

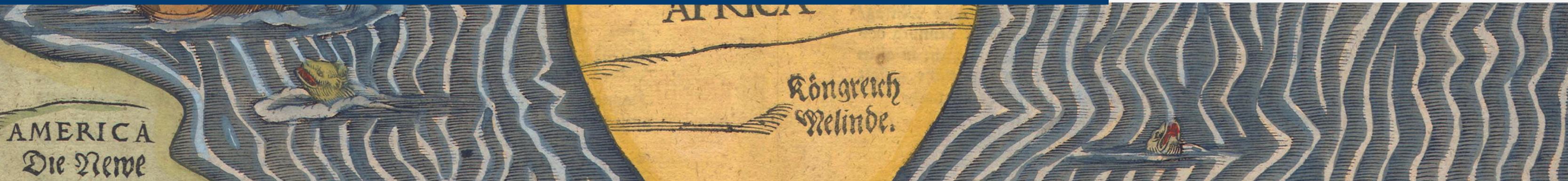


Annual Impact Report 2025



JCFA

Jerusalem Center for
Security and Foreign Affairs



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JCFA

Jerusalem Center for
Security and Foreign Affairs

Message from the President

Dear Friends, Family, and Colleagues,

Following the second anniversary of Hamas's October 7, 2023, massacre and the Iran-backed war that followed, the Jerusalem Center for Security and Foreign Affairs' mission is more critical than ever: bridging the Arab world, Israel, and the West by exposing radical Islam and engaging allies to build a secure and stable Middle East.

2025 was a record-breaking year for JCFA in terms of media coverage and international recognition of our unique approach to policy, diplomacy, and communications bridging the Arab-Muslim majority Middle East to Israel and the West. JCFA maximized engagement with Middle Eastern countries in and beyond the Abraham Accords partners as well as the U.S. administration, including high-level consultations, which has positioned us at the forefront of shaping Middle East-U.S.-Israel strategic cooperation. Our collaboration with the Hudson Institute and the Heritage Foundation in Washington, D.C. on regional security frameworks and initiatives to combat antisemitism amplified Israel's voice where it matters most.

Our multifaceted collaboration with Mosab Hassan Yousef, the “Green Prince,” son of Hamas founder Hassan Youssef, and one of the most recognized international figures regarding the Arab-Israeli conflict, brought an authentic insider’s voice for Israel advocacy that aligns with JCFA’s “East to West” global strategic impact strategy. A leading global ally with Israel and the Jewish people, Mosab brings a profound understanding of the Islamist and Jihadist mindset and modus operandi. Mosab and JCFA continue to convey a united message to his millions of followers around the globe emphasizing that standing with Israel means defending civilization against extremism and barbarism. Mosab met with numerous key Israeli political and diplomatic figures, directly influencing Israeli policy. Together, we presented new ideas and strategies to all the department heads at Israel’s Ministry of Foreign Affairs. Our collaboration with Mosab exponentially amplified JCFA’s warning to the West and our cooperation and solidarity with them to defeat radical Islamic terror.

Mosab’s messages resonated powerfully with policymakers, diplomats, and publics seeking clarity amid the fog of misinformation and disinformation. JCFA hosted several sold-out public diplomacy sessions with foreign ambassadors and media in Israel, which brought together some 100 foreign diplomatic representatives to hear and engage with the “Green Prince.” JCFA’s intensive diplomatic and media engagement has positioned us as a primary “go-to” address beyond government for foreign ambassadors and international media.

Building on this momentum, our November 2025 ambassadors conference in Tel Aviv featured MK Avi Dichter, former head of the Israel Security Agency, and JCFA's researchers and experts, including former senior Mossad commander Oded Ailam, former IDF intelligence officer Lt.-Col. Jonathan Dahoah Halevi, and former IDF prosecutor to Judea and Samaria Lt.-Col. Maurice Hirsch. Our team assessed Gaza's strategic future and that of Hamas, and the critical necessity of dismantling terrorist capacity. These meetings equipped diplomatic audiences with essential insights into Israel's security imperatives and the regional realities that shape policy decisions, falling under the purview of our longstanding and ongoing "Defensible Borders" initiative, which has become ever more crucial since the October 7 invasion of the southern border and threats from the northern front.

In addition, in 2025, JCFA continued to anchor Israel's regional security by expanding groundbreaking diplomatic ties. JCFA hosted Pakistani religious leader Sheikh Peer Mundesir Shah, who visited Israel to explore pathways for cooperation between the Muslim-majority country and Israel. We also hosted a delegation of European researchers specializing in Syria to examine regional security dynamics. These partnerships demonstrate that shared security concerns transcend traditional divides.

Perhaps even more impactful in the internet age, our digital influence initiative, launched in 2024, has achieved remarkable impact with more than 31 million views in less than a year. Across English, Hebrew, Arabic, and Persian platforms, JCFA's videos, podcasts, and global interviews influence Israeli, Middle Eastern, and Western publics on multiple levels. This momentum is reflected in our 30.6 million total website impressions—a 337% increase from 2024—and a total digital reach of 25.5 million, up 155% from last year. In addition, JCFA recorded over 3,000 mainstream media appearances, a 23% increase from 2024. These unprecedented digital results have positioned JCFA as the leading policy, diplomacy, and strategic communications center in Israel, underscoring the expanding resonance of our work and the growing demand for our voice in the global Israel-Middle East-Western discourse, breaking through the information warfare aimed at delegitimizing Israel.

In 2025, JCFA intensified efforts to expose the ideological warfare between radical Islamic forces led by the Iranian regime and its terror proxies across the Middle East as well as radical Sunni actors, including Turkey, Qatar, and other extremist groups, targeting Israel, the Middle East, and the West. JCFA has exponentially expanded its strategic alliances that anchor Israel as a pillar of Middle Eastern security, stability and peace, while bridging the region's complex and multi-faceted political, cultural, and ideological divides.

Thank you for helping lead and support our shared mission in securing the people of Israel and its nation-state, while serving as a bridge between the Arab-Muslim majority Middle East and the West.



Dr. Dan Diker
President
Jerusalem Center for Security and Foreign Affairs



Our Unique Mission



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Why the JCFA Mission is Unique



The JCFA professional team features many Arabic-speaking specialists, as well as senior security and diplomacy experts with in-depth knowledge of Middle Eastern political cultures.

JCFA is unique in its face-to-face diplomacy with regional leaders and stakeholders in Middle Eastern countries with which Israel does not maintain official diplomatic relations. They have asked JCFA to target the political and public discourses in their countries to change existing perceptions of Israel, as well as of enemies that are common to us, and our emerging partners and allies.

Thus, JCFA distinguishes itself through a combination of a deep understanding of Middle Eastern and Western cultures, personal relationships with key figures, and a focus on diplomatic policy, strategic networks, and digital communication.

Our Influence and Impact



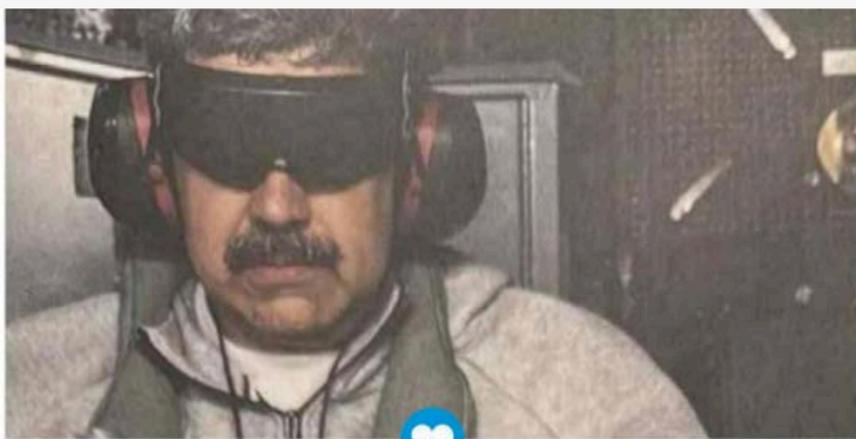
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Our Influence and Impact

Since the Iran regime-backed Hamas atrocities of Oct. 7, 2023, and the subsequent, multi-front war opposite Iran and its terror proxies, the JCFA Strategic Influence Media Center's Arab expert team has exposed the widespread disinformation on Israel and antisemitism, in both Arabic and English, via shorts, videos, podcasts, and interviews, targeting decision and law makers, and social media influencers across the Middle East and the West.

JCFA's diplomatic outreach is conducted in Arabic, and we combine our personal diplomacy with digital communications influence at the request of our Arab interlocuters in order to change the perception of political and public discourse in those countries.



שגיב אסולין, בכיר במוסד לשעבר וחוקר במרכז הירושלמי לענייני חוץ וביטחון: "יש כאלה שאומרים: בואו ניתן לעם האיראני לעשות את שלו. זה לא יעבוד לבד. כך או כך, אנחנו נואשם באחריות למחאה. אנחנו יכולים להגיד בפה מלא שאנחנו פועלים בכל הכוח להפיל את המשטר האיראני ולדחוף ככל יכולתנו להשלמת המשימה"



NEWSMAX Dan Diker | President, Jerusalem Center for Security & Foreign Affairs
12:37 MT LIVE NA ANDERSON TRUMP: US 'LOOKING INTO' WHETHER ISRAEL BROKE CEASEFIRE SIE

Our Influence and Impact

JCFA operates on digital platforms across the Middle East and the West, reaching wide audiences with targeted content. Since the start of the “War of Revival,” JCFA’s content has garnered millions of views on social media in five different Middle Eastern countries which do not maintain diplomatic relations with Israel, establishing JCFA as a key player in the diplomatic and awareness arena.

These countries have requested to pave normalization pathways with Israel, engaging with JCFA in policy, diplomacy, and communication initiatives.

Blatant Western human rights inversion

Misapplied buzzwords and false allegations abound

THE JERUSALEM POST

• By ALAN BAKER
22 Jan 2026



With tragedies abounding, the Western brainwashing machinery is working overtime against Israel.

Thousands murdered and brutally subjugated in Iran. Thousands of non-Arab ethnic groups butchered in Sudan. Massive death tolls in the Ukraine-Russia conflict. Myanmar violently represses its Rohingya and other minorities. Mass atrocities by Boko Haram and other extremist groups in Nigeria. Extrajudicial killings of civilians in Tanzania. Massacres of Christians in churches and hospitals in the Democratic Republic of Congo.



Initiatives



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Israel-U.S. Relations



The Jerusalem Center for Security and Foreign Affairs (JCFA), dedicated to strengthening Israel's security, has formed alliances and partnerships with Middle Eastern countries, regional stakeholders, and the United States-led Western alliance, thereby anchoring Israel's regional role as a force for stability, prosperity, and peace.

East Jerusalem Leadership Program



The East Jerusalem Arab Young Leadership Initiative “Leading From Within”, through its integrated framework of academic training and practical community engagement, has already seen initial success in its first year. The program provides a concrete pathway to effective leadership for East Jerusalem’s Arab community. Its first group, 22 young men and women, underwent a rigorous selection process from approximately 170 applicants. The program is a groundbreaking, first-of-its-kind initiative built from the ground up in close cooperation with Bar-Ilan University and a network of academic, community, and cultural partners, with the aim of cultivating a new generation of emerging leaders from East Jerusalem.

Exposing Palestinian Disinformation



In 2025, JCFA partnered with Mosab Hassan Yousef (“The Green Prince” aka Son of Hamas). Throughout the course of the year, Mosab worked with us intensively, determined to help expose, isolate, and defeat Hamas and the subversive Palestinian Authority, whose goals are aligned against Israel’s future. Mosab is among the most sought-after voices in the local and foreign media today. Our work together with him over the past year has generated enormous impact and visibility. Thanks to our donors, we have been able to elevate Mosab’s voice at precisely the critical moment when Israel and the Jewish people need it most.

Applied Diplomacy and Strategic Influence on U.S. Policy Discourse



Throughout the year, JCFA conducted several strategic meetings with senior officials. Notable engagements included a meeting with U.S. Ambassador Mike Huckabee at the U.S. Embassy in Jerusalem, as well as discussions with Israeli Ambassador to the U.S. Yechiel Leiter in Washington, D.C. Additionally, we held ongoing consultations in the U.S. that resulted in important collaborations with D.C.-based institutes, such as the Heritage Foundation, Hudson Institute, and the America First Policy Institute. As of 2025, JCFA has established itself as a go-to policy center for the leading D.C. policy institutes.

Ambassadors Summit and Foreign Media



JCFA provided foreign diplomats and journalists with crucial, real-time, research-based briefings regarding significant strategic developments. Two prominent events were held this year. In August, we addressed the topic of “ Hamas: The Ideology Behind October 7 and Hostage Warfare,” featuring Mosab Hassan Youssef alongside Luis Har, a former Israeli hostage in Gaza who was rescued during an IDF operation. In November, we convened another event entitled “ How Should Israel and the United States Navigate the Dangers and Opportunities of President Trump’s 20-Point Plan?” This event included contributions from Minister Avi Dichter, a former senior official of the Mossad and JCFA researcher, Oded Eilam, and researcher Lt. Col. (ret.) Jonathan D. Halevi, and was attended by numerous senior foreign diplomats and members of the foreign press in Israel.

JCFA Combating Antisemitism with the Knesset



The Jerusalem Center partnered with Knesset forums combating antisemitism and legitimizing the State of Israel. Our organization is now a go-to address for the Knesset on this issue and we facilitated professional roundtables at the Ministry of Diaspora conference and held meetings with ministers and members of Knesset, including Minister Nir Barkat, Minister Ron Dermer, Minister Amichai Chikli, Deputy Minister of Foreign Affairs Sharren Haskel, MK Ohad Tal, MK Ariel Kellner, and Chairman of the Security Committee MK Boaz Bismuth.

Ties With the Arab World



JCFA's experts maintain year-round, under-the-radar contact with influential leaders and decisionmakers throughout the Middle East as part of our important mission to serve as a bridge between the East and the West.

JCFA in the Media

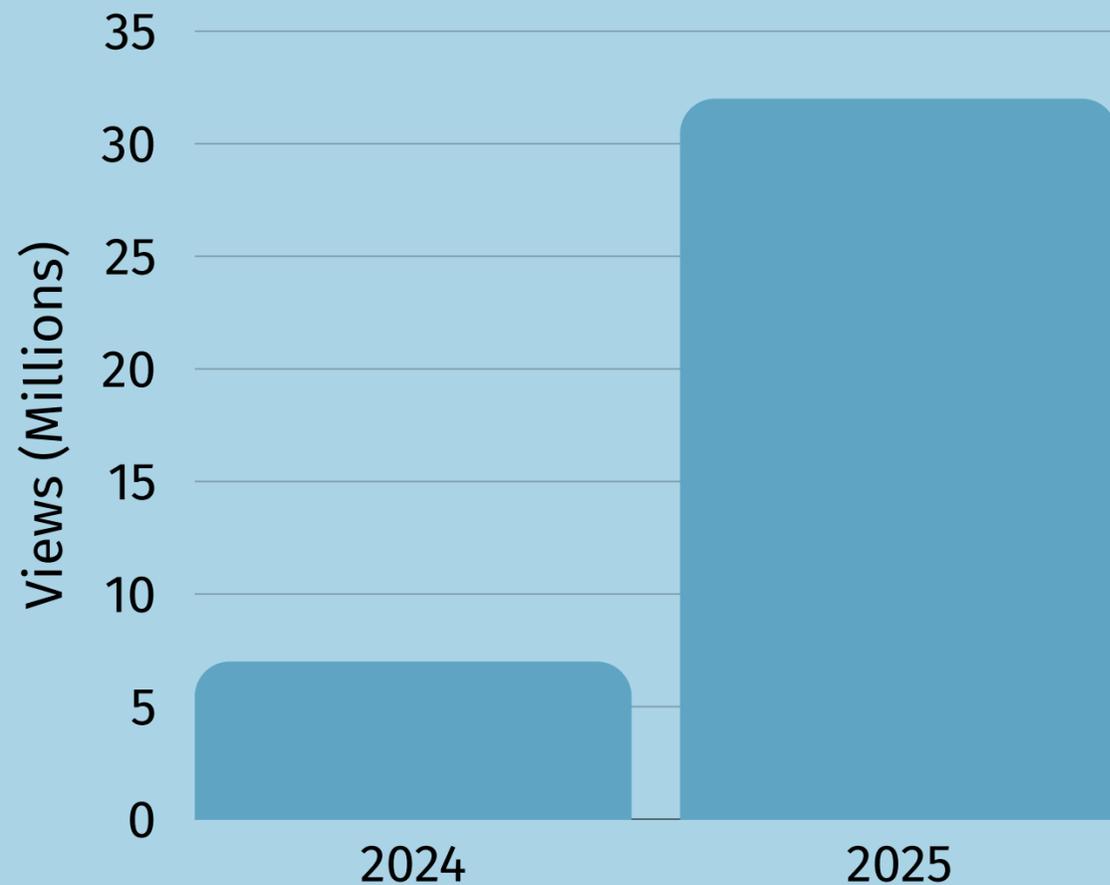


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Reach and Influence

Social Media Views Growth

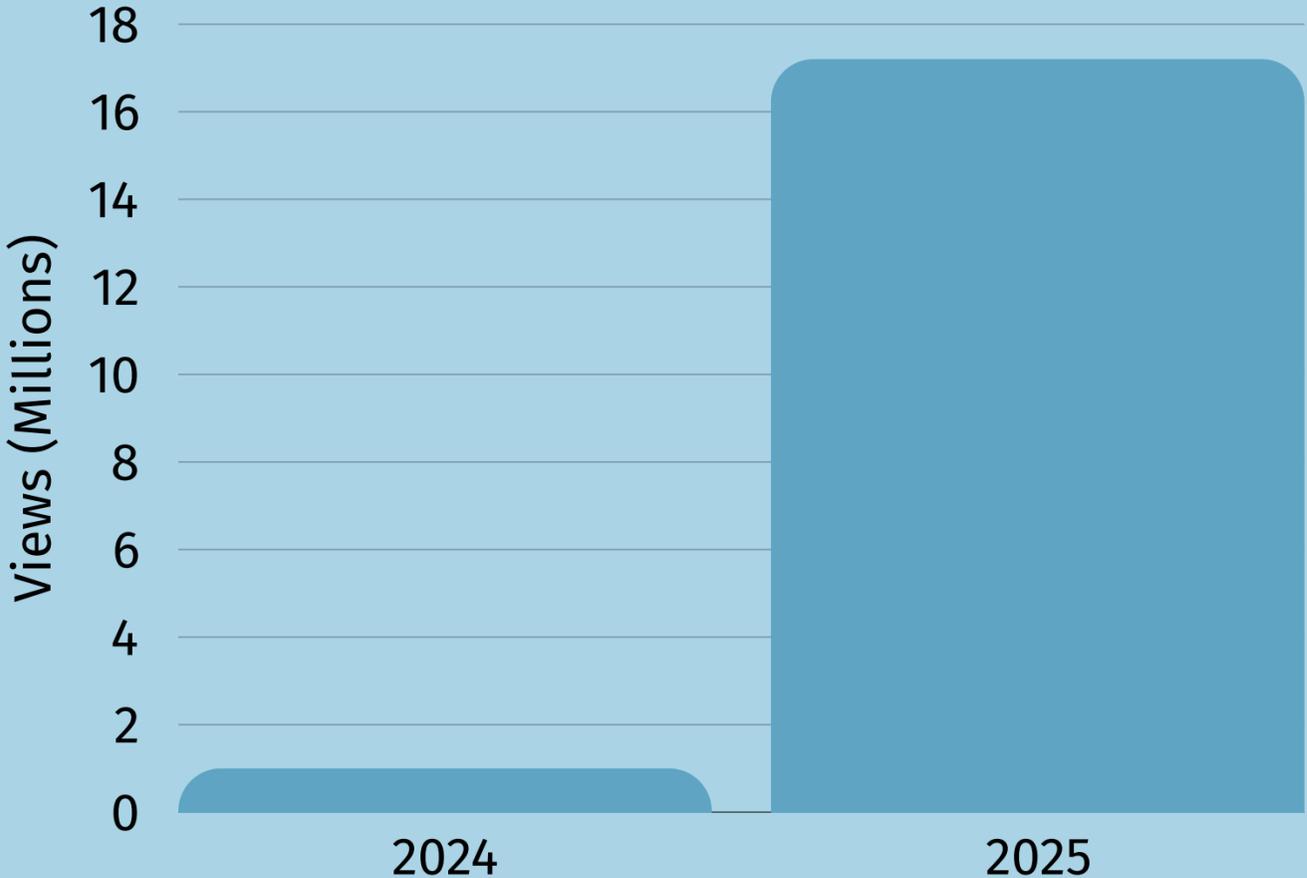


The annual social media summary for 2025 shows strong performance, demonstrating JCFA's vast reach and influence, with a total of **more than 50,000,000 views/impressions** across all platforms.

- **Traditional Media Mentions**
 - 2024: 3,027 mentions
 - 2025: 4,235 mentions (approx. +40%)
- **Social Media Reach and Views**
 - 2025 total: 31.76 million views and impressions
 - Year over year growth vs. 2024: +341%

Distribution

Distribution Platforms Views Growth

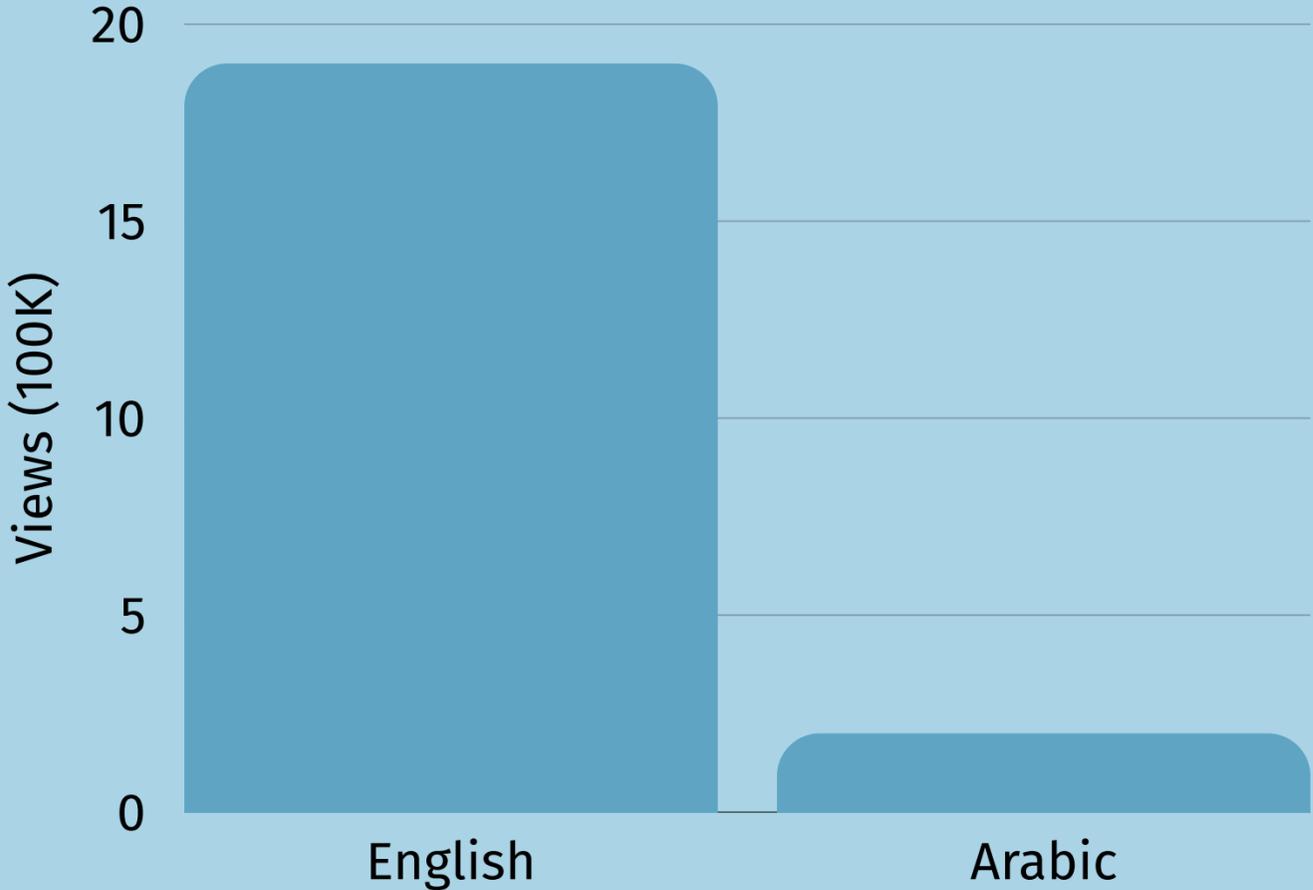


Distribution Platforms (Telegram, Rotter, others)

- 2025 total: 17.14 million views
- Year over year growth vs. 2024: +1,500%

Podcast

"East to West" Podcast Views



Podcasts – “East to West”

- English edition: 1,868,233 views
- Arabic edition: 212,885 views
- Total podcast views: 2,081,118

Digital Exposure

Combined Digital Exposure (Social, Distribution, and Podcasts – 2025)

- Over 50 million views and impressions

Geographic Reach

- Core audiences: Israel and the United States
- Significant reach across Europe
- Growing audiences in the Middle East and Asia

Digital Exposure Growth 2024 to 2025

Legacy Media

4,235

↑ 40% 

Social Media

31.76M

↑ 341% 

Emerging Channels
(Telegram, WhatsApp, Rotter)

17.14M

↑ 1,562% 

JCFA Sharpened Position



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Jerusalem Center for Security and Foreign Affairs

New Name and Expanded Mission

JCFA is Israel's first integrated policy research, diplomacy, and research center. Established in 1976, the Jerusalem Center helps secure Israel through alliances and partnerships in the Middle East and the West. The JCFA focuses on Israel's national security needs, particularly combating intensifying assaults on its international legitimacy in service of changing western public opinion on Israel and the Jewish people.

The JCFA Media Center: Podcasts in Arabic, Farsi, and English

JCFA's historic meeting rooms and archives now house a state-of-the-art media center, dramatically expanding its reach. This new high-tech hub engages 30 journalists across the Middle East and North Africa, producing timely, reliable content in Arabic, Farsi, and English. Podcasts, interviews, and documentaries reach over one million viewers and shape discourse in North America and beyond.



Landmark Building

The headquarters of the JCFA is located in a landmark building in the heart of Jerusalem's Katamon neighborhood. The building, constructed in 1932, was originally designed as a stately home by Templar architect Herman Imberger. After the State of Israel was founded, soldiers of the Jerusalem Brigade resided there (from 1949-1957) and it served as the Embassy of Uruguay from 1957 to 1980. Afterward, it became the home of the Jerusalem Center for Public Affairs.



Your Support is Deeply Appreciated

The Jerusalem Center for Security and Foreign Affairs is a registered Amuta (non-profit organization) in Israel.

The Center is also a non-profit 501(c)(3) organization exempt from U.S. federal income tax.

All gifts (wire transfer and checks) must reference the code JCS-362, which will direct the funds to JCFA.

For those who wish to donate via bank transfer:

Dime Community Bank
898 Veterans Memorial Highway
Hauppauge, NY 11788

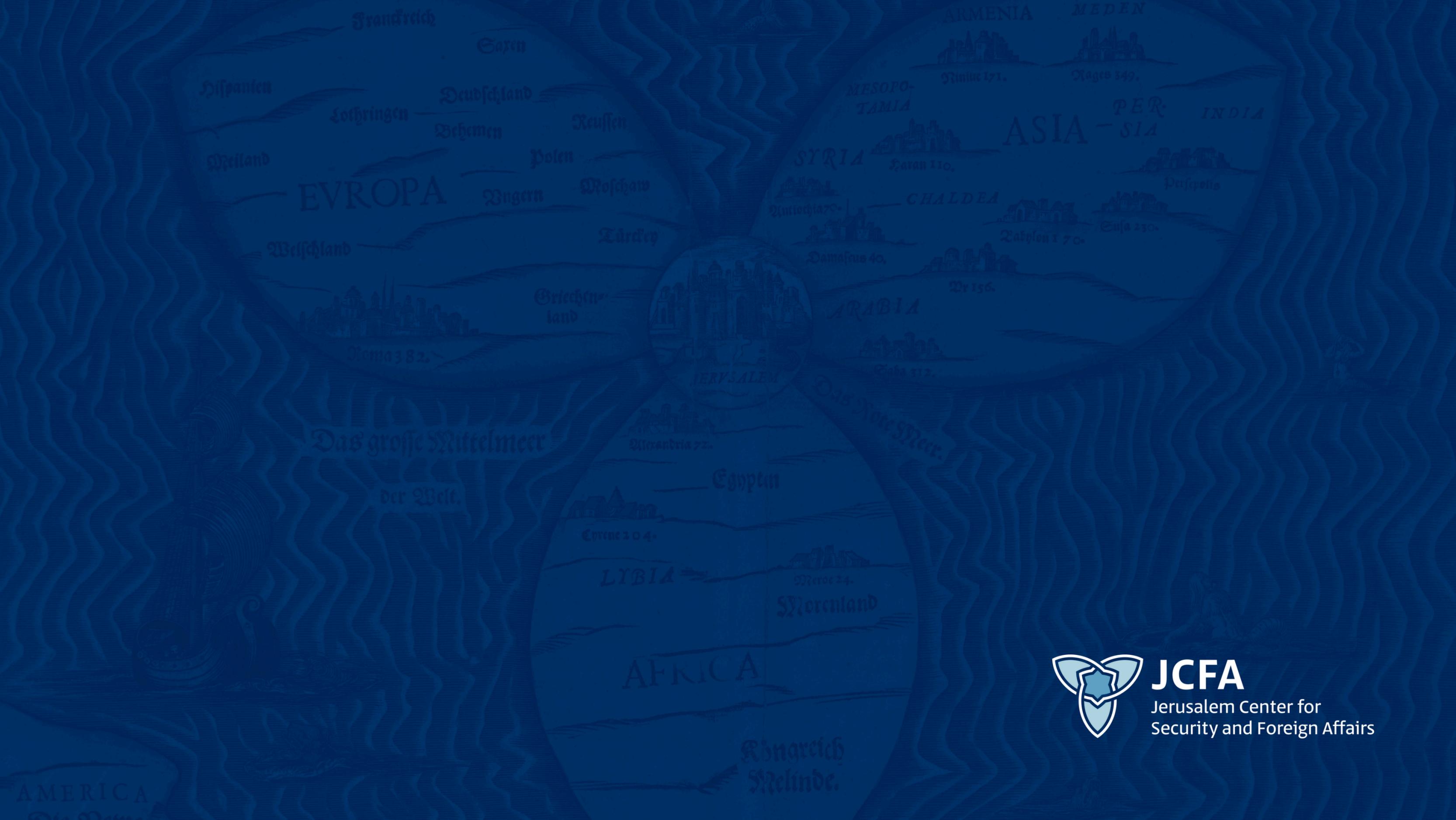
- Account Title: CENTRAL FUND OF ISRAEL
- Dime Community Bank Routing: 021406667
- Account Number: 5000221843
- Account Address: 429 Central Ave., Cedarhurst, NY 11516
- SWIFT code (international wires): BHNBUS3B

Not needed for a wire – tax id #13-2992985

Or if your financial office prefers to send a check, please send it to the Central Fund of Israel (CFI). Their 501(c)(3) U.S. federal tax id is: 13-2992985. U.S. dollar checks should be made out to the **“Central Fund of Israel”** and mailed to the following address:

Central Fund of Israel
429 Central Avenue
Cedarhurst, NY 11516

* Please be sure to attach a note requesting that the contribution be sent to the Jerusalem Center for Security and Foreign Affairs, **donation code: JCS 362**. If you would like to designate your gift for a specific project, please mention that in your note as well. On the note line of the check, please write: “for Jerusalem Center for Security and Foreign Affairs.” Your U.S. tax-deductible receipt will be sent to you at the address you provide.



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