

Creating an Israeli-American Community Israeli Leadership Council

June 2012

Israelis in America

Approximately 250,000 Israelis live in Los Angeles and its surroundings



Approximately 800,000 to 1,000,000 Israelis live in North America



Options For Israelis in USA

Pure Israelis Israeli 'ghettos'

All-American' (assimilated)

Become an 'American - Jew'





- > Associates with fellow Israelis
- > Consumes Israeli Media
- > Speaks Hebrew
- > Forms or joins Israeli 'ghettos' and lead a parallel and separate life under the umbrella of American culture.
- > Often distinguishes himself from the local Jewish population.
- Stays connected to Israeli current affairs and surrounded by a circle of Israeli friends.

Options For Israelis in USA

Pure Israelis
Israeli 'ghettos'

All-American' (assimilated)

Become an 'American - Jew'



All-American (Assimilated)

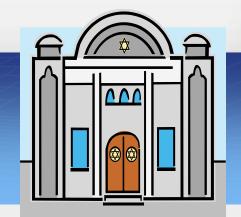
- > See themselves first and foremost as Americans; their Israeli identity usually comes second.
- > Will have few Israelis in his immediate social circle, and associate mainly with his neighborhood, workplace, and American culture
- > Children of all-American Israeli are likely to marry non-Jews

Options For Israelis in USA

Pure Israelis Israeli 'ghettos'

All-American' (assimilated)

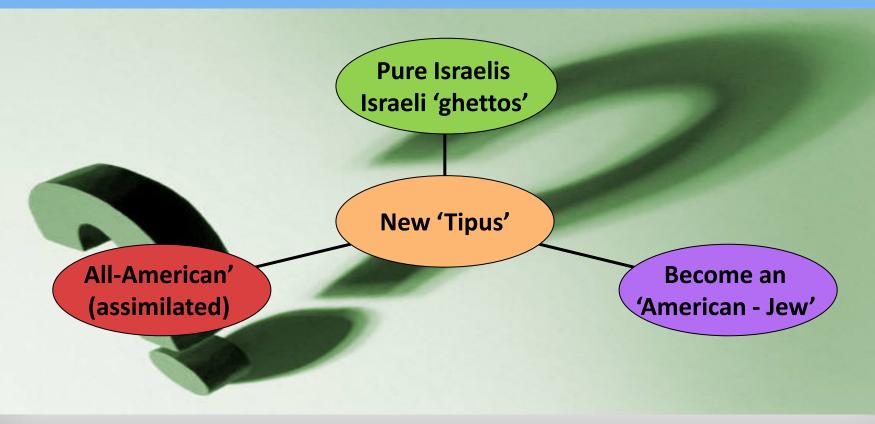
Become an 'American - Jew'



American-Jew

- > Attend the local synagogue, the local JCC or acquire American Jewish friends.
- > Belong to Jewish American institutions and raise their children in an American-Jewish way.
- > His unique added value as an Israeli, as expressed in cultural, linguistic and through other parameters, is lost.

Options For Israelis in the USA





The Rise of The New 'Tipus'

- > A new identity category: **the Israeli –American** Jewish 'tipus', or type.
- > Comprised of Israeli cultural elements as well as a Jewish DNA.
- Understands the importance of his connection to the Jewish people as a whole, rather than to Israel exclusively;
- > Still cares deeply about his or her home country
- > Has successfully integrated into American professional and/or academic life.
- New 'Tipus' no longer represents a collection of isolated signals but rather a group of interrelated indicators



Why ILC?

- Feelings of alienation amongst Israeli-Americans from the Jewish community and the State of Israel
- A belief that there is no organization that unifies and properly represents the Israeli-American community
- Fear of decreased support to the State of Israel in the future from the Jewish Community and the need to recruit Israelis to support, protect, and advocate for Israel
- Anxiety about "losing" the second generation and the need to expose them to Hebrew and the Israeli culture
- Desire among the founders of the ILC to utilize their economic power and connections to the benefit of Israel and the Israeli community in the USA

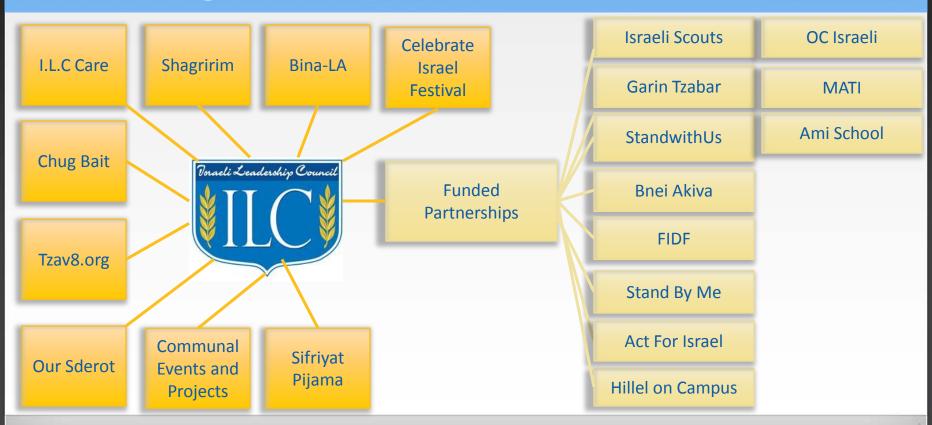
ILC Vision

Our mission is to build an active and giving Israeli American Community in order to strengthen the State of Israel, our next generation, and to provide a bridge to the American-Jewish community.

How It Works

- Support organizations that carry out activities corresponding with the ILC's vision
- Initiate and manage programs corresponding with the ILC's vision.
- Organize large scale community events
- Represent the Israeli-American community in various forums in Israel and the USA

ILC Programs

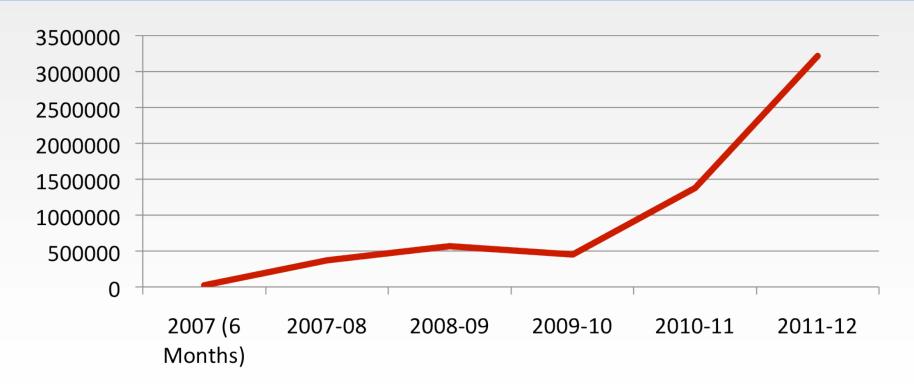


Participation (Oct. 2011-Sept. 2012)

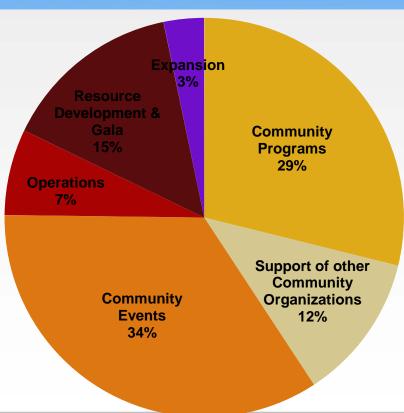
Age Group	Program	Direct Participation
0-12	Sifriat Pijama Ami School	6,000 100
13-18	Tzofim,	400
18-21	Garin Tzabar	35
21-25	Shagririm	50
24-45	Bina	1,250
45+	Chug Bait, Book Club	500 30
General	I.L.C. Care	6,000
General	Gala	850
General	Independence Day Festival	15,800
Total		31,015

Estimated number of community members influenced indirectly is 100,000

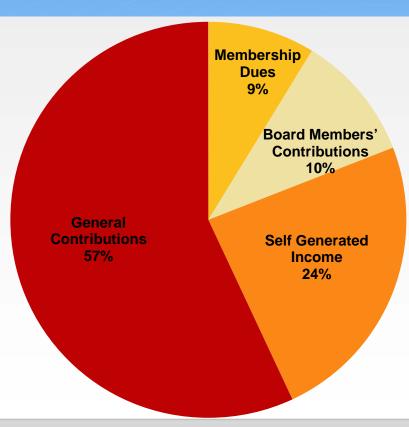
ILC Budget Growth (2007-2012)



ILC Expense Breakdown



Revenue Sources



ILC Leadership Model

Members (90):

upstanding people in the business/professional community

Board Members (9):

Selected group of leaders, able and willing to invest time, money, and personal contacts

Staff (7)

Small, effective and non bureaucratic staff with management experience & principles taken from the business world

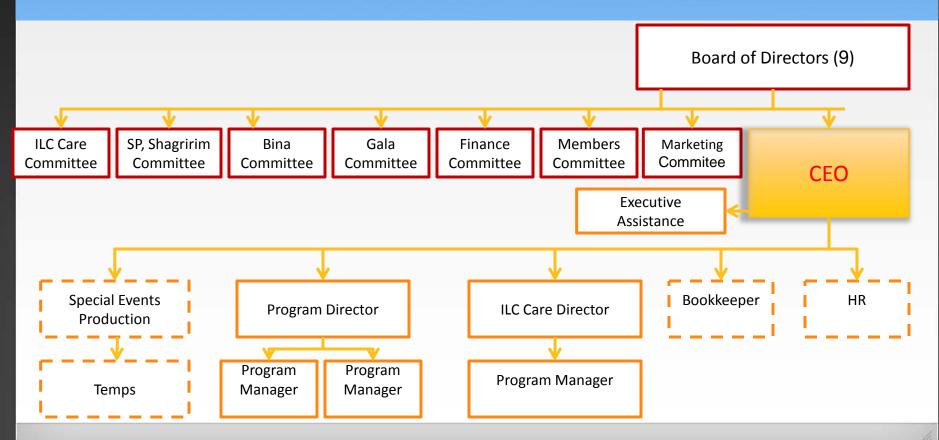
Customers (30,000):

Community Members of all ages

Membership Conditions (There are about 90 members in the ILC to date)

- Identify oneself as an Israeli-American
- Speak conversational Hebrew
- Support the State of Israel
- Support the ILC's goals and mission
- Actively involved in the Israeli-American and/or Jewish community
- Be an upstanding citizen in the business/professional community to which he/she belongs to
- Receive the recommendation of at least two current ILC members and board approval
- Pay annual membership dues of \$3,600 (\$10,000 for board)

ILC Structure



Present Situation & Our Challenge

Present Situation

- Most ILC events and programs take place in Los Angeles
- The ILC has a few nation wide influential projects (BINA and Sifriyat Pijama), or the beginning of others (Shagririm)
- The ILC is in working with other communities in North America to establish an Israeli –American Leadership.

The Challenge

- Create a central organization for the Israeli-American community in North America
- Increase the cooperation and partnership with other communities



TODA (thanks)