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Impact.



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# World ORT Report 2010

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## A Message from President Dr. Jean de Gunzburg and CEO Robert Singer

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World ORT is about vision. Vision to give Jewish children all over the world access to cutting-edge education. Vision to assess ever-changing job market trends and prepare each generation accordingly. Vision to enable individuals and communities to pursue their livelihoods with dignity and self-respect. For 130 years, World ORT has kept this vision.

With the global economic crisis, the challenge to maintain this vision is formidable. With diminished resources, our entire network has been affected. Yet, as educational leaders, we know that cutting back on critical programs and operations is not an option. As a result, World ORT has embarked on a dynamic new fundraising strategy that is vital to maintaining our state-of-the-art educational network to meet 21st century challenges.

It is gratifying that the investment in these efforts is already bringing returns. While many organizations are scaling back, ORT continues to expand and to serve communities all over the world powered by ORT's network.

We have maintained all of our international educational and training programs, seminars and competitions. We have developed innovative new projects to address our beneficiaries' individual pedagogical, technological and communal needs in a global culture where change seems to be the only constant. The message to our frontline educators, trainers and students is unequivocal: that we continue to value their expertise, nurture their talent and invest in their development.

At the heart of our new strategy is the Development Initiative, a team of professionals committed to expanding and strengthening ORT's donor base. Working together with our passionate lay leaders and our network of national organizations, the Development staff is inspiring excitement about ORT among the donor community. This is seen by the increased number of missions in which potential donors experience the impact of our programs and see our efficient fiscal management.

We continue to effectively leverage our charitable income through co-financing partnerships with local and national governments and agencies. Nowhere is this more evident than in Israel where, working in partnership with our donors, the Ministry of Education, the Ministry for the Development of the

Negev and the Galilee and with local municipalities we have created an \$18 million Science City in Kiryat Yam; a nationwide “1000 Smart Classroom” project with a value of \$27.5 million; and the “Kadima Mada – Kav-Or” project – a network of technologically advanced schoolrooms at each of the country’s 27 public hospitals. Elsewhere in Israel we are introducing new technologies, new curricula and new methods in dozens of participating schools.

In Latin America, thanks to a vigorous fundraising campaign, we have seen tremendous growth throughout the continent. Of particular note is the new, ultra-modern science and technology center at ORT Argentina and our most recent addition – the Colegio Israelita de Mexico – an established school in Mexico City that has elected to join the World ORT network.

In the former Soviet Union, in spite of reduced funding from the Israeli government and the Jewish Agency, our schools continue to achieve impressive academic success and have attracted the support of industry giants such as the Microsoft Corporation and Hewlett Packard. In these countries and in Eastern Europe we are also beginning to receive increasing cooperation from local communities. This is a game-changing development. However, we are not complacent and we continue to seek wider and deeper support for Jewish education in the region.

Our International Cooperation activities have also continued, with operations in Haiti, Mali and Liberia providing a lifeline for many at risk. IC projects attract funds from a wide range of philanthropic sources and give us an opportunity to make our contribution to the wider community.

The newly constituted governing bodies – the Board of Trustees, the Board of Representatives and their associated committees – have taken the reins of World ORT with dedication and commitment. Their influence can be felt at all levels and, together with the professional staff, they form a unit that is truly fit for purpose. Despite the uncertainties of the present global financial and political climate, ORT is well placed to continue to fulfill its mission and keep its vision to deliver world class and worldwide education and training well into the future.





In summary, despite an increased level of global uncertainty, World ORT is everywhere expanding its training and education activities, thanks to the dedication of its great professionals and lay leaders around the world. Especially in these troubled times, it is of utmost importance that our historical values, education and training are provided to our young ones, in order to help them secure a better future. We at World ORT are making certain to live up to the challenges.

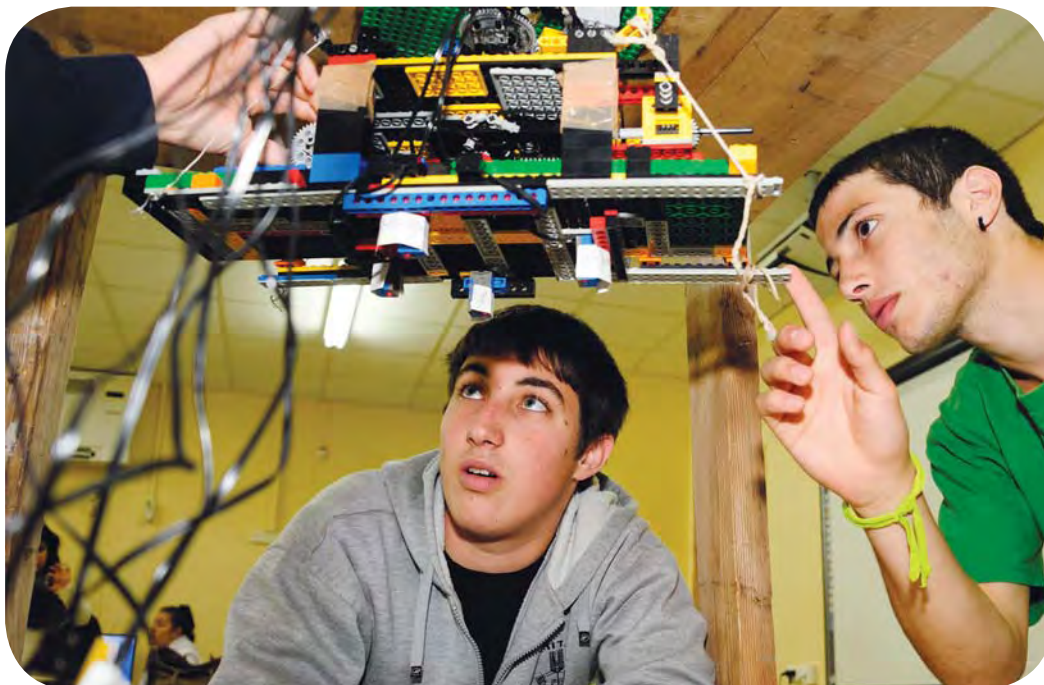


“The highest form of giving is to enable someone to work, so that he can support himself independently. ”

– Maimonides *Eight Levels of Giving*

## Our Mission

-  To work for the advancement of Jewish and other people through training and education;
-  To provide communities wherever they are, with the skills and knowledge necessary to cope with the complexities and uncertainties of their environment;
-  To foster economic self-sufficiency, mobility and a sense of identity through use of state-of-the-art technology;
-  To support non-sectarian economic and social development through International Cooperation programs in under-developed parts of the world, with vocational training and the provision of technical assistance.







# Fast Facts World ORT:

- » Is a singularly focused non-profit international Jewish organization with a consistent mission for over 130-years
- » Has created a cutting-edge Jewish educational network, international development projects and a presence in over 100 countries
- » Addresses critical contemporary educational challenges
- » Gives Jewish young people and adults marketable skills to make it in today's high tech global arena
- » Trains vulnerable populations for self-sufficiency
- » Undergoes external evaluation and shows measurable, on-the-ground success
- » Is one of the largest non-governmental education and training organizations in the world
- » Is a member organization in UN (with consultative status) and International Commissions

World ORT changes lives. Over 3 million graduates have felt it.

Today, it continues its unprecedented global impact ...





# Strengthening the State of Israel



“ORT is an educational organization which has brought about a transformation in Jewish life over the past hundred years. Israel is proud of ORT...”

*Chaim Herzog, 6<sup>th</sup> President of Israel, 1983–1993*





# World ORT in Israel Science Journey - Kadima Mada

In 2007, World ORT embarked on a cutting-edge program, Science Journey – Kadima Mada, to redefine science and technology education in Israel, specifically in the periphery. Established in partnership with Israel's Ministry of Education, this multi-faceted program combines state-of-the art, interactive classrooms and progressive science and technology learning with critical investment in advanced teacher training. The Education Ministry, the Ministry for the Development of the Negev and the Galilee, and local authorities, match every dollar raised for most of this program with three dollars of funding.

## Kadima Mada

- Active in over 165 schools
- Trained and assisted some 3,300 teachers
- Serves over 100,000 students in under-resourced areas





# How Kadima Mada Makes a Difference

## Science City Project, Kiryat Yam

Opened in 2010, Science City heralds a new era of science education for the northern coastal city of Kiryat Yam and its environs. It is here that the sparks of science are ignited for children from underserved neighborhoods, many newcomers from Ethiopia and the former Soviet Union, as they engage in exciting formal and informal science programs.



Science City embraces the Alex and Betty Schoenbaum Science, Educational, Cultural and Sports Campus. The campus is the result of a \$5.3 million investment by the Schoenbaum Family Foundation that led to an \$18 million campaign, attracting funds from ORT America's Dan Kahn, Israel's Ministry of Education and the Kiryat Yam municipality. Open to all schools in the city, as well as to the general public, the campus includes the D. Dan Kahn Science Center with its high tech laboratories, an open-air science park which boasts The Margot and Jozef Rethazy Planetarium Building, a marine study center with hands-on activities, an athletics stadium, the Nate Lipson Ethiopian Heritage Center, a sea sports center and the renovated Rodman High School.



Science City gives Israel's younger generation the tools today to excel in the global arena of tomorrow.



## Kadima Mada – Kav-Or – Supporting Hospitalized Children

World ORT's groundbreaking Kadima Mada – Kav-Or program works in conjunction with the Ministry of Education to provide quality educational services for hospitalized children.

Now operating in 27 Ministry of Education hospital schools, with the financial backing of the SASA Setton Foundation, Kadima Mada – Kav-Or brings state-of-the-art computers, interactive whiteboards and educational kits to encourage children to learn, keep up with their studies and interest them in the world outside their hospital rooms. Teacher training ensures that the hospital teachers are familiar with the new technology.

A new website and online distance learning service now allow children to benefit from a virtual school and enrichment activities and give them the pleasure of keeping in contact with family and friends.



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**Kadima Mada – Kav-Or brightens up the lives of thousands of hospitalized children throughout Israel.**

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## New Science and Technology Center in Sha'ar Hanegev

For ten years the residents of the western Negev have been on the front line of relentless rocket attacks from nearby Gaza. During this time, the largest high school in the Sha'ar Hanegev region was unfortified, putting countless children in danger.

Now, a comprehensive safe campus is being built that is vital to providing a secure environment for the pupils and will allow for increased enrollment from 1,000 to 1,800. World ORT has launched a \$1.5 million campaign to establish a state-of-the-art Science and Technology Center on the new campus. Funds are being raised by World ORT together with fundraising partners including ICA In Israel.





## Assessment in My Palm

Using advanced technology applications in the classroom, this innovative pilot project gives students tablet computers and e-scape software to enhance thinking and learning skills.



The pilot has been launched in six junior and senior high schools across Israel. World ORT, in cooperation with Goldsmiths College of the University of London, provided an initial three-day teacher training course for this program, and World ORT ensures on-going tutoring as the project progresses. This program has tremendous potential to move educators and students beyond traditional teaching and learning methods.

## Smart Classrooms in the Galilee

A transformation is taking place in Israel's schools with World ORT's pioneering Smart Classrooms. These classrooms have replaced blackboards and erasable boards, equipping schools with interactive whiteboards, wireless Internet connectivity, laptops and other technological aids, and providing on-going teacher training in their use.

In 2010, World ORT took responsibility for implementing a four-year program in northern Israel's Galilee region in cooperation with the Ministry for the Development of the Negev and the Galilee and the Ministry of Education. Some 420 Smart Classrooms will be installed in elementary, middle and high schools, serving a diverse student population.

This program, called the Schulich Canada Smart Classroom Initiative is spearheaded by Toronto-based philanthropist Seymour Schulich, in partnership with the UJA Federation of Greater Toronto, ORT Toronto and World ORT donors. It is implemented with the commitment of local municipalities. The Schulich Canada Smart Classroom Initiative is due to expand to the south of Israel to equip a total of 1000 Smart Classrooms in the north and south of the country.





## MABAT - Learning Science through Technology in Middle School

Science concepts can be very difficult to grasp, especially at a young age. As a result, many kids get turned off and never get turned back on to science.

World ORT, in collaboration with leading Israeli technology company Robotech, is changing this. It has developed a new Educational LEGO Kit that makes science learning fun for middle school students. As the pupils become comfortable with science and technology concepts, they learn to build and program simple robots.

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Now running in eight schools, the MABAT initiative brings science and technology to life for young teenagers.

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## Scholarships and Social Needs



- Some \$600,000 in vouchers has been distributed to disadvantaged children in approximately 20 schools and youth villages across Israel since 2008.
- 250 students from high schools, vocational colleges, academic colleges and universities have been awarded scholarship grants ranging from \$150 to \$5,000.
- The majority of the grant recipients engage in community volunteer work with children.
- The assistance was made possible due to support from ORT America, British ORT, ORT Germany, ORT Canada and the Jewish Federations of North America together with matching funds contributed by several retailers in Israel and the Perach Tutorial Project.



## MADA-NA - Mobile Science Exhibition

Kadima Mada brings the fascinating world of science to thousands of children from underserved regions through its innovative MADA-NA Mobile Science Exhibition. As it travels from one community to another, MADA-NA invites children to use all of their senses to learn how science is an intimate part of their everyday lives.

Comprised of five rotating exhibitions, each with 15 hands-on models that demonstrate different physics theories, MADA-NA sparks the excitement of children as they experience the wonders of mechanics, optics, electricity, magnetism, heat, liquid and gas in a user-friendly, fun environment.

## A Fitting Tribute to Ilan Ramon

Colonel Ilan Ramon, Israel's first and only astronaut, perished in the Space Shuttle Columbia mission in 2003. Kadima Mada honors his memory through an annual Ilan Ramon Science day attended by high school students throughout the country, a study kit on science and space prepared by Beersheva University and a nationwide space-related research competition for high school sophomores and juniors.





# Igniting Jewish Identity through Tech Education



“ORT’s activities are extremely interesting and beneficial and, in my opinion, deserve all support.”

*Mikhail Gorbachev, President of the Soviet Union, 1990–1991*





# ORT in the Former Soviet Union (FSU)

Since the collapse of the Soviet Union in 1991, ORT has played a pivotal role in Jewish community renewal in the FSU. After years of repression had eroded all signs of Jewish life, World ORT recreated a dynamic educational network that spans nine countries, includes 56 projects in 38 locations and serves some 25,000 people.

ORT's network of 17 inclusive Jewish day schools provides groundbreaking technology education and Jewish studies, in cooperation with local governments and Israel's Ministry of Education. ORT has established Technology Centers in more than 20 schools and colleges in Russia, Ukraine, Belarus, Moldova, Kyrgyzstan, Latvia, Lithuania and Estonia. World ORT has embarked on a special project to strengthen Jewish communities in the FSU through excellence in education and continues its successful training opportunities.



## QUEST Initiative

QUEST – Quality and Universal Education in Science and Technology – was launched in St. Petersburg in 2010 as part of World ORT’s 130-year anniversary celebration. QUEST will continue the work begun with Regeneration 2000 to rebuild Jewish identity in communities throughout the FSU. Using its advanced science and technology expertise, an important criterion for Jewish parents in choosing a school, ORT has set up centers of excellence that attract Jewish children to its schools, where they benefit from the rich Jewish education curriculum.



ORT’s successful, award-winning schools have become central focal points for Jewish communities. The children bring their newly acquired Jewish knowledge home to their families and at the same time the schools organize Jewish cultural activities and holiday celebrations to benefit young and old alike.

## Adult Education: Skills for Life

### ORT-KesherNet

Through a network of 15 Information and Communications Technologies (ICT) Centers, ORT-KesherNet provides unemployed and underemployed Jewish women in the region with free access to computer training. This highly effective program, run by World ORT and the Jewish women’s program Project Kesher, significantly increases employment opportunities in a highly competitive job market.

### Entrepreneur Training

Global business giant Hewlett-Packard and World ORT are expanding their highly successful joint entrepreneur training programs across Russia and Ukraine. A new program, HP Learning Initiatives for Entrepreneurs (LIFE) was recently launched.

### ORT-Career Centers

This program redefines ORT’s career-oriented training for adults. It provides access to tailored career skills for members of different communities and helps them to bridge the digital divide and improve job security. The programs strengthen the Jewish communities in Yekaterinburg, St. Petersburg and Kishinev.





## Spotlight on Russia

- > The Order of Friendship was conferred on ORT Russia President Prof. Alexander Asmolov by Russian President Dmitry Medvedev for his exceptional contribution to education in Russia.



- > The Moscow ORT Technology College includes five faculties: Advertising Technology, Fashion Design, Economics, Catering Technologies and Restaurant Business and Marketing.
- > A first-stage investment was made by St James's Place Foundation, a leading British management firm, for World ORT's groundbreaking ICT training program for 360 children with special needs.
- > HP-Life entrepreneurs took first and second place in Russia's first "Business of Youth" entrepreneurs competition.

- > The Grassroots 2010 Program sponsored by UJA Federation of New York and the Genesis Philanthropy Group took off with over 250 students participating in different projects.
- > Participation in ORT's Career Center at YESOD in St. Petersburg reached 900 in 2010, an almost threefold increase since it opened in 2008.
- > Social activism among Jewish young people got a boost from the new School of Career and Social Project Management, a joint project of World ORT and the Jewish Agency's Center for Youth Initiatives.
- > Some 120 senior citizens joined the global tech village via a new computer literacy skills program, Dialogue Without Borders, run by ORT Russia in conjunction with Charity Aid Foundation and Charity Foundation of Social Innovation – Agat.



➤ The ORT de Gunzburg School hosted 200 guests from World ORT's global network for the gala 130-year anniversary celebrations.



➤ ORT's High Way to High Tech project placed third out of 70 entries in a competition among Hewlett-Packard Innovation Schools.

➤ ORT Samara students won the prestigious Evaristo Galua medal for their Torah animation project in an all-Russian educational competition.

## Facts on the Ground in Belarus, Ukraine, Kyrgystan and Moldova

➤ Hebrew and Jewish pedagogic material developed by Minsk's ORT Bialik educators has been certified by the Belarus Ministry of Education to be included in the curriculum of Jewish schools throughout Belarus.

➤ Kiev's ORT Technology Lyceum became the only school in Ukraine to be selected as a Microsoft Pathfinder School, part of Microsoft's global Partners in Learning initiative. This elite status was previously achieved by the ORT de Gunzburg School in St. Petersburg, which became the only Russian school to be selected in 2009.

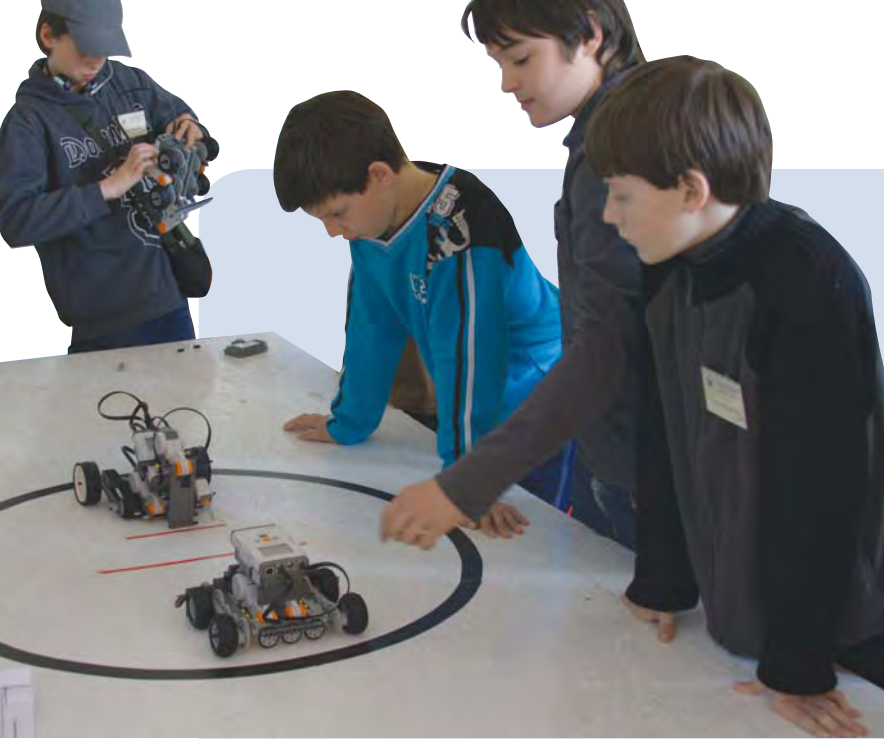
➤ The Lyceum was the first and only Ukrainian school chosen to attend the 2010 Innovative Education Forum held in South Africa.



➤ Fifty-five students from the Lyceum took the all-Ukrainian Tech Olympiads by storm; each one was a prize winner.

➤ 15 talented tech teams from 10 schools took part in the Second International CIS Robotics Olympics for ORT schools held in Dnepropetrovsk.





> Robotics is now part of the tech curriculum at the ORT Pri Etz Chaim Jewish School in Bishkek.

> Evgenia Shcherbakova, a recent ORT school graduate, received Kyrgystan's highest academic award and a full college scholarship from the country's

president. Shcherbakova chose to continue her studies in Israel through the Jewish Agency's SELAH program.

> The popular ORT international on-line chess tournament was run by the ORT Technology Center in Kishinev.

> Kishinev's city-wide Informatics Olympiad, with 350 young participants, was hosted by the ORT Technology Center in close cooperation with Moldova's Ministry of Education.

## Armenia

World ORT has signed an historic agreement with the Armenian Government to bring a new level of technology education and training to the country. This includes introducing high tech and Internet programs into the classroom, the development of information technology career tracks and the establishment of high-tech centers in Armenian universities.

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**World ORT has crafted a critical model for a generation of young people to go on to higher education and create active Jewish communities.**

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# ORT-Powered Education in the Baltics

## Latvia

Latvian President Valdis Zatlers dedicated a beautifully restored, government-funded school building at the Shimon Dubnov Jewish School in Riga. World ORT has installed state-of-the-art ICT, science and robotics laboratories at the school. This investment will propel the School to the forefront of professional science and technology training for school leaders and teachers throughout Latvia.

## Lithuania

ORT Shalom Aleichem Jewish School, ranked one of the best schools in Vilnius, now has 275 students in grades 1–12, with technology-driven, quality education. The school is proud of its 25 prize-winning students in Vilnius' broad range of Olympiads, including the winner of the International Mathematics Tournament in Poland.

## Estonia

The ORT Tallinn Jewish School is the only school in the country that provides secondary education with Jewish studies. Pupils and teachers participate enthusiastically in regional ORT events and training programs. Estonia's "Teacher of the Year" award was bestowed upon an ORT educator, and a talented school team had the honor of participating with 22 other countries in the European Parliament youth sessions.





# A Network of Excellence in Latin America



“ORT faces many special challenges in Latin America... Without the work that you do, the important cultural and religious diversity represented by Jewish communities throughout Latin America would be at risk.”

*F. W. de Klerk, Nobel Peace Prize Laureate and former State President of South Africa*





# Advancing Jewish Communities

For the past 74 years, ORT has strengthened Jewish communities across Latin America and paved the way for excellence in education. Its broad network of science and technology schools meets the needs of individual communities and offers the highest quality general, science and Jewish education.

ORT students are given the tools to explore, discover and delve into the fascinating worlds of computers, biotech, physics, electronics, robotics, Internet and media. An ORT education gives Latin American pupils a deep connection to their Jewish heritage and access to successful career paths and a bright future.

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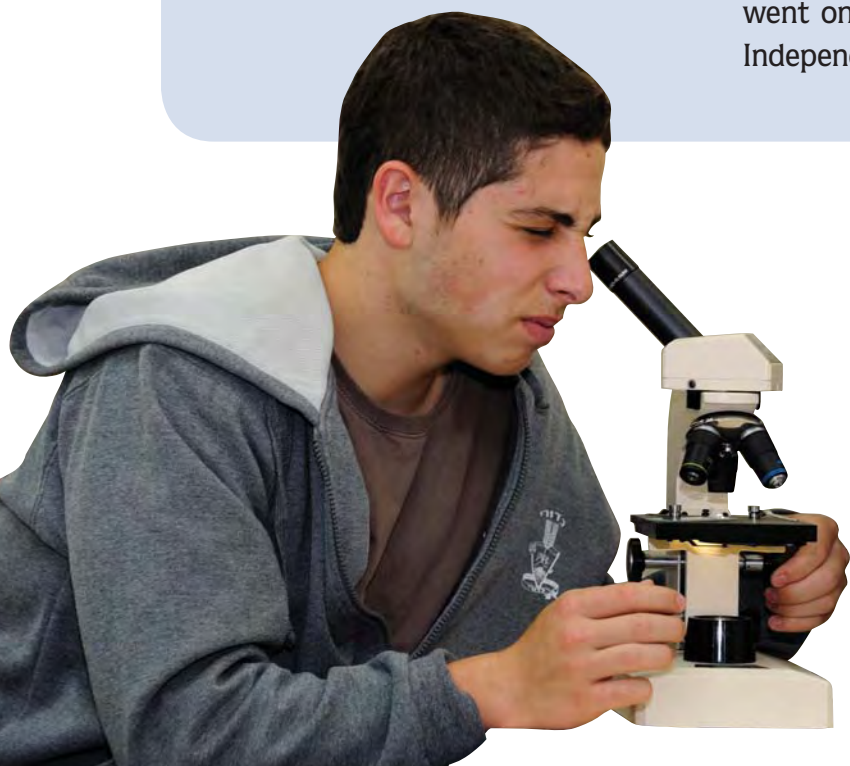
**ORT is recognized throughout Latin America for its commitment and passion to educational innovation and achievement.**

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## On the Move in Argentina

- > ORT school population comprised of more than 7,000 students.
- > ORT Argentina will train high school teachers in digital technology and assist in crafting innovative new pedagogic material for the city of Buenos Aires and the provinces of Santa Fe, Tucuman and Corrientes.
- > ORT Technical School team, the only high school among university participants, took first prize at the Mercosu Talent and Innovation Competition of the Americas for their exciting 3D housing simulator.
- > Some 500 ORT Technical School students pooled their energy into an urban renewal project with top architects as part of ORT's CAMBIO program for environmental awareness.
- > ORT Argentina walked away with an impressive array of gold, silver and bronze international competition medals for 2010.
- > The groundbreaking pedagogic model to develop 2.0 web teaching strategies and materials is ready for implementation.
- > ORT's virtual campus has dramatically increased to 25,000 students, parents, teachers, alumni and registered users.
- > A new building and state-of-the-art laboratories will increase Almagro campus student capacity to an additional 500 students by 2011. The new laboratories include bio and food technology, environment and sustainable development, mechatronics, physics, natural sciences and technology.
- > Ninety-five students from ORT Argentina's two campuses participated in the transformative March of the Living program in Poland. The students went on to Israel to take part in Independence Day celebrations.





> ORT Technical School in Belgrano hosted the First LEGO League of Argentina. Over 250 students aged 10 through 16 from 22 schools submitted robotic innovations showcasing safe and efficient transportation.

> **A Car is Born**

A unique agreement between Citroen Argentina and ORT resulted in the creation of the Citroen-ORT concept car, designed by industrial design students, powered by ICT students, promoted by mass media students and marketed by business students. The car is being brought to prototype by the students, with professional experts, and will be exhibited by Citroen at the Buenos Aires International Automobile Show in summer, 2011.



## High Impact in Brazil



ORT is taking the lead in the emerging field of environmental education in Brazil. Its pastoral 210-acre Campus for Environmental Learning outside of Rio de Janeiro is hailed as an exemplary field study program and attracts students from throughout the city and its environs.

At the same time, the NEDEA – Experimental Nucleus for Environmental Studies – program is pioneering hands-on natural sciences education. Among forest, rivers and lakes, ORT students learn about biodiversity and environmental sustainability, and collect samples for

laboratory study. The successful program is now expanding to include local schools.

The Instituto de Tecnologia ORT in Rio de Janeiro, recognized as one of the best schools in Brazil, continues to grow. The internationally-funded scholarship program, which benefits 70% of the students, helps these young people to access quality education and puts them on a direct path to success.

Students at the school are in direct contact with high tech companies through a unique venture that encourages these firms to establish offices on the school's premises. The Pro-Cardiaco Hospital, one of Brazil's most important cardiac institutions, has joined this venture.

### Moving Forward in Chile

ORT is a driving force in the some 20,000 strong Chilean Jewish community. ORT affiliated schools, recognized for their commitment to Jewish studies and high tech education, prepare young people for the future.

In an exciting development, ORT Chile has expanded its activities with the global Coca-Cola Foundation. Nine of the 18 participating schools in Calama, Santiago and Viña del Mar are now equipped with advanced informatics science labs. This will give rise to better opportunities for the pupils in expanding marketplaces. The additional nine schools have upgraded their early childhood education programs. Over the past 12 years, ORT Chile has been active in bringing technology education to 143 schools in more than 30 cities.

In another high-impact strategic partnership, ORT and the Telefonica Corporation have introduced a broad-based employment training program that serves some 400 people in the Santiago area.



## Contributing Towards Education in Cuba

World ORT continues to bring cutting-edge education to Cuba's Jewish community. ORT's Technological Center offers local, high-quality ICT training and vocational courses for teens, young people and adults. Over the past year, 276 people participated in the Center's courses.

It is here that they acquire marketable skills for better career opportunities. The ICT courses have also empowered the Cuban Jewish community to create and maintain an official Jewish community website and produce two widely-read newsletters: Menorah and Mekorot.

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**ORT opens the door for Cuban young people to connect to their Jewish heritage, to Israel and to the Jewish people.**

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## Embracing Change in Mexico

In a landmark decision that will drive educational breakthrough, Mexico City's oldest Jewish day school, Colegio Israelita de Mexico, has joined ORT's international network and is now CIM-ORT. The school will benefit from ORT's global reach and access to its expertise and resources.



In order to reverse the decline in the Jewish community's economic wellbeing, CIM-ORT educators are identifying the demands of the job market and ensuring that the new generation has the skills they need to meet them.

The school aspires to the highest academic and social standards. In addition to its advanced Media and IT Training Center, there are a wealth of social volunteer and Jewish and Israel-centered programs. These include a Tikkun Olam project in which students collect books and games for children in a local under-resourced school, visit the sick, and engage in activism to fight the growing Holocaust denial rhetoric that is sweeping across Latin America. The students produce a dynamic weekly newspaper that covers local news and the Jewish world.

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**CIM-ORT is dedicated to creating a school environment based on Jewish values that inspires academic excellence, social responsibility and Tikkun Olam.**

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## Math Makes its Mark in Panama

In 2008, the Isaac Rabin School piloted ORT's TAVEC Advanced Technology in Science Education Program which was based on closing gaps in science education. Upon successful evaluation of the program, ORT undertook to expand the program to math education.

After a thorough mapping of the math gaps in public and private schools, ORT developed a curriculum for science and math teachers in 6th – 10th grade to improve teaching methodology and introduce concrete tools to enable students to understand abstract math concepts. An initiative is now underway to create a math lab for resources to teach primary school children.

## Commitment to Achievement in Uruguay

ORT Uruguay University is recognized for its commitment to excellence, innovation and international collaboration. It is ranked among the ten best universities in Latin America and among the 500 best in the world. ORT University pulses with energy and initiative. Major highlights over the past year include:

- > An all-time high of 1,600 undergrad and graduate student body in 2010
- > Addition of two B.Sc. programs: Digital Animation and Videogame Development, and Biotechnology
- > Opening of two new graduate tracks: Accounting and Tax Management, and ICT Start-Up Management tailored to the software sector
- > Launch of a new Center for Innovation and Entrepreneurship (CIE) for student-based high-tech start-ups
- > Hiring of a CIE start-up by the Uruguayan Football Association, for their tactical analysis software for sport games and players.



- Inauguration of a new biotechnology laboratory with Education Minister Dr. Ricardo Ehrlich
- Organization and operation of a national high school robotics competition
- Signing of international cooperation agreements with China, California and Barcelona
- Accreditation of the Architecture program in eight Latin American countries
- Publication of a Jewish Heritage book, The Holyland was a Book: The Bible, its Legacy, its People and its Land until 1880.

## Partnering with ORT in Peru

World ORT's Latin America campaign to boost the continent's struggling smaller Jewish communities is bringing powerful results. The León Pinelo Jewish Day School, the only school serving Lima's 3,000-strong Jewish community, is piloting ORT's Advanced Technology for Science Education (TAVEC) program with the assistance of ORT Chile educators. This program brings a significant upgrade to the school's science department and strengthens the ORT connection.





# Tikkun Olam – Making a Difference in this World



“ I salute your capacity to experiment and innovate, and to chart new vistas of progress for mankind. There is no limit to the good you do even as there is no end to the debt we owe you. ”

*Lyndon B. Johnson, 36<sup>th</sup> President of the United States, 1963–1971*





# World ORT International Cooperation

*Tikkun Olam*, repairing the world, is a timeless tenet of the Jewish religion. In recent times it has become synonymous with social action and responsibility. Through its International Cooperation (IC) arm, World ORT takes responsibility for reaching out to individuals, communities and countries in need and works tirelessly to make this world a better place.

It does this through the implementation of more than 350 projects in nearly 100 countries at the request of international agencies, national governments, local communities and private companies. It has earned a global reputation for excellence in providing technical assistance, and training and capacity building in a wide variety of key sectors that include:



- > Tech and vocational education and training
- > Skills development
- > Information technology
- > Health and nutrition
- > Mother and child care
- > Agriculture and rural development
- > Good governance and democracy building
- > Transportation

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Through its International Cooperation, World ORT has touched the lives of hundreds of thousands of people in developing countries around the world.

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IC undertakes projects throughout the world that are financed by multilateral development institutions (World Bank, African Development Bank, Inter-American Development Bank, European Commission, etc.), bilateral donor agencies (United States Agency for International Development (USAID), Swiss Agency for Development and Cooperation, etc.), private companies and foundations.

### Building Renewal in Haiti

The 2010 earthquake in Haiti, the Western Hemisphere's poorest country, devastated this Caribbean island. The worst earthquake in 200 years, it quickly destroyed the country's fragile building structures. World ORT recognized that building reconstruction for the over one million displaced people must begin with stronger, earthquake resistant building.

In partnership with The American Jewish Joint Distribution Committee (JDC), World ORT established a training program to improve the skills of more than

1,000 local builders and give them the means and know-how to construct earthquake resistant buildings. The much-heralded program is being carried out with local partner Ateliers-Ecole de Camp Perrin.





## Organic Agriculture in Ghana

Agricultural development in third-world countries is a proven catalyst for stimulating economic growth and poverty reduction. In Ghana, ORT received a Citigroup and Western Union grant to promote fair trade, organic farming and cooperative production for farmers and small-scale growers in the Ningo region. The goal is to fuel regional growth and bring about sustainable change that leads to increased employment and higher income levels.

At the same time, ORT is partnering with Fearless Planet, an NGO specializing in business and marketing for women in developing countries, to

assist a local women's collective to produce and package dried fruit for the local and export market. This program will help the women to succeed in these markets which will directly affect the wellbeing of their families and their community.



## Post-Tsunami Relief in Sri Lanka

The 2004 tsunami disaster in Sri Lanka is not over. Despite tremendous humanitarian relief efforts, people still lack drinking water, crops are failing and roads are impassable.

ORT, in cooperation with JDC and local partner Shilpa, has developed a strategy to improve living conditions and access to markets. This is being done through extensive road repair, improved access to potable water for drinking and irrigation, and the creation and installation of irrigation and sprinkler systems which will improve production of cash crops (the primary source of income).





## Educational Assessment in Africa

Upon the request of the West African Economic and Monetary Union (UEMOA), three ORT experts made an in-depth study in eight of the Union's countries to identify higher education needs. Carried out in Benin, Burkina Faso, Ivory Coast, Guinea-Bissau, Mali, Niger, Senegal and Togo, the study focused on the partnership between universities and governments.

## Employment Opportunity for People with Disabilities in Montenegro

People with disabilities (PWD) face extraordinary hurdles in finding work and integrating into society; more so in developing countries. In an effort to improve the lives of PWDs in Montenegro, ORT is working with USAID to increase employment and economic opportunities, promote greater social inclusion and strengthen the organizational and advocacy capacity of disabled persons organizations.

Program activities include the design and implementation of a thorough assessment of the rights, responsibilities, and vocational needs of both employers and PWDs. In addition, ORT is overseeing the establishment of an electronic labor exchange database and providing training, mentoring and one-on-one technical assistance to strengthen the advocacy capacity of its two local NGO partners.

ORT and NGO partner Koraci have completed the construction of a customized 25-bed capacity lodge for PWDs on the grounds of a Therapeutic Riding Center.



## Education for Former War-Affected Youth in Liberia

Two savage civil wars in Liberia over the past 20 years resulted in untold number of children forced into military service. Now, these former war-affected youth are locked in a struggle to overcome the horrors of their youth and build a normal, healthy life. ORT is there to help them.



Thanks to a generous grant of \$1 million from George Soros' Open Society Foundations, ORT is providing education and training that will directly help 1,000 young people in six rural districts gain vital practical skills and job placement. The Liberian Youth Training and Employment project provides apprenticeship training at local businesses for up to 12 months, with the possibility to become a salaried employee upon completion of the internship. ORT is working in partnership with USAID as well as the Ministry of Youth and Sports and the Ministry of Education.

Currently, the program is running on a micro-level, with the overall goal to develop a national framework for standards, certifications and training.



# Global Impact



“ I believe in anything that can be done to improve the health and education of children and to empower them in the face of adversity ...so I think World ORT is marvelous. ”

*William Jefferson Clinton, 42nd President of the United States, 1993–2001*





# Spanning Continents

## Western Europe

### Vital Innovation in France

ORT France is one of the most successful networks within the World ORT network and an innovation and development leader on the national and European levels. Its untiring efforts to advance the effective use of technology in education and teacher training is cultivating a new generation of tech-savvy Jewish young people.

Through its Innovation and Development Department, ORT France focuses on four critical pillars: European and national research and development (R&D); learning services; consulting and technical assistance and expert training based on technological and managerial skills.

ORTinnovation drives sophisticated projects through national and European partnerships. These include:



- > Pandora – advanced e-training for crisis scenarios
- > Metabo – an innovative platform with serious games applications for personalized health systems through remote monitoring and smart phones
- > Gala – network for building educational and training games across Europe
- > Play Serious – building middleware for game development for corporate, SME and education markets, in conjunction with France’s Ministry of Industry
- > Digital Think Tank – explores new paths of digital learning.



ORT France is nearing the end of a massive modernization program which has seen huge investment go into making its schools in Paris, Lyon, Strasbourg, Toulouse and Marseille relevant to the needs of the 21st century and highly attractive educational options for Jewish families.



ORT schools meet the dynamic needs of the job market through degree-level qualifications in optics, banking, informatics and other subjects. The Lyons school is set to become the first Jewish school to offer a Master’s level program.

### A World of Opportunity in Italy

In Rome and Milan, ORT provides a world of educational opportunity for its Jewish school educators and students. The middle and high schools in Rome piloted the interactive whiteboard program, with concurrent teacher training, to the great excitement of the pupils. A newly installed mobile computer lab has expanded the schools’ technological reach, giving every classroom instant access.



Teacher training reached a new peak with the Terry and Jean de Gunzburg Jewish Education Seminar that focused on the newest ICT methods for teaching Hebrew that included podcasting, Google web features and audio and video editing.

Milan's Jewish school is looking toward new horizons following the signing of a cooperation agreement with World ORT. The School will implement ORT's best educational practices for the benefit of students and staff.

Immediate impact of the agreement is the creation of a cutting edge ICT laboratory jointly funded by World ORT and the Milan Jewish community. This laboratory significantly upgrades outdated equipment, advances teacher training and enables the school's 530 students to interact with Jewish schools around the world.

## Eastern Europe

### A Qualitative Edge in Bulgaria

A new state-of-the art multimedia center has put the Lauder-ORT Dimcho Debeljanov Jewish School in Sofia at the forefront of digital technology education in Bulgaria.

The new facility boasts sophisticated photography, audio, radio, television and video studios which open a new world of digital creativity for students and teachers. This includes the production of radio and television programs in English and Hebrew, videoconferencing and live distance-learning. The Lauder-ORT school is the first school in Bulgaria to incorporate these cutting-edge technologies.



In another exciting development, a new Holocaust Education Center will soon be established in partnership with the Claims Conference.

## Interdisciplinary Technology in the Czech Republic

ORT's two new interdisciplinary technology laboratories are propelling Lauder Schools of Prague forward. The mobile laboratories create a more holistic learning environment as they incorporate interactive lessons and e-learning that can be used to teach a broad range of subjects. The Geographic Information Software (GIS) Laboratory gives students the ability to analyze spatial information, edit maps and geographical data and create virtual geographic and travel programs. The language laboratory incorporates the Tal Am program for Hebrew teaching, and includes on-line books, tapes and interactive classroom posters.

## Jewish Empowerment in Poland

In Warsaw, World ORT has a continuing relationship with The Lauder-Morasha School founded by The Ronald S. Lauder Foundation. It is here that some 200 children, ages six to thirteen, begin their lifelong connection to Judaism.

The school organizes activities and lectures for children to learn about the rich Jewish communities that flourished in Poland and Eastern Europe. Pupils have a unique chance to experience Jewish life at the School and bring home the spirit of Shabbat and holidays. ORT's digital multimedia language laboratory gives children a firm grasp of Hebrew, as well as an opportunity for independent research and learning.





# Asia

## Educational Sustainability in India

ORT India is creating an educational revolution on the Andaman and Nicobar Islands affected by the tsunami in the Bay of Bengal. It installed computers, presentation equipment and inaugurated IT laboratories in five high schools, with accompanying advanced multimedia technology. This has had significant impact on the pupil's critical thinking and scientific inquiry.



As a direct result of this program, three schools have added computer science studies to their 10th – 12th grade curriculums. The success of the laboratories has generated widespread appeal from the Directorate of Education and other schools and has become a model for the future education of the Islands.

In Mumbai, ORT has initiated a new early childhood education program for mothers and toddlers. This program provides babies from seven months and up with a stimulating learning environment, and educates mothers on their child's holistic development. The program includes the mainstreaming of six special needs children.

In 2010, 30 Jewish youth participated in the Birthright-Israel program, returning with a closer connection to Israel and a deeper understanding of their heritage. To date 248 Indian youth have participated in this powerful program.



# Africa

## Transformative Community Building in South Africa

ORT South Africa (SA) strengthens individuals and communities by improving education, living standards and conditions so that all can choose a better life. Its transformative work focuses on educator empowerment and skills and enterprise development.



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Every year, tens of thousands of young Jewish and non-Jewish South Africans benefit from ORT South Africa programs.

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Educator Empowerment gives educators the training to advance pupils in the vital areas of math, science and technology. Flagship programs include a four-year math intervention initiative in the Alexandra Township, SEED courses to facilitate life skills learning, Whole School Development for self-study and improvement and the Bill of Responsibilities Projects based on values drawn from the ethos of the New South Africa.

ORT SA successfully empowers people with work-readiness skills, attitude training and financial know-how through its Skill Development programs. This includes preparing high school students for careers as project managers, paralegals, nail technologists, marketing managers and educator assistants.

Building on the collective power of the Jewish community, the JET program promotes enterprise development. Resource efficient initiatives offer an online job search platform, an internet-based business directory with free registration and advertising and business skills workshops given by volunteer business and marketing leaders.








*Argentina Armenia Australia Austria Belarus Belgium  
Benin Brazil Bulgaria Burkina-Faso Burundi Canada  
Chad Chile Cuba Czech Republic Denmark Estonia  
Finland France Georgia Germany Ghana Greece Guinea  
Guinea-Bissau Haiti India Israel Italy Ivory Coast*

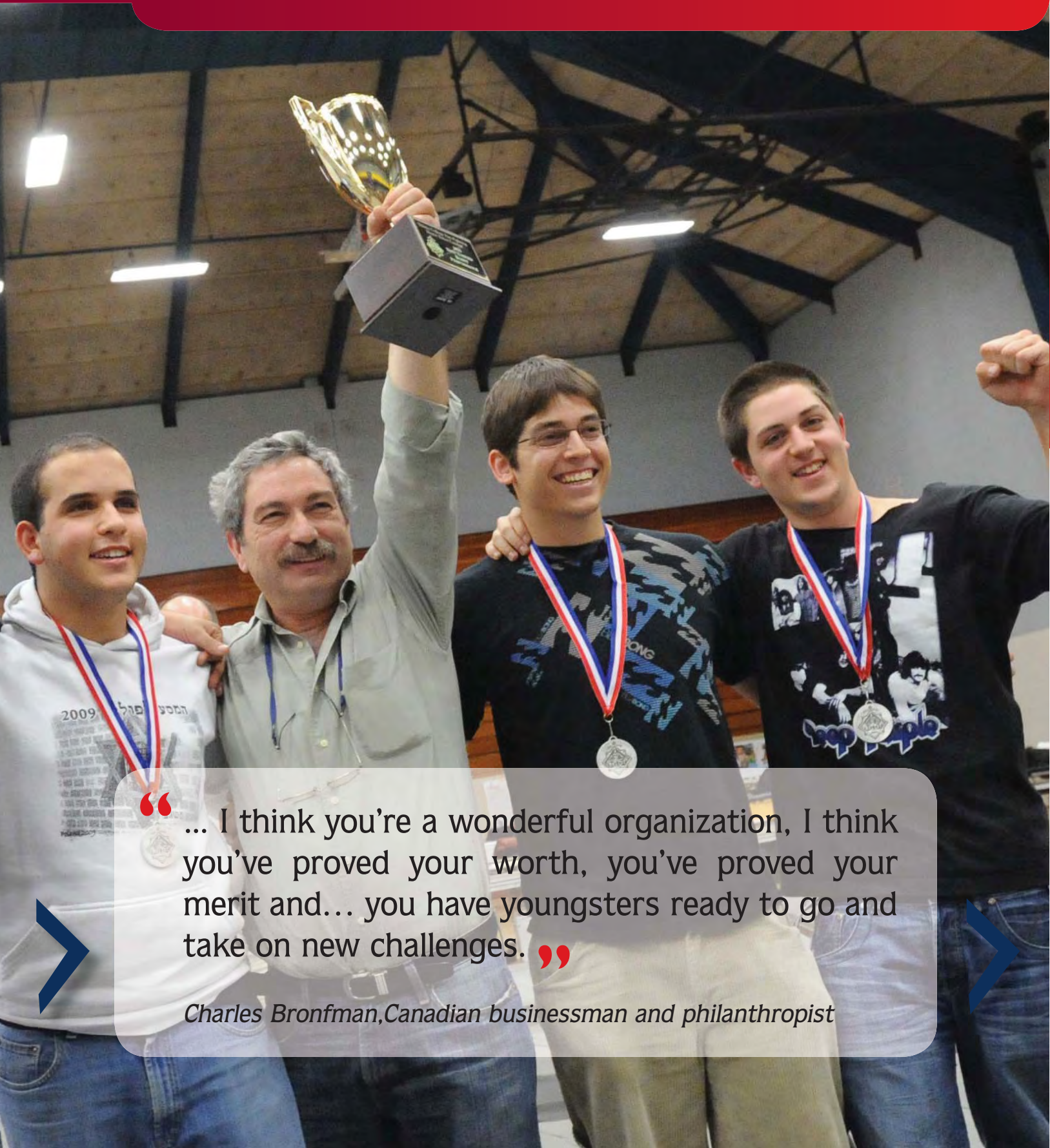
World ORT spans the globe, with past and present activities in some 100 countries that benefit over 300,000 students annually.



*Kyrgyzstan Latvia Liberia Lithuania Mali Mexico Moldova  
Montenegro Namibia New Zealand Niger Panama Paraguay  
Peru Poland Romania Russian Federation Senegal South  
Africa Sri Lanka Sweden Switzerland The Netherlands  
Togo Tunisia UK Ukraine Uruguay USA Venezuela*



# Fundraising Partners



“ ... I think you're a wonderful organization, I think you've proved your worth, you've proved your merit and... you have youngsters ready to go and take on new challenges. ”

*Charles Bronfman, Canadian businessman and philanthropist*





## Passion and Commitment from America

ORT America (OA) is the leading fundraising organization for World ORT, with nine regional offices and 344 active chapters throughout the United States.

The year 2010 was both a celebratory and transitional year for OA. In honor of ORT's 130th anniversary since its founding in Russia in 1880, over 10,000 donors became "ORT Visionaries" by giving more in 2010 than they gave in 2009. This phenomenal outpouring of support reconfirmed the importance of ORT's educational and cultural mission.

The year included the continuous implementation of the changes sparked by the merger of American ORT and Women's American ORT in 2007. OA is moving away from management by membership into an organizational structure that emphasizes donors and donations. An action plan has been implemented, and a major rebranding campaign launched, that focuses on solicitation and stewardship.





As part of this shift, more intense focus is being placed on Planned Giving and Major Gifts, especially through the de Gunzburg Society and the 1880 Society. The de Gunzburg Society pays tribute to those

who make a special commitment to the future of ORT through a planned gift (or have notified their intention to do so), such as a bequest in a will or trust, a gift annuity, or charitable remainder trust. Members of the de Gunzburg Society receive special recognition on OA's website and in national ORT publications, as well as a distinctive pin.

Supporters who designate a verifiable gift of \$50,000 or more are additionally acknowledged with membership in the de Gunzburg Society's prestigious Heritage Club. Irrevocable gifts of \$1 million or more may qualify donors for membership in World ORT's elite 1880 Society. The de Gunzburg Society "Scroll of Life Eternal" honors the memory of departed supporters who made arrangements during their lifetime to leave a bequest or planned gift to ORT America.

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**OA is moving away from management by membership into an organizational structure that emphasizes donors and donations.**

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## US ORT operations

- Bramson ORT College in New York opened a new extension center that features state-of-the-art classrooms and computer and medical laboratories.
- The College collaborated with telecommunications giant Verizon to include an Electronic Health Records curriculum as part of the new Health Information Technology degree.
- At Zarem/Golde ORT Technical Institute in Illinois a new Learning Center now gives students extra help at no additional cost.
- The Institute added a second van to their fleet, which provides low-cost transportation services and sets the school apart from others in the area.
- Los Angeles ORT College successfully established cooperative training programs with two area high schools, one in computer graphics and a second in computer training.
- College enrollment rose 13% from 2009 to 2010, and 6700 square feet in classroom space was built.

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**Los Angeles ORT College graduated 569 students last year and placed over 90% of them in jobs.**

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## A Vital Relationship - The Jewish Federations of North America

The Jewish Federations of North America (JFNA) represents 157 Jewish Federations and over 300 independent Jewish communities. Its ongoing recognition of ORT's critical work and impact on strengthening Jewish communities worldwide resulted in the 2007–2008 landmark re-affirmation of the historic relationship with ORT as a full beneficiary service provider alongside JDC and the Jewish Agency for Israel.

The recognition and familiarity with JFNA and the federations was a direct result of ongoing visits with federation professionals and volunteers and exposure at the annual General Assemblies (GA). Dozens of missions brought hundreds of people for a first hand encounter with ORT students. They were deeply impressed with the advanced technological education and strong Jewish education ORT provides.



For JFNA, ORT is impact philanthropy. It builds capacity that translates into long-term independence for its beneficiaries. It leverages every dollar, gets the job done and shows tangible results that appeal to donors and potential donors.

From Argentina, to the ORT network of schools and training centers in the FSU, to the state-of-the-art technology programs in Israel, JFNA and federations include ORT on almost all mission itineraries. Today, ORT is viewed as a major resource of JFNA for participating in exciting sessions at the GA, providing highly qualified speakers-experts, and for being able to make a strong case for why federations should partner with the three overseas partner organizations.



# Caring and Giving from Britain

British ORT is the oldest fundraising organization within the World ORT family. In the 90 years since its establishment, British ORT's commitment to strengthening Jewish communities and affording access to quality education has never wavered.

British ORT traditionally focuses its efforts on projects in the FSU and Israel, including Smart Classrooms, formal and informal Jewish education, and the provision of a rocket-proof Science and Technology Center for Sha'ar Hanegev Regional High School in southern Israel. Since 2010, British ORT has been raising funds to support the QUEST program in ORT's schools in the FSU.

In response to the troubled economic climate in the UK, British ORT, in cooperation with the World ORT Trust, recently established ORT-JUMP, the Jewish Mentoring Program. ORT-JUMP works in Jewish schools to carry out a range of work-readiness projects, including mentoring and career evenings, designed to help young people make the transition between school and the work place. Nearly 100 students in five Jewish schools across the country are currently

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**Donations from British-based donors exceed \$1.6 million a year and go towards supporting vital ORT projects around the world.**

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paired with a mentor in their chosen profession who share their invaluable knowledge, experience and business contacts.

British ORT's Gala Dinner in 2010 honored Israel's Ambassador to the UK and long-time ORT Friend, His Excellency Ron Prosor, now

appointed Israel's Ambassador to the United Nations. The dinner raised over \$700,000 towards ORT schools in the FSU.

The Annual Business Breakfast, Summer Lunch and Bridge Brunch continue to provide the social highlights of British ORT's year as the organization works toward increased giving from trusts and foundations, as well as from the generous support of individuals in the community.



# Dedication and Inspiration from Canada

ORT Canada is dedicated to giving Jewish children around the world access to exemplary Jewish and technology education. It had another successful fundraising year with Toronto and Montreal leading the way. Chapters in Calgary, Edmonton, Winnipeg and Vancouver continue to meet and contribute to ORT Canada's success.

## Toronto

In recognition of the groundbreaking gift of over \$4 million made by Mr. Seymour Schulich of Toronto, the Smart Class Project in Israel has been named the "Schulich Canada Smart Classroom Initiative". ORT Toronto was instrumental in raising these funds.



ORT Toronto continued to gain momentum in the community with three major fundraising events. World renowned lawyer Mr. Edward Greenspan was honored at the 5th Annual ORT Toronto Hero Gala for his passionate support of ORT and education. Mrs. Elise Kalles was the honoree at the 36th Annual ORT Golden Circle Luncheon and the ORT Toronto 36th Annual Golden Circle.

Another successful event was the 16th Annual ORT Mike Glazer Golf Classic. With the support of its dedicated Board of Directors, ORT members and the Toronto community look toward the future and to educating ORT students smartly.

## Montreal

ORT Montreal held its 27th Annual Benefit Gala in November 2010 with over 2,500 people celebrating local and global Jewish education. The corporate community rallied around ORT, making a huge difference in fundraising efforts. Major sponsors include: CIBC, Peartree Financial Services, the Broccolini Family, Cormark, Davies Ward Phillips and Vineberg, Paladin Labs, the Dym Family, GMP, RBC Dominion Securities and Arthur and Vicky Silber Platinum Sponsors.

Over the past 25 years, ORT Montreal has contributed a total of \$10 million to fund special ORT projects in Israel and around the world.



# Partnership and Support from Europe

## Netherlands

For 65 years ORT Netherlands has been actively engaged in supporting projects on an international scale. In 2010 a new board was inaugurated, with Jacques Noach now serving as Chair and the indefatigable Suzan Thalheimer as Honorary Chair.

World ORT's Board of Trustees was held in Amsterdam for the first time in a decade. ORT Netherlands hosted a dinner at the Jewish Historical Museum attended by 26 outstanding Jewish community leaders and VIPS and international Board of Trustee visitors. The evening highlighted World ORT's global outreach and history-making work.

ORT Netherlands supported two major projects in 2010: Students at Risk, a World ORT program to increase opportunity for school students in Israel, and QUEST, Quality and Universal Education in Science and Technology. QUEST funds went to the ORT Jewish School in Kazan, Russia.



## Belgium

ORT Belgium held its first gala fundraising dinner in Brussels. The landmark event raised \$25,000 for the World ORT Smart Classrooms program in Israel. ORT Belgium President Charlotte Gutman-Fischgrund was delighted by the success of this event, which attracted 50 people including Israeli Ambassador Tamar Catarivas-Samash.



## Germany

The ORT Germany Committee in Frankfurt provides ongoing support for World ORT programs through fundraising activities. In 2010 the Germany-based Marcuse Foundation funded programs at the Kadoorie High School and Youth Village in northern Israel.

The historic building in Berlin where World ORT was established in 1921 will be the venue for the World ORT Board of Representatives Meeting in May 2011.

## Switzerland

Fundraising committees in Geneva, Zurich and Basel continue to provide important support for World ORT operations and projects in 2010.

Geneva hosted a Gala Dinner to celebrate the 130th anniversary of ORT. This highly successful event was attended by 500 people and raised funds to support the Kadima Mada – Kav-Or program for hospitals in Israel. A Bridge Tournament, attended by 130 people was also among the other successful endeavors of ORT Geneva to express their commitment and provide support for ORT operations.

Basel raised funds to secure the first stage of a project to install a state-of-the-art multimedia center at the Lauder-ORT Dimcho Debeljanov Jewish School in the Bulgarian capital, Sofia. This is now the only school in the country to have such facilities.

Zurich hosted a mid-summer concert in 2010, marking a renewed commitment to its fundraising activities for World ORT programs. Among the projects supported by the Zurich committee was Disability to Ability, which provides distance learning services for Jewish physically disabled children in Russia.





# Online Innovation and Publications



“ORT education combines the unchanging values that we inherit from our parents and grandparents with the constantly changing content that reflects current technology and scientific knowledge.”

*Mauricio Merikanskas, Chair, World ORT Board of Trustees*



# navigating the **BIBLE**<sup>®</sup> **II**



interactive bar/bat mitzvah tutor

EXPLORE THE FIVE BOOKS OF MOSES  
IN SOUND AND VISION ON ONE INTERACTIVE CD-ROM



## ORT Internet Action

World ORT is harnessing the power of the Internet to put Jewish learning in the hearts and minds of a diverse, global audience. Integrating its rich historical background and deep Jewish roots, World ORT's websites engage tens of thousands of people annually.

### Navigating the Bible ([www.bible.ort.org](http://www.bible.ort.org))

This sweeping multimedia journey into the world of the Jewish Bible allows users to explore the Bible as history, literature and religion. It is the only multilingual site for Biblical textual study that includes the five books of Moses and the Prophets, with parallel language texts and cantillation. Navigating the Bible is available separately on CD.

### Yizkor ([www.yizkor.ort.org](http://www.yizkor.ort.org))

Jewish people place great value on the customs and traditional practices relating to remembrance. Observances such as Yahrzeit, Kaddish and Yizkor have, for centuries, linked each generation with those that have gone before, and bound the Jewish people with their history.





As part of World ORT's commitment to the preservation of Jewish heritage, the Yizkor site offers insight into the Jewish memorial customs and practice. It allows visitors to capture memories of their loved ones with photos, reflections, prayers, Yahrzeit readings and dates.

### Music and the Holocaust ([www.holocaustmusic.ort.org](http://www.holocaustmusic.ort.org))

From Hitler's rise to power in 1933 until the liberation in 1945, music played an integral role in daily life under Nazism. This extensive website provides an in-depth look into the composers and musicians who fell victim to the Nazis. It provides a wide range of articles and sound recordings of music written and played in ghettos and camps across Europe. From politics to resistance to exile to commemoration, Music and the Holocaust tells the haunting tale of this period of history.

### Learning about the Holocaust through Art ([www.art.holocaust-education.net](http://www.art.holocaust-education.net))

A beautifully designed website that provides unique insight into the Holocaust through art. It features paintings and drawings by victims and camp inmates that miraculously survived. The site is available in Hebrew, English, Spanish and Russian and was developed in cooperation with Beit Lochamei HaGhettaot (the Ghetto Fighter's House) and the Claims Conference.



### ORT and the Displaced Person Camps ([www.dpcamps.ort.org](http://www.dpcamps.ort.org))

The end of World War II presented ORT and other relief organizations with an immense challenge to rehabilitate some 80,000 displaced persons. This website chronicles ORT's work in the DP camps across Europe where survivors of the war were able to receive an education in trades and skills that would open the door to a new beginning. This site is a valuable learning and research resource that complements the ORT publication "ORT, the Second World War and the Rehabilitation of Holocaust Survivors".

# Multimedia

## The Jewish Way of Life

An interactive multimedia CD-Rom designed to capture young people's imaginations and create an understanding of Jews and Judaism. Developed in partnership with the British Jewish community, this disc aims to promote tolerance and understanding.

ORT developed a companion website that helps teachers to deal with difficult and controversial issues that arise in the classroom.

## Videoconferencing

There are no longer any geographic boundaries separating ORT schools. Through the use of sophisticated videoconferencing technology, World ORT has become a true global village. Students in the FSU and South America were hooked up to experts in Israel and Great Britain to learn about science and Jewish studies in real-time. International Science Day was marked with a special program that was broadcast simultaneously to ORT schools in France, Italy and the FSU.



The addition of worldwide videoconferencing facilities was made possible by a generous British donor who believes that technology promotes access to education; a universal right for all.



# World ORT Publications

## 100 Quotes: On ORT

The benefits that ORT has brought to countless individuals and communities since its founding 130 years ago are recorded in this limited edition anniversary volume. Heads of state, public figures, distinguished academics, ORT leaders and ORT staff and students are among those who have expressed their appreciation and committed their comments to public record. The production of 100 Quotes: On ORT was generously sponsored by Judy and Peter Menikoff in memory of their grandparents.



## The History of ORT - Two Volumes

A highly praised two-volume work that spans ORT's illustrious 130-year history and its intimate role in shaping contemporary Jewish life. Volume two Includes never-before published material retrieved from the inaccessible archives that were opened following the collapse of the Soviet Union. The production of these two books, A Jewish Movement for Social Change and Educating for Life, was generously sponsored by Helen and Mauricio Merikanskas of Mexico, in memory of their parents.

## The Hope and the Illusion

This critically acclaimed academic publication traces World ORT's vital role in re-settling Jews in regions of the Soviet Union between World Wars I and II. Contains previously unpublished evidence of the ultimately tragic attempt at Jewish autonomy in southern Ukraine, Crimea and Birobidzhan between 1924 and 1938. Comes with CD-ROM and website: [www.ozet.ort.spb.ru](http://www.ozet.ort.spb.ru)

## ORT, the Second World War and the Rehabilitation of Holocaust Survivors

Published in 2008, this book highlights the remarkable work undertaken by ORT in the rehabilitation of Holocaust survivors in Displaced Persons camps after World War II. ORT trained and educated some 80,000 devastated people. The book was made possible by the Jewish Material Claims Against Germany and the Harold Hyam Wingate Foundation.

# Educating for Life



“I have had occasion before to remark on the fact that ORT’s activity does not base itself upon charity but upon self-help. ...I want to assure you of my greatest admiration for the cause in which you are so nobly engaged. ”

*Albert Einstein, theoretical physicist and Nobel Physics Prize Laureate.*





## Cutting-edge Professional Development

Professional development is a top priority for World ORT. Keeping educators up-to-date and ensuring their familiarity with the newest technologies and teaching methodologies is essential to ORT's global success. After participating in World ORT's seminars, teachers return to their schools engaged, inspired and with new initiatives to reach higher levels of teaching and learning.

### Eleventh Wingate Seminar

This is an exciting time for education, and World ORT's International 2010 Seminar took the teachers straight to where the action is – Virtual Learning Environments (VLEs). With the generous support of the Harold Hyam Wingate Foundation, 19 educators from 12 countries descended on ORT House, London for a timely exploration into how VLEs can be used to advance and upgrade their school communities.



## Ninth Annual Hatter Technology Seminar

Sponsored by Sir Maurice Hatter, the 2010 World ORT Hatter Technology Seminar, Learning the Business of Technology, was the first to feature live, interactive video streaming of presentations. Educators in Israel, Italy, Mexico, the USA, Switzerland and the UK joined, via the Internet, the 18 participants from 12 countries who were at ORT House in London to learn from the expert presenters. Viewers were able to text questions and comments in real time.



## Terry and Jean de Gunzburg Jewish Education Seminars

Now in its third year, the Terry and Jean de Gunzburg Seminars are raising the standard of Jewish education, one country at a time. In 2010, dynamic seminars in South Africa, Italy and Mexico brought together Jewish teachers and gave practical knowledge in using modern technology to enhance and enrich Jewish studies and Hebrew language lessons. This is especially important in ensuring Jewish connection in small communities.

These seminars are generously supported by World ORT President Jean de Gunzburg.

## Moshinsky Seminar for Innovation Leaders

World ORT's Kadima Mada program in Israel is training Innovation Leaders from participating schools to teach other educators to close the gap between knowledge and technological capability. These leaders are trained through the Moshinsky Seminar for Innovation Leaders. For the last two years the Innovation Leaders have attended on-going teacher training programs provided by World ORT that focus on incorporating next generation technologies in the classroom and helping teachers in a changing era.



## National Directors Forum

This program gives ORT's national directors the opportunity to meet, share best practices and cultivate ideas for development and progress. Running since 2001, this exchange plays a pivotal role in cooperation between national directors and the crafting of vital joint programs among ORT schools.

Top professionals from ORT's national organizations met in Helsinki for the Robert and Eileen Sill World ORT National Directors Forum held May 2010. The three-day Forum offered ORT leaders and educators from around the world the opportunity to learn, first hand, about Finland's famed education reforms through a series of site visits and meetings with the most senior figures in Finnish education. The sharing of knowledge and experience through this Forum ensures that ORT students will be the ultimate beneficiaries.

# Student Programs

## ORT America Raya Cowan International Science Summer Camp

Outstanding ORT students chosen from Israel, Argentina, Brazil, Mexico, Kyrgyzstan, Moldova, Lithuania, Bulgaria and Italy converged at the prestigious Weizmann Institute of Science for an exciting three weeks of scientific exploration and travel around Israel. The students worked on projects with notable scientists, including Israel's first female Nobel Prize-winner Professor Ada Yonath, and experienced their rich Jewish heritage. For many, it was a dream come true.



## World ORT Rosner English and Science Summer School, London

Selected for their high academic achievement, 29 Jewish and non-Jewish teenagers from ORT's global network spent a whirlwind two weeks in London for scientific exploration and English learning. The annual summer school crosses cultural and language barriers and brings students together for a once-in-a-lifetime experience.



## March of the Living

Each year some 300 ORT students are chosen to participate in the March of the Living, a transformative experience that takes them from Poland to Israel. The program brings young Jews from all over the world together to learn the lessons of the Holocaust and to “lead the Jewish people into the future vowing Never Again.”

## Shorashim Discovery Program

This annual weeklong program in Belarus takes over 350 ORT students from the FSU on an unforgettable journey of their Jewish heritage and culture. Here they learn about the development of Jewish identity from destruction to empowerment.



# Financial Overview



“ORT is a charity that does an immense amount of good and, as someone said, ‘punches well above its weight’.”

*Sir Victor Blank, Chairman of Lloyds TSB, 2006–2009*

# Fiscal Transparency and Accountability

ORT is a federation of independent national organizations, of which World ORT has been central to their creation and on-going existence. The cumulative revenues of ORT organizations around the world is summarized in the table below:

	2009	2010
	\$000's	\$000's
North America	24,644	22,568
Latin America	39,559	46,031
Europe	54,157	60,289
Former Soviet Union	6,871	4,875
Israel	1,803	10,367
Other	194	334
	127,228	144,464

It should be noted that the above table does not include total revenues in respect of schools in Israel supported by World ORT; it only includes that part of the revenues directly related to World ORT's projects. If total revenues of such schools were added, the total revenues would be significantly greater.

World ORT's revenues totalled \$34.5 million in 2010 (comprising restricted revenue – \$25.6m and unrestricted revenue – \$8.9m), and as can be seen from the table above this represents some 25% of the total by which ORT students and projects around the world have benefitted.

As to World ORT itself, its major direct sources of revenue are ORT America, The Jewish Federations of North America (JFNA) and the North American Federations themselves, Great Britain, Canada, the FSU and Switzerland. However, World ORT also depends upon contributions from all its member countries.

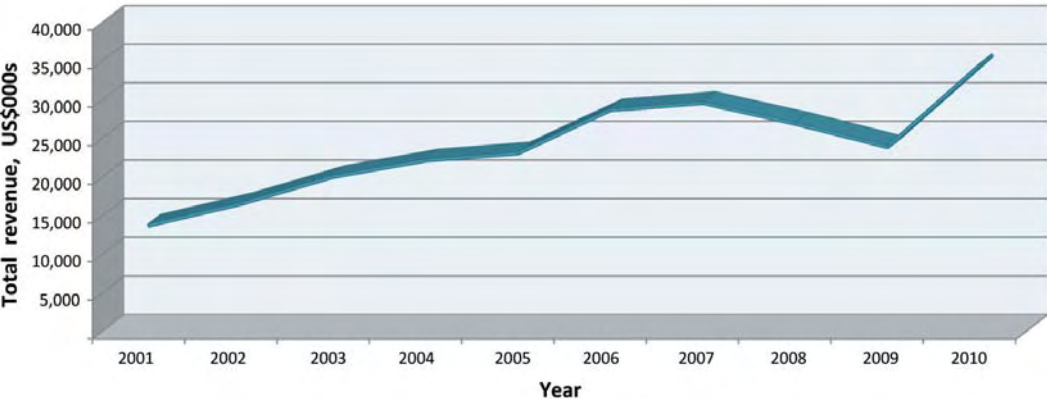




In financial terms World ORT's strength emanates from its ability to leverage donors' funding of projects. This has manifested itself strongly over the past few years in the revenue growth. In particular, since 2007, many projects have been carried out where the donor funding is matched more than double by government ministry and local authority funding of projects.

It is this leverage that enables ORT to maintain its critical margin of excellence. Over the past decade World ORT has produced results that have exceeded budget expectations, thereby creating a stable financial position for the organization. This situation has been achieved by an increase in revenue combined with strong control over costs, particularly in the running of the World ORT's Administrative Office in London, and its offices in Israel, USA and Geneva. Encouraging growth while maintaining a level headcount, World ORT has built several integrated systems to control finances at project-level and at pledge-level, and introduced financial monitoring into the normal operational activity of its employees.

The following graph shows the growth in revenue of World ORT in US \$ thousands since 2001



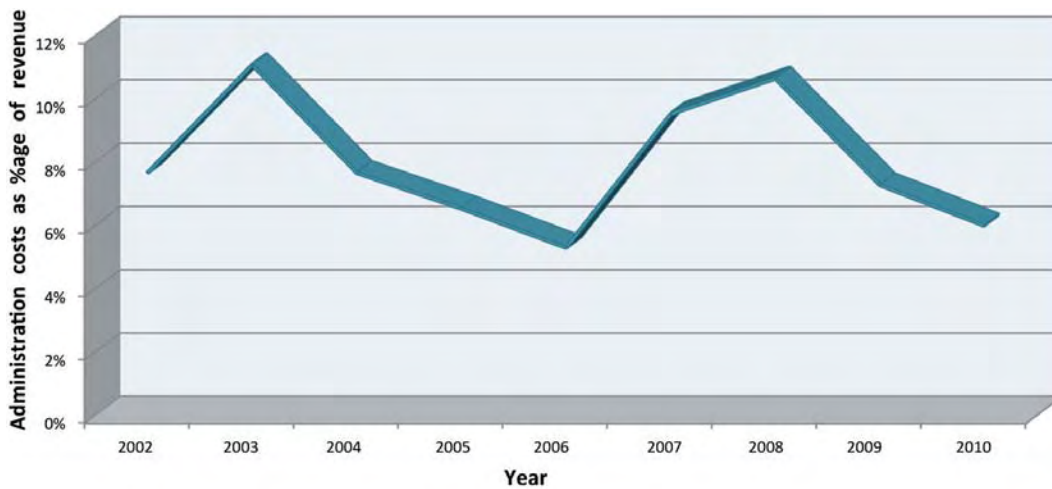
## Financial Controls and Governance

World ORT is proud of the financial controls and governance that it has built up over the years and which it continues to maintain. These controls, which ensure full transparency and accountability to all its donors, include: a Procedures Manual that is continually updated; an independent internal audit function; the use of a major international accounting firm for external audits; a Finance Committee and Audit and Risk Committee.

## Costs

World ORT has made considerable efforts over the years to reduce the financial burden of administrative costs. While operational activities have increased bringing a commensurate rise in fundraising revenues, as can be seen from the graph above, these gains have been achieved without any increase in administrative overheads. Administrative costs currently represent only approximately 6% of fundraising revenue, an achievement of which World ORT is proud.

The following graph shows the trend in administrative costs as a percentage of revenue since 2002.





# World ORT Officers and Governance



“Very few organizations have been able to accomplish the kind of sustained success which ORT has..”

*Dr. Jean de Gunzburg, President, World ORT*

# World ORT Officers



**President: Dr. Jean De Gunzburg**

Dr. Jean de Gunzburg was elected president of World ORT in 2008. Prior to this he served as deputy president for four years and also chaired the Strategic Taskforce Committee which oversaw the successful streamlining of ORT's governance. Dr. de Gunzburg is a direct descendant of Baron Horace Gunzburg, one of the three founders of ORT in 1880.



**Chair of the Board of Trustees: Mauricio Merikanskas, Mexico**

A prominent businessman, educator and long-standing ORT lay leader and officer, Mauricio Merikanskas brings his wide commercial and educational experience to the post of Chair of the Board, as well as detailed knowledge of the organization.



**Secretary: Martin Behr, South Africa**

As a businessman and committed ORT supporter for over 30 years, Martin Behr served as Chair of the World ORT finance committee from 2000 until 2006. His commitment to maintaining the organizations high standards of financial transparency and integrity are reflected in World ORT's ongoing financial accountability.



**Treasurer: Judy Menikoff, USA**

Judy Menikoff has been a devoted supporter of ORT for more than 35 years. Her service and achievement on the national and international level include Chair of the World ORT General Assembly and other leading roles. Having visited most of World ORT's programs, Judy Menikoff contributes unique insight into World ORT's operation and governance.



**Director General and CEO: Robert Singer**

As World ORT's chief professional, Robert Singer directs ORT's operational and fundraising activities across five continents, managing the professional staff and liaising with the lay leadership body. Robert Singer took up his post in 1999 and since that time has engineered the organization's steady growth.





# Governing Bodies 2011

## Officers Committee

Chair: Jean de Gunzburg  
Mauricio Merikanskas  
Martin Behr  
Judy Menikoff  
Staff: Robert Singer

## Board of Trustees

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Lucien Kalfon  
Emil Kalo  
Judy Menikoff  
Dario Wertheim  
David Woolf  
Staff: Sonia Gomes de Mesquita

## Audit & Risk Committee

Chair: Dorene Berger  
Vice Chair: George Gruenberg  
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Marc de Gunzburg  
Giacomo Saban  
Staff: Sonia Gomes de Mesquita

## Finance Committee

Chair: Peter Klauber  
Vice Chair: Roz Vermut  
Guillermo Feldberg  
Andre Touati  
Observer: Michael Broida  
Staff: Steve West

## Academic Advisory Council

Acting Chair: Prof Alexander Asmolov  
Vice Chair: Prof. Giacomo Saban  
Staff: Vladimir Dribinskiy

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Chair: Jean de Gunzburg  
Staff: Sonia Gomes de Mesquita

## Allocations Committee

Chair: Shelley Fagel  
Sheila Collin  
Catherine Gentillini

Mark Mishon  
Staff: Sonia Gomes de Mesquita

## Constitution and By-laws Committee:

Chair: Justice Sandra Chapnik  
Terry Azose  
Justice Michael Elkaim  
Hugo Levovich  
Eric Osterweil  
Samuel Shuster  
Staff: Shira Copans

## Compensation Committee

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Martin Behr  
Mauricio Merikanskas  
Staff: Steve West

## World ORT Trust

Chair: Ivor Connick  
Reese Feldman  
Richard Hatter  
Mauricio Merikanskas  
Peter Sussman  
Staff: Steve West

## Investment Committee

Chair: Sir Maurice Hatter  
Marc de Gunzburg  
Stuart Macdonald  
Peter Sussman  
Staff: Steve West

## IC Advisory Committee

Chair: David Woolf  
Darrel Krowitz  
Arthur Silber  
Jean-Hugh Leopold-Metzger  
Staff: Vladimir Dribinskiy

## Restitution Ad-Hoc Committee

Chair: Robert Equey  
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Staff: Vladimir Dribinskiy

## Nominations Committee

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Ivor Connick  
Marcel Benichou

Joseph Harmatz  
Prof. Yuri Yakimenko  
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Norma de Wertheim  
Miguel Kafka  
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## Next Generation

Chair: Arturo Merikanskas  
Staff: Miryam Rozensweig

## BoR Preparatory Committee

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Murial Hertan  
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Arthur Silber  
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Alon Shuster, World ORT at large\*  
Shmuel Sisso, World ORT at large\*

\*To be confirmed by the Board of Representatives, May 2011



# In Memoriam

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Gilbert Dreyfus, France

Alice Flateman, USA

Norman Freed, UK

Bernard Glaser, USA

Rita Greenstein, USA

Anatoly Grinberg, Belarus

Michael Henry, UK

Esteban Herz, Venezuela

Annie Jaffe, South Africa

Lady Amelie Jakobovits, UK

Guillermo Lutzky, Argentina

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Dorothy Rothenberg, USA

Eliane Roubach, France

Dee Schreer, USA

Terrie Seifert, USA

Melvin Stich, USA

David Susman, South Africa

Marion Wingens, USA

Judy Ziet, USA

# Worldwide Network



“ I feel part of the ORT family. Through World ORT, I am connected to other Jewish people around the world. ”

*Nicole Dagan, ORT Renzo Levi school student, Rome, Italy*

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