

Did New Israel Fund Donations to Israeli BDS NGOs trigger Orange Boycott?



Misleading New Israel Fund Banner at New York Israel Day Parade, June 1, 2015

In our NER [review](#) of Manfred Gerstenfield's latest book, [The War with a Million Cuts](#), we wrote of the latest episode of BDS involving the French cell phone company, Orange's CEO Stephane Richard's attempt to break off relations with Israeli firm, Partner Communications, Ltd. Quick actions by Israel PM Netanyahu, Deputy Foreign Minister Tzipi Hotovely, Hollywood mogul Haim Saban, a Partner investor, and French Foreign Minister Fabius upbraided Richard's statements in Cairo, Egypt on June 3rd. That forced him to publicly disavow his remarks during a phone conversation with Israeli Vice Premier, Interior Minister Silvan Shalom. Notwithstanding the taint of L'affaire Orange lingers.

Ronn Torossian of New York powerhouse PR firm 5WPR published an [article](#) in *Arutz Sheva, Israel National News* with another dirty little secret about who funded BDS activities in France.

It was the leftist anti-Israel Israeli NGO, "Who Profits from the Occupation" (Who Profits). Torossian reveals that Who Profits had been the beneficiary of the largess of the New Israel Fund, which allegedly supports Israel while disagreeing with so-called settlement policies. Manhattan-based JCCWatch.org conducted forensic investigations of the UJA – New York Federation's IRS Filings. Their analysis revealed that a wholly owned subsidiary, the Jewish Communal Fund (JCF), gave \$6 million in grants to NIF over a dozen years. NIF, as you may recall, was involved in funding Arab and

Israel leftist opposition groups in the run up to the March 17, 2015 general Knesset elections.

This is further confirmation of Federations in the US supporting Jewish groups engaging in slander delegitimizing the State of Israel. Examples of what Gerstenfeld and others have called, the new Antisemitism.

Torossian's *INN* [article](#) disclosed:

Several NGOs that lead the boycott against Israel in Europe, including the Israeli organization "Who Profits from the Occupation?" issued a report in France intended to pressure Orange.

[participating in the Adopt a Soldier project, and offering discounted service rates to IDF soldiers.](#)

"Who Profits from the Occupation?" is a project launched in 2006 [New Israel Fund](#).

In 2013, following the growth and establishment of a research center under the auspices of "Who Profits", the project registered as an independent organization, and today they [one of the leading organizations in the Anti-Israel The website](#) encourages international companies and foreign countries to divest themselves of such investments.

In 2009 "Who Profits" activities included a letter to the Norwegian government, [The Norwegian government decided to accede to the demand and withdrew its investments.](#) That letter to the Norwegian government was signed by additional NIF-funded organizations: [Former NIF President Naomi Hazan and "Who Profits" co-founder Dalit Baum](#) are currently members of the Public Council of Social Television (Syncopa).

Among Israel divestment 'successes' by Who Profits that

Torossian cites in his *INN* article are:

“Who Profits” has had several other “success stories,” such as the decision by [PGGM, also decided to withdraw all its investments in Israel’s five largest banks, because they have branches over the Green Line and are involved in construction in the settlements.](#)

Torossian weighed in on the UJA-Federation of New York connections to the NIF saying:

Shamefully, certain American Jewish extremists including The Jewish Communal Fund, [New Israel Fund](#), in turn, is the financial banker for a network of organizations that demonize the Israeli government and the Israel Defense Forces, promote boycotts of Israeli products and calls for international criminal proceedings against our very own Jewish state.

The findings come on the back of a [In 2014, the UJA-Federation](#) reported on the IRS form 990 that it had assets of \$1.382 billion, generating \$76 million in investment income, in addition to the \$167 million in new donations it received from the Jewish community.

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