

תש"ף 2019-2020  
Academic Year



# ***Im Tirtzu Activities & Achievements***

## ***Annual Summary***





# Highlights



Following Im Tirtzu pressure, imprisoned terrorists are **no longer permitted** to send pictures of themselves to their families and friends.



Organized more than **50 online lectures** during COVID-19 lockdown that were viewed more than **900,000** times and reached more than **1,500,000 people**.

## Thwarted



a New Israel Fund initiative to interfere in Israeli elections by busing supporters of the anti-Zionist Joint Arab List to the polls.



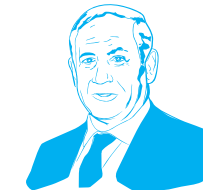
Launched a new English website, "**Know the Anti-Israel Israeli Professor**," which provides information on 150 radical Israeli professors.



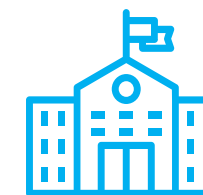
Following Im Tirtzu pressure, Israel **cancelled tax breaks** for anti-Israel NGOs.



More than **23,000,000** views and **62,000,000** reach on posts uploaded to our social media!



Following an Im Tirtzu exposé, the Prime Minister's Office announced it will **no longer cooperate** with anti-Israel NGOs.



As a result of the **direct initiative of Im Tirtzu**, oversight on higher education was moved from the Education Ministry to the newly established Ministry of Higher Education, which enables better handling of academic matters.



**Thwarted** Tel-Aviv University's attempt **to boycott** students from Ariel University.



Following Im Tirtzu pressure, Israel **cancelled COVID-19 aid** for anti-Israel NGOs.



Over **2,200** mentions in traditional news outlets (average of 6 media mentions a day!).



# Combating Delegitimization from Within

**We** continued to expose and combat radical anti-Zionists who work to harm Israel and IDF soldiers.

## Im Tirtzu Thwarted a NIF-Funded Initiative to Interfere in Israel's Elections

Following a petition submitted by our Legal Division, Israel's Elections Committee ruled that an initiative by the New Israel Fund-backed NGO "Zazim" to bus supporters of the anti-Zionist Joint Arab List to the polls was illegal.



## Terrorists No Longer Permitted to Take Pictures in Jails

Once we learned that imprisoned terrorists were taking smiling pictures of themselves



and sending them to their families and friends, we appealed to the Security Minister who issued an order banning terrorists from taking pictures.

## Following pressure from Im Tirtzu, the government cancelled its scheduled COVID-19 aid to anti-Israel NGOs.



## Cancelling Terrorist-Defending Lawyer's Appointment

After learning through our Legal Division that the Israel Bar Association intended on appointing notorious terrorist-defending lawyer Lea Tsemel to head its Military Courts Committee, we initiated a public pressure campaign that resulted in the cancellation of her appointment.



## Following Im Tirtzu pressure, Israel cancelled tax breaks for anti-Israel NGOs.



## A terrorist was put in solitary confinement after an Im Tirtzu exposé revealed that his wife illegally smuggled his sperm out of prison and became pregnant.



Im Tirtzu CEO Matan Peleg discussing the exposé on Channel 13 news.

## Shocking Discovery about Palestinian Arab Entry Permits

We uncovered a bombshell discovery that Israel has no system in place to keep track of whether or not Palestinian Arabs who received

entry permits return back to their homes. Now that we exposed this absurd situation, we will work hard to ensure that it is corrected.



## Israel's Largest Left-Wing Paper Ordered to Pay Libel Damages to Im Tirtzu

We won a libel suit against Israel's leading left-wing newspaper, Yediot Ahronot, after two of its journalists falsely accused us of fabricating a widely-publicized letter written by a group of bereaved families.





# Combating Delegitimization from Within

## Thanks to Im Tirtzu, Radical Leftist was Jailed and Issued Restraining Order

After our Video Commandos filmed former head of "Rabbis for Human Rights," Arik Ascherman, harassing Jewish residents in Judea & Samaria, we sent the footage to the police and he was arrested and issued a restraining order.

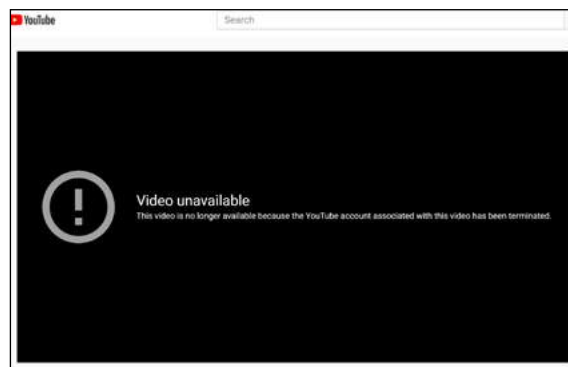
## Anti-Israel Reform Clergy Jailed for Violating Restraining Order

By David Israel - 9 Tevet 5780 - January 6, 2020

Photo Credit: Arik Ascherman's Facebook page



YouTube deleted the channel of a popular radical Islamic sheikh following a complaint from Im Tirtzu's Arab Desk.



Following an Im Tirtzu exposé, the Prime Minister's Office announced it will no longer cooperate with far-left NGOs.



## Our Protest Against Germany's NGO Funding Received Wide Coverage in Germany, Adopted by PM Netanyahu

In "honor" of the German Foreign Minister's visit to Israel, we organized an array of protest activities against Germany's funding of radical Israeli NGOs. Our activities were covered by dozens of German news sites including three of Germany's most popular newspapers. In response, PM Netanyahu issued a statement calling on Germany to stop funding radical Israeli NGOs.



## Shaming the Shameful

This unique project aims to film, expose and deter far-left activists and organizations that work against Israel and IDF soldiers. Over the course of the year, videos filmed in the framework of the project were viewed more than 5,000,000 times!



Exposing radical activists who film and harass soldiers, 530,000 views



Im Tirtzu's Yehuda Sharabany (left) filming notorious anti-IDF activist Guy Hirschfeld

< Shaming notorious terrorist-defending attorney Lea Tsemel, 375,000 views



## Leading the Nationwide Outrage Against Judicial Overreach

Over the course of the year we organized two dozen protests against the damaging judicial overreach of Israel's activist High Court of Justice.



# → Providing a Zionist Boost During COVID-19 ←

**With** the outbreak of COVID-19, we took it upon ourselves to raise national morale, help citizens in need, and provide quality Zionist lectures at a time when people were locked-down and craving productive content.

We established the Studio for Zionist Thought – high quality, digital lectures that were broadcasted on social media. We recorded more than 50 lectures in the span of several months that were viewed more than 900,000 times, averaging more than three lectures per week!



Turning Point USA Founder Charlie Kirk



Jerusalem Center for Public Affairs' Dan Diker



Im Tirtzu's Yehuda Sharabany



Attorney Ziv Maor



Former terrorist Mohammed Masad



Journalist Ben-Dror Yemini

## COVID-19 Emergency Hotline

Our COVID-19 Emergency Hotline brought food and medicine to dozens of quarantined individuals; helped dozens of farmers who were in dire need of assistance; distributed thousands of Israeli flags on Yom Ha'atzmaut; delivered dozens of flowers to bereaved families on Yom HaZikaron; and brought food and snacks to IDF soldiers





# Fighting for Academic Freedom

**We** continued to lead the fight for academic freedom and against anti-Zionist bias.

## Know the Anti-Israel Israeli Professor

We launched a new English website with information on 150 radical Israeli professors who promote BDS and other anti-Israel activity in Israel and abroad.



## Creating a New Ministry for Higher Education

After we caught wind that the Prime Minister was looking to create new ministries in the interest of forming a unity government, we heavily pushed via various channels the need to split the Education Ministry and create a ministry devoted solely to higher education. Our advice was accepted and now adequate attention can be given to academic matters.



After we broke the story to the media, the Education Ministry opened an investigation into an Israeli-Arab school that held a "Palestine Day" erasing Israel from the map.



## Following Im Tirtzu Discovery, Bezalel Academy Backtracks on Anti-Israel Program

After we discovered a new anti-Israel institute at Jerusalem's Bezalel Academy and our Legal Division began to press the university for answers about the program, the university backtracked on the program and deleted the program's page on social media.



## Students Receive Academic Credits For Volunteering with Im Tirtzu

After much effort, we got Hebrew University to approve Im Tirtzu as one of 140 organizations that students can receive two academics credit for volunteering with. This drove the far-Left wild! Haaretz even devoted an editorial to attacking the decision, accusing Hebrew U of being "collaborators."



## Thwarted Tel-Aviv U's attempt to Boycott Ariel U

After we threatened to take legal action against Tel-Aviv University for excluding Ariel University students from participating in a nationwide writing contest, they caved and allowed students from Ariel University to participate.



Ariel U students, including two Israeli-Arab Muslims, received credits for volunteering with Im Tirtzu.



Education Division Director Tom Nisani discussing academic politicization



# Spreading Zionism →

**We operated** a wide array of educational programs that provided a powerful Zionist boost on and off campuses across the country.

In the first semester of the academic year (pre-COVID), we organized nine tours to Hebron.



One of our tours to Jerusalem was so massive, anti-Israel news outlets reported that “hundreds of Israeli settlers came to storm the Al-Aqsa Mosque.”



For the third consecutive year, we ran a special program aimed at educating Chinese students studying in Israel with pro-Israel content.



Im Tirtzu's 7<sup>th</sup> Annual Zionist Conference for Human Rights



**Strengthening & Protecting the Lands of Judea & Samaria**

On Tu B'shvat, the New Year of the Trees, some 150 Im Tirtzu activists planted 250 trees in the community of Nokdim in Gush Etzion!



# ← Promoting Israeli Victory

**For the fourth consecutive year**, Im Tirtzu joined the “Israel Victory Project” initiative of the Middle East Forum that aims to change the current paradigm of the conflict by conveying the notion that peace can only be achieved once the Palestinian Arabs admit defeat and end their rejectionism. During the year, videos uploaded from the panels reached more than 2,500,000 people!



Brig. Generals Harel Knafo & Tzvika Fogel



Former senior Mossad officer, Dr. Mishka Ben David



Former Deputy Head of Shin Bet, Yitzhak Ilan



Former Head of Shin Bet, MK Avi Dichter



Haifa panel



# Promoting Israel's Legal Rights

# Campaigns

**Together with Canadians for Israel's Legal Rights**, we launched an initiative aimed at promoting Israel's legal rights by debunking the lie of the so-called "occupation." The project included producing a number of advocacy videos (which were viewed in total more than 1,000,000 times!); organizing a special broadcast in honor of the 100th anniversary of the San Remo Conference; and giving lectures at pre-army academies.

**One of our videos featuring former Palestinian Arab terrorist Mohammed Masad was viewed more than 500,000 times on social media.**



**Giving a lecture on our legal rights to the Eli pre-army academy.**



**Our San Remo Conference featured an array of high-profile speakers and endorsements from a number of senior Knesset members.**



Health Minister  
Yuli Edelstein



Regional Cooperation  
Minister Ofir Akunis



Public Security Minister  
Amir Ohana



Transportation Minister  
Miri Regev



Ambassador Danny Ayalon



Dr. Mordechai Kedar



Author Caroline Glick



Professor Eugene Kontorovich

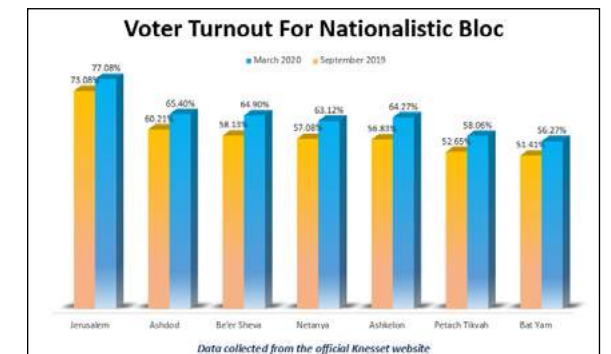
**Over the course** of the year we ran three large-scale campaigns on important issues facing Israeli society.

## Save Israel: Get Out & Vote!

In an effort to drive nationalistic voter turnout in the March 2020 Israeli elections, Im Tirtzu launched a heavily concentrated campaign targeting key cities with large percentages of nationalistic voters that had a low voter turnout in the previous elections.

Our efforts included distributing **330,000 flyers** and **100,000 door hangers** in seven key cities throughout the country, which saw a **9.8% increase** in votes for nationalistic parties – totaling 50,752 voters, or more than one Knesset seat.

The far-Left party Meretz even submitted a petition against us to the Central Elections Committee trying to shut down our campaign, but the Committee rejected Meretz's petition.





## Saying NO to a Government Backed by the Anti-Zionist Joint Arab List

In response to the Blue & White party's attempt to form a government backed by the pro-terror and anti-Zionist Joint Arab List, we launched a campaign aimed at deterring the self-declared nationalistic members of Blue & White from supporting such a government.

Over the course of our concentrated two-week campaign, we facilitated the sending of **60,000 emails**; uploaded more than **45 posts** that reached more than **2,300,000 people**; distributed **40,000 door hangers** and **10,000 flyers**; and organized several protests outside the homes of MKs. Ultimately, enough Blue & White MKs voiced opposition to a Joint List-backed government and Blue & White formed a unity government with the Likud.



Video created by Im Tirtzu activists against the Joint List



Video we created of Israeli minorities against the Joint List



One of our protests was shared by PM Netanyahu

## Saving Israeli Democracy

In light of the unprecedented overreach of Israel's activist High Court and justice system, we embarked on a "wake up call" campaign aimed at exposing the politicized nature of the judiciary.

Over the course of the two-month-long campaign:

- ✔ More than **5,000,000** people were reached on social media.
- ✔ Nearly **40,000** people signed our petition calling to reform the justice system.
- ✔ More than **1,000,000** people viewed campaign videos uploaded by us to social media.
- ✔ More than **600,000** minutes of campaign videos were viewed.
- ✔ A **2,000**-square-foot billboard was put up in Tel-Aviv.
- ✔ **98** news items about the campaign were published.
- ✔ We organized **7** demonstrations, including a large demonstration in Tel-Aviv attended by several thousand people.



Im Tirtzu's Alon Schvartz leading the demonstration





# Giving Back to the Community

**Im Tirtzu** activists participated in dozens of volunteer activities throughout the year.



Restoring a burnt down flower farm



Distributing snacks to IDF soldiers



Paying respects to the family of a murdered IDF soldier



Distributing mishloach manot to soldiers on Purim



Distributing Hanukkah donuts at hospital



Painting the home of a family in need



Decorating a children's hospital



Helping out in a greenhouse

# In the Media

**We** continued to have a dominant presence in both the traditional media and social media, led by our Hebrew Facebook page with more than **250,000 followers**.

Our posts on Facebook alone were viewed more than **23,000,000** times and had a reach of more than **62,000,000!**

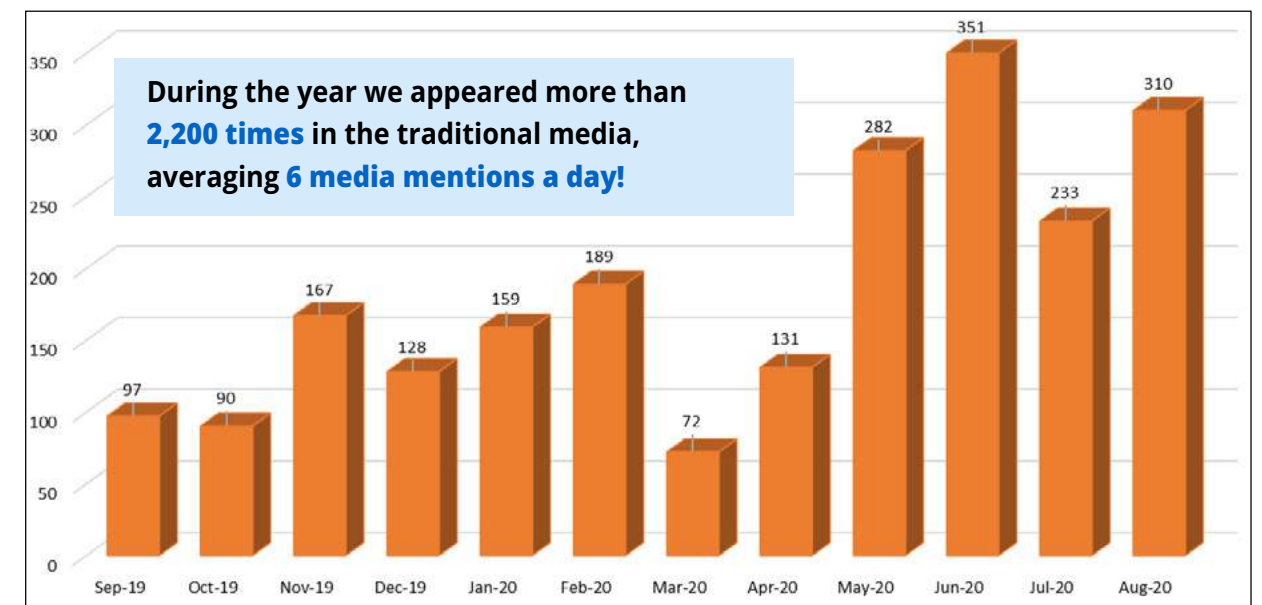


Hebrew Facebook page video stats



English Facebook page video stats

## Media Items Per Month



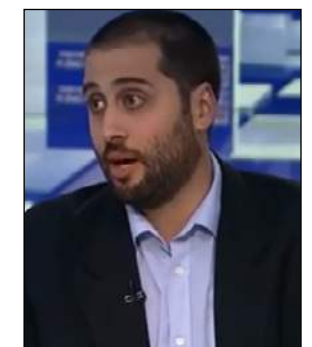
Bar-Ilan U Coordinator  
Alex Bregman



Im Tirtzu CEO Matan Peleg



External Relations Director  
Eytan Meir



Policy Director Alon Schwartz



**Im Tirtzu** is a non-profit organization dedicated to strengthening and nurturing a Zionist society by advocating for Israel in Israel.

For further details and to find out how you can help:



visit us online  
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or contact us by email:  
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