

CONNECT

THE ZF MAGAZINE

| ISSUE NUMBER 2

| SEPTEMBER 2014



FIVE MEDIA
MISTAKES ABOUT
PROTECTIVE EDGE

A GREAT
HOLIDAY
IN ISRAEL

DO THESE
ADVERTS SHOCK
YOU?

THE ISRAELIS
THEY TRIED
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ZFUK

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Designed and edited by Amit Fraser and Chris Lawes

From The Editor

Welcome to the Rosh Hashana edition of Connect, the new magazine from the ZF that we hope will do just that.

It's been a tough time for all of us in the community in the wake of Israel's defensive war against Hamas. For a time it felt like I was living in two parallel universes.

There was the one I saw whenever I checked my phone, my computer, my television, to find out the latest update on the vulnerable country where friends and family ran to bomb shelters.

In the other universe there was the unrecognisable distortion presented by media, politicians and demonstrators, the distortion that fuelled the unprecedented wave of hatred we faced over the last few months. The distortion that we at the ZF are committed to fighting day in, day out.

Over the course of this issue, we'll be touching on a variety of subjects related to the conflict. Sam Hailes casts his journalistic eye over the problems the media had in tackling Operation Protective Edge, while Alan Rubenstein gives a first-person account of visiting Israel when the missiles were landing.

Elsewhere, Paul Charney, ZF Chairman, discusses the success of our fundraising appeal for Israeli soldiers, which enabled us to personally deliver thousands of care packages to the men and women taking on the terrorists of Hamas.

Here we will also describe how we were able to rescue a group of performers who had been hounded out of the Edinburgh Festival by angry protesters – just because they were Israelis.

These were just two of our many achievements from the last year, a year which confirmed more than ever how important it is that we are willing and able to defend the Jewish homeland from those who would disparage her.

So from me, and all my staff, here's to a happy and successful new year. I hope you enjoy the magazine – after all, we made it for you.

Shana Tova!

Alan Aziz
ZF Director



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ISRAEL: behind the scenes

13-17 NOVEMBER 2014

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Palestinian and Arab doctors
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Annual ZF Gala Dinner

Sunday 15th March 2015

Central London Venue





Dear friends,

As we prepare for the year ahead, it is only right to look back at the one just passed. Yes, it's been a challenging 12 months, even by our standards, but rewarding as well. While no one would deny how difficult it has been, especially since the start of Operation Protective Edge, I'm proud of all we've achieved during this time.

We've been the first to stand up for Israel, wherever it was needed. When St James' Church unleashed their disgraceful 'Bethlehem Unwrapped' festival, which portrayed Israel as the enemy of Christianity in the Middle East, we were out on the streets to protest their lies. When anti-Israel activists targeted a visit by Tzipi Livni, accusing her of being a war criminal, we were out on the streets to counter their hate. And when the Gaza conflict began, we organised a public rally, filling central London with blue and white flags.

We've continued to challenge the BDS movement that threatens to curtail the rights and freedoms of Israelis while doing nothing to advance peace. Working in tandem with the Israeli Embassy we were able to secure new locations for the Incubator Theatre, a group of performers and musicians hounded out of the Edinburgh Festival solely on the basis of their country of origin.

We've put pressure on politicians to stand by the only liberal democracy in the Middle East, at a time when the region is being torn apart by fanatics and dictators. Our annual lobby day, run alongside our partners in Christian Friends of Israel, brought hundreds of supporters into the House of Commons. And an emergency lobby in the wake of Protective Edge reminded our elected representatives of Israel's right to defend herself against the terror of Hamas.

We've campaigned to make real changes for peace by tackling the issue of Palestinian incitement head on. The ZF have been at the forefront of the battle against the Palestinian Authority's policy of rewarding terrorists with government salaries; a disgusting piece of financial alchemy that converts murderers into civil servants, all subsidised with our taxpayer money.

And, last but by no means least, we've shown Israelis that they have friends when they need it the most. During the recent fighting, it was my privilege to visit our national homeland and meet with some of the soldiers who were risking it all on the frontline. And I didn't come empty handed – our appeal enabled us to donate thousands of care packages to these brave men and women, letting them know just how much we care.

I would like to take this opportunity to wish you and your families a shana tova u'metuka and happy, sweet new year from all of us at the ZF.

Yours sincerely,

Paul Charney
ZF UK Chairman

ZF

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לשכת השגריר
שגרירות ישראל
לונדון

Message from H.E. Daniel Taub, Ambassador of Israel to the Court of St. James's

I am delighted to extend my warmest wishes to the leaders, supporters, and friends of the Zionist Federation for a happy and fruitful new year.

We are coming to the end of an enormously challenging year for Israel and all those who care about her, which many of us will not be sorry to put behind us. Yet it was also a year when we found out who our true friends are. Time and again this summer, the ZF took up the mantle of uniting and galvanising all those who support Israel in the United Kingdom. Through the solidarity rallies you organised, the campaigns you spearheaded, and the support you continue to provide to the vulnerable in Israel, you have shown Israelis that they do not stand alone and demonstrated to the British public that the voices of moral clarity in this country will not be silenced.

The strength and unity that we have witnessed this summer must guide us in the year ahead. May the strength that we draw from our friends around the world give us hope, and may our dream of lasting peace with our neighbours be fulfilled speedily in our days.

Shana Tova,

Daniel Taub

Daniel Taub
Ambassador of Israel to the Court of St. James's

5 Media Mistakes About Protective Edge by Sam Hailes

When it comes to the mainstream media's reporting on Israel/Gaza it is tempting, but unfair to make generalisations. However, it is true that significant parts of the British mainstream media missed some key components in the most recent Gaza war and even released biased and unhelpful reports.

So when it comes to much of the media's reporting of Israel, there's plenty of room for improvement.

Here are 5 things the British mainstream media often failed to mention or understand during the latest conflict:

Context and background

Although it is not possible for a journalist to give a history of Israel from 1914 to 2014 in a 3 minute bulletin, the media must try harder at explaining the background to the Middle East conflict. Without context the current conflict makes no sense. For example, how many people know Israel totally withdrew from Gaza, hoping it would lead to peace?



The effect of rocket attacks

Portions of the media underplayed or failed to explain the terrible effects of rocket attacks. Few realise that Israel has suffered a barrage of rockets

since 2001. Even less are aware that 75% of children in Sderot suffer from Post Traumatic Stress. While it's right that the media report the tragic deaths of innocent civilians in Gaza, they must be careful not to ignore Israeli suffering – much of which has been going on for years unnoticed.



The brutality of Hamas

By continuing to call Hamas 'militants', journalists minimize the brutal nature of the terrorist organisation. Hamas' history and track record of killing, not only Israeli civilians, but also Palestinian civilians in Gaza was seldom reported. It may not be popular or even politically correct to explain that Hamas' hate is driven by a form of Islamic extremism, but this is the reality.



Emotive appeals are best left to charities

Jon Snow's "report" on Channel 4 news may have moved his audience, but it didn't inform them. While I am all for bringing the hard-hitting realities of war to the fore, Jon Snow crossed a line. It was Jon Snow's job to report on the emotions of the people of Gaza and Israel, instead he "reported" on his own emotion. This was not journalism, it was a charitable appeal. Both are vital in the modern world, but the two are different and should not be confused.



The world's reporting

While parts of the British media failed to understand or report Israel's side of the story, editorials across Europe, the US and even parts of the Arab world were much more sympathetic. Worldwide, there was widespread agreement that Israel was fighting terror and standing up for Western and democratic values. Unfortunately that message was ignored by too much of the British media.



Sam Hailes is a Freelance Journalist from the UK. He works part time for Christian Friends of Israel (CFI-UK) in its media department. He tweets in a personal capacity @samhailes

Join Us On Our Next Trip

By Ida Symons

The ZF has been running successful trips to Israel for several years now and due to their unprecedented success we have now started running two per year.



The focus of the visits is to give the participants a 'Behind the Scenes' view of the country that they otherwise would never see, meeting with high profile figures who have first-hand experiences of the challenges and triumphs of Israel. These include politicians, journalists and security personnel.



Unlike most trips, the ZF is not affiliated with any one particular project, so our itineraries are varied and tailored to reflect recent events. Recent highlights have ranged from the i24 news station to the Mossad Intelligence Centre, 'La traviata' at the Israeli Opera House to the Save a Child's Heart project at Wolfson Medical Center.

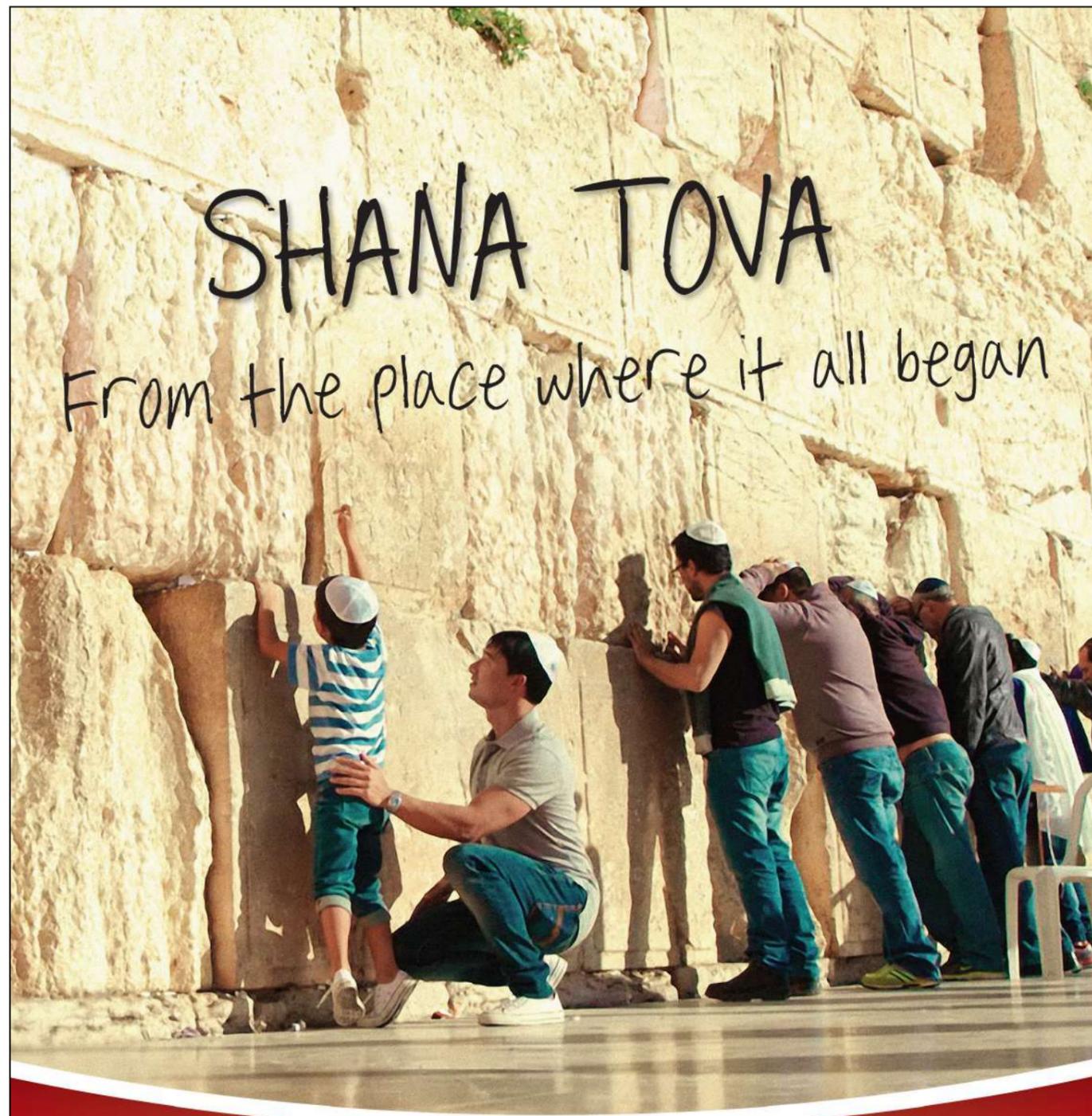


We are now branching out and offering specialised, 'limited edition' trips, including a photography trip for happy snappers and legal-themed one for lawyers.

Our trips are fun, informative and even life changing, and attract participants from all ages and religious backgrounds.



Ida Symons is the ZF Trip Coordinator. For more information on upcoming visits, she can be contacted at Ida@zfk.org



www.thinkisrael.com

Shana Tova! This Rosh Hashana, the IGTO wish you a happy, sweet & prosperous New Year.

In 5775 show your support and visit Israel, the Land of Creation. Bring a friend who's never been and show them what the fuss is all about.

 Visit Israel

ISRAEL
Land of Creation

A Great Holiday in Israel

by Alan Rubenstein

We had planned our trip to Israel some time back, well before Operation Protective Edge. Once the rockets started to fall, friends and neighbours inevitably began asking: "Are you still going?" "Are we WHAT! Of course we're still going! We have children and grandchildren living in Ra'anana!"

So the day after Israel had received a particularly heavy barrage of missiles, my wife and I checked in with El Al at Luton Airport. When the flight manager asked if we had considered postponing our visit I shook my head – and received a smile which said everything.

That sense of gratitude was on display once we touched down as well. At the Dan Accadia hotel in Herzliya the assistant manager was in reception when we arrived; she hugged us and said, "Thank you for coming –not just on behalf of the hotel but on behalf of the citizens of Israel."

If you have visited the beautiful Dan Accadia during the peak summer months you will know it is always full. This time though it was empty - there is nothing worse than an empty hotel- as they had sadly had so many cancellations.



Alan with his wife Beryl

As they say every cloud has a silver lining, and the service we received was outstanding, as we were made to feel very special by coming to Israel at this time.

We had a great holiday - yes there were five occasions when we had to run to a shelter, but we both felt so proud to be among 'our people' when they were going through such a difficult time.



Howard & Ruth Rubenstein with their children Hannah, Noah & Ariela

I would not deem to criticize anyone who cancelled, but if you did, now is the time to rebook. The chagim will be with us soon, and Yom Tov (especially Succot) is a great time to visit; the weather is lovely and there is a special feeling being in Israel for a Yom Tov.

Remember every shekel you spend in Israel helps the economy and keeps someone in a job, so: think Israel, buy Israel, and fly El Al!

Being an Israeli at this time can be a very lonely experience; it seems the whole world is against you, so let us show real Zionist spirit and support Israel in whatever way we can. After all, it's our country too, so book that trip and I promise you a wonderful warm feeling.

Alan Rubenstein has a media background and until his retirement was the managing director of the Jewish Chronicle. He was with the paper for 50 years, and is now a consultant to Hamodia newspaper. A council member of the Zionist Federation, Alan is also a trustee of Yavneh College and on the board of University Jewish Chaplaincy.

Tel Aviv by Eldan Car Hire

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Do These Adverts Shock You?

The ZF recently revealed how multiple adverts, designed specifically to promote Israel in the aftermath of Operation Protective Edge, were all rejected by several different outlets – including Transport for London, which branded them “too political.”

The decision to launch the advertising campaign was made in response to the unprecedented level of anti-Israel hostility in the UK following the start of the Gaza conflict.

During Protective Edge we heard over and over again from our supporters that they wished there was some way to get Israel’s message out to the general public, given the inability of the media to explain how Israel was doing the best it could to avoid civilian casualties whilst facing a vicious terrorist enemy.

This inability bolstered the perception that Israel was committing ‘war crimes’ and ‘massacres’ – misconceptions that directly fuelled the explosion of antisemitism we experienced this summer.

The ZF decided to take the lead and immediately began working on an eye-catching campaign that would clearly and memorably make the case that Hamas represents the same brand of evil as ISIS, and Israelis therefore have no choice but to defend themselves from these fanatics. This would place Israel’s actions in the context of the wider struggle against religious extremism in the Middle East. Funding of £12,000 was available for the campaign.

When we made an initial pitch to the suppliers for TfL, however, we were informed that the adverts would be unacceptable on the London Underground as the concept behind the campaign was “too controversial.”

Undeterred, we approached the suppliers for billboards around the country. This time the initial pitch was successful and so the ZF hired a design company and copy consultant to create several different adverts. After a fortnight, three different draft adverts were presented – but then all three were turned down.

The ZF then began a lengthy process of altering imagery and wording to suit the supplier’s demands, but none of the modified adverts were deemed acceptable either.

For example, one which featured an explosive device on a breakfast table, to symbolise the everyday nature of the terrorist threat Israel faces, was turned down on the grounds that a picture of a bomb was too provocative - but then the supplier stated that one without the bomb would also be unacceptable.

Finally, we were informed that there were no longer any billboards available in London.

We are very disappointed that these adverts were rejected, especially given the prominence of the Disasters Emergency Committee Gaza Appeal adverts which appeared on the underground and buses, adverts which inadvertently supported the notion that Israel was waging a war on innocent children, rather than targeting a terrorist infrastructure.

Following news coverage of our proposed campaign Andrew Dismore, Assembly Member for Barnet and Camden, stated, “We should have very clear rules about what is and isn’t allowed, to make sure there are no double standards. We need to do more to promote a positive image of Israel, if all people see are the adverts for DEC which effectively give a very bad image of Israel.”

We’re all in Israel’s shoes now



ISIS and Hamas, both radical extremist groups and enemies of the free world.

For Israel the threat of terror is immediate and relentless, and has been for a long time.

Created by the ZF

WAKE UP!



The civilized world is under a dark new threat from religious extremists.

While the dangers of ISIS may seem far away, Israelis are used to facing violent terrorism on their doorstep.

Hamas, the terror group holding Gaza hostage, is dedicated to the annihilation of Israel and the entire Jewish people.

They fire rockets from schools and hospitals, deliberately using women and children as human shields.

They waste millions of global aid money for Gaza building terror tunnels for the kidnap and murder of civilians.

Israel has no choice but to defend its citizens.

ISIS, Hamas, Al Qaeda, and the Taliban all share the same brutal ideology to impose totalitarian rule.

Their fanaticism threatens the entire free world, not just Israel.

Support Israelis and Palestinians by supporting the fight against Hamas terror.

Created by the ZF

WAKE UP



Our civilised world is under threat from terrifying religious extremism.

It is a brutal ideology shared among others by ISIS, Hamas, Al Qaeda and the Taliban.

While the dangers of ISIS may seem far away, Israelis are used to facing violent terrorism on their doorstep.

Hamas, the terror group controlling Gaza, is dedicated to the annihilation of Israel and the entire Jewish people.

It wastes millions in aid money for Palestinians on stockpiling rockets to fire from schools and hospitals.

It diverts cement needed to create homes and businesses to building terror tunnels for the kidnap and murder of Israeli civilians.

The fanaticism of Hamas is the same terror that threatens the entire free world.

Support the rights of Israelis and Palestinians to live side by side in peace.

Created by the ZF

The Israelis They Tried To Ban

by Alan Aziz

Where do you draw the line when it comes to art? I found myself pondering this as I sat down to watch a 'banned' musical recently, as one does. After all, in a day and age when it seems like I can't even browse my Facebook newsfeed over breakfast without seeing the latest atrocity video, censorship has itself, ironically enough, become taboo. And yet here I was, settling into my seat, ready to be shocked.

The incendiary production in question was 'The City' – a hip-hop musical inspired by Film Noir – which had been abandoned by its previous venues, who, fearing for their safety, had proved quite incapable of standing up for principles of free speech.

On the face of it, the controversy surrounding this 'hip-hopera' was quite curious. It was not intended as a critique, veiled or otherwise, of any government or politician. Nor was there any chance that it might cause offence, intended or otherwise, to any religious or ethnic group.

On the other hand, there was the fact that all the performers were Israelis.

Now, I know what you're thinking. Isn't preventing someone performing based on their nationality a bit discriminatory? A touch racist? A little, you know, whatever that 'A' word that rhymes with critic is that we're not supposed to use whenever anyone criticises Israel, legitimate or otherwise?

The boycotters claimed it was the fact that the troupe had received funding from the Israeli government, rather than their nationality, that led to the calls for this show to be cancelled. I wish I could believe them. I wish I could believe that their reaction to discovering the partial funding was one of dismay, that upon finding out about the tarnished shekels they began to proceed

through the Five Stages of Grief: denial, anger, bargaining, depression, and then finally acceptance that there would be no representatives of the Jewish state at this year's Fringe.

I wish I could, but I don't. Instead, I imagine as soon as they found out some Israelis had the temerity to visit, they started visibly twitching with indignation and only then starting rooting around for an excuse to try and justify their proposed actions.

So this is why the Incubator Theatre, the group behind The City, found their initial performance barracked by angry protesters. They were then unceremoniously dumped by their venue and reduced to performing silently on the street as a protest, the only sound being the chants of 'Free Free Palestine!' from the mob who – even in victory – continued to hound them. The loss of revenue meant that they were also out of pocket to the (now muted) tune of tens of thousands of pounds.

At this point the ZF, as the leading Israel advocacy organisation in the UK, stepped in, partnering with the Israeli Embassy to secure new venues across the country for the theatre. And this is why I was in the audience for one of their sold-out performances in London.



Like I said at the start, it was sitting there in the dark when I first started pondering the question of art and freedom of speech and all that jazz. However, I wasn't pondering for long, as I was too busy being blown away by the amazing production developing in front of us.

Drenched in hardboiled noire and powered by boom-bap braggadocio, The City is like a fevered mix of Run-DMC and Raymond Chandler. It's funny, clever, and gloriously, shamelessly silly. It's also a major artistic feat. Given the sheer quality of lyrical verbiage, I was amazed to discover that the production was originally performed in Hebrew. Rhymes, cultural references, jokes (many of which revolve around word play) – all had to be built from scratch especially for this tour, given it was now performed in English.

What it wasn't was in any way political, or didactic, or allegorical, or even serious. Unless I missed something – admittedly some of the rapping was quite fast – there weren't any references to the Israeli-Palestinian conflict. No one freestyled about the Jewish right to self-determination in the land of our forefathers. The Israeli Declaration of Independence was not soundtracked by beatboxing. Bibi did not get any props, mad or otherwise.

And in a way, this makes the attempted censorship of this production all the more distressing.

When members of the Knesset are threatened with spurious 'war crime' allegations when they plan to visit this country; when Israeli diplomats are shouted down at public events; when George Galloway refuses to even debate with an Israeli;

these are all indicative of a trend that sees any support for the Jewish state and its right to exist and defend itself as an unacceptable position.

The banning of artists goes beyond that.

This isn't an attempt to stop the general public being exposed to Israelis giving their perspectives on conflict, terrorism, peace etc. This is an attempt to stop the general public being exposed to Israelis full stop. Exposed to Israelis undefined by their relationship with the Palestinians, Israelis who are not simply talking heads on the news discussing the latest round of violence. Israelis who are not the racist, heartless monsters they are all too frequently portrayed as.

The planned Edinburgh performances could have shown how, amidst all the chaos of the Middle East, a small group of Israelis were willing to translate their production into another tongue and travel halfway across the world just to have the opportunity to entertain a town full of strangers. It could have shown Israelis who are not only extraordinary, but more importantly, ordinary too.

Instead, the whole affair has held up a mirror to the shocking levels of prejudice that the ZF are committed to combating. I'm proud of how we were able to work with our partners to rescue the Incubator Theatre and help arrange sold-out shows for them across the country. The incident has highlighted how much more we have to do, because if our enemies have their way, soon no Israeli voice will be acceptable in this country – rapping or otherwise.

Alan Aziz is the Director of the ZF.

To Israel With Love

by Paul Charney

A few months ago I flew out to Israel to personally deliver the care packages that the Zionist Federation have put together, funded with the incredible amount of money raised and entrusted to us by the UK Jewish community.

As the chairman of the Zionist Federation, it was imperative that I made the trip for two reasons. Firstly, I hoped to show all those who have raised these funds just how seriously we take their generosity at an incredibly difficult time.



It was equally important, however, to let the soldiers know just how much support they have in the UK. If a pair of socks or a bar of chocolate made their time any easier, then that is what I would deliver, personally, to them.

It is vital that Israelis know just how strong our connection is to them – no matter how many thousands of miles apart. We, their parents, friends and relatives, feel what they feel, and during times of conflict we always pray for the safety of our children.

To reinforce this, I took with me photos from our London rally, which attracted over 5,000 supporters. I hoped that seeing these images of support from around the globe would give them even more strength to continue fighting, not only for their friends and family, but for the safety of Israel and Jews around the world.

The unity of Israel at the time, with vast support for both the government and its army, was echoed by the Jewish community here in the UK, as we all joined together under such immense stress. In an expanding campaign against Israel, we, too, were at the forefront of defending Israel, and her right to protect herself from the threat of Hamas.



CONTINUED SUPPORT FOR IDF LONE SOLDIERS

Thank you for helping us to look after the well-being of lone and needy soldiers in Israel.

Many IDF soldiers have no local family or friends to look after them. Others come from disadvantaged homes.

In the past, your donations have helped purchase items of food and gifts. We now include clothing, toiletries, food and coupons to buy what they need for weekends when they go home to an empty room.

It is vital that these brave young soldiers know that we care about them. They are mostly 18 to 23 years old and we should treat them like our own. We all owe them a debt of gratitude.

Each Care Package costs £15 - Please give more. Your support is very much appreciated.

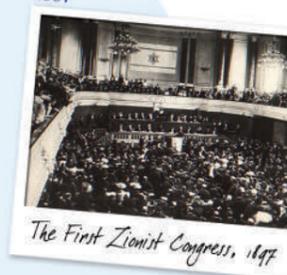
Paul Charney is the Chairman of the ZF.

A LEGACY

for the future of

ISRAEL

1897



1948



2014



The ZF impacts on the lives of thousands of people in the UK, Europe and Israel. Your legacy could and would enable us to develop our activities further and ensure that we are able to represent a fair and unbiased view of Israel to a diverse UK audience, within the Jewish and non-Jewish communities

A GIFT IN YOUR WILL TO THE ZF WILL MAKE A LASTING DIFFERENCE TO THE NEXT GENERATION

How will my gift be used?

You can direct the ZF to use its discretion to use your funds to support the most urgent needs or you can specify a specific programme that you wish to support.

ZF Training

ZF Campaigns, Media, Demonstrations & Lobbies

Young ZF Leadership Programmes training 60 people each year

Israel Science Weeks which reach 2000 students each year

Speaker Tours which reach 4000 people annually around the UK

The ZF needs your help to:

- Increase our range and number of activists and activities
- Combat the delegitimisation and boycott campaigns against Israel
- Increase our work in schools and universities throughout the UK
- Run more educational events

If you require any further information regarding a bequest to the ZF Shalom Foundation (Charity number 1026535) or you would like to discuss any aspects of your legacy, please contact the Executive Director, Alan Aziz on 020 8202 0202 or email him at alan@zfuk.org

The ZF is the UK's leading Israel advocacy organisation educating and empowering people to promote a better understanding of Israel by highlighting Israel's positives and countering false and unfair criticisms. **Find out more: www.zionist.org.uk**



HABAYTA WORLD ZIONIST ORGANIZATION'S ALIYAH PROMOTION UNIT

More than 30,000 English speakers from all corners of the world have come to Israel in the past decade. Integrating into Israeli society and finding the way around may be unsettling at first, yet according to the Ministry of Absorption, about 47 percent of English-speaking olim attain positions that match their level of education and professional experience. The openness of the Israelis and fellow Britons also help ease the transition.



Within the framework of Aliyah, **"Habayta"** (the Hebrew word for **"Coming Home"**), the World Zionist Organization's Aliyah Promotion Unit, works to encourage Aliyah to Israel through public dialogue on the subject. It aims to nurture and support the Aliyah process by developing a sense of community and by strengthening the connections to Israel, promoting various projects that assist in making the major and most important decision - Aliyah to Israel - Zionism's major objective.

"Habayta" works hand in hand with all the organization's departments and its representatives (Shlichim) abroad, as well as with local Jewish and Zionist federations and organizations, religious movements and youth movements. Habayta's representative and Director in the UK is Mrs. Eginu Meyer, herself an Olah to Israel. As our representative in the UK, she works hard

to make people aware of the opportunities Israel has to offer. Eginu is married to Joel, a Shaliach for the Jewish Agency in the UK. Joel also made Aliyah from the UK in 2004. They met and married in Israel and have a beautiful 2 year-old daughter Eliya. They are proud to support the Jewish community.



Habayta's current activities include organizing the large Aliyah Expo in November, Lech Lecha project in various communities, working with leading employers in the Israeli market to match candidates before their Aliyah, organizing Pilot trips for singles and families in order to explore and better understand issues such as housing, employment, education, social life and community in Israel.

We are here to support and accompany your life-changing journey "Habayta" (home)!!!



Contact: Habayta@wzo.org.il
Visit: www.wzo.org.il/About-Habayta
Like: www.facebook.com/AliyahToIsrael
Enjoy: www.wzo.org.il/blogs



With Rosh Hashana upon us,
The World Zionist Organization's Aliyah Promotion Unit - Habayta,
Wishes all new Olim to Israel and the entire British Jewish community

A sweet and happy new year

ה"ביתה" היחידה לעידוד עלייה של ההסתדרות הציונית העולמית
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Raphael Recanati International School



Jonathan Davis
Head, Raphael Recanati International School and Vice President for External Relations



Prof. Uriel Reichman
President and Founder IDC Herzliya

A DAY ON CAMPUS

By Rebecca Kopans

To mark IDC Herzliya's 20th anniversary, we spent a day following Prof. Uriel Reichman, IDC's founder and president, and Jonathan Davis, VP for External Relations, around IDC's engaging campus

One can't help being amazed by the rapid evolution of this prestigious academic institution, IDC Herzliya.

Only 20 years ago, the site was an abandoned IDF air force base. Today, Israel's first private university is brimming with activity. New buildings are being erected to meet the demand for the ever-expanding range of academic programs. The Adelson School of Entrepreneurship is under construction, while the Psychology building is near completion.

In addition to the striking architecture and the magnificent landscaping, eye-catching pieces of art and archeological artifacts are displayed throughout the campus.

FULL ACADEMIC DEGREES IN ENGLISH

It's Sunday morning and Prof. Reichman and Mr. Davis walk towards the cafeteria, stopping to greet students and faculty members. One can't help notice IDC Herzliya's heterogeneous student body. This diversity reflects the university's mission statement stressing the importance of social responsibility. Fifty Ethiopian Israeli IDC students are part of the "Israel at Heart" program, whose participants receive free tuition, a monthly stipend and unlimited tutoring. "To meet these students is inspiring," asserts Davis. "They are the apple of my eye and I am very proud of them. Many are on the Dean's List."

Inside the lovely cafeteria, we try to count the different languages heard: German, French, Spanish, Russian, Swedish, and of course Hebrew, English and more. Twenty-five percent of IDC Herzliya's student body is enrolled in the Raphael Recanati International School (RRIS), and hails from 82 different countries. "We are the largest academic absorption center in Israel," boasts Prof. Reichman, "and the most international university in Israel, with the highest ratio of foreign students."

This year, over 1,600 students are enrolled at the RRIS, studying for full academic degrees taught in English, including three-year BA programs in Business Administration, Communications, Government, Psychology and Computer Science, and MAs in Business, Government and Organizational Behavior. The international students study alongside their Israeli counterparts, are involved in all aspects of campus life, and enjoy an array of special extracurricular social and cultural activities including trips, weekend seminars, Hillel events, Shabbat dinners and more.

Davis points out that a large group of students who aren't visible on campus are currently serving in the IDF reserves and are therefore absent. IDC Herzliya's student body includes a high proportion of combat officers and other demobilized soldiers serving in key positions, who are frequently called to reserve duty.

According to a recent survey of 66 Israeli colleges and universities conducted by the IDF's Chief Reserves Officer, IDC Herzliya was ranked #1 in its treatment of reservists who receive special accommodations to make up what they missed while on duty, including special exam dates and free tutoring. Once a year, the Reservists Prom is organized by volunteers and funded by sponsors, and is a lavish affair to thank students serving in the reserves.

EDUCATING FUTURE LEADERS

Continuing their walk around campus, Reichman and Davis check on the progress of the recently inaugurated Adelson School of Entrepreneurship. Following Prof. Reichman's 20-year history of academic entrepreneurship, this new school offers courses to students from all faculties including Business, Government, Economics, Psychology, Communications, Sustainability and Computer Science.

"IDC Herzliya prides itself on educating the future leaders of Israel and the world at large," notes Davis, adding, "Those who employ our graduates understand that our alumni are trained to hit the ground running and have a background that combines academics with practical skills."

Despite its short history, IDC Herzliya alumni, many of whom were in the Zell Entrepreneurship Program, are already responsible for start-up exits in excess of \$2,000,000! Currently in its 13th year, Zell provides students with an opportunity to apply advanced entrepreneurial studies to the creation of real business ventures. Generously supported in vision and funding by Sam Zell of Chicago, the program is for outstanding undergraduates in their final year of studies and is taught in English to best acclimate students to the global business environment.

MOST SATISFIED STUDENTS

The next stop for Mr. Davis is a meeting of the international school's Scholarship Committee. As chairman, he convenes the committee to look for ways to provide larger scholarships to those in need who wish to pursue higher education in Israel. Due to substantial increases in the cost of higher education in Europe, Davis believes that many more Europeans will choose to attend IDC Herzliya.

Meanwhile, at the cafeteria, Prof. Reichman speaks with various professors from different departments. IDC Herzliya prides itself on its faculty who are at the top of their fields. Most are graduates of Ivy League schools, MIT, Oxford, Cambridge, Stanford and the best Israeli universities who, in addition to training students, are engaged in groundbreaking academic research.

When he founded IDC, Reichman's vision was to create an academic environment where the faculty and the students are partners. Accordingly, there is no separate faculty cafeteria, and professors are very accessible to their students. Undoubtedly, this approach has contributed to the university's growing popularity. A recent survey of the Israeli National Student Union ranked IDC Herzliya first for the fourth consecutive year in student satisfaction with the quality of the teaching and facilities.

ACADEMIC GARDEN OF EDEN

Finally, we're shown the Communications Museum at the Sammy Ofer School of Communications that tells the story of the development of communications around the globe from the early 20th century onward. This fascinating museum specially emphasizes the documentation of media activities prior to and during the establishment of the State of Israel.

The IDC Herzliya campus is full of hidden gems, but there is no doubt that its real treasures are its human capital – its diverse and top-notch student body, its remarkably professional faculty, and also its devoted leadership – who together created a unique academic Garden of Eden in only 20 years.

For more information about IDC Herzliya, visit www.idc.ac.il



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A HAPPY AND PEACEFUL NEW YEAR

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Tax Investigation

As the sound of the shofar is heard throughout the Jewish month of Elul, it is meant to awaken each person to the impending Jewish New Year, Rosh Hoshana and the Day of Judgement, Yom Kippur.

Amongst the more sensitive of our people, there is a tinge of anxiety as you look back over the past year and consider whether you have lived up to the promises you made to yourself this time last year and if you can be proud of your achievements.

Imagine the Almighty looking in his book and staring at your page, on which are recorded all your mitzvot and averot, your good deeds and transgressions. There is not a person alive who can be confident they are 'home and dry', and there is a certain amount of fear at the prospect of facing the truth.

If you want to get an idea of how you should feel, then imagine the following scenario:

A letter lands on your doormat, addressed to you, marked 'HM Revenue & Customs'.

You already feel uncomfortable and you have not even opened it yet.

Its first sentence reads as follows: **'We have reason to believe that you may have omitted various sources of income from your Tax Return'.**

Now you panic as you scramble to remember what you put on there – or left off!

'Is it possible', you think to yourself, 'that they know about my account in Israel? Anyway, I thought I did not have to declare that since it was earned so long ago.'

But deep down, you know you have been caught and the day has arrived when you have to face up to the prospect of putting in right.

That is the period from Rosh Hoshana to Yom Kippur.

The only difference is that with HM Revenue & Customs, we are here to help you. Our tax investigations department has many years of experience and an excellent reputation with HMRC for sorting out just this kind of a problem.

It is not just a matter of filling in a few forms. The whole HMRC investigation can be deeply upsetting, causing stress and anxiety; relationships are strained, sleep lost and there is a fear of the unknown. We are by your side throughout this time, reassuring you, protecting you and working on your behalf to minimise the tax burden and eventually to satisfying HMRC so that they leave you alone.

Of course, it is possible to avoid this scenario by coming clean before HMRC get to you. This is certainly the best way to deal with the problem and we have been able to help dozens of individuals via the Liechtenstein Disclosure Facility ('LDF') to bring their tax affairs up to date.

Before we get to Rosh Hoshana, we all have a chance to get our affairs in order, so that we can approach the Almighty without any fear, but time is running out.

Wishing you a Happy, Healthy, Prosperous and Peaceful New Year.

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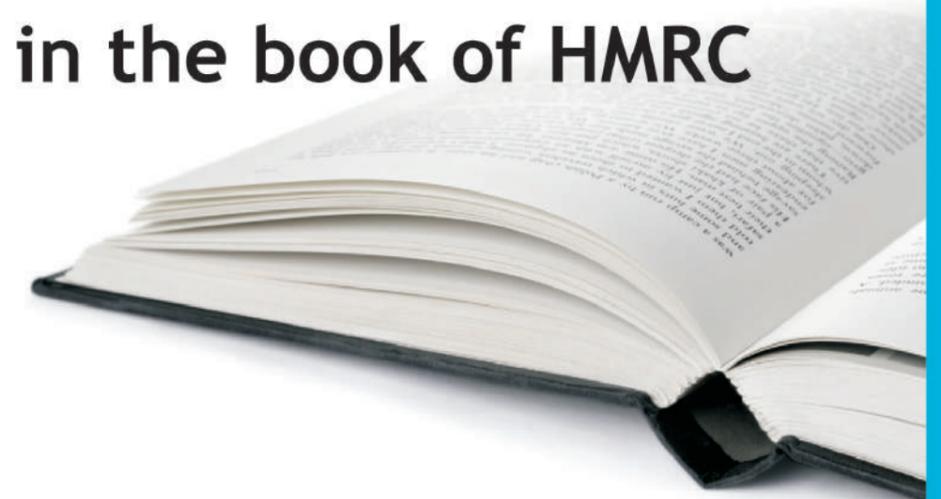
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