

יחד
Yachad
Together for Israel
Together for Peace

Annual Report 2015

As we look back on all that we have achieved in 2015 we do so with a sense of pride, but also with the acute awareness that Israel, the country we care so passionately about, faces ever-growing challenges.

The end of 2015 was mired by renewed violence for Israelis with a wave of stabbings, many of them fatal. The peace process showed no sign of 'defrosting' and, in fact, a resolution to the conflict seems like a distant dream more than ever before. The end of the year also saw a renewed wave of attacks on human rights and civil society organisations in Israel, in an attempt to silence voices that speak out against the occupation. An extremely difficult year for those in the region, and a difficult year for those of us committed to a secure, democratic and Jewish state.

But at the same time, Yachad has seen an enormous growth. Our team continues to expand to reflect the reach of the organisation, and we saw out 2015 with the knowledge that we had become a registered charity. We also achieved huge milestones for the organisation in cementing our relationships with the youth of Anglo-Jewry, the British government and finding our place within British Jewish communal organisations.

It is for these reasons that, despite the difficult year of 2015, we choose to remain both hopeful and committed. We are hopeful because we see that, whilst the situation on the ground may be challenging, support for our work only increases. And, we remain committed because we believe, if 2015 is anything to go by, Yachad's contribution is needed now, more than ever.

When we established Yachad we knew that the organisation had a big task ahead. Thanks to your support, we are continuing to take great strides. We are so grateful to you for coming with us on that journey and we hope you will join us as we renew our commitment to the organisation's vision for 2016.

The Yachad Board and Staff

Yachad Board

Gideon Smith (Chair)
Alexander Bodin Saphir
Danny Friedman QC
Emily Hilton
Manuela Grayson
Ben Jackman Overlander
Karina Litvack
Dr Daniel Reisel

Yachad staff

Hannah Weisfeld (Director)
Lisa Bain
Rebecca Daniels
Julia Marcuson
Ethan Schwartz

our 2015 ACHIEVEMENTS

We've battled and won the fight to be recognised as part of the mainstream at the Board of Deputies

After a serious attempt to silence Yachad, and prevent us from becoming a member organisation of the Board of Deputies, on 16th November 2014 the Board of Deputies voted by 135 votes to 61 to accept Yachad. The vote was postponed on **two occasions** - deemed too controversial to take place in the midst of the Israel-Gaza war.

Since January 2015 Yachad has had a deputy representing our supporters at the Board of Deputies. For six months Yachad board member Daniel Reisel represented Yachad and we then, as the Board of Deputies triennial election cycle was coming up, advertised for a representative from within our supporter base. Amos Schonfield, a current youth movement worker for the youth movement Noam now represents Yachad at the Board of Deputies, ensuring that our voices can be heard.

Our relationship with the Foreign & Commonwealth Office has grown from strength to strength

After several years of attending communal round tables with the Foreign and Commonwealth Office (FCO,) alongside other representatives of Jewish communal organisations, we now have a very constructive relationship with the FCO. To give you a few examples, over the past year:

- The FCO set up a meeting with Yachad representatives and the **Minister for Middle East Tobias Ellwood** to present the findings of the research we funded into British Jewish attitudes towards Israel (see p4)
- The FCO sent the **highest ranking official** dealing with Israel and the conflict (the head of the Near East Department) for an off-the-record **conversation with our students** at their conference in September 2015
- We arranged for the delegation we took to Israel in November 2015 to **meet with the British ambassador** to Israel in his residence in Ramat Gan, Tel Aviv

Our reach into the next generation of Anglo-Jewry is deeper, and more significant than it has ever been

Over the past 12 months our work with students and youth movements has grown significantly with more students engaging with our work than ever before:

- Our **5-day** student trip to Israel and the West Bank in September 2015 had **30 participants** – double the number that attended in 2014, the first year the trip took place
- Our student conference this September had **60 participants**, the largest number of students that have ever attended
- For the first time ever, **four** of the **youth movements** took part in a **three day seminar** organised by Yachad for those on **gap-year programmes** in Israel
- Following the 2014 student trip, a team of **30 students** organised and led a student campaign – **Kids Court in Conflict** – to raise awareness of juvenile detention in the West Bank.

In two months they **raised over £30,000** to fund a lawyer to work with Palestinian juveniles arrested and brought to trial in the military courts in the West Bank. The lawyer is now employed in a human rights law firm based in Tel Aviv

Our organisational infrastructure is now highly developed

Yachad's team now comprises of **three full-time, staff, one part-time staff** and **consultant** working with us on a regular basis:

- **Director**
 - **Youth and student outreach worker**
 - **Digital Campaigner**
 - **Office manager and administrator (part-time)**
 - **Development manager (consultant)**
- We have completed the **implementation of a new database** which has improved the way we communicate with our supporters



Yachad is now a registered charity

As of November 2015 Yachad is now a registered charity. The charity became operational in January 2016 – a big milestone for the organisation which we hope to benefit from in numerous ways including, of course, our fundraising.

Yachad will continue to operate both a company (Yachad LTD) and a charity ensuring that any activity that the organisation undertakes that is not charitable will take place under the auspices of Yachad LTD.

We funded and published a major piece of research into community attitudes towards Israel

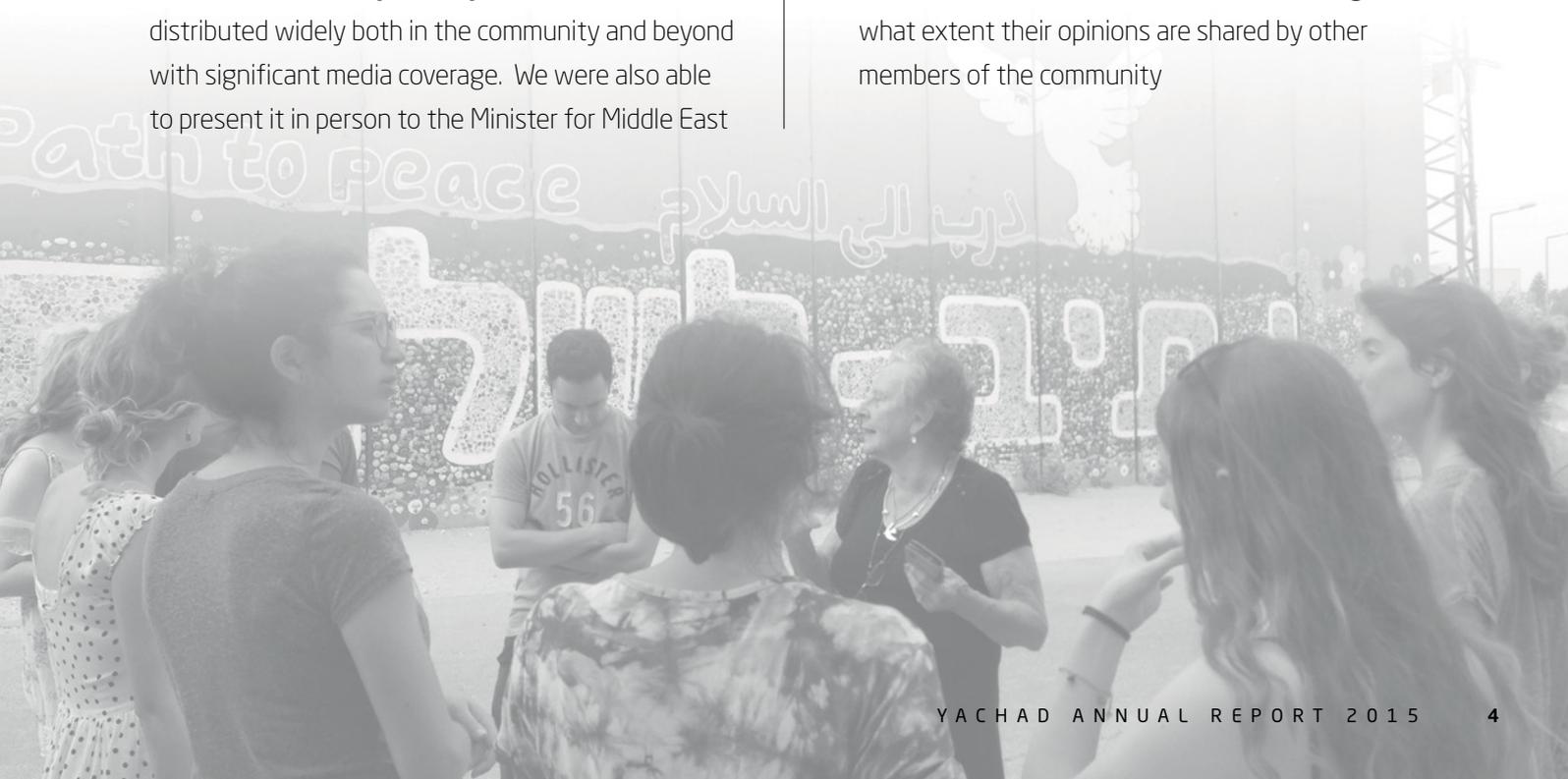
This year Yachad funded a landmark piece of research into 'British Jewish Attitudes towards Israel'. The fieldwork was undertaken Ipsos MORI and the research was written by a team of academics and published by the Department of Sociology at City University. The findings of the research are being used to inform our own internal strategy and we believe they will help to inform and shape the debate within our community and beyond. The research was distributed widely both in the community and beyond with significant media coverage. We were also able to present it in person to the Minister for Middle East

Tobias Ellwood, the FCO and the British Embassy in Tel Aviv. The research was covered, amongst others in:

- The Times
- The Daily Telegraph
- The Guardian
- The Jewish Chronicle
- The Jewish News
- The Jewish Telegraph
- Haaretz
- Times of Israel
- Jerusalem Post

There are many key findings from the research but the overwhelming narrative is one that says:

- Anglo Jewry is **firmly committed** to Israel as a Jewish state
- There is significant **concern** in the community in relation to **Israel's physical security**
- There is **mass opposition to settlements** and **huge support for a two-state solution**
- There is also a clear trend that **younger members** of the community are much **more vocal in their opposition to the actions of the Israeli government**, and that those with more **'hawkish'** views hugely **over-estimate** how representative their opinions are, with those with more **'dovish'** views **underestimating** to what extent their opinions are shared by other members of the community



We've continued with business as usual

We have continued to **educate and engage** with our community through **events, trips** and **campaigns**. A few highlights include:

Events

- Over **75** events reaching close to **4000** people

Trips

- **5**-day women's trip to Israel and the West Bank with **10** participants
- **3**-day delegation to Israel and the West Bank with **15** participants
- **5**-day student delegation to Israel and the West Bank with **30** participants
- **2** day trips at Pesach with **50** participants in total
- East Jerusalem Israel tour programming with youth movements reaching **over 250** young people
- **3-day** seminar in Israel and the West Bank for 33 young people on their gap-years in Israel

Campaigning

- Playing a key role in an international campaign to **save Susiya**, a village in the West Bank that we regularly visit, which is under permanent threat of demolition. This included **crowd-funded adverts** in the major Jewish press in the UK and **hundreds of people writing to the Israeli ambassador**. The village had a temporary stay of execution as a result of our campaigning with global partners
- Letting our **election candidates** in the UK know that supporters of Israel want **candidates as their MPs** who will actively **promote the two-state solution**
- Over **700 supporters** wrote to Prime-Minister David Cameron to ask him to tell Prime Minister Netanyahu on his visit to the UK that **British Jews are committed to peace**, and **want the Israeli**

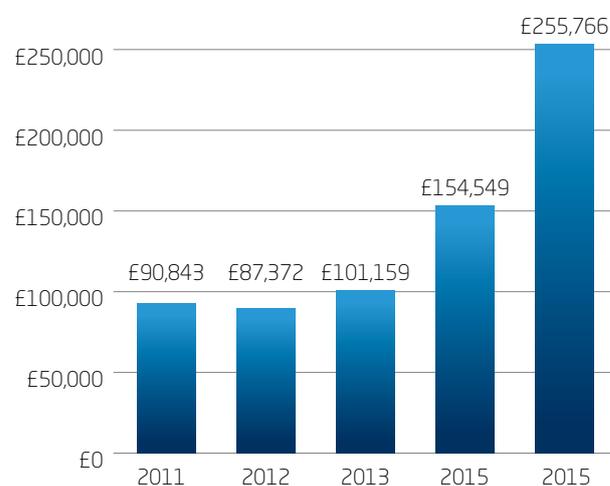
government to take the necessary steps to get there

- Over **900 supporters** wrote to Prime Minister Netanyahu following his re-election to let him know **his remarks about Arab voters turning out to vote were inflammatory and divisive**, and **did not have the support of many British Jews**

We've raised more money than ever before

In 2015 we raised **£255,766**. **£40,000** of this was ring-fenced for the funding of the research and a further **£31,000** was ring-fenced for the student-led Kids Court in Conflict campaign. The remaining **£184,766** was raised to support our core-costs.

Fundraising Comparison



Number of gifts	Size of gift	Total value of gifts
47	£1000 +	£213,810.00
11	£500-£999	£6,500.00
114	£100-£499	£16,300.00
990	Up to £100	£19,406.00

N.B the 990 small gifts also include 75 regular payments that are made either on a monthly, quarterly or yearly basis

How we spent the money

Item	Detail	Income	Expenditure
General office costs	Accountancy Fees Advertising Computers & Software Database Graphic Design Insurance Legal Fees Office Equipment Printing, Postage and Stationery Rent Staff Expenses Staff time Staff Training Telephone and Fax Web Hosting	£2,101.31	£63,413.22
Students and youth movements*	Gap year trips Israel Tour Programme 2015 Kids Court in Conflict Campaign Student Conference Students Israel Trip Sep Youth Movement and student programming general expenses Staff time	£13,717.10	£90,659.92
Education events	Accommodation Flights Staff time Venue hire	£987.60	£26,694.90
Research into British Jewish attitudes towards Israel**	Fieldwork costs Printing Design Staff time		£60,670
Trips	Accommodation Flights General trip expenses Staff time	£15,609.98	£33,436.07
Fundraising	Consultancy Events Staff time	£19,740	£36,344.26
TOTAL		£52,155.99	£311,218.37

*The expenditure for the Students and Youth Movements also includes £31,000 that covered the costs of the salary for a lawyer for 12 months as part of the Kids Court In Conflict Campaign. The funds that were raised for this are included in the fundraised income in the previous table.

**£40,000 of costs were also fundraised for the research. This income is also accounted for in the fundraised income in the previous table

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