

2020 YEAR-END SUMMARY REPORT

A Word from BFP's International President and CEO

At the beginning of the year everyone spoke of 2020 being a year of perfect vision. None of us had any idea that a worldwide pandemic was on our doorstep.

At our February board meeting—with news of the threat of the pandemic—we discussed the possible implications it would have for the ministry. Then we prayed. I want to testify to the goodness of God. In the midst of lockdowns, rising unemployment, riots, elections and fear, God's people proved their commitment to Him and His initiatives in the world today. They never stopped praying for Israel, standing with Israel and supporting Israel in this difficult time with their gifts.

We did not slow down our work for a moment. We continued to feed the 22,140 Israelis we were already committed to help, and we expanded our reach. We reached out to Israelis who lost their income, single parent families and Holocaust survivors.

After more than 50 years of blessing Israel, the Jewish people knew who to call in their time of need. Over and over again, God helped us reach out in practical ways to meet their needs.

Thank you to our Christian friends who proved that they are truly partners with us as we fulfill our God-given mandate to love and support Israel. Throughout the year, we have faithfully prayed for our friends around the world that God would protect their health and their finances.

We enter the new year with a renewed commitment to the God of Israel, the people of Israel and the Christians who love them both.

"And we know that all things work together for good to those who love God, to those who are the called according to His purpose" (Rom. 8:28).

BRIDGES
FOR PEACE



OPERATION EZRA OUTREACH

Feed a Child

The Feed a Child program currently meets the needs of 350 children (210 in Beit Shemesh, 80 in Karmiel, 30 in Jerusalem and 30 in Kiryat Ekron) in 9 schools. We're now in our second decade of bringing hope to Israeli children!

Adoption Program

The Adoption Program provides a much needed safety net for new immigrants who are struggling to become fluent in Hebrew and establish themselves in Israel. Since the program's inception, we have helped 4,741 families and individuals. A total of 162 families and individuals are currently on the program—80 families in Karmiel and 37 families and 43 students in Jerusalem, while 2 families with more than 6 members receive food 4 times per month.

Cheer Basket

In 2020 we distributed 1,592 cheer baskets in the Land. The breakdown is as follows: 459 children and families on our programs, 752 Holocaust survivors on their birthdays, 250 at Purim, 18 to mothers of newborns, 5 to families sitting *shiva* (week-long mourning period) and 108 welcome/cheer baskets.

Immigrant Welcome Gifts

Since the inception of this program in 2002, we have served 32,446 families. During 2020, BFP welcomed 397 new immigrant families (187 who came through Project Rescue) to Israel by distributing

756 blankets, 397 kitchen gift sets, 397 Bibles and 244 school kits.

Project Rescue

Project Rescue helped 4,084 Jewish people immigrate to Israel in 2020, bringing the total number we have helped "rescue" to 80,011.

Food Banks

Our food banks in Jerusalem and Karmiel purchased and distributed a total of 895,225 lbs (423,023 kg) of food, feeding an average of 22,140 people per month. Direct aid was given to 18 communities through our Adopt an Israeli Town program, and we assisted 49 organizations that distribute food to the needy in communities all over Israel, as well as 6 Christian Arab organizations. In addition to regular support, we give special gifts at Christmas to Christian Arab families.

Home Repair

Since the inception of the program, 1,660 jobs have been completed.

Project Tikvah (Hope)

We provided food parcels, hot meals, heating and other much needed items to destitute Jewish people in Ukraine and Siberia who cannot immigrate.

Publications

The bimonthly *Dispatch from Jerusalem* continues to spread the news of Israel and our work here to readers around the world. Links to the *e-Dispatch*, the monthly *Israel Teaching Letter* and the weekly *Israel Prayer Update* are sent to more than 25,000 email addresses. Our calendar, "Exploring Israel," featured 13 vibrant, colorful scenes captured by BFP subscribers, supporters and followers while exploring the Land. Our publications team works passionately to share the truth about Israel and educate the worldwide Church about the importance of standing with Israel and the Jewish people.

Web

The BFP website attracts new visitors each day with its vibrancy and engaging content. In 2020, we saw yet another rise in readership with 1,381,814 hits, almost 300,000 more than last year. The number of users and new users increased by 49.7% and 48.74% respectively. The South African subsite is also now set up for online donations and shop orders through a platform called PayFast.

Social Media

The BFP Facebook page continues to be a platform where we can interact with our global audience and supporters in a meaningful and personal way. We share our daily news stories to let people know what's really happening in Israel as well as regular posts with pictures and images of the Holy Land. Now 8 years old, our Facebook page has reached 38,820 "likes," and we are growing brand recognition and connecting with lovers of Israel from all over the world.

In September, we added another platform to our social media portfolio by launching @bridgesforpeace, supplementing our Facebook, YouTube and Twitter accounts and offering Christians yet another avenue to connect with and support Israel. In just over three months, BFP has gained over 400 followers and continue to grow our following by approximately 5 to 8% weekly. We are looking forward to connecting more Christians to the work of BFP and Israel through our Instagram account in 2021.

Video

2020 was another year of excellence for our video department. The video team creates meaningful content to draw in audiences around the world and get them excited about Israel

and our work here. Our team consistently increases the quality of our content and created 52 videos during 2020.

Group and Guest Relations

The COVID-19 restrictions curbed the usual steady stream of international guests and visitors to BFP. The Group and Guest Relations department hosted a total of 309 visitors in 2020. Out of that number, 4 groups with a total of 22 people participated in community service projects (Discovery Group). We also launched a new initiative entitled "Virtual Tours" and hosted 4 such tours during 2020, with more coming in 2021.

Zealous8:2

The 2020 Call to Zion tour, the 22nd Zealous has hosted since it began 13 years ago, had to be cancelled due to COVID-10 restrictions. Since its inception, hundreds of lives have been directly and intentionally invested in through volunteer service, touring the Land and discipleship, and we are looking forward to hosting the tour again in 2021.

The fifth Zealous Israel Project came to an end for the 11 participants from 5 nations, namely Canada, Japan, New Zealand, the United Kingdom and the United States, with 5 remaining beyond the 11-month commitment to serve in Israel (2 long-term and 3 short-term). The sixth Zealous Israel Project had to be postponed to 2021.

There have been almost 26 young adult volunteers (ages 35 and younger) serving at BFP in Israel during 2020, which is 54% of our staff.

International Development

International Development solidified several areas that provide long-term stability toward growth. Under the leadership of our new coordinator, this year saw outstanding growth in our Spanish Resource Center. The staff compliment increased to 5 volunteer team members, 1 full-time and 4 part-time, which boosts the output and reach of this center tremendously. In July, our New Zealand office also celebrated the arrival of a new national coordinator, Beth Mather. We thank Brian Ashford for 16 years of faithful service in that role.

Blessings from Jerusalem,
Rebecca J. Brimmer
International President and CEO

