OUR MISSION:

INSPIRING A GENERATION OF JEWS TO CARE ABOUT THEIR JUDAISM.

THROUGH INNOVATIVE STORYTELLING, WE USE THE POWER OF FILM TO REFRAME HOW THE ETERNAL JEWISH STORY IS TRANSMITTED TO THE NEXT GENERATION.
OUR BOARD

KAREN DAVIDSON
William Davidson Foundation

PETER FRIEDMANN
Tettoteks, Jerusalem U Board Chair

EMILY GOTTSCHALK
Garr Group

AMY HOLTZ
Development & Strategic Consultant

MITCH JULIS
Canyon Partners

MARC ROWAN
Apollo Global Management

RAPHAEL SHORE
Founder & CEO, Jerusalem U

RIVKA NOBLE ZELL
Zell Entrepreneurial Program

SUPPORTERS

$1 Million
Anonymous

$500,000 - $999,999
William Davidson Foundation

$250,000 - $499,999
Rowan Family Foundation

$100,000 - $249,999

$25,000 - $49,999

$10,000 - $24,999

Education & Film Production
$1,687,858

Marketing, Sales & Distribution
$1,739,844

Operations
$1,884,711

Total Expenses
$5,312,412

2018 BUDGET
WHAT WE DO

CREATE FILM AND VIDEO CONTENT
We create purpose-driven content for an audience of smart, passionate and curious young Jews looking to engage with their heritage and history.

LEVERAGE SCALABLE DIGITAL DISTRIBUTION
We reach hundreds of thousands of young Jews via digital media channels using data-driven research and best practices.
WHY WE DO IT

JEWSH 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 the trend toward supporting Palestinians increased by 11%.

THE JEWISH FUTURE DEPENDS UPON DIGITAL EDUCATION

Digital content has the unique ability to reach the masses anytime, anywhere. Our educators create the highest quality digital educational content. This is essential for the Jewish future.
WE ARE MAKING A GLOBAL IMPACT

IN 2018 ALONE:

NETFLIX

5,000,000+
views of our feature films on Netflix, Comcast, Amazon, PBS, multiple Jewish and Christian TV stations

8,379,000+
YouTube minutes watched

60,000+
high school and college students and adults reached via events, film screenings, and programming

150
film festivals screenings

IN 2018 ALONE:

YouTube

2,052,000+
YouTube minutes watched

865,000+
YouTube views

44%
increase from last year

30%
subscriber increase from last year

36,000+
minutes watched of first 3 films in History of Israel Explained series

80%
ages 18-34

80%
ages 18-34

Media Lab

7,000+
unique formal and informal educators accessed the site with 500 users per month

235%
website traffic increase from last year

37%
visit duration increase from last year

4,000+
receive a monthly Media Lab thought piece
WHEN THE SMOKE CLEARS

High school students:
11,500+ viewers
19 states
13 countries
1 day

College students and young adults:
950+ viewers
42 states
2 weeks

97% were impacted positively regarding Israel and Judaism
86% have more pride in Israel
82% have a greater understanding of Israeli society and values
78% are more proud to be Jewish

College students and young adults:
93% have a greater sense of pride in the Jewish people
94% have more pride in Israel
90% have a greater understanding of Israeli society and values
80% are more proud to be Jewish

"I'M PROUD TO BE JEWISH, AND PROGRAMS LIKE THIS MAKE ME CONFIDENT I ALWAYS WILL BE."
- HIGH SCHOOL STUDENT, NY
**2019 LAUNCHES**

**SUSTAINABLE NATION**

Sustainable Nation is the inspiring story of how three Israeli visionaries are using technology to help tackle the world’s water-energy crisis, one drop at a time.

As of January 2019, the film has been officially selected by the following festivals:

- One Earth Film Festival in California
- Ekotopfilm Festival - Envirofilm in Slovakia
- FilmFest52 in Connecticut
- New Haven International Film Festival
- Chicago Jewish Film Festival
- Boulder Jewish Film Festival
- Seattle Jewish Film Festival
- Westchester Jewish Film Festival
- Miami Jewish Film Festival

**HISTORY OF ISRAEL EXPLAINED**

History of Israel Explained is an entertaining 50-part YouTube series examining Israeli history’s big issues. It helps curious viewers unpack the many complexities of modern-day Israel.

**ISRAELI CULTURE AND IDENTITY SERIES**

Chloé Valdary tackles music, food, and politics in this six-part YouTube series scrutinizing Israeli identity. She examines the gap between the Israeli and American cultural realities and explains why they’re closer than they seem.