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**Front Cover:** The *Cafe Shahor Hazak* duo hug Mekonen at JU Israel’s Gap Year film screening event in Jerusalem
LETTER FROM OUR CEO

Dear Friends,

Thanks to your support, we continue to make a difference in the Jewish world as a leading provider of original, film-based Israel and Jewish educational content.

We have a diverse, dedicated and talented team in place.

And this year alone, more than 550 partners in the Jewish world have been using our films and educational materials.

But we still have more to do.

Assimilation, anti-Semitism and radicalism are sweeping the world. Young Jews, with little or no connection to Judaism or Israel, are drowning in this sea of hate, ignorance and confusion.

Our mission is to throw them a lifeline. Give them the gift of what it means to be Jewish. And connect them to Israel, to the Jewish people and to their own Jewish identities.

2016 Highlights

When anti-Israel protesters disrupted a screening of Beneath the Helmet at the University of California, Irvine, we responded with an event attended by 450 community members and students.

This model showed us we can create a strong Israel voice on campus, support students, bring out the community, fight back and celebrate Israel with pride.

We then capitalized on that model by launching a sellout Mekonen “Unity Tour” – boosted by concerts by a popular Israeli band – which kicked off our campaign to take the film to 100 US campuses this year.

An exciting first this year was our partnership with JLTV (Jewish Life TV). We now have a weekly “JU Hour” show at prime time, seen by tens of thousands of viewers!

Another major event was the departure of our President, Amy Holtz. We welcomed her successor, Dina Rabhan, whose experience, creativity and drive are already propelling us forward.

And we also have a brand new Chief Marketing Officer and a Head of Digital Marketing, to really hone in on how to help young Jews realize their potential by sharing Israel and the Jewish story in the best possible way.

Looking Forward

After distilling the lessons from our Why Be Jewish research, we decided we need to focus more on data-driven results and on creating short films and other social media content highly targeted to our young audiences.

To that end, we hired Chloé Valdary as our new Spokesperson and Director of Strategic Partnerships. Her first short film for us pulled in over 1 million views in just two months!

That’s what we’re all about, and we’re moving forward and fast to produce results.

With your help, we know we can do it.

Thank you,

Raphael Shore
CEO
Achieving More for More People

Jerusalem U creates partnerships and builds synergy with other organizations to accomplish more and to reach more people. Since our inception, over 2,000 organizations have used our content to educate our mutual target audiences – teens and high schoolers, college students, communities and Christian friends of Israel.

In 2016, we worked with 562 organizations to deepen our impact in the Jewish world and beyond, 54% of which were new partners.

"No organization we work with has had the depth and breadth of timely and relevant videos and resources as Jerusalem U."

David Snyder, Executive Director, JCRC Southern NJ
Mekonen is our new documentary film about Mekonen Abebe, the Ethiopian-Israeli IDF soldier featured in Beneath the Helmet (2015).

It's an inspiring film that shows the human side of the army, Israel's diversity and how the Jewish spirit rises to every challenge.

Indeed, 91% of students surveyed after watching the film said they felt more positive about their Jewish identity.

“The event was beyond our expectations and definitely the highlight of our year... students were raving about it and enjoyed every second. Our doors are open for more Jerusalem U events in the future!”

Jess Yenk
Rutgers University Student

“Seriously impressive work that will make Jews proud in the community and on campus.”

Michael Dickson,
Executive Director, StandWithUs Israel

Distribution

StandWithUs partnered with us to distribute the film. So far we have reached 89 high schools, 48 summer camps, 29 campuses and 85 communities.

However – based on the research we did last year into how to engage young Jews – the real breakthrough came when we ran seven big screening events followed by live concerts by top Ethiopian-Israeli band Café Shahor Hazak (Strong Black Coffee) at UCLA, NYU, University of Pennsylvania, Rutgers, Boston University, Chicago and at The Jewish Federations of North America General Assembly.

These events attracted more than 2,000 people, introduced them to Jerusalem U and brought communities and organizations together in proud celebrations of Israel.

Photo: Students enjoying the Café Shahor Hazak concert after watching Mekonen at UCLA
**BROTHERS FOR LIFE**

*Brothers For Life* is the inspiring true story of wounded Israeli soldiers who unite to overcome adversity, heal themselves and each other, and build hopeful and meaningful lives. An intimate portrayal of their determination, resilience and brotherhood, this film is not only a model for other militaries, but presents role models for all young people as they pass through life’s challenges.

We are in the post-production phase, having already completed nine shoots, and plan to release the film in 2017.

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**SUSTAINABLE NATION**

*Sustainable Nation* highlights the life-changing potential of water and the hope Israelis are bringing to a thirsty world. Through systematic water resource management and a holistic approach to sustainability, Israelis are poised to help other countries solve one of the greatest threats to mankind.

We have completed seven shoots in Israel, California and Uganda, and we hope to complete *Sustainable Nation* in 2017.

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**Hummus! The Movie**

*Hummus! The Movie* illustrates the diversity and culture of Israeli society and how this delicious superfood can bring Jews, Arabs and Christians together. Initial successes indicate the film will attract new audiences (like 'foodies'), and offer them a fresh, fun perspective on Israel and Israelis.

To reach diverse audiences with the film, we signed a deal with Menemsha, a US distribution company that has represented five Academy Award nominees five years in a row. And they are now planning a theatrical release for summer 2017!

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*Angela Garbes, thestranger.com*

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**NEW FILMS**

"This joyful film [Hummus!]... is actually a journey, via some of the region’s cooks and restaurateurs, through its gender politics, religious tensions, and familial traditions... Everything about this movie is utterly charming."

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*Brian Valla, a California farmer featured in Sustainable Nation*

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*An Israeli soldier stands on guard*
We are continuing to focus on the short film genre as a way to engage young Jews. Short films can be cool, sharp and timely. They can grab attention, arouse emotional response and spark action. And they can go viral and reach millions at minimal cost.

Bernie Marcus, Co-Founder of Home Depot. He tells how Jewish values inspire his business model. This clip was seen by over 624,000 people.

Rabbi Lord Jonathan Sacks. In honor of his receiving the 2016 Templeton Prize, we made a short film about the uniqueness of the Jewish people.

A scene from Step Up on Campus, a series of animated videos to prepare students for possible anti-Israel activity on campus.

Chloé Valdary, star of Forever

Our Jerusalem U short film, "Forever: An Ode to the People of Israel," was written and performed by Chloé Valdary.

The film - the first in a series designed to rebrand Zionism for Jewish millennials - clocked up more than a million views within two months!

"Jerusalem U and I share the same vision, namely that we can empower and inspire millennials using the power of film and narrative and we can uplift a generation by telling and sharing stories that connect us all."

Chloé Valdary
Jerusalem U Spokesperson and Director of Strategic Partnerships and Outreach
NEW FILM CLASSES

We produced two new Israel education film classes that address hot-button issues surrounding the Arab-Israeli conflict. They provide students with the tools for independent, critical thinking and a deeper understanding of the topics.

*Media 101: Reading Between the Lines* takes a close look at the media, examines how we can identify bias and what we can do about it. The class is narrated by Liz Wahl, a TV reporter who quit on air due to media bias. In partnership with CAMERA, we took Liz on a campus speaking tour.

In September, we released *Narratives*, which identifies key aspects of the Palestinian narrative, so that Jewish students on US campuses can be more discerning, have deeper insight and make more informed responses when faced with anti-Israel rhetoric.

EDUCATOR TRAINING WORKSHOPS

Zeev Ben-Shachar, our Director of Israel Education, led training workshops and high school consultations in America, South Africa and Australia. These sessions help raise teachers’ confidence in teaching about Israel and give them the tools for using our *Step Up For Israel* curriculum and for addressing the sensitive issues surrounding the Arab-Israeli conflict.

“ Incredible presentation, inspiring and leaves me wanting more tools to be able to teach and gain knowledge on the topic.”

*Workshop participant, Jewish Federation of Greater LA*
Israel Inside/Out is an online course that enables college students to receive an in-depth education about Israel’s history, politics and culture. Classes prepare them with the information and cognitive skills they need to form their own opinions and articulate their own roles within the Jewish story.

We reached 1,086 students with Israel Inside/Out, including 357 AEPi brothers who took the course.

"I was so inspired by the Israel Inside/Out series and would recommend it to anyone, regardless of religious or cultural background. I have learned how important it is to spread awareness of Israel’s situation in college campuses."

Camellia Sayani, Santa Monica College, CA

Jerusalem U is a leading provider of Israel education for post high school students studying in Israel. Our comprehensive gap year course, JU Israel, educates high school graduates about Israel’s history, people and politics and offers social media training to prepare them for campus.

This gives them the tools to develop deeper understanding of the issues and become leaders in the pro-Israel community.

We also provide advanced leadership training to a select group of JU Israel students through our CORE18 Fellowship.

"CORE 18 provided me with a solid understanding of Israel’s history and with the confidence to be an activist for Israel at UCLA. They taught me that even if I disagree with some of Israel’s choices, I can still defend and support the country I love."

Yael Zoken, UCLA
In 2016 we launched phases 2 and 3 of the Why Be Jewish engagement initiative we began in 2015 with Finch Brands.

This included changing all of our programming, language and products to focus more on what our young audiences care about. It also meant sharing our research results with others so we can work together—and better—to impact the Jewish future.

To that end, we discussed our data with the board and staff of the William Davidson Foundation, and their grantees. We also publicized our findings through a special broadcast hosted by the Jewish Funders Network, to their friends and supporters.

“JU MAX provided me a routine way to integrate Judaism into my busy and otherwise often spiritually empty work schedule... it inspired me to learn more and come to Israel!”

Samuel Volkin, Cornell University, NY

“Impact! taught me how well Judaism coexists with parts of our modern lives, such as rap or television, and how it continues to stay relevant in an ever-changing world.”

Noah Hartman, University of Alabama, Tuscaloosa

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1,154
Students educated through our online courses about Judaism

81%
Of grads are more proud to be Jewish

72%
Want to learn more about Jewish ideas

92%
Of JU MAX grads now believe Judaism is a source of wisdom

Riveted in a Jerusalem U class

Jerusalem U | Jewish Education

JEWISH EDUCATION
## JERUSALEM U BUDGET 2015-2017

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<tr>
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<th>2017 Projected Budget</th>
<th>2016 Approved Budget</th>
<th>2015 Budget</th>
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<td><strong>Education Expenses</strong></td>
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<td>Morrie Silverman &amp; Lori Komisar</td>
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<td>David Magerman</td>
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<td>$50,000-$99,999</td>
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<td>Lori Komisar &amp; Morrie Silverman</td>
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<td>Mark Bloome</td>
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<tr>
<td>Bob Wiener</td>
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</table>

"JU is making my life so much happier and easier because you guys provide us with the tools to hold our head up high to support, and have pride, in the State of Israel."

Jacob Steinberg,
Student President of Realize Israel, NYU
Learn more about Israel
Spend more time with other Jews
Attend an educational trip or program in Israel
Feel more connected to Israel
Feel more proud to be Jewish
Want to learn more about Jewish ideas
Increase my Jewish observances (light Shabbat candles, have a Shabbat meal, attend High Holiday services, etc.)

INCREASE IN JEWISH INTEREST AFTER ONLINE JUDAISM COURSES

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
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<td>Learn more about Israel</td>
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<tr>
<td>Spend more time with other Jews</td>
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<td>Feel more connected to Israel</td>
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<td>Feel more proud to be Jewish</td>
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<td>Want to learn more about Jewish ideas</td>
<td>0%</td>
</tr>
<tr>
<td>Increase my Jewish observances</td>
<td>51%</td>
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2016 PARTNER ORGANIZATIONS

In 2016, we worked with 562 organizations that are currently using our content to educate our mutual target audiences.

2016 SCREENINGS & EVENTS

We hosted 642 film screenings and live Israel education events in 2016, reaching tens of thousands of participants.

JUDAISM ONLINE COURSES

1,993 students completed one of our Judaism online courses (Habits of Happiness, Judaism 101, Cinema: The Jewish Lens and Impact: Make Your Mark!) between 2014-2016. The following are survey results from 1,371 students.

WOULD YOU RECOMMEND THE COURSE TO A FRIEND?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Yes</td>
<td>26%</td>
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<tr>
<td>No</td>
<td>74%</td>
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HOW MUCH DID YOU LEARN ABOUT JUDAISM?

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<tr>
<th>Information Level</th>
<th>Percentage</th>
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<tr>
<td>A lot or a significant amount of new information</td>
<td>35%</td>
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<tr>
<td>Some new information</td>
<td>64%</td>
</tr>
<tr>
<td>Nothing new</td>
<td>1%</td>
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</table>

METRICS

In 2016, we worked with 562 organizations that are currently using our content to educate our mutual target audiences.

2016 SCREENINGS & EVENTS

We hosted 642 film screenings and live Israel education events in 2016, reaching tens of thousands of participants.
ISRAEL INSIDE/OUT ONLINE COURSE FOR COLLEGE STUDENTS

1,981 students completed the full Israel Inside/Out course between 2013-2016. The following are survey results from 975 students (some questions varied in sample size, see below).

DO YOU UNDERSTAND ISRAEL’S HISTORY? 56% INCREASE AFTER TAKING THE COURSE

- Before Course: 49%
- After Course: 92%

DO YOU UNDERSTAND ISRAEL’S CHARACTER AND SOCIETY? 34% INCREASE AFTER TAKING THE COURSE

- Before Course: 70%
- After Course: 94%

DO YOU UNDERSTAND THE POLITICAL SITUATION IN ISRAEL? 76% INCREASE AFTER TAKING THE COURSE

- Before Course: 58%
- After Course: 92%

DO YOU HAVE THE TOOLS TO DEFEND ISRAEL? 44% INCREASE AFTER TAKING THE COURSE

- Before Course: 66%
- After Course: 95%

INCREASE IN ISRAEL INTERESTS AFTER ISRAEL INSIDE/OUT

- Attend an educational trip or program in Israel: 56%
- Attend a pro-Israel event: 60%
- Care more about Israel: 81%
- Volunteer for a pro-Israel organization: 45%
- Pay more attention to the news about Israel: 88%
- Feel more proud to be Jewish: 70%
- Feel more connected to Israel: 87%
- Learn more about Judaism: 54%

FREQUENCY OF ISRAEL ADVOCACY

- 3+ times a semester: 25%
- 1-2 times a semester: 25%
- 1-2 times a year: 33%
- Never: 40%

351 students completed the full Israel Inside/Out course between 2013-2016. The following are survey results from 974 students (some questions varied in sample size, see below).

Before Course After Course

- Attend an educational trip or program in Israel: 66%
- Attend a pro-Israel event: 50%
- Care more about Israel: 45%
- Volunteer for a pro-Israel organization: 25%
- Pay more attention to the news about Israel: 0%
- Feel more proud to be Jewish: 0%
- Feel more connected to Israel: 0%
- Learn more about Judaism: 0%

FREQUENCY OF ISRAEL ADVOCACY

- 3+ times a semester: 25%
- 1-2 times a semester: 25%
- 1-2 times a year: 33%
- Never: 40%
663 students graduated from JU MAX between 2011-2015. The following are survey results from 634 students (some questions varied in sample size, see below).

**WOULD YOU RECOMMEND THE COURSE TO A FRIEND?**
- Yes: 97%
- No: 3%

**EDUCATIONAL LEVEL OF JU MAX**
- Highly Stimulating: 72%
- Thought-provoking: 24%
- Unchallenging: 1%
- Elementary: 3%

**STUDENT PERCEPTIONS OF JUDAISM (JU MAX)**
- Before Course:
  - Archaic and irrelevant: 4%
  - Unchallenging: 10%
  - Elementary: 8%
  - Highly Stimulating: 55%
  - Thought-provoking: 31%
  - Source for wisdom and guidance: 1%
  - Instructions for living: 1%
- After Course:
  - Archaic and irrelevant: 1%
  - Unchallenging: 8%
  - Elementary: 33%
  - Highly Stimulating: 58%
  - Thought-provoking: 31%
  - Source for wisdom and guidance: 1%
  - Instructions for living: 4%

**STUDENTS THAT USED ISRAEL TRIP VOUCHER (GIVEN TO STUDENTS AFTER COMPLETING THE COURSE, ALLOWING THEM A FREE OR SUBSIDIZED TRIP TO ISRAEL)**
- 2012: 15% (8 out of 53)
- 2013: 34% (51 out of 153)
- 2014: 53% (73 out of 142)
- 2015: 63% (77 out of 123)
- 2016 (As of November 15): 65% (66 out of 102)
500 students participated in **JU Israel** during the 2015-2016 academic year. The following are survey results from 241 students.

### Positive Change in Students' Knowledge

- Understanding of the Israel-Arab conflict (90% increase)
- Understanding of Israel’s history and politics (89% increase)

### Course Rating

- 7-10 rating: 89%
- 1-6 rating: 11%

### Teacher Rating

- 7-10 rating: 94%
- 1-6 rating: 6%

### Number of Alumni Active on Campus

<table>
<thead>
<tr>
<th>Year</th>
<th>Before Course</th>
<th>After Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 / 2015</td>
<td>142</td>
<td>239</td>
</tr>
<tr>
<td>2015 / 2016</td>
<td>120</td>
<td>180</td>
</tr>
</tbody>
</table>

### Before Course / After Course Comparison

- **I AM CONFIDENT CONFRONTING A LECTURER IN CLASS WHO I THINK IS STATEING A FACTUALLY INCORRECT STATEMENT ABOUT ISRAEL**
  - 68% increase after participating

- **I AM CONFIDENT RESPONDING TO ANTI-ISRAEL ALLEGATIONS**
  - 67% increase after participating

- **I AM PREPARED FOR CAMPUS LIFE AND KNOW HOW TO APPROACH THE TOPIC OF ISRAEL ON CAMPUS**
  - 102% increase after participating

- **I AM CONFIDENT CONFRONTING A GROUP OF ANTI-ISRAEL ACTIVISTS AND SPEAKING UP ON BEHALF OF ISRAEL**
  - 103% increase after participating

- **POSITIVE CHANGE IN STUDENTS’ KNOWLEDGE**
  - Understanding of the Israel-Arab conflict (90% increase)
  - Understanding of Israel’s history and politics (89% increase)

- **NUMBER OF ALUMNI ACTIVE ON CAMPUS**
  - 2014 / 2015 cohort: 142
  - 2015 / 2016 cohort: 239

- **JU ISRAEL: GAP YEAR EDUCATION**

500 students participated in JU Israel during the 2015-2016 academic year. The following are survey results from 241 students.
MEKONEN SURVEY RESULTS

We engaged 1,500 students through our Mekonen campus screening events, of which 1,100 were college students and 400 were high school students. The following are survey results from 134 college students.

I FEEL THIS FILM IS A USEFUL TOOL TO SHOW ISRAEL IN A POSITIVE LIGHT ON CAMPUS

- Agree: 97%
- Disagree: 2%
- Undecided: 1%

AFTER WATCHING MEKONEN’S STORY, I FEEL MORE POSITIVE ABOUT MY JEWISH IDENTITY

- Agree: 91%
- Disagree: 6%
- Undecided: 3%

I FEEL THAT WATCHING MEKONEN’S STORY STRENGTHENED MY CONNECTION TO ISRAEL

- Agree: 87%
- Disagree: 10%
- Undecided: 3%

I FEEL THAT MEKONEN’S STORY MADE ME MORE AWARE OF THE DIVERSITY OF THE JEWISH PEOPLE AND/OR THE STATE OF ISRAEL

- Agree: 90%
- Disagree: 6%
- Undecided: 4%

EDUCATOR TRAINING WORKSHOPS

200 educators participated in Jerusalem U educator training workshops and webinars between 2015-2016. The following are survey results from 63 educators.

I GAINED VALUABLE RESOURCES TO USE IN THE CLASSROOM FROM THE EDUCATOR TRAINING / WEBINAR

- Agree: 90%
- Disagree: 6%
- Undecided: 3%

I AM NOW MORE COMFORTABLE ENGAGING STUDENTS IN DISCUSSIONS ABOUT SENSITIVE ISSUES

- Agree: 81%
- Disagree: 14%
- Undecided: 3%
### SOCIAL MEDIA

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>Change</th>
<th>2015</th>
<th>Change</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jerusalem U</strong> Likes</td>
<td>22,202</td>
<td>8%</td>
<td>20,639</td>
<td>5%</td>
<td>19,689</td>
</tr>
<tr>
<td><strong>Jerusalem U</strong> Engagement</td>
<td>96,959</td>
<td>23%</td>
<td>78,660</td>
<td>-34%</td>
<td>119,197</td>
</tr>
<tr>
<td><strong>Step Up For Israel</strong> Likes</td>
<td>338,938</td>
<td>15%</td>
<td>294,750</td>
<td>56%</td>
<td>189,005</td>
</tr>
<tr>
<td><strong>Step Up For Israel</strong> Engagement</td>
<td>2,691,766</td>
<td>41%</td>
<td>1,911,721</td>
<td>70%</td>
<td>1,124,767</td>
</tr>
</tbody>
</table>

*Total YouTube views in 2015 includes views from Crossing the Line 2 free stream campaign.

### WEBSITE TRAFFIC

<table>
<thead>
<tr>
<th>JERUSALEM U WEBSITE VISITS (COMBINED)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

### FINANCIAL METRICS

#### REVENUE

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$5,583,619</td>
<td>$5,405,278</td>
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<tr>
<td>Revenue from sales</td>
<td>$275,849</td>
<td>$394,176</td>
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<tr>
<td>Total revenue</td>
<td>$5,859,467</td>
<td>$5,799,454</td>
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</table>

#### DONATIONS

<table>
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<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Donors (including pledges)</td>
<td>928</td>
<td>717</td>
</tr>
<tr>
<td>Average Donation Per Donor</td>
<td>$6,017</td>
<td>$7,539</td>
</tr>
</tbody>
</table>
JERUSALEM U:
2016 MAJOR HIGHLIGHTS

642 SCREENINGS
43 COUNTRIES
8,000 COLLEGE STUDENTS
562 PARTNERS
AND MUCH MORE...

Imagination Productions (dba:Jerusalem U)
11110 W Oakland Park Blvd
Suite 288
Sunrise, FL 33351

Jerusalem U is a registered non-profit 501(c)(3).
Tax ID: 26-1264680

Image by Jonah Light Photography