



Jerusalem U **IMPACT REPORT**

QUALITY EDUCATION YOU CAN COUNT ON

100,000+
HOURS

JEWISH & ISRAEL ONLINE LEARNING

4	Film Courses
5,200	College Graduates
300	Active Campuses

350+
PARTNERS

PARTNERS

22	Jewish Federations
24	Youth Groups
74	Organizational Partners
157	High Schools
82	Synagogues

2
MOVIES

ISRAEL INSIDE & CROSSING THE LINE

2,000,000+	Views
20	PBS airings
778	Screenings on 6 continents, in 28 countries

21st Century Israel & Jewish Education Solutions

TABLE OF CONTENTS

WHAT WE DO	3
ISRAEL INSIDE	5
ISRAEL INSIDE U	7
STEP UP FOR ISRAEL	8
ISRAEL INSIDE/OUT HIGH SCHOOL CURRICULUM	12
JU MAX	13
GAP YEAR PROGRAM & JERUSALEM U FELLOWS	15
JERUSALEM U COURSES	16
CORE 18	21
BENEATH THE HELMET	22
DESTINATION	22
MY HUMMUS	22
PARTNER ORGANIZATIONS	23

WHAT WE DO

VISION

Our vision is for young Jews to appreciate and believe: “I love being Jewish; I am part of a remarkable people; a people who have done more to civilize the world than any other; a people with incredible resilience who have rebirthed the moral and modern state of Israel, and, despite all odds, survive and thrive; a people whose values and wisdom remain constant and relevant, and enrich my life. I am fortunate to be Jewish and wish to contribute to my people and our future.”

MISSION

We are driven to transform Jewish and pro-Israel education in order to secure a vibrant future for the Jewish people by strengthening the emotional and intellectual connection of young Jews to Judaism and Israel. We want them to know at their core that they are part of the Jewish family, and that Israel is their home. We work to inspire, unify, and activate a critical mass of young Jews as passionate supporters of Israel, and to play a part in the Jewish people’s unique mission and destiny.

STRATEGY

We realize our vision through a combination of original feature films; engaging, film-based classes, and courses; experiential education and interactive online learning. These feature world-renowned educators, leading experts and famous personalities, and are distributed via the internet, social media, television, grassroots campaigns, live events and partnerships with Jewish and pro-Israel organizations.



HIGHLIGHTS

- Launched *Israel Inside: How a Small Nation Makes a Big Difference*, a full-length documentary film seen by millions of people on PBS, El Al flights, Comcast on Demand, and screened more than 400 times in 28 countries.
- Spearheaded 17 community-wide grassroots education campaigns with Step Up For Israel.
- Generated more than 100,000 hours of Jewish and Israel learning since our inception, with more than 5,200 college students graduating from one of our full, 10-hour courses.
- Partnered with more than 350 organizations, schools, synagogues and church groups, who are using our Israel education programming.
- More than 150 high schools used our Israel education curriculum.
- Created a virtual , online, interactive Israel education program for high school students, in partnership with Write On For Israel.
- Trained 1,500 shlichim to use the film and accompany curriculum in more than 300 camps in the Summer 2013.
- Reached more than 500 college students through JU Max: a 10-week, interactive course on Judaism where students log in for exciting, real-time, online learning and are offered a free (or highly subsidized) trip to Israel upon completing the class.
- Launched the Jerusalem U Israel Education Gap Year Program, reaching more than 500 students.
- Producing 3 new feature films, including *Beneath the Helmet*, *My Hummus*, and another on the Jewish People and their global contributions.

ISRAEL INSIDE: HOW A SMALL NATION MAKES A BIG DIFFERENCE



Israel Inside explores the triumph of the human spirit and how Israelis, surrounded by enemies, have turned a desert with few natural resources into a flourishing, productive society.

PBS DISTRIBUTION

PBS has had more than 20 showings of *Israel Inside* nationwide, including multiple airings in South Florida, Los Angeles, Chicago, Tampa Bay, San Francisco, Baltimore, Philadelphia, New York, Atlanta, New Jersey and Boston.

COMCAST

It was available on Comcast on Demand for 90 days and was seen by more than 80,000 people.

A professor who saw it on Comcast is now using it to teach all his MBA students in China:

As a visiting professor and keynote speaker at important domestic and international symposia in China, I found Israel Inside to be an effective gateway into discussions on Israel's innovation and entrepreneurial success, going beyond its size and in the face of adversity. It sparked great interest in students, faculty and executives - to learn more and for closer relations with Israel companies and universities.

- Professor Michael Radnor, Northwestern University

HIGHLIGHTS

- Screenings on El Al flights
- More than 400 screenings across 6 continents and in 28 countries
- Premieres in 8 major cities: Los Angeles, New York, D.C. (Capitol Hill), Baltimore, Philadelphia, Chicago, Boston and Toronto
- More than 100 college campus screenings, in partnership with Stand With Us, Hasbara Fellowships and 10 other organizations
- Multiple screenings in India, in partnership with The Israel Project
- On the Chinese version of YouTube seen by more than 10,000 Chinese people, with a raffle for a free flight to Israel, in partnership with The Israel Project
- On-line free stream campaign reaching tens of thousands of people, with a raffle for a free trip to Israel sponsored by El Al
- Partnering with more than 350 organizations who are using and screening the film and our educational programming
- Israel Inside clip in French seen by more than 60,000 people on YouTube.
- Screening license to Shlichim (emissaries) from the Israel National Service
- Trained 1,500 shlichim to use the film and accompany curriculum in more than 300 camps in the Summer 2013
- 10 minute clip in French seen by more than 80,000 people on YouTube
- Spanish version reached more than 20,000 people on line
- Featured on all Israeli consulates web sites during President Obama's visit to Israel

NOTEWORTHY APPROBATIONS

"A poignant and inspiring look inside Israeli society. A must-see."

- Natan Sharansky, Author, Human Rights Activist

"...an intriguing documentary that shows the world the special country Israel is...it shows how Israel has used its success for the benefit of the world, something we as Jews are particularly proud of."

- Rabbi Lord Jonathan Sacks, Emeritus Chief Rabbi, United Hebrew Congregation of the Commonwealth

"This is just a remarkable, remarkable film. And it does so much to project not only positively but visibly in ways that... make you cry, make you reach out, make you feel... it's absolutely amazing."

- Professor Alan Dershowitz, Felix Frankfurter Professor of Law, Harvard Law School

TESTIMONIALS

"On Friday Nov 1st, 2013, I showed the film "Israel Inside" to a group of students from the military academy. I can not disclose the number of students. I led a discussion before and after the screening as I assigned students with tasks as they were watching. The outcome was a remarkable educational experience. Students learned immensely and loved every minute of the film."

- Captain Avner Even-Zohar

"I have just watched Israel Inside and had an emotional experience I was not expecting. I am a proud Jew and Israeli and feel great pride in the good news that frequently comes out of Israel and the Jewish world. But this movie has inflated my pride like nothing else and so I submit my note of thanks. I have often felt that Israel needs a PR firm to help with its image to the outside world and to tell the real story of this country and its people. Nothing could be better for that, than Israel Inside."

- David, Jewish Foundation of Manitoba

"We showed the movie, Israel Inside at our NCSY National JUMP Leadership Conference to the participating high school JUMP teens comprising of Yeshiva day school and public school students from across the United States. After the conference, we surveyed the participating teens, and over 75% stated that the movie was one of the best parts of the conference. It gave them a view of Israel that they had not known, and they were moved and thoroughly impressed."

- Carol Rhine, COO, NCSY New York

ISRAEL INSIDE U

BUILDING CHARACTER WHILE BUILDING CONNECTION



Israel Inside U is a six-part, film-based Israel education curriculum for Jewish teens that expands on our groundbreaking PBS film *Israel Inside: How a Small Nation Makes a Big Difference*. The program creates fun and practical activities using the “actualizers” and Jewish values presented in the film. It begins with a screening of *Israel Inside*, and it is designed to teach students that the keys to success are not unique to Israelis – that the template for greatness exists in each and every one of them. The curriculum also inspires them to love Israel and to want to learn more about the country, while instilling a strong sense of Jewish pride.

The program was piloted at 30 camps in the summer 2012, and in 2013, it was offered to 315 Jewish camps. We also implemented a training component for 1,500 Israeli emissaries (Shlichim) who were going to these camps, translating our lesson plans to Hebrew and running training seminars for them, better helping the Israeli staff to more effectively serve their goal of teaching modern Israel today at Jewish camps throughout North America in a more comprehensive way.

In addition to camps, the program is being used at Hebrew schools, day schools and youth groups throughout the country.

TESTIMONIALS

“I have reviewed the materials and I have enjoyed the movie a lot. My favorite part was when they tried to explain Chutzpah. Priceless! Among the curricula, I believe the movie and the companion programs would be a great addition to our Israel resources. What I most enjoyed was how the movie focuses beyond the conflict and helps our teens find a connection to Israel. For example the actualizer are a great jump off for conversation. How can I bring this programming into the BBYO world? I am very excited to work with you! Thank you for all of your help.

-Joey Eisman, BBYO Associate for Israel and Global Jewish Peoplehood

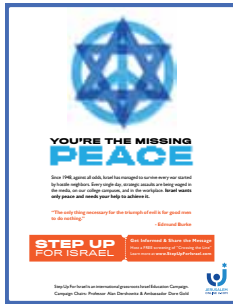
“The best part of the videos were the stories told about Israeli companies, services, etc. (e.g. the kids really enjoyed the Tikkun Olam videos on save a child’s heart and the direct aid relief Israel sends to Haiti and Japan)...The discussion questions were also really helpful, and the kids were always interested in sharing their views on Israel.”

- Liza Rozen-Delman, Director, Camp Hatikvah

“Your program helped our staff understand how to teach modern Israel to today’s Americans. This is not an easy thing to do. Israelis have to take time to learn American culture and camp culture first, before they can teach Israel. And sometimes, that’s too late in the summer to achieve their goal. This program helped them come prepared, and know how to get started right off the bus.”

- Shani Isseroff, Head of Israeli Emissaries, Camp Ramah Poconos

STEP UP FOR ISRAEL



Step Up For Israel is an international, grassroots Israel education campaign. Through easy-to-use, high quality courses, innovative films and activist opportunities, the campaign aims to create broad awareness of the growing movement to delegitimize Israel, and to motivate people of all ages to learn about Israel and to step up on behalf of Israel. An initiative of Jerusalem U, the campaign is chaired by renowned Middle East experts Professor Alan Dershowitz and Ambassador Dore Gold.

All those who participate in the program are encouraged to join the campaign and Step Up For Israel by screening *Israel Inside* or *Crossing the Line* for their own friends, family, and colleagues. Their goal is to inspire others to do the same...until the entire community is educated and empowered. Participants are also encouraged to join the campaign's various activist opportunities.

We have had more than 600 Step Up For Israel screening events, reaching more than 44,000 people.

CREATING A REPLICABLE MODEL

More than 350 organizations, synagogues, schools, and church groups nationwide are using our Israel materials to educate and empower their communities.

We have reached the following 25 states with our programming: AL, CA, CT, DC, FL, GA, IL, IN, MA, MD, MI, MN, NC, NJ , NM, NV, NY, OH, PA, SC, TN, TX, VA, WA, WI.

Internationally, our program is being used in South Africa, Australia, Canada, Guyana, Mexico, Uganda, United Kingdom and Nigeria.

Step Up For Israel was adopted community-wide in 17 communities, where we are working with the local federations to spread the campaign including:

Jewish Federation of Greater Atlanta

THE ASSOCIATED: Jewish
Community Federation of Baltimore

United Jewish Communities of
Metrowest NJ

Jewish Federation of South Palm
Beach County

Jewish Federation of Somerset,
Hunterdon and Warren

Jewish Federation of Greater
Philadelphia

Calgary Jewish Community

Charleston Jewish Federation

Jewish Federation of Greater Charlotte

JCRC - Jewish Federation of South Jersey

Jewish Federation of Cincinnati

UJC Broward County

Jewish Federation of Greater Washington

Jewish Federation of Greater Rochester

Jewish Federation of Palm Beach County Inc

UJA- Federation of New York

Jewish Federation of San Antonio

Below is a list of communities, synagogues and organizations that have used Step Up For Israel programming.

Adat Shalom, CA	Centre / Michael Shafron	Religious School	Jewish Studies
Adath Emanu-El	Calgary Jewish Federation	Congregation B'nai Israel	Har Zion Temple
Adath Israel, NJ	Camden County Hadassah	Congregation Bnai Israel-	Helfman Religious School, TX
Adath Israel, PA	Camp Milldale	Basking Ridge	High School of Jewish
Adath Shalom-MetroWest NJ	CARDOZO JLSA	Congregation Bnai Israel-	Studies, NY
Addlestone Hebrew Academy	Carmel School	Millburn	Hillel, NY
Adolph and Rose Levis JCC	Chabad Intown / Intown	Congregation Bnai Jeshurun	Hillel Academy, FL
Ahavas Sholom	Jewish Academy	Congregation B'nai Tzedek	Hillel at University of
Ahavath Achim Synagogue	Chabad Lubavitch-Fort	Congregation Brith Shalom	Minnesota
Aish Center, NY	Lauderdale	Congregation Brothers of	Hillel Community Day School
Aish Mexico	Chabad of Cobb	Israel	Hillel of Broward and Palm
Albert Einstein Hadassah	Chabad of North Fulton	Congregation Emanu El	Beach
Albuquerque Community HS	Chabad of Poway	Helfman Religious School	Hillel of the Rochester Area
Education program	Chabad Short Hills	Congregation Etz Chaim -	Colleges
Alexander Muss High School	Chai Center, NJ	Livingston	Hillel Yeshiva High School,
in Israel - MD	Chai Center Long Island	Congregation Etz Chaim -	NJ
Alexander Muss High School	Chabad	Marietta	Hofstra University
in Israel - NY	Charleston Jewish Federation	Congregation Har Shalom	Houston Congregation for
Alfred and Adele Davis	Chevro	Congregation Israel	Reform Judaism
Academy	Chizuk Amuno Congregation	-Springfield,NJ	iCenter
Am Yisrael Congregation	- Netivon Hebrew High	Congregation Kneseth Israel	Immanuel College
Americans United with Israel	School	Congregation Kol Emet	Israel Centre, SA
Ann and Nate Levine	Classrooms Without Borders	Congregation L'Dor Va-Dor	Israeli Scouts - ATL
Academy	CLC	Congregation M'kor Shalom	Jack Barrack Hebrew Day
ANN MARIE STOLTZ	Community Synagogue	Congregation Mikveh Israel	School
Atlanta Jewish High	Cong. B'nai Jacob	Congregation Ner Tamid-	JCC - Aventura
Baltimore Hebrew	Cong. Bnai Yeshurun	Hebrew High	JCC MetroWest
Congregation	Congregation AABJ&D-	CONGREGATION OHEV	JCC of Central NJ
Baltimore Jewish Council	MetroWest NJ	SHALOM	JCC of Dallas
Barnet United Synagogue	Congregation Achdut V	Congregation Or Hadash	JCC of Greater Rochester
BBYO-Bnai Brith Camp	Shalom	Congregation Or VeShalom	JCC of Reading, PA
BBYO-Miami	Congregation Agudath Israel	Congregation Shaar HaShalom	JCRC, MD
BBYO-Woodcrest	Congregation Anshai Torah	Congregation Shaarei	JCRC -SNJ
BEIT-RJ	Congregation Anshei Shalom	Shamayim	Jenn Franson
Bet Am Shalom	Congregation Beth El-	Congregation Shirat Hayam	Jewish Center of Sussex
Beth Am Israel	Bethesda	Congregation Shomrei	County
Beth Ami Congregation	Congregation Beth El-	Emunah	Jewish Community Center of
Beth El Congregation, MD	Missouri City	Congregation Tifereth Israel	Harrison
Beth El Hebrew	Congregation Beth El-Ner	Congregation Torah Ohr	Jewish Community Center
Congregation, DC	Tamid	Dartmouth Chabad	of LV
Beth El Hebrew	Congregation Beth El-South	Diller Teen Fellows	Jewish Community Housing
Congregation, VA	Orange	Downtown Jewish Center	Corporation of Metropolitan
Beth El Ner Tamid Men's	Congregation Beth El-	Chabad	NJ
Club	Voorhees	DPJCC	Jewish federation of
Beth El Synagogue, NJ	Congregation Beth EL-	DPJDS	Cincinnati
Beth Hamidrash Hagadol	Yardley	Drew University Hillel	Jewish Federation of Greater
Beth Israel Congregation	Congregation Beth Judea	Emanuel School	Atlanta
Beth Jacob Atlanta	Religious School	Epstein School	Jewish Federation of Greater
Beth Sholom Congregation-	Congregation Beth Shalom-	Fifth Avenue Synagogue	Charlotte
Religious School, PA	Oak Park	Friends of Israel Scouts	Jewish Federation of Greater
Beth Sholom Men's Club	Congregation Beth Shalom of	Full Gospel Light of Life	Houston / Bureau of Jewish
Beth Torah Adath Yeshurun	The Woodlands	Church	Education
B'nai Brith Youth	Congregation Beth Shalom-	Greater Atlanta Hadassah	Jewish Federation of Greater
Organization - BBYO	clearwater	Greater Miami Jewish	MetroWest NJ
B'nai Israel Congregation	Congregation Beth Shalom-	Federation	Jewish Federation of Greater
B'nai Shalom	Dunwoody	H2I USY Youth Group	Orlando-Beit Hamidrash
B'nai Torah, GA	Congregation Beth Shalom-	Hadassah, SC	Jewish Federation of Greater
Bnai Torah Congregation, FL	Northbrook	Hadassah Chicago Chapter	Philadelphia
Boca Raton Synagogue	Congregation Beth Shalom-	Hadassah Northern Region	Jewish Federation of Greater
Brith Achim	Santa Clarita	Hadassah Southern Seaboard	Rochester
Broader View	Congregation Beth Sholom-	Region	Jewish Federation of Howard
CAJE/Melton-Miami	Rochester	Har Sinai Congregation	County
Calgary Jewish Community	Congregation Beth Yeshurun	Har Zion High School of	Jewish Federation of Palm Beach

County	Beit Yisrael	StandWithUs	Temple Sinai of Roslyn
Jewish Federation of San Antonio	Mount Freedom Jewish Center	Stephen S. Wise Temple	Temple Sinai-Dresher
Jewish Federation of Somerset, Hunterdon and Warren	NCJC Hebrew High NCSY, NY	Stony Brook Hillel	Temple Solel
Jewish Federation of South Palm Beach County	NCSY-Atlanta	Summit Jewish Community Center	The Adelson Educational Campus
JKHA/RKYHS	Neve Shalom	Synagogue of the Suburban Torah Center	The Birmingham Jewish Federation
JNF	North Shore Congregation Israel, IL	T.E.A.M.	The Conservative Synagogue
JSU-South Florida	North Shore Hebrew Academy, NY	Talmud Torah of Minneapolis	The Emery Weiner School
Julie E. Rabinowitz	North Suburban Synagogue	Temima, The Richard and Jean Katz for High School	The Epstein School
Kehilat Shalom Congregation	Beth El, IL	Temple Adath Israel/Beth Hillel	The Frisch school
Keneseth Israel	Northwestern University Library	Temple Anshei Shalom	The Jewish Center
Kesher Israel Congregation	Oakland Little Neck Jewish Center	Temple Bat Yam	The Jewish Federation of Sarasota-Manatee
King David, Johannesburg	Oheb Shalom, NJ	Temple Beth Ahm Yisrael	The Louise D. & Morton J. Macks Center for Jewish Education
King David High School	Ohev Shalom of Bucks County	Temple Beth Am, NJ	The Partnership for Jewish Learning And Life
Manchester	Ohr Haemet	Temple Beth Ami, MD	The South African Zionist Federation
Kneset Hasefer	Ohr Kodesh Congregation	Temple Beth El, FL	The Temple, GA
Kohelet Yeshiva High School	Old York Road Temple-Beth Am	Temple Beth El - NY	The Temple Berman Religious School
Kreiger Schecter Day School of Chizuk Amuno Congregation	Orloff CAJE Judaica High School	Temple Beth El of Bellmore	The Temple Weber School
light of israel	ORT-America-Palm Beach	Temple Beth El-Boca	Torah Academy
Lincoln Square Synagogue	Park Avenue Synagogue	Temple Beth Emet	Torah Day School of Dallas
lite of bucks county	Porter-Gaud School	Temple Beth Hillel/Hadassah	Town and Village Synagogue
Little Neck Jewish Center	Pressman Academy Religious School	Temple Beth Israel	UJA-Federation of New York-Center For Youth Philanthropy and Leadership
Sisterhood	Rabbi Arthur Schneier Park East Day School	Temple Beth Shalom, NY	United Jewish Communities of Metrowest NJ
Living Word Christian Center	Rae Kushner Yeshiva High School	Temple Beth Shalom, NJ	United Jewish Federation of Tidewater
Los Angeles Hebrew High School	RAJE	Temple Beth Sholom, FL	United Jewish School
Louis B. Silver Religious School Tihon	Ramah Day Camp	Temple Beth Tikvah, FL	United Synagogue of Conservative Judaism
Lower Merion Synagogue	Ramat Shalom	Temple Beth Tikvah, GA	University Synagogue
Magen David Yeshivah HS	Reform Congregation	Temple Bnai Abraham	Weinbaum Yeshiva High School
Manhattan Day School	Keneseth Israel	Temple B'nai Shalom	West End Synagogue Religious School
Manhattan Sephardic Congregation	Rimon Group-Club Z	Temple B'rith Kodesh	West McDowell Junior High
Maranatha Christian Academy	Robert I Lappin Charitable Foundation	Temple Chai	Yavneh, Australia
Marcus Jewish Community Center of Atlanta	Rodelph Shalom	Temple Chaverim	Yavneh College, UK
Martins Run	S.T.A.R.	Temple Dor Dorim	Yeshiva Atlanta
Maryland/Israel Development Center	Saligman School	Temple Emanuel, NJ	Yeshiva University High Schools of Los Angeles (YULA)
Masada College of Sydney	Sandra Foster Church Study Group	Temple Emanu-El of Palm Beach	Yeshivah of Flatbush, LLC.
Australlia	SAR High School	Temple Emanu-El of West Essex	Young Israel of Hollywood-Ft. Lauderdale
Mercaz, SC	Shalom Learning	Temple Har Zion	Young Israel of Toco Hills
MERCAZ USA, NJ	Shearith Israel, GA	Temple Hatikvah	Young Judea
Meryl Goldstein - Home-school	shearith israel, NY	Temple Jeremiah	YU- Gontownik
METNY USY	Shomrei Torah, CA	Temple Judea	Zionist Organization of America
Miami Holocaust Memorial	Shomrei Torah, Wayne	Temple Kehillat Chaim	
Michael-Ann Russell JCC	Conservative Congregation	Temple Kol Emeth	
Mill Hill Synagogue	SiHi at Sinai Temple	Temple Micah	
Millburn High School: MIPAC	Sinai Scholars	Temple Ner Tamid - Bloomfield	
Milwaukee Jewish Day School	Sokol Hebrew High School,	Temple Ner Tamid - West Orange	
Minnesotans Against Terrorism	North Suburban Synagogue	Temple Oheb Shalom	
Miriam Browning Jewish Learning Center /	Beth El	Temple Shaaray Tefila	
Congregation Beth Israel	Solomon Charter School	Temple Shalom - Bridgewater	
Morristown Jewish Center	Soref JCC	Temple Shalom - Succasunna	
	St. Marks Episcopal Church	Temple Sharey Tefilo-Israel	
		Temple Sholom of West Essex	
		Temple Sinai - Atlanta	
		Temple Sinai - Delray Beach	
		Temple Sinai - Hollywood	

MAKING AN IMPACT

Step Up For Israel is not only providing Israel education, but it is spurring activism and effecting change.

1. A screening at Portland State inspired the students to start an Israel Advocacy group on campus.

“Inspired by the film... we’ve decided to officially start an Israel advocacy group on campus. I’m actually on my way to a meeting with a PSU Student Activities advisor for it right now! This new group will definitely be working with you to put on some more events.”

- Amy Albertson, Portland State

2. The Jewish Student Union (JSU), a national organization dedicated to establishing Jewish clubs in public high schools, joined Step Up For Israel, showing *Crossing the Line* at 19 of their public school JSU club and reaching an estimated 400 students.

“I want to thank you and Jerusalem Online for providing us with crucial tools to use in the classroom with respect to Israel education and advocacy. The shock of the video has spurred many of our students to action – some have become AIPAC enthusiasts, while others are simply better prepared for the responsibility that faces them when they graduate.”

- Brad Sugar, Jewish Student Union, Director of Operations

OTHER TESTIMONIALS

“By supporting Jerusalem U’s Step Up for Israel campaign, we are sparking a passion for Jewish life and learning and enabling students and adults to feel a deeper connection to Israel. We believe this program will become an invaluable resource for all schools and synagogues in our community.”

- John S. Ruskay, Executive Vice President and CEO, UJA-Federation NY

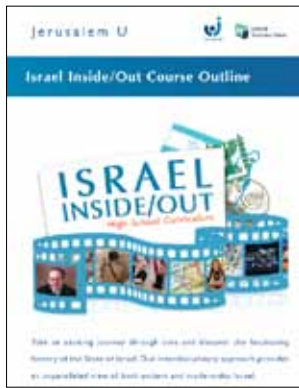
“Our JCRC Israel Advocacy Initiative committee was seeking a tool to bring both positive and relevant information about Israel to the community. We found what we needed and more in Jerusalem U’s Step Up For Israel film series. Since we first began showing the Step Up For Israel series, we have since partnered with 5 other Jewish institutions to bring the complete series to their Synagogue or organization. I would recommend that every Federation, JCRC and synagogue consider utilizing this powerful and cost-effective resource in their community.”

- David Snyder, Executive Director, Jewish Community Relations Council NJ

“I firmly believe Israel education is necessary to preserving and strengthening our bond with Israel, It’s incumbent upon us all to educate ourselves, our children and our grandchildren about Israel. And, I think Step Up for Israel is a great way to do it.”

- Bernie Marcus, Chairman of the Marcus Foundation and a co-founder of The Home Depot

ISRAEL INSIDE/OUT HIGH SCHOOL CURRICULUM



Jerusalem U, in partnership with The Jewish National Fund and The David Project, modified its Israel Inside/Out course to create an interactive, film-based turn key Israel education curriculum for high schools.

The curriculum was piloted at 21 high schools during its first year, and we have now reached more than 150 high schools with our full Israel Inside/Out curriculum and Step Up For Israel mini high school course.

The curriculum includes 30 film classes which bring top experts into the classroom, including Alan Dershowitz, Bernard Lewis, and Sir Martin Gilbert.

MAKING AN IMPACT

"This program has revolutionized the teaching of Israel. The technology speaks to the students... and the program has preempted and anticipated all the questions that the students have; it gives them the facts, the knowledge, and the ability to both advocate for Israel and to know what they are talking about."

- Orit Jacobson, High School Teacher, Sydney Australia

"Personally, this is a godsend, and I look forward to using it as our main Israel curriculum for our 8th and 9th graders (over a two-year cycle)"

- Teacher at Temple Beth Am, Penn Valley, PA

"I really hope you continue to make these programs available and that you receive the financial support to expand your reach to everyone who can make a difference! Israel deserves all of our support! Thank you for finding a way that we can educate in such an engaging way which includes our youth, who are our future!"

- Parent of a student

"I reviewed the High School course, Israel Inside/Out, from Jerusalem U in preparation for the Mercaz Israel Advocacy Conference that I attended in December. I cannot say enough about how outstanding this course is in every respect. It is creative, comprehensive and easy to follow."

- Barbara Rosenau, Israel Advocacy Community Activist at Greater Philadelphia and former Assistant District Director- Mid-Atlantic District - The United Synagogue of Conservative Judaism

"I think this has the potential to really enhance our Israel education for our high school students who are headed off to college and all the students participating in the gratz program."

- Howard Bernstein, Cantor and Teacher at Temple Beth Am

JU MAX



JU MAX is an interactive, engaging, and totally online Jewish learning experience. Graduates receive a voucher good for a minimum 3-week learning experience at a partnering Israel program.

HIGHLIGHTS

- Reached more than 500 students, with more than 300 graduates since our launch in 2012.
- Starting with the fall semester 2012, more than 120 students have been awarded Israel vouchers. So far 38 students have turned those vouchers into actual Torah-intensive trips to Israel.
- Hope to see 200+ students complete our course by end of spring 2014 (number includes the 90-100 students expected to complete JU Max in fall 2013). It is expected that 80% of our students will use their Israel voucher within the next year.

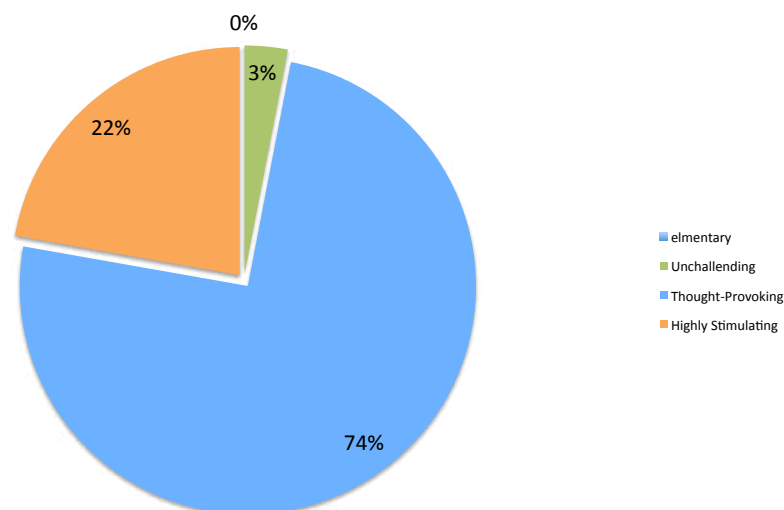
IMPACT

Results from student graduate survey, taken immediately upon completion of the JU MAX course. Since program inception (294 respondents):

Student Satisfaction:

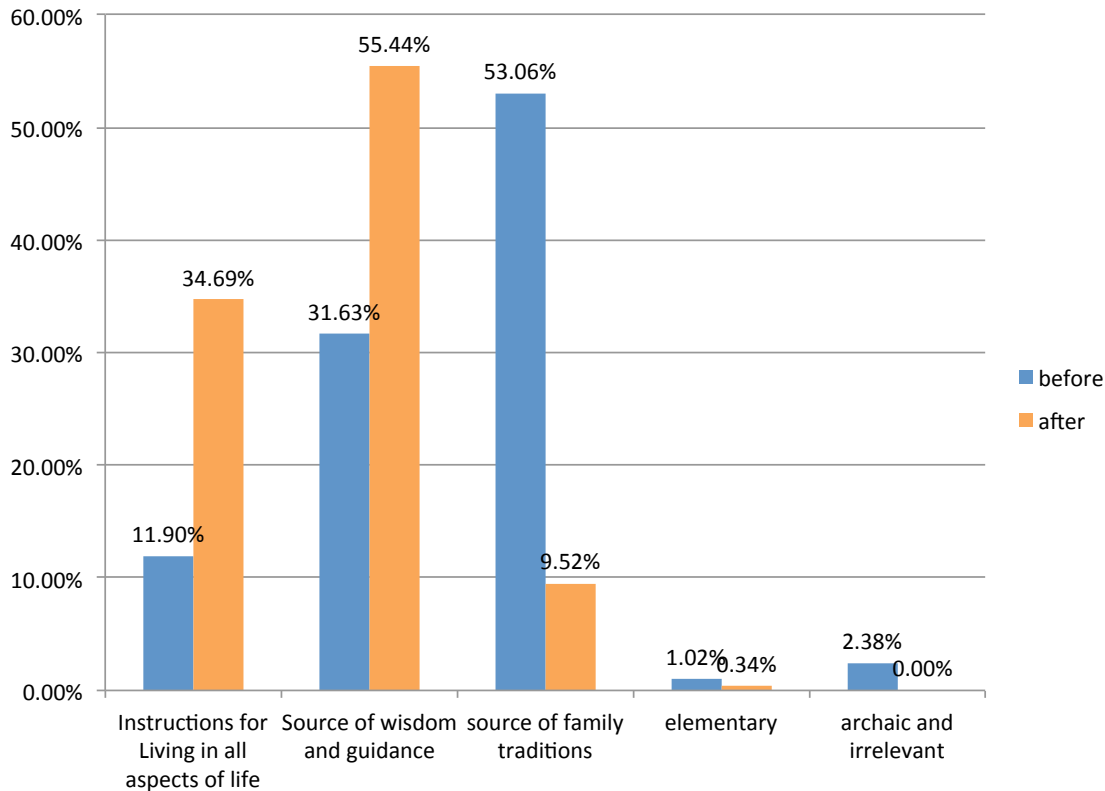
- 97% of participants would recommend the JU Max program to their friends.
- Of these students, 31% were even willing to provide their friends' email addresses for us to follow up with
- 96% of students described the educational level of the course as “highly stimulating” or “thought-provoking.”

HOW WOULD YOU DESCRIBE THE EDUCATIONAL LEVEL OF THE JU MAX CLASSES



Student perceptions of Judaism before and after taking JU Max:

- After taking the course, an additional 54% of students believe that Judaism is the “source of wisdom and guidance” or that it provides “instructions for living in all aspects of life.”



TESTIMONIALS:

“Before JU Max I had experience with Judaism culturally, but I never had the basics explained in a way I understood. JU Max brought out the fun, the knowledge, and showed me how relatable Judaism is.”

-- Cory Lynn Skogfeldt, Northern Illinois University

“I had very little experience with my roots in Judaism before this class and now know more than I ever thought I would. Thank you JU MAX.”

-- Evan Prupas, University of Toronto

“Jerusalem U provides a wonderful opportunity to learn with and integrate oneself in to the Jewish youth community, and ultimately get rewarded with an amazing trip to Israel.”

-- Natalie Rebecca Yadegar, University of Southern California

“JU MAX’s class gave me the tools within Judaism to lead a guided and wise lifestyle, it taught me how to become a better individual and most important, it helped me embrace all aspects of Judaism and helped me apply them to my day to day activities!”

-- Fanny Briceno, Lawrence University

GAP YEAR PROGRAM & JERUSALEM U FELLOWS



Since absorbing the David Project's Israel Gap Year program, we have successfully re-engaged all the schools, fully transitioning the program to be under Jerusalem U. Our two new senior educators, Zeev Ben-Shahar and Ze'ev Orenstein, who were running this program through the David Project, have integrated with our team and are proving to be a tremendous asset to our growth and development.

HIGHLIGHTS:

- Teaching the expanded multimedia Israel course in 14 gap year institutions, reaching approximately 500 students this year.
- Implementing metrics for the program, where students will be completing a pre- & post-course evaluation measuring their levels of connection to Israel and the Jewish people.
- Launching the *Jerusalem U Fellows Program* which is providing advanced Israel advocacy and training for 33 of the most outstanding Gap Year students.
- Providing Israel education programs to approximately 500 additional students visiting Israel on shorter programs.

Partial list of campuses that students will be attending in the Fall:

American University	Princeton University
Barnard College	Rutgers University
Boston University	State University of New York, Binghamton
Brandeis University	Tufts University
City University of New York, Baruch	University of California, Berkeley
City University of New York, Hofstra	University of California, Los Angeles
Columbia University	University of Florida
Cornell University	University of Indiana
Emory University	University of Maryland
Goucher College	University of Massachusetts
Harvard University	University of Michigan
Johns Hopkins University	University of Pennsylvania
McGill University	University of Texas
New York University	University of Wisconsin
Northeastern University	Washington University – St. Louis
Northwestern University	Yale University
Ohio State University	Yeshiva University

JERUSALEM U COURSES

Graduate Students:

YEAR	TOTAL
CY2007	792*
CY2008	1,183*
CY2009	541
CY2010	586
CY2011	706
CY2012	1,222
CY2013	799
GRAND TOTAL	5,829

*Stipends were at \$250 in 2007-2008. In 2009, stipends were reduced to \$100.

Total Hours of Learning: 118,282

Partnering with Fraternities:

Jerusalem U is working with AEPi chapters, Jewish fraternities and sororities on college campuses, providing our online courses and interactive learning.

UNIVERSITY	HOUSE	COURSE	# OF STUDENTS	# OF GRADS
Madison	AEPi	J101	75	53
Indiana	AEPHi	J101	37	27
UGA	SDT	J101	13	10
Indiana	SDT	SDT	7	5
Kansas	SDT	J101	14	9
Kansas	AEPi	IIO / J101	12	2
Cal Poly	AEPi	PPJ	25	15
Cal Poly	AEPHi	PPJ	10	8
UIUC	AEPi	IIO	52	44
UIUC	ZBT	IIO	2	2
UIUC	Sammy's	IIO	7	6
UIUC	SDT	IIO	3	2
Binghamton	AEPi	IIO	27	23
Indiana	AEPi	IIO	4	2
VA Tech	AEPi	MAX	9	5
UC Davis	SAEPHi	IIO	6	3
UNLV	AEPi	IIO	19	11

MAKING AN IMPACT

We recently conducted a poll of approximately 3,000 Jews, held focus groups and surveyed our graduates to help us better understand what the young generation wants and where they stand on Jewish/Israel related issues and the impact of our work.

- Poll was run by Jennifer Laszlo Mizrahi, an expert in research about winning hearts and minds for Israel and the Jewish people through scientific methods.
- A press conference about the poll provided further exposure for Jerusalem U, with articles written in *The Times of Israel*, *The Jewish Week*, and *The Jewish Journal*.

Jerusalem U students who took the poll indicated the following:

- 64% of students wanted to learn more about Jewish ideas
- 53% felt more proud to be Jewish
- 52% felt more connected to Israel

Overall Student Survey Result Highlights:

- 9 out of 10 students were positively impacted by taking our class in ways that made them feel better, learn more and/or engage more in our Jewish community.
- More than half of our graduates feel more proud to be Jewish and more connected to Israel.
- After taking our Israel Inside/Out course, 92% of students felt they were equipped with the tools to defend Israel.
- After taking our Israel Inside/Out course, 94% of students felt they had a better understanding of Israel's character and society.
- Nearly two-thirds of our students learned more about Jewish ideas.
- Nearly one-third got more involved in the Jewish community.

STUDENT SURVEY RESULTS 2013 KEY FINDINGS

Student Satisfaction

Student Satisfaction after taking *Judaism 101*, *Positive Psychology & Judaism*, *Cinema: The Jewish Lens*, and *Israel Inside/Out*. (408 respondents)

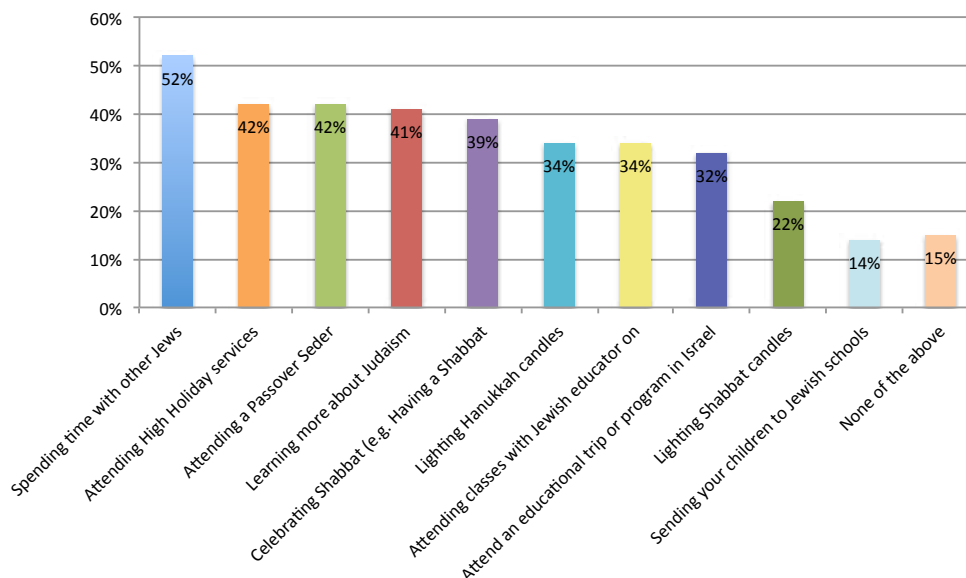
- 81% of students stated that they “loved the course”.
- 74% of students indicated that the course was “Very interesting” and / or “Couldn’t get better”.
- 74% of students said they would recommend Jerusalem U to a friend.
- 46% of students said they were interested in taking an advanced course with Jerusalem U.

Student Perceptions

Student Perceptions before and after taking *Judaism 101*, *Positive Psychology & Judaism*, and *Cinema: The Jewish Lens*. (184 survey respondents)

- 91% of students felt that they had learned ‘some’ or ‘a significant amount of information’ about Judaism.
- 85% of students said that after taking one of our courses they became more interested Jewish activities (see graph).
- 52% of students said that after taking the course they became more interested in ‘Spending time with other Jews’.
- 100% of students indicated that PPJ gave them tools for living a happier life and 88% indicated that they had already tried using those tools.

After taking one of JU's courses, are any of the following of greater interest or importance to you?



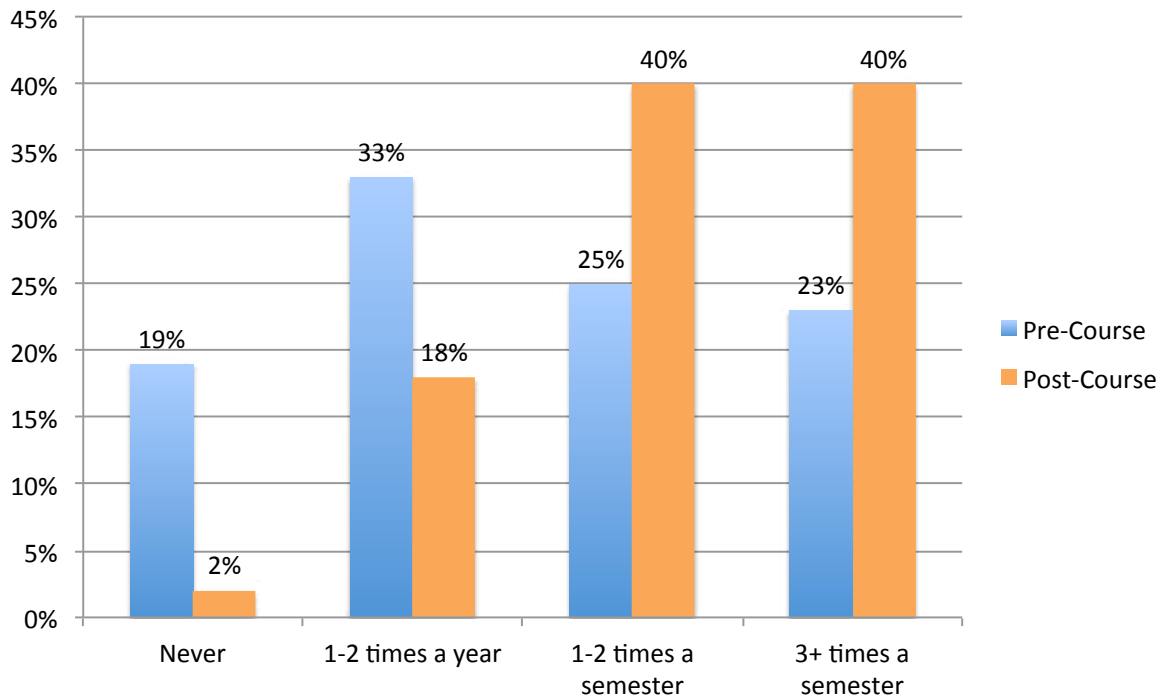
Skill Development & Behavior Changes

Skill development and behavior changes after taking *Israel Inside/Out*. (224 survey respondents)

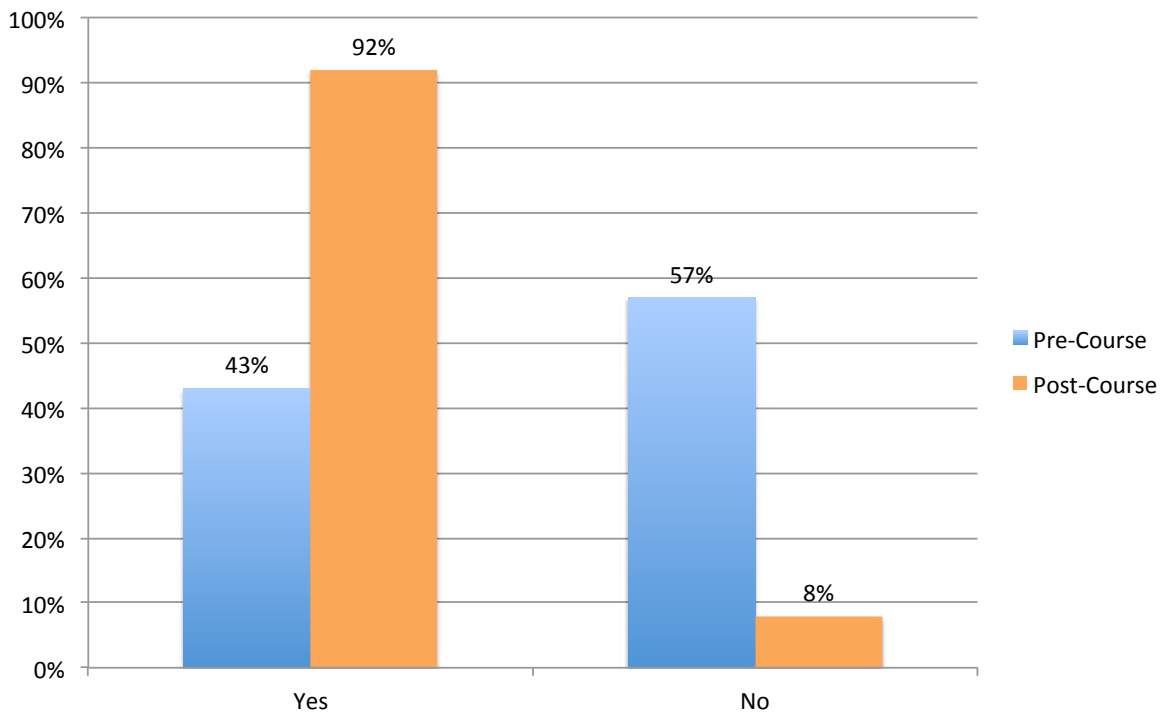
- 97% of students felt that they had learned ‘some or a significant amount of information about Israel’.
- When asked ‘Do you have the tools to defend Israel?’ the number of students increased by 112% after taking the course.
 - Before the course 43% said yes and 57% said no. After the course 92% said yes and 8% said no.
- When asked ‘Do you understand the political situation in Israel?’ the number of students increased by 96% after taking the course.
 - Before the course 46% said yes and 54% said no. After the course 89% said yes and 11% said no.
- When asked ‘Do you understand Israel’s history?’ the number of students increased by 60% after taking the course.
 - Before the course 60% said yes and 40% said no. After the course 96% said yes and 4% said no. A 60% increase.
- When asked ‘Do you understand Israel’s character and society?’ the number of students increased by 40% after taking the course.
 - Before: 67% said yes and 33% said no. After: 94% said yes and 6% said no. A 40% increase.

We also found that we are changing behavior. We increased the number of people doing advocacy 3 times or more per semester by 76%, and increased the number of people doing advocacy 1 - 2 times a semester by 62%. We also increased those who indicated that they were very motivated to act on Israel’s behalf by 22%.

How frequently do you plan on engaging in pro-Israel activism and advocacy?



Do you feel you have the tools to defend Israel?



COREI8 LEADERS LAB



COREI8 Leaders Lab is a new fellowship program aimed at developing the next generation of Jewish social entrepreneurs. This initiative offers hands-on access to a unique combination of business skills, leadership development, personal empowerment and Jewish values. This full scholarship, multi-leveled program aims to create driven, out-of-the-box, social entrepreneurs who will both breathe new life and bring fresh ideas to well-established Jewish organizations and who will also develop new game-changing enterprises for the Jewish world.

- Will launch the program January 2014 with a retreat in Philadelphia for the new cohort.
- Brought together Positive Psychology expert Dr. Tal Ben-Shahar, Emeritus Chief Rabbi Lord Jonathan Sacks and actor Mayim Bialik to co-chair COREI8.
- Assembled an outstanding Advisory Board which includes people like Professor Alan Dershowitz, Malcolm Hoenlein, Rabbi Joseph Telushkin, and philanthropists such as Mitch Julis, David Magerman and Rivka Zell (www.corei8.org/advisory-board/). Our faculty includes people such as Jon Medved, Natan Sharansky, Johanna Arbib, Jennifer Laszlo Mizrahi, Ruth Wisse and Gordy Zacks.
- Press call to help launch the program and push recruitment, attended by 14 media outlets and generating press in papers such as *The Jewish Week*, *Washington Jewish Week*, *Times of Israel*, *Haaretz* and a 2- page feature spread in the *Jerusalem Post*.
- 215 applicants applied for our first COREI8 group of 36 fellows.



UPCOMING FILMS

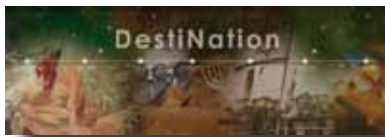
BENEATH THE HELMET: FROM HIGH SCHOOL TO THE HOME FRONT (WORKING TITLE)



Beneath the Helmet is a film which shows the Israeli army service for what it is - a crucible of leadership and identity, portraying the human side of the Israeli soldiers, showing how their army experience builds not only their character, but the country as a whole. It is a coming-of-age story of five Israeli soldiers that will challenge people to examine their own Jewish identity and inspire them with powerful leadership lessons to use in their own lives.

Grammy Award Winner Miri Ben-Ari has confirmed participation as film composer.

DESTINATION (WORKING TITLE)



Destination, a film about the Jewish People's contribution to Western Civilization, goes to the heart of the Jewish People's purpose, character and contributions. By revealing the backstory of human history, this film shows a people whose ideals continue to be a

positive global force today.

MY HUMMUS (WORKING TITLE)



My Hummus aims to educate, uplift and entertain the viewer. It reveals the secrets behind an incredibly popular food and uncovers the unknown realities of life in Israel regarding its diversity and tolerance, thereby showing this uplifting and positive side of the country. This seemingly innocuous dish is a springboard for understanding the complexity and interconnectedness of the diverse population that

exists in Israel. Hummus can be both a builder of culture and community as well as a lightning rod of nationalism and divisiveness. It all depends on who is stirring the pot.

PARTNER ORGANIZATIONS

We are partnering with more than 350 organizations, synagogues, and schools who are using our educational programming, including:

