

Resources and External Relations

During the past year, the Resources and External Relations Unit, headed by Deputy Director General Yael Yativ, Adv., focused on strategic processes that resulted from rethinking the university's approach to OUI fundraising practices in Israel and abroad.

The developments of the past year are already producing results. The response of many donors in Israel and abroad to the OUI's excellence and social commitment, coupled with their generosity and goodwill, has allowed the OUI to expand the resources available for awarding grants and promoting support for various designated populations.

- **Increased OUI exposure:** Alongside ongoing publicity and marketing, a variety of promotional materials have been prepared in several languages, and a page representing the unit has been added to the OUI website.
- **Focus on special OUI programs and their presentation to potential donors:** The OUI's broad vision is amply reflected in several special programs targeting specific sectors of the population. For instance, we boast the only program in Israel designed for outstanding soldiers during their compulsory service; the largest program in the country for outstanding and gifted high school students; and programs specifically adapted for residents of peripheral areas, Ethiopian-Israelis, and for the ultra-Orthodox. The university has recognized that providing specially adapted study opportunities enables these target populations to acquire a higher level of education than is available to them anywhere else. The Resources and External Relations Unit is focusing on presenting these programs to potential donors in order to raise funds for their further advancement and development.
- **Expansion of donor base in Israel:** Over the past year we have focused our efforts on reinforcing and expanding the university's strong, high-quality Israeli donor base. New sources of support have been identified, and the first steps have been taken towards setting up an organization of Friends of the OUI for local OUI supporters and partners. Our goal is to attract alumni, as well as leaders from the business, social, and philanthropic communities to partner with us in achieving our objectives. Friends of the Open University will be launched at a gala event in November 2017.



Ingeborg and Ira Rennert (photo: Ellen Dubin Photography)

American Friends

The American Friends organization, headed by Mrs. Ingeborg Rennert, is an important long-time partner. This year we sought to further reinforce that relationship by creating a strategic partnership in overseas fundraising. One result of these efforts was the Ingeborg and Ira Rennert program, which aims to increase both the number of ultra-Orthodox students, and the number of students completing academic degrees. Mrs. Rennert is personally contributing to the funding and expansion of the program.

British Friends

A Friends of the Open University organization was established in Britain during the past year. We are privileged to announce that Baron Jonathan Kestenbaum has agreed to head the association, which was launched at a gala at the House of Lords in February 2017. The event was sponsored by Baron Harry Woolf, a former Lord Chief Justice and President of the Courts of England and Wales, who is also a member of the OUI Council and served as Chancellor for many years. Some 100 guests attended the prestigious launch party at the House of Lords, among them prominent jurists and members of the Israeli business community in London. The current OUI Chancellor, Israeli Supreme Court President (Ret.) Dorit Beinisch, and Open University President, Prof. Kobi Metzger, were on hand to present the university's vision to guests. The Israeli Ambassador to Great Britain, Mark Regev, spoke at the event, and several OUI alumni who are London residents also attended.



Jonathan Kestenbaum, Mark Regev, Dorit Beinisch and Kobi Metzger (photo: John Rifkin)

Infrastructure for fundraising in Latin America and Western Europe

The newly-appointed head of the Latin America and Western Europe chapters has already paid visits to several countries, where he met with Jewish community leaders and prominent Jewish business people with a view to recruiting resources and support. The first stage is intended to establish representation in relevant countries, with the potential for eventual development into Friends organizations. Potential donors also visited the Ra'anana campus, and were able to see, firsthand, the university and its unique contributions to Israeli society.