

Resource and Development

In April 2013 a new director of the Resource and Development Department was appointed. The new director, Mr. Boaz Nol, has drawn up a two-year strategic program aimed at OUI branding and visibility vis-à-vis potential donors in Israel and abroad, and set a target to raise \$5 million by 2015. The program is based on developing the Open University's image as an academic institution offering educational accessibility and mobility within Israeli society.

Fundraising in Israel

Fundraising through private sources, commercial companies and foundations in Israel is aimed primarily at raising money for student scholarships. Many families have chosen to commemorate loved ones by setting up a scholarship fund in their names. These donors gathered for a scholarship award ceremony held in memory of Open University graduates who perished in the 2010 Mount Carmel forest fire.

The **Access Project** was established as part of the OUI's efforts to close social gaps by making higher education accessible to every Israeli. The project's primary goals are to make studies financially accessible by offering scholarships to needy students; to enhance technological accessibility via distance learning methods; and to achieve equal accessibility for all, by working with potential students with special needs, as well as those in the Arab and ultra-Orthodox sectors. The project includes a public campaign to recruit small online donations, as well as a pilot for collaboration with the Ra'anana Municipality and local commercial companies in order to raise funds for OUI student scholarships.



Visit to the Open University by US Ambassador Daniel B. Shapiro

American Friends of the Open University

Joint ventures continued this year with the American Friends Organization, and its President, Ms. Ingeborg Rennert. The annual gala dinner, held in New York in October, was attended by over 400 guests, who included prominent members of the Jewish community. Senator Joseph Lieberman and the outgoing CEO of Bank Leumi, Ms. Galia Maor, were among those who were honored at the event. In the past year the Friends Association donated to the establishment of virtual laboratories at the Open University, to the Academia in High School project, and to the distribution of scholarships to needy students throughout Israel.



Annual Gala event, (from left) Galia Maor, Ingeborg Rennert and Prof. Hagit Messer-Yaron

Open University Activities in Great Britain

The Woolf family visited the Open University to mark the end of Lord Harry Woolf's term as University Chancellor and to celebrate his 80th birthday. A special event held for the occasion was attended by leaders of Israel's legal and business communities, as well as Lord Woolf's own family members, friends and acquaintances.

The Woolf Institute in Cambridge and the Open University's Center for the Study of Relations between Jews, Christians and Muslims continue their cooperation, including special fundraising endeavors by the UK's Jewish community.