

Resources and External Relations

The fundraising department has undergone significant changes this year. In March 2016, Yael Yativ was appointed as the new Deputy CEO for External Relations. A plan was drawn up to extend the department's fundraising for the OUI.

These measures began to yield success in May, when an initial significant sum was raised in the USA. Intensive efforts are underway to establish an OUI Friends Association in Britain, to be completed within the next few months. The history of fundraising for the OUI is under thorough review, including an appraisal of all the contributors in Israel and abroad, and of previous fundraising projects.

The following steps are planned:

- Expansion of fundraising from contributors, funds, and companies in Israel, which requires rethinking and re-planning.
- Creation of an expanded list of possible fundraising candidates abroad, based on analysis of potential, and formulation of a work plan.
- Enhancement of informational materials being sent to contributors.
- Formulation of a structured plan to maintain current contributors and establish contact with new ones in Israel and abroad.