translated in clinical settings to advance the practice, delivery and economics of health care.

22. Slingshot Fund created 2007

The next-generation funders responsible for Slingshot took their concept a step further, and created the Slingshot Fund, a peer giving network, to support Jewish organizations that resonated with their generation. The Slingshot Fund exposes its next generation funders to a professional grant-making process. While many come from families involved in philanthropy, most have yet to review grant proposals, conduct site visits, and make allocation decisions. In conjunction with a group of their peers, Slingshot offers them the opportunity to develop those skills and learn from experts in the field while leveraging their small gifts into a significant grant pool.

23. Book Launch: The Art of Giving 2009

In a time in which philanthropic strategy is more important than ever, Charles Bronfman and Jeffrey Solomon have written the definitive guide to getting the most out of one's giving. Part "how to" and part memoir, The Art of Giving: Where the Soul Meets a Business Plan (Jossey Bass, November, 2009) is a must-read book for aspiring philanthropists, wealth managers, nonprofit professionals, and anyone who simply wants to make his or her philanthropic effort the most meaningful and impactful that it can be.

Through sound argument and amusing anecdote, The Art of Giving demonstrates that truly impactful philanthropy can only be achieved when donors are fully aware of their personal motivations, and combine them with smart, technical business plans. "There are thousands of books that teach us how to make money, but very few that teach us how to give effectively," said Charles. "Giving is easy, but giving effectively and strategically requires both self-awareness and a solid business sense. Together with my co-author, our aim is to help accelerate a new generation of philanthropists along what can be a very steep learning curve."

24. Renovation of The Samuel and Saidye Bronfman Archeological Wing of the Israel Museum

2010

Believing that culture was a key to Israel's future, the Bronfman family joined Teddy Kollek's efforts to establish a national museum in Jerusalem, and contributed the Samuel and Saidye Bronfman Archaeology Wing of the Israel Museum in 1965. In that wing the best of Israel's excavated archeology is presented, and reveals the narrative of the Land of Israel and the people of Israel from earliest times as recorded in archeological materials.

When the Museum's total renewal was planned, the renovation of the archeological wing was undertaken by Charles Bronfman as a most significant contribution to the entire project. The concept was to return to the beautiful design of Alfred Mansfield, the original architect of the Museum and of the wing. James Snyder, director of the Museum today and the guide of the renovation said of Mansfield's work "With sculptural clarity, his free-floating concrete roof slabs, supported by single central columns in form-cast concrete-clad enclosures, and his clerestory windows emitting translucent light were intended to provide a cool backdrop for the display of the warm stone and clay archeology of the ancient land."

The renovation, completed in 2010, restored Mansfield's work, reinforced by the most modern and excellent lighting and cases which allow a beautiful and dramatic presentation of thousands of pieces. These relate the narrative in a clear manner, equally accessible to visitors who come with little background and visitors with much background. From pre-historic periods, through the settlement of Canaan, the development of monotheism, the Northern and Southern kingdoms, the history of Jerusalem, Hellenism, the birth of Christianity and the influence of Islam—all appear in the seven galleries of the Wing from a universalistic perspective.

25. Book launch: The Art of Doing Good 2012

For anyone setting out to change the world, launching a nonprofit venture can be a powerful way to enact change. Whether bringing donated eyeglasses to children who have never seen clearly, revamping inner city schools, or bringing solar cookers to refugee camps, the act of doing good can be life-changing. Yet starting a nonprofit and running it well can also pose challenges. The Art of Doing Good: Where Passion Meets Action (Jossey Bass, September, 2012) is an essential companion for anyone looking to start an organization that makes a real difference.

Drawing from their own leadership roles in the nonprofit world, as well as interviews with 18 celebrated social innovators, Charles Bronfman and Jeffrey Solomon prepare would-be social entrepreneurs with guidance and real-world advice for sustaining the spirit, ambition, and ingenuity to keep their vision alive and thriving.

26. Birthright Israel 13th anniversary 2012

When the first Birthright Israel flight landed in Israel on January 4, 2000, the program was viewed as an audacious experiment; no one could predict whether it would succeed. Now, 13 years later, Birthright Israel celebrates its Bar/Bat Mitzvah year as one of the most essential programs in the Jewish world and a rite of passage that has sent 330,000 Jewish young adults – from 59 countries, 50 U.S. states and all Canadian provinces and territories, including students at more than 1000 North American college campuses – on a life-changing educational trip to Israel.

Kathryn G., a recent participant, wrote to us: “Before my trip to Israel, I felt little connection with my Jewish culture and heritage. After 10 days of exploring the land, meeting the Israelis and learning Jewish history, I returned home with a new understanding and appreciation of my Jewish past and present. I also feel deeply invested in the future of Israel.” The mission of Birthright Israel, the vision of its founders, and the goals of program have all come of age.