

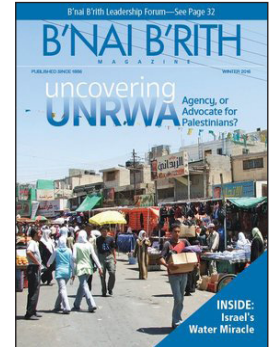
# Connecting = Social + Traditional + Personal

## B'nai B'rith Magazine

Our online engagement for B'nai B'rith Magazine increased enormously this year. Thousands interacted on social media with our magazine's unique and unusual stories.

In the fall issue of the magazine, an article called "The Jewish Agricultural Movement: Planting the Seeds for Future Farmers," about B'nai B'rith's involvement with agricultural schools in the United States and Germany, was original scholarship about B'nai B'rith, never published previously. Similarly, a feature story about B'nai B'rith's involvement at the 1939 World's Fair was also an original piece of scholarship, with information not previously known about the organization.

Our magazine has been providing deep insights into the complex and compelling issues of the day, as well as uncovering exclusive stories that readers just don't find anywhere else, since it launched in 1886.



## Media: Social + Traditional

At B'nai B'rith International we use Facebook, Twitter, Instagram and YouTube, in conjunction with our website, to connect, engage and bring people together. But we also recognize the power of these tools to spread messages of hate and intolerance. In many ways, the Boycott, Divestment and Sanctions movement against Israel is fueled and renewed by social media. And familiarity with these mediums is crucial to building relationships and understanding and tolerance.



And so we too, have to use social media to spread the truth, to counter the hate and to educate.

We work directly with Facebook, helping determine the very fine line that often runs between free speech and hate speech. In meetings with Facebook community standards officials, we point out offensive language and pictures, and what often seems like a different standard for pro-Israel and Jewish pages.

We hosted a top-level executive from Facebook at our Leadership Forum in Washington, D.C. in the fall, to discuss Facebook's application of its own community standards.

Social media is not going anywhere, and neither will our commitment to try to stamp out its use for consolidating hate. At the same time, we respect and recognize the deep reach social media affords us. B'nai B'rith works to cultivate conversation, often reaching beyond our usual followers to engage with people who may hold different views. It's this dialogue that can help bridge distance in thinking and views.

We also get our message out through more traditional means. People all over the world have learned B'nai B'rith's point of view through the publication of numerous op-eds and letters as well as through interviews with reporters.

## Greatly increased profile for B'nai B'rith Anti-Defamation Commission in Australia

The B'nai B'rith Anti-Defamation Commission (ADC) in Australia has become the "go-to" source for leading metropolitan newspapers in Australia. The ADC responds not only to anti-Jewish sentiment, but also to that of other races and cultures when they are subjected to vilification and hatred. The B'nai B'rith ADC issued more than 300 press releases, including many in conjunction with B'nai B'rith International CEO Daniel S. Mariaschin.

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## Annual Leadership Forum

Our annual Leadership Forum offered B'nai B'rith leaders, members and supporters from across the United States and around the world the chance to come to Washington, D.C. to "Think, Learn, Be Inspired."

Our unique and topical program featuring expert speakers and focusing on policy were well received. A special edition of our Diplomatic Encounter Series featured Ambassador of Israel to the United States Ron Dermer and Ambassador of Spain to the United States Ramon Gil-Casares discussing 30 Years of Relations Between Spain and Israel.

## Tribute Dinners, Awards And Grants



Each year, B'nai B'rith International recognizes the humanitarian and philanthropic efforts of key community and corporate leaders from around the world. We understand that doing well in business comes with a responsibility to do well in the community. And we seek out companies and their leaders who understand that giving back should be a vital component of any corporations' mandate and vision.

The B'nai B'rith dinner program arranged and expanded this spring with three additional events. In Chicago, David Jacobson and Chicago Jewish Funerals, long time community supporters, were recognized at a gala dinner. A dinner committee of more than 70 people helped this event fill the ballroom of the Doubletree Hilton in Skokie, Ill. We also recognized Frank Bisignano, chairman & CEO of First Data Corporation at the Marriott Marquis in New York. Bisignano not only runs a company that has employees in 34 countries, but is well known in both New York and Atlanta for his many community leadership roles, such as serving as a board member of the National September 11 Memorial and Museum.

Our last spring event was the 2016 National Healthcare Award Dinner. This annual event recognized Chip Kahn, president and CEO of the Federation of American Hospitals. The gala dinner held at the Park Hyatt in Washington, D.C. was an all time record-breaking event in terms of funds raised for our health care dinners.

In the fall, we selected David A. Brandon, chairman and CEO of Toys "R" Us, Inc., to receive a Distinguished Achievement Award, which recognizes unique accomplishments of top-level leaders around the globe. The gala reception was at the St. Regis Hotel in New York.



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B'nai B'rith Canada hosted a huge Human Rights Gala in the fall, honoring David Foster for his humanitarian work. The event featured a video greeting from Prime Minister Justin Trudeau, and highlighted the need for B'nai B'rith to continue advocating on behalf of the human rights of all Canadians. Haim Saban presented the award. On May 18, B'nai B'rith hosted the "Protecting Your Financial Assets in the 21st Century" workshop for residents of the B'nai B'rith Covenant House in Tucson, Ariz. The program, funded with support from Bank of the West, included an interactive presentation on "Smartphone & Tablet Basics," and also focused on common scams that are targeting seniors, and the basics of cyber security and email safety. The programming will be shared with many of the housing communities within the B'nai B'rith Senior Housing Network.

In Portland, Ore., leaders of B'nai B'rith senior housing communities around the country, plus representatives from local senior housing organizations, attended the "Elder Fraud Prevention Workshop," presented as part of the B'nai B'rith Managers and Site Coordinators Annual Meeting, and with support from Bank of the West. The workshop was presented as part of the suite of trainings, tools and educational resources around the topics of elder abuse and financial exploitation for B'nai B'rith housing managers, staff and resident service coordinators. Workshop topics included best practices on prevention, identifying victims, legally appropriate courses of action for support and how to train all onsite building staff.

## **B'nai B'rith Australia/New Zealand Courage To Care: New Museum-Quality Display For Program in Melbourne**

After a substantial grant from Gandel Philanthropy, and with enthusiastic fundraising from our supportive B'nai B'rith members, the B'nai B'rith Courage to Care Victoria program invested in a state-of-the-art travelling museum display to extend and improve our anti-bullying message to schools in Victoria. More than 100,000 secondary school students in metropolitan Melbourne and regional Victoria have participated in this exhibition and the results have been exciting and very satisfying. The response from the students has stimulated their awareness and most have pledged to be "up-standers" rather than bystanders.

Enjoying a generous subsidy from the Australian Government the program is now recognized as a "must do" for many schools throughout Australia. A similar program led by New South Wales B'nai B'rith Courage to Care has also set new records by exhibiting to nearly 200,000 viewers including primary and secondary schools and the general public. There are also exhibits in Queensland and the group works in conjunction with the Queensland Police Department.

The latest addition to the Courage to Care program is Perth, in Western Australia. In conjunction with the Jewish Holocaust Institute of W.A., a new exhibition, similar to the Victorian one, was commissioned early in 2016 and is now sharing the message of involvement with respect to bullying in schools and the workplace.

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## The Tree Of Life

The Tree of Life was officially unveiled at the B'nai B'rith headquarters in the fall of 2016. It is the culmination of a fundraising campaign and legacy building momentum that will support our current national programming and help ensure our growth in years to come. With more than \$100,000 raised, we are continually adding to the Tree and it is an opportunity for members, donors and friends to help us flourish.

## Community Roots Run Deep

B'nai B'rith members, supporters and volunteers are community leaders and community do-ers. Our dedicated volunteers and staff get deeply involved in their communities, helping out and pitching in. Here are a few examples:



B'nai B'rith members in Atlanta, under the B'nai B'rith Cares for Kids programs, collect and donate lovable, huggable stuff animals to share with children in need.

Project H.O.P.E. (Help Our People Everywhere) provides a vital service in so many communities for those unable to afford or perhaps unable to leave home to shop, for the special foods needed to celebrate some holidays. Community volunteers raise the funds, purchase the food, pack the bags and distributed the food in time for Passover.

The B'nai B'rith Project H.O.P.E. distribution for Passover 2016 provided kosher for Passover food to more than 2,800 poor and elderly households in several communities in six states.

B'nai B'rith International Great Lakes Region honored B'nai B'rith Chairman of the Executive Peter Perlman with its prestigious 2016 International Guardian of the Menorah Award. This award is given to someone who preserves and protects B'nai B'rith's greatest symbol—the menorah. B'nai B'rith Great Lakes Region hosted its annual Golf Classic, and was busy with Project H.O.P.E. (Help Our People Everywhere) for both Passover and Break-the-Fast after Yom Kippur.

The Great Lakes College Scholarship Program continues for high school students. The goal of the program hits at the heart of *Tikkun Olam*: It is our goal that these scholarships inspire the honorees to pay the gift forward after graduation by serving as leaders in their communities and as ambassadors for the B'nai B'rith Great Lakes Region's College Scholarship program.

B'nai B'rith Denver partnered with the Denver Jewish Chamber of Commerce for a golf tournament with part of the proceeds going to Jewish Family Service.

The B'nai B'rith Henry Monsky Lodge of Omaha, Neb. has held Breadbreakers, a weekly lunch and lecture program, for more than 60 years. Every Wednesday, members meet at the Rose Blumkin Jewish Home to hear from a variety of speakers. Sitting governors, senators and members of Congress have all given talks.



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The irreplaceable B'nai B'rith Bagel Brigade, operating in San Fernando Valley, Calif., provides free food to people in need—with a special focus to ensure children from low-income families do not go to school hungry.

Before sunrise, volunteers gather daily to pack up donated food from local supermarkets, and bagel shops to bring help to those in need within the Los Angeles area.

## **B'nai B'rith New South Wales (Sydney) has also been very active in the local community**

B'nai B'rith Photography Kids Club Holiday Workshops have grown from strength to strength. These began more than three years ago and the increase in the number of workshops in the January 2017 school holidays is very gratifying. A “Sunset Photography” workshop is organized for teenagers in addition to regular programs catering to students aged eight to 12 years old.

The programs allow wide access to the younger generations in the community. Flyers are distributed via school newsletters and on various Facebook sites, making use of social media wherever possible.

This year, posts via various Facebook sites encouraged grandparents, parents and their children to be involved in distributing Passover and Rosh Hashanah parcels to the needy in the community.

In April, a “Battle of Bands” event in Sydney found six bands vying for the honor to play at the Shir Madness Jewish Music Festival at Bondi Beach later in the year, as well as an opportunity to be professionally recorded in a studio. The event was organized in collaboration with Jewish Schools and Youth Movements, the objective to promote some of the key B'nai B'rith philosophies such as social justice, human rights and harmony.