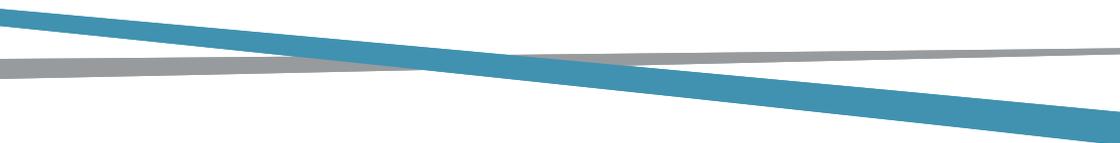


Nadav Foundation's

*Major Projects
and Activities*



2015

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A Word from the Founders

While establishing the Nadav Foundation, we were inspired by the vision of a global Jewish family and brotherhood. We believe that the concept of Jewish Peoplehood defined in the 21st century shows us the way to implement this vision through our philanthropic investments.

For us, Jewish Peoplehood is a paradigm, reflecting the deep connection between the individual and the collective, between our past and our future. It is not just a sense of belonging to Jewish culture, Jewish traditions and Jewish texts, but it is also a personal commitment and responsibility for all Jewish things that are happening in the world.

For us, Jewish Peoplehood is not an isolating policy, but is an inclusive and pluralistic concept that establishes meaningful dialogue within the Jewish collective, as well as with other peoples. Jewish Peoplehood is a multifaceted and dynamic concept, and we cannot and do not want to give it an impeccable theoretical definition. We at the Nadav Foundation are more interested in practice, and we know that in order to turn theoretical concepts into practice we have to try new ways and new initiatives.

Over the years, we have been launching new projects and programs aimed at strengthening the global Jewish family through worldwide networks, and building platforms that allow Jews to connect and to build a common future. In our work, we have been supporting organizations and individuals who share our vision and who strive to build a bright Jewish future.

2015 was a very good year for the Nadav Foundation and our partners. We can clearly see that, through their wide variety of activities, Beit Hatfutzot – The Museum of the Jewish People, the Nevzlin Center for Jewish Peoplehood at the Interdisciplinary Center (IDC, Herzliya), Project “Ya-Torah”, the Nevzlin Research Center for Russian and East European Jewry at the Hebrew University and other projects and institutions supported by the Foundation implement our dreams and our vision.

The Nadav Foundation is a creative and innovative organization. We are open to changes, new ideas and talented new people. It gives us great pleasure to introduce the new CEO of the Nadav Foundation - Michal Kelman Avital.

Leonid Nevzlin, Irina Nevzlin



A Word from the CEO

I joined the Nadav Foundation in 2010, initially as Director of External Relations, before being named CEO in 2013. Having spent the previous six years working in venture capital, Nadav granted me a unique career opportunity – the chance to tie together my professional skills with deeply-rooted personal values.

As the child of a home in which love and concern for Jewish tradition, culture and community were central features, I had an instinctive pull towards Nadav. Through my time at the foundation, I've been privileged to contribute to many bold, creative initiatives in Jewish education, society and culture, together with dedicated and talented partners from across the globe.

I am filled with pride that the Nadav Foundation was among the first funds in the Jewish world to put the concept of Jewish Peoplehood at the heart of its mission. I'm honored to continue the work and dream of Leonid Nevzlin and Irina Nevzlin, the visionaries and patrons of our work at Nadav.

At present, Our flagship project at Nadav is the revival and transformation of 'Beit Hatfutsot', a much-loved cultural treasure in Tel Aviv, into the 'Museum of the Jewish People.' Beyond this, my main focus is to safeguard the impact of the foundation's range of existing projects, whilst maintaining growth for new projects and partnerships within our focus area.

Michal Kelman Avital

Nadav Foundation's **Major Annual Events**

The Nadav Peoplehood Award

The Nadav Peoplehood Award, established in 2009, is presented to individuals and organizations in the Jewish world in appreciation of their contribution to strengthening global Jewish identity and deepening the connection between Jews around the world.



Nadav Peoplehood Award in 2013

The 2013 Nadav Peoplehood Award was presented to Professor Aharon Barak, the former President of the Supreme Court of Israel, for his commitment to ensuring that the Jewish state will constitute an example of democracy based on core values of Judaism.

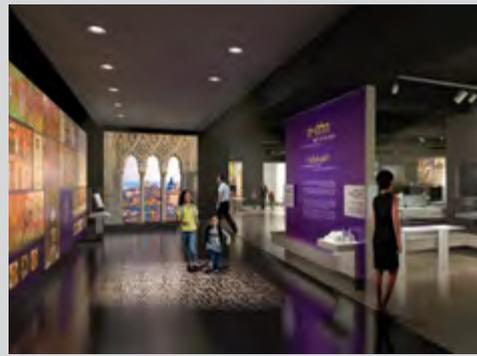


Nadav Peoplehood Award in 2014

The 2014 Nadav Peoplehood Award was presented to Rav David Stav, co-founder and the chairman of the Tzohar Rabbinical Organization, for his lifelong achievement in uniting the Jewish people into one global family following the wise and compassionate path of Hillel the Elder.

Nadav Foundation's **Major Projects**

- **Beit Hatfutsot-
The Museum of the Jewish People**
- **The International School for Jewish Peoplehood Studies (ISJPS) at Beit Hatfutsot-The Museum of the Jewish People**
- **Jewish Peoplehood Innovation Grants**
- **The Nevzlin Center for Jewish Peoplehood Studies at the Interdisciplinary Center in Herzliya (IDC)**
- **Jewish People Policy Institute (JPPI)**
- **The online project “R- Torah”**
- **The Leonid Nevzlin Research Center for Russian and East European Jewry at the Hebrew University of Jerusalem**
- **Jewish Funders Network (JFN)**



Beit Hatfutsot - the Museum of the Jewish People

Beit Hatsutsot The Museum of the Jewish People, which celebrated its 37th anniversary in 2015 is the Nadav Foundation's flagship project.

Today Beit Hatfutsot is embracing a renewal process that reflects the modern Jewish world. The New Beit Hatfutsot will celebrate the multiculturalism of Jewish diversity and adopt an inclusive, pluralistic approach.

As the Jewish story continues to evolve, so too does the work of Beit Hatfutsot. Over the past ten years Beit Hatfutsot Has turned its attention to the central existential challenge facing the Jewish people today- a growing disconnect of many young Jews from:

- The diverse global Jewish family
- A personal sense of Jewish belonging
- A connection to Israel

In response to this growing crisis, Beit Hatfutsot has launched an ambitious renewal process, culminating with the opening of the New Museum of the Jewish People at Beit Hatfutsot. While continuing to showcase the Jewish past- and doing so with more impact, depth and breadth than ever before- The Museum of the Jewish People at Beit Hatfutsot will evolve, celebrating the successes and creativity of Jews around the world today, in all fields of modern life, while embracing the diverse ways that Jews can choose to live.

Through this approach, unparalleled in Israel or any other location globally, the museum will serve as a platform for a shared, optimistic Jewish future, and the voice of each individual with the fate of the collective Jewish People.

This national monument, the first of its kind in Tel Aviv, has been permanently enshrined in Israeli law, alongside icons such as Yad Vashem and the Israeli Museum, affirming its continual frontline status on the global Jewish map.

The Nadav Foundation, in partnership with the government of Israel and private donors, remains committed to continue transforming the Museum into a thriving international cultural and educational center.



Temporary Exhibitions

Great granddaughter of Alfred Dreyfus, Yael Pearl Ruiz at the opening of the exhibition "Dreyfus - the Story of a Jewish Family" opened in March 2014 through September 2014

United Colors of Judaica- a solo exhibition by Eliyahu Eric Bokobza is an inspiring discussion of the ethnic religious and cultural aspects of Jewish identity.

Dream Weavers- from Jewish tailors to top fashion designers, the contribution of Jewish designers to the world of fashion.

Laying The Cornerstone For The New Museum Of The Jewish People

Laying of the cornerstone ceremony for the new Museum of the Jewish People took place on May 29, 2014 at Beit Hatfutsot - The Museum of the Jewish People. This ceremony marked an important stage in the museum's renewal process to mark the historic laying of the cornerstone for the new museum, scheduled to open in 2017.

The celebratory evening was also an opportunity to pay tribute to the guest of honor, former President Shimon Peres, to mark his seven years of his presidency's tenure and to acknowledge his lifelong efforts and commitment to serving the Jewish People.

During his remarks at the event, former President Peres said: "The Museum of the Jewish People brings together Jews from across the world, allowing us to gather together and celebrate our history and culture. I'm proud to support this iconic institution and its important future."



Former President Shimon Peres and Irina Nevzlin Kogan, Chair of the Board of Directors of Beit Hatfutsot-The Museum of the Jewish People.



May 29, 2014: Laying of the cornerstone ceremony for the new Museum of the Jewish People. Former President Shimon Peres and Ambassador Alfred H. Moses, Co-Chair of the Board Of Governors of Beit Hatfutsot are holding a picture with genealogical tree of the Peres family.

Grand opening of Phase I

This year, on May 24, two years after Beit Hatfutsot laid to cornerstone for the new museum, we mark the opening of Phase I out of 2, which will include a new wing with a new Synagogue Hall donated by Ambassador Al Moses and a new Family Gallery donated by Milton and Tamar Maltz; two temporary exhibitions- *Operation Moses*, tells the story of the Ethiopian community who came to Israel during the operation and *Forever Young, 75th anniversary of Bob Dylan*.

The event marking the grand opening will assemble many distinguished guests from Israel and abroad, among them the prime minister, leaders from different sectors and cultural figures.



Rendering of Synagogue Hall, The New Museum of the Jewish People at Beit Hatfutsot. Rendering by Gallagher & associates



Some of the projects-winners of the
“My Family Story” Contest.

The International School for Jewish Peoplehood Studies at Beit Hatfutzot, the Museum of the Jewish People (ISJPS)

The International School for Jewish Peoplehood Studies (ISJPS), established by the Nadav Foundation in 2006, provides professional training for teachers, formal and informal educators, and museum tour guides. ISJPS's mission is to promote Jewish peoplehood by strengthening Jews' identity and connecting Jewish communities worldwide so that everyone feels a part of the broader living history of the Jewish people. The School emphasizes the unifying factors and common denominators of Jews from all corners of the world and of all forms of religious observance.

The School's activities are by no means limited to Israelis. A growing number of its programs are aimed at Jewish educators from all over the world as well as at young adults participating in MASA, Taglit – Birthright, Israel experience programs, university and Hillel groups, JESNA (Jewish Education Service of North America) and various Jewish youth movements. In 2014 the School engaged 50,000 individuals in Jewish identity learning experiences.

One of the well known School projects is the Manuel Hirsch Grosskopf International Annual Competition, My Family Story, in which middle- and high-school students research and present their own family stories, thus exploring a facet of Jewish history.

20 years to My Family Story at the International School for Jewish Peoplehood Studies at Beit Hatfutzot, The Museum of the Jewish People

My Family Story is a fun-filled, meaningful, personal, global and multigenerational Jewish heritage journey to the past, where the exploration of one's Jewish family story, genealogy and traditions culminates in an artistic installation. My Family Story goes beyond the typical family tree. It connects the younger generation, between 12-15 years old, to their personal stories, their family stories, and the broader story of the Jewish people.

In 2015, My Family Story marked its 20 year anniversary. Over a dozen countries participated, including Argentina, Australia, Austria, Canada, Costa Rica, FSU, Germany, Greece, Israel, Italy, Mexico, Spain, Turkey, Ukraine, USA and Venezuela to name a few. About 20,000 students participated representing 170 worldwide Jewish institutions with 44 final winners in the Manuel Hirsch Grosskopf international competition, in which Jewish institutions worldwide send their young participants' best two projects to Beit Hatfutzot.

This is a chance for them to win a free trip to Israel where they join the My Family Story annual event and their projects are displayed in an international exhibition at the museum.

Nadav Foundation's
***Jewish Peoplehood
Innovation Grants***

In 2015, the Nadav Foundation has announced of the Jewish Peoplehood innovation grants program.

After a long process and hundreds of applications, we are happy to announce our new partners, who each received a \$25,000 grant from the Nadav Foundation, to continue their broad activity involving the Jewish community in Israel and implementing Jewish Peoplehood.

Hannukah Lighthouses, Nitzanim

During the Hannukah holiday, families in 7 local municipalities in Israel, open their homes to the community members for a Hanukah candle lighting, to share their Jewish heritage and candle lighting tradition.

MekoRock, JCC Global

An innovative artistic music project that connects teenagers from different Jewish communities around the world to the Bible and other Jewish cultural sources through music and art — a language that spans borders — while also forming connections between the participants and between their communities. The project is a result of the partnership and cooperation between JCCs from Israel, Moldova, USA, and Venezuela as part of the Amitim Program. Global MekoRock is a process of study and creation guided by leading musicians and artists together with professional facilitators who specialize in Jewish culture. It takes the teenagers on an experiential journey during which they generate an original and contemporary piece of art in their field of interest and get to know teenagers from other Jewish communities.

Beit Tefilah Israeli

A synagogue without walls a tent open to all, Beit Tefilah Israeli a multi-generational and inclusive community of Israelis, who created a model for a new kind of experimental and creative Jewish-Israeli congregation, unaffiliated with any movement. Celebrate their heritage together – blending the ancient and the contemporary, the universal and the particular, the Jewish and the Israeli. BTI's Experiential Jewish-Israeli activities take place both in permanent residence in Tel Aviv and in the public sphere.

The signature program is the summer Kabbalat Shabbat services at the Tel Aviv Port, along the sea front from June through August. Thousands of people come together to sing, pray, and share in a meaningful evening service, welcoming the Shabbat in an innovative, creative, and culturally Israeli way.

Yeshivat BINA- Beer Sheva

Officially opened in fall 2015, Yeshivat BINA Beer Sheva serves as a hub for pluralistic Jewish learning, social action and community building for the city and the surrounding area.

The yeshiva organizes long-term service-learning programs for Israeli and international young adults, such as MASA Israel Teaching Fellows and Garin Be'eri, as well as weekly Beit Midrash programs, and special events.

The yeshiva currently operates out of the Nirim Community Center and venues throughout the city.



Students on the campus of Interdisciplinary Center (IDC), Herzliya

The Nevzlin Center for Jewish Peoplehood studies at the Interdisciplinary Center (IDC), Herzliya

The Nevzlin Center for Jewish Peoplehood was founded in 2010 as a collaborative effort between the Nadav Foundation and IDC Herzliya.

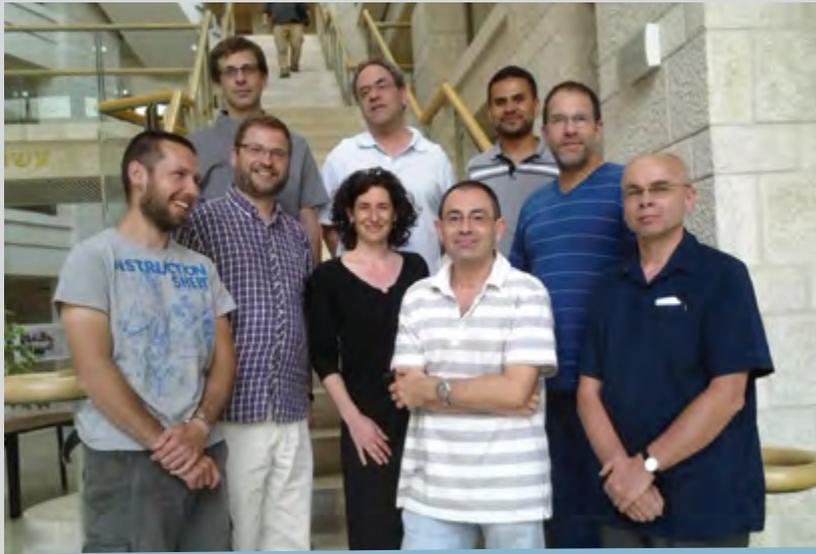
The Nevzlin Center for Jewish Peoplehood seeks to cultivate a common identity among its students and reinforce their sense of belonging to the Jewish people, meanwhile, IDC's non-Jewish students gain a deeper understanding of Jewish and Zionist history and culture. The program stands on four pillars: Jewish History, the Bible, Jewish Philosophy and Thought, and Jewish Culture. All courses on Jewish Peoplehood are taught in both English and Hebrew.

Since its inception, the Center has grown tremendously. In 2013 – 2014, it boasted more than 30 fascinating courses attended by some 2,000 Israeli and international students annually.



The online project “R - Torah”

“R - Torah” is a unique educational web-based project initiated by the Nadav Foundation in 2011, aimed at Russian-speaking Jews all over the world. The project seeks to make traditional Jewish texts relevant and comprehensible today. For example, the web portal <http://ja-tora.com/> offers a new Russian translation of the six books of the Jewish Bible, with historical and literary commentaries, articles and essays on various aspects of the Jewish Bible, the foundation of the Jewish civilization. The portal also presents video clips about Bible personalities as well as audio files – readings of the Jewish Bible by professional Israeli actors. The project has a Facebook page (<https://www.facebook.com/JaTora.project>), which, at the date of publication, had 50,000 followers. The page is a platform for dialogue, discussion and feedback about materials published on the “R - Torah” website as well as various issues related to Jewish history, culture, art and tradition.



Participants of the Migration Study Project in 2013. This international research project seeks to revolutionize the study of modern Jewish history and society through integrating cutting-edge research on migration and Diaspora into the field of Jewish Studies.

The Leonid Nevzlin Research Center for Russian and East European Jewry at the Hebrew University of Jerusalem

The Nevzlin Research Center promotes multidisciplinary research and teaching of Russian and East European Jewish history and heritage at the Hebrew University of Jerusalem as well as at other universities in Israel. The Center also enriches the field of history by hosting visiting foreign scholars, promoting scholarly dialogue among faculty, postdoctoral fellows and doctoral students, and providing access to the Hebrew University's extensive research resources. The Nevzlin Center engages in a large array of cutting-edge international research projects designed to promote scholarly interaction between Israeli and non-Israeli researchers in various fields.



23rd of March: 10th Anniversary Celebration.
On the podium: Dr. Janathan Dekel-Chen, Academic Chairman, Leonid Nevzlin, Prof. Menahem Ben-Sasson, President of the Hebrew University

10th Anniversary Of The Leonid Nevzlin Research Center For Russian And East European Jewry

On March 23, 2014, the Leonid Nevzlin Research Center at the Hebrew University of Jerusalem celebrated its 10th anniversary. This event gave an opportunity to honor the impact and contributions of the Center to the study of Russian and East European Jewry. Event participants spoke about many research initiatives, joint projects, international conferences and other scholarly activities initiated by the Center during the last decade. In his address, Leonid Nevzlin shared his recollections about the establishing of the Center, which became the Nadav Foundation's first project, and he also spoke about the importance of studying the history of the Jewish people.

Jewish Funders Network (JFN)

Since 2008, the Nadav Foundation has supported the Israeli branch of the Jewish Funders Network (JFN), an international organization dedicated to advancing the quality and growth of Jewish philanthropy. JFN-Israel works with its Israeli members to strengthen grant making and support Israel's growing philanthropic culture.

Through JFN, influential leaders from non-profit and business sectors come together to explore issues facing the philanthropic community today, such as family relations, the responsibilities of business, and the sharing of values among generations.

The annual JFN conference brings together non-profit leaders to explore new opportunities and to expand Jewish philanthropy.

The Nadav Foundation seeks to cooperate with all Jewish philanthropists in an effort to find new ways to secure the global Jewish community's future.

Irina Nevzlin Kogan, president of Nadav Foundation, is a JFN board member.



The Jewish People Policy Institute (JPPI)

The Jewish People Policy Institute (JPPI) is a professional policy-planning think tank seeking to safeguard the thriving of the Jewish people and culture through professional strategic discussions and planning of issues that are of prime concern to world Jewry.

JPPI's activities are action-oriented, with special emphasis on identifying critical opportunities and analyzing their potential impact on the Jewish people's future. The Institute develops strategic long-term policies, exploring key issues that may either enhance or endanger the future of the Jewish people.

The Nadav Foundation has been JPPI's partner since 2006. In 2013 – 2014, JPPI published several outstanding scholarly papers, including: *Rise and Decline of Civilizations: Lesson for the Jewish People*, by Dr. Shalom Salomon Wald; *Annual Assessment 2013-2014* and a special report "Jewish and Democratic: Perspectives from World Jewry".



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