



Case Study **01**

**Strengthening
Jewish identity
and the
connection
to Israel**

A strong Jewish identity, rooted in a deep connection to Israel, is the key to a strong community. Between 1950-2000, Britain's Jewish community declined by 40%. We cannot take it for granted that our children and grandchildren will be connected to their heritage and to Israel when they grow up. That's why UJIA has spent the last ten years investing in programmes that make Judaism and Israel inspiring, relevant and accessible to our young people. We reach thousands of young people in traditional settings like Youth Movements, as well as Jewish pupils in mainstream schools who would otherwise have no Jewish content in their daily lives.



UJIA Israel Experience

Our aims

Our flagship programme, UJIA Israel Experience,* takes over 1,800 young British Jews to Israel on life-changing tours and long-term programmes each year – a higher proportion of Jewish youth than in any other country. These life-changing summer tours, gap years and Birthright

2010 was a record-breaking year for us, taking 1,318 teenagers from 11 Youth Movements

trips have become a rite-of-passage for young Jews, connecting them with their heritage and marking the

start of a life-long relationship with Israel, as well as inspiring them to become active in their own communities when they return.

Achievements

Summer Tour is one of UJIA Israel Experience's most popular programmes, taking over 50% of Jewish 16 year-olds in the UK to Israel. 2010 was a record-breaking year for us. 1,318 teenagers from 11 Youth Movements participated on

a summer tour – more than ever before. As a result of the increase in recruitment numbers, we provided more UJIA Israel Tour Bursaries to enable families in difficult financial circumstances to send their children to Israel. UJIA remains committed to ensuring that no young person is denied this opportunity due to lack of funds and in 2010, 304 teenagers were awarded bursaries totaling £269,156 – 10% more applicants than 2009 (276 totaling £241,630).

Next steps

- Responding to the increase in tuition fees, UJIA together with the Jewish Youth Movements, will encourage more students to join our new modular Gap Year.
- Continue to support Jewish schools to take Year 9 students to Israel for short-term programmes that link with curricula including Jewish studies, Geography and History.

Above:
Enjoying a trip to the *Kotel* (Western Wall), Jerusalem during the 2010 Israel Experience

* UJIA Israel Experience programmes are organised by the Jewish Agency for Israel and supported by UJIA

Bringing Ivrit to British schools

Our aims

Many Jews can read some Hebrew, but few of us in Britain are able to truly understand the language. For many years, *Ivrit* (Hebrew) teaching in British schools has been poorly resourced. To address this, UJIA is funding the Jewish Curriculum Partnership (JCP), a major initiative to raise the standard of the teaching and learning of modern Hebrew in UK Jewish schools. By learning Ivrit at an early age, our children will be able to understand Jewish texts and the values within them, as well making their own personal connections to Israel.

Achievements

2009-2010 was the first full year of the JCP's Ivrit programme, which combines professional development for teachers with developing innovative resources for the classroom. Following its launch in February 2009 the team has already made considerable progress, providing Hebrew training to 45 teachers from 27 primary schools in Birmingham, Essex, Glasgow, Hertfordshire, Leeds, Liverpool, London and Manchester. As well as running training days and providing in-school support, the JCP is creating new resources and began piloting the book, *Chaverim B'Ivrit*, (Friends in Hebrew) in 10 schools in November 2009. In summer 2010, we began training for secondary school teachers, as well as embarking on the UK's first digital Hebrew learning resource, *Ivrit B'Click*, with funding and support from the Maurice Wohl Charitable Foundation and the Center for Educational Technology (CET) in Israel.

Next steps

- Big plans to expand our work in secondary schools, we want as many schools as possible to use *Ivrit B'click* after it is launched in autumn 2011.
- An annual conference to bring together over 100 teachers and showcase the new resource for their schools.



Top: Children are being taught Hebrew in a story-telling session
Bottom: UJIA takes Jewish activities to mainstream schools

“The JCP is doing a great job. I believe that this is the beginning of a real change in the attitude to the teaching of modern Hebrew in the UK.”

Meir Vardi, Head of Ivrit at King David High School in Manchester

UJIA JAMS (Jewish Activities in Mainstream Schools)

Our aims

UJIA JAMS (Jewish Activities in Mainstream Schools) brings Jewish and Zionist education to pupils in non-Jewish schools through sessions and assemblies, providing learning opportunities that would otherwise simply not exist. As well as creating resources, the project empowers students and gives them the tools to establish and sustain Jewish Societies and learn together on a range of Jewish topics.

Achievements

In the 2009/10 school year, UJIA JAMS brought Jewish learning to 1,800 pupils in non-Jewish schools. Our calendar included 482 sessions in 18 schools across London, Essex and Hertfordshire – 52% more than the previous year (317). We also ran 44 sessions in five schools across Manchester, providing a vital service for the North West's Jewish community. Our team developed our campus preparation programme, UR UNI LIFE, as well as producing a campus guide for Jewish students and partnering with the Union of Jewish Students (UJS) for the UJS Sixth Form and University Fair which drew a 200-strong crowd.

Next steps

- Increase the number of sessions, and boost attendance at the UJS university fair by 10%. Double the number of sessions in and around Manchester and expand the scheme to Liverpool.
- Expand UR UNI LIFE, running 40 sessions, as well as a one-day seminar aimed to help non-affiliated teenagers prepare for and get the most out of their time at university and contribute to Jewish life on campus.