

The goal of each of these strategies is to provide new, high-skilled professional opportunities in Eilat and Eilat. Through each strategy, UJA Federation works to ensure the strong link between Toronto and Eilat-Eilat, including volunteer opportunities and possibilities for partnership with additional agencies in order to multiply our investment and influence.

Every dollar invested by UJA Federation is leveraged with additional funding from Israeli partner agencies, the Government of Israel and private philanthropists, thereby increasing our influence and maximizing our impact in the region.

Eilat and the Eilat region are a priority for UJA Federation because of their strategic importance for Israel. Located in close proximity to Jordan, Egypt and Saudi Arabia, our increased presence is critical for the State of Israel's future social and physical security. It is our responsibility to strengthen communities in the region and encourage social and economic initiatives that will enable the region to be a true light unto our neighbouring nations. UJA Federation's long-term vision for Eilat-Eilat is for the region to become a prosperous centre of intellectualism and commerce, a community of academics and professionals and a region with an international reputation for opportunity and excellence.

Strategic theme

1. Higher education
2. Education
3. Renewable energy
4. Career development services

UJA Federation allocation

\$359,050
\$326,500
\$272,000
\$122,500

Total UJA Federation Allocations **\$1,080,050**

Total Leveraged Funds from Our Partners **\$1,408,820**

Grand Total UJA Federation Investment with Matching Funds **\$2,488,870**



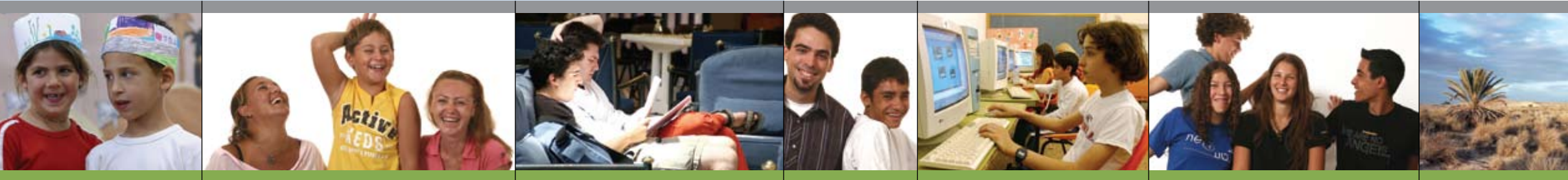
UJA Federation and Eilat-Eilat

Pioneering Efforts to Transform Israel's Southern Frontier

UJA Federation's Strategy for its Partnership with Eilat & Eilat

UJA Federation has a reputation for its foresight and innovation and for initiating unique, groundbreaking projects in new fields. This reputation has been strengthened by the impressive accomplishments of its long-standing partnership with the City of Eilat and region of Eilat.

Over 20 years ago, UJA Federation recognized that the socio-economic gaps emerging between central Israel and its geographic frontier were one of the country's most critical strategic challenges. In 1988, UJA Federation took the bold step of creating a partnership with Israel's most geographically remote region, a place where these gaps were very serious—Eilat and Eilat.



Thanks to the generosity of donors to UJA, the Federation has made long-term strategic philanthropic investments in education, health care, research and technology as well as job creation. Today, UJA Federation and its local partners in Eilat and Eilat are witnessing the monumental impact of their shared efforts. Together, we are close to achieving our shared goal of building communities where Israelis want to live and work in the southernmost region of Israel. It is, therefore, not surprising that Toronto's strategic model of partnership with Eilat-Eilat was singled out by the Jewish Agency for Israel as one that other communities should be emulating. It is considered the best of its kind in North America, with a history of warm, personal ties and a track record of success after success.

UJA Federation's partners in Eilat and Eilat are municipal and grassroots community leaders who embody Israel's pioneering spirit. They are committed to living on Israel's southernmost frontier due to their desire to contribute to the partnership's dream of making Eilat and Eilat centres of excellence and examples for other communities throughout Israel. Their hope for the future is fuelled by the successes of the partnership. Six years ago, the matriculation rate among youth in Eilat stood at 27%. Following tailored programs such as "Ometz" that bridge educational gaps and discourage teens from dropping out of school, this rate rose to 72%, well over the national average. In addition, the Federation sponsored programs enabling Eilat's teachers and students to improve their skills through training outside the classroom. As a result, thanks to UJA Federation, the city of Eilat was awarded the prestigious Israel Prize for Education, and today is ranked eighth out of 250 municipalities for its high school matriculation rate.

UJA Federation recognizes that Eilat and the region of Eilat are communities of vital strategic importance to the State of Israel. They are the anchor of Israel's southernmost frontier, and their strength sends a message to Egypt, Jordan and Saudi Arabia about the strength of Israel's borders. Building on the success of this partnership is essential, because together we can help this region reach its inherent potential.

Historically, Eilat-Eilat has been a single-industry region, with 80% of the population employed either directly or indirectly by the tourist industry, in jobs that neither demand professional training nor promise a stable income. UJA Federation's partnership has already made significant progress toward its goal of transforming the region into a centre of opportunity by diversifying the professional opportunities available there.

The establishment of the fastest growing university campus in Israel, as well as the creation of high-skilled jobs in renewable energy, are recent accomplishments of this partnership. These accomplishments, along with many others, are strengthening Eilat-Eilat and increasing its stability, thereby enhancing both regional development as well as national security.

There are five components to UJA Federation's strategy in Eilat and Eilat:

1. Investing in higher education

- > Creating a diverse community of students and academics by offering scholarships and stipends to ensure that every student is exposed to opportunities for higher education
- > Developing a student community by building residential student dormitories in the area
- > Encouraging strong social networks by ensuring that all students volunteer in the community

2. Investing in the educational system

- > Bolstering the educational system in Eilat so that it becomes one of the best in the country
- > Increasing access to formal and informal educational opportunities for Eilat's most vulnerable students and for its most gifted youth, ensuring that educational support and enrichment services match those available in central Israel

3. Investing in renewable energy

- > Empowering the leaders of Eilat and Eilat to harness the region's vast natural assets – land and sun – in order to transform it into a global leader in renewable energy development and technology
- > Supporting research and development in solar energy
- > Branding the region as Israel's "Green Region," through investments in environmental education, research and development.

4. Investing in career development services

- > Providing vocational training services that retrain low-skilled Eilat residents for high-skilled employment opportunities
- > Enticing highly skilled workers to Eilat by increasing job opportunities

5. Investing in health care

- > Creating a world-class emergency room at Josephtal Hospital in Eilat
- > Offering special incentives to attract talented medical professionals to Eilat