

Resource Development and External Relations

The Resources and External Relations Unit has generated major processes of expansion among new communities of donors, both in Israel and abroad. The main developments are summarized below:

- The establishment of Friends of the OUI in Israel, founded in 2017, was marked by a festive and moving event attended by donors and leading members of the business and philanthropic community in Israel. Another event was held in May 2018. The purpose of the Friends of the OUI in Israel is to increase fundraising for scholarships and to enlarge the circle of donors for all OUI projects. The chairperson of the Friends' group is the President of the Manufacturers Association of Israel, Mr. Shraga Brosh. There are currently 77 members, and the numbers are growing on a monthly basis. Members of the Friends group pay dues, which are contributed in their entirety to financial aid scholarships for eligible students.
- For the first time this year, friends associations were established in France, Switzerland, and Latin America. Considerable funds have been raised through these new initiatives, and strategic plans have been formed for continued activity.
- Efforts continued this year to make the British Friends, founded in February 2017, into an established organization, and significant sums of money were raised for scholarships.
- The American Friends of the Open University, under the leadership of Mrs. Ingeborg Rennert, President, remains our longtime partner.
- This year, for the first time, tours of the Ra'anana campus for donors and potential donors was introduced. The tours include emotional meetings with students. Acknowledging that meetings between donors and potential donors with recipients of scholarships are always a very meaningful experience, a pool of quality scholarship recipients has been established for this purpose.
- A significant, strategic plan was initiated vis-a-vis OUI graduates in key positions in the business world, in order to forge a strong set of ties with them. These alumni, and many others, feel deeply grateful to the OUI and have become enthusiastic ambassadors of the university. Some have joined Friends of the OUI in Israel, and others help with generous philanthropic contributions for students in need.
- In order to strengthen ties with donors, a newsletter to donors has been introduced in Israel and abroad. In addition, the quality of the department's PR materials has been improved – including production of films and video clips, holiday greetings, invitations to OUI events, etc.
- Concerted efforts have continued to enable the expansion of fundraising for general financial aid for students, as well as designated OUI financial aid scholarship programs for the following populations: Ethiopian-Israeli students, ultra-Orthodox students, and students from the geographic and social periphery.
- Moving scholarship presentation ceremonies were held with the donors and their families in attendance. These ceremonies have become an added piece of the relationship with OUI donors and have turned into a very meaningful opportunity for the students and donors.

Photo: Oded Karni



Mr. Shraga Brosh at the inauguration of the OUI Friends Organization