



ארץ לכולם בלאד للجميع
A Land for All

September 2025



A Land for All

Executive Summary

Our Vision

We champion a bold, just, and achievable path to end the Israeli-Palestinian conflict. A future built not on domination or separation, but on dignity, equality, and shared belonging.

Our Principles

- Two sovereign and independent states
- One homeland honoring deep historical and emotional ties
- Freedom of movement across the land with recognised borders
- Joint institutions managing security, environment, and economic development through mutuality and cooperation.

Our Work

- Engaging the Israeli and Palestinian publics
- Driving research and policy development
- Advocating regionally and internationally

Our Growth

- Our team has tripled in size in 2025.
- This year, thousands of Israelis and Palestinians have rallied to our movement.
- Global demand is soaring, with a surge of invitations to brief world leaders, foreign ministries, and leading international fora.

Our Call

Join with us in bringing our vision of Two States One Homeland into every conversation and forum where the future of this land is discussed and decided.



At the Crossroads

October 7th and the ongoing war in Gaza shattered the illusion that this conflict can be managed or deferred. It exposed the bankruptcy of policies rooted in domination, control, and the absence of any vision for ending the conflict.

From Tel Aviv to Gaza, people have taken to the streets – demanding the return of the Israeli hostages and an end to the unrelenting killing of Palestinians. But too often their demands are defined and limited by what they oppose – not by what they stand for.

Over thirty years after the Oslo Peace Accords were signed, hope feels more distant than ever. Without a shared vision, despair and exhaustion take hold. People are turning away from a hopeful future, not because they don't care, but because they can't see a path towards it.



The Urgency of Now

Today's catastrophe is the product of decades of injustice, displacement, and domination. Without a bold alternative grounded in equality and mutual recognition, there will be no future for Palestinians and Israelis.

As extremists push visions of endless war, this moment of crisis will either entrench cycles of violence – or galvanize momentum towards the urgent need for a way to end the conflict.

A Land for All is ready – with vision, resolve, and infrastructure – to offer that credible and feasible alternative.

A New Vision for a Shared Future

A Land For All – co-founded by Palestinians and Israelis – is creating a vision both pragmatic and profound: Two States One Homeland.

For generations, zero-sum politics have brought neither peace nor security. Walls cannot bring peace. Domination cannot bring security. Separation cannot bring freedom.

True peace will come only through mutual self-determination, interdependence, and mutuality.

Our vision transforms a legacy of division into a foundation for equality and belonging. Two sovereign states – Israel and Palestine – sharing one homeland in a confederation built on dignity, equality, and lasting peace.



Our Values:

We begin with simple truths:

Israelis and Palestinians are not going anywhere – and both have deep, historical, and emotional ties to the same land. Our model affirms that this land is a shared homeland, not a prize to be won. Instead of separation, we offer a vision rooted in mutual recognition and co-belonging.

Our Model Offers

2 SOVEREIGN STATES

Based on the 1967 borders, with full independence and equality, and mutual security guarantees.

SHARED JERUSALEM

Capital of both states, with a joint municipal regime managing shared interests.

JUST SOLUTION FOR REFUGEES

Including avenues for legal residency in Israel and other avenues for redress

SOLUTION FOR JEWS IN PALESTINE

With the end of Israeli occupation, Israeli Jews could continue to reside as legal residents of Palestine, subject to local law.

FREEDOM OF MOVEMENT

For all Palestinians and Israelis, gradually extended across the entire land, and backed by security arrangements protecting both peoples

JOINT INSTITUTIONS

Respecting the sovereignty of each state, much like within the EU, while fostering cooperation on issues that transcend borders – such as the environment, economic development, and other aspects of shared life

What we Do

We Work Across Three Arenas

1. Public Engagement in Israel & Palestine

Across diverse media platforms and in dozens of public forums each month, we challenge fear-driven narratives and spark political imagination with a bold, unambiguous message: a political resolution to the conflict is not only possible – it is the essential key to a shared future for both Israelis and Palestinians.

2. Sound Research & Policy Development

Working closely with local, regional, and international experts, we are shaping the policies that give form and substance to the confederation model – bringing it to life and charting a roadmap of actions to achieve it.

3. Regional & International Advocacy

Our vision is resonating in the halls of government, with policymakers, and across the media – both in the region and beyond. In 2025, we presented at multiple high level convenings including the Munich Security Conference and are building on this momentum through a powerful partnership with the International Peace Institute, expanding our global reach and impact.

Our Critical Partnerships

We Focus on Political Actors Because:

Political courage needs backing.

- When bold leadership meets public demand and international support, a shared homeland stops being a dream – and starts becoming policy.

Policy shapes reality.

- We mobilize the political will and institutional support needed to transform our principles into transformative policy.
- Through advocacy and strategic engagement, we are reaching local, regional, and international leaders and mobilizing their support.

The importance of Research and Policy Analysis

- Through cross-disciplinary research and policy analysis we ground our vision in empirically based proposals that can influence decision-makers. These partnerships help translate our moral and emotional appeal into concrete policy frameworks, simulations, and implementation pathways.

The Role of Philanthropy

- Now, when hope for a better future seems more distant than ever, philanthropy has a catalytic role in jump-starting our next phase – transforming vision into action. Investment now will fuel high-impact organizing, elevate the confederation model in public discourse, and equip a new generation of Israeli and Palestinian leaders to carry this vision forward.

Joint Leadership



ISRAELI CO-DIRECTOR

May Pundak

Human rights attorney
& feminist activist



PALESTINIAN CO-DIRECTOR

Rula Hardal

Political scientist, research fellow,
and community activist

Thabet Abu Rass

PALESTINIAN CO-CHAIR

Political geographer,
university lecturer and civil
society leader.

Yael Berda

ISRAELI CO-CHAIR

Assistant professor of
Sociology and Anthropology at
the Hebrew University.

Joint Palestinian and Israel Board

Opal Arbel

Educator and coordinator of educational
projects at the Forum for Regional
Thinking.

Avi Dabush

Rabbi and CEO of Rabbis for Human
Rights, founder of the Israeli Periphery
Movement.

Omar Dajani

Professor of Law at the University of the
Pacific. The son of a refugee family from
Jaffa, he served as a legal advisor to the
Palestinian negotiating team in peace
talks with Israel.

Sayel Jabareen

Palestinian activist, economic and political
consultant, living in Ramallah.

Ahmed Muhareb Issa

From Gaza originally and currently
residing in Ramallah, former detainee,
former head of the Palestinian Institute for
Security Studies, political analyst and
writer.

Shahira Shalbi

Haifa City Council member and Co-
Executive Director of the Abraham
Initiatives.

Moria Shlomot

Mediator and conflict resolution expert.
Former Secretary General of Peace Now
and founder of Mothers Against Child
Detention.

Limor Yehuda

Director of the “partnership-based peace”
project at the Van Leer Jerusalem
Institute, lecturer at the faculty of Law at
the Hebrew University.

Mushon Zer Aviv

Designer, researcher, educator, and
activist based in Tel Aviv. Senior faculty
member at Shankar College.

Scaling up from start-up to growth and impact

● Evolution of the Movement

Early on, the confederation model took shape through intimate dialogue and hundreds of convenings across diverse communities in Palestine and Israel. These efforts produced the foundation for the principles which continue to guide our political vision.

● Start Up Phase

After a decade as a decentralized vision nurtured by Israeli and Palestinians, A Land for All entered a new chapter – transforming into a scalable movement with the power to inspire and influence across the region and beyond.

● Initial Growth Phase

Since October 2023, the movement has shifted from start-up to early growth. We invested in leadership and staffing, expanded capacity, amplified outreach, and built partnerships across the region and internationally.

● Intensive Growth Phase

We are no longer simply imagining a better future – we are operationalizing how to get there, translating vision into action. We continue to strengthen our team, sharpen our tools, and deepen our strategic clarity to ensure our vision moves to the center of public engagement.

2012 -2021

2021 -2022

2023-2024

2025 – 2030

Our Priorities in the Next Three Years

1

By shaping public discourse, engaging thought leaders, and challenging outdated assumptions locally and globally



we will accelerate our vision as a compelling alternative to the collapsing paradigms of separation and domination.

2

By developing actionable policy proposals – from reciprocal residency to freedom of movement



we will show that the values of A Land for All are not only aspirational, but achievable.

3

By building partnerships with international donors, diplomats, and civil society



we will mobilize the resources, influence, and global solidarity to transform our shared vision into enduring political reality.

October 2025 October 2026

Budget \$2 Million

Overview

Core expenses (salaries & admin):	\$550k
Public Engagement (Israel & Palestine):	\$800k
Policy & Research:	\$325k
International Advocacy:	\$325k

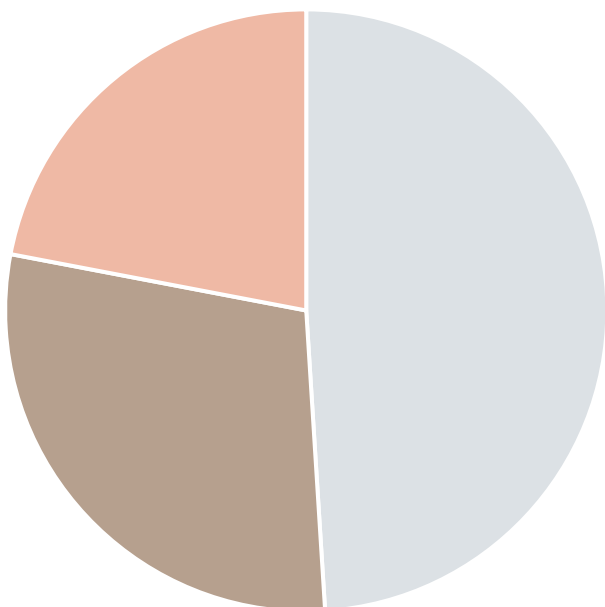
Total \$2M

We have already secured half of the core and project costs from individuals and donors across the region, the U.S. and Europe – including Virgin Unite, Nathan Cummings Foundation, Dutch Postal Lottery, New Israel Fund, Threshold Foundation, B8 of Hope and Open Society Foundations.



We are Galvanizing Support from a Diverse and Committed Group of Funders and Supporters

2024/2025 Donor Base



- Individuals (including from the region)
- U.S. Foundations
- European Foundations

Coalitions:



Partnerships with:



& Support Networks in the U.S. and UK.

Civil Society Recognition:

- The Luxembourg Peace Prize
- The inaugural Vivian Silver Impact Award
- The Global Pluralism Award



Opportunities to Partner with ALFA

We are seeking mission-aligned individuals and philanthropies whose catalytic contributions will fuel our bold initiatives, influence policy at the highest levels, and build the shared institutions our future demands.

With your support, we can spark imaginations, shift public opinion and lay the foundation for the political breakthrough this land so urgently needs.

From Political Imagination to Breakthrough: A 5-Year Plan

2026-27: Foundation

- Build core institutions
- Grow networks of aligned partners
- Launch campaigns that spark imagination

2027-28: Influence

- Engage policymakers & global forums
- Mobilize Israelis & Palestinians on the ground
- Amplify voices for equality and partnership

2028-30: Breakthrough

- Shift public opinion towards shared futures
- Invent joint mechanisms
- Position A Land for All as the credible alternative

Funding Opportunities Oct. 2025 – Oct. 2026

Local public campaigning (\$500k)

(Every dollar raised above the \$500k floor fuels our ability to strengthen public support in Israel and Palestine. With broad-based backing, we are prepared to undertake campaigns of up to \$3 million annually across both societies).

Thematic policy papers and convenings (\$500k)

Scenario based planning exercises (\$150k)

Production of educational and event materials (\$100k)

Engaging int'l civil society and peacebuilding networks (\$100k)

Diasporic community engagement (\$150k)

“The confederation model of A Land for All is not a fantasy. It’s a sophisticated evolution of the two-state vision – and it should be taken seriously by all who seek real solutions.”

Dr. Yossi Beilin, Former Israeli Minister and Peace Negotiator

“A Land for All offers a morally serious and politically plausible model – one that doesn’t ask Palestinians or Israelis to erase their history, but to share the future.”

Peter Beinart, Journalist & Editor-at-Large, Jewish Currents

“A Land for All presents a promising, visionary alternative that centres human rights and mutual dignity. It’s the kind of joint initiative that can inspire change from the ground up.”

Francesca Albanese, UN Special Rapporteur on the Occupied Palestinian Territories



Global Leaders Endorse A Land For All

“A Land for All is the most profound articulation to date of what Israel and Palestine could become if both sides focussed on what unites them, rather than what divides them

Sir Richard Branson,
Founder of Virgin Group

“Among the most stimulating current proposals, the movement A Land for All – Two States, One Homeland advocates a confederation solution based on equal rights and mutual recognition. It is high time the international community opened up to these new perspectives.”

Thomas Piketty, Economist & Author

“The confederation model is worthy of serious international support. It offers a rare example of Israelis and Palestinians co-creating a future built on equality and coexistence.”

Zeid Ra’ad Al Hussein, President & CEO
International Peace Institute and former UN High
Commissioner for Human Rights



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Two States— a Shared Homeland