

FOCUSING ON SUCCESS

Annual Report 2016



Image by Jacob Ross Photography



TABLE OF CONTENTS

LETTER FROM OUR CEO	4 - 5
PARTNERSHIPS	6 - 7
FEATURE FILMS	
– <i>Mekonen: The Journey of an African Jew</i>	8 - 9
– <i>Hummus! The Movie</i>	10
NEW FILMS	11
SHORT FILMS	12 - 13
ISRAEL EDUCATION	14 - 17
JEWISH EDUCATION	18 - 19
FINANCIALS	20
BOARD OF DIRECTORS	21
SUPPORTERS	22 - 23
METRICS	24 - 35

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



PARTNERSHIPS

Eden Adler (center), of *Beneath The Helmet* and *Mekonen* fame, with Aviva Slomich of CAMERA and Moshe Lencer of AEPi.

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.



Partners
562

“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



Jewish Teens

24,000+



College Students

8,000+



Jewish Adults

25,000+



Christian Leaders

2,000+



Mekonen

The Journey of an African Jew

A scene from the film, as Mekonen returns to his childhood home



Image by Mekonen Producer, Oren Rosenfeld

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.

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

*Michael Dickson,
Executive Director, StandWithUs Israel*



Image by Jonah Light Photography

“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 Yenik
Rutgers University Student*

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

Screenings
(to date)
263



“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.”

Angela Garbes, thestranger.com

Hummus!

THE MOVIE

Film Festivals
49

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!

NEW FILMS

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.



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

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. Our crowdfunding campaign for the film brought in over \$50,000, higher than any previous campaign!



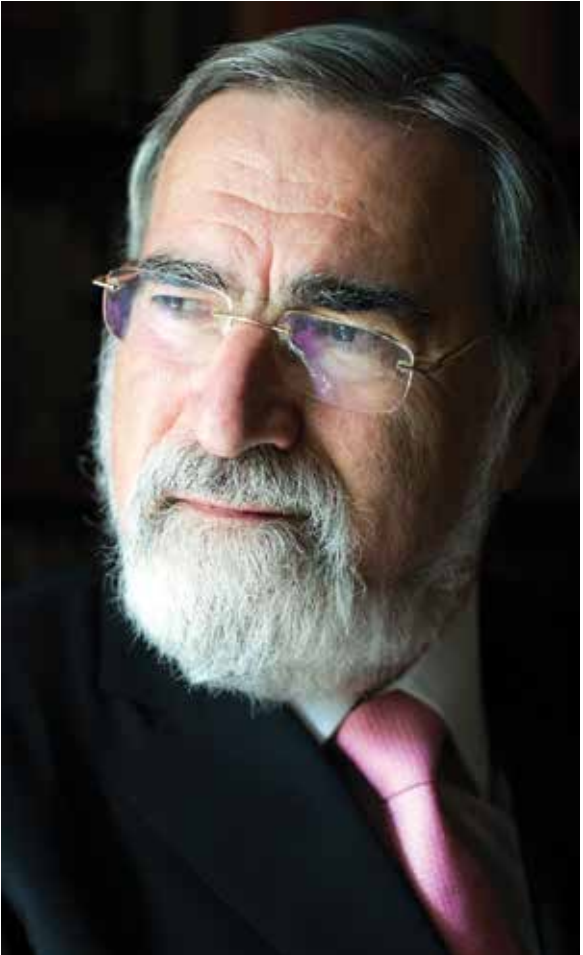
An Israeli soldier stands on guard

SHORT FILMS

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.



Ascene 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*

 **Online Views**
1,000,000+

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

ISRAEL EDUCATION

"I just have to tell you - I thought **Media 101** was OUTSTANDING! Every journalism student should watch it."

Brad Pomerance,
Senior VP, Jewish Life TV

Jerusalem U's Israel education is characterized by its depth, nuance and balance, all designed to help our students understand Israel and its sensitive issues, and give them tools and techniques to speak up in support of Israel.

In 2016, we expanded our teen education course, **Step Up For Israel**, adding new film classes and training workshops for high school teachers.

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.

Liz Wahl, Narrator of
Media 101

"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

Ze'ev Ben Shachar,
Director of Israel Education

ISRAEL INSIDE/OUT

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



AEPi brothers hear from Eden Adler (Beneath the Helmet, bottom right) at the AEPi National Conference

59% increase in students engaging in pro-Israel activities three or more times per semester

95% now have the tools to defend Israel (up 44% from before the course)

87% now better understand Israel's political situation (up 76% from before the course)

JU Israel students at the Gap Year Mega Event



JU ISRAEL GAP YEAR PROGRAM

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.



500

Students educated in Israel annually



1,400+

Alumni on 241 college campuses



25

Hours of Israel learning / person



20

Gap year schools in Israel



25

CORE18 Fellows

“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

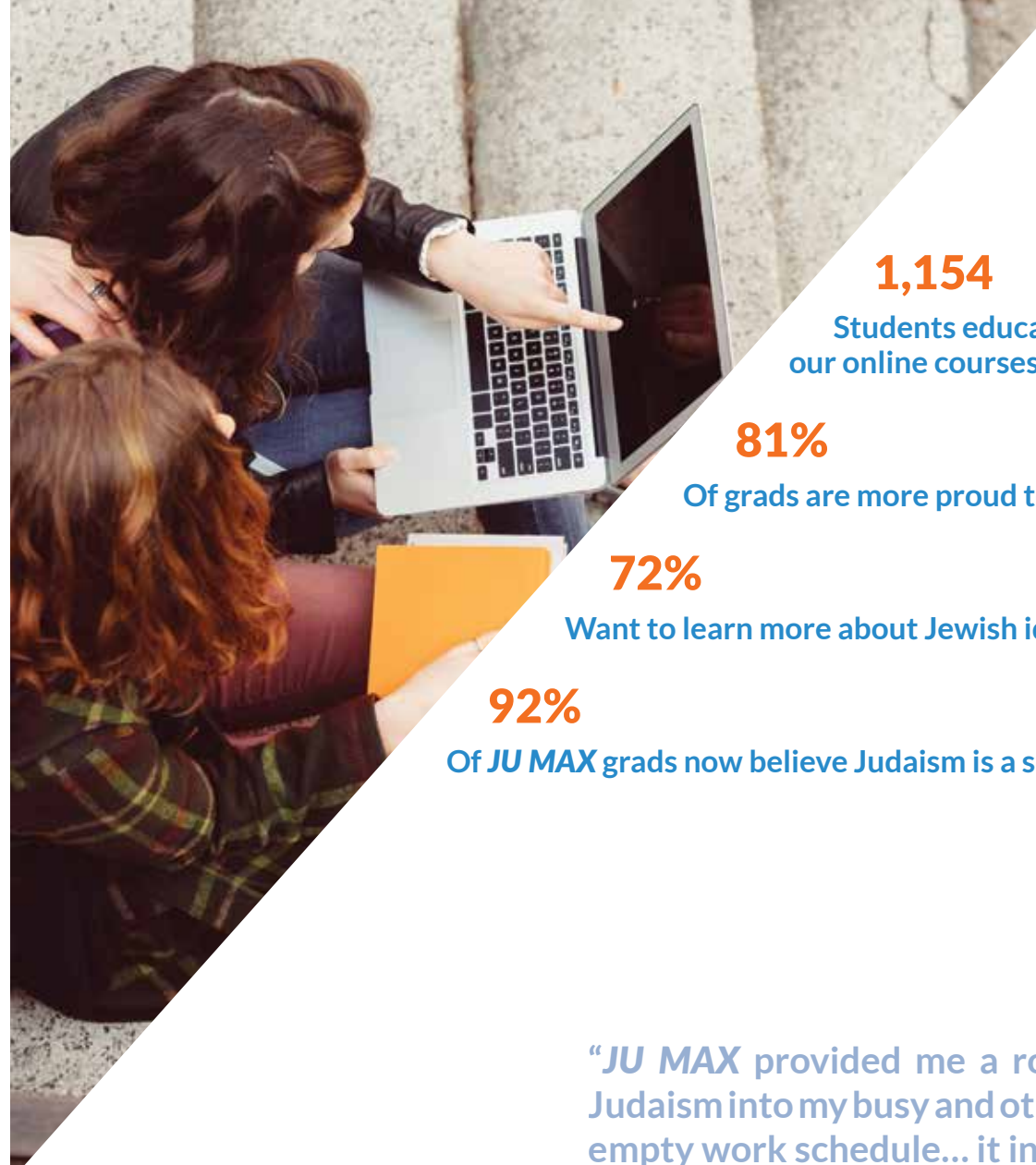
JEWISH EDUCATION

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.

Riveted in a Jerusalem U class



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

“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

FINANCIALS

JERUSALEM U BUDGET 2015-2017			
	2017 Projected Budget	2016 Approved Budget	2015 Budget
Education Expenses			
Curriculum Development	\$195,790.09	\$223,483.00	\$203,165.91
JU Israel (including CORE18)	\$416,926.57	\$404,200.00	\$367,364.73
JU Max	\$54,276.64	\$60,000.00	\$52,512.64
Total Education Expenses	\$666,993.30	\$687,683.00	\$623,043.28
Film Production Expenses	\$1,345,781.68	\$1,095,350.00	\$833,409.00
Marketing, Sales & Distribution Expenses			
Marketing, Communications & Graphics	\$1,066,756.02	\$844,371.00	\$1,504,087.42
Partnerships & Sales	\$645,962.01	\$0.00	\$0.00
Recruitment	\$114,878.55	\$87,897.48	\$81,516.92
IT Expenses	\$412,186.96	\$343,990.00	\$0.00
Stipends	\$150,000.00	\$130,000.00	\$93,788.20
Total Marketing Sales & Distribution Expenses	\$2,389,783.54	\$1,406,258.48	\$1,679,392.54
Operational Expenses			
Operation Expenses (Salaries, Postage, Software, Supplies, Etc.)	\$910,782.16	\$1,120,973.33	\$925,686.00
Accounting, Legal, Insurance & Other Expenses	\$136,920.97	\$66,000.00	\$51,558.00
Fundraising, Conventions, Conferences & Travel Expenses	\$731,197.28	\$679,152.00	\$561,128.00
Building Expenses, Repair & Maintenance	\$34,194.20	\$100,626.14	\$48,000.00
Professional Development, Strategic Planning & Organizational Consultants	\$82,592.55	\$75,000.00	\$50,000.00
Total Operational Expenses	\$1,895,687.16	\$2,041,751.47	\$1,636,372.00
Total Expenses	\$6,298,245.67	\$5,231,042.95	\$4,772,216.82



Karen Davidson
William Davidson Foundation



Peter Friedmann
Teltronics



Marc Rowan
Apollo Global Management



Amy Holtz
Mosaic United



Raphael Shore
Jerusalem U



Mitch Julis
Canyon Partners



Rivka Zell
Zell Entrepreneurial Program

BOARD OF DIRECTORS

SUPPORTERS

Donation Level	2016 Donations	2015 Donations	2014 Donations
\$1 Million or more	Anonymous	Anonymous	Anonymous
	William Davidson Foundation	William Davidson Foundation	
\$500,000 - \$999,999	Mitch Julis		Rowan Family Foundation
\$250,000 - \$499,999	Rowan Family Foundation	Rowan Family Foundation	David Magerman
		David Magerman	
		Mitch Julis	
\$100,000 - \$249,999	Jewish Communal Fund	Jewish Communal Fund	Mitch Julis
	Rachel Gindi	UJA Federation of NY	Seed the Dream Foundation
	Seed the Dream Foundation	Seed the Dream Foundation	The Robert Shillman Foundation
	JNF Boruchin Israel Education and Advocacy Center	Francine Gani	Francine Gani
	Shmuel & Evelyn Katz	Shmuel & Evelyn Katz	Marcus Foundation
	Morrie Silverman & Lori Komisar		UJA Federation of NY
	David Magerman		
\$50,000-\$99,999	Karen Davidson	Karen Davidson	Shmuel & Evelyn Katz
	Marcus Foundation	Marcus Foundation	Anonymous
	Jewish Community Foundation of LA	The Robert Shillman Foundation	Rivka Zell
	The Farber Foundation	The Farber Foundation	Barbara & Gerald Hines
	Lauren & Ezra Kest	StandWithUs	Lauren & Ezra Kest
	Adam & Gila Milstein		Jewish Communal Fund
	Sunny & Debbie Sassoon		Anonymous
	MZ Foundation		Pamela & Aba Claman
	Anonymous		Harry Ploss
	UJA Federation of NY		
\$25,000-\$49,999	Anonymous	Anonymous	Anonymous
	David & Judy Shore	David & Judy Shore	David & Judy Shore
	The Braman Foundation	MZ Foundation	MZ Foundation
	Peter Friedmann	Anonymous	Adam & Gila Milstein
	Eddie Chehebar	Roberta Kaylie	Daniel & Ewa Abraham
	Mayberg Foundation	Bob & Michelle Diener	Mayberg Foundation
	The BIMAH Foundation	The BIMAH Foundation	Karen Davidson
	Kam & Lilly Babaoff	Kam & Lilly Babaoff	Maimonides Fund
	Pamela & Aba Claman	David & Sheryl Wiener	Jewish Community Foundation of LA
	Chip Rosenbloom	Sunny & Debbie Sassoon	Lori Komisar & Morrie Silverman
	Mark Bloome		
	Bob Wiener		

Donation Level	2016 Donations	2015 Donations	2014 Donations
\$10,000-\$24,999	Roberta Kaylie	Barbara & Gerald Hines	Anonymous
	Leon & Toby Cooperman	Hyman Jebb Levy	Leon & Toby Cooperman
	The Bernstein Foundation	The Bernstein Foundation	The Bernstein Foundation
	Daniel & Caroline Katz	Ezra & Lauren Kest	Daniel & Caroline Katz
	Jewish National Fund	Jewish National Fund	Peter Friedmann
	Philip Rosen	Philip Rosen	David & Judy Wachs
	Rob & Vicki Trachten Schwartz	The Russell Berrie Foundation	The Russell Berrie Foundation
	Sam & Meryl Solomon	Sandy & Larry Post	Sandy & Larry Post
	The Sheldon Adelson Foundation	Nancy & Dov Friedberg	David & Meredith Kaplan Foundation
	Gary Torgow	Brad & Julia Berger	Brad & Julia Berger
	Pamela Rose	Pamela Rose	David & Carol Feinberg
	Andy & Diane Lappin	Bob Wiener	Naty & Debbie Saidoff
	Steven & Amy Erlbaum	Steven & Amy Erlbaum	Russell & Ivy Herman
	Arnie & Cathy Peltz	Arnie & Cathy Peltz	Steven Mizel
	Steve & Janice Hefter	Jenny Josephson	Richard Plutzer
	Alberto & Gay Peisach	Rivka Zell	Mitch & Karen Kuflik
	Drew & Beth Fromkin	Ross & Sara Kogon	Drew & Beth Fromkin
	Bob & Michelle Diener	Irwin Levin	Bob & Michelle Diener
	Bill Silverstein	Bob & Ellis Naegele	Brad & Sandy Tamler
	Larry Hochberg	Larry Hochberg	Charles Wax
	Saul Kurlat	Michael & Lisa Wachs	Emerson Glazer
	Maimonides Fund	Martin & Melanie Glatt	
	The Honickman Foundation	Michael & Barbara Katch	
	Russell & Ivy Herman		
	Naomi Vilko		
	Joe Horton		

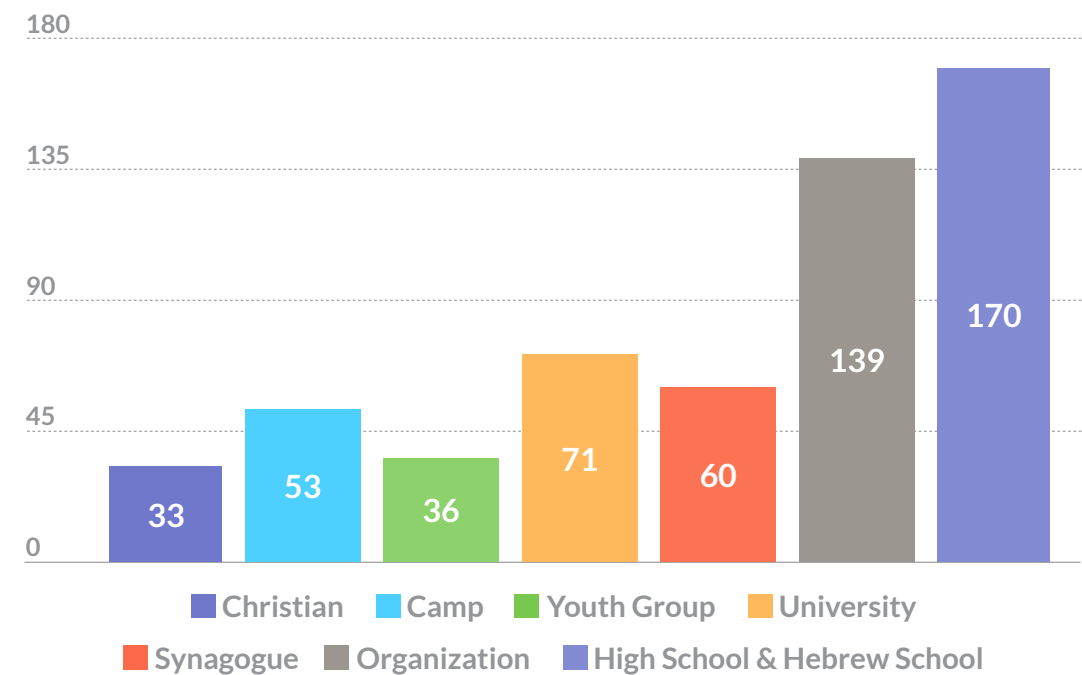
"JU is making my life so much happier and easier because you guys provide us with the tools to hold our head up high to support, and have pride, in the State of Israel."

*Jacob Steinberg,
Student President of Realize Israel, NYU*

METRICS

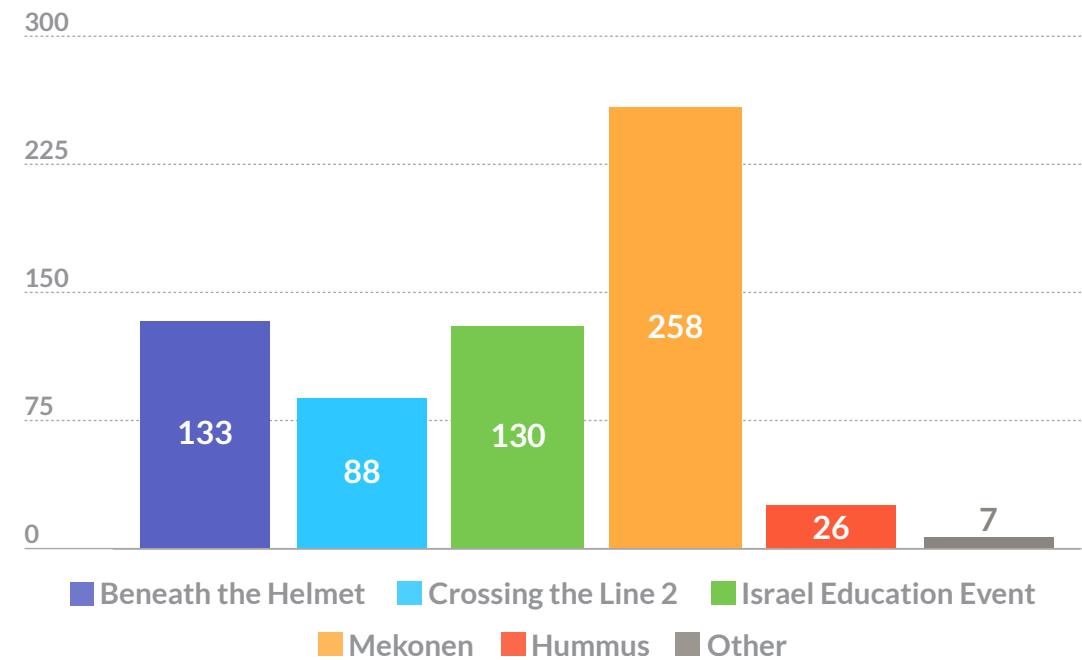
2016 PARTNER ORGANIZATIONS

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



2016 SCREENINGS & EVENTS

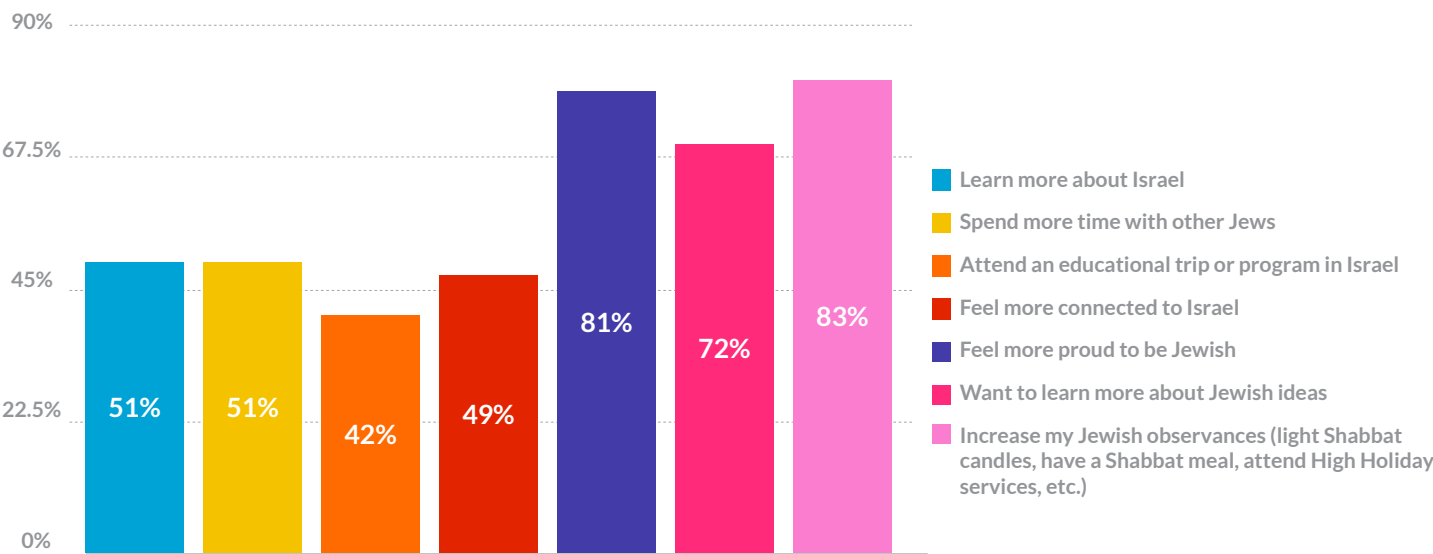
We hosted 642 film screenings and live Israel education events in 2016, reaching tens of thousands of participants.



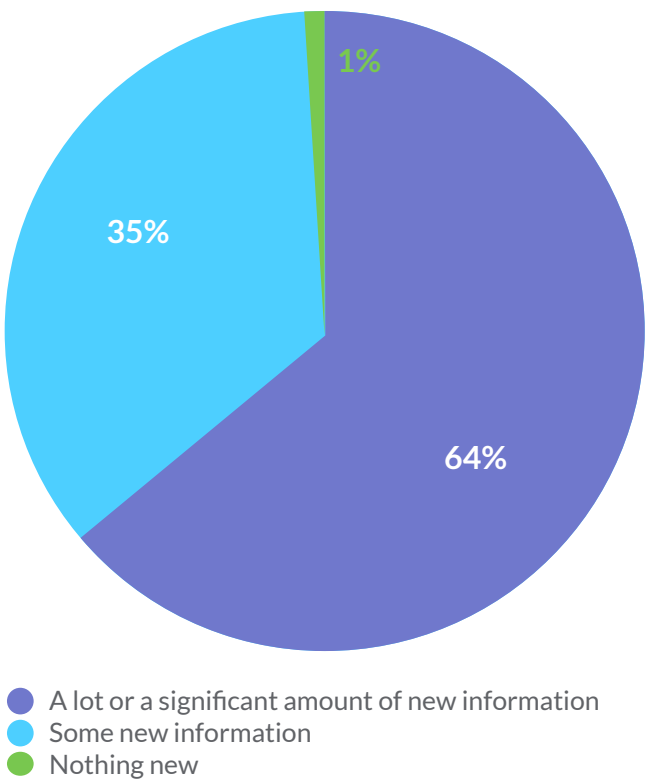
JUDAISM ONLINE COURSES

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.

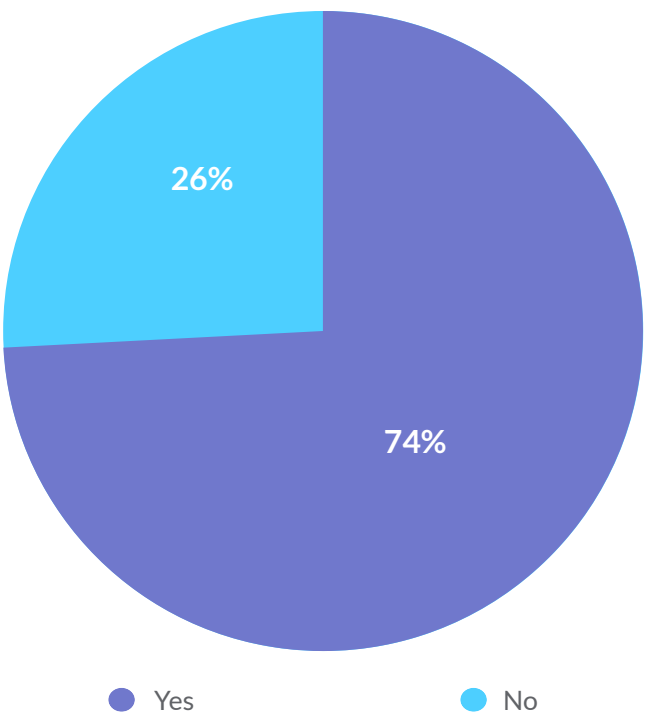
INCREASE IN JEWISH INTEREST AFTER ONLINE JUDAISM COURSES



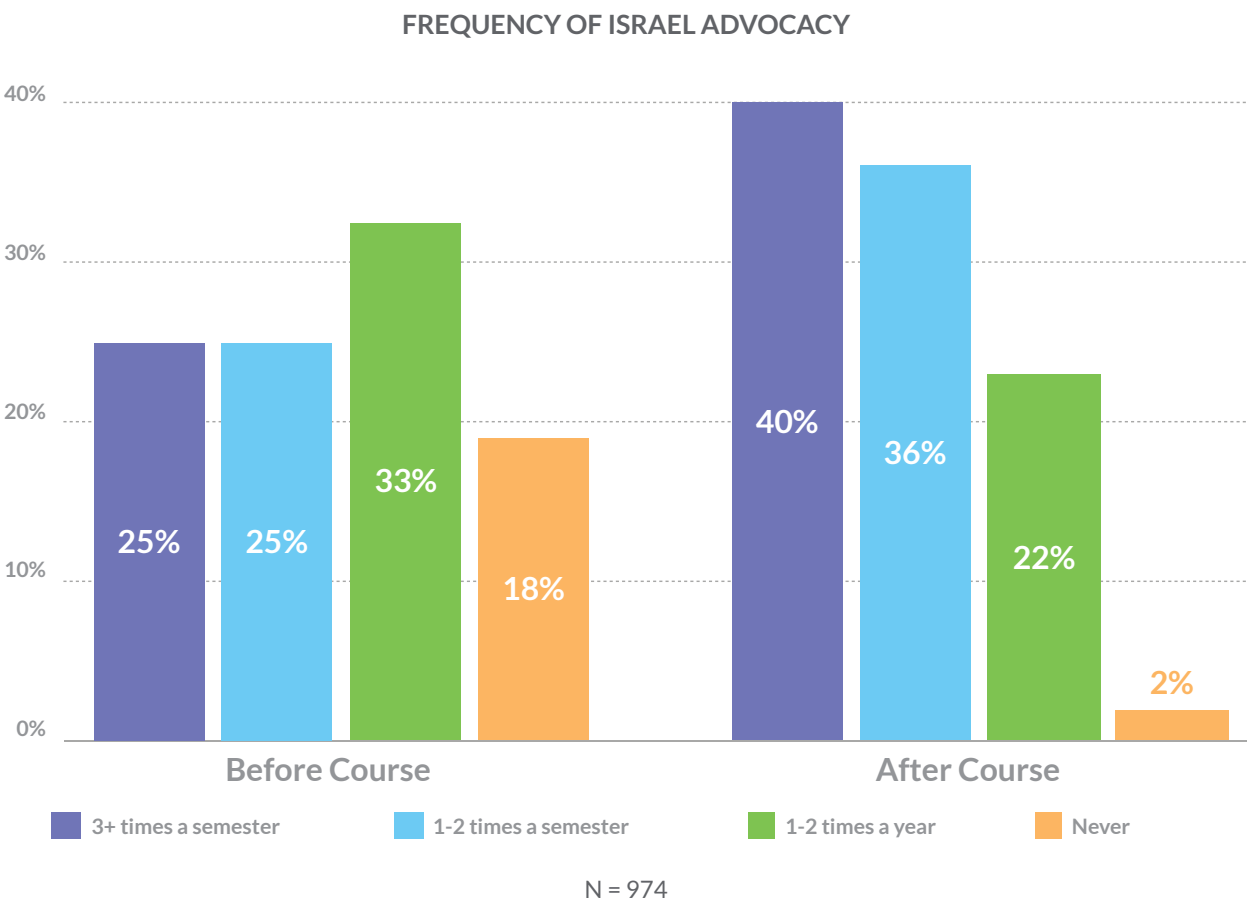
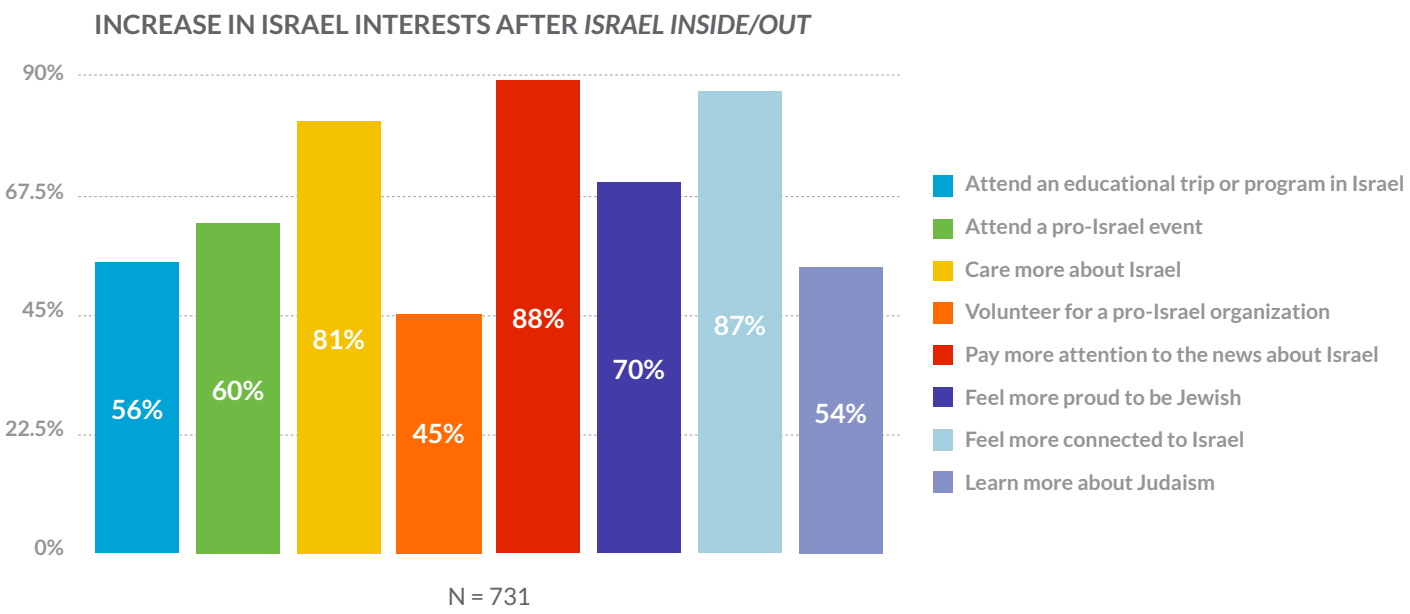
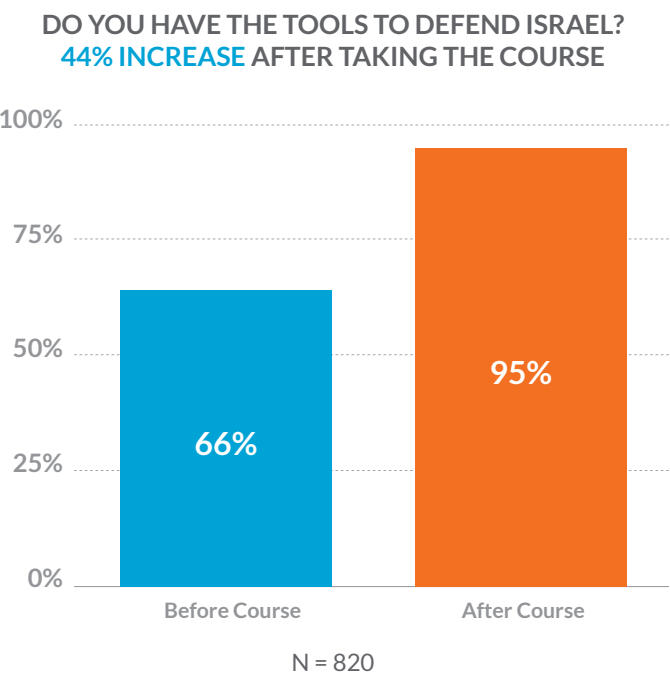
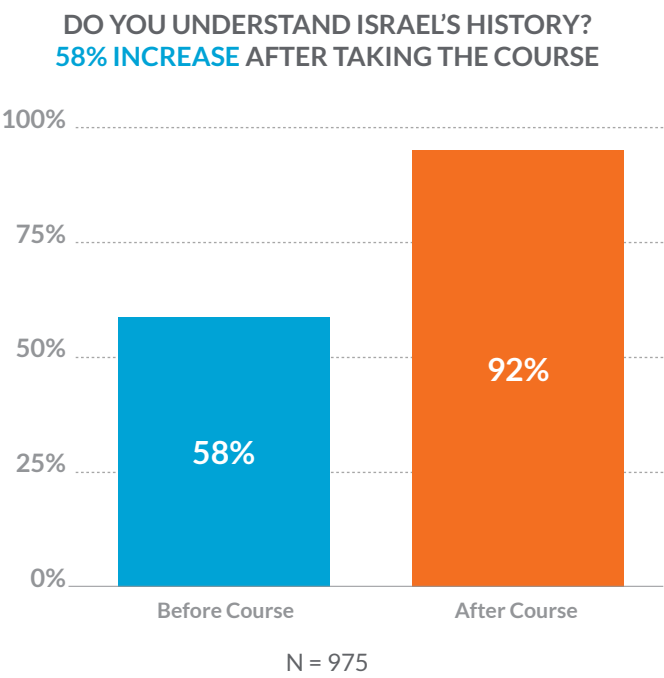
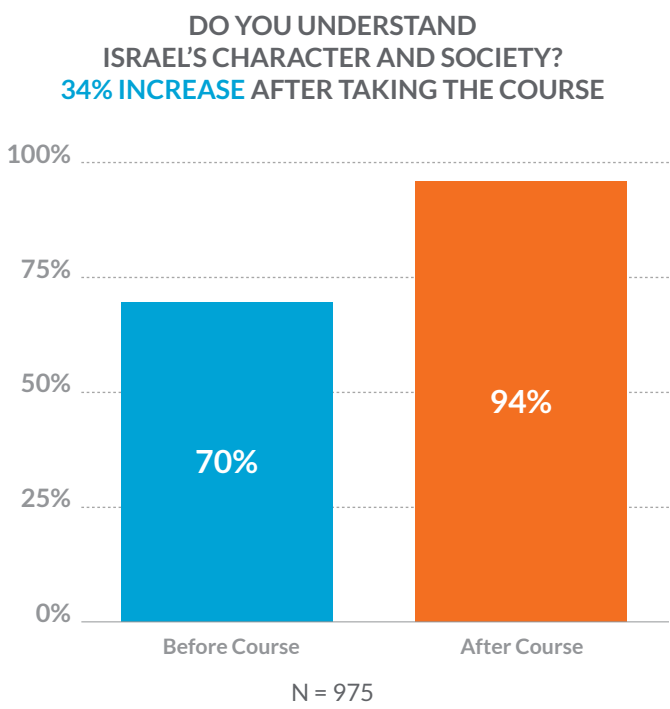
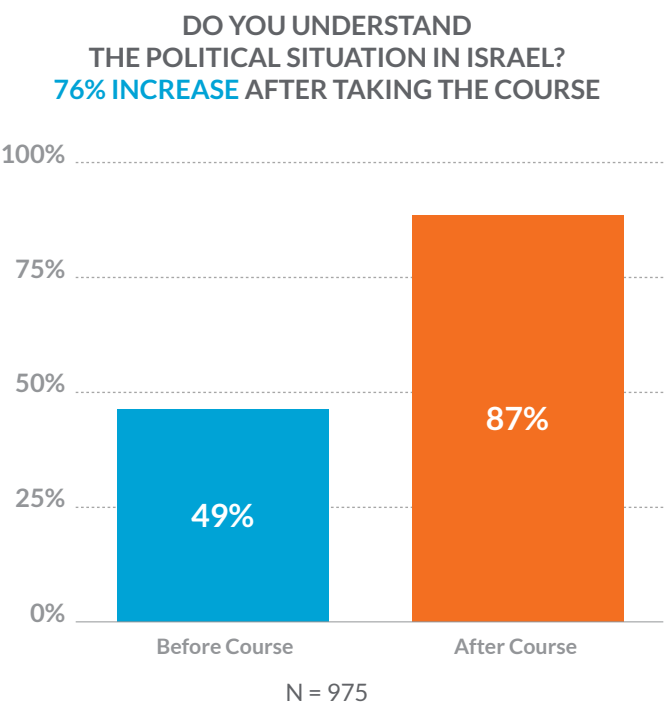
HOW MUCH DID YOU LEARN ABOUT JUDAISM?



WOULD YOU RECOMMEND THE COURSE TO A FRIEND?

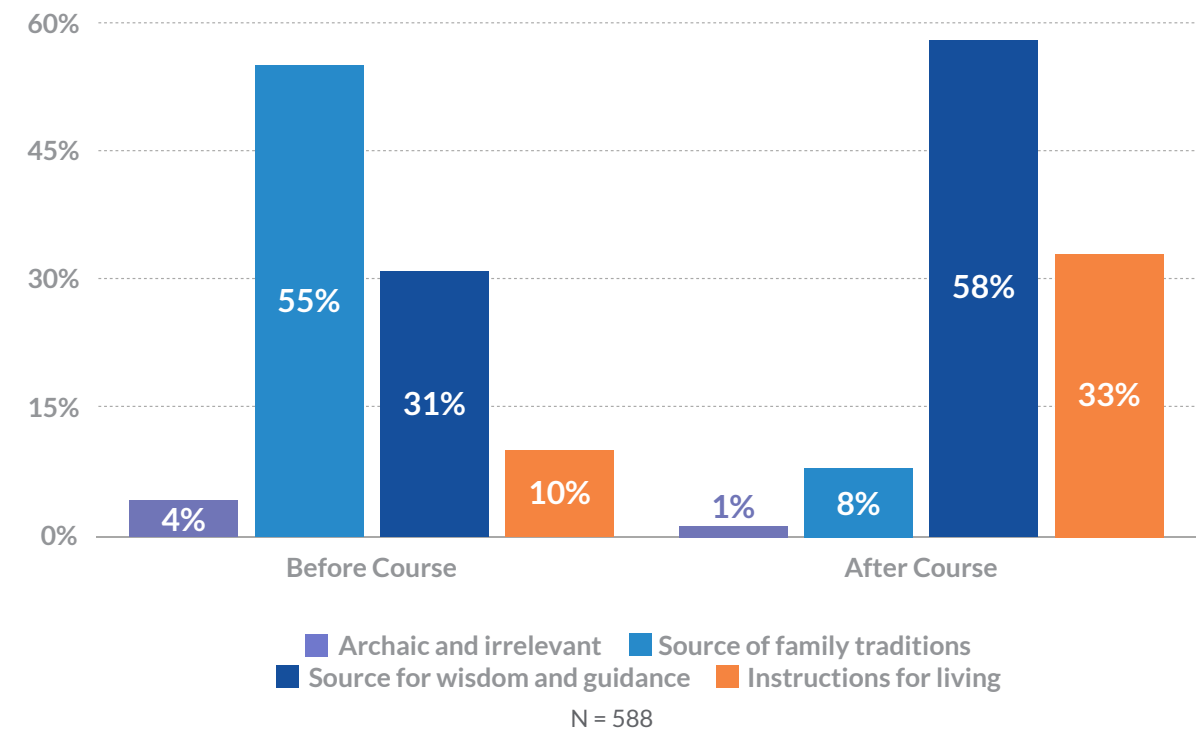


1,981 students completed the full *Israel Inside/Out* course between 2013-2016. The following are survey results from 975 students (some questions varied in sample size, see below).

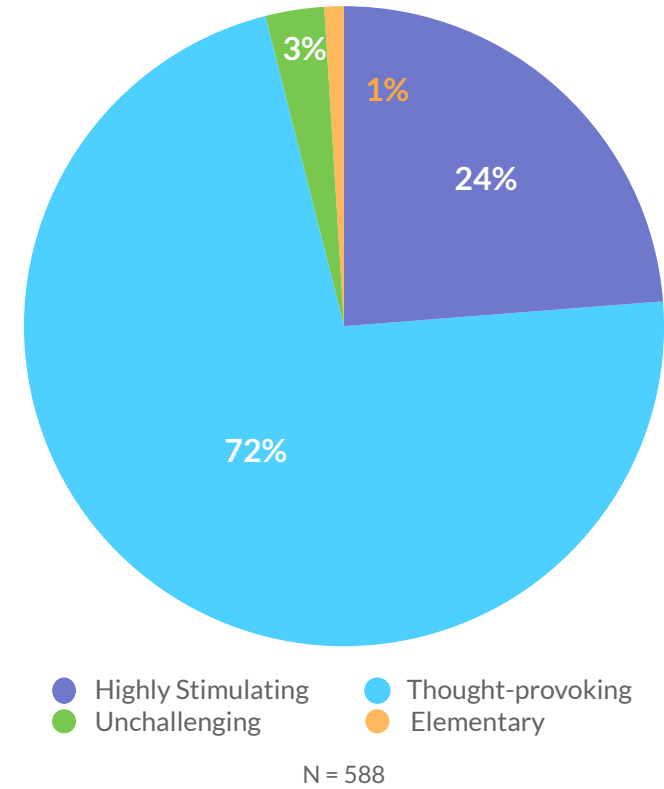


663 students graduated from **JU MAX** between 2011-2015. The following are survey results from 634 students (some questions varied in sample size, see below).

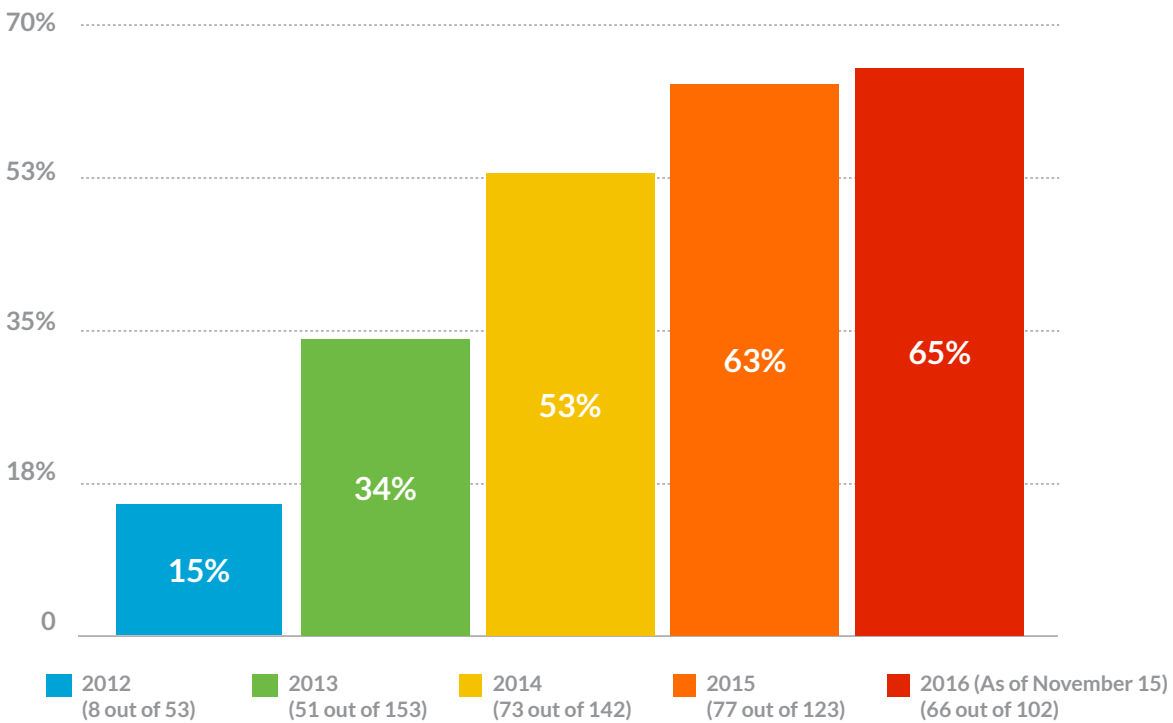
STUDENT PERCEPTIONS OF JUDAISM (JU MAX)



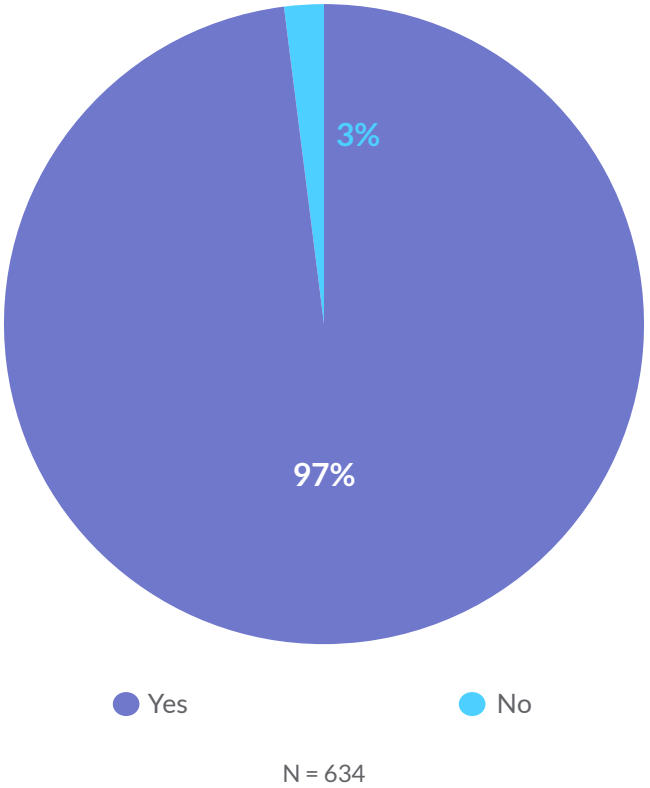
EDUCATIONAL LEVEL OF JU MAX



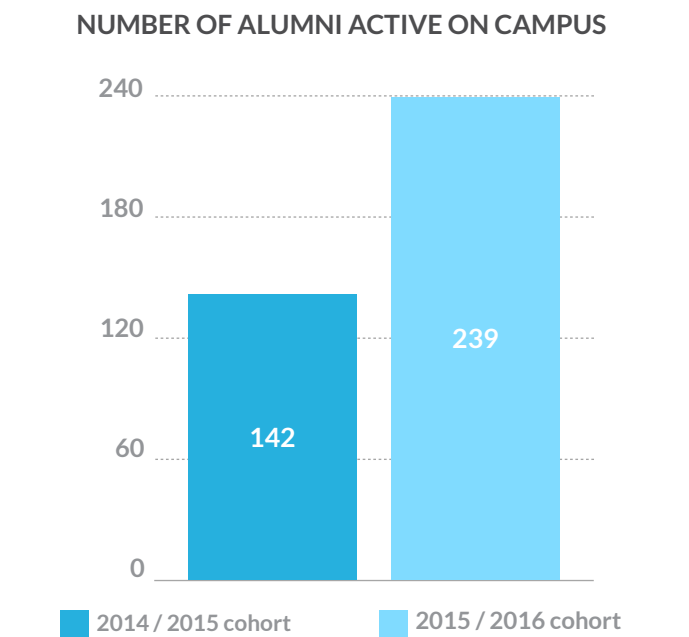
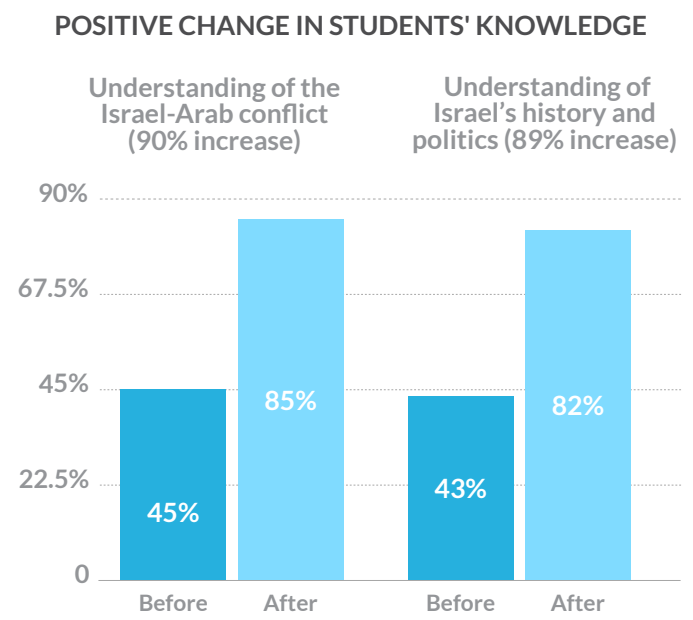
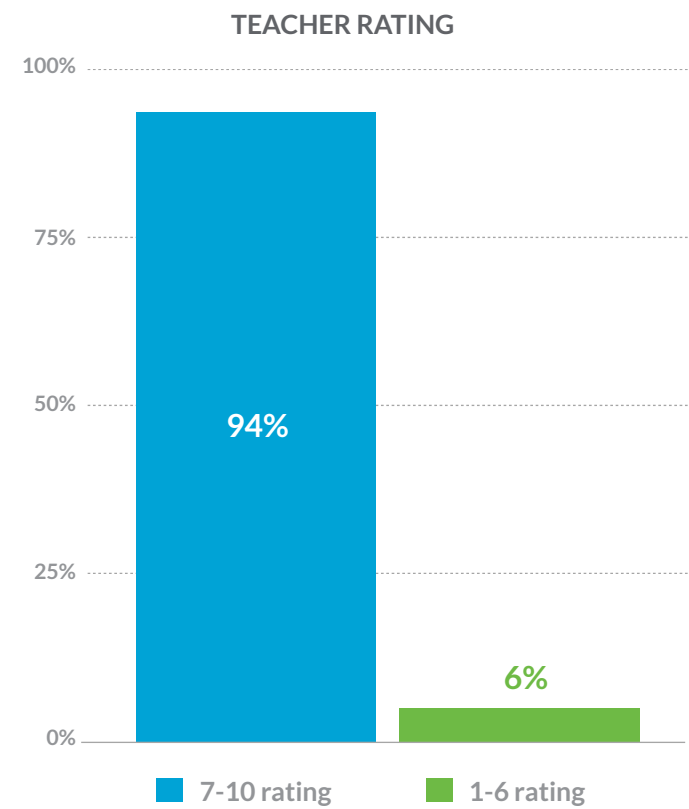
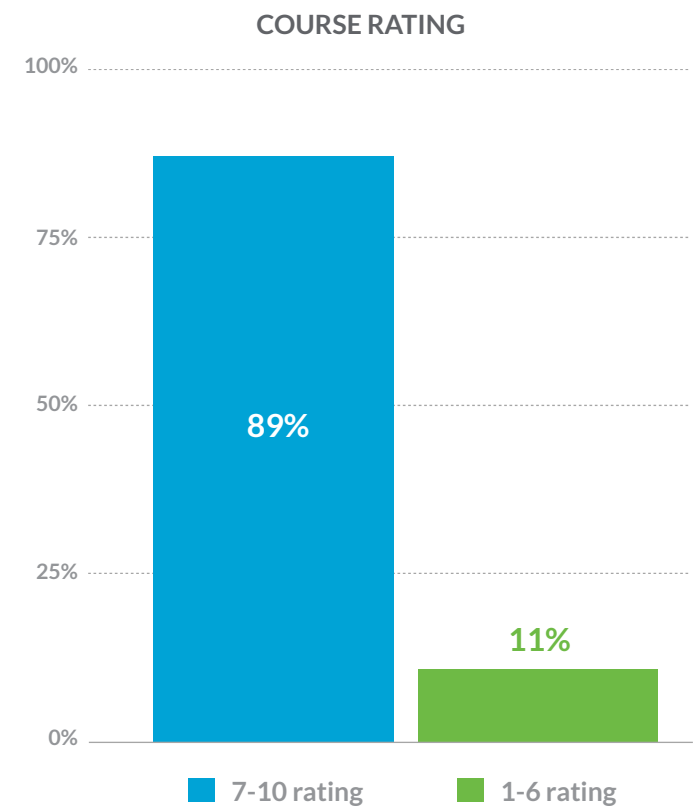
STUDENTS THAT USED ISRAEL TRIP VOUCHER (GIVEN TO STUDENTS AFTER COMPLETING THE COURSE, ALLOWING THEM A FREE OR SUBSIDIZED TRIP TO ISRAEL)



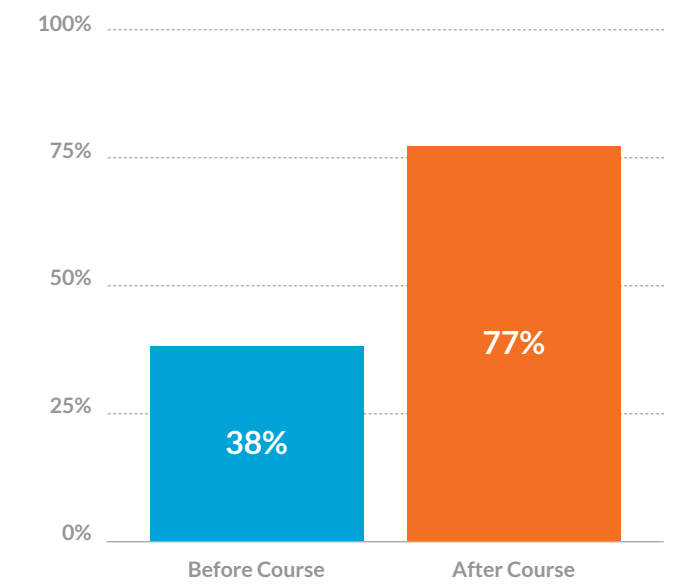
WOULD YOU RECOMMEND THE COURSE TO A FRIEND?



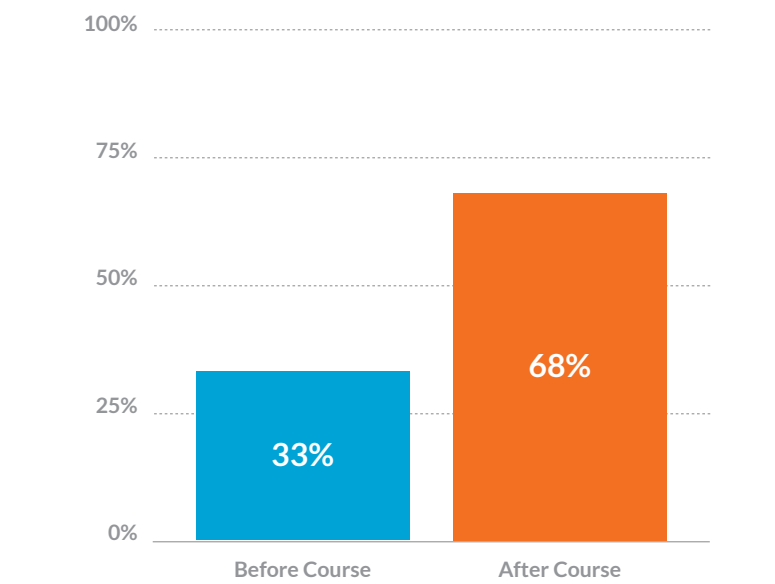
500 students participated in *JU Israel* during the 2015-2016 academic year. The following are survey results from 241 students.



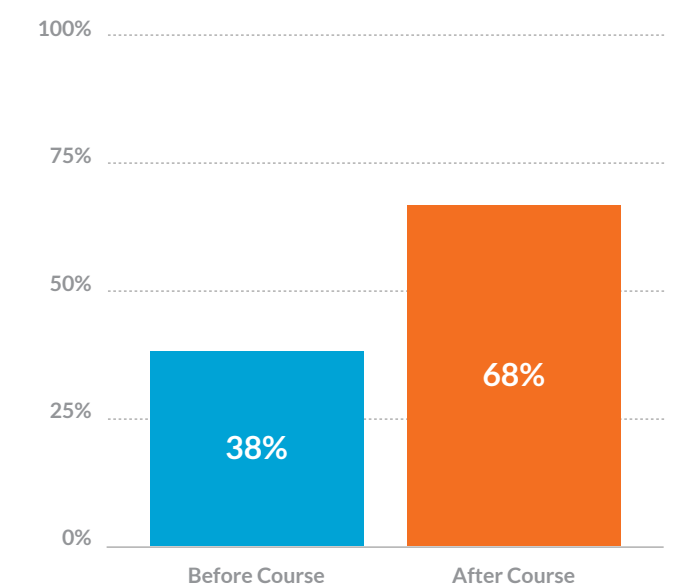
I AM PREPARED FOR CAMPUS LIFE AND KNOW HOW TO APPROACH THE TOPIC OF ISRAEL ON CAMPUS
102% INCREASE AFTER PARTICIPATING



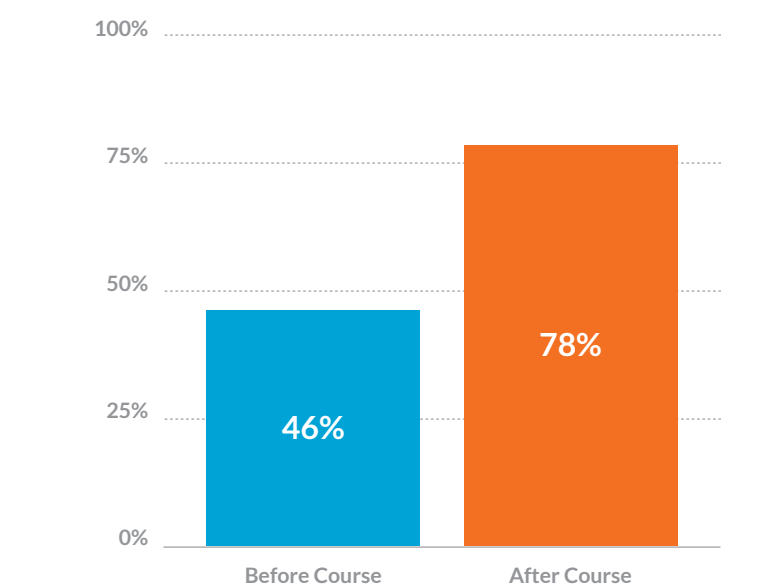
I AM CONFIDENT CONFRONTING A GROUP OF ANTI-ISRAEL ACTIVISTS AND SPEAKING UP ON BEHALF OF ISRAEL
103% INCREASE AFTER PARTICIPATING



I AM CONFIDENT CONFRONTING A LECTURER IN CLASS WHO I THINK IS STATING A FACTUALLY INCORRECT STATEMENT ABOUT ISRAEL
68% INCREASE AFTER PARTICIPATING



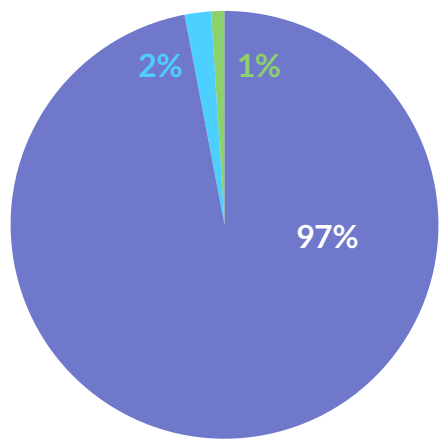
I AM CONFIDENT RESPONDING TO ANTI-ISRAEL ALLEGATIONS
67% INCREASE AFTER PARTICIPATING



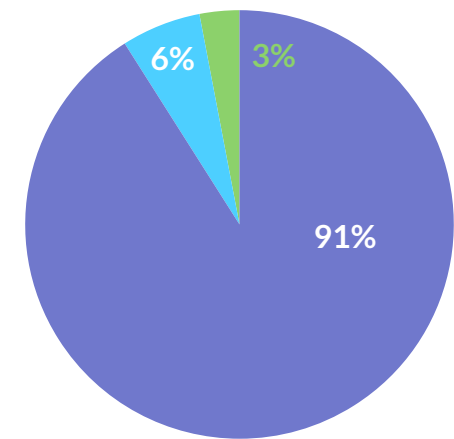
MEKONEN SURVEY RESULTS

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.

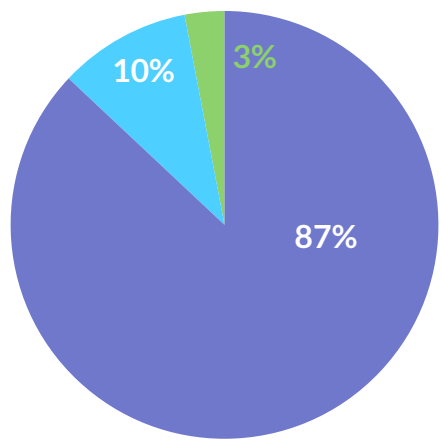
I FEEL THIS FILM IS A USEFUL TOOL TO SHOW ISRAEL IN A POSITIVE LIGHT ON CAMPUS



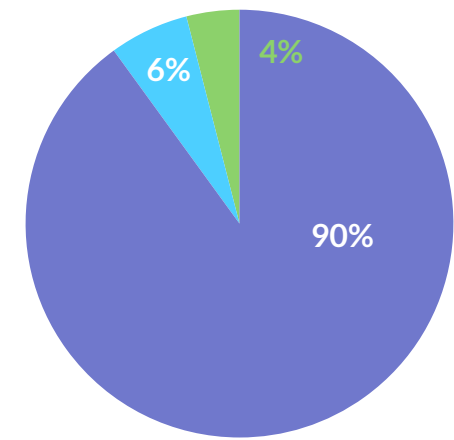
AFTER WATCHING MEKONEN'S STORY, I FEEL MORE POSITIVE ABOUT MY JEWISH IDENTITY



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

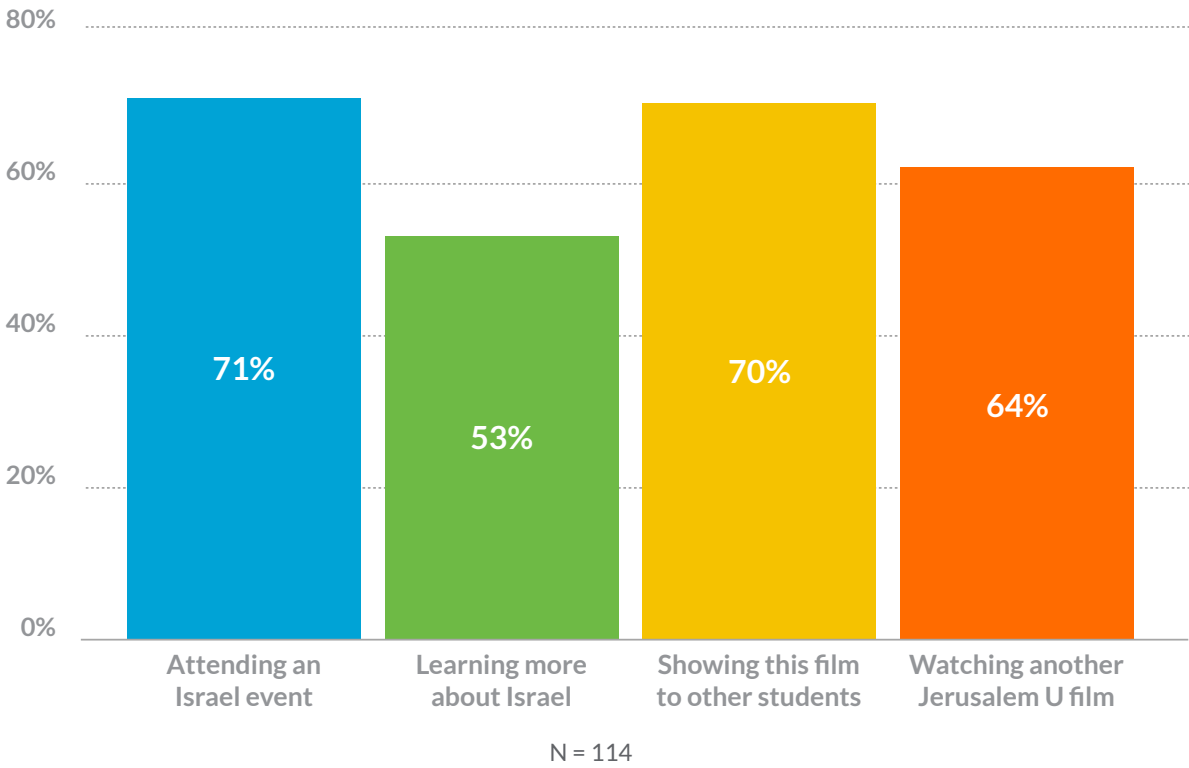


I FEEL THAT MEKONEN'S STORY MADE ME MORE AWARE OF THE DIVERSITY OF THE JEWISH PEOPLE AND/OR THE STATE OF ISRAEL



● Agree ● Disagree ● Undecided

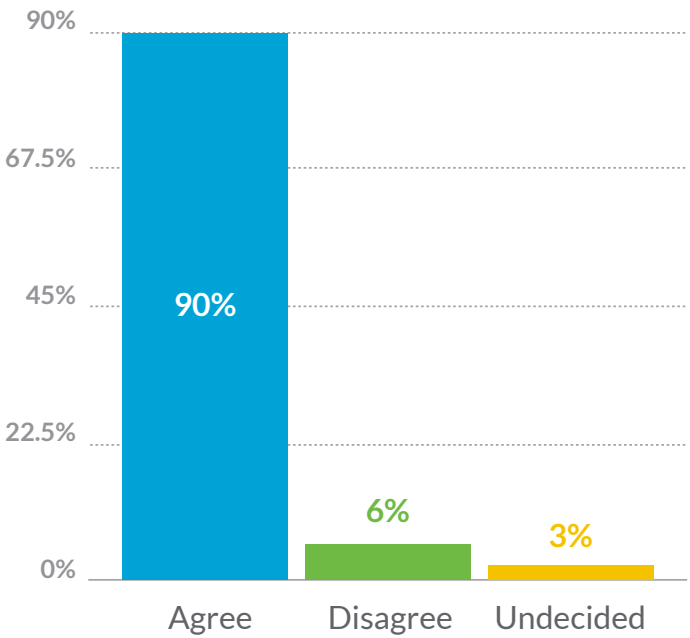
AFTER WATCHING MEKONEN'S STORY I AM INTERESTED IN: [CHECK ALL THAT APPLY]



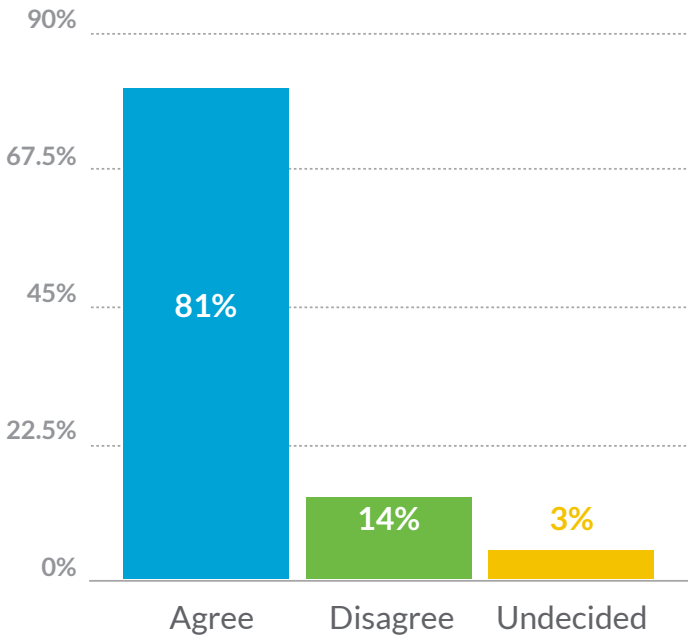
EDUCATOR TRAINING WORKSHOPS

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

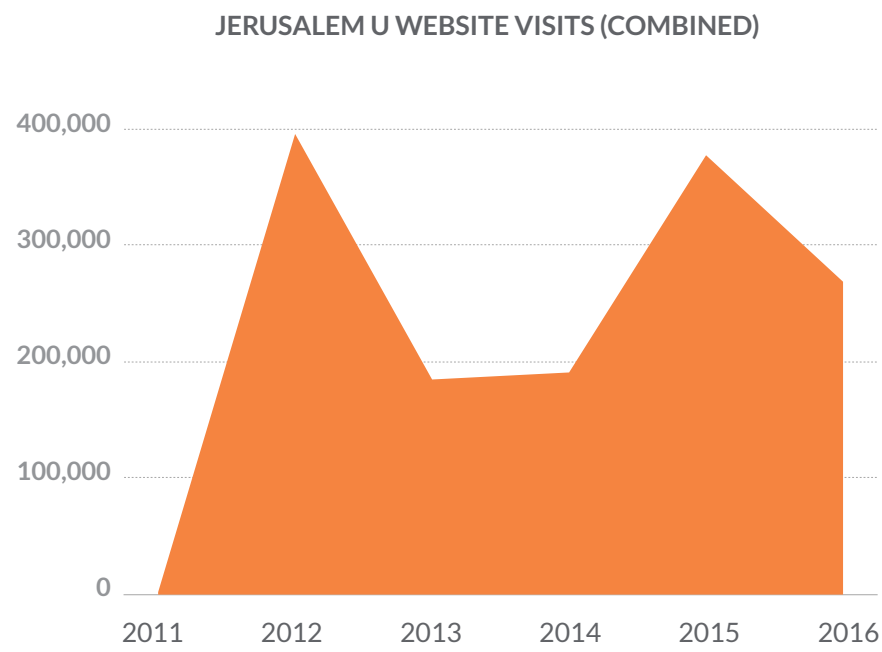
I GAINED VALUABLE RESOURCES TO USE IN THE CLASSROOM FROM THE EDUCATOR TRAINING / WEBINAR



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



WEBSITE TRAFFIC



SOCIAL MEDIA

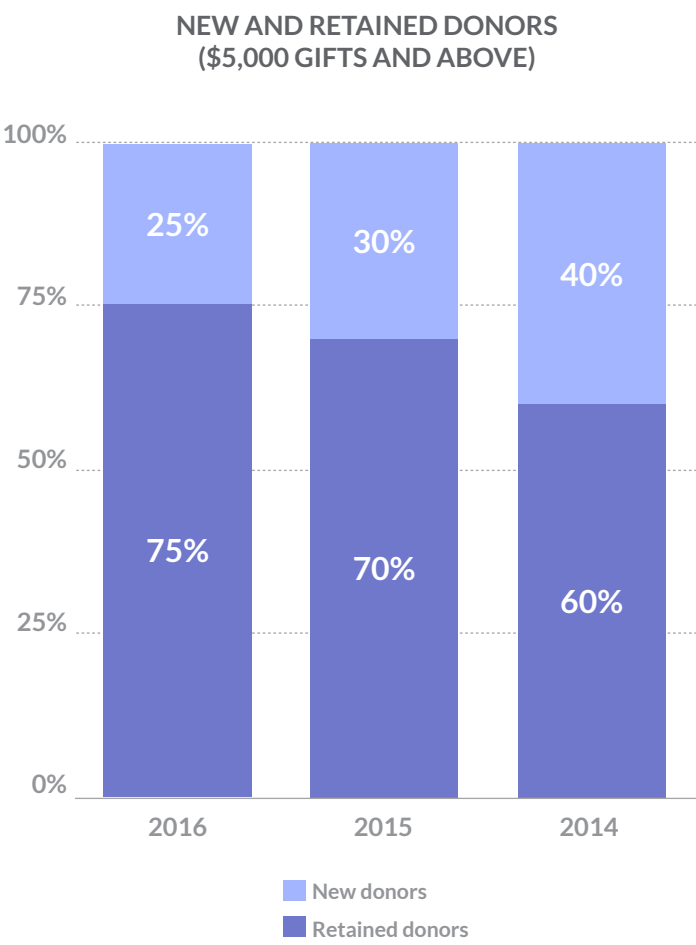
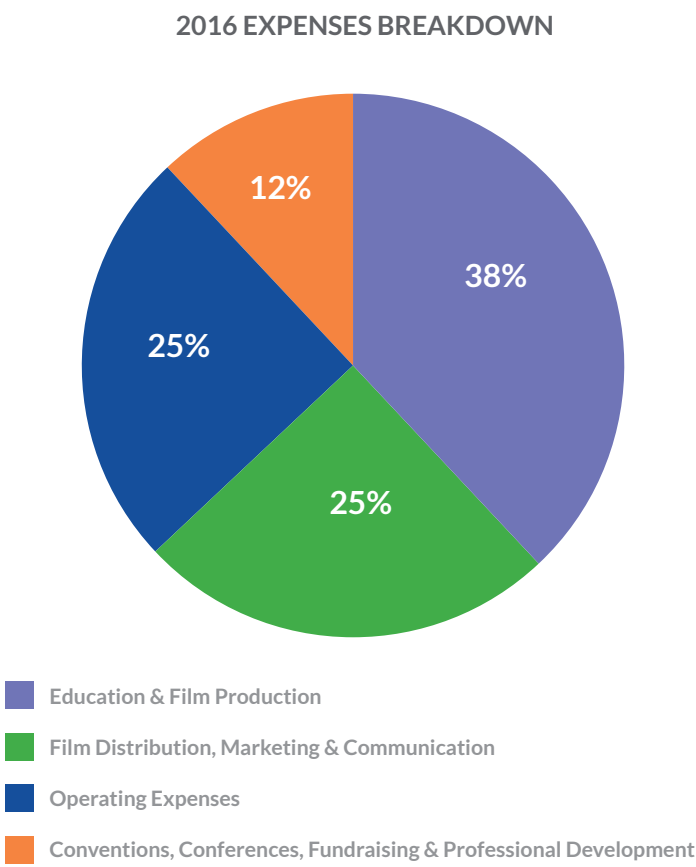
You Tube Views	2016	Change	2015	Change	2014
Views*	251,362	-56%	564,984	127%	249,388
Subscribers	652	-62%	1,696	131%	733

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

Twitter Followers	2016	Change	2015	Change	2014
Jerusalem U	12,318	1%	12,174	3%	11,800
Step Up For Israel	8,264	0%	8,249	3%	8,020

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

FINANCIAL METRICS



	2016	2015
Contributions	\$5,583,619	\$5,405,278
Revenue from sales	\$275,849	\$394,176
Total revenue	\$5,859,467	\$5,799,454

	2016	2015
Number of Donors (including pledges)	928	717
Average Donation Per Donor	\$6,017	\$7,539

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



Students at the
Mekonen "Unity Tour" event
at UCLA, November 2016

Image by Jonah Light Photography