



ISRAEL & JUDAISM
THROUGH A FRESH LENS

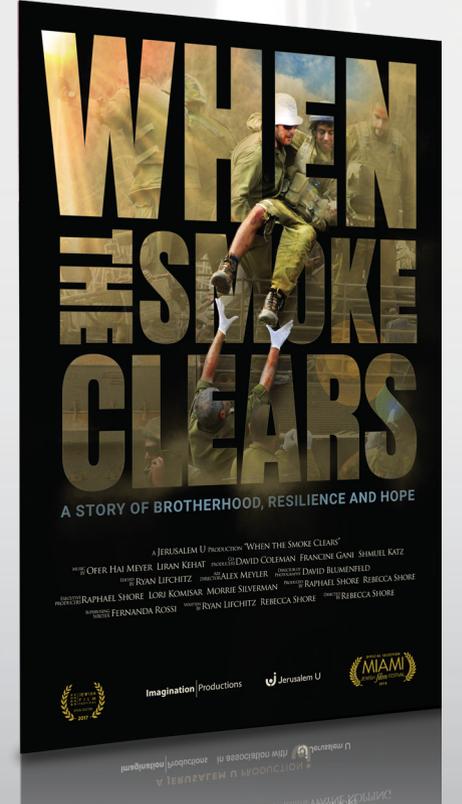
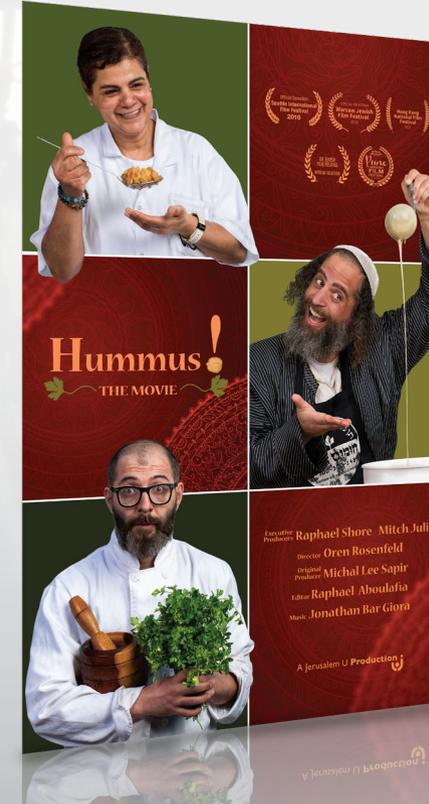
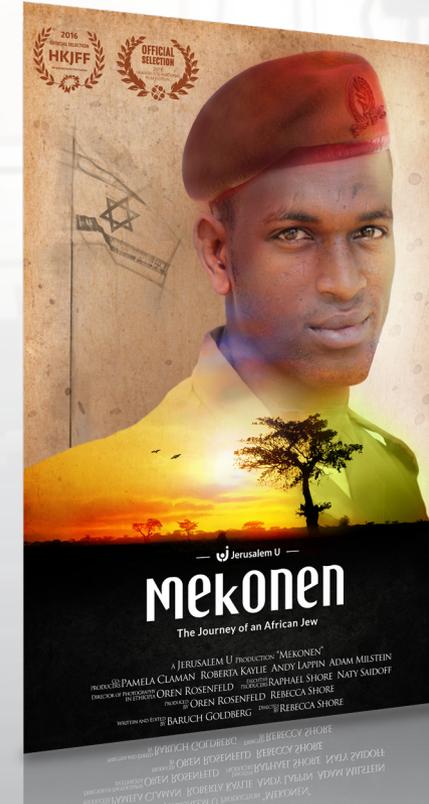
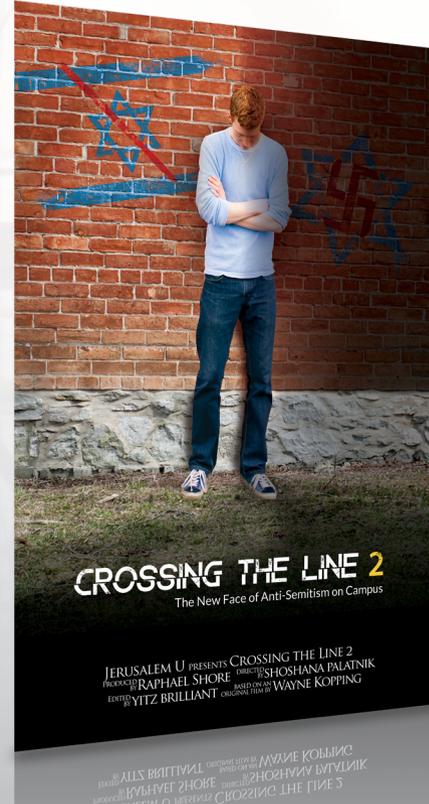
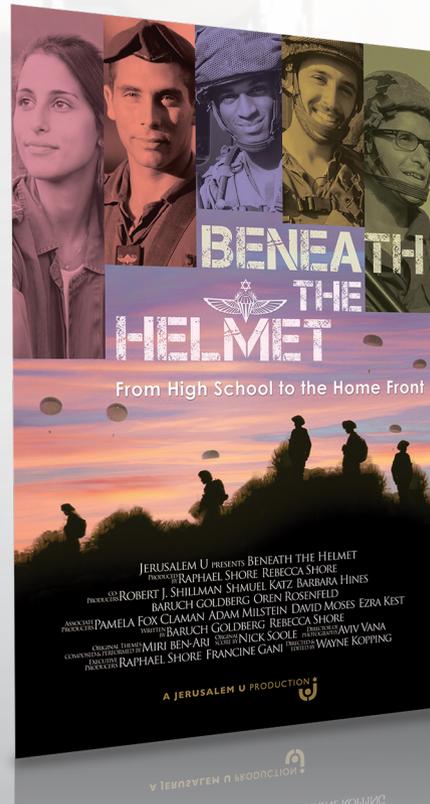
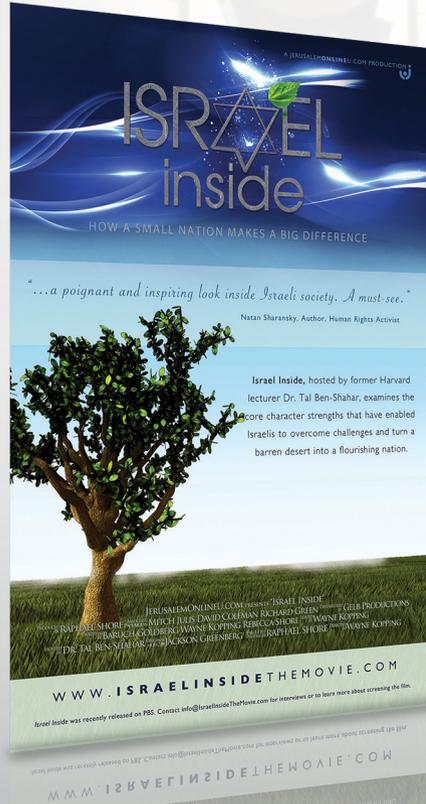


Jerusalem U

ANNUAL REPORT 2017

OUR MISSION:

TO STRENGTHEN THE CONNECTION OF YOUNG JEWS (16-28) TO THEIR JEWISH IDENTITY AND TO ISRAEL USING TRANSFORMATIONAL EDUCATIONAL FILMS AND MEDIA.



WHAT WE DO

CREATE CONTENT:

We create high-quality educational content through various media, including short films, feature films, e-learning classes, web platforms, blogs, vlogs and podcasts.

DISTRIBUTE CONTENT:

We distribute content via digital and traditional distribution channels, including social media platforms, our own websites, and hundreds of partnering organizations and communities.

MAKE IMPACT:

We educate high school and college students, informing attitudes, knowledge and behaviors. The films we produce also have broad impact outside of our core target market. We look to shift the conversation about Israel and the Jewish People worldwide.





WHY WE DO IT

JEWISH IDENTITY AND SUPPORT FOR ISRAEL ARE DECLINING:

The latest research indicates that a diminishing number of young Jews identify as Jewish and support Israel. In just five years, Jewish college students' support for Israel went down 32% while favorability toward Palestinians went up 11%.

THE JEWISH FUTURE DEPENDS UPON DIGITAL EDUCATION:

Young people spend 8-10 hours a day on their devices, and this has become their primary learning environment. High-quality digital educational content is essential for the Jewish future. This is the most effective strategy for this generation.

WE ARE MAKING A GLOBAL IMPACT

IN UNDER 10 YEARS:



1,000+

organizations using our educational film content resources



5,000,000+

views of our feature films on Netflix, Comcast, PBS, multiple Jewish and Christian TV stations, and film festival screenings



18,000+

college students educated on JU Learn, our online e-learning platform



100,000+

hours of Israel and Jewish learning of college students from our online learning program



2,500+

gap year students educated with 25 hours of comprehensive Israel education



2,172,828

YouTube views



112,000+

students and people reached via community events and film screenings, including events with Jerusalem U Ambassador and Shillman Fellow Chloe Valdary

IN 2017 ALONE:



1,900+

college students educated with online film classes, of which 1,160 finished a course of 6-8 hours of Israel and Jewish learning

99%

of students learned new information about Israel

78%

feel more connected to Israel



400

teachers and educators engaging with the JU Media Lab **per month**



550+

gap year students educated with 25 hours of Israel education preparing them for campus life, and 2,000 alumni engaged on campus

83%

of alumni feel more prepared for campus life (an increase of 122%)



Nearly **1,000,000** Facebook views



24,000+

students and people reached via community events and film screenings, including events with Jerusalem U Ambassador Chloe Valdary



Nearly **700,000** YouTube views



Over **150%** increase from last year



1,600,000+

YouTube minutes watched

OUR BOARD



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William Davidson Foundation



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Tetronics, Jerusalem U Board Chair



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Development & Strategic Consultant



MITCH JULIS

Canyon Partners



MARC ROWAN

Apollo Global Management



RAPHAEL SHORE

Founder & CEO, Jerusalem U



RIVKA ZELL

Zell Entrepreneurial Program

2017 BUDGET

Education & Film Production	\$2,012,775
Operations	\$1,895,687
Marketing, Sales & Distribution	\$2,389,784
Total Expenses (with contingency)	\$6,298,246

SUPPORTERS

\$1 Million

Anonymous
William Davidson Foundation

\$250,000 - \$999,999

Jewish National Fund and the Boruchin Israel Education Advocacy Center
Rowan Family Foundation

\$100,000 - \$249,999

Anonymous
Avi Chai Foundation
Francine Gani
Joleen and Mitch Julis
Evelyn and Shmuel Katz
Lori Komisar and Morrie Silverman
Harold Levy
David Magerman
Seed the Dream Foundation
Dr. Bob Shillman

\$50,000 - \$99,999

Lilly and Kam Babaoff
Karen Davidson
William and Audrey Farber Family Foundation
Jewish Community Foundation LA
Lauren and Ezra Kest
Marcus Foundation
MZ Foundation

\$25,000 - \$49,999

Adam and Gila Milstein Family Foundation
Anonymous
Anonymous
Irena Avila Estate
BIMAH Foundation
Pamela and Aba Claman
Marcia and Philip Cohen
Nancy and Dov Friedberg
Gene Lerner
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Mayberg Foundation
Gay and Alberto Peisach
Shevi and Tom Peters
Judy and David Shore
Bob Wiener

\$10,000 - \$24,999

Donna and Barry Bank
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The Bernstein Foundation
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Janice and Steve Hefter
Hochberg Family Foundation
The Honickman Foundation
Jewish Federation of Greater LA Jewish Campus Life
Jewish Federation of Greater LA PK12
Faye and Jonathan Kellerman
Caroline and Dan Katz
Beth and Jeff Kopin
Saul Kurlat
Marc Levine
Herman and Helen Lipsitz Charitable Trust
Maimonides Fund
Middle East Forum
Pamela Rose
Susan and Marc Sacks
Jeff Sagansky
Debbie and Naty Saidoff
Rob and Vicki Trachten Schwartz
Shoel Silver
Karyn and Bill Silverstein
Meryl and Sam Solomon
Stand With Us
Kenneth Stein
Wilf Family Foundation
Alison Wolfson
Ken & Alisa McElvain Yaffa
The Zionist Organization of America



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