



# 2018 ARISE ANNUAL REPORT

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**ALLIANCE TO  
REINFORCE  
ISRAEL'S  
SECURITY &  
ECONOMY**

[WWW.ARISEFORISRAEL.COM](http://WWW.ARISEFORISRAEL.COM)



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## 2018

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**ARISE is an alliance of individuals and organizations which collaborate to reinforce Israel's security and economy.**

Our vision is to advance peaceful co-existence, economic development and constructive dialogue in the Middle East. We achieve this by mobilizing, educating and activating our alliance to foster economic development for marginalized sectors in the nation of Israel and the disputed territories, while confronting and combating anti-Semitism, racism, xenophobia, economic boycott, diplomatic isolation and delegitimization of Israel worldwide.



We invite you to ARISE and join our alliance. Please let us know how we can empower you to be a better advocate for the peace and security of all of Israel's citizens.

## A Word From our Founder and President



All too often, you and I awaken to headlines of an anti-semitic attack on a Jewish community somewhere in the world, or a multinational corporation which has decided to boycott products from Israel.

From Pittsburg, Pennsylvania to Warsaw, Poland; from the Irish Senate to South African music bands - the ugly face of anti-semitism has reappeared in its harshest forms. This horrifying phenomena, which we have not witnessed to such an extent since the 1930s, is backed and funded by powerful and unrelenting interests that work contrary to the common good.

To change course, we must be proactive. In the words of Edmund Burke, "The only thing necessary for the triumph of evil is for good men to do nothing". ARISE's primary mission is to motivate, activate and leverage existing networks of people around the world who are predisposed to supporting both Israelis and Palestinians and creating solutions which improve the quality of life for both peoples on both sides of the conflict; people who share our belief that all human beings were made in the image of their Creator.

ARISE was established by thought leaders, who like you, understand that the negative trends must change – and the time for change is now. As an Israeli attorney who has represented hundreds of Christians from every stream and denomination world-wide investing in, and donating to, the economy and social fabric in Israel, for nearly two decades, I am filled with hope that we can change realities.

I am all the more encouraged by the fact that ARISE exceeded all of its goals, based on metrics we created for 2018. We desired to expose hundreds of thousands of people to the educational videos we produced, and ended up exceeding millions of views. We had hoped for 450 participants in our inaugural ARISE 2018 Business matchmaking Summit. We ended up with 550 participants from 46 countries. We had worked towards creating 150 tailor-made matchmaking meetings at our summit. We achieved

280. Our Israel Corporate Social Responsibility (CSR) Report got into the hands of hundreds of international business people and was adopted and disseminated by the Israeli government.

None of this could have been achieved without you - the donors, volunteers, staff, board members and partners of ARISE. All of you sacrificed precious time and resources to ensure the fulfillment of our vision. For this, I am deeply grateful and would like to express my sincere thanks. We highly value your trust and commit ourselves to making sure that ARISE continues to achieve its goals with efficiency and accountability.

I invite you to celebrate our 2018 victories with us, and to recommit to another year of support in 2019. Let the stream of faith, hope and love grow stronger, as it continues to bring life to this dry and thirsty corner of the Middle East.

# THE PROBLEM WE ATTACK

We have witnessed very negative trends over the past year.



 **United Nations**  
New York, NY

 **Senate in Ireland**  
Dublin, Ireland

 **AirBnB**  
Judea & Samaria

- The UN Human Rights Council sent letters to 150 multinational companies warning them to desist from doing business in Judea and Samaria.

- The Senate in Ireland targeted Israeli enterprises by passing a law which attributes criminal responsibility to anyone purchasing products from "occupied territories".

- AirBnB threatens to close down its accounts in Judea and Samaria, refusing to market apartments in those areas.

**These trends hurt Palestinians and Israelis alike. Well over 100,000 Palestinians are employed, this very day, in Jewish businesses across Israel, Judea and Samaria, providing upwards of USD \$300,000,000 in salaries to Palestinians per annum.**

Each salary earned by them supports an average of ten people, due to the traditional multi-generational cohabitation in Palestinian households. The very businesses which the boycott movement would like to shut down put food on the table for approximately 1,000,000 Palestinians every day.

Palestinian workers in West Bank enterprises are integrated throughout varying corporate ranks, from menial laborers to members of executive management, happily working together with their Jewish co-workers. The money they earn each month is spent in local stores in their villages, where they purchase food and other basic goods necessary for their households. BDS-forced

factory shutdowns or relocations to an area within the Green Line produce a devastating ripple effect for them, their families, and their entire villages.

Each time this happens, hundreds of Palestinians lose their jobs and are thrust into poverty. Their children become susceptible targets of the messaging of radical organizations, such as Hamas, which promise them utopian benefits for joining their ranks. This phenomena snuffs out the best hope for peaceful coexistence and is detrimental to Israel's security.

# EDUCATION & AWARENESS PROGRAM

## Summary Statement:

With our Education & Awareness programs, we set out to strengthen the narrative around Israel, with the objective of creating content that would expose the lies of BDS while promoting the positive image of Israel as much as possible. We started the year with this two prong approach and realized that our main messaging platform should focus on the positive, showcasing where Israel is doing things right. This culminated in us hiring a sophisticated corporate social responsibility agency and commissioned them to write a 35 page report highlighting Israel as a socially responsible investment target for the international community. Not only does this report debunk the lies of BDS, but it gives Israel's supporters the legitimate informational firepower they need to really push investment decisions over the line and generate real dollars into the Israeli economy. Between the report and the over 30 videos we created this year, we believe our Education and Awareness program really moved the needle in favor of Israel this year.



## DATA HIGHLIGHTS

**EMPOWERING LEADERS**

- 550 SRI Reports distributed into the hands of International business leaders

**ONLINE RESOURCES**

- 1M+ Views on our video content on Facebook & YouTube

**RAISING AWARENESS**

- Over 3,500 hours of our educational and awareness generating content were watched

**SOCIAL MEDIA**

- We recruited 25,000 engaged followers on Facebook

"It is beautiful to see that we are forging and equipping a community of people, who act as business diplomats and stand against the anti-semitic claim that investment in Israeli companies equals an abuse of human rights. Nothing could be further from the truth and now our community has the tools to prove it." Calev Myers, Founder and President of ARISE

# LEGAL AND DIPLOMATIC ADVOCACY PROGRAM

## FINDING BETTER WAYS TO SUPPORT ISRAEL



### COMBATTING ANTI-SEMITISM

- Excellent organizations dedicated to combating anti-semitism work to ensure the security of Jewish communities worldwide. ARISE would like to act as a force multiplier for such organizations, by investing strategically in their efforts.



### STANDING AGAINST INJUSTICE

- In 2018, ARISE chose to support the efforts of the International Association of Jewish Lawyers and Jurists (IAJLJ), an organization dedicated to combating combat racism, xenophobia, anti-Semitism, Holocaust denial and negation of the State of Israel.



### PROTECTING FREEDOM OF SPEECH & THE PRESS

- In January 2018, the government of Poland passed a law which criminalizes anyone who publicly mentions any responsibility of the Polish people for atrocities which occurred during the Holocaust. The law was a blatant breach of freedom of speech and freedom of press, as embodied in the Constitution of Poland, and created a dangerous precedent for facilitating Holocaust denial.



### OVERTURNING FAULTY LEGISLATION

- ARISE supported an initiative if the IAJLJ to overturn the Polish legislation by submitting a brief to the Constitutional Court in Poland and engaging in simultaneous media and diplomatic advocacy. The aforesaid actions bore fruit and in June the Parliament of Poland cancelled the problematic law.

# ECONOMIC DEVELOPMENT PROGRAM

To win the fight against BDS, we cannot simply boycott the boycotters.

It is not enough to expose the BDS campaign as an anti-semitic movement with the ultimate goal of destroying the state of Israel, although we wish it were that simple. The only way to strengthen Israel's economy in the face of this global effort to isolate her is to mobilize networks of businesses around the world to connect with and build lasting trade relationships with Israeli businesses. So, while the rest of the world was screaming BOYCOTT!! We convened in Tel Aviv to actually GENERATE trade relationships between Israel and the international community. Our first of it's kind business matchmaking summit was a huge success, and will become the flagship economic summit in Israel for Christian owned business networks around the world.

## ECONOMIC SUMMIT PARTNERS:



### GENERATING TRADE RELATIONSHIPS

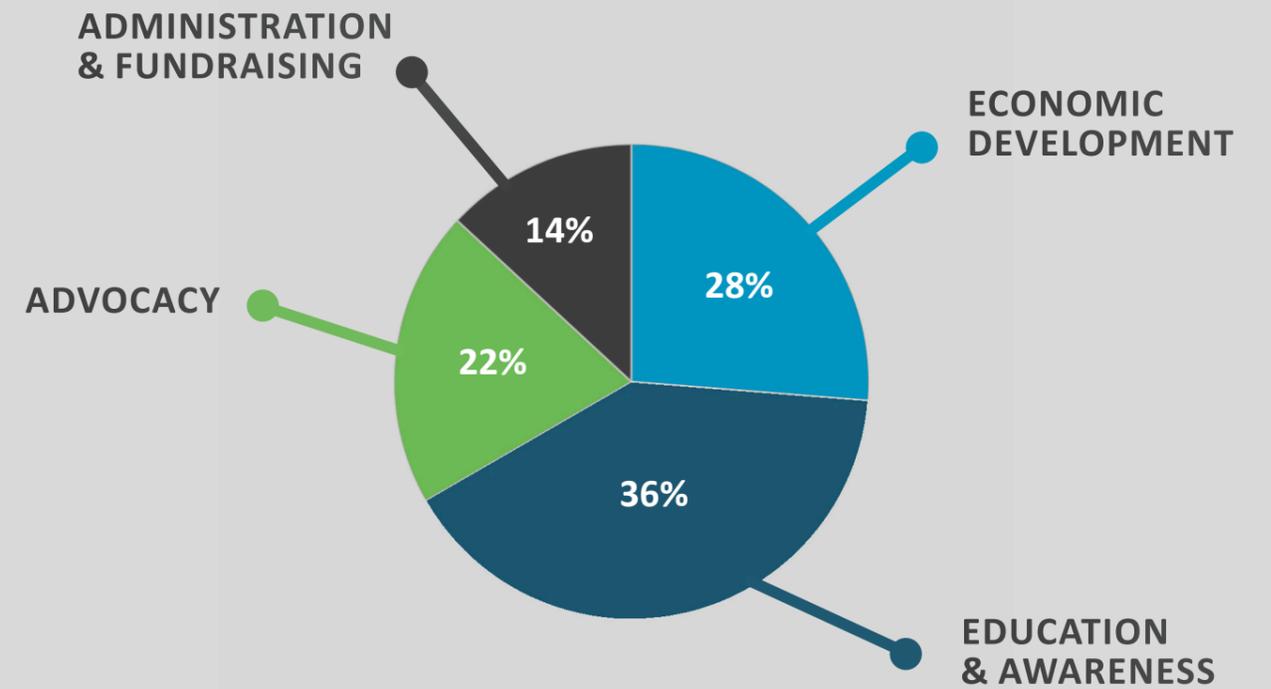
- We partnered with the International Christian Chambers of Commerce and the Federation of Bi-National Chambers of Commerce in Israel, along with the Israeli Export Institute to put together this landmark conference
- Over 550 business leaders from 46 different countries were in attendance
- Over 275 hand picked business matchmaking sessions where connections were made between Israeli and International Business leaders were held



### Exceeded all of my expectations!

*"I had heard about Israeli innovation, Israeli technology, but after being here and seeing it for myself, I realize I hadn't heard the half of it. Being here has exceeded all of my expectations!"* - CONFERENCE ATTENDEE

# FINANCIALS



## Total Budget: \$735,732

- Program Expenses: \$632,100
  - Economic Development: \$201,566
  - Education & Awareness: \$266,009
  - Advocacy: \$164,525
- Administration & Fundraising: \$103,632

In 2018 our Finances were strong, thanks to many of our key donors and partners. We were able to fully fund all of our initiatives and ended the year in good condition to start 2019 strong. In 2019, we will be making a concerted effort to diversify our income from primarily large donations to more recurring, tiered donations through our ALLIANCE project. We believe this will help ARISE to be a more sustainable financial organization in the years to come. More information to come on that, so stay tuned.

# CONCLUSIONS

## ARISE Started in 2016, but 2018 was our breakout year.

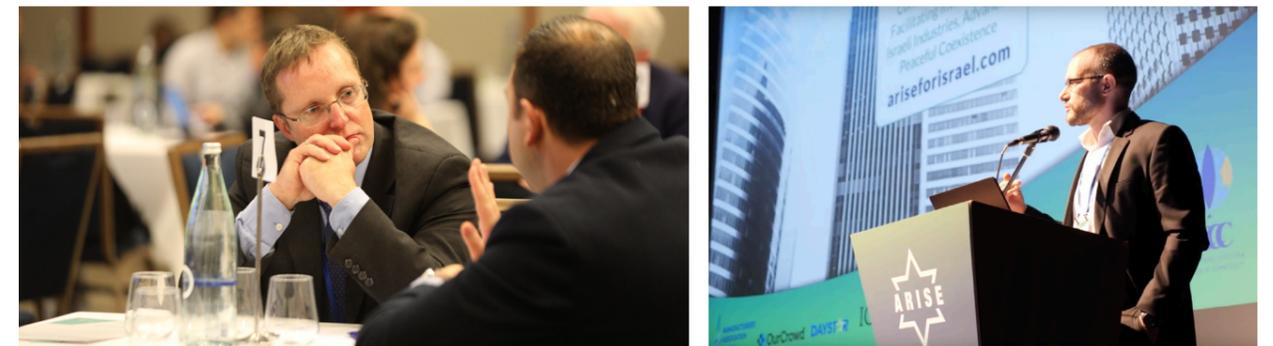
We gained significant traction with our vision and mission, and for the first time since the inception of this organization, we saw what was possible. When you, our donors, our partners, our supporters get behind this talented team we've assembled, when our visions align and we put our money where our mission is, anything is possible.

In 2019 we want to see the narrative around Israel begin to change. We want the younger generation to be exposed to the truth about the blessing that is Israel. We want public opinion around the world to become more balanced, more positive toward Israel.

We exceeded our goals for the Summit this year, but next year we want to double participation. We want over 1,000 business leaders in Israel for the 2019 ARISE Summit. We want to see real, deep, long lasting economic bonds formed through the over 500 matchmaking sessions we hope to hold.

The future is bright for Israel. The future is bright for ARISE. Together we can continue to reinforce Israel's security and economy. Thank you for partnering with us, thank you for supporting us, and we hope to see you next year in Jerusalem.

If you'd like to become a member of our ALLIANCE, please go to: [www.ariseforisrael.com/join today](http://www.ariseforisrael.com/join today)





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