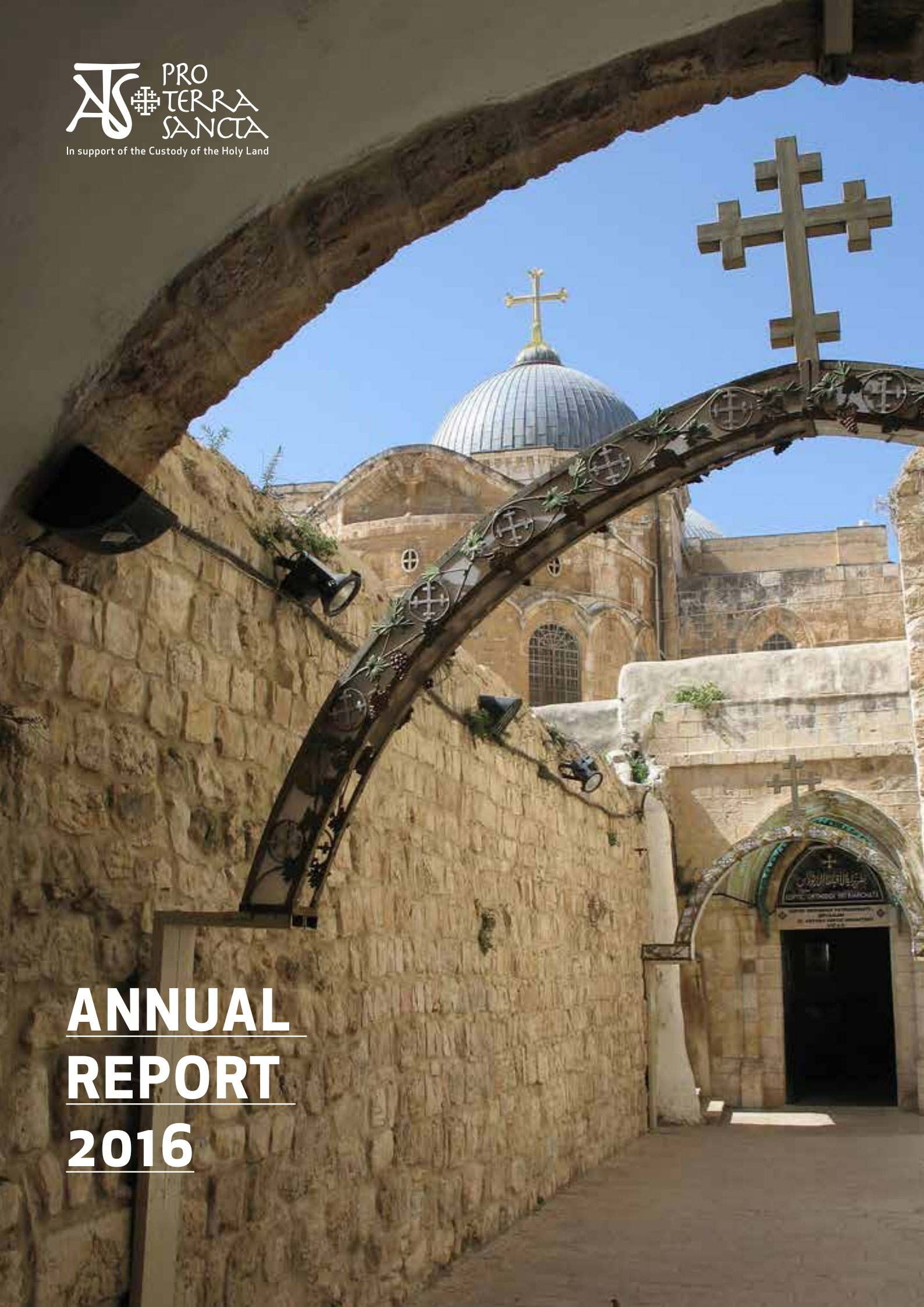


**ANNUAL**  
**REPORT**  
**2016**



# Annual report 2016

## A message from the President

Dear friends, supporters, volunteers, collaborators,

I simply want to thank you for your support and service for the Holy Land for it is a good service and an essential one to us.

It is an exceptional service because it is a service for the mission of the Order; it is a concrete way of participating in the mission that the universal Church has entrusted us with for centuries, a mission that had its first beginning with the 1217 Pentecost chapter, sending the first friars overseas to the Holy Land.

It is as much a mission today as it was then. With your support and service, you make it possible to continue this cultural and practical mission. From a cultural point of view, the knowledge, interest, and devotion to the Holy Places must grow; it is necessary to educate through the Holy Places. From a practical point of view, however, work must be done to support the charitable and social commitment to the needy.

Today, for one living in the Holy Land means living in a place that gets noticed only when there are acts of violence. Actually, this very small place on the map of the world is that fragment of land in which our history and our lives were changed with the birth, life, death, passion, and resurrection of Jesus and the gift of the Spirit.

Your gesture of help and service keeps you linked and connected to the Holy Land and Jerusalem, Mother of all peoples. I am sure that our link to one another through the connection to the places where Jesus lived supports our faith and the life of the whole Church.

We are grateful for this. May the Lord bless each of you and reward you for the dedication and love with which you are serving the Land that has been made holy by the incarnate presence of the Son of God.

Thank you,



Fr. Francesco Patton

Custos of the Holy Land  
and President of Association Pro Terra Sancta

## A message from the Director General

Dear friends,

We have the pleasure to present you this year's annual report which marks a strong and further growth compared to the past years. These positive results are the fruits of the world-wide generosity from so many private supporters, groups, associations and parishes that have raised funds for our projects among their friends and communities, along with various public and private institutions.

These positive results are also the effects of an elaborate work of communications, sharing stories and the "life of prayer and care" that makes the Holy Places alive, stories and communications that have reached so many of you throughout the year with the desire to offer to all the chance to serve the Holy Land.

Specific and technical work is instead applied to appeal for support from private and public foundations, for our emergency projects, social-educational activities, and to carry on in many places the conservation activities of cultural heritage in support of the development of local communities. We thank the partner institutions with whom we work and for which we produce administrative reports and analysis to assess the social impact achieved. Work is often tiresome and consumes energy but at the same time promotes the growth of internal skills in developing and implementing the activities. Transparency and mutual effort to understand and know each other, and share a common goal has produced great results in favor of local communities and the great community of pilgrims and visitors.

Furthermore, we have made continued efforts to generate sustainable development by launching entrepreneurial business activities. We aim at offering products and services to display and enhance the art, history, nature and above all the creativity of the people of the Middle East, unfortunately always affected by war and violence.

I take this opportunity to remind you that we would like to invite everyone to arrange short weekend trips, or for longer periods if your commitments allow, to visit our projects, acquire deeper cultural knowledge and to stand still in the Holy Places. You can contact us to receive our organizational and logistical support and stay at our Guesthouses, linked to the Holy Places and the communities we support.



Tommaso Saltini

Director General

Association pro Terra Sancta

# Who we are

## Association pro Terra Sancta

It is the non-profit association (NGO) serving the Custody of the Holy Land, present wherever there are Franciscan friars in the Middle East. The projects of Association pro Terra Sancta are aimed at providing support and training for the Christian communities, preserving and enhancing the Holy Places, and carrying humanitarian aid to those in need in the Holy. The activities of Association pro Terra Sancta are based on the method of encounter with the other, regardless of religious affiliation, social condition and ethnic origin. The Holy Places are the origin of our faith and our culture; this is why we wish to offer everyone the opportunity to cooperate with us to safeguard them, keeping the Christian memory in the Holy Land alive. To help means to cherish, to love, to remember and to live a lasting bond with the Holy Land.

## Mission



PRESERVE THE  
**HOLY  
PLACES**  
SUPPORT THE  
**CHRISTIAN  
COMMUNITIES**  
IN THE MIDDLE EAST



## In the wake of history between conservation and charity

Safeguarding the Holy Places is a special form of Franciscan preaching, integrated into the particular cultural environment of the territories “beyond the sea”.

For centuries the friars have striven to provide education, work and, when possible, spiritual assistance. Since the 15th century, in the vicinity of the monasteries, there have been schools, workshops, pharmacies and clinics.

A particular attention has been given, with extraordinary results, to the training of artisans working with wood and mother of pearl, activities which have unfortunately suffered a slow decline, especially during the 20th century, and are today recovering as a result of training and development projects. We should note with particular attention all the efforts carried out in the past and present (today the humanitarian disaster in Syria), the unceasing caring for the bodies during the public health emergencies. Providing charity can be at the cost of one’s life. Bearing witness to this are the numerous friars who died from the pest or other contagions while providing assistance to residents, known for this reason as “martyrs of charity”. This activity has also led – among other things – to important developments in the field of medicine and hygiene.

In the 17th and 19th centuries the Franciscan friars of the Custody founded various workshops and initiated remarkable entrepreneurial activities. Among the various workshops founded to meet the needs of caring for the Holy Places and the resident communities, and also to provide work and specialized technical training. Special mention should be made of the printing shop, due to the important role it played in spreading information about the Holy Land throughout the world and for the specialist publications of the Studium Biblicum Franciscanum. And yet it is neither the first one nor the most profitable. The workshops produce everything necessary for the daily life of the monastery, for both maintenance and restoration. At the end of the 19th century in St. Saviour Monastery there were workshops for kitchen activities, carpentry, organ building, tailoring and iron-working, along with stonemasons, cobblers and millers.

**The projects promoted and implemented by Association pro Terra Sancta represent a continuation of this centuries-old tradition and serve the Franciscan charisma in its three historic missions: safeguarding the Holy Places, welcoming pilgrims, and caring for the local communities, by supporting their cultural and economic development.**



# AREAS OF ACTIVITY

## 1 CONSERVATION AND DEVELOPMENT Caring for the Holy Places and development of the local communities

Association pro Terra Sancta, in contributing to preserving the Places, is committed to raising awareness of their value to all local communities, including the Jewish and Muslim ones. In addition, the activities of restoration and enhancement provide opportunities to train laborers and skilled craftsmen, occupying young people (encouraging the involvement of women and people with disabilities) and generating sources of income by facilitating social-entrepreneurial initiatives linked to sustainable tourism and new forms of hospitality. The restoration and enhancement of cultural heritage also facilitate and generate continual opportunities for meeting and coexistence among all the peoples who live in, and converge upon, this Land chosen and beloved by God.

### CONSERVATION AND DEVELOPMENT - PROJECTS AND PRIORITIES

#### 1A - Bethany - Town of Lazarus, Martha and Mary

The project aims to redevelop the site of Bethany, whose historical-religious fame is due, according to tradition, to the various visits of Jesus in the house of his friends Lazarus, Martha and Mary, and to the miracle of Lazarus' own resurrection. Through the different activities we intend to improve the living conditions of the population, promoting the employment of young men and women in the context of enhancing the cultural and archaeological heritage, in addition to encouraging tourism.

In 2016, we carried out the project activities with 70% of contributions from Swiss and German institutions funds and 30% from private funds collected from friends and groups in Italy and Europe.

We have contributed to the improvement of the economic and cultural conditions of the population of Bethany, an economically depressed area but of great historical and cultural importance. We supported unemployed young people and college students by involving them in the recovery of ancient, decaying areas. We also trained young people and employed them as local tourist guides. We supported many small, social-entrepreneurial initiatives in the promotion and sale of typical, local products.

We have been working closely with the local community in order to raise their awareness on the importance of intervention to enhance the area and the whole territory for their future, promoting the collaboration between the local population and the Christian and Muslim religious authorities present. This is an ongoing project thanks to the involvement of private and institutional supporters. Our partners in this project are the Mosaic Center and the Studium Biblicum Franciscanum.



## 1B - Sabastiya - NisfJubeil - Tourism and local hospitality

Located in the northern part of Samaria, Sebaste (Sabastiya in Arabic), an ancient settlement, was rebuilt by Herod the Great in the 1st century BC. Above the acropolis the remains of the Roman city can still be seen today. During the Byzantine period a church was built in memory of the burial of John the Baptist. The current building was rebuilt by the Crusaders in the second half of the 12th century and was second in size only to the Church of the Holy Sepulcher.

The project of the Association aims to develop and enhance the cultural heritage through the involvement of young people, women and people with disabilities in the creation of a sustainable local economy that will improve the economic conditions of families. The project concentrates on the special features of the place – its biodiversity, its abundant cultivation of fruits and olives, and its extraordinary historical and archaeological riches – and in enhancing the artistic qualities to be used for creating handicraft products (production of mosaics and ceramics), encouraging the many qualities of the local population, notably its hospitality to tourists.

In 2016, we carried out the project activities with 80% of contributions from institutional funds and 20% from private funds.

We have been engaged in Samaria for several years now, and this year we have fostered the culture of encountering different ethnic and religious groups, promoted the employment of young people and women in the field of hospitality, and strengthened the historical-cultural link between these villages through active training and participation in the enhancement of cultural heritage. More specifically, we have recovered and restored two abandoned sites of historical-cultural value in Sebastia and Nisf Jubeil.

The cleaning of the two sites was completed thanks to a large group of workers and artisans from both villages, coordinated and supervised by qualified personnel. The restoration of the two sites was conducted by a specialized team along with six local boys in training. Two disabled children also participated in the cleaning activities. Skilled workers and restorers were selected among local, unemployed youth with little previous construction experience.

We have implemented courses and activities for capacity building in the social tourism sector and for the training of local guides, involving, in particular, young people and women from the community.

We have been assisting in the production, storage, and sale of local products, launching and consolidating the production and marketing of on-site ceramics. The workshop is now active regardless of our support, producing ceramics related to the territory and inspired by the archeological findings. Our partners in this project are the Mosaic Center and the Studium Biblicum Franciscanum.



## 1C - TERRA SANCTA MUSEUM - The Terra Sancta Museum, the first museum on the origins of Christianity

A permanent exhibition of archaeological finds and works of extraordinary historical and artistic importance (preserved by the Franciscan friars during nearly eight centuries) to inform the entire world about the Christian presence in the Holy Land and support the development of the local communities, encouraging opportunities for encounters between different cultures and religions.

In 2016, we opened the first branch of Terra Sancta Museum, entitled Via Dolorosa, and promoted it among pilgrims and tourists. In addition, we commenced renovation and construction of the first part of the archaeological section that is devoted to the Places of the Life of Jesus.

We have trained and hired two Arab girls from the Old City of Jerusalem who welcome the pilgrims and guarantee the functionality of the multimedia show while proposing and allowing access to the archaeological site called “lapidarium”. From the opening date, at the end of March, until the end of December 2016, we recorded a total of about 15,000 visitors.

For the development of the museum’s educational activities we have collaborated with the Islamic Art Museum and also started a collaboration to train these two young girls.

In the last months of 2016 we started activities with Arab schools in Jerusalem, proposing them field trips to visit the Old City of Jerusalem including the TSM in the itinerary, along with the path of Via Dolorosa and a visit to the Temple Mount and the Holy Sepulcher. The activities will continue throughout 2017 and are possible through the partnership with the Mosaic Center and Studium Biblicum Franciscanum.

This collaboration has already led to 23 fieldtrips with an average of 15 students in each; of particular interest is the adherence of schools with students with disabilities.

We also had temporary exhibitions in the cloisters of the Flagellation and Saint Savior’s monastery. The initiatives aroused great interest, attracting pilgrims and local communities and giving them the opportunities to know and enjoy the cultural heritage of the Holy Land (archaeological collections, historical goods, ancient volumes).

In November, in collaboration with the General Library of the Custody of the Holy Land and under the initiative “Books, Bridges of Peace” promoted by the Catholic University of Milan, TSM offered its support for the “Ars artificialer scribendi” exhibition of fourteen-year editions in Custodial fund. A catalog in Italian and English has been published.

Also in November, the TSM participated in the international PMSP project by organizing the presentation of the results of the research conducted by the Department of Drug Science and Technology of the University of Turin and the Order of the Pharmacists of Turin on the historical pharmacy of CTS. An exhibition dedicated to pharmaceutical vases, books, and documents was set up at the Custody’s Curia in occasion of the lecture of Professor Brusa, research director. This exhibition offered the opportunity to test the use of touch-screen tutorials for viewing additional documents and images.

In December, the exhibition dedicated to the connection between Venice and the Holy Land began. This temporary exhibition was made in partnership with the Museum of Italian Jewish Art.





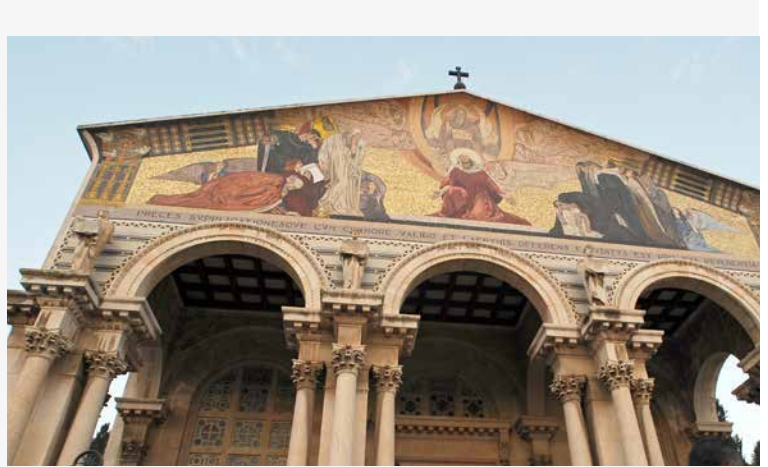
## 1D - Holy Places - Preservation and enhancement

The Franciscan friars safeguard the Holy Places by the desire and at the request of the Universal Church. The Holy Places, sanctified by the passage of Jesus, are the origin of our faith and our culture; this is why we cooperate with the Custody to safeguard them, keeping the Christian memory in the Holy Land alive.

In 2016, with the support of private supporters, volunteers, and expert technicians we have offered direct support to the Custody of the Holy Land for the maintenance, preservation, and enhancement of the following Holy Places: the Holy Sepulcher in Jerusalem, the Church of the Nativity in Bethlehem, the Basilica of the Annunciation in Nazareth, and the Capernaum Sanctuary on the shores of the Sea of Galilee. Young volunteers contributed by collaborating with local and foreign experts in conservation and enhancement activities.

The Holy Places need continual, expert maintenance to welcome the thousands of pilgrims visiting the Holy Land every year. Pilgrims may therefore pray and meditate in well preserved and protected places.

Our partners in these activities were the Studium Biblicum Franciscanum, the Technical Office of the Custody of the Holy Land and the Mosaic Centre Jericho.



## 1E - "Our Home" in Bethlehem and Jerusalem - The "Our Home" fund: to save the Christian identity and the Places of the origins

Today there is an alarming population decline of Christian communities and their loss of property of the old neighborhoods adjacent the Holy Sepulcher in Jerusalem and the Church of the Nativity in Bethlehem. Many young people are moving abroad to study, with the majority never to return again. More and more families are pressured to leave driven by the need for freedom and greater prosperity.

The recovery and development activities are opportunities to train laborers and skilled craftsmen, to occupy young people with work, and generate income through socio-entrepreneurial initiatives related to sustainable tourism and new forms of hospitality. These activities are aimed at involving groups of people most in need of employment such as women, disabled people, and the youth at risk of violence and addictions.

The restoration and enhancement of cultural heritage programs also facilitate opportunities to gather and coexist with all the people who live and converge on this chosen and beloved Earth by God.

The fund "OUR HOUSE" is an initiative to save the Christian identity and the places of our origins and to strengthen ties between communities of the East and West.

The project is realized following these steps:

- 1 We propose to groups, communities, families, and individuals to participate in this Fund with financial contributions.
- 2 With the contributions collected, we promote the recovery of abandoned houses in the historic centers of Bethlehem and Jerusalem, in the vicinity of the Church of the Nativity and the Holy Sepulcher.
- 3 Properties are appointed to the Custody of the Holy Land, a religious institution of great prestige and authority that has been present for centuries throughout the Middle East and is recognized by the current governments and protected by the international community from ancient treaties and regulations.
- 4 We renovate the properties, involving and training local young people who are unemployed.
- 5 The properties are designated to families in need, to accommodate pilgrims, to activate workshops, and to enhance food and local artisanal products. It aims particularly to contribute to the improvement of economic and cultural conditions of the population, providing locals with employment opportunities not only through direct involvement in the recovery works of the chosen places but also in the management of socio-entrepreneurial activities.



6 Supporters can enjoy the recovered properties that have been restored for accommodation. They will have the opportunity to visit the Holy Places and meet the sustained local communities.

7 The name of each supporter will be remembered and tied to the recovered property

The old centers of Bethlehem and Jerusalem will be able to revive and preserve their Christian identity. Donors will have the chance to have a special connection with the life of Jesus and the Places where he lived.

In 2016, we made two important renovations in Bethlehem. Together with the local community, we restored ancient spaces next to the Holy Places and launched income generating activities like guest-houses and workshops. We have also contributed to the renovation of residential areas owned by the Custody of the Holy Land in the Old City of Jerusalem, after which they were assigned to poor Christian families.

In Bethlehem the guesthouse “Dar al Majus”, which means “the Wise Kings’ house”, was opened to guests in the first months of 2017. The house can hold 15 people and is located in front of the main square of Bethlehem where the Church of Nativity is. On one hand the “Dar al Majus” provides hospitality and on the other it gives the opportunity for employment to young people. When the expenditures are covered, the profits will finance other social projects.

The launching of sustainable, social businesses aims to encourage long term development of the local community. These activities provide job opportunities and additional earnings used to sustain the activities of the Custody of the Holy Land and the maintenance of Churches and ancient monasteries.

Conservation of historical, religious, and cultural heritage is a powerful and dynamical tool to mitigate internal tensions and stabilize this context. Discovering your roots and identity through a process of dialogue and a reciprocal discovery of the common art is a peace-building strategy that can prevent conflicts.

Our partners in these activities were the Mosaic center and Technical Office of the Custody of the Holy Land.



## 2 EDUCATION AND SUPPORT

### Support to social works for the education of the weakest

Projects in both education and assistance seek to provide relief to the poor as well as multiply efforts in human promotion, focusing on the education of the new generations as key point to yield a future of peace and development. We have implemented different projects directly and in collaboration with local charities to assist the disadvantaged and train a new generation of young people. We support children with disabilities, elderly people, and families with particular attention to women

## EDUCATION AND SUPPORT - PROJECTS AND PRIORITIES

### 2A - Supporting Charities in the Holy Land

The creation of charities is a fundamental feature of the Christian presence in the Holy Land. Hospitals, schools, and various welfare facilities have been created by the religious throughout the centuries to support those who live around the places sanctified by the passage of Christ.

In 2016, we continued to support schools and charities that are strongly linked to the Custody of the Holy Land and that are guided by the religious.

Through the FSSO center - Franciscan Social Services Office, we have carried out activities in favor of the poorest, especially children, people with disabilities, women, and the elderly.

The most relevant activities include:

#### 1. Assisting the poorest with medicines and basic needs

We supported the activities of the counseling center in Bethlehem and home visits made by social workers, associates, and volunteers. Besides offering psychological support and companionship these meetings, along with reports from priests, friars, and other religious people, allow the workers to understand the urgent needs for which we use part of the funds collected.

We have provided medicine and covered part of the hospital admissions and surgical expenses. In Palestine, the National Authority is unable to provide services in many cases and the patients are constrained to go to Jordan, Israel (if they have a permit), or elsewhere with increased costs.

We helped poor families, elderly people living alone, and people with psychological complications and disabilities. We regularly distributed food and other goods of primary needs; we covered expenses for electricity and heating. We have provided maintenance for the most battered homes, tanks for collecting and supplying water, and made repairs on deteriorating pipes.

#### 2. Providing vocational training and education for children and young people

We covered school tuition for a group of young people through a long-distance support system in addition to scholarships. We also organized after-school and recreational activities in collaboration with schools and other centers, some of whom were involved in the refugee camps in the suburbs of Bethlehem. Finally, we have developed courses for children and young people on crafts and cultural heritage.



### 3. Psychomotor and disability

We are committed to helping people with mental and physical disabilities. There are many difficulties in finding assistance and therapies. There are no specialized facilities and medical and paramedical staff are often not prepared to deal with complex cases. In addition, there is a lack of proper means of transport. Public infrastructures as well as private buildings are without access to the disabled.

We offered training courses to practitioners in collaboration with professors, researchers, and students of the Catholic University of the Sacred Heart of Milan (International Center for International Solidarity). We have involved young people working as social workers, physiotherapists, charitable workers, and healthcare providers.

### 4. Elderly Care

The problem of solitude and abandonment of the elderly is rampant in the Holy Land, partly caused by the ongoing conflict that causes a constant and painful immigration of the younger generation. There is no social security plan and assistance that offers protection to the elderly. In 2012, we opened and ceaselessly support a daycare center to give comfort and dignity to the elderly community in Bethlehem as well as a canteen for the poor.

We work with the Antonian Society (a charity founded in Palestine, bound to the parish and the Custody of the Holy Land; at the center serve the daughters of the Our Lady of the Garden). The activities are:

- Maintain and coordinate daytime activities for one hundred elderly people from Bethlehem and the surrounding area; they can enjoy gathering three times a week to share a time of prayer, recreation, and receive a full and nutritious meal.
- Provide stable physiotherapy services, medical checks and exams, medical expense coverage for elderly women who are permanently staying in the Antonian Society and those who attend the day care center.
- Provide transport services for the elderly men and women who wish to attend the daycare center.

Our partners in the areas of education and assistance are: **the Terra Sancta Schools, Mosaic Center, Asylum of Franciscan nuns in Aida camp in Egypt, Rosary Sisters' School, Home for Peace, Syria Center, Antonian Society, Life Gate Institute, Hogar Niño Dios, Epheta Institute.**

We also received contributions for the poor children assisted by the communities of the Franciscan friars of the Custody of the Holy Land in Cairo, Egypt, Nicosia, Cyprus, and Rhodes, Greece.

## 2B - United through Music - Education and dialogue for all

In the heart of the Old City of Jerusalem, the Magnificat Institute is a unique music school and above all, a place of dialogue and education for peaceful coexistence where young Muslims, Christians, and Jews study together sharing each other's passion for music. Since 2014, the Association also contributes to the administration of the Terra Sancta Organ Festival, a cultural and musical activity that allows everyone to enjoy the beauty of the Custody's culture of organ pipes, which would otherwise only be reserved for Christians of Latin rite during liturgical functions.

In 2016, we sponsored the Magnificat Institute with a private fundraising campaign in favor of the didactical activities of this institute. We have also involved private supporters in order to promote many cultural events that have been launched by the Terra Sancta Organ Festival throughout the Middle East. We had organ concerts in the following locations: Amman - Church of the Terra Sancta College; Emmaus El Qubeibeh - Terra Santa Monastery; Rhodes - Church of Our Lady of Victory; Santa Maria, Larnaca - Church of St. Mary of Graces; Tel Aviv-Jaffa - Church of St. Peter; Nazareth - Church of St. Savior; Bethlehem - Church of St. Catherine at Nativity; Beirut and Lebanon in five different localities, Damascus - Damascus Pipe Organ Week; and in Jordan - Mount Nebo Memorial of Moses.



© Marco Gavasso/CTS

### 3 EMERGENCIES IN THE MIDDLE EAST

Alongside the communities affected by the war

The humanitarian emergencies in the Middle East, particularly the area we call “St. Paul’s region” (Lebanon, Syria, Jordan) are still on the agenda. These wars, characterized by strong violence, are just steps from the places that Jesus made Holy.

In 2016, we continued to coordinate fundraising activities and use the funds for humanitarian projects in the areas where the Franciscan friars of the Custody of the Holy Land are present. The projects were accomplished with the help of several laymen alongside the friars themselves. The Franciscans have never abandoned those who are affected by violence in areas of great humanitarian crisis. With their help, we strive to stay alongside the communities in the Middle East which are the descendants of the earliest Christian communities.

We helped thousands of families and other people through the distribution of packs of food and medicine in our emergency centers in Syria especially in the war-torn city of **Aleppo**, where there is a lack of water, food, and electricity. We operated in **Knaye**, an area held by the Islamic Militia for several years now, in **Latakia** a town on the seaside with thousands of refugees, and **Damascus**, the capital city. In Damascus, the population has doubled in recent years due to the population migration in the country. The city was never a target of war, but was struck by several terrorist attacks and is in lack of resources, especially medical and sanitary resources.

We also accommodated and helped refugees in Lebanon, Jordan, and in the Greek Island of Rhodes where the Franciscans local Latin communities reside.



# ORGANIZATION

## THE ORGANS OF ASSOCIATION PRO TERRA SANCTA

By Statute the organs of Association pro Terra Sancta are:

### General Assembly

Deliberates on the program and activities of the Association, appoints the members of the various corporate bodies, and takes decision on the issues to be brought to the attention of the President and Executive Council.

*List member:*

*FR. FRANCESCO PATTON; FR. DOBROMIR JASZTAL;  
FR. IBRAHIM FALTAS; FR. JOHN LUKE GREGOR, FR. BRUNO  
VARRIANO, FR. SINISA SREBENOVIC, FR. MARCELO  
CICHINELLI; FR. EUGENIO ALLIATA; FR. CLAUDIO BOTTINI;  
FR. FRÉDÉRIC MANNS; FR. MATTEO MUNARI;  
FR. FRANCESCO IELPO, FR. STEPHANE MILOVITCH*

### PRESIDENT

Pro tempore is the Custos of the Holy Land – directs and coordinates the work of the General Assembly and Executive Council, has the task of implementing the objectives of the Association and ensuring that they are met.

*FR. FRANCESCO PATTON*

### EXECUTIVE COUNCIL

Responsible for administration of the Association, and formulates views and proposals concerning the activities.

*Council members:*

*FR. FRANCESCO PATTON, FR. DAVID GRENIER,  
DR. TOMMASO SALTINI, DR. CARLA BENELLI*

### DIRECTOR GENERAL

In charge of operational and financial activities

*DR. TOMMASO SALTINI*

### SECRETARY GENERAL

Assists the President and ensures the functioning of the organs of the Association, draws up and signs the minutes.

*FR. DAVID GRENIER*

### AUDITOR

Oversees the administrative and financial management.

*DR. PIERGIORGIO GUSSO*

## FUNDRAISING NETWORK

Association pro Terra Sancta, the NGO in support of the Custody, interacts and collaborates with all the realities of the Franciscan networks linked to the Holy Land, mainly in Italy and Europe.

We also actively collaborate with many “Holy Land Commissioners”.

## Organizational structure

The work of Association pro Terra Sancta is executed by a staff of collaborators and volunteers, in Jerusalem, Bethlehem, and some cities throughout Italy and Europe. Association pro Terra Sancta works with a number of local collaborators to implement the various projects throughout the territory.

The international staff consists of:

**COMMUNICATION AND PROMOTIONAL ACTIVITIES** 5 PART-TIME EMPLOYEES, 6 FULL-TIME EMPLOYEES

**PROJECT IMPLEMENTATION ACTIVITIES** 8 FULL-TIME COLLABORATORS, 9 YOUNG INTERNS, SEVERAL TENS OF LOCAL COLLABORATORS

Likewise relevant is the effectiveness of the long-term volunteers (minimum of 1 month, on average 3.5 months) who, with different titles, offer their professional skills to carry out the projects. These are mostly graduates, sometimes with very specific professional skills and in large numbers tied to academic environments.

**LONG-TERM VOLUNTEERS** OVER 40 PROFESSIONALS INCLUDING ARCHAEOLOGISTS, ARCHITECTS, RESTORERS, TRANSLATORS AND TEACHERS. AVERAGE AGE: 30 YEARS

## Supporters Council

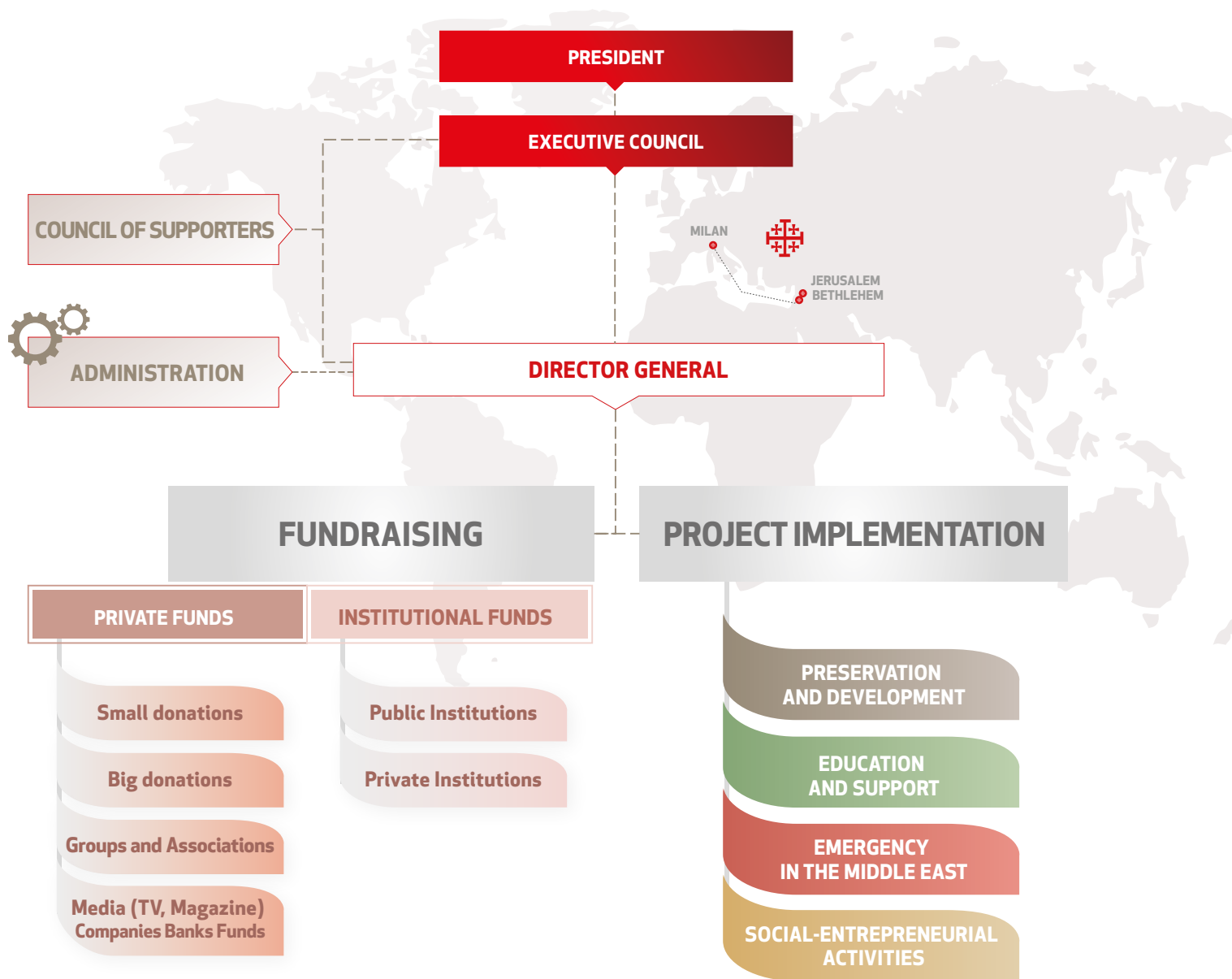
At the beginning of 2013, the Board of Sponsors of the Association pro Terra Sancta was constituted.

It is an advisory board who, outside the statutory framework of the organization, seeks to attain ever increasing number donors, sustaining generosity and promoting a lasting bond with the Holy Land. The members of the Board are called upon to give advice and suggestions that help make known the goals of the Association and to promote the programs and projects that hold high priority.





# ORGANIZATION CHART



# COMMUNICATION

## Communication

Communication campaigns of Association pro Terra Sancta take place online and by means of local and national media. Integral communication strategies are elaborated in addition to fundraising instruments that the Association already uses.

### Web site:



[www.proterrasancta.org](http://www.proterrasancta.org)

### Two subdomains for specific subjects:



[visit.proterrasancta.org](http://visit.proterrasancta.org)  
[lasciti.proterrasancta.org](http://lasciti.proterrasancta.org)

We update our website every week with news concerning the projects. Here you can find a fact sheet for every project and how to support the Holy Land.

Our website is available in 5 languages: Italian, English, French, German, Spanish.

Unique visitors per month (on average, end of 2016 and beginning of 2017): 16.000

 [In Italian: c.a. 10.000](#)

 [In English: c.a. 2.800](#)

 [In French: c.a. 1.138](#)

 [In Spanish: c.a. 2.248](#)

 [In German: c.a. 880](#)

### Two Facebook profiles:

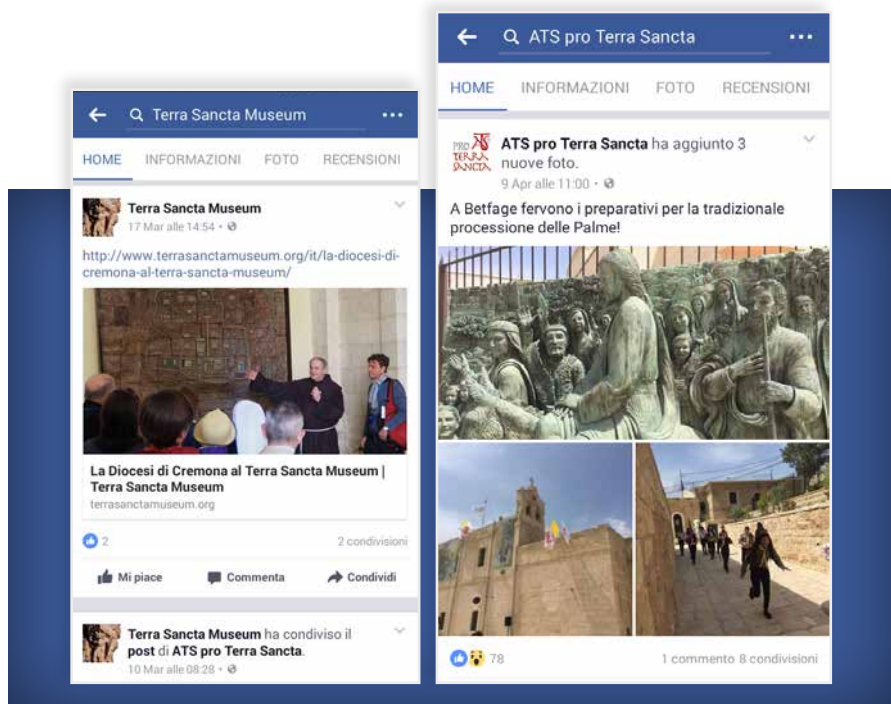
 [Ats pro Terra Sancta](#)

 [Terra Sancta Museum](#)

### Other social media profiles:

 [Twitter](#)

 [Youtube](#)



## Newsletter

Each month, we send to our subscribers a newsletter to keep them informed on the principal activities of Association pro Terra Sancta and on the main news in the Holy Land

## Mailing

On special festivities and sometimes when emergencies occur, we send our supporters a letter to update them on our projects and allow them to remember and support the Holy Land.

## Magazine

Published twice a year and sent to our supporters to give them information on the ongoing projects.

## Local marketing

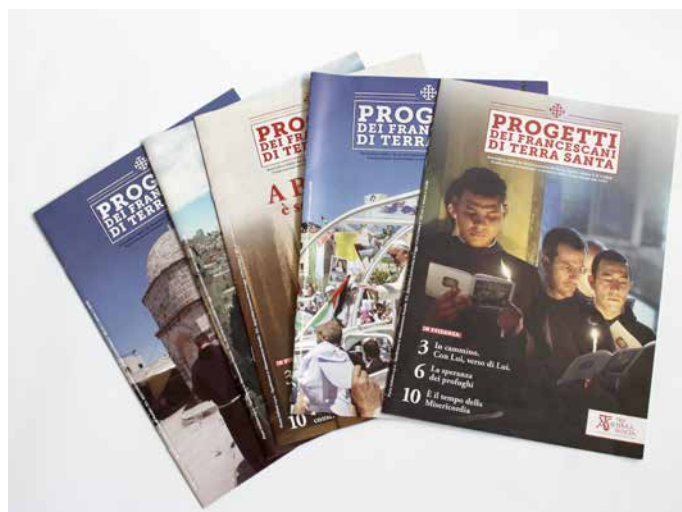
Local marketing includes the printed material, brochures and fliers, produced in different languages and available in suitable places, where pilgrims, during their visit in the Holy Land, can collect and appreciate this material. It is hard to define the impact of local marketing.

However, we can confirm that it is important and appreciated, as we receive messages and positive feedbacks from several supporters. The material is available in some Casa Nova and at the entrance of some churches. It takes a lot of effort to place systematically the material, and sometimes it is not easy to collaborate with the local employee of the Custody of the Holy Land.

## iBreviary pro Terra Sancta

iBreviary Pro Terra Sancta is the free Catholic application that brings the traditional prayer of the Breviary and all of the texts of the Liturgy iBreviary to smartphones and tablets.

The Application was created by Fr. Paolo Padrini and is promoted by the Custody of the Holy Land and Association pro Terra Sancta, in order to offer to everybody a free service to sustain prayer in the world and a special reminder of the Holy Land and our mother Church of Jerusalem. We estimate about 2 million downloads, however it is not possible to have the exact amount.



# Annual sheet December 31, 2016

## Balance sheet 01/01/2016 - 31/12/2016

<b>ASSETS</b>	<b>2016</b>	<b>2015</b>	<b>LIABILITIES</b>	<b>2016</b>	<b>2015</b>
<b>FIXED ASSETS</b>			<b>NET EQUITY</b>		
Tangible assets			Endowment fund	43.919,00€	43.919,00€
Furniture and equipment	0 €	272 €	<b>Changes in capital and reserves</b>		
Financials assets			Result of the year	536.439,00€	478.600,00€
Investments	1.725,00€	1.725,00€	Reserves brought forward from earlier years	1.044.538,00€	565.938,00€
<b>Total fixed assets</b>	<b>1.725,00€</b>	<b>1.997,00€</b>	<b>Total Net equity</b>	<b>1.624.896,00€</b>	<b>1.088.457,00€</b>
<b>RECEIVABLES</b>			Employment Termination Indemnity	11.868,00€	3.947,00€
Credits			<b>PAYABLES</b>		
From treasury	642,00 €	326,00€	Payables to banks	1.446,00€	2.137,00€
<b>Total credits</b>	<b>642,00 €</b>	<b>326,00€</b>	Payables to suppliers	78.020,00€	5.515,00€
<b>Cash and bank deposits</b>			Payables to tax authorities	6.144,00€	7.244,00€
Bank and post office deposits	2.429.665,00€	1.571.184,00€	Payables to social security agencies	5.690,00€	4.304,00€
Cash and values in hand	3.300,00€	5.739,00€	<b>Total payables</b>	<b>91.300,00€</b>	<b>19.200,00€</b>
<b>Total cash and deposits</b>	<b>2.432.965,00€</b>	<b>1.576.923,00€</b>	<b>DEFERRED INCOME</b>	<b>707.269,00€</b>	<b>467.642,00€</b>
<b>TOTAL ASSETS</b>	<b>2.435.332,00€</b>	<b>1.579.246,00€</b>	<b>TOTAL LIABILITIES</b>	<b>2.435.332,00€</b>	<b>1.579.246,00€</b>

## Profit and loss

<b>CONTRIBUTIONS</b>	<b>2016</b>		<b>2015</b>	
from Private Donors	3.165.301,00€	37,8%	2.360.663,00€	48,9%
from Groups and Associations	1.076.567,00€	12,9%	256.419,00€	5,3%
from Private Institutions	3.095.141,00€	37,0%	1.292.574,00€	26,8%
from Public Institutions	496.696,00€	5,9%	39.434,00€	0,8%
from Italian Government (5xmille program)	96.951,00€	1,2%	66.998,00€	1,4%
from Legacies	25.329,00€	0,3%	-	0,0%
from Socio-entrepreneurial activities	152.290,00€	1,8%	111.119,00€	2,3%
Enhancement of materials and volunteers	255.100,00€	3,1%	699.246,00€	14,5%
<b>Total Contributions</b>	<b>8.363.373,00€</b>	<b>100%</b>	<b>4.826.452,00€</b>	<b>100%</b>
<b>RESOURCE ALLOCATION Projects implementation</b>		<b>% of resource allocation</b>		<b>% of contributions received</b>
Projects of Preservation and Development	3.242.446,00€	41,4%	1.579.469,00€	20,2%
Projects of Education and Support	712.228,00€	9,1%	613.672,00€	7,8%
Emergency in the Middle East	2.638.664,00€	33,7%	1.260.945,00€	16,1%
Social-entrepreneurial activities	150.159,00€	1,9%	101.470,00€	1,3%
Ordinary activity of projects promotion and implementation	755.838,00€	9,7%	523.438,00€	6,7%
<b>Total Projects Implementation</b>	<b>7.499.335,00€</b>	<b>95,8%</b>	<b>4.078.994,00€</b>	<b>93,8%</b>
<b>RESOURCE ALLOCATION Staff and organization costs</b>		<b>% of resource allocation</b>		<b>% of contributions received</b>
Cost of staff	246.353,00€	3,1%	173.065,00€	2,2%
Cost for services	79.406,00€	1,0%	91.301,00€	1,2%
Cost for consumption material and goods	1.840,00€	0,0%	4.493,00€	0,1%
<b>Total Staff and Organization Costs</b>	<b>327.599,00€</b>	<b>4,2%</b>	<b>268.859,00€</b>	<b>6,2%</b>
<b>Total Allocations</b>	<b>7.826.934,00€</b>	<b>100%</b>	<b>4.347.853,00€</b>	<b>100%</b>
<b>RESULT OF THE YEAR</b>	<b>536.439,00€</b>		<b>478.599,00€</b>	

# RESOURCES

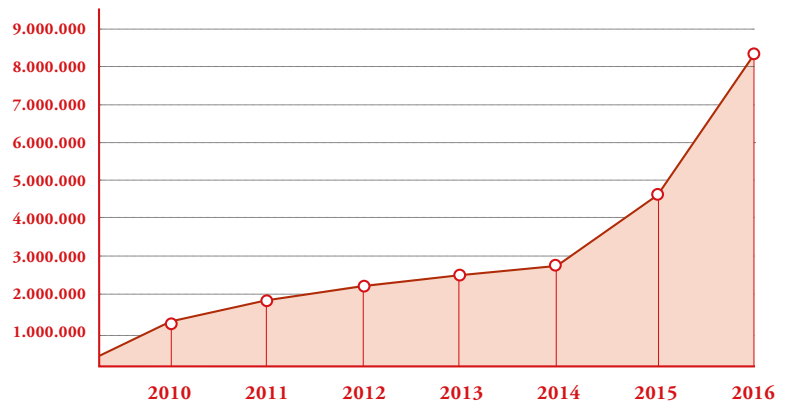
Annual sheet December 31, 2016

**Contributions received in 2016:  
8.363.373 €**

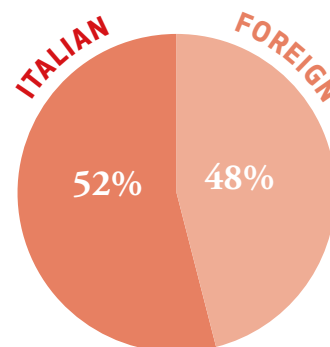
The significant increase in donations is due to important institutional donations in favor of Middle East Emergency projects, especially in favor of the war-stricken, Syrian population; an increasing general trend in donations from individuals and groups. In addition, donations for Terra Sancta Museum, “Our Home” fund for the recovery of housing in the historic centers of Bethlehem and Jerusalem, and social and educational projects in favor of the local population, continue to rise.

Regarding the composition of the donations, it should be emphasized that the increase in private donations is linked to the production of concrete, promotional, and communicational campaigns. Funds coming from foreign donors, mainly European, both private and institutional, continue to grow in absolute values while maintaining some degree of stability in percentages.

*Contributions received during these years*



*Foreign and Italian contributions*



## CONTRIBUTIONS

from Private Donors	3.165.301,00€	37,8%
from Groups and Associations	1.076.567,00€	12,9%
from Private Institutions	3.095.141,00€	37,0%
from Public Institutions	496.696,00€	5,9%
from Italian Government (5xmille program)	96.951,00€	1,2%
from Legacies	25.329,00€	0,3%
from Social-entrepreneurial activities	152.290,00€	1,8%
Enhancement of material and volunteers	255.100,00€	3,1%
<b>Total Contributions</b>	<b>8.363.373,00€</b>	<b>100%</b>

# RESOURCE ALLOCATIONS

## Total allocations in 2016

**7.826.934 €**

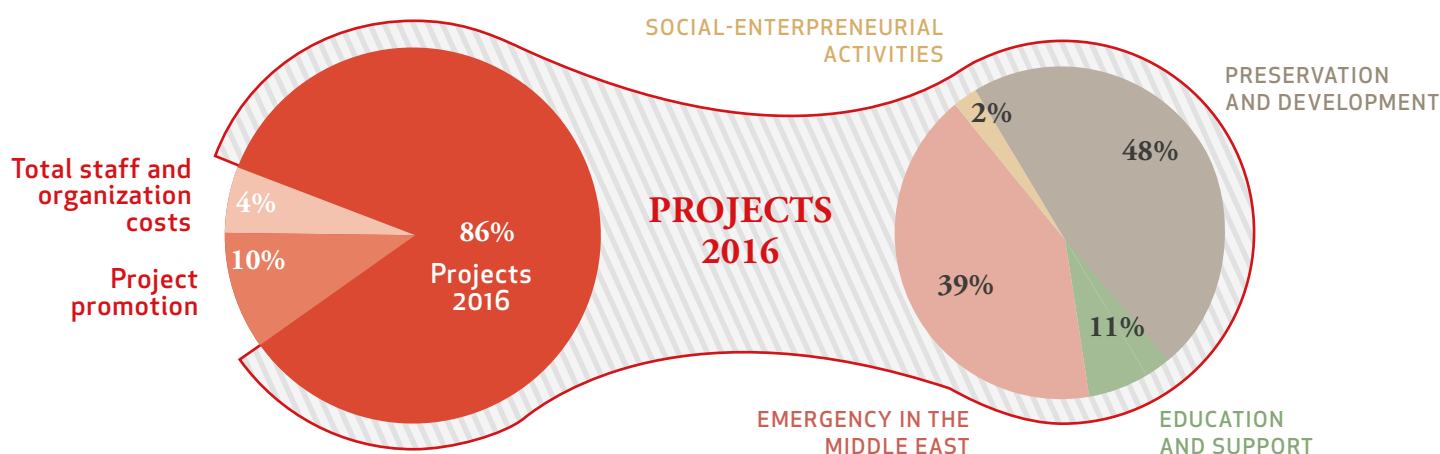
We used 90% of contributions received to support our core activities, while 9.0% were allocated to project promotion activities, in order to create a long-term link between the donors and the Holy Land.

For what concerns Preservation and Development projects, we focused on Terra Sancta Museum and “Our Home” project in Jerusalem. Moreover we started a new project in Bethany, in order to promote the Holy Site of Lazarus’ resurrection and also support the development of the local community to improve their living conditions.

Regarding Education and Support activities, we are supporting the elderly, children with disabilities and many poor families in Bethlehem. In 2016 we continued to support the Syrian emergency providing aid to the population, above all the basic needs: water, electricity, food and medical care. Below the resource allocations.

### Resource Allocations

### Project Implementation 2016



RESOURCE ALLOCATION		% of contributions received
Preservation and Development	3.242.446,48€	38,8%
Education and Support	712.227,84€	8,5%
Emergency in the Middle East	2.638.663,62€	31,6%
Social-entrepreneurial activities	150.159,17€	1,8%
Ordinary activities of project promotion and implementation	755.837,55€	9,0%
<b>Total Projects Implementation</b>	<b>7.499.334,66€</b>	<b>89,7%</b>

# CONTACTS

## Association pro Terra Sancta

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**Bethlehem** 90912, Al-Mahed Street 683 - Tel +972 02 2743372

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**Milan** 20121, Piazza Sant' Angelo, 2 - Tel +39 02 6572453

**[www.proterrasancta.org](http://www.proterrasancta.org)**

**[sostenitori@proterrasancta.org](mailto:sostenitori@proterrasancta.org)**



## HOW YOU CAN HELP

### BANK TRANSFERS:

**ATS - Associazione di Terra Santa**

**Banca Popolare Etica**

**IBAN: IT 67 W 05018 12101 000000 122691**

**BIC CODE: CCRTIT2T84A**

### CREDIT CARD OR PYPAL:

**Secure donation on our website**

**[www.proterrasancta.org](http://www.proterrasancta.org)**

### YOUR LEGACY FOR THE HOLY LAND

**To live forever in the Holy Land.**

**To receive a free Legacies guide please write to**

**[lasciti@proterrasancta.org](mailto:lasciti@proterrasancta.org) or call: +39 02.65.72.45**



Franciscan friars's fotografias on the back: © Marie-Armelle Beaulieu/CTS



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