

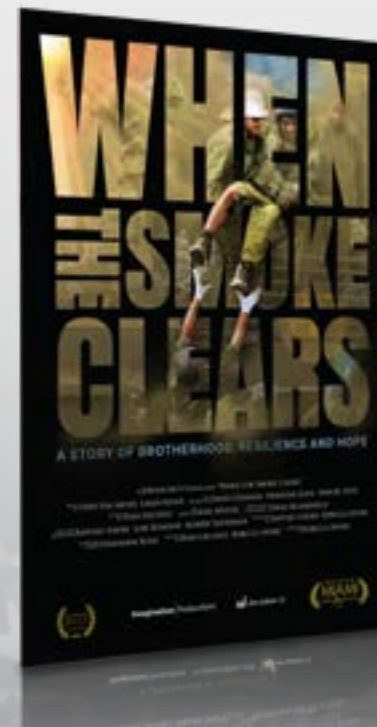
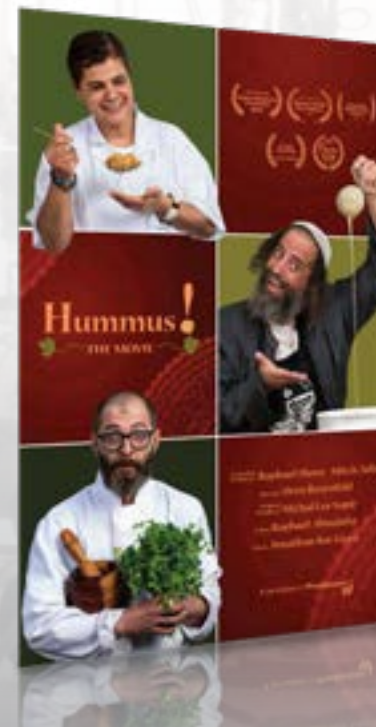
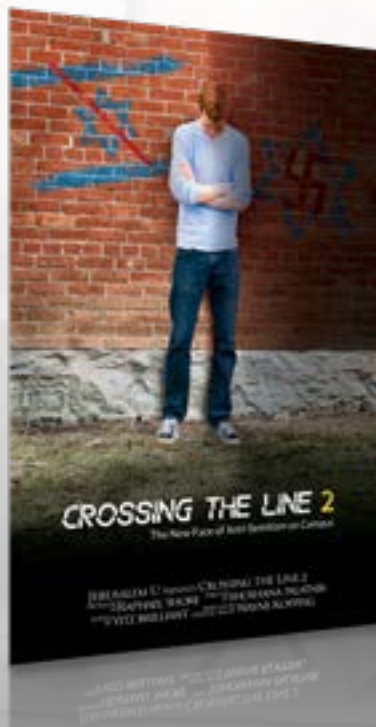
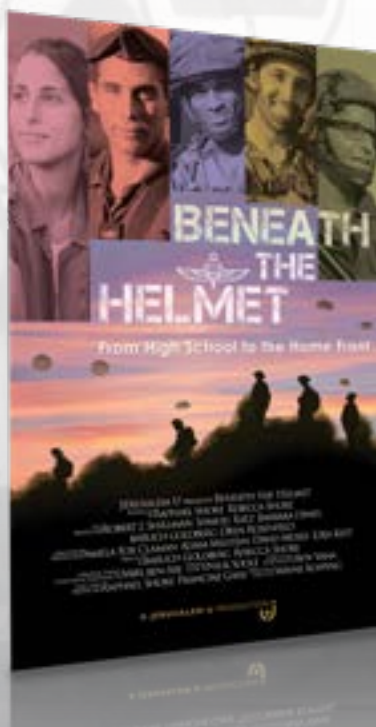


ANNUAL REPORT 2018

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
Tetronics, 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

2018 BUDGET

Education & Film Production	\$1,687,858
Marketing, Sales & Distribution	\$1,739,844
Operations	\$1,884,711
Total Expenses	\$5,312,412

SUPPORTERS

\$1 Million

Anonymous

\$500,000 - \$999,999

William Davidson Foundation

\$250,000 - \$499,999

Rowan Family Foundation

\$100,000 - \$249,999

Jewish National Fund and the Boruchin Israel Education Advocacy Center
Debra and David Magerman
Joleen and Mitch Julis
Harold Levy
Walder Foundation
Marcy Gringlas and Joel Greenberg, Seed the Dream Foundation
Evelyn and Shmuel Katz
Rachel and Jack גינדי Gindi Family Foundation
Avi Chai Foundation

\$50,000 - \$99,999

Marcus Foundation
Dr. Bob Shillman
Karen Davidson
Jewish Community Foundation LA
Jake Aronov
Adam and Gila Milstein Family Foundation
Andrea and Lawrence Wolfe Family Foundation
Anonymous
MZ Foundation

\$25,000 - \$49,999

Irena Avila Estate, Naomi and Zalman Goldman
BIMAH Foundation
Judy and David Shore
Anonymous
Robyn and Russell Greenberg
Jeff Sagansky
Sherry and Bob Wiener
Lily and Kam Babaooff
Millie and Larry Magid
Mayberg Foundation
Pamela and Aba Claman

\$10,000 - \$24,999

Marc Levine
Emily and Milt Gottschalk
Sheryl and Gerald Hartman
Michelle and Bob Diener
Scott Feldman
Beverly Baker
Andrea and Larry Gill
Debbie and Naty Saidoff
Beth and Jeff Kopin
Gann Family Foundation
Dorit Naftalin and Harry Nelson
Jeff Aeder and Jennifer Levine
Hochberg Family Foundation
Susan and Marc Sacks
Marcy and Bob Haber
Kenneth Leventhal Foundation
Pamela Rose
Shevi and Tom Peters
Shoel Silver
Janice and Steve Hefter
Lisa and Victor Kohn

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

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 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.

SINCE 2008

WE ARE MAKING
A GLOBAL IMPACT

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



69,000+

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



150

film festivals
screenings

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

Media Lab
Jerusalem U

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

IN 2018 ALONE:





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

ALL REACHED DIGITALLY

High school students:

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

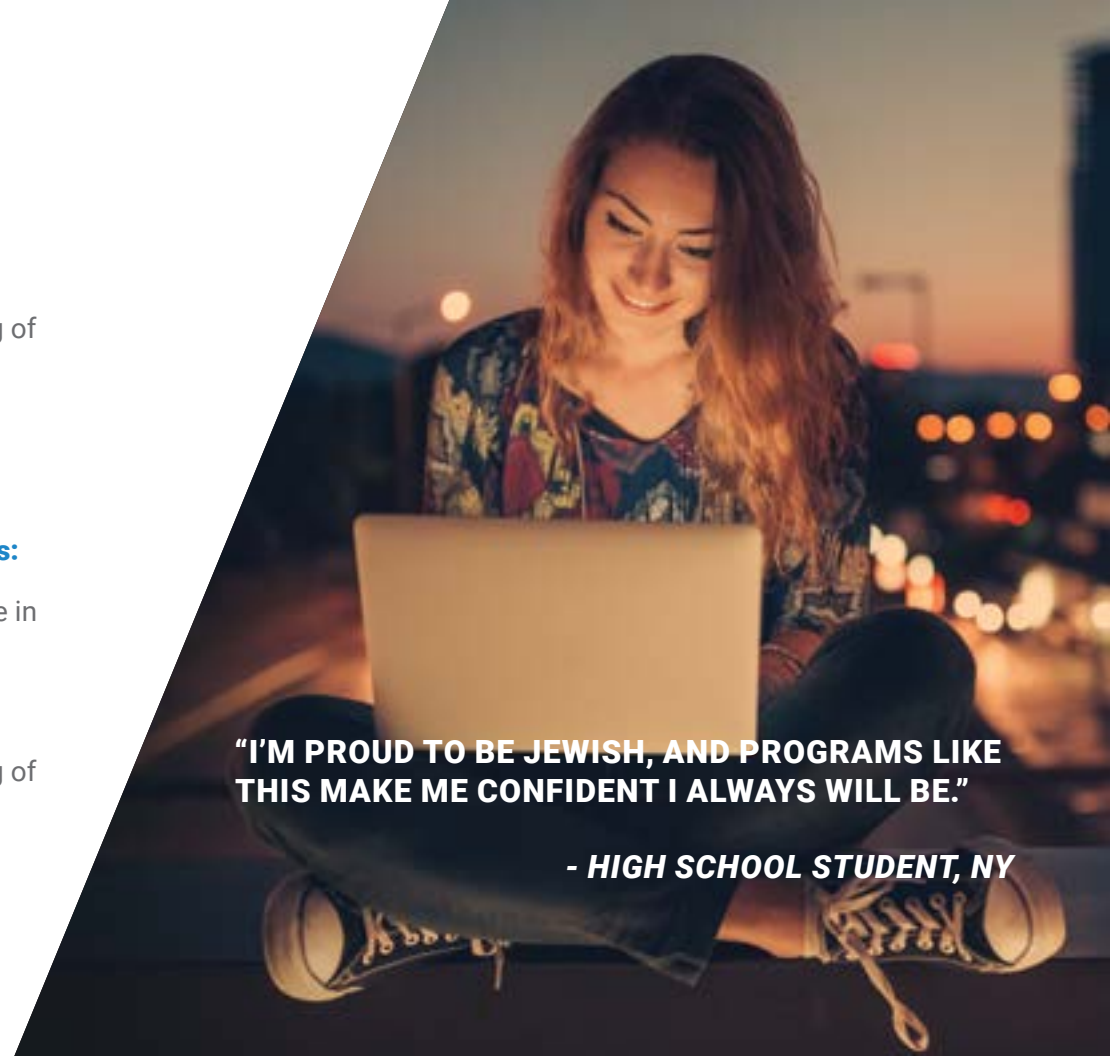
College students and young adults:

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

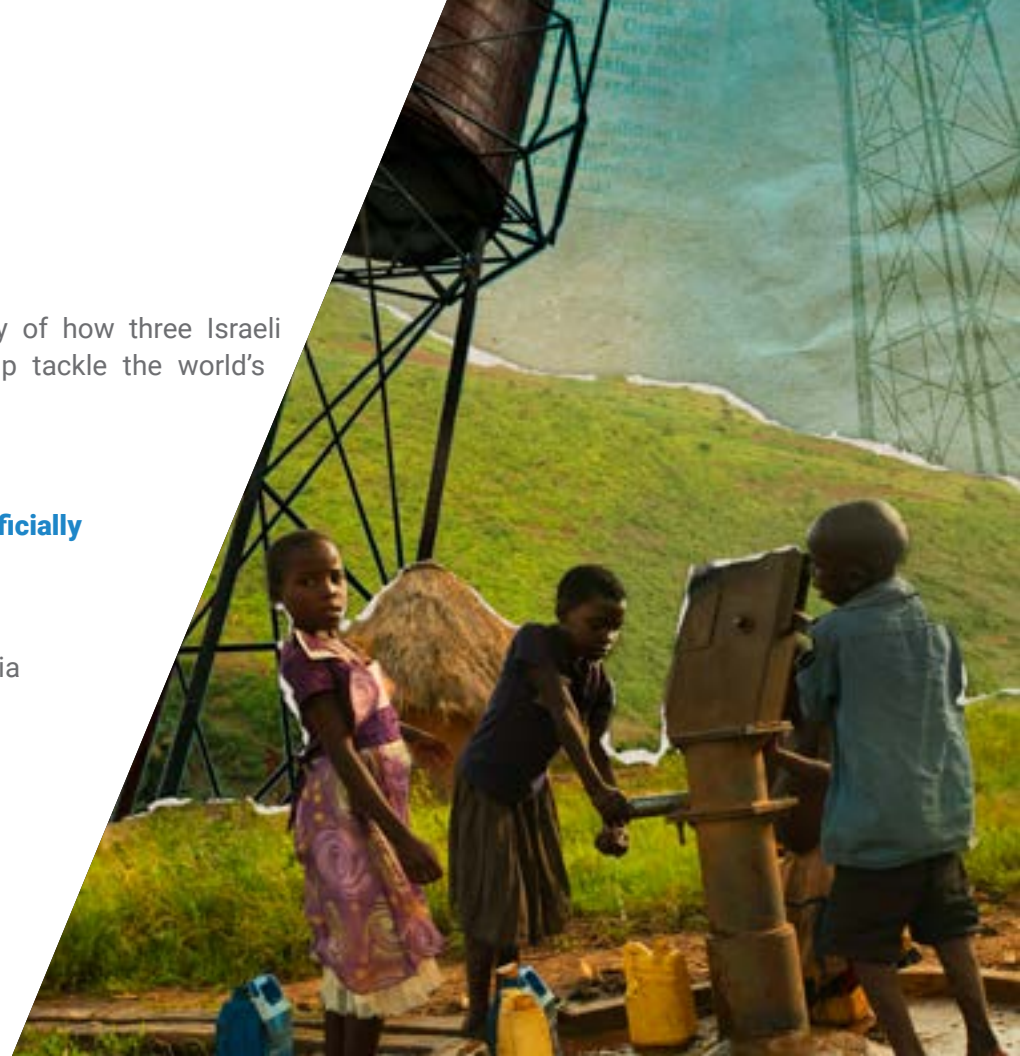
2019 LAUNCHES

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.





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