

Resource Development and External Relations

The Resource Development and External Relations Unit has made significant efforts at outreach to new donor groups in Israel and abroad while continuing its work with current donors. Efforts to secure donations and long-term commitments from large foundations in Israel and abroad in order to ensure a steady flow of income have proven fruitful, and target sums have been raised.

Circumstances related to COVID-19 caused us to change some of our meetings, lectures, and other planned happenings to online events. Following are this year's highlights:

- Mr. Eran Broshi, President of The American Friends of the Open University, continued his intensive fundraising efforts. Renewal and expansion of the OUI donor community included a series of Zoom lectures by leading experts on burning global issues. In addition, new members were appointed to the Managing Committee, meetings were held with current supporters and potential benefactors, and efforts were made towards encouraging the renewal of donations.
- A series of meetings were held in Switzerland with current and potential benefactors to reaffirm donations and introduce the OUI to potential supporters. Our list of benefactors now includes significant new donors.
- We have succeeded in securing significant contributions from UK donors.
- The Israel OUI friends held two events: A Zoom performance by Idan Raichel, and a festive fundraising event for new supporters held at the Israel Museum in Jerusalem.
- Recognition plaques are posted in prominent spots on the Ra'anana campus and study centers throughout Israel in appreciation of our benefactors. Organized visits to the Ra'anana campus for potential donors continued, although, due to COVID-19 restrictions, tours were mostly organized for individual donors, who met with students and visited the studios. Particular emphasis was placed on introducing supporters to the OUI's advanced learning technologies.
- Individual meetings were held with new donors representing different foundations and with business people.
- We have continued our efforts in identifying and encouraging OUI alumni holding key positions in industry to give back to the university. We are pleased to note that most have answered our call, and are able to lend financial support to our current student community.
- The economic crisis caused by COVID-19 has significantly increased the number of students in need of financial support. An emergency online crowdfunding campaign was launched to provide emergency scholarships to students in need. Many OUI alumni joined us in a marketing campaign to assist in these efforts.
- We have continued to increase and expand fundraising for unique OUI programs. One such donation helped finalize an extensive project to make learning materials accessible to sight-impaired students. The OUI is very proud of this achievement, which enabled thousands of students with disabilities to exercise their right to higher education.