

# UJIA IMPACT MODEL



## OUR MISSION

UJIA develops informed, confident Jews who are inspired by Israel

## OUR STRATEGY

UJIA nurtures lifelong, meaningful connections between the UK Jewish community and the people of Israel, impacting tens of thousands of lives through programmes and educational initiatives

## OUR WORK

### LEARNING

Delivering, supporting and facilitating outstanding Israel education programmes for British Jews



### EXPERIENCING

Providing opportunities for British Jews to go to Israel and meet Israelis through meaningful educational frameworks



### GIVING

Encouraging and enabling British Jews to support Israel education in the UK and the transformation of Israeli society



## OUR OUTCOMES

### DEVELOPING INFORMED JEWS

- Improved knowledge of Israel's history, culture and society
- Increased curiosity about Israel and desire to ask questions in educational settings
- Greater awareness of further Israel learning, experiencing and giving opportunities
- Increased motivation to learn more about Israel

- Improved knowledge of modern Israel's successes, challenges and complexity
- Enhanced ability to shape own relationship with and opinions about Israel
- Increased participation in activities to broaden and deepen Israel knowledge

### DEVELOPING CONFIDENT JEWS

- Strengthened peer relationships with fellow Jews
- Greater pride in Israel and being Jewish
- Increased sharing of positive experiences of Israel and being Jewish
- Increased desire to develop leadership skills

- Expanded personal and communal networks with Israelis
- More time spent in Israel having meaningful, substantive experiences
- Enhanced development and application of leadership skills

### DEVELOPING JEWS WHO ARE INSPIRED BY ISRAEL

- Deeper identification with local Jewish community and the global Jewish people
- Increased reflection on and commitment to having a personal relationship with Israel
- Enhanced awareness of UK Jewish communal support for Israel
- Increased feeling of duty to give tzedakah to Israel

- Increased attendance at events to celebrate Israel
- Greater commitment to build a fair and socially-cohesive Israel
- Increased giving to Israel and encouragement of others to do so

## OUR IMPACT

British Jews are knowledgeable about Israel and continually seek to develop a more nuanced understanding



British Jews are resilient, self-assured and proud of their personal connections with Israel



British Jews integrate Israel into their life choices, their work and their philanthropic decisions



## OUR VISION

A strong British Jewry with a lifelong commitment to Israel