



ANNUAL REPORT

2014

& UPDATES ACCOMPLISHMENTS



General Highlights

- PRODUCED **BENEATH THE HELMET: From High School to the Home Front**, a full-length documentary film, had three major film premiere/Gala events in New York, Los Angeles and Jerusalem and launched a national campus screening tour.
- PRODUCING TWO new feature films, **Crossing the Line II: The New Face of Anti-Semitism on Campus** and **Hummus!: The Movie**, to launch in 2015.
- ADDED SEVERAL new key positions to support the organization, including a COO, a director of communications, two new full-time people in the marketing department, and two full-time staff on the West Coast.
- MOVED INTO new studios, enabling us to reach new heights organizationally, host groups and dignitaries, improve staff morale and increase productivity.
- MADE DEAL with God TV which will bring **The Israel Course** into over 260 million homes across the globe.
- AIRED **ISRAEL INSIDE** three times in 2014 on Angel 2 Network, which runs on all packages of Dish Network, reaching approximately 14 million households. It will air at least 5 times this year and another 5 times in 2015.
- LAUNCHED **CORE18** Leaders Lab, a new fellowship program aimed at developing the next generation of Jewish social entrepreneurs.
- PRODUCED **CROSSING THE LINE (UK)**, and beginning to break into the UK market.
- COMPLETED OUR first year of intensive Israel education for Gap Year students and expanded our program from 14 to 19 Gap Year institutions in the 2014/2015 school year.
- BEGAN OFFERING teacher training to our educators.
- HOSTED 15 webinars and conference calls reaching over 3,000 people.
- CREATED A rapid response curriculum around Operation Protective Edge.
- UPDATED THE Step Up For Israel curriculum.
- PRODUCED FIVE short films that received approximately 170,000 views.
- PRODUCED AN online 5-part film series about Israel for diplomats to reach and educate an influential policy-impacting audience and their perception of Israel.

- **LAUNCHED NEW** course, *Impact: Make Your Mark!*, a 6-part film series about leadership.
- **GLOBAL DAY** of Learning featured “Heroes in Action: How Ordinary People Can Become Great Leaders,” in their 2014 program.
- **ACCEPTED TO** recruit students on Birthright buses for the first time.
- **INVITED AS** the only outside education organization to present at the 2014 national JNF conference in Los Angeles. Zeev Ben-Shachar presented four programs on Israel advocacy, ran a workshop for JNF college campus representatives, and co-taught a program with NY Consul General Ido Aharoni.
- **SPEARHEADED 19** community-wide grassroots Israel education campaigns with Step Up For Israel.
- **REACHED 220** high schools with our Israel education curriculum.
- **PARTNERED WITH** more than 490 organizations, schools, synagogues and church groups, who are using our Israel education programming.
- **GENERATED MORE** than 130,000 hours of Jewish and Israel learning online and at events since our inception, with more than 6,300 college students graduating from one of our full 10-hour courses
- **REACHED MORE** than 780 college students through JU Max: a 10-week, interactive course on Judaism where students login for exciting, real-time, online learning and are offered a free (or highly-subsidized) trip to Israel upon completing the class.
- **GREW** Step Up for Israel facebook to 171,735 likes from 11,853, an increase of 1349%.



2014 Projects

BENEATH THE HELMET: FROM HIGH SCHOOL TO THE HOME FRONT

Beneath the Helmet documents the stories of five Israeli high school graduates coming-of-age against the backdrop of Israeli mandatory military service. The film aims to instill a greater sense of Jewish pride and foster a deeper connection to Israel among young Jews by highlighting the stories of Israeli teens who are dedicated to their nation and the continuation of the Jewish People.

HIGHLIGHTS

- » Launched *Beneath the Helmet* at three major premiere events in Jerusalem, New York and Los Angeles, in partnership with Thank Israeli Soldiers
 - » Screened in **Jerusalem** at **Cinema City** before an audience of more than **500 people** during Sukkot. Special guest speakers Michael Oren, former Israeli Ambassador to the US, and Mark Regev, Adviser to Prime Minister Netanyahu, spoke to our guests.
 - » **New York** premiere at the **Museum of Jewish Heritage, with 300 guests**, featured a live performance by Grammy Award-winning artist Miri Ben-Ari, along with closing remarks from Ambassador Ido Aharoni, the Consul General of Israel in New York.
 - » **Los Angeles** premiere at the **Museum of Tolerance, with 350 guests**, was hosted by David Weiss, a Hollywood screenwriter of films including *Shrek 2*, *The Smurfs* and *The Rugrats Movie*.
- » Accepted to four Jewish and Israeli **film festivals** – the Atlanta Jewish Film Festival (the second largest in the United States), the Miami Jewish Film Festival, the Las Vegas Jewish Film Festival and the Chicago Festival of Israeli Cinema.
- » Featured **media coverage** in the *Jerusalem Post*, *YNet*, *The Jewish Exponent*, *The Jewish Week*, *CBN News*, *Tablet*, *Jewish News*, *the Middle East Eye*, *Voice of Israel*, *The Jewish Philly*, *The DiamondBack*, *Final Say Radio*, *The Athens Messenger*, *Athens News*, *Milwaukee Journal Sentinel* and *Human Events*.
- » Scheduled **community premiere events** in major cities across the US, including Chicago, IL; Delaware; Milwaukee, WI; Virginia Beach, VA; Teaneck, NJ; San Antonio, TX; Philadelphia, PA and Washington, DC.

- » Launched a **campus screening campaign** in November 2014 reaching universities including University of Maryland, American University, Ohio University, UC Berkeley, University of Southern California and Florida State University, in partnership with AEPI.
- » Developing ***Beneath the Helmet* follow-up curriculum** about Jewish values for high school students based on clips and deleted scenes from the film.
- » Partnering with **NCSY**, including screening of ***Beneath the Helmet*** at the JUMP conference on November 3-4, 2014.
- » Screening at **Chabad** International's "Chabad On Campus Shabbaton" on November 7, 2014.
- » Partnering with **BBYO** to distribute ***Beneath the Helmet*** to approximately 600 chapters in more than three countries.



New York Gala & Premiere



Los Angeles Gala & Premiere



Jerusalem Premiere

“ What a beautiful, moving film. I cried! for all these brave wonderful kids...and how amazing they are. The film captured every right moment...the choices were perfect, everything... the score...the story lines.

--Susan Silver, NY Gala

CORE18 LEADERS LAB

CORE18 Leaders Lab, a new fellowship program aimed at developing the next generation of Jewish social entrepreneurs, offers hands-on access to a unique combination of business skills, leadership development, personal empowerment and Jewish values. This full scholarship, two-phased program is creating a critical mass of driven, out-of-the-box social entrepreneurs who will develop game-changing enterprises for the Jewish world and bring fresh ideas to well-established Jewish organizations.

PHASE 1:

Phase 1 of CORE18 launched in January 2014 with a kick-off retreat for the 36 fellows in Philadelphia. The program included:

- » A string of 20 successful webinars where fellows joined an interactive videoconference series called “Off The Record” to dialogue with various Jewish leaders, including **Bob Diener** (hotels.com), **Michael Steinhardt**, **Jay Sanderson**, and **Rabbi Joseph Telushkin**.
- » Three regional retreats in New York, California and Israel for fellows to reconvene and discuss their ventures.
- » Lunch and learn event for fellows in the New York City area featuring a live address by CORE18 co-chair and special guest lecturer **Emeritus Chief Rabbi Jonathan Sacks**.
- » Seven-week Israel summer experience from June-August 2014 that included a leadership course at the Interdisciplinary Center (IDC) in Herzliya, an internship at a leading Israeli company, and a final symposium where fellows presented their ventures to their peers and a crowd of funders. During this time, a series of seminars, workshops, panel discussions and tours introduced participants to the diversity of Israeli society, the complexity of the Jewish world and the challenges that Israel faces. Sessions included **Oren Anolik** from the Ministry of Foreign Affairs; **Ambassador Michael Oren**; famed Soviet refusenik **Yosef Mendeleovich**; **Jeanie Schottenstein** of the Schottenstein Foundation; **Jeff Swartz**, former CEO of Timberland; and **Professor Danny Warshay** of Brown University.

PHASE 2:

17 ventures were selected to continue on to Phase 2 of CORE18, which launched in September 2014 and will continue throughout 2015 when fellows will receive seed capital and mentoring to launch their initiatives.

CORE18 Venture	Description
GIV: Give, Invest, Volunteer	A web and mobile platform to help philanthropists make informed decisions about giving.
Mitzva Mogul	An online platform for bar/bat mitzvah youth to participate in meaningful and relevant social acts of kindness.
Festival Ha'Drachim	Street festivals in Israel based on Jerusalem's street names.
Tikkun Olam Nation	An Israel experience for liberal-minded Jews focusing on social justice.
Delegation of Jewish American Students (DoJAS)	Connecting American Jewish students studying abroad with local Jewish opportunities.
TAMID Young Professionals	A support network for alumni of TAMID Israel Investment Group.
Shabbat App	A mobile application to help users organize Shabbat meals wherever they are in the world.
Brookline Hatzalah	Bringing ambucycles to communities in Massachusetts.
Made In Israel	An online and mobile platform connecting consumers to Israeli artisans.
7 Species	A seminar program designed for Jewish schools to strengthen Jewish identity and connection to Israel.
Jewography	A social platform that connects young Jews (18-29) to Jewish young adults and host families.
Sababa	An online platform that connects young Jews in urban environments to one another.
Howie Jake	Personalizing neck-ties and donating a percentage of sales to a Jewish non-profit.
Everybody Dance Now! (EDN) Israel	Israel branch of EDN! for Israeli youth.
Jewish Atlas	Multimedia atlas of Jewish heritage sites based on digital mapping technology.
JewishInsider.com	A Jewish business network built around news content.
Nitzanim	A professional platform assisting ultra-orthodox Jews in Israel to enter the workforce.

GAP YEAR PROGRAM AND JERUSALEM U FELLOWS

The Gap Year program is cultivating the next generation of Israel activists on North American college campuses. The program combines interactive classroom activities with exciting excursions throughout the country – including visits to minority communities, meetings with political leaders, and social media training seminars – all of which focus on improving the image of the Jewish State abroad. Our senior Israel educator, Zeev Ben-Shahar, and our new Israel educator this year, Alan Goldman, are branding Jerusalem U as a leader in the field of Israel education.

HIGHLIGHTS

- » Teaching the expanded multimedia Israel course in 19 gap year institutions, reaching approximately 450 post-high school students.
- » Providing advanced Israel advocacy and training for 33 of the most outstanding Gap Year students through the Jerusalem U Oz Fellowship program.
- » Offering all students educational field trips based on themes including Jerusalem; Israel:Start Up Nation & Tikkun Olam; and Settlements.
- » Offering social media training workshops in partnership with BOMAH (Brand Of Milk And Honey) to approximately 120 Gap Year students.
- » Connecting students with pro-Israel campus-based organizations, including AIPAC, CAMERA, StandWithUs, Hasbara Fellowships and The David Project, to expose them to leadership opportunities that will be available on campus upon returning home.
- » Conducted pre- and post-course surveys for some 335 Gap Year students in 2013, where the average course rating for Zeev Ben-Shachar's classes was 9.19 out of 10.

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

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

STEP UP FOR ISRAEL

Step Up For Israel is Jerusalem U's flagship Israel education campaign that creates broad-based awareness of the growing movement to delegitimize Israel and empowers Jews of all ages to advocate on Israel's behalf. Chaired by Professor Alan Dershowitz and Ambassador Dore Gold, the program uses innovative films and film-based classes to inform and inspire students and communities to step up for Israel on campus and at home. The program model maximizes the use of the Internet, social media and partnerships with more than 490 mainstream pro-Israel and Jewish organizations.



The most exciting development with Step Up for Israel is that we updated the curriculum, including creating two new classes about Gaza, and we now have teacher training and rapid response curriculum.

Step Up For Israel High School Programming

- » We have reached 220 high schools with our Israel education curriculum.
- » We are currently updating our Step Up For Israel high school curriculum to include new film clips, lesson plans and student activities. The updated course aims to inspire students to form a relationship with Israel and their Jewish heritage, while presenting the complexity of the Israeli-Palestinian conflict and providing context to current events.

New lessons are being included about Gaza, Israel's security challenges, refugees and early Zionism.

Community Campaign

Today, Step Up For Israel operates in 19 communities across the U.S. and has reached approximately 45,000 people through some 800 events. In addition, we honed the power of social media and online education to offer our growing partners and listserve a multitude of Israel education opportunities, especially during Operation Protective Edge, to help give people a clear view about the situation in Israel. Since the beginning of 2014, the Step Up For Israel Facebook page has grown by an astounding 158,000 fans, from 12,000 to the current number of 169,741 fans.

HIGHLIGHTS

- » Created a book of messages from Jews around the world that was delivered to the families of the three kidnapped boys – Eyal Yiftach, Gilad Sha'ar and Naftali Fraenkel. The opportunity was promoted through Step Up For Israel, and messages were sent in by thousands of supporters.
- » Organized four rapid response calls in July 2014 featuring high-profile guest speakers, including IDF Spokesperson **Lt. Col. Peter Lerner**, Deputy Spokesperson of Israel's Ministry of Foreign Affairs, **Paul Hirschson**, **Colonel Grisha Yakubovich**, head of the Civil Coordination Department of COGAT (the Coordination of Government Activities in the Territories).
- » Hosted a call with Israel's Permanent Representative to the United Nations, **Ambassador Ron Prosor**, on September 10, 2014, titled, "In the Aftermath of the Ceasefire Agreement with Hamas." More than 700 people registered for the call.
- » Produced a short video featuring **Colonel Kemp**, the former Commander of British Forces in Afghanistan, called, "The Gaza War in 5 Minutes: Thoughts from Col. Richard Kemp." In the video, Colonel Kemp summarizes the Gaza operation, commenting on the double standards in the media and the world's reaction, the global rise in anti-Semitism, and what we as Jews can take away from this experience. The clip received over 38,000 views.
- » Hosted a call with Israeli Police Foreign Press Spokesman **Superintendent Micky Rosenfeld** on November 6, titled "Briefing on the Security Situation in Jerusalem," about the recent rise of terrorism in Jerusalem. Almost 300 people registered for the call.

“I just wanted to say thank-you for all the work that went into presenting this. I appreciate learning new and better ways to address critics who are so obviously misinformed by the mainstream media.”

--Joyce, webinar participant, July 2014

ONLINE COURSES

Israel Inside/Out

Since the launch of Israel Inside/Out, 2,222 students graduated from the full 10-hour course, and we have reached an additional 3,408 who completed a portion of the series. Our students represent more than 100 universities across the United States.

Israel Orientation Course for Diplomats

Jerusalem U's Israel Orientation for the Diplomatic Corps is an e-learning orientation course that includes five film classes designed for foreign officers serving in Israel. This new program is designed to educate influencers about Israeli politics and society and bolster Israel's image abroad. The series consists of five 30-minute classes, webinars and live events to enrich diplomats' periods of service in Israel.

Highlights

- » Launched the Israel Orientation course in May 2014.
- » Invited 65 embassies to enroll in the course, including diplomats stationed overseas. Already, 16 foreign officers from Europe, Africa, Asia and South America have signed up for course.
- » Ambassadors and representatives from Europe, Asia and Africa attended the Israel Orientation course kick-off event on July 2, which included a lecture and tour of the Old City with our Senior Israel Educators, Zeev Ben-Shachar and Ken Spiro.

“Thanks for this – I have already begun viewing the first part, and I think this is a neat overview for newcomers, and not-so-newcomers, as the website notes.”

– US Navy Attache

“I wanted to thank you and the staff of...Jerusalem U for a valuable look into the goals and workings of your organization. I will look into how I may be able to use the wide range of information that you offer in advancing my knowledge of the region and its peoples.”

– Representative of the Baha'i International Community to Israel

CROSSING THE LINE (UK): EXPLORING ISRAEL ON CAMPUS

Jerusalem U launched ***Crossing the Line (UK): Exploring Israel on Campus***, a new documentary film that explores anti-Israel activity on British campuses.

- » Held several campus and community screenings as well as a Manchester Premiere for communal leaders
- » Partnering with StandWithUs (SWU) and the United Synagogue to broaden distribution of ***Crossing the Line (UK)*** on campuses and in communities throughout the UK.
- » Screening at the Israeli Embassy in London to develop partnership and further cooperation.
- » Participated in two Israel advocacy training seminars targeting Israeli and British students.

Jewish Education

Habits of Happiness: Positive Psychology & Judaism

Taught by world-renowned Positive Psychology expert and former Harvard University lecturer, Dr. Tal Ben-Shahar, and featuring an exciting line-up of guest speakers, ***Habits of Happiness*** explores the foundational concepts of Positive Psychology and their source in age-old Jewish wisdom.



HIGHLIGHTS

- » Updated the class and launched it with a webinar with Dr. Tal Ben-Shahar in March 2014, coinciding with the holiday of Purim, titled "Introduction to Positive Psychology." 1,107 people registered for the call.
- » Had three ***Habit of Happiness*** events in Florida with Dr. Tal Ben-Shahar, in which over 1,200 people came out to learn about positive psychology and Judaism.
- » Partnering with the Jewish Federation of Boca Raton to bring ***Habits of Happiness*** to their community, starting November 15, 2014.
- » Reached 334 college students with the course, from which 120 have already graduated.
- » More than 80 people have enrolled in the ***Habits of Happiness*** adult course, and an additional 37 people purchased the adult continuing education version of the course.

Cinema: The Jewish Lens

Cinema: The Jewish Lens teaches viewers about film genres and how they reflect or contrast with core Jewish concepts. It is taught by leading rabbis and scholars, and more than 20 Hollywood producers, writers, critics and film professors.

- » Launched a free-screening campaign of the 35-minute class, “Heroes in Action: How Ordinary People Can Become Great Leaders,” on the Global Day of Jewish Learning, November 16, 2014. The class will help organizations educate their communities about Jewish heroes through an entertaining film, Hollywood style. The film screened on JLTV and Shalom TV on November 16th with a call-to-action to purchase the entire Cinema series.
- » 960 individuals watched it and submitted their email addresses, of which 181 were new contacts.
- » 48 organizations signed up to show it, of which 20 were new organizational contacts.
- » Reached 668 college students, of whom 401 graduated from the full course.
- » 46 people purchased the adult continuing education version of the course, and 23 organizations are using the Mini-Course.



Impact: Make Your Mark!

In November 2014, Jerusalem U launched its newest six-part film series, **Impact: Make Your Mark!**, which explores the values and traits of effective leaders and draws inspiration from Jewish wisdom and historical figures. The course launches during our ***Beneath the Helmet*** campus tour. We will promote the course after the film screening to engage college students in the next level of Israel and social activism.



The course, structured around the stories of six diverse Jewish leaders, examines themes such as idealism and caring, character development, responsibility and integrity, and finding one’s unique leadership voice.

JU Max

JU MAX is an interactive, engaging, and totally online Jewish learning experience. Students participate in an intensive 10-week/20-hour online program with a live teacher. Graduates receive a voucher they can redeem for a Jewish learning experience at a partnering Israel program.

HIGHLIGHTS

- » Reached more than 780 students, with nearly 500 graduates since our launch in 2011.
- » An additional 80+ students will be graduating in early December.
- » Some 287 students have been awarded Israel vouchers since the 2012 fall semester. So far, 114 students have turned those vouchers into actual Torah-intensive trips to Israel.
- » 97% of 66 participants surveyed would recommend JU Max to their friends, and 96% of students described the educational level of the course as “highly stimulating” or “thought-provoking.”

“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

SOCIAL MEDIA

YouTube

- » The videos on the Jerusalem U YouTube Channel have been watched more than 302,000 times, gaining 1,200 channel subscribers.

Facebook

- » Since the founding of the new Jerusalem U Facebook page early this year, we have gained more than 19,400 fans.
- » We enjoy an average daily engagement rate higher than 3% (slightly higher than most Facebook pages).
- » Since the beginning of 2014, the Step Up For Israel Facebook page has grown by an astounding number of more than 159,000 fans, from 12,000 to the current number of 171,238 fans.
- » During the recent conflict in Gaza, Operation Protective Edge, Step Up For Israel launched a summer campaign in support of Israel, which more than quadrupled our followership from 32,000 to 142,000 in a mere two months.
- » During the Gaza operation we had an extremely high average daily engagement rate of 21%.

Twitter

- » The Jerusalem U Twitter account has grown by more than 2,900 new followers since the beginning of the year to more than 11,500 followers.
- » The Step Up For Israel Twitter account has grown by more than 1,500 followers since the beginning of the year to more than 8,000 followers.

New Platforms, etc.

- » On November 1, 2014, a new Jerusalem U branded Facebook page in Hebrew was founded as part of the launch of ***Beneath the Helmet*** in Israel, which has gained 200 Likes thus far.
- » This September, the Jerusalem U brand has joined Instagram, gaining 40 followers and very high engagement rates (more than 25%).