



WELCOME TO THE NEXT CHAPTER

Leadership, renewal and a confident future for We Believe in Israel



SIMON TOBELEM

CHAIRMAN



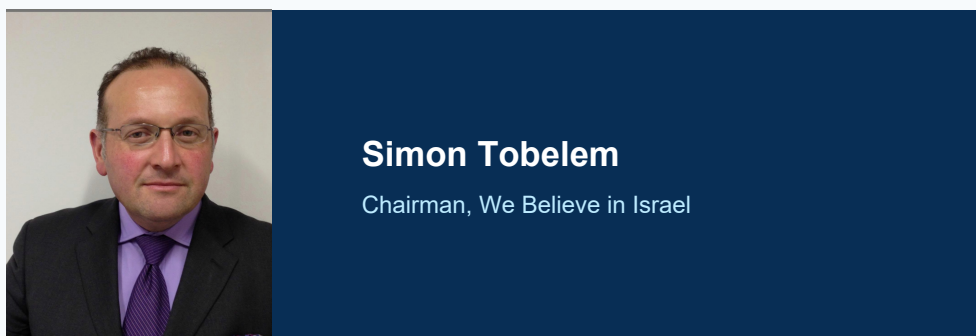
IDO DIMRI

EXECUTIVE DIRECTOR

WWW.WEBELIEVEINISRAEL.CO.UK

Welcome to the Next Chapter of We Believe in Israel

As We Believe in Israel enters a new chapter, our Chairman, Simon Tobelem, reflects on the journey of the past three years, welcomes our new Executive Director, Ido Dimri, and shares his vision for the future.



Dear WBII supporters, dear friends,

Every organisation reaches moments that define its future.

For We Believe in Israel, October 7th was one of those moments.

Today marks another.

It gives me enormous pleasure to announce that, as of 8 July, Ido Dimri has been appointed as the new Executive Director of We Believe in Israel.

Ido succeeds Catherine Perez-Shakdam, who has led the organisation with extraordinary commitment over the past two years, during one of the most challenging periods in Israel's modern history.

When Catherine joined us, none of us could have imagined the events that would unfold only a few months later. October 7th transformed not only Israel, but also the environment in which every pro-Israel organisation had to operate.

Under Catherine's leadership, We Believe in Israel evolved significantly. While remaining true to our grassroots roots, we expanded our capabilities to meet challenges that demanded new forms of advocacy, policy engagement and strategic communication.

Together, we helped drive campaigns that mattered. Our work contributed to the campaign that ultimately led to the proscription of Palestine Action, now confirmed by the courts, and more recently to the campaign calling for the proscription of the Islamic Revolutionary Guard Corps (IRGC). Working alongside organisations such as Stop The Hate, Shield of David, and many others, we remained at the forefront of a battle that extended far beyond traditional advocacy.

On behalf of our Board and all our supporters, I want to express my sincere gratitude to Catherine for her dedication, courage and intellectual leadership. I am delighted that she will continue to collaborate with We Believe in Israel through policy briefings and strategic analysis, bringing her unique insight into developments in the Middle East and their implications for the United Kingdom, the Jewish community and beyond.

For nearly three years, much of our energy was necessarily devoted to defending Israel against unprecedented misinformation, confronting antisemitism, supporting our community and responding rapidly to events that demanded immediate action.

Those efforts were necessary.

But they cannot define us forever.

History will judge organisations not only by how they respond in times of crisis, but by how they prepare for what comes after the crisis.

As circumstances changed, so too did We Believe in Israel. We adapted because that is what organisations committed to long-term impact must do. Along the way, we inevitably focused on issues that some of our long-standing supporters may have felt lay beyond our traditional scope. We also experienced, like many charities and advocacy organisations, the effects of donor fatigue after years of intense campaigning and constant appeals.

Yet adaptation is not abandonment.

Our mission has not changed.

Our methods are evolving to meet the realities of a changed world.

That is why Ido's appointment represents not a break with the past, but the beginning of the next chapter in the life of We Believe in Israel.

Ido brings an exceptional combination of experience and energy to this role. Until recently, he served as Chief of Staff to Israel's Minister for Diaspora Affairs, having previously worked within the Israeli Ministry of Foreign Affairs. His understanding of Israel's challenges, his experience building relationships with Jewish communities around the world and with non-Jewish friends of Israel, and his appreciation of the opportunities offered by new technologies—including Artificial Intelligence—make him uniquely placed to help lead our organisation into this next chapter.

Our ambition is clear.

It is now time to lead the conversation rather than simply respond to it.

We will continue to challenge misinformation and confront antisemitism wherever it appears. But we will also devote far more energy to telling Israel's remarkable story.

We want to speak confidently about Israel's achievements in science, medicine, technology, innovation, education, culture and entrepreneurship.

We want to explain why a strong relationship between the United Kingdom and Israel benefits both countries.

We want to build bridges with people who may know very little about Israel but are open to learning.

We want to educate rather than merely react.

We want to inspire rather than simply rebut.

Above all, we want to build a movement that is confident, constructive and forward-looking.

We Believe that British Jews should feel confident in expressing their support for Israel without being caricatured or intimidated.

We Believe that anti-Zionism too often serves as a modern expression of antisemitism and must be challenged with clarity, facts and confidence.

We Believe that education is stronger than misinformation.

We Believe that constructive engagement is stronger than isolation.

We Believe that Israel's extraordinary achievements deserve to be celebrated just as vigorously as its right to defend itself deserves to be protected.

We Believe that more people, more communities and more generations should feel able to join this positive movement.

We Believe that through the We Believe Alliance, we can continue building partnerships beyond the Jewish community and beyond the United Kingdom with all those who share our commitment to democratic values, freedom and mutual respect.

Above all, We Believe in Israel—in its resilience, its creativity, its people and its future.

For fifteen years, your support has enabled this organisation to grow, adapt and remain relevant through changing times. I am deeply grateful for the trust you have placed in us.

Today, I ask you to join us once again as we begin this next chapter.

Please welcome Ido warmly into our community.

Tell us what issues matter most to you.

Tell us where you believe We Believe in Israel should focus its efforts.

Share our work.

Join our campaigns.

And, if you are able, continue to support us financially. Every contribution, whatever its size, helps us remain independent, ambitious and effective.

The years ahead will require determination, imagination and confidence.

I have no doubt that, together, we will rise to that challenge.

Thank you for standing with us.

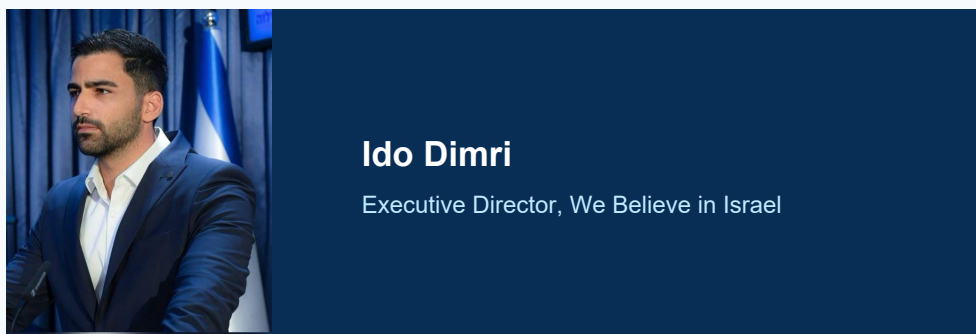
This is not the end of one story.

It is the beginning of the next.

**With my warmest regards,
Simon Tobelem
Chairman
We Believe in Israel
We Believe Alliance**

A Message from the New Executive Director

A welcome from Ido Dimri as he begins his role and sets out the priorities for the organisation's next phase.



Dear We Believe in Israel Community,

I am excited and proud to join the organisation as its new Executive Director and to begin a new chapter of activity, growth and impact together with you.

Since 7 October, we have witnessed an alarming rise in antisemitism, the delegitimisation of Israel and the spread of disinformation across public institutions, the media, social networks and university campuses. This reality requires us not only to speak out, explain and raise awareness, but also to act in a professional, responsible and coordinated manner.

We Believe in Israel has a strong community, significant experience and genuine potential to influence public discourse in the United Kingdom. In the coming period, we will work to strengthen our relationship with members of the community, expand our public and digital activity, promote effective campaigns, develop new partnerships and provide a clear and confident voice in support of Israel and the Jewish community.

There is a great deal of work ahead of us, but I believe that by combining our strengths, creativity, determination and shared commitment, we can rebuild the organisation's activity and lead it towards meaningful achievements.

I would be very pleased to hear from you. I am available for any idea, suggestion, question or potential initiative at:

Ido@webelievealliance.co.uk

I look forward to getting to know you, working together and making the coming period a chapter of meaningful action and lasting impact.

**Warm regards,
Ido Dimri
Executive Director
We Believe in Israel**