

# Resource Development and External Relations

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

Main developments of 2019-2020 are summarized below:

- With an eye to the future, fundraising efforts focused on large and solid foundations in Israel and abroad continued, despite the COVID-19 crisis. The intention is to stabilize incoming contributions and monitor long-term promises. Seven new foundations have joined and have already made a first contribution this year, and others committed in writing to make ongoing contributions.
- In December 2019, Mr. Eran Broshi was appointed President of The American Friends of the Open University. Mr. Broshi has over 35 years experience in business. He has worked for giant public companies providing advanced medical services and for private venture capital funds, and took part in philanthropic ventures on behalf of Israel. The appointment of Mr. Broshi marks the beginning of a new era for the American Friends of the Open University. As soon as he assumed this role, he took significant steps, such as determining a new strategy for the association's management, appointing new key people to the board, implementing much needed internal processes, and determining a new fundraising policy for the coming year in the United States. The program for revitalizing and expanding the activities in the United States has already been launched, including the following moves:
  - A series of Zoom lectures on burning issues on the global agenda by leading guest lecturers (on a voluntary basis)
  - Appointment of new board members
  - Meetings with donors
  - Meeting with potential future donors
  - Renewal of donations
- The OUI friends in Israel held two events headed by Mr. Ronnie Kobrovsky: the first at the OUI campus in Ra'anana and the second on Zoom, due to the COVID-19 outbreak.
- The tradition of publicly recognizing active friends who have enlisted new donors to the OUI continued, as recognition plaques were hung in prominent spots on the Ra'anana campus and in study centers throughout Israel. Potential donors were invited to take part in organized tours of the Ra'anana campus, and ceremonies were held in which scholarships were awarded to students in the presence of the donors.
- Donors received updates, especially regarding the OUI's functioning under COVID-19 conditions.
- The economic crisis caused by the epidemic has significantly increased the number of students who are in need of financial support. An emergency campaign was launched among past and new donors to provide emergency assistance to needy students.
- Efforts have continued to expand fundraising for unique OUI programs. One donation was earmarked for improving the access of visually-impaired students to learning materials, thus allowing students with disabilities to realize their right to an academic education.