

20 23

ANNUAL REPORT

zochrot



OPENING WORDS, CONTEXT AND ANALYSIS

As these words are being written, the Israeli attack on Gaza, a new phase of the ongoing Nakba, is in its 94th day. The impact on the civilian population is staggering; with an estimated death toll surpassing 20,000 Palestinians and thousands more presumed dead and buried under rubble. Many more have sustained injuries. Most of the population in the Gaza strip was forced to leave their homes and to flee for their lives. The magnitude of devastation is unprecedented, leading to a scarcity of basic necessities, including water, food and shelter. What's even more concerning is the language and threats we hear from Israeli politicians, all the way to the very top, openly declaring plans to ethnically cleanse the strip from its Palestinian population. As the weeks go by, as the brutal attacks continue and the suffering in Gaza deepens, it becomes clear that these are not empty threats but a plan, similar to the one executed in 1948.

This report is compiled still under the impression of the October 7 Hamas brutal attack that ignited this latest assault on Gaza. Israeli society is still reeling from the loss of more than 1100 people that day as well as the shock, destruction injuries and displacement of population. We mourn all of these losses and the ongoing bloodshed while we continue to point out the root causes that brought us to this point.

It is crucial to recognize that the majority of Palestinians in Gaza were already displaced long before the events of October 7th. Almost 80 percent of the population in Gaza are Palestinians who were displaced during the establishment of the state of Israel in 1948 or shortly thereafter and their descendants. Their roots are traced back to cities and villages such as Jaffa, Ramleh, Lydd, Bir-a-sabaa, Isdud, and Majdal—places depopulated and mostly destroyed, replaced by Israeli settlements. This connection to the Nakba is fundamental to understanding the current situation.

Prior to the unfolding of the events in Gaza, this year was marked by widespread anti-government protests in Israel on one hand and a growing oppression and dispossession of Palestinian communities on the other. In the west bank and east Jerusalem especially, even before October, this year was the deadliest for Palestinians in decades, and several communities were forced to leave their lands because of growing violence. Within the 48 borders as well, Palestinian citizens of Israel have been suffering growing repression under the most extremist government since the Nakba. Public calls for a second Nakba were repeatedly uttered by state officials, backed by actions on the ground. All of this has intensified even further since October.

The protest movement contained a relatively large public that was receptive to a message of Palestinian liberation, equality for all, and a willingness to rethink the basic assumptions of Israeli society. Although still a minority among protesters and the general public, this receptiveness was encouraging at the time. Members of Zochrot community have actively participated in organizing protests: both as part of a larger movement and independently, throughout the year until October.

The shock waves from the October 7 attack brought the protest to a sudden halt, leaving activists in need of better organizing skills, safety plans, and vision at a time when the vast

majority of Israelis close ranks behind the army and have lost all willingness to hear of Palestinian rights. However, our community has shown remarkable resilience and courage and is back in the streets protesting the massacre in Gaza, despite growing police brutality and adversary from the public.

In these challenging times, as the latest and most catastrophic stage of the ongoing Nakba is unfolding in front of our eyes in full view of the world, we remain committed to truth telling and to building a more just future, insisting that things can, and must, be different. As our own team and community mourn the loss of friends and family we extend our empathy for the shared feelings of shock, loss, and grief among the Israeli public and the Palestinian while insisting grief and loss cannot be an excuse for mass crimes. We firmly believe that addressing the ongoing crisis requires a transformative process grounded in the acknowledgment of past and present injustices, as well as the essential right of all refugees to return to their homes.

It is within this complex landscape that the pivotal role of Zochrot's community and dedicated activists takes center stage. Their tireless efforts to engage in difficult conversations, taking leading roles in organizing protests calling to end this war, extend beyond the immediate shock, loss, and grief. The commitment of Zochrot's community to challenging Israeli discourse serves as a catalyst for transformative change, offering a glimmer of hope amid the complexities of this ongoing reality. In recognizing the importance of their endeavors, we acknowledge the profound impact that grassroots activism can have in paving the way towards a future marked by a shared collective vision for justice and peace for all.

In this report we will highlight some of the most significant actions and processes Zochrot has led this year, out of nearly 70 public actions we carried. The community we are building is taking central stage in this report and we want to acknowledge the dozens of dedicated organizers and activists going against the tide of nationalism and genocidal violence in Israeli society, asking hard questions and creating hope.

Zochrot, December 2023

ZOCHROT IN NUMBERS

14

Lectures to groups
and organizations



6

Public lectures and
Webinars



12

Community
gatherings



4

Workshops &
Activists trainings



21

Tours to groups,
organizations and
delegations



9

Public tours to
destroyed
Palestinian
localities



66

Total of Different
public actions



1,860

People taking part
in our activities



WORDS FROM AN ACTIVIST

"I am writing these words at a time when massive destruction continues all around me. I constantly hear a merciless regime talking about and planning for another Nakba. I see bloodthirsty men destroy every moral idea or virtue.

I witness images of hungry children, humiliated citizens, and corpses. I watch the slideshow of images of hostages and rage against the state's propagandist's cynical use of harms one to women. I see a traumatized society, a violent society, a society arming itself to the teeth. We are surrounded by messianic sentiments and heartlessness. I am part of a nation that perpetrates genocide.

I ask, what kind of transformative move needs to be set in motion now? How can we put an end to the ongoing, intensifying catastrophe? How can we change a society's mental structure? I'm not thinking of fleeing or leaving. Solidarity and accountability are here, even though the forces rallied against us are massive, global, with powerful interests, and we are few. Instead, I feel a sense of urgency and fear. Every day takes a huge toll in human lives. Every day threatens the survival of the hostages, every day so many are tortured.

In political situations, we find ourselves repeatedly facing the same dilemma: whether to expand our network of collaborations, compromise and widen our ranks, or close ranks, isolate ourselves, and remain faithful to our political agenda, because every divergence from it reproduces the status quo. We shift and examine each case specifically. We don't fall silent; we raise awareness of the destruction and enhance its visibility in public space.

I initiate and participate in activities. I take part in a protective presence. And while sometimes it all seems minor, tiny, unnoticed – it matters. It matters that you have allies, that there's someone you can trust, that there are those who make a courageous stand in the face of political persecution and distance from their family and close environment. I draw encouragement from the fact that we have overcome the stage of shock and inactivity, and that resistance is growing, from the fact that we have a supportive community structure, from the knowledge that nations have managed to reach a compromise after terrible wars and atrocities.

For me, the Zochrot community is an anchor. A source of hope and inspiration. Within the community we can share and express ourselves, we can fear, and yet keep on learning. Ever since October 7, and early on, one of the most important things for me has been to find out (again) that the hearts – and the minds - of Zochrot members are in the right place. This gave me strength and comfort, providing a safe space and moral compass. We kept our community, were there for each other and are rebuilding resistance.

I believe that despite the widespread suspicion and despair, new and different collaborations will take place – that the desire for life will overcome self-destruction. Being a member of the Zochrot community, it is like a seal of approval, for many people I meet, it means they can trust me and being part of this community embodies a broad and transformative political worldview."

Shirley, Organizer and Zochrot member, 2023

2023 ACTIVITIES: HIGHLIGHTS



1

Tours of Solidarity to Destroyed Palestinian Localities: Past, Present and Future.

Throughout the year, we invited Israelis and others to join us on journeys through the landscapes of history, resistance, Nakba and return. We organized nine such public tours to different localities from north to south.

In each of them we encouraged participants to open their eyes to evidence on the ground to what was erased and hidden. While walking in destroyed Palestinian localities, we unearth the layers that connect the past, present, and the potential future of these places, taking participants through a transformative experience of unlearning and relearning the recent history of this land.

Our first exploration led us through Salama, a tour expertly guided by Zochrot's graduate in collaboration with the inspiring initiative "Culture of Solidarity." Subsequently, we visited al-Khalasa in the Naqab, with Khalil al-'Umur, a Zochrot graduate, leading the way. Khalil, a resident of the "Unrecognized village" of al-Sirra, brought a unique perspective, offering participants a profound connection to the places and the people affected by depopulation.

In a powerful display of solidarity, we organized a tour to Lifta and a demonstration in Sheikh Jarrah. Here, we stood with Palestinian families facing eviction threats from the Israeli government, voicing our opposition to the policy of ethnic cleansing and Judaization in the neighborhood. This intersection of advocacy and on-the-ground support underscored our commitment to justice and human rights.

In a remembrance action, we marked the 75th anniversary of the massacre in Dayr Yasin, ensuring that the echoes of history were not forgotten.

Al-Lajjun became the focal point of another enlightening tour, ending in our participation in the annual Palestinian Return March, turning the tour into a symbolic expression of solidarity and a unquestionable call for the immediate realization of this fundamental right. In September we went back to Al-Lajjun accompanied by Ziad Mahamje, who was displaced from the village as a boy in 1948 and led us through ruins and memories.

The day-long tour, "From Jaffa to Beirut," wove a narrative thread through Jaffa, Al-Tantura, Al-Bassa, and concluded in Ras al-Naqura, offering participants a comprehensive understanding of the interconnected stories embedded in these locations.

In July we commemorated the massacre and occupation of Al-Lydd in 1948, honoring the memories of those affected by tragedy. Furthermore, our journey took us to the resilient Al-Araqib Village, where we stood in solidarity with the People's Committee of Al-Araqib, actively participating in their protest event and amplifying their voices in the ongoing struggle for justice.

The impact of these immersive tours was profound, with approximately 387 individuals joining us on this collective exploration of history, activism, and shared vision for the future. As we reflect on the transformative power of these experiences, we remain persistent in our commitment to fostering awareness, understanding, and advocacy for the rights and dignity of the Palestinian people.

2

Building Spaces: Nurturing a Growing Community for Activists and Advocates

As our community continues to grow, the imperative for a space to hold discussions, build trust and plan actions becomes increasingly apparent. Together we create a political home where passionate activists can connect with like-minded individuals, fostering a shared commitment to addressing the ongoing Nakba and the rights of Palestinian refugees, particularly in the current reality. Recognizing the importance of empowering activists, we encourage members of our community to share their knowledge and passion within their own spheres, be it among family, friends, workplaces, or educational institutions. We learn and teach together and carry the knowledge and insight out into the world, each to their own circle.

Embracing a grassroots philosophy, we use a bottom-up approach that encourages activists to bring their insights and dedication back to their immediate circles. This strategy serves not only to magnify the impact of Zochrot but also to generate a ripple effect of awareness and meaningful action. Our multifaceted approach spans events, workshops, social media engagement, and strategic partnerships with like-minded working groups.

Over the past year, our commitment to community engagement has materialized in the organization of 10 diverse events for community members only—conducted either face-to-face or online—where participants converged to share thoughts, exchange knowledge, coordinate efforts, and initiate collective actions. Approximately 100 individuals actively participated in these events, sharing their insights and perspectives.

An annual highlight included a community gathering on the evening that coincided with the State of Israel's celebration of independence. During this event, activists shared insights on the theme of [Memory and Resistance](#), fostering a profound conversation with the audience about responsibility and decolonization.

With the eruption of the war in Gaza in October, the significance of our community's gatherings magnified. The need for a secure space for activists to articulate their concerns became more pronounced, prompting our community to convene almost every week since October 7th. In these regular meetings, participants shared questions and concerns, engaged in collective learning, and collaboratively planned actions, thereby fortifying the sense of community and solidarity among activists.

In the face of challenging times, our community remains committed, offering a space for learning, and collective action. The ongoing commitment to providing a secure space for activists ensures that our community continues to be an inspiration of resilience, fostering not only awareness but also active engagement in the pursuit of justice and decolonization.



3

Empowering Activists: Zochrot's Year-Round Training Initiatives and Specialized Learning and Action Groups

Zochrot is committed to fostering a vibrant and informed activist community, offering a range of training opportunities throughout the year. Our dedication to empowering activists has been evident since 2020 when we introduced our local learning and acting groups. These groups represent a groundbreaking approach to activist training, blending theoretical knowledge with hands-on practical tools. This comprehensive training equips activists not only with the understanding of Zochrot's vision but also the skills needed to independently initiate impactful actions.

In the last quarter of 2023, we started "Decolonizing Jerusalem study and action workshop", the 4th such group since 2020 and the first one taking place in Jerusalem. The third workshop ended in Tel Aviv in the beginning of the same year. These groups serve as dynamic hubs for learning, collaboration, and the exchange of ideas, further solidifying our commitment to fostering activism at the grassroots level.

The Jerusalem workshop opened two weeks later than planned, in mid-November, and a month into the war on Gaza. Despite these extreme circumstances none of the 15 people who registered canceled their participation and we're seeing enthusiastic learning process in this group.

In addition to these targeted study groups, we continue to address pressing issues through specialized training sessions. These include a workshop on political imagination, a unique forum designed to sharpen our collective ability to envision the future and explore its myriad possibilities. This innovative approach underscores our commitment to nurturing not only knowledge but also the creativity and foresight necessary for meaningful activism.

Furthermore, recognizing the evolving landscape of activism and the risks it entails, we have conducted training sessions on essential topics such as digital security. In an increasingly unsafe environment, safeguarding activists and their work is paramount, and our training initiatives reflect our dedication to preparing our community for the challenges ahead.

As we move forward, Zochrot remains committed in its mission to provide a platform for education, collaboration, and action. Our training programs continue to evolve, responding dynamically to the changing needs of our activist community, ensuring that they are well-equipped to contribute meaningfully to the realization of Zochrot's vision.

4

Zochrot's Graduates Take Center Stage in Protests and Call for Decolonization

Since January, graduates of Zochrot's workshops and members of Zochrot's community have been very active in efforts to bring a strong anti-occupation voice to the more mainstream and country-wide protest against Netanyahu's extreme government and its proposed judicial overhaul. Our graduates and community members played a key role in creating the Radical Bloc, which managed to normalize the presence of Palestinian flags, the slogan "Freedom to All – From the River to

the Sea”, and other pro-Palestinian, pro-equality messages within the mainstream weekly demonstration in Tel Aviv and in other cities.

In addition to signs and banners with phrases such as “The response to this government: Decolonization”, “Decolonize this Place”, “I’m here also in the name of those who get shot when they take the streets to demand their rights”, Zochrot provided space and support for this group to organize in our office and pushed for graduates to bring what they’ve learned with us into the streets and the protest. Zochrot’s members and discourse have been present in the alternative speakers’ stage, including a speech by Zochrot’s director [Rachel Beit Arie](#) and a speech by [Ayelet Kobo](#), a 17-year-old member of Mesarvot. Kobo spoke a few weeks after participating in a workshop Zochrot organized for Mesarvot and said:

“The occupation, which we are used to talking about – it did not start in 1967. After all, if we take a step back for a moment, in 1947 the Palestinian residents made up 2/3 of the population in the territory that today is defined as Israel. A year later, 1948, the Palestinian residents made up only about 20% of the population in the same area. How did it happen? Where did hundreds of thousands of people disappear in one year? In 1948, the Israel Defense Forces, then in its early days, wiped out between 400 and 500 Palestinian villages from the face of the earth, killed, cleansed, and converted around 700,000 people into refugees. Refugees, some of whom live in camps to this day, who still remember the house they had, under a luxury neighborhood in Tel Aviv or under a JNF forest in the Jerusalem Mountains.” As the calendar turned to October, a new chapter unfolded for Zochrot’s activists. With the eruption of war, they swiftly joined demonstrations passionately advocating for an immediate ceasefire and the safe return of everyone to their homes. Their commitment to justice and human rights continued to shine through as they navigated the complexities of this times, standing united in their call for justice.



5

Encouraging Activism: Highlights of Community-Driven Initiatives and Actions

Building an activist community is central to our strategy and strengthening ties within that community have been apparent throughout this year. As part of our comprehensive support system, we actively provide activists with materials, resources, consultations, and facilitate networking between groups in different cities. We assist in organizing events by offering meeting spaces, allocating budgets for actions, and providing advice and support through the expertise of Zochrot's dedicated staff. The actions and interventions on the ground initiated by our members and followers over the past year stand as a testament to the collective impact of our community:

- 1. Direct action** against the prime minister visit to the Etzel Museum: Activists protested growing number of arrests in the west bank, confronting the prime minister entourage. The action took place in the destroyed Manshiyeh neighborhood of Jaffa and the signs carried connected the destruction of Manshiyeh with recent attacks on West Bank communities.
- 2. Posters** were pasted in many neighborhoods in Tel Aviv in protest of the killing of medical resident Muhammed Alasibi at the alAqsa mosque by Israeli police, defining the incident in term of ongoing Nakba.
- 3. The "Jaffa Streets" project** continued and entered a new phase with activists pasting the names of streets in Jaffa before they were changed in 1948 on outer walls across the city.
- 4. Tour to Salama** - Zochrot's graduate guided a [tour](#) to the village of Salama open to the public. A chapter from the booklet also written by Zochrot's graduates was published on Nakba Day in English by +972 Magazine: [From Salama to Kfar Shalem: How Mizrahim fit into the ongoing Nakba](#). The booklet has been translated to English, the translation is under revision before being uploaded to Zochrot's website.
- 5. Tour to al-Khalasa in the Naqab** - On February we took a tour to the destroyed Palestinian village of [al-Khalasa](#) in the Naqab\ Negev, which existed until its occupation and depopulation in 1948. We witnessed the remains of the destroyed village, and studied its history and erasure by the State of Israel. The tour guide was Khalil al-'Umur, a graduate of ["Change Agents for Spatial and Historical Justice in the Israeli-Palestinian Context, Guiding Tours on Nakba"](#) Course – a collaboration between Zochrot and the School for Peace – Wahat al-Salam-Neve Shalom. Khalil created the tour based on his research of the sites, as part of his course studies. Khalil himself is a resident of the "Unrecognized village" of al-Sirra in the Naqab. About 40 people took part in the tour.
- 6. Protective presence** – Many community members including some on our team joined "Torat Zedek" and other organizations and took the lead in organizing activists to travel to the Jordan Valley to stay with Palestinian communities most threatened by settler violence and mitigate the risk.
- 7. Protests to end war in Gaza** – Since the beginning October, with the outbreak of war, Zochrot's activists joined demonstrations calling for an immediate ceasefire and for the safe return of everyone to their homes.

As we continue our mission of bridging the past and present, we remain committed to providing unwavering support for our activists and fostering a future rooted in justice, decolonization, and shared responsibility.

6

Fostering Insightful Conversations

In a determined effort to foster engagement and ignite thought-provoking discussions, Zochrot successfully organized and executed a series of 7 impactful public events – Lectures and webinars. Working with a diverse array of partners, we initiated and took part in gatherings that served as dynamic platforms for fostering meaningful conversations on a wide spectrum of topics. These included but were not limited to the pressing themes of decolonization, political imagination, and transitional justice in times of an ongoing conflict.

A total of 356 individuals actively participated, bringing their unique perspectives and insights to the forefront of the discussions. These gatherings not only attracted a diverse audience but also created a space for individuals from various backgrounds to converge and exchange ideas. The rich tapestry of voices and viewpoints contributed significantly to a more nuanced and informed discourse on critical issues that demand attention.

By leveraging the collective expertise and perspectives of our partners, we curated an environment that encouraged open dialogue and constructive engagement. This collaborative effort not only broadened the scope of the conversations but also heightened the impact of our collective endeavors. The events, marked by their enlightening content and inclusive atmosphere, served as catalysts for positive change and growing awareness. Thank to these efforts we've been seeing [a pivot](#) in a larger human rights community in Israel in recent years to include the Nakba in any analysis of the political situation.

The ripple effect of the discussions continued to echo, influencing a broader community. The success of our collaborative initiative is a testament to the power of partnerships and its potential to shape a more enlightened and empathetic society. As we reflect on these accomplishments, we remain committed to creating spaces for meaningful conversations that transcend boundaries and foster positive change in our collective journey toward a more just society.

7

Collaborative Efforts with Diverse Groups and Institutions

Over the past year, Zochrot has engaged in disseminating knowledge through an array of educational initiatives and conducted numerous lectures, workshops, and eye-opening tours specifically aimed to a diverse spectrum of organizations, universities, and activist groups.

This outreach effort has connected Zochrot with a remarkable 34 different groups, institutions, and organizations. Among these, both international entities and local champions of justice have played pivotal roles in amplifying the message. Notable collaborations include partnerships with the Parents Circle, Breaking the Silence (Dror project), "Mesarvot," "Bina" institute, Independent Jewish Voices, Tel Aviv University, Bakehila College, Hiwar School of Haifa, Hebrew union college, and various others. The engagement has been dynamic, spanning diverse demographics such as high school students from Pardes Hanna, Truaa, and even a dedicated student group from Duke University.

A substantial aspect of Zochrot's impactful work revolves around our commitment to shedding light on the reality of the ongoing Nakba. In the past year alone, the organization has organized a total of 21 tours to destroyed Palestinian localities. These immersive experiences aim to provide participants with an intimate understanding of the enduring consequences of historical injustices. Simultaneously, Zochrot has delivered 13 thought-

provoking lectures, all meticulously crafted to deepen awareness and knowledge about the persistent crimes associated with the Nakba.

The cumulative impact of these endeavors has been significant, with approximately 731 individuals actively participating in Zochrot's educational activities. A noteworthy highlight during this period was the organization of a particularly impactful tour by two graduates of Zochrot's tour guides course. These graduates, driven by a commendable sense of initiative, organized the tour for the Hand in Hand bilingual schools' community. This development stands as a testament to Zochrot's commitment to empowering individuals with knowledge and inspiring them to actively contribute to truth telling and building a politics of hope. We cooperated again with the Hand in Hand community in December when a Zochrot member whose kid goes to the bilingual school in Haifa organized an event for the school community and invited a lecture from us. Already in a time of war, it was encouraging to see even in this time of growing fear and suspicion a room full of people who came willing to learn and listen.

We are proud of the graduates and members who have not only absorbed what they learned but have taken it upon themselves to propagate this crucial knowledge. The ripple effect of their actions underscores the enduring impact of Zochrot's educational initiatives and its unwavering dedication to fostering a broader, more informed dialogue surrounding the Nakba and the Palestinian right of return.



8

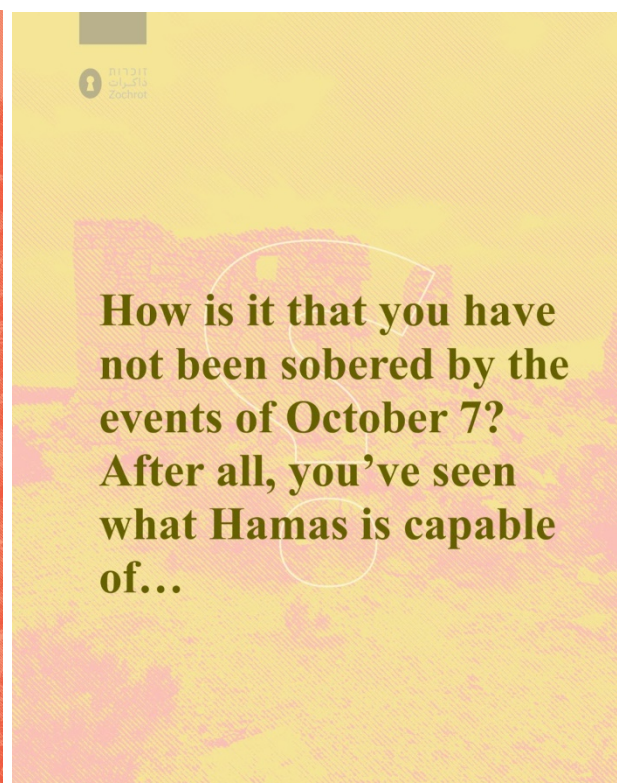
Advocacy Tools, and Calls for Action during the Gaza war

In October, we took a proactive stance by issuing a [call for accountability](#) in English, [Hebrew](#) and [Arabic](#). Recognizing the complexity of conversations surrounding the current war, we sought to empower Israeli and international activists with a [tool](#) designed to navigate difficult discussions and propose responses in these tumultuous times.

Building on this momentum, November saw us amplifying the call for the recognition of Palestinian return as a substantive political demand. In the face of the current situation in Gaza, we urged a collective envisioning of return and the insistence on its consideration as a viable solution to alleviate the unbearable suffering endured by the Palestinian population. This strategic advocacy is part of our ongoing commitment to link the present to the past, exposing the enduring mechanisms of the ongoing Nakba and contributing to the formation of a clear vision for a decolonized future in Palestine—a future that invites shared ownership and justice for all.

As part of our exclusive offerings to our community, we provided a comprehensive [teach-in](#) on the history of the Gaza Strip, equipping our members with a deeper understanding of the historical context that shapes the current situation. This resource serves as a valuable tool for fostering informed discussions and empowering individuals to advocate for justice with a solid foundation of historical knowledge.

Our dedication to public involvement extends to our social media platforms, particularly Instagram, where we continue to share educational materials. Through visually engaging content, we strive to clarify the connections between the Nakba in 1948 and the current realities faced by Palestinians. By doing so, we aim to cultivate a broader understanding of the ongoing challenges and inspire a collective commitment to meaningful change.





9

Our Groundbreaking Online Tools: Website and iReturn app

In 2023, Zochrot's persistent focus on continuous monitoring and improvements is bearing fruit. Our website's user engagement has surged, reaching an annual count of 90,000, averaging 9,000 to 10,000 monthly users compared to 50k last year. Notably, the most substantial increase occurred in the last quarter, aligning with a significant search enhancement and our extensive publications addressing the Gaza crisis.

The current trilingual website stands as a comprehensive repository, the sole Hebrew archive encompassing uprooted village knowledge, articles, testimonies, and tools for understanding the Nakba's historical and ongoing aspects, emphasizing the right to return as crucial for reconciliation. While the website is relatively new and our team size limited, we continue to enhance user experience and accessibility, recognizing the importance of communal access to resources and truth.

At the end of 2022, we relaunched iNakba app which evolved into iReturn app, an upgraded a mobile app unveiling depopulated Palestinian locales' histories, revealing the obscured map of our country's past and embodying our vision for decolonization, justice, and equality. While the past year primarily focused on app testing and enhancement, we've received tremendous interest, accumulating over 6.5k downloads, divided between Apple users and Android users.

This soft launch period allowed us to refine features and ideas for better engagement, paving the way for an anticipated launch next year. Impressively, the majority of our users stem from Israel, followed by the US and Germany, aligning with our mission to engage the Israeli society and global community.

Notably, our platform also attracted Palestinian users seeking information about their inaccessible cities and villages, highlighting the app and website's significance in shedding light on occupation and current realities. As we continue to refine iReturn, our commitment to fostering understanding and accountability remains unwavering.

Love your app. Been a member for years. it helped me to locate my Baba's home village that was destroyed in nakba



01/12/2023, 03:06

I wanted to say thank you so much for your recent posts in English! It has been so wonderful to share your wisdom and experience on instagram.

My partner and I did a guided tour with you in 2012 (we went to Canada Park) and we've always been so grateful for the work you do and the education you provide.

Thank you for making it so much easier to share this information.



In solidarity ❤️

10

Engaging with our community on Social Media Platforms

Throughout this year, our heightened community engagement and proactive initiatives have led to a surge in social media interaction. Participants from our courses, events, and tours have increasingly shared content from our resources, tagging us along the way. This organic amplification has notably expanded our reach and bolstered our on-the-ground community, especially with a rising number of young activists joining our initiatives and organizing activities alongside us.

Our deep involvement in current events and activism has cemented our bond with the active community, positioning us as a valuable source of information. This has been evident in our consistent reflections, information dissemination, and attention to ongoing developments, emphasizing the interconnectedness between current events and the broader context we strive to address. These efforts have also attracted more attention to our platforms as individuals seek out updates and insights.

Despite the challenges posed by new outreach restrictions and content censorship on Facebook, we've maintained our audience and experienced a consistent rise in new followers. This year alone, we welcomed 636 new followers, bringing our total to 18.9k followers.

While our reach has experienced a decline, mainly due to Facebook's outreach restrictions, it remains substantial at 77.1k. Notably, we've witnessed a remarkable 25.6% increase in interaction with our content and a 21% rise in link clicks on our Facebook page.

In line with our heightened activity over the past three months and the increased demand for our educational information and analysis, we've observed a noteworthy uptick. Our reach has expanded by 16.3%, and engagement has surged by 27% during this period. These figures affirm the growing interest and need for the resources we provide.

While Facebook reach is becoming challenging yet we're maintaining our community, on Instagram we are improving our reach and engagement greatly, this year alone, we've

increased our audience with approximately 4000 new followers, reaching up to 7407 and that's more than 100% increase and that goes for the same reasons mentioned above and the growing interest and solidarity by younger generation who are active more on Instagram rather than Facebook and more engaged with our content.

Our follower count on Instagram stands at 7.4k, but our reach tells a different story, soaring to 48.9k—nearly 95% of which is organic, marking a remarkable 127% increase. Engagement has been robust, with 19.8k interactions, doubling since our previous metrics, and profile visits have surged to 23,160, a striking 144.4% increase. Over the last three months, our engagement has skyrocketed by over 300%, reflecting unprecedented levels of comments, likes, mentions, and shares.

On platform X/ Twitter only in the last month we had 101k reach while our engagement is becoming more and more consistent with at least 127k reach average each quarter reaching up to 173k as the highest reach and witnessing higher engagement rates of 12% with our content reaching up to thousands of retweets and likes and hundreds of link clicks and replies.

This year, our social media efforts on platforms like Instagram have reinforced our ties with the community on the ground. Our commitment to activism and the provision of accurate resources has been evident, notably during pre-October 7 protests and our comprehensive coverage of significant dates like Land Day, Nakba Day, "Israeli Independence" Day, Refugee Day, International Solidarity Day, alongside marking occupation dates and massacre anniversaries. These efforts aim to illuminate the history of this land and its significance to a broader audience.

CHANGES IN OUR TEAM AND BOARD

This year we said goodbye to our board member Elia Michaeli, an educator who contributed a lot to the development of our educational tools during her more than two years on the board. We also said farewell to Yaara Benger Alaluf, who in more than three years in the position of community & education director at Zochrot helped sharpening our message and reaching out to more communities. Yaara continues to facilitate workshops as part of our educational program.

We welcome two new board members this year: **Aya Haj Odeh** is a human rights lawyer and political activist who previously worked with Adalah. **Yosef.a Makytoon** is a long-time organizer and activist and one of the founders of Zochrot. We are thrilled to have both of them on our board.

Maya Yavin replaced Yaara as director of community and education. Maya is an organizer and video creator who pushes forward our work of community building. **Raneen Jeries** has been with Zochrot since its establishment and was the force behind our testimonies project. After spending few years abroad we are excited to have her back on our team as administrator.

WORDS FROM AN ACTIVIST

"Some say we should let history rest and look forward to the future, but in the case of Israel/Palestine, history is the present and the two are inseparable. The idea that the Nakba has occurred and is all over with is wrong, and most of the Israeli public receives incorrect and warped information on a daily basis – from the media, education system, peer group, family, popular culture and more. Even before forming our ideological positions, we can never express an informed opinion or act to improve the future if we don't recognize reality."

Zochrot does exactly that – gathers information, documents and testimonies that sharpen our view of reality. This knowledge is our power – the power to understand where we got it wrong, where we're still getting it wrong, and how we can start building a better future for us all. Zochrot provided me not only with accurate historical knowledge, but also with the tools to convey it to people around me.

Supporting Zochrot is particularly important for Israeli Jews, as part of accepting responsibility for the daily wrongs and investing in a better and hopefully just future."

Michal, Activist, 2023

MORE READING: SELECTED ARTICLES FROM THE MEDIA

She fled the Israeli army as a young woman. Now in her 90s, she is running again	CNN
75 years after the Nakba Palestinians still long for return	France24
The forest against the trees	The Bafler
inside the "radical Bloc"	972
Das Trauma von 1948	WOZ
Can tourism be liberatory?	Jewish Currents
The Israeli protests have opened a crack in Apartheid, our job is to widen it	Mondoweiss
Israeli protest movement must dismantle the foundations of society to be successful	Mondoweiss
Christians in Israel mark Christmas in destroyed village	AFP
Israel's fault lines and the loss of Jewish humanity	Mondoweiss
The Hill of Life and Khirbat el-Manshiya	Mondoweiss
Palestinians mark 75 years since the "ctastrophe" in occupied west bank	AFP
Sharifa's Nakba: retracing my family's escape from Haifa	972
How Israel is erasing the Nakba through nature	972
How the world grew to understand the Nakba	The New Arab
DOSSIER EDUCATION : « Le système scolaire parle des autochtones comme d'une minorité vivant sur une terre essentiellement vide »	Middle east eye
Finding my hidden history in Israel colonial settler past and present	France-Palestine org
	Mondoweiss

THANK YOU FOR BEING A PART OF OUR COMMUNITY

Participating in about 66 diverse public initiatives, including tours, workshops, training sessions, lectures, courses, and campaigns, we actively engage in a collaborative network of activists. Our aim is to foster a vibrant community of Israeli activists and organizers who actively support the right of return for Palestinians and show solidarity with their ongoing struggle. Throughout these efforts, more than 1,500 individuals have participated, contributing significantly to our overarching vision.

We extend our gratitude to all volunteers, supporters, and friends who consistently demonstrate courage through their partnership and solidarity. With your backing, we can collectively drive meaningful change by advocating for truth, accountability, and justice as we work towards a better future.

We are grateful for the solidarity, partnership, and support of our funders: Misereor, HEKS-EPER, IHL Trust, Kurve Wustrow, the Rockefeller Brothers foundation and Christian Aid. We thank the supporters of various projects: St. Het Solidariteits fonds, AFSC, MCC, Kaleidoscope fund, Rosa Luxemburg Stiftung, Sivmo, FMEP, CCFD, Aktion Hoffnung, Pax Christi and Karibu as well as private individuals from all over the world.

We warmly invite you to become part of the growing community of Zochrot supporters and invest in a journey towards a brighter 2024 and beyond!

Zochrot, 2023

The Team: Rachel, Umar, Najwan, Maya, Raneen, Lea and Liat