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.
**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
- 2,172,828 YouTube views
- 2,500+ gap year students educated with 25 hours of comprehensive Israel education
- 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
- 240 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
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- 83% of alumni feel more prepared for campus life (an increase of 122%)
- Nearly 700,000 YouTube views
- Nearly 700,000 Facebook views
- Nearly 700,000 YouTube views
- Over 150% increase from last year
- 2,172,828 YouTube views
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| SUPPORTERS |
|-----------------|-----------------|-----------------|-----------------|-----------------|
| **$1 Million** | Anonymous        | William Davidson Foundation |        |        |
| **$250,000 - $999,999** | Jewish National Fund and the Borchuki Israel Education Advocacy Center | Rowan Family Foundation |        |        |
| **$100,000 - $249,999** | Anonymous        | Avi Chai Foundation |        |        |
| **$50,000 - $99,999** | Anonymous        | Lilly and Karli Babaoff |        |        |
| **$25,000 - $49,999** | Anonymous        | Irena Avila Estate |        |        |
| **$10,000 - $24,999** | Anonymous        | Anonymous |        |        |
| **$2,012,775** | Adam and Sila Miltstein Family Foundation |        |        |        |
| **$1,895,687** | Anonymous        | Anonymous |        |        |
| **$2,389,784** | Anonymous        | Anonymous |        |        |
| **$6,298,246** | Anonymous        | Anonymous |        |        |

**2017 BUDGET**

<table>
<thead>
<tr>
<th>Education &amp; Film Production</th>
<th>$2,012,775</th>
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<tbody>
<tr>
<td>Operations</td>
<td>$1,895,687</td>
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<tr>
<td>Marketing, Sales &amp; Distribution</td>
<td>$2,389,784</td>
</tr>
<tr>
<td>Total Expenses (with contingency)</td>
<td><strong>$6,298,246</strong></td>
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