



ESRA Annual Report 2018

ESRA 
volunteering together
for the community
מתנדבים ביחד
למען הקהילה

40
years of
creating
a better tomorrow

Dear Friends

ESRA is proud to be Israel's largest English-speaking, volunteer-based, non-profit organization, offering a warm welcome to ALL English speakers. Recently we celebrated "40 years of creating a better tomorrow". Yes, it was 40 years ago that ESRA was founded by Merle Guttman, our Honorary Life President and editor of ESRA's high quality magazine. We are constantly growing and developing. And as you will see in this Annual Report, 2018 saw several significant leaps forward.

Our growing number of branches throughout the country provide a social and cultural framework with a huge range of activities in English, from lectures and cinema clubs, to hikes and theater outings. In a range of volunteering opportunities, 94,845 volunteering hours were contributed by 1,029 ESRA volunteers during 2018, who benefitted those in need while enjoying being integrated and useful members of society. Some 40 Education and Welfare projects are impacting lives and whole communities, while creative new ideas breathe life into additional projects.

2018 saw the introduction of new computer systems, making our data management more efficient, allowing online registration and payment, and generally streamlining administration. The new ESRA website (in English and Hebrew) provides easy-access information and functions. Our activities have received recognition, with the Ministry of Education declaring our English Tutoring Program (ETP) an official promoter of English studies. We have spread our wings and established the first overseas friends of ESRA in the UK.

All this is achieved by volunteers and a small dedicated workforce. We are proud of our achievements, but we know there is much still to be done. It is our hope to elicit increased membership, volunteering and funding, so that we may continue to increase our programs bringing a brighter future to our children and a better tomorrow for Israel.



Baruch Tanaman
ESRA National Chairman



Sunny Marshansky
ESRA CEO

Key financial indicators 2018

	NIS (thousands)
Income	8,482
Costs:	
Projects and Activities	7,392
General and Admin	1,039

In addition to the **NIS 7,392K** cost of projects and activities covered by ESRA, our project partners (municipalities and other nonprofits) contributed a sum of **NIS 3,200K** toward Education and Welfare Projects bringing the total invested in the community to **NIS 10,592K**.

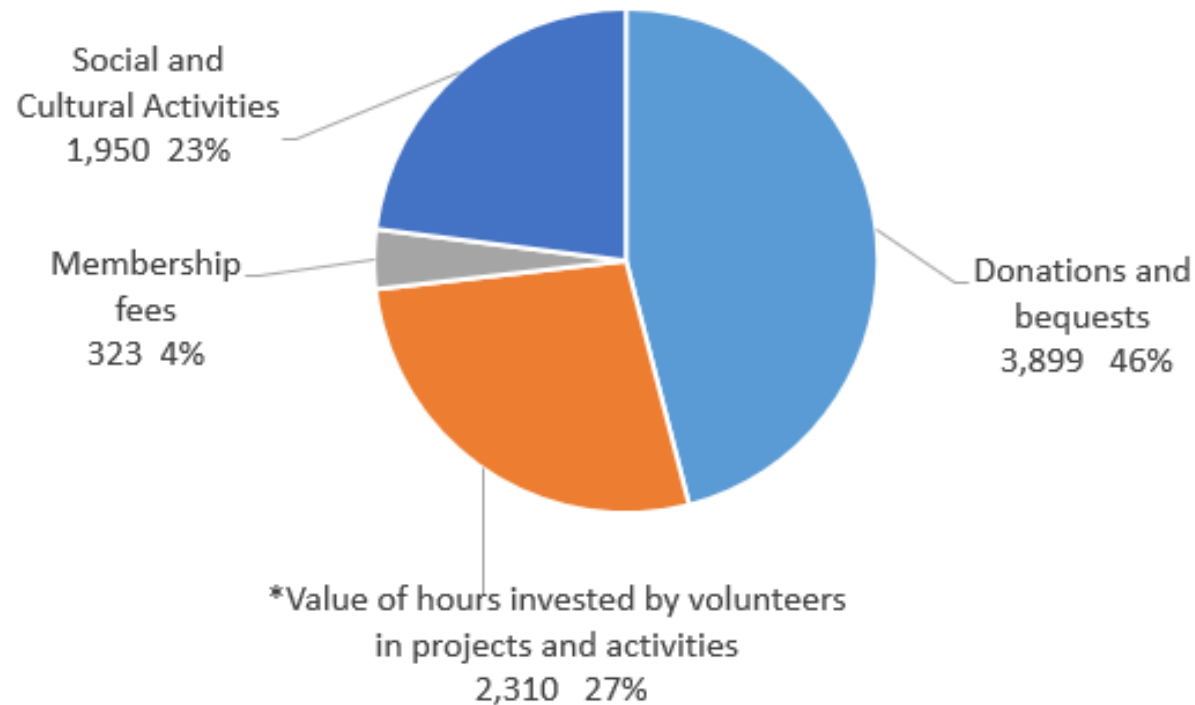


ESRA's impact on the community

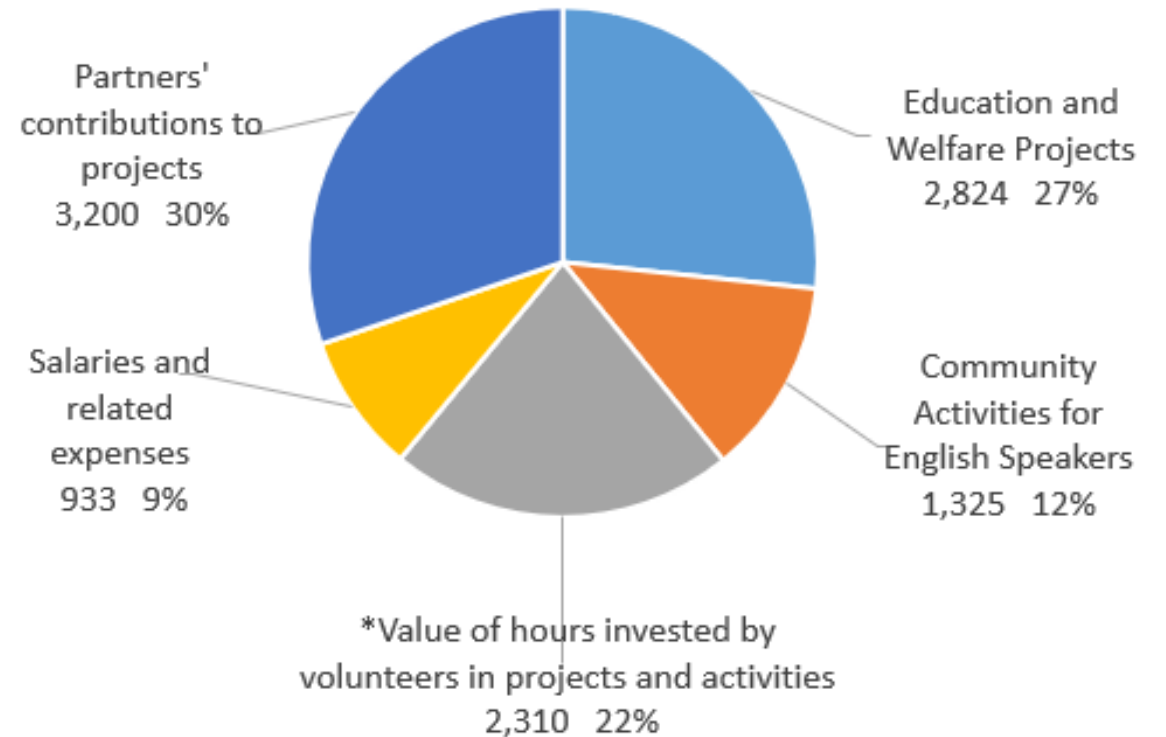
ESRA eases integration of countless immigrants, while enhancing the lives of thousands of needy Israeli families through its Education and Welfare projects and activities

Key figures 2018

ESRA Total Income 2018 NIS 8,482 (thousands)



ESRA Total Impact 2018 NIS 10,592 (thousands)



Key figures 2018

94,845
Volunteering hours

6
Employees in Admin

3%
**Employees as compared to
volunteers**

1,029
Volunteers

22
**Employees in projects and
activities**

12%
**General and Admin Expenses
as % of total income**

Financial Statements 2018



ESRA Community Life for English Speakers

"For the first time I'm not a stranger in my own home. I feel like I'm starting a new and finally happy and integrated life after 40 years living in Israel" R.D

ESRA community life is based on 4 key activities:



**Special Interest
Groups & Social
Clubs**



**Social & Culture
Activities**



Volunteering



**Support &
Counselling**

Social & Culture Activities

ESRA's **22 branches** nationwide offer a wide range of activities with a minimal participation fee. Here is what most interests us...

	Events	Attendees	Average Attendees Per Event
Lectures and Courses	146	6,340	43
Trip and Hikes	32	1,194	37
Music	17	1,045	61
Cinema Club	17	794	47
Total	212	9,373	

In addition:

- ESRA National Quiz - 537 Attendees
- ESRA Annual concert introducing top Israeli performers - 750 Attendees



Special Interest Groups & Social Clubs

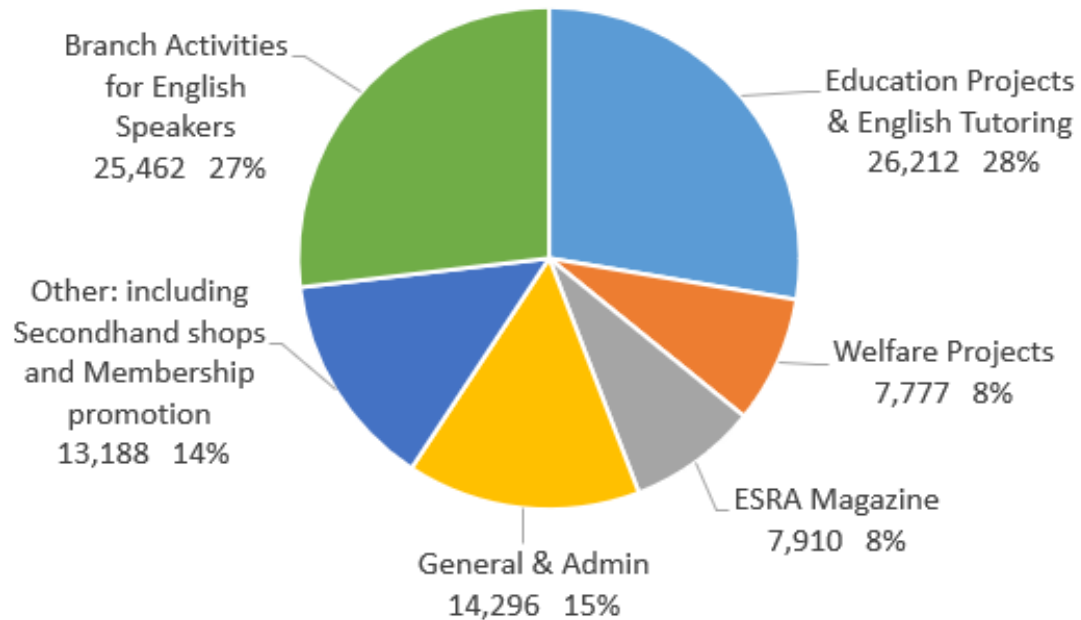
ESRA runs **24 groups** nationwide providing **14,400 English speakers** annually with an excellent platform for socializing and engaging their individual interests.

Check out what's going on in your area

Volunteering

ESRA runs the biggest English-speaking volunteer network in Israel. **1,029 volunteers** play a significant part in Israeli society by volunteering in a wide range of projects and activities.

ESRA Total Volunteering 2018 | 94,845 Hours



Support & Counselling

English speakers received 2,604 hours volunteered by counselors through ESRA Counselling Service and Befriending to ease their dealing with life's challenges.

ESRA Membership

2,703 families are paid-up members of ESRA which contributes towards enabling us to run Education and Welfare projects throughout the country, bringing aid, enrichment and relief to the disadvantaged of Israeli society.

Membership entitles a discount of **up to 30%** on all ESRA activities, free delivery of the ESRA Magazine, ESRA's free annual calendar, special events for members only, and much more.

Membership Fees:

New OLIM – FIRST YEAR FREE!

NIS 140 - 1 year | NIS 240 - 2 years

Become an ESRA Member | Renew Your Membership

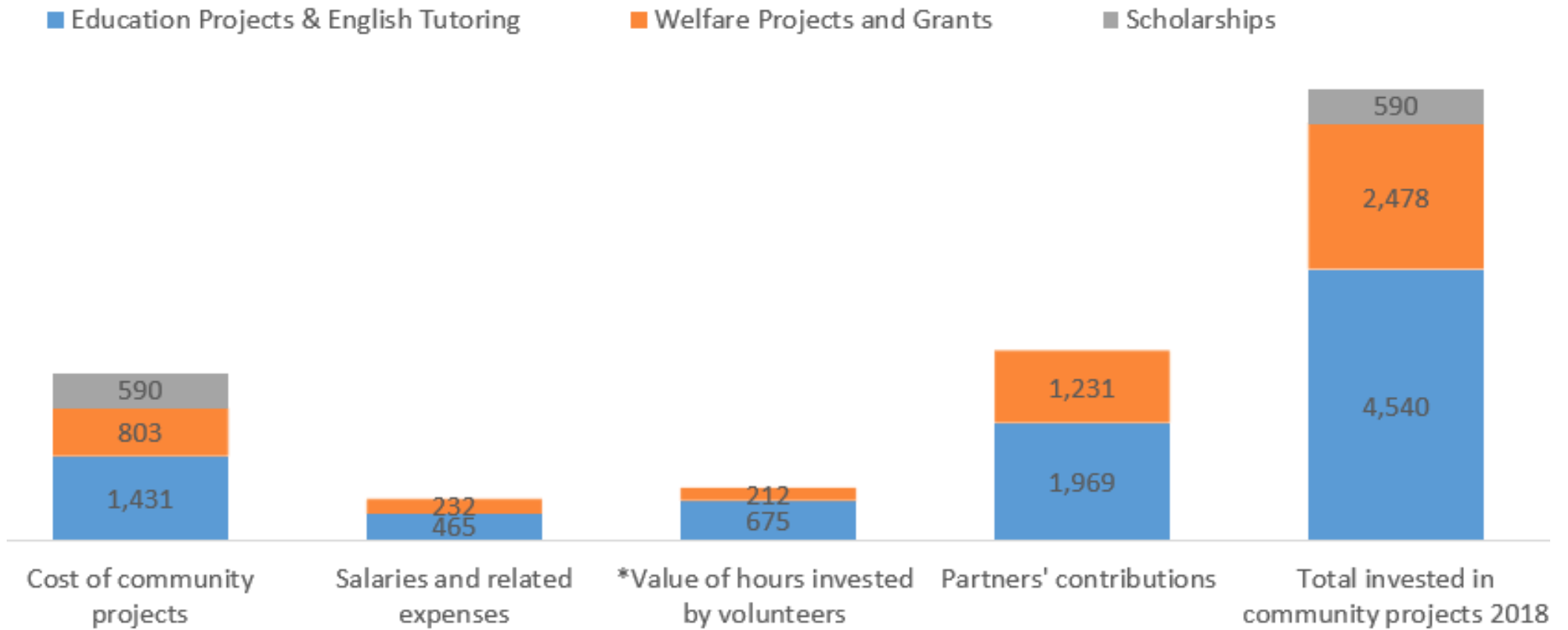




ESRA Community Projects

ESRA projects are nationwide. Together with local partners, they focus on reducing social and educational gaps, and creating opportunities for success among those in the geo-social periphery as well as new immigrants.

Total Invested in Community Projects 2018 NIS 7,608 (thousands)



Education Projects & Promoting English

ESRA's Education Projects aim to promote personal and social development and academic achievement, while encouraging successful completion of higher education.

Students Build a Community (SBC) Largest Budget

Students are provided housing in disadvantaged neighborhoods, and in return each student mentors a group of local schoolchildren and becomes socially active within the community on a multi-year basis.

In 2018, the project had **41 university students** mentoring **160 schoolchildren**, in 3rd to 6th grades, in Netanya. The schoolchildren **improved academically and socially by 27%** from when they started the project.



ESRA's English Tutoring Program (ETP) Highest number of volunteers

27,517 hours were invested in improving English language among schoolchildren nationwide.

Volunteer tutors received training and support, enjoyed interacting with the children and experienced much personal satisfaction, while feeling more deeply integrated by contributing to Israeli society.

In cooperation with the Ministry of Education.



משרד החינוך

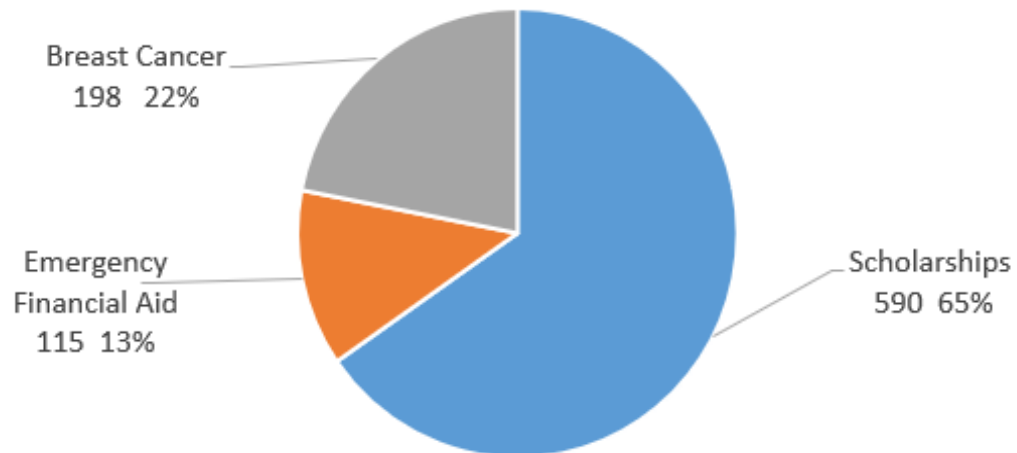
		2017	2018	Growth
Elementary	Schools	31	41	32%
	Volunteers	108	168	56%
	Children	432	672	56%
Secondary	Schools	6	7	17%
	Volunteers	12	24	100%
	Children	48	96	100%
High school	Schools	24	39	63%
	Volunteers	116	146	26%
	Children	464	584	26%
Total	Schools	61	87	43%
	Volunteers	236	338	43%
	Children	944	1,352	43%

Welfare Projects

ESRA's Welfare Projects aim to reduce social isolation and help improve the ability of the physically challenged and children at risk to cope with life's challenges.

In addition, ESRA provides direct financial aid for emergency and crisis relief, to families, individuals and breast cancer patients (through The Lemonade Fund), as well as financial support for needy students to help ensure completion of their studies.

Welfare Financial Support 2018 NIS 903 (thousands)



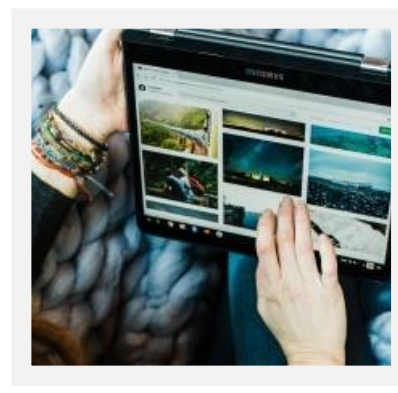
New Projects in 2018



Learning Strategies
South Tel Aviv



Afterschool Center
Rehovot



Computer Skills for the Mentally Challenged
Ramat Hasharon



ESRA/Shapiro Skateboarding
Expanding Nationwide



Journey to Identity
Expanding Nationwide

Looking ahead...

ESRA continues to expand its beneficial impact on Israeli society, establishing Education and Welfare projects throughout the country, from support for siblings of children with disabilities in Petach Tikvah, to a new Students Build a Community project in Akko, our secondhand shop in Raanana employing people with special needs, and English tutoring in Arad.

Because of you...

ESRA has lived up to its promise, and surpassed it!

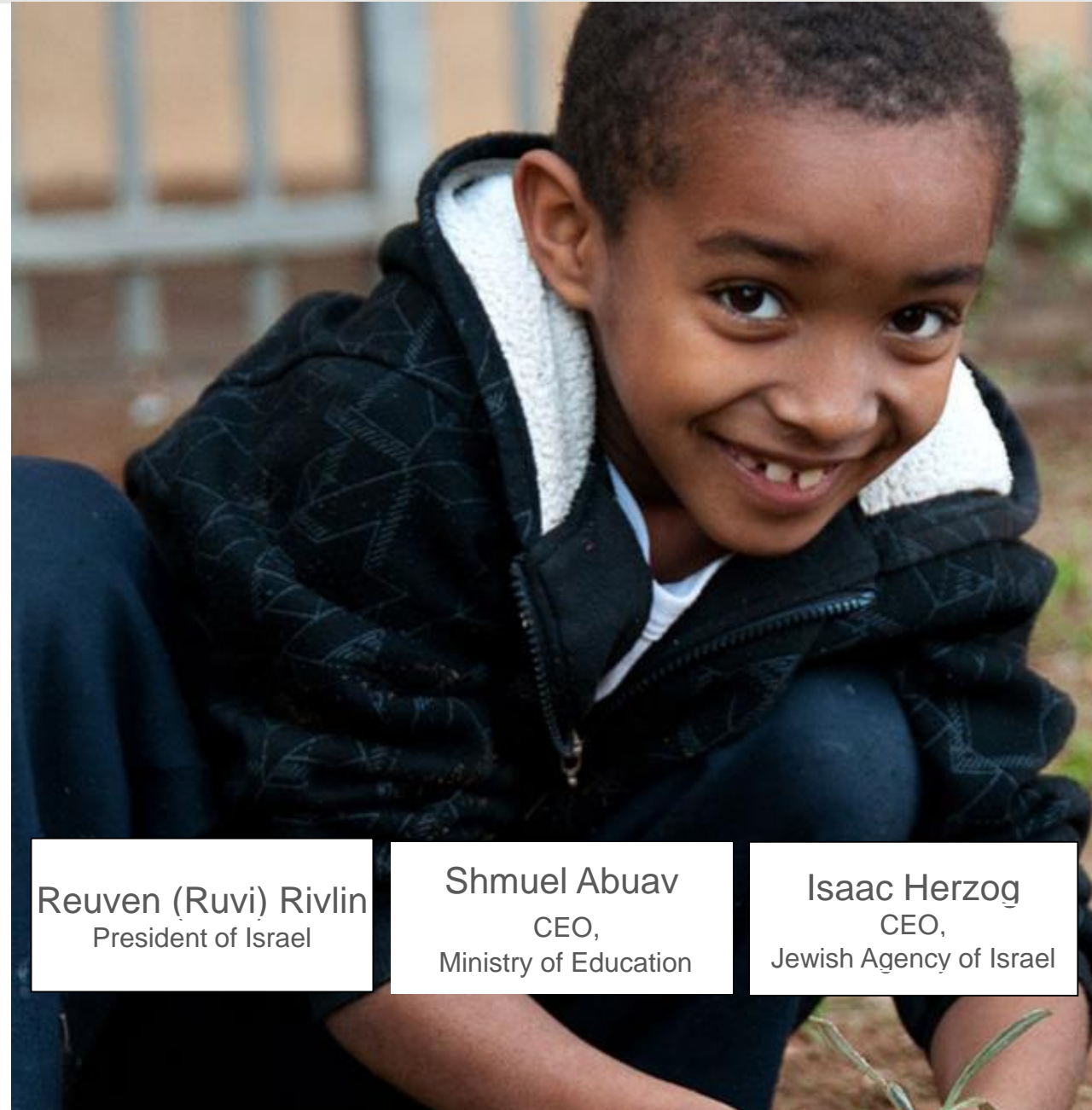
We are proud of our achievements, but we know there is much still to be done to increase our programs bringing a brighter future to our children and a better tomorrow for Israel.

We count on you...

To help us ensure continued achievement over the next 40 years!

ESRA and Israeli society thank you for your donation!

Donate



Reuven (Ruvi) Rivlin
President of Israel

Shmuel Abuav
CEO,
Ministry of Education

Isaac Herzog
CEO,
Jewish Agency of Israel