

Annual Report 2024

RESISTING THE NAKBA NOW.

Investing
in a Future
of RETURN.



OPENING WORDS

As we conclude the year 2024, we find it more difficult than ever to report it. Being an organization that uses the teaching and exposing of erased history as a way to transform political visions, the past year has challenged Zochrot in almost every way possible. When genocide has become a daily reality, when children are being starved and maimed and murdered in Gaza just a short drive from where we live, by soldiers we may know, as the Nakba is reoccurring in multitudes of horrific ways, holding activities and reporting them may seem trivial, even redundant. Our main challenge has become holding the space for activists, for radical political visions and humanistic thinking even in these times, insisting that a different future is possible in Palestine, and that we must work for it now.

Zochrot has been dedicated to teaching the Nakba of Palestine for over 20 years. Our analysis connects the past to the present and sees the Nakba not as a historical event but as an ongoing process of colonization, domination and dispossession. In 2024, this process has reached a peak of violence and destruction we could not have imagined, yet were compelled to witness.

These are transformative times. Amidst the horror, fear and grief, we know that things will not be as they were, and what we do now will matter to shaping the future. So, we acted in the best ways we know how: By cultivating a resisting community, teaching and creating paths for transformative learning. We conducted 68 activities that engaged 2,246 participants throughout the year. Behind each of them is determination and willingness to challenge the colonial mindset that has led to the current catastrophe.

In the midst of this catastrophic violence, Zochrot emerges as an active force of resistance, truth-telling, and solidarity. Our organization represents a critical voice of local activists, committed to exposing the ongoing Nakba in its most acute and devastating manifestation. We refuse to be silent witnesses to the systematic elimination of Palestinian life, culture, and memory.

The ethnic cleansing of Gaza is not an isolated event, but a continuation of the violent displacement and erasure that began in 1948. Each bomb dropped, each family torn apart, each community destroyed resonates with the historical trauma of the Nakba - a process of systematic dispossession that has defined Palestinian and Israeli existence for generations. Our work has never been more crucial than in these moments, when the world witnesses in real-time the depths of colonial violence.

Zochrot's strength lies in our community - a diverse group of activists and supporters who refuse to accept the notion of inevitability or the narrative of supremacy. Our activists put at times their bodies, voices, and personal safety on the line to challenge the dominant discourse, and as an organization Zochrot tries to give them the knowledge, tools and emotional support to do this. In a context where speaking out can mean personal and professional risk, our activists choose courage. They choose to challenge the dominant discourse, to stand in solidarity with Palestinian liberation, to insist on a future built on justice, equality, and acknowledgment.

Together we have been transforming our grief, anger, and fear into concrete action. Zochrot's community meetings have become sanctuaries of collective healing and strategic resistance. We've created spaces where activists can come together, share their pain, analyze the systemic violence, and develop strategies for meaningful change. Publications and materials we put out this year are marked by the trauma of this time but also help giving it context and point to the continuation of the Nakba and the vision needed to end it and to rebuild Palestine as a place where all can live in dignity.

By bringing Israeli and international audiences face-to-face with the realities of the Nakba - both historical and contemporary - we break through the walls of ignorance and complicity.

This report is more than a documentation of activities. It is a declaration of continued resistance. It is a testament to the power of community, to the resilience of those who refuse to accept oppression as inevitable. Despite the overwhelming violence, despite the attempts to silence and destroy, we remain committed to our fundamental belief: that justice and liberation are possible and the accountability is essential to achieve peace.

It has been a tough year for anyone who cares about justice and indeed, for anyone who lives here. Nothing compares to the suffering of Palestinians being murdered and starved in Gaza, but the ongoing Nakba and Israeli aggression did not stop there. The choice to engage in unending, ever expanding violence and war impacts every single person in this area, including of course our own team and community. From rampaging violence in the West Bank to the war with Hezbollah that caused so much destruction and uprooting in Lebanon and Syria and in northern Israeli and Palestinian communities, to the threat to central Israel from drones and missiles, to the ever growing violence of Israeli police and right-wing mobs, to the passing of fascist laws, the impact was felt

daily, and this only strengthen our resolve that things can, and must, be different.

Our work is not just about remembering the past, but about creating the conditions for a different future - a future where the ongoing Nakba can finally end, where Palestinian rights are fully recognized, and where life of freedom and dignity are secured for everyone.

Impact

This year saw an incredible awakening throughout the world to the plight of Palestinians and the need to stand in solidarity – the one ray of light in this terrible year. Zochrot tries to engage with this growing solidarity movement, offering more content to international audience and engaging with different groups and individuals. We received unprecedented number this year of requests for materials and consultancy from academics, writers, film-makers and organizers. Here are a few examples of Zochrot’s impact:

One significant engagement came from known American writer **Ta-Nehisi Coates** who previously participated in our tour and who reached out to learn about the Dayr Yassin massacre of 1948 and about mechanisms of erasure in research of his influential book “**The Message**” that was published this year.

Another prominent writer deeply involved in the Palestinian struggle is **Naomi Klein** who this year referred to Zochrot’s work in one of her influential articles. Prof. Klein also participated in one of our events (see below).

At the end of this year our call for accountability and justice, an extended version of the statement we published shortly after the events of October 7, 2023, [came out](#) in a special issue on Palestine of the **UCLA law review**.

WORDS FROM OUR CHAIRWOMAN OF THE BOARD

COMMUNITY LETTERS

Why is it so important to donate for Zochrot?

Moran Barir, October 26, 2024

Zochrot's is a lucid voice in a dark time. It insists on exposing the truth even in a political atmosphere which is one of the most ominous we have ever seen. It insists on a vision of healing, justice and true equality for all, even when everything around it is burning. It insists on accountability as a means for justice, even when the threshold of public responsibility has reached rock bottom. It insists that without redressing the wrongs of the ongoing Nakba, including by way of return, nobody here will be safe.

It insists on a way of living a good life here, despite the depths we have sunk into, insists on paving this path within all the killing, destruction, horror and same.

It insists that we too, the Israelis, can be redeemed, if we only agree to look at the horrors of our own making straight in the eye, put an end to them and start creating something else in this country. We have a place here, as equals.

Together, we remember that the present doom is not our destiny. We remember we have the power to shape our future lives here. Every day that passes, loss and trauma only multiply. And that's precisely the reason why we need Zochrot more than ever. To keep reminding and insisting on solving the problem from the roots in order to ensure a safe, fair and happy life for Palestinians and Israelis on this piece of land. It sounds far-fetched and unreal, but it's essentially so simple - so possible.

Zochrot is a small organization with a huge mission. I find it hard to imagine this world, these days, without it. Without that lucid voice, that clear conscience, which opposes the ongoing Nakba that has taken the ominous form of inconceivable destruction over the past year. A voice that at the same time calls for the return of the 1948 refugees. These two are bound together, as much as are the lives of us all.

Join us in shaping a different reality, right from the bottom. Today, more than ever, this is obviously what it takes. No cosmetic reform, no temporary settlement, no noble compromise that allows the blood to keep spilling. Rather, a complete end to the destruction and dispossession, recognition of the Nakba, accountability, and initiating processes of healing and compensation - above all the return. We, Zochrot, are here to remind you that it's in our hands - and yours.



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Community Space – Empowering Grassroots Leadership

This report highlights how Zochrot is transforming personal and collective trauma into purposeful action. Throughout the year we invested in creating a safe space for our community and activists to meet, talk, discuss ideas and engage in direct action. In 2024 Zochrot held **12 community meetings**, engaging **332 participants** in discussions aimed at building grassroots leadership and resilience in the face of the ongoing violence in Gaza and Lebanon and growing fascist repression inside Israel. These meetings were crucial for fostering solidarity and creating actionable strategies for resisting dispossession.

One notable event is **Refuse to Accept This as Normal**, a public community gathering with 35 participants. Held as an alternative to Israeli Independence Day celebrations, the event began with recognition of the land of Abu Kabir, led by historian Youssef Asfour. This was followed by a creative fanzine workshop with Chen Amram, which encouraged participants to imagine alternative realities to the current political situation. The evening concluded with a moving anti-genocide concert by Elik Harpaz and Ayelet Kegen Ben Yishai, leaving participants inspired and reflective. The next day, Israeli Independence Day, more than a hundred Israeli activists joined us to participate in the annual procession of return organized by the committee for internally displaced people and attended by thousands of Palestinians.

The community meetings are particularly significant - bringing together dozens of people during an incredibly challenging time demonstrates the organization's ability to create solidarity and meaningful resistance. These meetings served as a lifeline of hope and collective healing.

The facilitation of these meetings by community members themselves is crucial. This approach empowers activists from within, ensuring that the resistance is truly grassroots and collectively owned. By prioritizing topics like anti-normalization, decolonization, and resistance praxis, Zochrot is not just responding to the current crisis but building a long-term framework for justice.

Another highlight our meeting with author and organizers **Kelly Hayes and Rabbi Brant Rosen.**, **40** members of our community listened to them discuss Kelly's book **"Let this radicalize you"**. The conversation centered on building solidarity and confronting oppression in both local and global contexts.

We shifted our long used methods of on-the-ground learning tours to offer exclusive tours to small groups of community member to dig deeper and experience anti-colonial practices. A **Gathering Tour in Beit Susin**, led by activist and facilitator Rose Amer, a graduate of Zochrot's training for tour guides, attracted **10 participants**, who explored the history of the village before its destruction. Participants learned about the significant cultural heritage of Palestinian cuisine and foraging practices and participated in a hands-on foraging and cooking workshop, making a direct connection between the land and Palestinian identity.

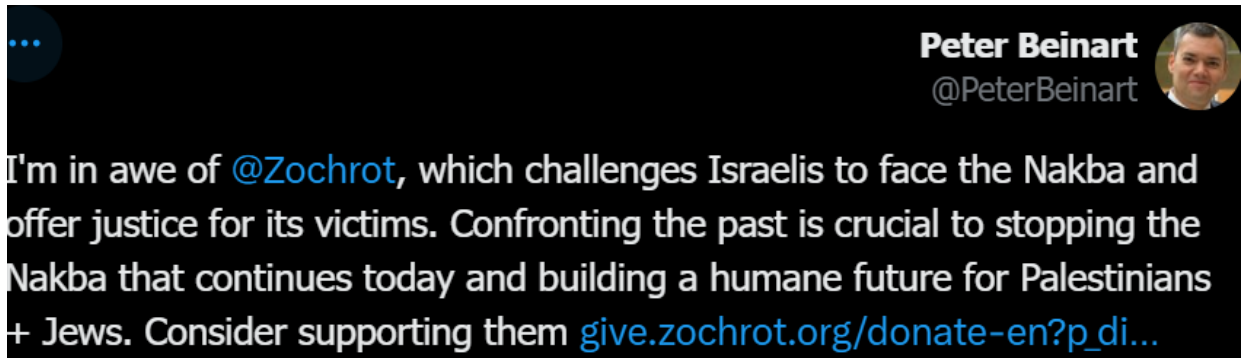
A tour to the villages of **Zanuta and Susya** in the South Hebron hills was led by our community member Eran Maoz and organizer Naser Nawajeh. We learned about the connection between the Nakba of 1948 and the occupation of 1967 and witnessed the continued resistance of local communities to their dispossession. Following this tour, several members joined activism in the west bank to help this resistance and protect communities.

Of the many actions and protests that Zochrot community members organized and participated in we wish to highlight one that we were especially proud to support. In April activists organized a protest in front of the notorious Sde Teiman detention facility following report of widespread torture and abuse of Palestinian detainees. This even drew attention from media like CNN.

In December our community member Yahav Erez brought Zochrot's message to a music festival organized under the name "Woodstock for peace". This kind of space is not naturally where one would find Zochrot's message, but thanks to Yahav, a workshop about the right of return was given on the festival ground, maybe for the first time ever at an Israeli musical event.

To end 2024, with unwavering determination, our community has achieved an incredible milestone by raising even more than our original target goal of 200,000 ILS through hundreds of individual contributions. More than 600 people chose to stand with us and say No to the ongoing Nakba and Yes to a future of return. The true strength of this campaign lies not in the monetary goal, but in the powerful demonstration of collective action. Our community of activists transformed this campaign into a profound statement of solidarity. Through personal outreach, social media engagement, and heartfelt support messages, they mobilized hundreds of people to stand behind our cause. These brave individuals did more than donate; they amplified our message, expanded our network, and showcased the power of grassroots organizing.

Here you can watch some of our activists speak on the crucial work of Zochrot especially today: [Miko](#) , [Einat](#) , [Ami](#) , [Yosseff.a](#), [Yahav](#).



WORDS FROM AN ACTIVIST

COMMUNITY LETTERS



This past year was unsettling. In addition to the anxiety and horror in response to the constantly escalating violence and inconceivable number of victims, I was relatedly disappointed throughout this year by the viewpoints of those whom I had considered my friends and political partners. In the nationalist and narrow-minded atmosphere that took Israel by storm, it was so easy to become “disenchanted” with peace and to withdraw in a self-victimizing approach to a complete blindness to the tremendous suffering that Israel causes, and not only experiences. This year made the antidote all the more important - the historical knowledge, the vision of a completely different future, and the community that makes them heard and grow. This year, Zochrot was for me a warm and cosy overcoat in the face of an unending and destructive tempest, and all the tools it provided helped me remain faithful to my values and principles against the huge pressure to abandon them. Zochrot has no alternative.

Tom Pesach

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Open Tours & Guided Group Tours – Broadening Public Understanding of the ongoing Nakba and a future of Return

Zochrot hosted **10 open public tours** in 2024, engaging **392 participants** in accessible and inclusive educational activities. These tours to places such as [Saffuriya](#), Jaffa, Anaba, Sheikh Muwannis, [Hawsha](#), Lydd and Nazareth emphasized the ongoing Nakba and its relevance to the continuing struggles Palestinians face today, particularly in Gaza.

We have worked throughout the year with numerous organizations and groups. We guided **25 group tours** in 2024 involved **601 participants**, providing them with the opportunity to engage directly with the ongoing effects of the Nakba. These tours tailored to groups and organizations such as Truaa, Saddaka Reut, Hand in Hand, mothers against violence, Rabbis for ceasefire, Peace now, and other activists, delegations and academic groups, were essential in making the connection between the Nakba and the current genocide in Gaza clear, showing how historical displacement continues to shape Palestinian lives today.

Although this year was challenging in our ability in certain periods to conduct outdoor activities and although visits from international groups were limited because of the war, we still expended them to new audience. These guided tours were instrumental in fostering a deeper understanding of the Nakba's impact and its ongoing relevance in today's Palestinian struggles, particularly in Gaza.



Lectures and Panel Discussions – Expanding Critical Perspectives on the Current and Ongoing Nakba

In 2024, Zochrot hosted a total of **14 lectures and panel discussions**, which engaged **511 participants**. These events played a vital role in fostering dialogue and reflection on the Nakba, offering an opportunity to engage with both historical narratives and contemporary issues. The lectures and panels were designed to deepen understanding of the Nakba's ongoing relevance, exploring its impact on Palestinian identity, memory, and struggle. Working with different groups and networks such as Rabbis for Ceasefire, Green olive tours, Ajik institute and Universities from around the world highlighted to the participants the connections between past injustices and present-day genocide in Gaza, making clear the need for continuous advocacy and education in confronting historical erasure.

By platforming diverse voices—from survivors and scholars to activists and community members—Zochrot created spaces for learning, reflection, and action. The dialogues provided participants with the tools to challenge historical erasure and contributed to a broader discourse on justice, accountability, and the fight for Palestinian rights. As the year progressed, these events highlighted the urgent need to recognize the Nakba as a continuous process that shapes the lives and futures of Palestinians. Through these discussions, Zochrot continues to contribute to the crucial work of building a more just future and of promoting accountability.

Watch events:

[The Gaza Genocide: Personal experience in the context of decolonizing the Palestinian mind](#)

[Cultural Genocide in Palestine, Gaza and beyond](#)

[76th Anniversary of the Dayr Yassin massacre](#)

WORDS FROM AN ACTIVIST

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Having been born and raised by the Zionist education system, I've never heard of the Nakba, and certainly not told about the expulsion and the ethnic cleansing of the Palestinians by the Zionist militias, followed by the Israeli army. It is only after a prolonged period of self-learning and reading that I found out about the injustice done, and still done to the Palestinian people in terms of its dispossession. But even after learning about the Nakba

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Highlight of Events – Creating spaces for collaboration, and solidarity

Two notable events crucial to discussing the ongoing Nakba, emphasizing its relevance to the current genocide in Gaza, and fostering a collective commitment to justice and accountability played a vital role in creating spaces for education, collaboration, and solidarity.

The **Screening of “Lydd”** drew 103 attendees in the city of Lydd. The film showcased the displacement of Palestinians in Lydd, connecting past atrocities to ongoing injustices and to a vision of a different future. A discussion with Rami Younis, the filmmaker, following the screening encouraged participants to reflect on the narratives of resistance and resilience embedded in these histories. It was especially significant to have this screening in the town where the narrative takes place, right in the heart of the old city that saw so much destruction in 1948. That evening brought together many people from the Palestinian community of Lydd and from Zochrot’s activist community to form new relationships and strengthen existing ones as we engaged with the history, present and possible future of Lydd.

In December 2024, Zochrot hosted an international webinar: "[Remembering and Resisting](#)" as part of our fundraising campaign featuring a thought-provoking discussion between Professor Naomi Klein and our Director Rachel Beit Arie on the theme of "Remembering and Resisting." The webinar brought together 180 participants from around the world, exploring the intersections of historical memory, resistance, and the ongoing struggle for justice. Prof. Klein and Beit Arie delved into the importance of remembering the Nakba and the role of memory activism in resisting ongoing colonial violence. The conversation highlighted how collective memory and resistance are intertwined, offering powerful insights into how we continue to confront the erasure of Palestinian history. This event was a significant moment for Zochrot’s international outreach, reinforcing the importance of global solidarity in the fight for Palestinian rights. The conversation was held in English and was simultaneously translated into Arabic and Hebrew for the benefit of local participants.

Through such events, Zochrot continues to create meaningful opportunities for participants to engage with the Nakba as an ongoing process and structure of violence. By connecting historical narratives with contemporary realities, these activities not only raised awareness but also inspired action and solidarity as they underscored the importance of challenging dominant narratives,

preserving Palestinian memory, and advocating for justice in the face of ongoing war crimes and genocide.



The image is a promotional poster for a Zochrot event. It features a portrait of Naomi Klein on the right side, wearing a light-colored blazer. On the left side, there is text in Hebrew and English. At the top left is the Zochrot logo. The main text reads: 'Zochrot is honored to present our 2024 Grand Benefit: REMEMBERING & RESISTING A Conversation with NAOMI KLEIN Thursday, December 5, Online 11 AM (PST) / 2 PM (EST) / 8 PM (CET) 9 PM (Palestine Time)'. Below this, it says 'Tickets: Starting at a 50\$ (or ₪150) donation to Zochrot'. At the bottom, there is a quote: 'This event is part of Zochrot's annual crowdfunding campaign, "Resist the Nakba Now. Invest in a Future of Return."'.

זכרות
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Zochrot

Zochrot is honored to
present our 2024 Grand Benefit:

**REMEMBERING
& RESISTING**

A Conversation with
NAOMI KLEIN

Thursday, December 5, Online
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Tickets: Starting at a 50\$ (or ₪150)
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Sebastian Nevols

Workshops – Building Practical Tools for Change

Zochrot organized **four workshops** in 2024, with **113 participants**, to equip activists with practical tools for resisting the ongoing Nakba and its current manifestation in Gaza. These workshops focused on decolonization, military resistance, and critically engaging with Zionist texts. These workshops represent a profound strategy of long-term change. By focusing on young activists, particularly those who refuse military service, Zochrot is nurturing a generation of principled resisters who understand the deep historical context of the conflict.

The **Decolonizing Jerusalem** workshop, with **16 participants**, explored how activists can transition from education to action. Participants developed strategies for addressing colonial violence, with a particular focus on Gaza's ongoing siege and destruction.

In the **Decolonizing Workshop for young people**, a collaboration with the Mesarvot network, **12 teenagers in the process of refusing their draft to the Israeli army** came together to strategize how to resist military conscription. The workshop highlighted how conscientious objection plays a role in challenging systemic violence and occupation, with direct implications for Gaza. It deepened those young people's historical understanding and knowledge and helped strengthen their resolve as some of them faced imprisonment for their courageous choice.

The **Anti-Zionist Reading Group**, attended by **10 participants**, critically examined foundational Zionist texts and their implications for the ongoing dispossession of Palestinians. The workshop helped participants understand how Zionist ideology has shaped policies that contribute to the violence and dispossession seen in Gaza today.

A major addition to this year's programming was the International Webinar Workshop Series: **Unlearning Zionism**, which ran from September 10 to November 20 and engaged **75 participants** in eight powerful sessions.

These workshops were essential in equipping participants with the skills necessary to engage in active resistance and advocacy, ensuring that the lessons of the Nakba continue to inform contemporary activism.



WORDS FROM AN ACTIVIST

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The Decolonizing Tel Aviv course afforded me the opportunity to see and understand what I had been inured to look away from - the opportunity to talk and shout about what is silenced in Israeli society. Yes, I was an activist before attending the course, but mine was an "Israeli leftwing"-style activism, one that usually does not see beyond 67. Inadvertently, I also adopted the hegemonic marginalization of the Nakba. Zochrot enabled me to break off these shackles and see the painful history behind the house remains, the mosques, the prickly pear bushes, the JNF forests. The perspective through which I experience space changed also with regard to where I live and how I live. Today, it is impossible for me not to see a place through the prism of memory - of the injustice and suffering we have unleashed.

With its tours, texts and discussions, the course Decolonizing TLV was an important stage in my process of learning and shaping my identity, and made me rethink my activism from a broader historical and theoretical angle, and thereby deepen it and act in new ways. The process I underwent in the course was not an easy one. The information revealed - most of it new to me - shook me emotionally, to the core. I felt pain, I felt despair, I felt ashamed. Nevertheless, this course is a must - for everyone. It's essential for everyone who lives here and looks to a future of return, decolonization, and good for us all.

Michal Margalio

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Tools – Developing Educational Resources for Advocacy

Zochrot developed **three major educational tools** in 2024 to ensure that the Nakba's history remains visible and actionable. These resources played a key role in supporting advocacy efforts and educating the public on the ongoing Nakba and its connections to Gaza.

The [Nakba Prisoner-of-War Camps Booklet](#), produced with 13 activists, documented the experiences of Palestinian detainees during the Nakba. This resource linked the historical experience of imprisonment to the current mass incarceration of Palestinians in Gaza, providing an important tool for education and advocacy. To launch the new tool, Zochrot hosted [a Webinar on Detention Camps from 1948 to Today](#), with 70 participants. Featuring a discussion with community member Dr. Shai Gurtler, the author of this publication, and Sahar Francis, director of Adameer, this event traced the history and present-day implications of detention camps, providing a critical understanding of their role in the continued oppression of Palestinians. We also invited the public to join us in two physical tours to see with their own eyes the remains of those detention camps and connect their stories and relevant to today's reality.

The initiation of the **Abu Kabir Booklet**, led by **6 community members**, explored the history of the destroyed Abu Kabir neighborhood in Tel Aviv. The booklet will use maps, testimonies, and archival materials to preserve the history of this neighborhood, emphasizing the importance of documenting and sharing Palestinian stories in the face of ongoing erasure. The publication will be available in early 2025.

These educational tools are crucial in helping ensure that the Nakba's impact remains visible and relevant, particularly in the context of the ongoing genocide in Gaza.

The launch of the **Jewish National Fund (JNF) mini-site** marked a critical step in consolidating our extensive campaign efforts into a single, accessible platform. While its release on Land Day in March came during a challenging time, with our focus shifted to Gaza and addressing the ongoing genocide and Nakba, the mini-site continues to serve as a vital resource for exposing the JNF's role in the erasure of Palestinian localities and promoting redress actions.

The mini-site gathers years of work from the #ExposeJNF campaign, compiling:

- Historical timelines of JNF activities.
- Visuals and videos uncovering localities hidden within JNF parks.

- Maps of these parks.
- Articles and resources for deeper engagement and action.

This comprehensive hub aims to educate, mobilize, and facilitate contributions from the public in the effort to expose JNF's role in the ongoing Nakba.

Despite limited promotion following its release, the mini-site has generated significant interest:

- **Organizational Outreach:** Several organizations have approached us for talks about the mini-site, most recently the Green Collective, reflecting its potential for broader alliances.
- **Community Engagement:** Individuals connected to specific JNF parks have expressed interest in initiating redress actions, demonstrating the mini-site's impact in mobilizing tangible efforts for accountability.

WORDS FROM AN ACTIVIST

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I have been active in the struggle against the Israeli occupation and apartheid for over 20 years. In the first years, Zochrot was my lighthouse, a home and a source of knowledge and profound political education in a space that had very little to offer. In fact, it offers very little today.



Over our years as activists, we had some difficult experiences of loss, frustration and fear, but this year was undoubtedly the worst. It was not surprising, in many senses it was predictably painful, but it was the coming-true of my worst nightmares. For me, one of the challenges of this year, drenched in blood, destruction and wanton violence, was the sense of isolation - watching others around me become increasingly grief stricken, vengeful and cruel. Not only Israeli society as a whole, but some of the people dearest to me grew increasingly distant. In that hopeless moment, there was one place where I knew, deep in my heart and without a shred of doubt, there would be no confusion. There, the values of justice and equality would still lead the way. There, it would still be clear that the path we walk together passes necessarily through decolonization and redress - in the form of the return of all refugees and the creation of a new reality of partnership.

Zochrot is our moral backbone. It is always small, always fights for its life, always lives on scrubs. A tiny candle in a great darkness - one that will not accept the darkness, will never become part of it, will not settle for tiny flickers, but insists despite its size to light up every nook and cranny and leave nobody behind in the dark. This light must not die, because our only chance to survive in this place, in our home, is diminishing. At this time, we must strengthen Zochrot, back it up, enable it to continue serving as a place for significant political work, developing and disseminating knowledge, creating partnership, expanding our political imagination, and insisting on the truth. And the truth is, things can be entirely different - and much better.

Alma Biblash

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Zochrot online and on Social Media: Amplifying the Ongoing Nakba

In 2024, Zochrot's social media platforms has been a vital tool for raising awareness about the ongoing Nakba and the genocide in Gaza. Through strategic campaigns and robust community engagement, Zochrot's organic approach not only sustained its existing audience but also drew in new subscribers, amplifying our mission across the globe.

iReturn App Analytics Report

The iReturn app, now with over 13.6K users, has been developed as a key educational tool to teach about destroyed Palestinian localities, combat erasure, and promote the right of return for Palestinian refugees. In 2024, the app has made substantial progress, achieving remarkable growth and engagement that underscores its significance and relevance in the current context. It was downloaded 8000 times in 2024. The majority of users (almost 5000) are in Israel but active users are in 176 countries, which attests to its global reach.

Zochrot Website

With 260K page visits and 108K unique visitors in 2024, zochrot's website remained a vital resource for information, data, testimonies and learning resources about the Nakba and the right of return.

These statistics confirm that our website continues to be a primary source for people to educate themselves on issues critical to understanding and addressing the ongoing Nakba. The significant increase in organic search traffic highlights the growing visibility and relevance of our content. The strong engagement metrics, including rising page views and session starts, reflect users' commitment to exploring our materials in depth.

Social Media Progress Report (2024)

In 2024, our social media platforms experienced significant growth in followers and engagement, reflecting the increasing relevance and resonance of our work. Our main account is on Instagram where we saw over 60% increases in the number of followers. New templates designed this year helped establish a clear and unique social media identity.

Zochrot social media in numbers:

Instagram:

- Followers: Grew to 11,111, with 4.3K new followers (62% from last year).
- Top audience locations: United States (28%), Israel (18%), Germany (10.3%).
- Reach: 145.5K (+197.9% from last year), entirely organic.
- Views: 376,149 total, all organic.

Content Interactions: 14.9K (+100%).

Facebook:

- Followers: Increased to 19,078 (up from 18.9K in 2023).
- Top audience locations: Israel (46.3%), United States (10.7%), Palestine (9.3%).
- Views: 69.2K total, with 87% from organic reach.
- Reach: 44.1K.
- Messaging: Contacts increased by 216%, with 155 new contacts (+400%).
- Engagement: Published 64 posts, higher than similar organizations.

The impressive growth in followers, reach, and interactions demonstrates our ability to engage effectively with diverse audiences across the globe. The sharp increase in organic reach and messaging conversion rates highlights the strength of our content in fostering meaningful connections and inspiring action. We often post fairly long texts by social media standards that explore complex history and make nuanced arguments. The significant increase in engagement shows the importance and relevance of such content in an arena defined by virality and slogans. On Instagram, as we did in our areas of our work, we collaborated with groups like Shoresh and Academics for ceasefire to produce educational content. Here too our community members were a vital resource as they helped share Zochrot messages on socials.

These results underscore the importance of maintaining and enhancing our digital outreach to amplify our mission of combating erasure, promoting justice, and advocating for the right of return for Palestinian refugees.

MORE READING: SELECTED ARTICLES FROM THE MEDIA

The IDF's war crimes are a perfect reflection of Israeli society

[The real news](#)

Israeli peace activists are more anguished than ever – in a movement that has always been diverse and divided, with differing visions of 'peace'

[The conversation](#)

Christian aid produced a booklet for distribution in churches in the UK, featuring Zochrot.

[Christian aid](#)

A built, destroyed and then built again home (By Zochrot member Dr. Avi-Ram Tzoreff)

[VIDC](#)

Israel and the culture of denial

[Pearls and irritations](#)

How Israel made trauma a weapon of war

[The Guardian](#)

How to see Palestine in Israel

[New lines magazine](#)

Naomi Klein: Israel Has Weaponized October 7 Trauma to Justify Its Genocide in Gaza

[Democracy Now](#)

Israeli opposition fails in presenting a counter-vision to that of the extreme right (op-ed by Zochrot director, in Hebrew and Arabic)

[Haaraetz](#)

THANK YOU FOR BEING A PART OF OUR COMMUNITY

Our annual report reflects Zochrot's continued efforts to document, educate, and advocate for justice in 2024. Through tours, lectures, workshops, and tools, Zochrot has reinforced the connection between the Nakba and Gaza's current suffering, fostering a global understanding of the ongoing Palestinian struggle for justice.

The report's conclusion is a powerful testament to hope and commitment. Despite the "incredible odds" - the ongoing genocide, systematic violence, and attempts at erasure - Zochrot remains "resolute in our determination to pursue truth, justice and decolonization." Our report is not just a documentation of activities, but a profound statement of continued struggle, hope, and the unwavering belief in human dignity and justice.

This resilience is itself an act of resistance. By continuing to document, educate, train activists, and create spaces of solidarity, Zochrot ensures that the story of Palestinian existence and resistance cannot be silenced.

We are grateful for the solidarity, partnership, and support of our funders: Misereor, HEKS-EPER, IHL Human Rights fund, Kurve Wustrow, the Rockefeller Brothers foundation and Christian Aid. We thank the supporters of various projects: St. Het Solidariteits fonds, AFSC, MCC, Kaleidoscope fond, FMEP, CCFD, Aktion Hoffnung and Pax Christi as well as individuals from all over the world who generously supported us.

As we move into 2025, we remain committed to our mission, knowing that your continued support will enable us to expand our work and make an even greater impact. Together, we are working toward a more just and equitable future, and we look forward to the continued partnership with you in this vital journey.

Thank you for standing with us!

Zochrot, 2024