

Israel Bonds Marks 70th Anniversary

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The 70th anniversary of Israel Bonds, founded in September 1950, is being celebrated this month. Maimon emphasized that Israel Bonds is vitally important, especially during the economic troubles caused by the pandemic. “It’s supposed to be a quiet, pleasant date,” he said of the anniversary. “This year found us in the heart of a campaign to secure additional capital. During the last six months it’s even more obvious that the role of Israel Bonds, with the bigger needs of the government and economy of Israel ... is a crucial resource.”

Maimon said that even with current

uncertainty, they’ve seen a positive response from people who are willing to give money, even during troubled economic times. “The last 70 years we developed such a great infrastructure of true supporters, ... they are the first target audience to approach,” he said.

This year, the financial goal of Israel Bonds is \$1.5 billion, which is 50 percent more than a regular year due to the impact of the COVID-19 pandemic. “First, [the goal is] to meet the higher than regular goal that we need to sell Israel Bonds,” Maimon said of planning for the next year. “Second, I’m not forgetting for a second the future is with the young and the next generation.” Israel Bonds has a strategic goal to expand its database to new, mainly younger clients.

Maimon said he wanted to praise and thank the Atlanta Jewish community, which has been central to the support of Israel Bonds. “It’s not only by the amount of dollars that was sold, but also with the commitment of the leadership Israel Bonds has in Atlanta.” He mentioned Atlanta’s Chuck Berk, chair of the Israel Bonds national campaign. “I visited Atlanta something like a year ago and had a very nice dinner with the key leaders of Atlanta, and I could feel the love and commitment.”