



BUILDING STRONG CONNECTIONS TO ISRAEL

OVERVIEW

Building stronger relationships with Israel is an important part of any Jewish Community. Travel to Israel, bringing Israelis to Houston and creating mutual exchange experiences are key to enhancing understanding between Israel and our own Jewish community. This year, Houston is excited to welcome two Shlichim (Israeli emissaries) and launch a new partnership with the Israel's 4th largest city, Petach Tikvah.

Only 50% of our community feel connected to Israel.

Jewish Federation of Greater Houston's
2016 Demographic Study



STRONGER CONNECTIONS

The new partnership, Partnership2Gether (P2G) with Petach Tikvah is a great opportunity to strengthen Houstonians' connection to Israel. Petach Tikvah has a state-of-the-art children's hospital, university, and is home to many Israeli startups and businesses. As we look at our portfolio of investments that support Israel and Israeli programs, we see an opportunity to create more intention between our two communities. This would allow for the establishment of meaningful connections in

industries from medical to technology to education and business. The partnership, consisting of leadership committees in both Houston and Petach Tikvah, will engage Houston adults, children, and families to develop specific programs that will create person-to-person connections, allowing Houstonians of all ages to deepen and personalize connections with Israel and Israelis.

Houston's 40-year partnership with Yoseftal and Dado neighborhoods in Petach Tikvah has provided each community with rich cultural experiences. With a new, expanded partnership with the entire municipality, Houstonians will have the opportunity to connect, teach, learn, and develop friendships with our brothers and sisters in Israel in a more robust way.

Your support will also allow the Federation to reinvigorate our Shlichim (Israeli emissary) program that will bring Shlichim to Houston to promote Israeli culture and keep our community connected to Israel. The Shlichim will interact and provide programming to all ages throughout the greater Houston area. The cost for two Shlichim in our community, which the Federation partners with the Evelyn Rubenstein Jewish Community Center to provide, is approximately \$200,000 per year.

FUNDING

The total goal of the program is to raise \$1.25 million over 4 years, with \$500,000 being raised this year. The program will fund the Shlichim's salary, housing, and program costs as well as support P2G staff in both Petach Tikvah and Houston. There are plans to launch engaging programming, expand volunteer opportunities for all ages, and create a vibrant people-to-people partnership.

***Your gift will help transform the Jewish community of Houston.
Please join us. Let's strengthen Houston together.***

