

# Resource Development and External Relations

The Resource and External Relations Unit has engaged in major expansion among new communities of donors in Israel and abroad, and in maintaining and developing ongoing relationships with current donors.

Mrs. Ingebord Rennert, President of The American Friends of the Open University, has retired this year. The university thanks Mrs. Rennert and the Rennert family for 27 years of dedicated work on behalf of the OUI.

Main developments of 2018-2019 are summarized below:

- In January 2019, the Swiss Friends Association was inaugurated, and fundraising efforts began. A festive inauguration event celebrated the association's founding.
- In June 2019, the British Friends Association held a second event, expanding its circle of potential donors.
- Our diligent efforts to establish ties with potential donors in Latin American countries have yielded longstanding favorable results.
- Three events hosted by the Friends of the OUI in Israel have raised the number of members to about 120, increasing the donations and adding diversity. Mr. Ronnie Kobrovsky was recently appointed Chairman of the OUI Friends in Israel.
- We now publicly recognize active friends who recruit new donors for the OUI. This year, emphasis was placed on holding small, moving ceremonies in which scholarships are awarded to students. This strategy has proven effective in recruiting new patrons and enlarging the circle of potential donors.
- The practice of meeting donors and potential donors in person has continued. Potential donors participated in organized tours of the OUI campus in Ra'anana, the high points of which were meetings with students and demonstrations of OUI advanced learning technologies.
- New initiatives have begun with different business sectors to adjust fundraising to each niche. These efforts are beginning to show results.
- As part of efforts to tighten ties with donors and potential donors, the unit has upgraded the quality and variety of our PR materials, to include films and video clips, holiday greetings, invitations to OUI events, etc.
- Efforts have continued to expand fundraising for a designated OUI scholarship program. Fundraising is now included in degree and excellence-award ceremonies. A new landing page will be uploaded shortly, to enable online donations. We have also begun fundraising efforts for OUI R&D in various fields.



Photo: Oded Karni

Evening event for the Friends of the OUI in Israel at the home of Neomi and Joseph Barnea.  
Left to right: Amit Streit, Joseph Barnea, Mimi Ajenstadt, Dorit Beinisch, Zeev Abeles, Yael Yativ, Neomi Barnea