



**WILL YOU HELP US REALISE
THE NEW ZIONIST DREAM?**



JNF
AUSTRALIA
GROWING OUR FUTURE

120
YEARS
1901-2021

Building Israel since 1901



FROM A HOPE... TO OUR HOMELAND

But the dream isn't realised just yet.

In 1897, Herzl proposed that there was only one answer to the Jewish question – a Jewish State.

So long as anti-Semitism exists, argued Herzl, assimilation would be impossible. He believed that a safe state was the only viable solution to the centuries of persecution and anti-Jewish views inflicted upon our people.

51 years later, Herzl's dream came to life – with the birth of Israel. And since then, we've seen our beautiful homeland flourish.

But we are far from done.

While Herzl's vision has come a long way, with a population nearing 7 million, we must do more to strengthen Israel and its growing population.

That's where you – and the future Ramat Herzl community – come in.

“It is true that we aspire to our ancient land. But what we want in that ancient land is a new blossoming of the Jewish spirit.”

Theodor Herzl
The father of Israel





THIS IS RAMAT HERZL. THIS IS OUR VISION.

A timely tribute to the father of Israel, Ramat Herzl is a new pioneering community in the Negev. Right now, it is home to only four courageous families.

But there are hundreds more families living in temporary housing in the wider Nitzana region – hoping to one day make Ramat Herzl their home.

Yet without permanent housing and infrastructure such as childcare and medical services, these families won't be able to fulfil their noble dreams.

And that's where you come in.

As a loyal supporter of Israel, you can help these families – and so many others with similar ideals – realise the new Zionist mission of populating the desert and strengthening Israel's borders.

BY 2031



1,000 families



Housing, education & employment



A thriving new community



A stronger Israel

WHY WE NEED TO DEVELOP THE DESERT – AND BUILD RAMAT HERZL

The future of Israel rests on developing the desert. And the final frontier of the Zionist dream lies in the Negev. But we need you to get there – by building visionary communities like Ramat Herzl.

With 70% of Israelis crammed into the expensive cities of Tel Aviv, Jerusalem and Haifa (and an expected population of 15 million by 2051), we need to expand our homeland in new ways.

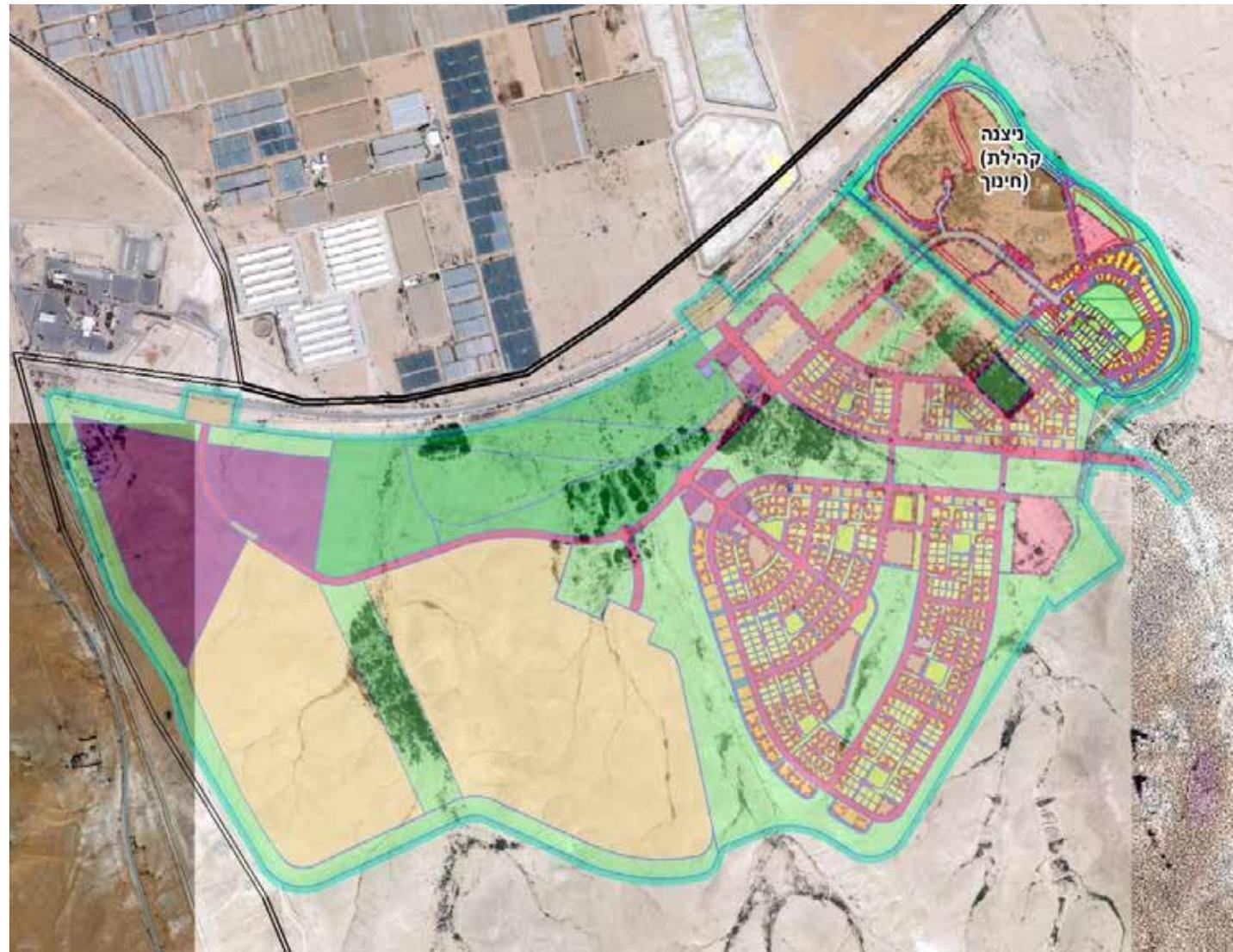
Our answer? **The largest desert region in Israel – the Negev.**

Covering 60% of Israel's landmass, the Negev is home to less than 10% of the population. By bringing it to life, with permanent housing, education and employment, we can help sustain Israel's growing population.

The region is also important politically.

Close to the Egyptian border, populating this remote and fragile land can impact the geopolitics for the whole of Israel.

That's why communities like Ramat Herzl have never been more vital.



WHAT WE MUST BUILD TODAY...

...TO ENSURE A STRONGER TOMORROW



Permanent housing



Employment opportunities



Populating the desert



Essential services



Strengthening Israel's borders



Safeguarding the future of Israel

**We have the people.
We know the dream.**

All we need now? Your support.

We need to establish essential infrastructure and housing so that families can build the life they want in this vital new community.

With your generosity,
we can make it happen.





MEET LIOR – YOUNG LEADER AND PROUD PIONEER OF RAMAT HERZL

It was 2011 when Lior moved to Nitzana in the Negev. She quickly fell in love with the spirit there. And so her dream was born: to see the region flourish and be part of a pioneering community.

Now, married with three young children – and firm plans for developing Ramat Herzl in place – Lior can see that the dream is finally within reach.

Lior and her family are living proof that other young families can settle in the remote periphery of the Negev and become modern pioneers.

“Many visionary people want to build their homes here and Ramat Herzl is the perfect answer,” says Lior, “we just need to help these pioneers take that leap of faith – this is our mission!”

Right now, dozens of families all live nearby in temporary housing, as they wait for Ramat Herzl to materialise.

“We have the interest. But we need affordable housing, education and job opportunities,” says Lior, “We need to transform this area and make it an option for young families... Israel’s future depends on it.”

Lior hopes that her and her family will be in permanent housing within the next two years. But in 10 years? It’s her mission for another 1,000 families to call Ramat Herzl their home.

“Something is already happening, you can feel it,” says Lior, “and I can’t wait to see it come to life.”

**“If you want to support Israel,
Ramat Herzl is one of the
most important things
you can care about.”**

Lior Zluff





THE TIME IS NOW

With your generous contribution, we can help build essential services to develop the Ramat Herzl community – and strengthen Israel.

<input type="checkbox"/> JNF Patron in Chief	\$100,000+
<input type="checkbox"/> JNF Patron	\$100,000
<input type="checkbox"/> JNF Custodian	\$50,000
<input type="checkbox"/> JNF Guardian	\$25,000
<input type="checkbox"/> JNF Platinum Sponsor	\$18,000

Tiered features and acknowledgements

Your logo or family name:

- On promotional material and invitations
- In audio visual displays throughout the 2021 campaign
- On the JNF website for 12 months on rotation
- In the JNF pocket calendar
- In all JNF newsletters



**Please contact Ilana
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