

## Greetings from Our Leadership

Click here to read a message from our Chairman of the Vibe Israel USA Board, Founder & CEO of Vibe Israel and Executive Director of Vibe Israel USA.

[Click me](#)

## Vibe Tours Update

Our tours this year ranged from vegan food to a fun filled lipsyncing experience with huge Internet pop icons from Australia! Click here to find out more.

[Click me](#)

## Vibe Events Update

We partnered with two great events that took place in Israel this year: the Grand Fondo bike race, and the Muni Expo conference.

[Click me](#)

## The Israel Exchange Conference

In January we held a first-of-its-kind conference about the need to dramatically transform global perceptions of Israel, in partnership with Israel21C.

[Click me](#)

## Scaling Up: The Vibe Israel Initiative

2018 was a pivotal year for Vibe Israel. We decided to start a scaling process of our work in order to generate even more impact.

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## Budget & Board of Directors

We couldn't do all of this without the incredible support from people all over the world. Thank you all of our donors and supporters!

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# Messages from our Leadership



Dear friends and supporters,

When I established Vibe Israel over 8 years ago, I could never have imagined we'd be where we are today - reaching almost a billion people worldwide with a positive message about Israel by creating real, authentic experiences for some of the most influential people in the world to share with their followers; and inspiring Israelis and Jews around the world to believe in the "product" called Israel.

This would not have been possible without your support - it is with deep gratitude and a sense of mission that the Vibe Israel team in Israel and the United States wake up every day and do our job!

2018 marked a turning point for us at Vibe Israel, as we took a strategic decision to scale up our work and develop the Vibe Israel Initiative. I am so excited for the year ahead and so thankful to everyone - our team, our Advisory Committee in Israel, our Board of Directors of Vibe Israel USA, our supporters and partners, as we take this leap and become what we always knew we could be: the country branding custodians for Israel! As Victor Hugo said, "There is nothing so powerful as an idea whose time has come".

Wishing everyone a very happy, healthy and fruitful 2019,

Joanna Landau  
Founder & CEO



Dear Vibe Israel Family,

Greetings from Vibe Israel USA!

We had an important foundational year for our US operations. We formalized the Vibe Israel USA entity and tax status, recruited the core of an outstanding Board of Directors, confirmed Julia Ben Shalom as our Executive Director of Vibe Israel USA and began the execution of a work plan to develop financial resources for the benefit of Vibe Israel.

We are delighted to be a part of the Vibe Israel family and see the great work done by Vibe Israel, with Bloom Consulting, in developing the Vibe Israel Initiative – an exciting 10 year strategic plan to dramatically change global perceptions of Israel.

Vibe Israel's USA network has grown significantly in 2018 and will do so further in 2019.

We thank all of you, our supporters, for sharing the vision of Vibe Israel.

Looking forward to an even more successful 2019!

Julia Ben Shalom, Executive Director  
Richard N. Bernstein, Chairman of Board of Directors





Our Tours generated  
over 35,000,000  
positive mentions of  
Israel online this  
year!



**#VibeSketchShe**

Sketchshe is an internet phenomenon hailing from Down Under. The Aussie trio became famous with their video lipsyncing famous songs which has been viewed over 40 million times! We brought these fabulous ladies to Israel to lipsync with leading Israeli pop singers - watch out for the video of their #SketchSheIsrael compilation coming out in February 2019!

## #VibeBeauty

Here's what five digital beauty icons thought of Israel and Israelis, including the leading beauty blogger from Turkey!



## #VibeTravel

Travel to Israel is up 40% in the last couple of years, and we are inundated with requests from travel bloggers to come to Israel to experience it for themselves! This was a no-brainer for us and our gang had an incredible time. One of them even came back for the MidBurn Festival a couple of months later!



## #VibeWellness

Israel is a high energy country but if you want to chill and connect with yourself and nature, we've got that too! That's what our group discovered when they spent a relaxing and deeply meaningful experience in Tel Aviv, Jerusalem and up North.



## #VibeVegan

"This is the place to be, this is definitely the Vegan Capital of the World!", 'nuff said. Check out the video to see more of what they did and hear a few more testimonials from leaders in this up and coming industry in which Israel truly excels.





**#VibeDesign**  
We partnered with Jerusalem Design Week to bring four top design influencers to Israel to experience it. Of course, we also took them to experience other areas of this little but very artsy country. One of the tour participants returned in the Summer for a vacation and even brought a friend with him!



**#VibeFood**  
"I'm leaving with a full stomach and a bursting heart" is what one of our influencers said at the end of this delicious tour. Food is such a great connector, which is why we do a tour like this every year. Plus, it's soooo tasty!!



There are so many amazing events in Israel all year. Here are a couple we shared with the world...

**Muni World Expo**

Muni World is an annual offline think tank focusing on brainstorming key challenges and threats facing smart cities. We hosted Gil Press from Forbes (click on the image to read the article) and Tina Casey from Clean Technica on a journey exploring cyber-security innovation, the Tel Avivian green living scene, and Israel's most promising start-ups and municipally owned accelerators.

# 6 Lessons From Tel-Aviv For Successful Digital Transformation Of Smart Cities



**Gil Press** Contributor 

*I write about technology, entrepreneurs and innovation.*


**Forbes**



# Gran Fond Dead Sea Arad Cycling Festival

The Gran Fondo Dead Sea Arad Cycling Festival is an annual cycling competition that spans scenic miles of southern Israel. This year about 1,000 riders from 30 countries took part in this unique race at the lowest point on earth - the Dead Sea. We hosted two journalists who are also competitive triathletes: Claire Duncan of Triathlon Canada & Road.cc and Noel Hulsman of Yahoo! Canada (click on the image to read the article).




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MARCH 31, 2018

 **Yahoo Canada**  
April 17, 2018 · 🌐

Can you imagine cycling through the desert? They do in Israel. The Arad Gran Fondo is a 155-kilometre race that starts at the Dead Sea, stretches far into the Negev desert, climbs up through the Judean Mountains, and then loops back down to its start.



CA.FINANCE.YAHOO.COM

**Israel's burgeoning cycle scene looks to break away from the pack**

This year we partnered with ISRAEL21c and the Israeli Ministry of Tourism to hold a first-of-its-kind conference about the need to brand and market Israel.



In 2018, Vibe Israel developed a special program with ISRAEL21c, The Israel Exchange conference, to create a deeper understanding amongst those dedicated to work on the issue of anti-Israel bias, BDS and Israel advocacy of the need for complimentary efforts that reach audiences that are less interested in the dominate conversation about Israel based around religion and politics.

Our goal with this conference was to not just create another Jewish conference but rather we envisioned The Israel Exchange as a collaborative effort to create a new frame of reference for those dedicated to Israel's future, to come together and learn about innovative ways to change perceptions of Israel. We also aimed to create an environment where organizations doing similar projects can identify potential collaborative efforts and work together in the future.

## What do Millennials think of Israel?

One of the highlights of the conference was a session with Y&R's Brand Asset Valuator professionals, who shared details on research that was conducted around the world about perceptions towards 80 different countries, including Israel. Watch the clip to find out where Israel ranked in the 2018 Best Countries index published on U.S. News every year...







## Ambassador Ido Aharoni on Branding Israel

Former Consul General of Israel to the United States, Ambassador Ido Aharoni, who was one of the main instigators and passionate leaders of the Brand Israel Project of the Israeli Ministry of Foreign Affairs, shared his vision and work to promote Israel's brand in the world.



# Scaling Up: The Vibe Israel Initiative

**This year marked the beginning of a new phase for Vibe Israel. We are very proud of everything we have achieved to date, but we also know that to really move the needle and change perceptions about Israel - a comprehensive strategy for how to dramatically transform global perceptions of Israel has to be developed and implemented. Ordinarily, the Government would take the lead, but we can't wait any more so in 2018, we took it upon ourselves to turn this vision into reality. Announcing: The Vibe Israel Initiative!**

For six-months, we worked with Bloom Consulting, the leading place branding agency in the world, that works with Australia, Costa Rica and Sweden and other countries, to develop a multi-year strategic work plan to brand and market Israel to the world. Our focus is on Millennials and Gen Z, and the process included global research, development of an updated Central Idea for what Israel represents, and an in-depth work plan with over 20 projects and extensive plans to engage Israel's stakeholders.

**As part of the Vibe Israel Initiative, we launched the Israel Brand Alliance, which includes individuals, companies and organizations that believe in the Brand of Israel and want to make it a lasting success.**



2 Minutes from our Launch Event





## Defining the Central Idea

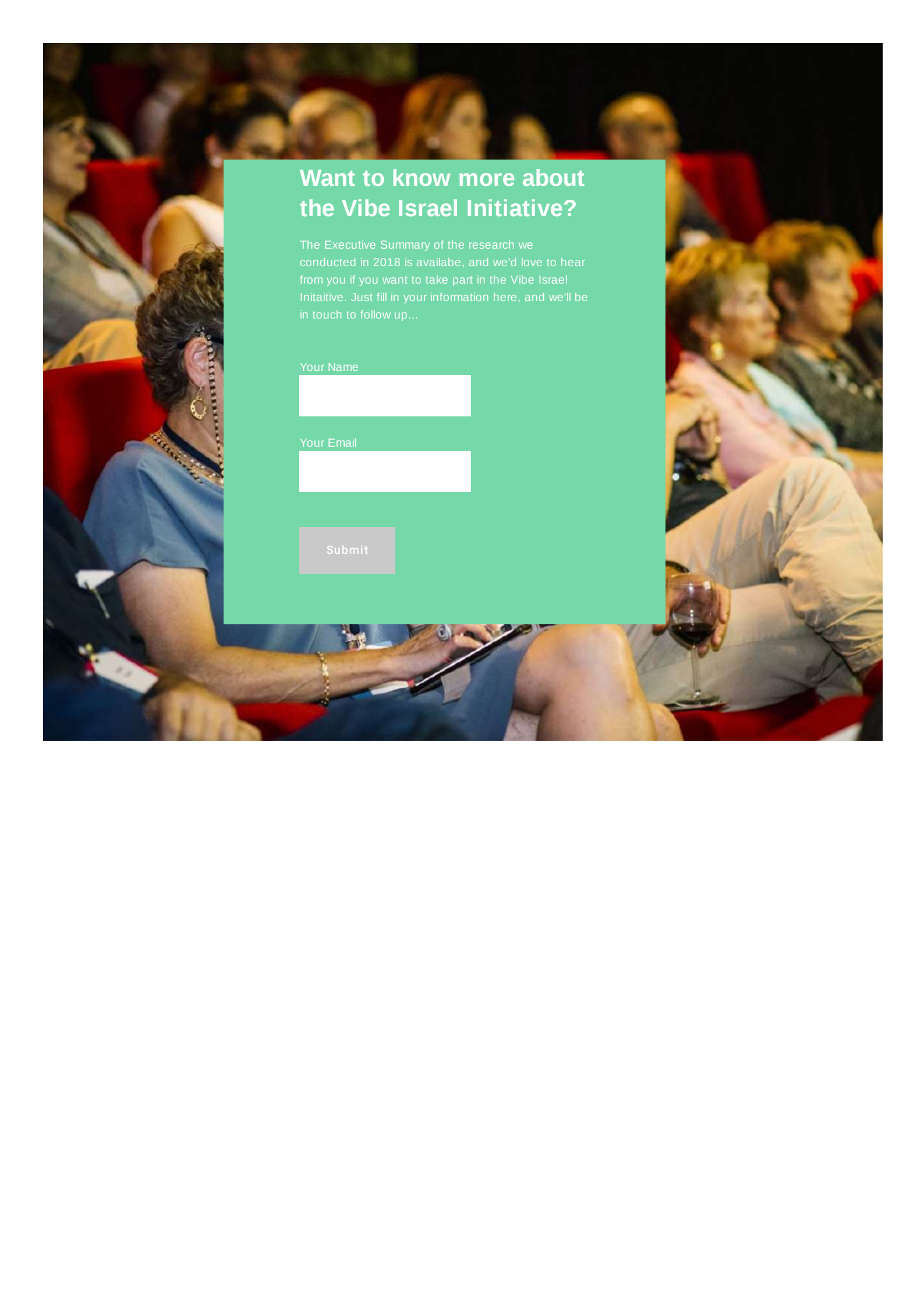
The Central Idea is a word that defines the spirit of the country. To get to that word, we held workshops in Israel and New York, pondered over the global research on perceptions about Israel and finally found it! Shhhhh.... we can't tell you what it is though! To find out, you'll have to join one of the courses we're developing to serve the Israel Brand Alliance.



## Completing the Work Plan

Having conducted the research and developed the Central Idea, we then charged full steam ahead to develop a multi-year work plan with our consultants, Bloom Consulting. We completed the work plan at the end of the year and are very excited to begin 2019 with implementing all the great ideas, projects and activities we included in the plan for Year 1.





## Want to know more about the Vibe Israel Initiative?

The Executive Summary of the research we conducted in 2018 is available, and we'd love to hear from you if you want to take part in the Vibe Israel Initiative. Just fill in your information here, and we'll be in touch to follow up...

Your Name

Your Email

Submit

# Overall Budget & Vibe Israel USA Board of Directors

## Budget

Vibe Israel's total expenses in 2018 amounted to \$1,226,919. With income totalling \$1,382,948 (including beginning cash assets), we ended the year with a surplus of just over \$150,000 to enable us to continue doing our work as we started 2019.

\* These calculations include grantmaking from Vibe Israel USA to Vibe Israel.

Income in Israel:		Expenses in Israel:		Income in the U.S.:		Expenses in the U.S.:	
Beg. Cash Assets	\$88,770	Vibe Tours	\$325,564	Beg. Cash Assets	\$155,631	Vibe Tours	\$306
Donations	\$712,599	Vibe Events	\$16,392	Donations	\$413,357	Vibe Events	\$0
Government	\$3,552	Israel Brand Alliance	\$14,792	Government	\$1,000	Israel Brand Alliance	\$36,188
Corporate	\$2,915	Vibe Israel Initiative	\$202,147	Corporate	\$3,500	Vibe Israel Initiative	\$7,596
Other	\$1,246	Marketing & PR	\$66,164	Other	\$380	Marketing & PR	\$241
		Fundraising	\$6,658			Fundraising	\$32,524
		Administration	\$89,325			Administration	\$179,021
						Grantmaking	\$250,000
<b>Total Israel Income:</b>		<b>Total Israel Expenses:</b>		<b>Total U.S. Income:</b>		<b>Total U.S. Expenses:</b>	
\$809,081		\$721,042		\$573,867		\$505,877	

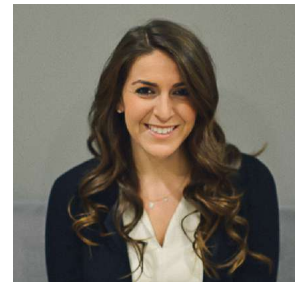
Vibe Israel USA's Board of Directors



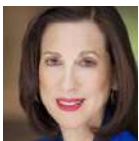
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