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## Welcome

This site is a guide to realizing a successful Israel Bonds Canada High Holy Day Campaign, which can be an enormous source of pride and accomplishment for your congregation.

The information contained in this site provides the necessary resources to publicize, organize, and deliver a message that will inspire new investors to participate and previous Israel Bonds investors to renew and increase their bond with the State of Israel.

Should you have any questions or would like guidance on enhancing your campaign, contact:

Elan Levitan  
VP Marketing  
416.789.3351 ext. 125  
elevitan@israelbonds.ca



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## **A message from Rabbi Philip Scheim National Rabbinic Chair, State of Israel Bonds Canada**

Dear Friends of Israel,

This summer we have all felt the anxiety of events in Israel, whether close at hand during time spent in Israel, or whether from a distance, with our attention riveted to the insidious Hamas rocket attacks on Israel's civilian population and the necessary and just Tzuk Eitan (Protective Edge) operation to restore quiet to Israel.

We have been disquieted by the unsurprising and yet troubling resurgence of anti-Semitism throughout the world, and the inability or refusal for most of the world's media to see through the Hamas/Palestinian spin on what has transpired.

In light of these continuing challenging times, and in recognition of the courageous response of Israel's leaders, of Zahal; Israel's moral and determined armed forces, and of Israel's civilian population, and in tribute to our heroic fallen and injured soldiers, our annual State of Israel Bonds High Holiday Campaign takes on added significance this year.

Many of those who will be in attendance at these coming High Holidays hearing our messages have family members and friends who chose to make aliyah, who left the relative security of North America to face the challenges of Jewish history on its front lines, in Israel.

Many of their children and grandchildren served literally on the front lines this summer, with their families holding their collective breath, praying for their return in safety, and for a successful outcome to a very difficult struggle.



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Few of us at any point in our lives face decisions that confront a world leader, for which we are grateful. The world rarely hangs in the balance over the choices we make. None of us envied the decisions that confronted Prime Minister Netanyahu and his security cabinet during the very difficult days of "Protective Edge." We respect and admire his leadership during that time, and his ability to make level-headed, rational, yet painful decisions that garnered the support of the vast majority of Israelis.

Even though most of our choices in life are not globally significant, they can have profound effect on those around us. What we do, or what we don't do in a given situation can be of enormous consequence.

Perhaps one of the goals of the forthcoming High Holy Day season is to inspire us to make the decisions that are right for us, for our families, and for our people. Prominent on that list of appropriate decisions should be the purchase of State of Israel Bonds.

Wherever we sit on the spectrum of Jewish religious expression, our annual High Holiday State of Israel Bonds Campaign gives us the opportunity and the privilege of coming together to proclaim our undivided and undiminished love and admiration for Israel, and our support for our brothers and sisters, for our children in Israel, who are our family and our future.

With deep appreciation and warmest wishes for a sweet and fulfilling and peaceful 5775.

Rabbi Philip Scheim  
Beth David B'nai Israel Beth Am Congregation  
National Rabbinic Chair  
State of Israel Bonds Canada



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## **Message from Yona Gazit CEO, State of Israel Bonds Canada**

Dear Friends,

I hope you are well and that you and your loved ones enjoyed a restful and safe summer, with safety in particular so much in our hearts as we stand with the people of Israel during these difficult times.

We thank you for helping to promote investments in Israel Bonds, issued directly by the State of Israel, which has submitted this statement:

“Israel Bonds has proven to be a reliable and important source of funding for the State, particularly during adverse conditions.” (From the State of Israel’s Annual Report to the U.S. Securities and Exchange Commission, dated June 30, 2014).

As I write to you, the situation is fluid and volatile between Israel and Gaza. Whatever happens in the days ahead, we already know that in addition to a staggering human cost, Israel’s defensive operation is having a real impact on its economy. While every Israeli is regarded as family, and each casualty is deeply felt, Israelis are united in the righteousness of their cause. Their cause is our cause.

This year, our High Holy Day campaigns in Synagogues across North America can be a powerful reminder that for Jews everywhere in an increasingly threatening world, Israel stands as our “magen” – our shield – our shelter and our defender. In defending itself against the forces of terror, Israel stands as a protector not only to Jews, but also to freedom-loving people everywhere.



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This year, let us promise to give every congregant the precious opportunity to invest in Israel during the High Holy Days, making the statement that the bond we share with our Jewish homeland is unbreakable and that the people of Israel have true partners in building a brighter future.

Thank you again for your ongoing commitment to a successful High Holy Day Campaign for the State of Israel.

If you have any questions, comments or additional needs, please contact:

Elan Levitan  
VP Marketing  
416.789.3351 ext. 125  
elevitan@israelbonds.ca

Sincerely, with prayers for peace in Israel, shalom b'yisrael,

Yona Gazit  
Executive VP & CEO  
State of Israel Bonds Canada  
Canada-Israel Securities, Limited



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### **Sample Pre High Holy Day letter from Rabbi or President to congregants**

Our friends at Israel Bonds reported achieving a milestone this year. Total worldwide sales since the first Israel Bonds were sold in 1951 crossed the \$36 billion mark! Since then, over \$27 billion has matured and been repaid in full and on time.

Israel Bonds are attractive options for investment portfolios, retirement plans and savings. Since they were introduced 63 years ago, thousands of Synagogue members have invested, thereby strengthening, supporting, and connecting with Israel. Most of us, I am sure, learned about Israel Bonds from our parents and grandparents. Now it is our turn to act and to teach the next generation.

Our congregation supports Israel with prayers and programming throughout the year and on the High Holy Day we channel support for Israel through our Israel Bonds appeal. I urge you to make a personal and financial connection to Israel by participating in this year's Israel Bonds Canada High Holy Day Campaign.

State of Israel Bonds emphasizes the message that Israel's economy is stable, dynamic, and filled with ground-breaking entrepreneurship. This is a message that has resonated with Israel Bonds investors from across the spectrum to become stakeholders in one of the world's most resilient economies. Israel Bonds strengthen many sectors of Israel's economy, building a nation of creative energy while at the same time providing a strong and reliable financial return to investors.

Please join me and other Israel supporters in our congregation on \_\_\_\_\_  
(insert date) for our annual High Holy Day Campaign and be a part of Israel's growth and future.



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## Conducting the campaign

### 1. Distribute Tab Cards.

The tab cards must get into the hands of the members of the congregation. We encourage you to review previous appeals and develop the most efficient plan and methods.

Don't have a plan or want to upgrade? Contact Elan Levitan below.

### 2. Collect Tab Cards.

Your Israel Bonds representative will provide the congregation with collection boxes (Also known as "Ballot Boxes").

At the conclusion of the appeal, schedule a few minutes for members of the appeal committee and other volunteers to walk slowly up and down the aisles of the sanctuary, holding collection boxes for members to insert their cards. Following the brief collection period, a few boxes should be placed in conspicuous locations in the synagogue – and their locations announced – for residual card drop-off.

### 3. Choose Your Israel Bonds Speaker.

The most effective appeal-giver is a person who can speak passionately and personally about Israel; someone whose personal experiences with Israel and Israel Bonds can help synagogue members connect with their primary and most meaningful Israel experiences.



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Speakers who seek assistance preparing their remarks should contact Elan Levitan below.

### **4. Timing of the Appeal.**

Your success is directly related to the number of seats occupied at the time of the appeal. It is recommended you conduct your appeal the first day of Rosh Hashanah (before noon), Kol Nidre (before the Rabbi speaks), or Yom Kippur (before Yizkor).

### **5. Before/After.**

Pre-appeal events can boost the results of the appeal, as will bulletin articles, bimah announcements, and other reminders. Israel Bonds also has a full complement of digital marketing items available for your online bulletin and weekly communications, as well as email advertising, linking readers directly to [www.israelbonds.ca](http://www.israelbonds.ca)



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## **Important ways the Rabbi can enhance a High Holy Day campaign**

- 1** Recommend an exceptional, i.e. dependable, creative, outgoing, energetic, congregational Israel Bonds chairperson.
- 2** Make sure congregational leadership knows you desire a successful campaign and encourage Members of the Board to demonstrate leadership by making an indication to invest – announce % of board participation during the campaign.
- 3** Schedule the campaign at a time during services when the seats are filled.
- 4** Speak to your congregation about your love for Israel and personal support for Israel Bonds and set a 20% percent goal of increasing the number of members joining the campaign this year. Remind congregants that in many cases, Israel Bonds purchased in previous High Holy Day campaigns are about to mature. This represents an easy opportunity to reinvest these bonds and help each Synagogue stand proudly as a great supporter of Israel through Israel Bonds.
- 5** Distribute Israel Bonds High Holy Day email/ad to your member email list.
- 6** Tweet to your followers your support for Israel Bonds. Include Israel Bonds URL: [www.israelbonds.ca](http://www.israelbonds.ca) on your Facebook wall.



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- 7** Announce the upcoming campaign during Shabbat services, congregational events and in congregational publications. Continue with follow-up announcements in the weeks after the appeal.
- 8** Include Israel Bonds link on your congregation's website.
- 9** Contact your local Israel Bonds office about creating a pre-High Holy Day campaign event to encourage investments and announce the sum and number of those investments during the Israel Bonds speech.
- 10** Mail "if you didn't participate you still can" follow-up letter or email provided by Israel Bonds.
- 11** Invite Israel Bonds to sponsor an Oneg/Kiddush and speak to the congregation on Shabbat a few weeks prior to the campaign.



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## **Sample synagogue bulletin article** **What will your statement be?**

Israel Bonds are an attractive option for investment portfolios, retirement plans (RRSP/RRIF) and Tax-Free Investment Savings Accounts.

Moreover Israel has never missed a payment of principle or interest on Israel Bonds.

Israel Bonds have been the preferred choice of synagogue members for strengthening, supporting and connecting with Israel.

Investments in Israel Bonds make a statement; that you value a country that guarantees the rights of all its citizens and protects the holy places of all faiths.

Israel Bonds demonstrate your appreciation for a country that develops new technologies and shares innovation with nations around the world.

When a synagogue conducts a High Holy Day Campaign it joins congregations from all denominations across North America that supported Israel with over \$175 million dollars in Israel Bonds investments in 2013.

This represents close to 425 congregations which share a connection to Israel and a desire to support and strengthen the Jewish state.

An Israel Bonds investment says you stand with Israel.



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You stand with a country that is strong, united and resolute in times of crisis. You stand with a country that will protect its borders and defend its citizens while valuing the lives of enemy civilians at the same time. When there is no crisis taking place, your support for Israel through Israel Bonds demonstrates appreciation for a country that develops new technologies and shares innovation with nations around the world.

An investment in Israel Bonds helps ensure the strength of Israel's economy and the vitality of our nation, our people everywhere and our homeland.

Synagogue members, as well as non-members who attend services, are encouraged to make a personal and financial connection to Israel through Israel Bonds by participating in the 5775/2014 High Holy Day Campaign.



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### Talking points

Each item below can be used as a starting point for composing remarks, be inserted whole or part into remarks, or as stand-alone comments.

For many years, at this time of the year, someone who cares passionately about the State of Israel has stood in their synagogue and made a plea for all those assembled to invest in Israel Bonds.

Let us be clear on what is being asked:

We are asking people to adjust their investment portfolios to include Israel Bonds as a larger part of the total. The call to invest in Israel Bonds is a call to invest in our values, to invest in our people, to invest in the only Jewish State in the world.

#### WHY INVEST IN ISRAEL BONDS AT THIS TIME OF THE YEAR?

#### IT IS OUR PRIVILEGE AND OUR DUTY TO ENGAGE IN THE MITZVAH OF "BINYAN HA'ARETZ."

"Binyan Ha'aretz" – the ongoing building of the Land of Israel.

The first Chief Rabbi of the State of Israel, Rabbi Herzog, wrote in 1951 that the act of investing in Israel Bonds during the most Holy Days of the Jewish year is part of the fulfillment of the mitzvah of building the Land of Israel."

The first Sephardic Chief Rabbi, Rabbi Oziel, stated that it is a mitzvah to purchase Israel Bonds on Rosh Hashanah and Yom Kippur in order to fulfill the commandment of settling in Israel.



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Many Rabbis from all denominations, over the years, have echoed these thoughts.

We are all concerned that the High Holy Day services be meaningful, focused, spiritual, and Holy. As such, some have voiced concern about having an Israel Bonds focus on Yom Kippur evening at Kol Nidray, or in the morning prior to Yizkor.

Rabbi Reuven Bulka has written that it is most appropriate to focus on Israel during Yom Kippur, and on what Israel means to us individually and collectively; and how much our connectedness to Israel enhances our Jewishness. Israel Bonds affords us the opportunity to partner with Israel, to help Israel, and to provide safe haven for Jews from everywhere.

On Yom Kippur, he stated, when we are called to Holy action, there can hardly be a more sacred expression than to actively express our love of Israel and support of it, even if it be via the mention of investments. By investing in Israel, we sanctify that money, ennobling what otherwise would be mundane.

To spend Yom Kippur praying is obviously necessary, but not sufficient. Authentic prayer must lead to meaningful action. This is a most potent combination, which Israel Bonds affords us the opportunity to actualize.

Far from being a compromise of High Holy Day decorum, he concluded, having an Israel Bonds focus is precisely what we need on Yom Kippur or Rosh Hashanah.

"To be a free people, in our own land" has long been our hope. Every Jew has a right to emigrate to Israel, to live in Israel and to visit Israel for lengthy periods of time. Israel is our home. All homes require ongoing investments.



State of  
**Israel  
Bonds**  
Canada

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The dream of a Jewish homeland has been fulfilled, but that dream requires our continuous investment support.

The State of Israel is still growing, still being created. Be part of fulfilling the dream. Invest in it.

**AN INVESTMENT - NOT A DONATION.**

ISRAEL BONDS ARE NOT PART OF YOUR CHARITABLE ALLOCATION.

**The money that you invest in Israel Bonds is investment money.** It does not come from your charitable allotment. It is money that should be invested at times when you have it available for any good investment.

**Many of us have been approached by a wide range of charities to make donations over the course of this summer, with the crisis in Israel foremost in our thoughts. Please do give generously to charities, such as UJA, JNF, and all other Israeli-based charities and causes you support. Give and give more whenever and wherever you can.**

**AS ISRAEL CONTINUES TO FIGHT FOR THE SAFETY OF ITS CITIZENS, NOW IS THE TIME TO ALSO HELP ISRAEL WITH YOUR MUCH-NEEDED INVESTMENT DOLLARS.**

Israel Bonds do not compete with any form of Jewish tzedakah, or any synagogue capital campaigns for that matter. Israel Bonds do compete with GICs or Canada Savings Bonds.



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Israel Bonds compete with investment instruments that you and your fellow congregants will be placing in RRSPs, TFSAs and regular investment portfolios. We will all be investing money this year, building our financial portfolios.

With Israel Bonds, every investment you make will be returned to you in full and on time, with interest income paid to you, after 2, 3, 5 or ten years; depending on the investment you choose.

Take this opportunity to make a good return on your money while also doing the right thing.

**If we believe in Israel, we must invest in Israel Bonds because it is a solid investment in the only Jewish State in the world.**

**If we believe in Israel, we must invest in Israel Bonds because it is the financially and morally right thing to do.**

Believe it; every investment in Israel Bonds is met with the appreciation of the State of Israel.

Every bond makes a crucial difference.



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### PURELY FINANCIAL REASONS FOR INVESTING IN AN ISRAEL BOND:

- An investment that is a significant means of achieving a balanced portfolio with competitive returns.
- The State of Israel has never missed an interest/redemption payment on an Israel Bond.
- Israel Bonds offers investors diversity when investing.
- Israel Bonds proceeds help to develop every aspect of Israel's economy.
- Israel Bonds offers strong yields.

INSTITUTIONAL BUYERS WITH THE STRICTEST FIDUCIARY REQUIREMENTS including banks and insurance companies invest in Israel Bonds. American municipal public employee pension funds and treasury funds, and major Canadian banks and pension funds are significant investors in Israel Bonds.

### THE MIDDLE EAST IS THE MOST UNSTABLE, DANGEROUS, AND REPRESSIVE REGION IN THE WORLD.

Yet despite being one of the most open, democratic, tolerant, freedom-granting and rights-guaranteeing societies in the world Israel is the target of a relentless BDS (boycott, divest, sanction) campaign. Why boycott a nation that...

- Guarantees the rights of all its citizens.
- Develops amazing new technologies that advance human life everywhere.
- Shares technology and innovation with nations around the world.



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In so many ways, our investments in Israel Bonds help Israel to invent new life-saving, time-saving, water-purifying and food-producing inventions that make the world a cleaner, safer, healthier and better place.

### LIFE-SAVING INFRASTRUCTURE

The new, growing threat to over 80% of Israel's population, in the form of long and medium range missiles and deadly mortars, requires a major expenditure to reinforce buildings.

Israel is investing many hundreds of millions of dollars in life-saving infrastructure to protect hospitals, schools, playgrounds, shopping malls, synagogues and other public & private buildings.

### ISRAEL'S ECONOMIC RESILIENCE IS BUILT ON THREE PILLARS:

- Israel has been proactive in developing far-reaching policies enabling its economy to remain stable in the face of ongoing global challenge.
- Israel's leading and innovative technology sector attracts billions of dollars in foreign investment, hosts development centers for the world's leading high-tech companies, and generates global demand for Israeli products.
- Israel Bonds has generated more than \$36 billion in worldwide sales since inception in 1951. Since then, over \$27 billion has matured and been repaid in full and on time.



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AN ISRAEL BONDS INVESTMENT DECLARES YOUR APPRECIATION FOR “BRAND ISRAEL.”

i.e. the ideals and values of the State of Israel – democracy, pluralism, tolerance, citizen-safety, and putting human creativity and ingenuity to work to make the world a better place.

Israel Bonds are ethical investments. An Israel Bonds High Holy Day investment is important for any Jew, and any investor, who takes a values-based approach to financial matters.

Many years ago, the ISRAEL BONDS TAB CARD COLLECTION BOXES were designed to resemble a voting ballot box.

Why? The answer is clear. During the early years of the campaign, investing in a State of Israel Bond was considered to be a moral vote for the State of Israel, a declaration that Israel and its people had a right to live in peace and safety.

No less so today and many are saying, “Even more!”

In a world that is increasingly hostile to Israel and Jews in many countries, the moral and ethical dimension of investing in Israel is a powerful statement we can all make. As we approach 5775 on our calendar, investing in a State of Israel Bond is once again a clear “vote” for the State of Israel.



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We must continue to invest in Israel Bonds and declare our vote for Israel, to express our unity in the face of tireless forces that are working to isolate and condemn the people of Israel.

Our investments in Israel Bonds declare our vote that says, "Israel's values are MY values."

Our investments in Israel Bonds are a powerful way to do the right thing despite misguided world opinion.

[THE ISRAELI FINANCE MINISTRY'S CURRENT ECONOMIC BLUEPRINT FOR THE ISRAELI ECONOMY](#) establishes that a portion of Israel's long-term debt in any given year be held in Israel Bonds. Advantages for Israel include:

- Funds supplied to Israel's economy by Israel Bonds are less expensive for Israel because Israel Bonds short and medium term instruments can capture the most appropriate interest rates in the market.
- With every Israel Bonds investment another portion of Israel's foreign debt is held by investors who support Israel. Israeli citizens and elected officials don't have the same foreign debt worries as citizens and leaders of countries whose debt is held by banks, funds, or other countries. **This is the security provided to Israel by every Israel Bonds investment.**

**Today Rabah**

**Thank You**

**Today Rabah**

**National Office/  
Toronto & GTA**

T 416.789.3351  
T 1.800.771.9301

**Ottawa &  
Atlantic Canada**

T 613.792.1142

**Montreal**

T 514.482.0427

**Hamilton**

T 1.800.771.9301

**Winnipeg**

T 204.942.2291

**Calgary**

T 403.255.8136

**Edmonton**

T 780.491.0034

**Vancouver**

T 604.266.7210

For current rates, terms & conditions visit

**IsraelBonds.ca**

**2014/ 5775 Shana Tova  
from the State of Israel!**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Row \_\_\_\_\_ Seat \_\_\_\_\_



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Israel Bonds are sold all year in  
Canada exclusively through  
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**Your investment in  
the State of Israel  
with Israel Bonds  
begins here...**

Your 2014/5775 Investment Tab Card



## DID YOU KNOW?

The State of Israel launched Israel Bonds in **1951**.

Sales in 1951 were **\$52 million**.

It took almost a decade to reach the **first billion** in sales.

Sales of Israel Bonds now routinely surpass **\$1 billion** per year.

Total sales are over **\$35 billion**, of which over **\$27 billion** has matured and has been repaid in full and on time.

**Purchasers** include private investors, synagogues, public/private foundations, corporations, insurance companies, unions and universities. All major Canadian banks are also significant investors in Israel Bonds.

**Investing in Israel Bonds supports a nation of extraordinary innovation that continues to push the boundaries of modern technology.**

All figures in US dollars.



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Israel Bonds are sold all year in Canada exclusively through Canada-Israel Securities, Limited.

### JUBILEE BOND

**\$25,000** minimum  
Fixed rate, semi-annual interest  
Available in \$CDN and \$US  
2, 3, 5, and 10 year terms

### MACCABEE BOND

**\$5,000** minimum  
Fixed rate, semi-annual interest  
Available in \$CDN and \$US  
2, 3, 5, and 10 year terms

### SABRA BOND

**\$1,000** minimum  
Compound interest  
Available in \$CDN and \$US  
3 year term

### MAZEL TOV BOND

**\$100** minimum  
Compound interest  
Available in \$CDN and \$US  
5 year term

**All Israel Bonds are RRSP\* / RRIF\* / TFSA\* / RESP\* eligible and can be registered to more than one individual.**

*Canada-Israel Securities, Limited* can only accept orders from Canadian residents. \$CDN Israel Bonds can only be registered to Canadian residents.

\* Self-directed plans

Rates change 2 times per month on most bonds. For current rates, terms & conditions visit

**IsraelBonds.ca**

STATE OF ISRAEL BONDS/CANADA-ISRAEL SECURITIES, LIMITED.  
ISRAEL BONDS MUST BE HELD UNTIL MATURITY.  
State of Israel Bonds Canada; Buy/Build/Believe; Invest in Your Values; TopBond; Promise of a Bond; RESP Promise; Young Builders of Israel and Because Values Matter are all registered trademarks of Canada-Israel Securities, Limited. Canada-Israel Securities, Limited disclaims the right to the exclusive use and registration of the Crest of Israel. This is not an offering. Investment amounts, interest rates and maturities available on all bonds will vary according to current offerings by the State of Israel. Rates, terms and bond issues as listed and/or advertised are subject to change or be discontinued without notice. Ratings are as at time of printing. As with any part of your financial plan, you should always consult with your financial advisor and/or accountant to ensure the plan is suitable for your situation. E/0E.

## HOW TO INVEST

1

**Choose & fold an investment amount from the right side**  
(multiples of any investment amount shown are available).

2

**You will be billed by State of Israel Bonds.**

3

**When billed, you will see current rates and you can choose your bond in either \$CDN or \$US.**

\$100

\$180

\$360

\$500

\$1,000

\$2,500

\$5,000

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\$25,000

\$50,000

\$100,000



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