



# ESRA Annual Report 2019



## Dear Friends

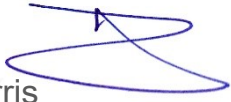
ESRA, Israel's largest English-speaking community, is a non-profit volunteering organization. It works to enrich the lives of English speaking olim and facilitate their integration by providing a wide range of social and cultural activities, volunteering opportunities, and personal support services. ESRA also works to improve Israeli society through its education and welfare projects that provide aid to those in need, and opportunities for personal growth toward future success.

We are constantly growing and developing. The current 2019 Annual Report shows that ESRA's activities have registered a 12% growth in investment in the community, and a 26% increase in volunteering activities over the previous year. In 2019, a total of 106,527 hours were contributed by 1,301 ESRA volunteers, who enjoyed being useful members of society, while providing great benefit to recipients. ESRA's Education and Welfare projects are impacting lives and whole communities, while a flow of creative ideas breathes life into additional projects. We are using new evaluation tools to ensure the success of our projects and to deepen our understanding of our members and their preferences. Our aim is to be effective and efficient.

The Ministry of Education has recommended ESRA's English Tutoring Program (ETP), declaring it an official promoter of English studies. We have also recently been recognized by the Israel Civil Service Authority as recipient of Sherut Leumi (National Service) volunteers, making ESRA a volunteering option for young Israelis. In addition, ESRA continues to spread its wings with the establishment and ongoing activity of its first overseas registered charity in the UK, *Friends of ESRA in Israel*.

COVID-19 came into our lives like a bolt out of the blue, but ESRA quickly adjusted to the new reality with expanded welfare services and online activities. New tools and programs will be incorporated into future planning, removing barriers and enabling broader involvement in all ESRA activities.

We are proud of our achievements, but there is much still to be done. Now more than ever, we need your support. Together we are stronger, we are ESRA.

  
Terry Morris  
ESRA National Chairman

  
Sunny Marshansky  
ESRA CEO

## Key Financial Indicators 2019

	NIS (thousands)
Income	9,776
Costs:	
Projects and Activities	8,799
General and Admin	1,094

In addition to the **NIS 8,799K** cost of projects and activities covered by ESRA, our project partners (municipalities and other nonprofits) contributed a sum of **NIS 3,900K** toward Education and Welfare Projects bringing the total invested in the community to **NIS 12,699K**.

[Introducing ESRA's Partners](#)

## Key Figures 2019

**106,527** Volunteering Hours

**1,301** Volunteers

**6** Employees in Administration

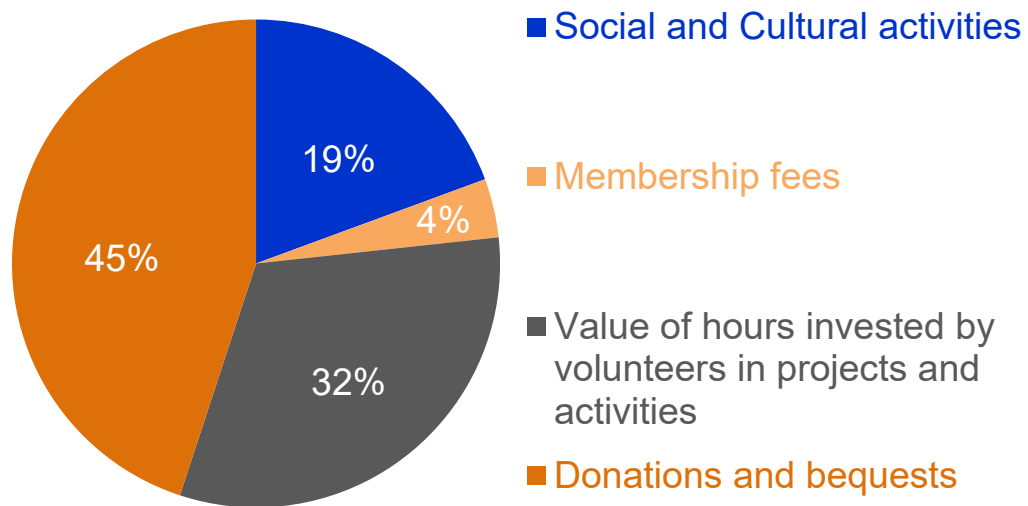
**22** Employees in Projects and Activities

**2.2%** Employees compared to volunteers

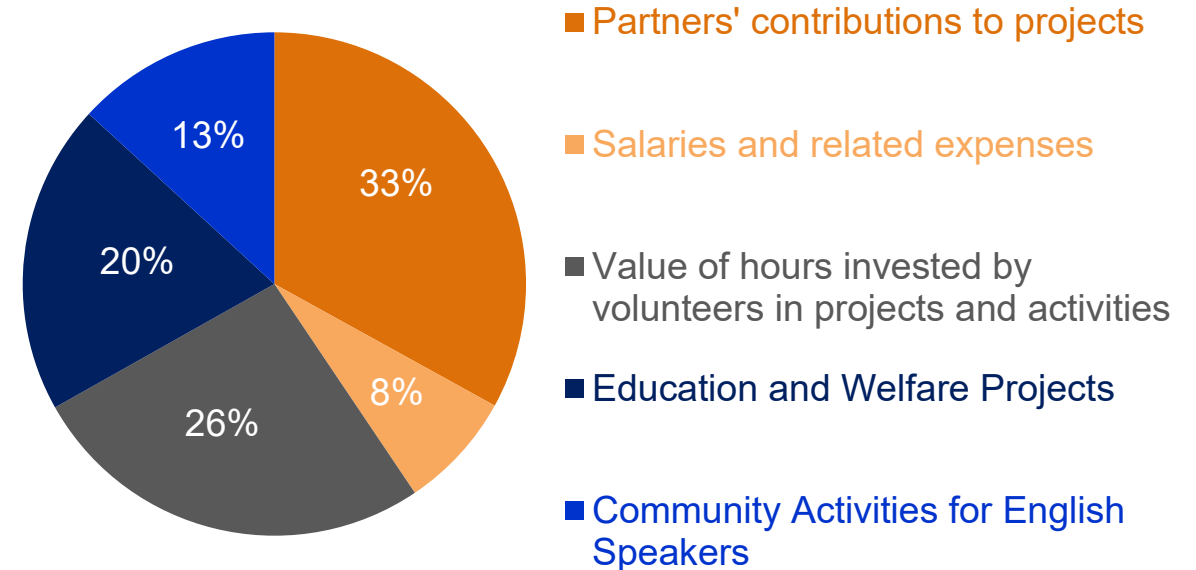
**11.2%** General and Admin Expenses  
(as % of total income)

## Key Figures 2019

### ESRA Total Income 2019 NIS 9,776 (thousands)



### ESRA Total Impact 2019 NIS 12,699 (thousands)



[ESRA on Hebrew Guidestar](#)

[ESRA Organization Structure](#)

[Financial Reports 2019](#)





## **Integration Into Israeli society**

ESRA - Israel's largest English-speaking network



## Social & Cultural Activities

ESRA's branches nationwide offer a wide range of activities with a minimal participation fee to enable people to be active, make friends and enrich lives.

In 2019 ESRA held **202 events** with an average of **35 participants per event**. In addition, ESRA held a National Quiz, and an Annual Concert introducing top Israeli performers to hundreds of attendees.

Since the Coronavirus epidemic began, ESRA has worked to offer a huge variety of interesting and instructive, free activities online, bringing people together from Eilat to Nahariya.

Workshops on use of Zoom have also been given to enable participants to join activities and be in contact with their families and friends.

[Check out what's going on in your area >](#)



## Special Interest Groups & Social Clubs

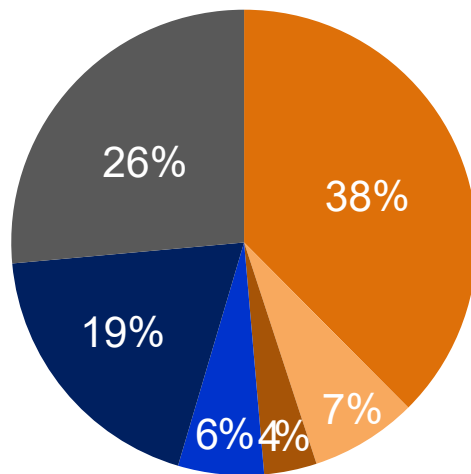
ESRA runs **24 groups** nationwide (Camera Club, Zumba, Bridge, Reading Clubs, Knitting, etc.) providing English speakers annually with an excellent platform for socializing and engaging their individual interests.



## Volunteering

ESRA has the biggest English-speaking volunteer network in Israel. 1,301 volunteers invested 106,527 hours in Israeli society, an increase of 26% from 2018.

### ESRA Total Volunteering 2019: 106,527 Hours



- English Tutoring Program (ETP)
- Education and Welfare Projects
- Welfare Fund
- ESRA Magazine
- Others: Including secondhand shops and membership promotion
- Activities for English speakers



ESRA's volunteers engaged in a wide range of activities, from finance management to law, copywriting, graphic-design, photography, administration, magazine distribution, secondhand shops and special occasions such as Eurovision 2019. Volunteers' work time is flexible, at their convenience. [Check out volunteering opportunities in your area >](#)

## Why ESRA?



“

I enjoy being with people who contribute to Israeli society and make a difference.

Lawrence Bertfield



“

It's an excellent way to give back to society through one of their meaningful and effective projects.

Leslie Rose



“

ESRA has shown me that I have the ability to help others while learning something new myself.

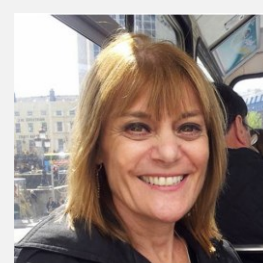
Gabriella Katz



“

I identify with ESRA's mission. It isn't all about "feeling good". It is about making a difference. It is about meeting other people that want to make a difference.

Judi Argaman



“

Volunteering at ESRA gives me a sense of achievement while being in the family atmosphere of the ESRA office.

Elaine Black



“

I chose to be connected to ESRA since making Aliya from Belgian Congo. It gives me pleasure to be part of this community.

Maurice Menashe



“

It gives me the opportunity to help the community while learning. My time here has been one of the most meaningful in my life.

Enrique Tobias



## Personal Support and Counseling

English speakers received **3,050** hours volunteered by counselors through ESRA Counselling and Befriending services to ease their dealing with life's challenges.



*The Befriending program is absolutely a lifesaver and I am always letting people know that for an hour a week they can literally change someone's life.* **Judy Nisman**



You're Not Alone  
Standing together with ESRA

[Click here for ESRA's Personal Support Services](#)

## ESRAmagazine



*I am most happy to contribute towards this great publication whose content is varied and interesting and whose aesthetics are a pleasure to the eye. Hats off to you all.* **Stephen Schulman**

In 2019, **325** volunteers invested **6,345** hours in producing and distributing the ESRAmagazine.

ESRA members receive a hardcopy of ESRAmagazine delivered to their homes.

[Click here to become an ESRA Member.](#)

Advertising in ESRAmagazine effectively promotes your business. [Click here to reach out to your next customer.](#)







## **ESRA Works Toward Closing Educational & Social Gaps**

### **Creating opportunities for success for those less privileged in Israel**



## Total Invested in Community Projects 2019 NIS 9,018 (thousands)

	Education Projects	Welfare Projects and Grants	Scholarships
Cost of community projects	825	559	775
Salaries and related expenses	540	116	116
Value of hours invested by volunteers	1,395	792	
Partners contributions	3,900		
<b>Total</b>	<b>6,660</b>	<b>1,467</b>	<b>891</b>

## Expansion of locally-run Branch Projects in 2019



**Kfar Saba**  
Promoting Youth



**Sderot**  
Young Leaders  
(SYL)



**Tiberias**  
Empowering Toddlers  
with Special Needs



**Petach Tikva**  
Interactive Story Time



**Haifa**  
Preparation for  
Matriculation Tests

## Students Build a Community (SBC)

### ESRA's Largest Project by Budget

#### A Proven Success!

Students are provided with 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 2019, the project had 49 university students mentoring 210 schoolchildren in 3rd to 5th grades, in Netanya and in Akko. Feedback from schools shows the schoolchildren improved academically and socially by 29% from when they started on the project.

Over 50% of the students stay in the project more than two years. Through a joint venture with [ISEF](#), some of the BA students receive mentoring from MA students who help them cope with their studies, while imparting leadership values and personal empowerment.

[Support a student here >](#)



## Looking ahead...

With 14 years of experience, it is ESRA's ambition to introduce our flagship project to many more areas of need. Currently, negotiations are underway to expand the program to several new cities in the 2020-21 academic year.



## English Tutoring Program (ETP)

Involving the highest number of ESRA volunteers

### Unprecedented Growth!

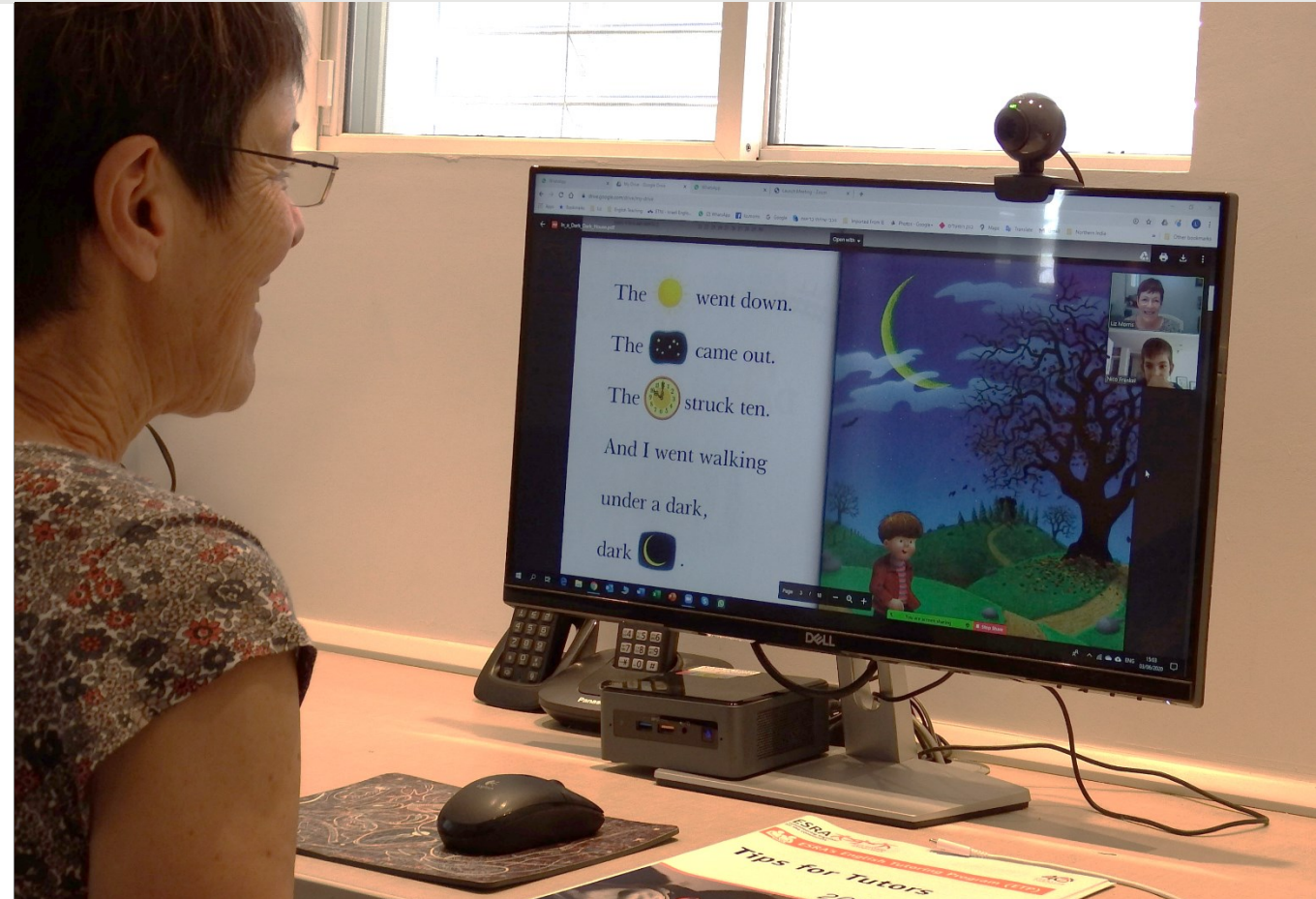
“

*Volunteering with ESRA's ETP has allowed me to not only teach but learn from Israeli youth. ESRA has facilitated for me a connection into Israeli society in a way which I feel I am not only giving to others, but growing from others.* **Atara Hubert**

**39,992 hours** were invested by **478 volunteers** in improving English language among schoolchildren nationwide. Valued at **NIS 1,164,567** it represents a **42% increase over 2018** and has doubled since **2017**.

Recommended by the Israel Ministry of Education  
**No experience needed; training provided by ESRA!**

[Sign up for this win/win program](#)



**ESRA's ETP adapts to the current situation - going online**  
 ETP volunteers receive pedagogical and technical training. A new, recently launched program, Chat Away - Spoken English, enables English speakers from around the world to also share their gift of English with Israeli pupils wishing to improve their language skills.

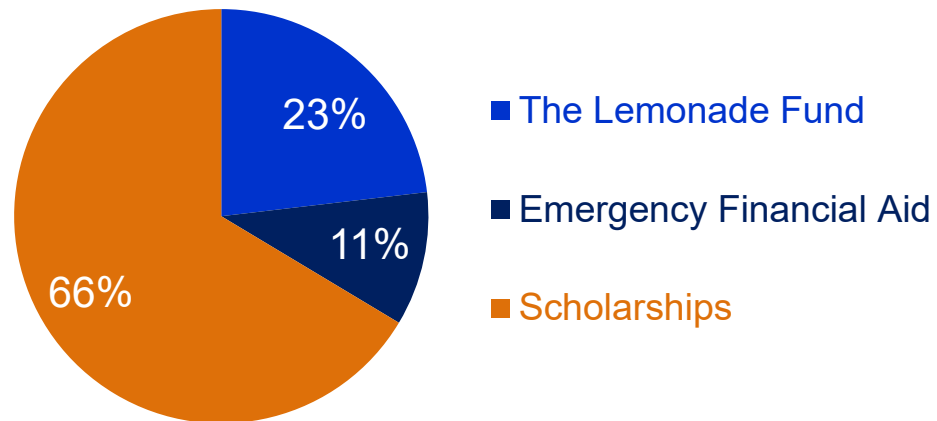


## Welfare & Student Scholarship Funds

ESRA's Welfare Fund helps families put food on the table and sustains those in need through times of crisis.

Student Scholarships provide students with funding to enable them to complete their studies. In this way ESRA plays a part in building a better future for Israel.

**ESRA Financial Support 2019 NIS 1,167 (thousands)**



## ESRA 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.



## Welfare Testimony

“

*Thank you so much for your support and to meet with me, to know and to hear me. I promise to study diligently. To be an attentive, professional and compassionate doctor. To help anyone who wants it regardless of their financial situation or the place they come from. I promise to always love people with all of my heart and to keep my heart open for every human being.* **Keren Maruvka**

ESRA is raising donations and diverting resources to meet the increasing need for welfare support to Israelis who were adversely impacted by the COVID19 situation. In the three months after the Coronavirus spread, **ESRA's Welfare Fund helped 112 families and students with grants totaling in excess of NIS 156,000.**

[www.esra.org.il](http://www.esra.org.il) | 09 950 8371

*Rising to the Challenge...  
Let the healing begin!*

Let's help each other get through  
this crisis.

**Donate generously!**

Tax Exempt Donations

[British Pounds](#)

[U.S Dollar](#)

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ESRA | Non-Profit & Public Institution No. 580037455