



Annual Report

Media for the Jewish Future • 2021

opendormedia.org



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Meet Our New CEO

The OpenDor Media Board of Directors is delighted to introduce Andrew Savage, our new CEO. A seasoned development and education professional, Andrew brings a wealth of experience leading social entrepreneurs and educational initiatives that make positive contributions to the well-being of the Jewish people and Israel.

Andrew served as Director for Germany of the Ronald S. Lauder Foundation, and comes to OpenDor Media directly after serving as Executive Vice President for the Tikvah Fund. Andrew is a graduate of Oxford University, where he studied Politics, Philosophy and Economics, and he completed Executive Education programs in nonprofit management at Harvard Business School and at Columbia Business School.

We're excited to have Andrew on board and look forward to great growth and achievement through his professional leadership.

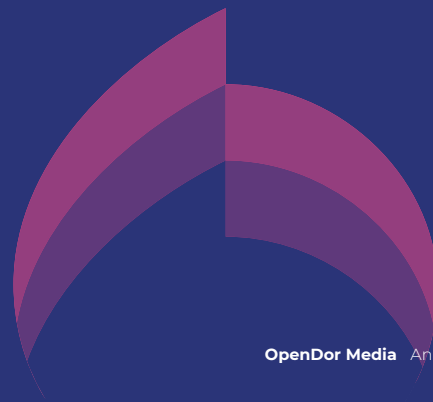
Raphael Shore

Founder and Executive Chairman

It is a privilege to find a professional with such a wealth of experience in applying innovative, open and diverse approaches to empower today's generation to embrace Judaism and Israel. Andrew's experience with stakeholders and audiences across the political and religious spectrum is well-aligned with our mission to inform, engage and inspire a commitment to Jewish values, perspectives and ideals among all young Jews, no matter their background or affiliation.

Rivka Noble Zell

Board Member





Letter From Our CEO

Consider the following two statements:

Social media today represents the most significant threat there is to the well-being of young people whose understanding of the world, and indeed sense of self, is heavily informed and shaped by the type of content, often hostile to Jews and to Israel, that they are consuming for many hours each day.

Social media represents an incredible opportunity like none before, to reach young people across the globe at scale, and provide them with highly compelling, informative, and inspirational content that can positively shape their relationship to Israel, to Judaism and to the Jewish people.

I believe both of these statements are true. And it is precisely for this reason that OpenDor Media - through our unique educational approach that combines an unambiguous and transparently positive relationship to Zionism and all things Jewish, alongside an embrace of complexity and commitment to unpacking difficult issues in a way that nurtures credibility and trust - has a critically important role in deepening people's understanding of, and positive connection to, Israel, Judaism and the Jewish people.

There are many instances over the last 12 months that powerfully demonstrate the importance of our work. Here are just three:

In May as Israel found itself in the midst of another escalation

of hostilities with Hamas, people turned to YouTube, TikTok and Instagram to learn about the conflict. While Israelis were under fire from Hamas missiles, social media users were also faced with a barrage of antisemitism and misinformation all over the web. During the May conflict, viewing numbers on our Unpacked YouTube channel tripled with 1.33 million monthly views of videos such as “What is Hamas?” providing a critical counter-narrative to much of the other “information” to be found.

In the days before Rosh Hashanah and Yom Kippur we ranked in the top five on Google for those searching for “High Holidays.” That drove significant traffic to our Unpacked website where people were able to learn more about the holidays and their meaning.

In November, antisemitic vandals broke into a fraternity house at

George Washington University and desecrated a Torah scroll. We shared a short video on TikTok documenting the incident and the response of the local community. It went viral within minutes and, within two weeks, the video had been viewed 1.8 million times and 150,000 people had engaged with it.

I hope, as a much valued supporter and partner in our work, you share our pride in the scope of our activities and achievements to date. At the same time, we are under no illusions about just how much more there is to be done to meet this generational challenge and we look forward to continuing to invest and grow in the coming months and years.

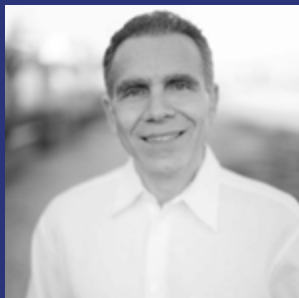
Thank you for your support and friendship,

ANDREW

Board of Directors



Peter Friedmann
Chair



Mitch Julis



Jerry Ostrov



Marc Rowan



Jeff Sagansky



Raphael Shore



Rivka Noble Zell

Supporters

Executive Producer Circle **\$250,000 - \$1 Million**

Anonymous
Koum Family Foundation
Rowan Family Foundation
Skolnick Family Charitable Trust

Co-Executive Producer Circle **\$100,000 - \$249,999**

Anonymous
William Davidson Foundation
The Max M. & Marjorie S. Fisher Foundation
Evelyn & Shmuel Katz
Robert I. Lappin Charitable Foundation
The Marcus Foundation, Inc.
PPP Loan
Moise Y. Safra Foundation

Producer Circle **\$50,000 - \$99,999**

Anonymous
The Associated: Jewish Federation of Baltimore
The Diane P. & Guilford Glazer Foundation Donor Advised Fund
Harvey & Gloria Kaylie Foundation
Kirsh Foundation
Leifer Family Fund
Mayberg Foundation
Jonathan Mitchell and Family
Larry A. Mizel
Aimee & Jerry Ostrov
RootOne
Michael Staenberg

Director Circle **\$25,000 - \$49,999**

Jake Aronov
Russell Berrie Foundation
BIMAH Foundation
Pamela & Aba Claman
Charles Crane Family Foundation
Gale Foundation
Robyn & Russell Greenberg
The Jewish Federation of Greater Los Angeles
Jewish Federations of North America
Joleen & Mitch Julis
Diane & Andy Lappin
Shmuel Levine
Hyman Jebb Levy Foundation
Iris & Shalom Maidenbaum
Adam & Gila Milstein Family Foundation
The Mitchell Foundation
Irving I. Moskowitz Foundation
Phylis & Alan Newman
Rivka Noble Zell
Orion Foundation
Gay & Alberto Peisach
Jeff Sagansky
Sephardic Community Alliance
Judy & David Shore
Elaine & Irving Wolbrom
Andrea & Lawrence Wolfe Family Foundation

Writer Circle **\$15,000 - \$24,999**

Anonymous
The Bernstein Foundation
Michelle & Bob Diener
Yona & Isser Elishis
IDF Rescue & Evacuation Unit 669
Lauren & Ezra Kest
Lisa & Victor Kohn
Dana & Peter Langerman
Millie & Larry Magid
Maspik!, JNF Canada
Elise & Charles Morris
Sandra & Lawrence Post Family Foundation
Roy Tanzman
Michelle & Bruce Taragin
Gil Troy
The Uretsky Family

Editor Circle **\$10,000 - \$14,999**

Jessica & Brian Anav
Anonymous
Anonymous
The Morris & Beverly Baker Foundation
Julia & Brad Berger
Deanna & Daniel Blank
The Charm/Long Family
Crain-Maling Foundation
Craig Darian
Betsy & Philip Darivoff
Kathy & Jerry Drew
Educating for Impact
Marc Epstein

Jill & Niv Fishbein
Eva & Peter Friedmann
Melanie & Martin Glatt
The Goldberg Family Foundation
Anne & Jerry Gontownik
Molline & David Green
Sheryl & Gerald Hartman
Hochberg & Lowenstein Families
Jewish Federation of Broward County
Jewish Federation of Metropolitan Detroit
Jewish Federation of Northeastern New York
Jewish Federation of Northern New Jersey
Jewish Federation of Greater Philadelphia
Beth & Jeff Kopin
Corie & Michael Koss
Paulina & Larry Kovalsky
Eugene & Janet Lerner Foundation
Diane & Steve Miller
Saidoff Foresight Foundation
Sandy & Ronnie Schiff
Kim & Perry Shwachman
Barbara Sommer & Alan Fisher
Marci & Andrew Spitzer
Jody & Ari Storch
Rachie & Jon Teller
Tammy & Jorge Woldenberg
Alisa Yaffa & Ken McElvain

Cinematography Circle **\$5,000 - \$9,999**

Anonymous
Anonymous
Jane & John August
Debra & Dennis Berman
Harriet & George Blank
Diane & Les Botnick
Josephine Braitman
CAJE Miami
Alyce & Philip de Toledo
Kim & Jordan Dickstein
Dana & Rick Entin
Peter Feinberg
Jayme & Scott Feldman
Five C Foundation
Robert Haar
Chaya Tova & David Hartman
Jewish Colorado
Stefanie & Murray Karp
Payton Kashani
A.J. Kess
Galit & Scott Kursman & the Jane & Morton Silberman Charitable Fund
Seth Merrin
Cathy & Arnie Peltz
The Resnick Family Foundation
Jarrow Rogovin
Pamela Rose
Bobby Saadian of Wilshire Law Firm
Richard Sandler
Evan Schwartzberg
Jamie & Scott Seligsohn
Maytal & David Shainberg
Aviva & Paul Silberberg
Eileen & Shoel Silver
Lisa & Alan Stern
Lisa & Yoni Wintner
May & Richard Ziman & the Rosalinde & Arthur Gilbert Foundation

Mission & Vision

Mission

OpenDor Media educates, entertains and engages a global audience of millions by producing and distributing Jewish and Israel content.

We drive outsized impact by using today's most popular and far-reaching digital platforms and we strengthen local communities around the world by providing educational resources and programming.

Vision

The leading global media company that today's generation relies on to explore their identity and heritage in order to lead more informed and connected Jewish lives. A resource for non-Jewish audiences to help inform them about Israel and related Jewish content.

Unpacked

Unpacking the complexities of Judaism and Israel for the digital generation.



Unpacked for Educators

The go-to resource for Jewish and Israel education – for educators, by educators.



Film and TV

Award-winning films that tell the story of Israel and the Jewish people through the lens of personal experience and testimony.



Key Accomplishments in 2021

7.4M

YouTube video views
4.3M in 2020

1M

social media engagements
82.2k in 2020

30,918

uses of UED educational
resources
21,914 in 2020

Nº 1

downloaded Jewish podcast
Launched September 2020

2

films in production
Exodus 91 production
completed and 1 new film in
development

54%

English-speaking Jewish
schools globally with UED
accounts
23% in 2020



Driving Community Connection

1,762

institutions using our
content in 2021

FILM & VIDEO

EDUCATION

FEDERATION & COMMUNITY

2021 Strategic Partners

Ethiopian National Project
תאחדות ישראל - אתר הילדים
תאחדות ישראל - אתר הילדים



MASPIKI
{ENOUGH}



AFU 609 - American Friends of Unit 609



Hidden
Light
Institute
היכל האור



AJC American Jewish
Committee

educating
for impact
Jewish schools Jewish Futures



PRIZMAH
Center for Jewish Day Schools



האגנטורה הישראלית
JEWISH AGENCY
FOR ISRAEL
ישראל
Every one of us, together.



The Associated
Jewish Federation of Baltimore



LAPPIN
FOUNDATION



CAJE
Center for the Advancement
of Jewish Education



SEPHARDIC
COMMUNITY
ALLIANCE



JEWISHcolorado
BUILDING COMMUNITY TOGETHER



Jewish Federation
OF NORTHWESTERN NEW YORK



Jewish Federation
OF BROWARD COUNTY



Jewish Federation
OF DELAWARE



Jewish Federation
OF METROPOLITAN DETROIT



Tampa
JEWISH COMMUNITY CENTERS
& FEDERATION



Jewish Federation
OF NORTHERN NEW JERSEY



The Jewish Federation
OF GERMANY, AUSTRIA & SWITZERLAND



Jewish Federation
OF GREATER ROCHESTER



Jewish Federation
of Greater Philadelphia
Jewish Community Relations Council



The Jewish
FEDERATION

Unpacked

Unpacking the complexities of Judaism and Israel into bite-size media for the digital generation.



Feedback From the Feed

"In the last two months, I have watched your videos religiously (for lack of a better word). They have changed my life. Growing up Jewish, I apparently knew very little about my own culture's history. At least it only took a war to enlighten me. Keep up the good work! It's amazing!"

MLG, YouTube viewer

"Thank you so much for this channel, please never stop. I see so many hateful comments on your videos and that just proves what important work you're doing. As a left-wing activist I'm so tired of having to have conversations with other leftists about this stuff only for them to get defensive and deflect blame to the right-wing. If you can't look at your own backyard your allyship is but performative."

Andromeda, YouTube viewer

"It's really nice to see something put together like this after the overwhelming amount of bashing on social media, especially from celebrities. I'm enjoying the other videos and I'm learning a lot! They very succinctly explain a lot of complex issues. Thanks for pointing me in the right direction!"

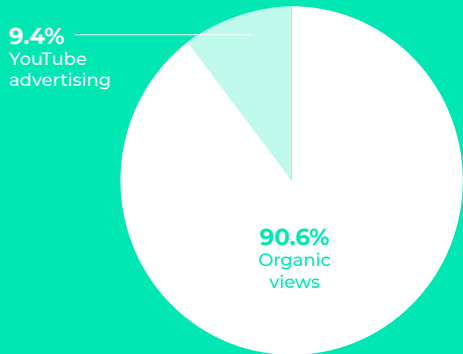
David Moed, YouTube viewer

"I don't know how or precisely when I stumbled upon this channel, but it happened some two or so years ago and by now your videos are 'must view immediately' for me."

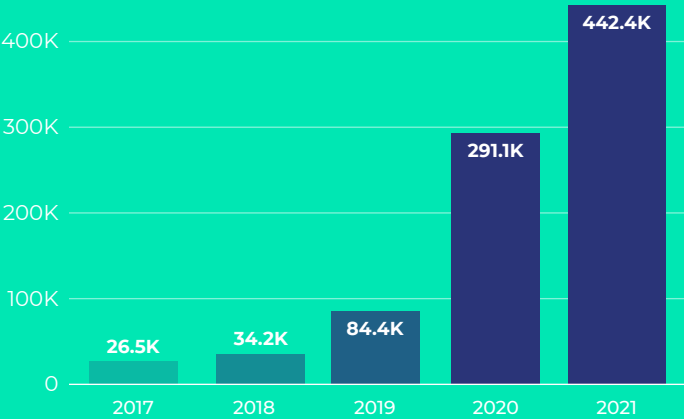
Paul Glotzer, YouTube viewer

Unpacked YouTube Channel

Views By Type



Hours Watched



Accomplishments

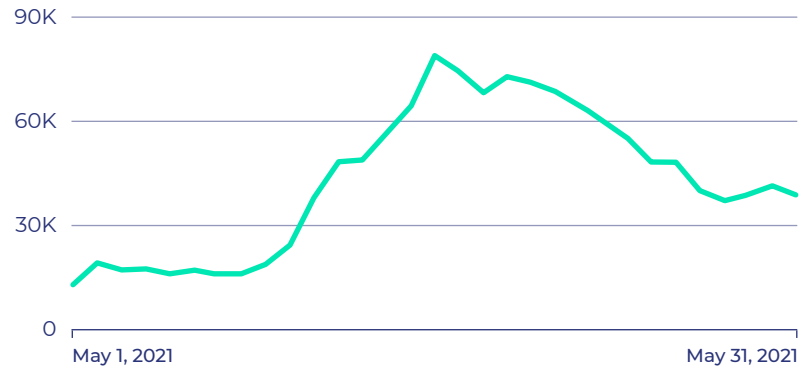
	2019	2020	2021	YOY Growth	All Time Total
Video hours	82,083	291,165	442,465	+52%	957,567
Video views	1,803,485	4,314,741	7,424,110	+72%	16,403,702
New YouTube subscribers	10,858	32,971	44,693	+35.5%	98,441
YouTube target market views (13-34 year olds)	82%	55%	51%	-7%	53%



Case Study

Demand skyrockets during Gaza flare-up

In May 2021, traffic to Unpacked's YouTube channel saw a 400% increase with a heightened user demand for older videos that provided context for the situation.



Videos from top, left-to-right: (1) What is Hamas? (2) The Unique Phenomenon of the IDF's Lone Soldier (3) The Top 10 Most Elite Units of the IDF (4) The Mossad: Inside the Missions of Israel's Elite Spy Agency (5) Eli Cohen: The Mossad's Master Spy (6) Understanding Israeli Politics (7) Wonder Women of the IDF (8) Theodor Herzl: The Zionist Dream of a Jewish State (9) 1972 Olympics: The Munich Massacre (10) Weird Ways Israel Won its War of Independence

2021 Unpacked Video Series



FACES OF THE Holocaust

Transcending the sheer enormity of the horror, the series tells the story of the Holocaust differently, introducing viewers to the human paradigms of the period, the place, the culture and the social landscapes and norms.

4 episodes

—BIG— JEWISH —IDEAS—

A series about Jewish priorities and values, produced in partnership with the Z3 Project, which raises crucial questions about peoplehood, Jewish identity, education and community.

7 episodes



THE ISRAELI- PALESTINIAN CONTEXT

A series that puts radical and superficial opinions to the side in order to ask highly debated questions about Zionism, discuss accusations of apartheid, explain who Israelis really are, and more — all in hopes of leading to a better future for both sides.

6 episodes

Based on the book *Letters to Auntie Fori* by the renowned historian Martin Gilbert, the series covers the Jewish story from its very beginning up until the modern day.

10 episodes

THE JEWISH STORY

SEASON 2



Unpacked Explains

Our explainers filter out unnecessary information and focus on context and insight to drill down into Jewish and Israel topics.

19 episodes



THE POWER of

Inviting young people to explore where their timeless questions meet timeless Jewish tradition and teachings, the series shows how Judaism has much to say that is relevant to their lives today.

9 episodes



Antisemitism EXPLAINED

A series that digs into the historical roots of antisemitism and how it affects Jewish identity and global events. Written by award-winning journalist Yair Rosenberg, the series explores how to identify antisemitic threats that are outside our control, and inspires confidence to stand up against them.

6 episodes



2021 Unpacked Podcast Series



Unpacking Israeli History, Season 2

A fresh perspective on some of the most controversial events in Israel's history

10 episodes



Nice Jewish Girls

with Julia Jassey interviewing powerhouse Jewish women highlighting contributions of Jewish women today

27 episodes



This Week Unpacked

Audio version of the popular e-newsletter on current events in Israel informed by perspectives from across the political spectrum

27 episodes



The Power Of

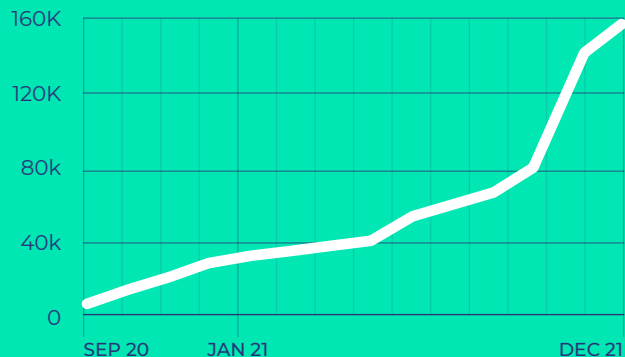
Invites young people to explore where their timeless questions meet timeless Jewish tradition and teachings

4 episodes

Podcast Growth

159.2k

episode downloads



"If you were at O'Hare International Airport last Thursday and heard someone yell 'Yes!,' that was me when I learned that the new season of Noam Weissman's *Unpacking Israeli History* podcast had dropped. Definitely do yourself a favor and check it out!"

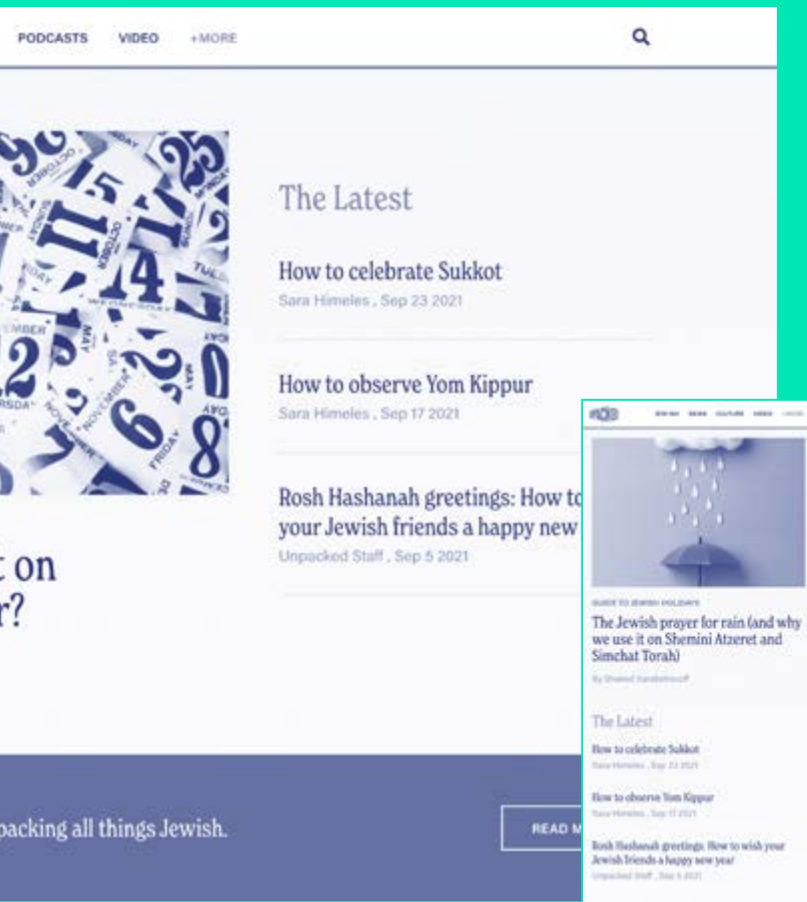
Daniel Elbaum, President & CEO of JAID, Head of North America – The Jewish Agency for Israel

Case Study

Israeli history proves to be popular topic for podcast listeners

The *Unpacking Israeli History* podcast was consistently ranked #1 in the Judaism category on Apple Podcasts in October and November, proving that our nuanced approach to complex issues resonates with a new audience.

1 ▲1		Unpacked Unpacking Israeli History
2 ▼1		Tablet Magazine Adventures with Dead Jews
3 ►-		Tablet Magazine Unorthodox
4 ▲1		TORCH This Jewish Life - with Rabbi Yaakov Wolbe
5 ▲1		Institute for the next Jewish Future Judaism Unbound
6 ▲2		Yaakov Langer & Nachi Gordon Meaningful



Unpacked Website – Launched March 2021



697

website articles
(includes From the Grapevine articles copied over)



Nº 10

**Ranked in top 10 in
September on Google**
for High Holiday searches



632.4k

website page views



14.1M

Google search
impressions



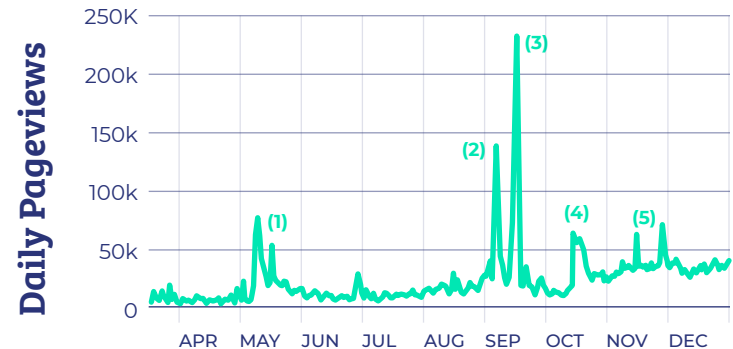
2,326

subscribers to The
Weekly newsletter

Case Study

High Holiday articles drive growth on new website

Focusing on key high-traffic terms during the High Holiday season brought significant new young Jewish audiences to the website, leading to further discovery of other Jewish and Israel content.



Spikes in traffic: (1) Israel events and Sheikh Jarrah, (2) Rosh Hashanah, (3) Yom Kippur, (4) From the Grapevine transition, (5) Hanukkah

Unpacked Social Media Channels

Case Study

Instagram serves as educational tool for young Jews

In May, young people were actively seeking and sharing educational posts to help them navigate the extremism and disinformation that was rampant on the platform. As a result, engagements on Instagram grew by 575%.

Community
Growth

1,002,044
total social media
content interactions



TikTok

Launched in March 2021

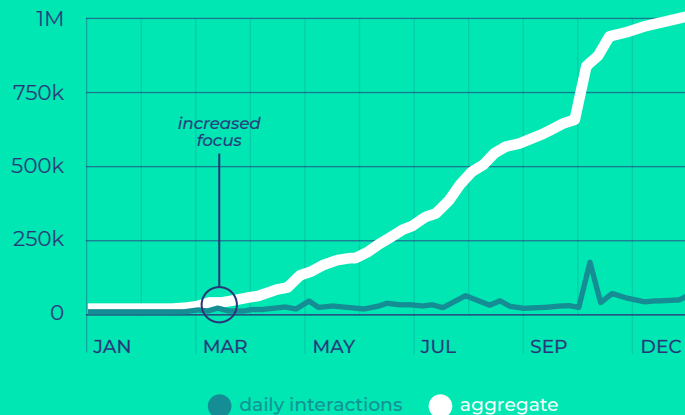
520k interactions
13,430 followers



Instagram

Increased focus March 2021

335k interactions
13,391 followers



Twitter

Increased focus March 2021

1.2k interactions
19.8k followers



Facebook

Increased focus March 2021

145k interactions
262.9k followers

Case Study

TikTok used as space for Jewish solidarity



Our video showcasing the Jewish reaction to the antisemitic attack at George Washington University was shared by thousands, reaching millions of young Jews. The video served as a space for young Jews to connect with one another and share ways to combat antisemitism on campus.



Unpacked for Educators

The go-to media and video resource for Jewish and Israel education — for educators, by educators.

Feedback from the classroom

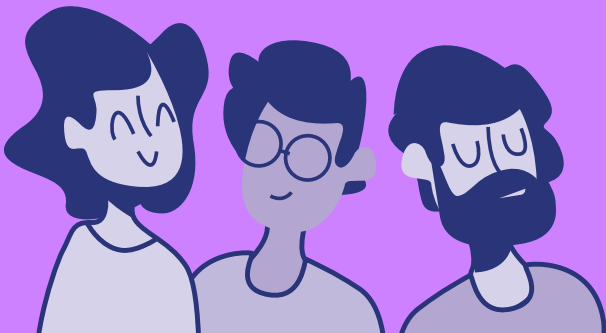
“Thank you so much for this – it’s so helpful! I was literally teaching a class last night (on the history of antisemitism) where **70% of the class said that they thought Israel is an apartheid state...**and this will help address some of the deficits in our students’ education. **Your work is so crucial and so critical**, and really is making a difference. I would be really grateful if you could also **pass my thanks on to your colleagues, and also your funders:** the way you tackle difficult, controversial and sometimes upsetting topics is really awe-inspiring, since you engage with such a plurality of evidence and arguments, and this is so effective in terms of helping students to look beyond the headlines.”

Katherine Harbord, Educator, Liverpool John Moores University, UK

“Teachers are always searching for high quality resources and curriculum that engages students, inspires deep learning, and is aligned with our learning goals. These materials are dynamic, incredibly effective, and can serve as a critical tool for a teachers’ toolbox.”

Daniel Alter, Head, The Moriah School, New Jersey

Unpacked for Educators



Accomplishments

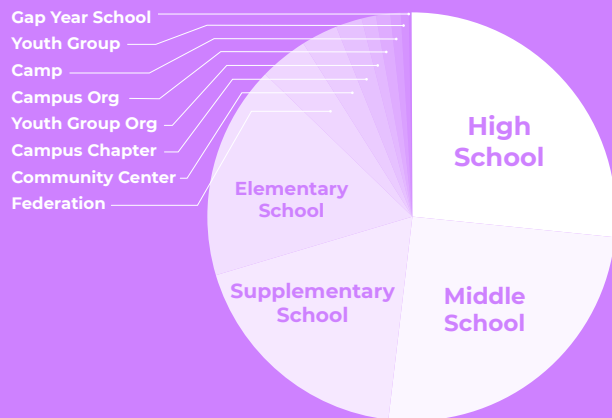
	2019	2020	2021	YOY Growth	All Time Total
Website visits	26,388	100,474	104,196	+3.7%	245,299
Use of educational resources	1,556	21,914	30,918	+41%	59,772
Unique education orgs/ schools	376	1,276	1,762	+38%	N/A
Unique Collaborative/partner schools	14	50	70	+40%	N/A
UED accounts	N/A	1,338	2,827	+111%	4,165

Our quest to reach all Jewish educators

In 2021, we researched the number of English-speaking Jewish* educational organizations worldwide and determined the total to be 3,210.

From the 1,180 English-speaking high schools, middle schools and congregational schools we've identified, approximately 55% hold UED accounts.

Accounts by Category



*not including ultra-orthodox institutions

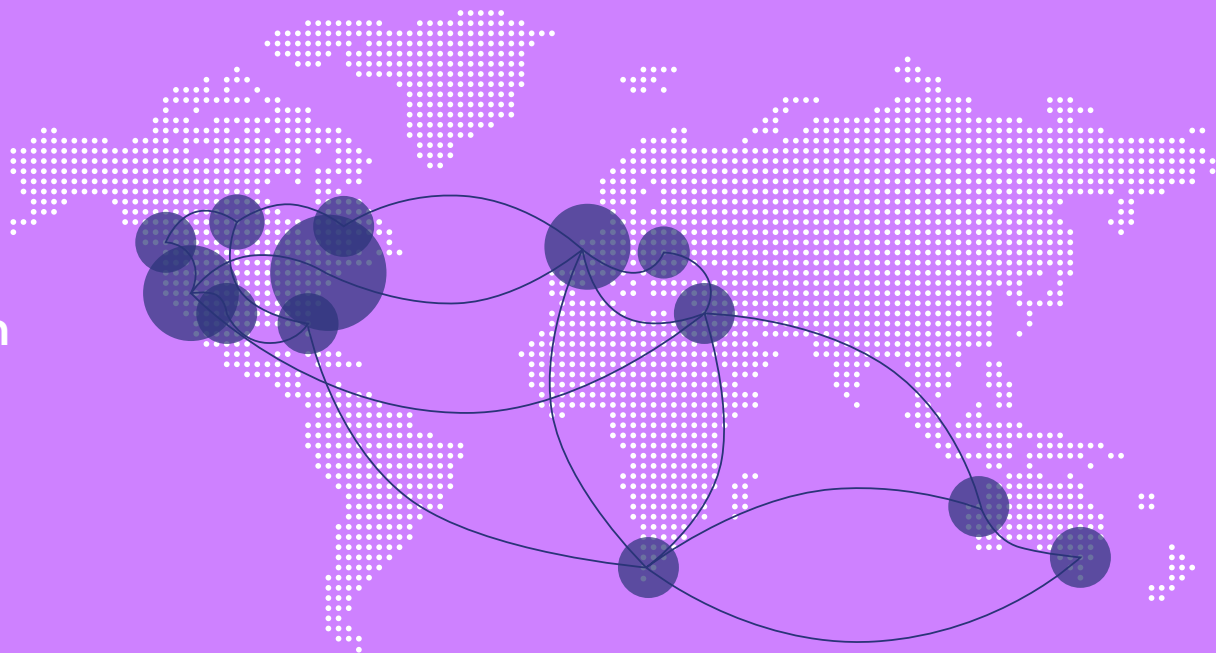
Feedback from the classroom

“Thank you and your team so much for the great content. As a faculty member and Hillel professional, I am blessed with many opportunities to teach--both formally and informally. Having videos on hand is a great boon to engage students. I don't see any respite in the need to teach about Israel, Judaism, and antisemitism in the near and foreseeable future.”

**Rabbi Meir Goldstein,
Senior Jewish Educator,
Oregon Hillel**

The UED Collaborative

An exclusive,
international
community of
schools at the
forefront of
Israel and Jewish
education



in partnership with



PRIZMAH

Center for Jewish Day Schools

70

Schools

11

Countries

15

U.S. States

4K+

Students reached

United States

Jean and Jerry Friedman Shalhevet High School, AZ
Adat Ari El Jewish Learning Community, CA
Brawerman Elementary School, CA
de Toledo High School, CA
Gindi Maimonides Academy, CA
Harkham Hillel Hebrew Academy, CA
IKAR Limudim, CA
Jean and Jerry Friedman Shalhevet High School, CA
Kadima Day School, CA
Los Angeles Hebrew High School, CA
Malibu Jewish Center & Synagogue, CA
Milken Community School, CA
Temple Beth Am Jewish Learning Community, CA
Yavneh Hebrew Academy, CA
YULA Girls High School, CA
Yeshiva University High School of Los Angeles for Boys, CA
Denver Academy of Torah, CO
Donna Klein Jewish Academy, FL
Katz Yeshiva High School of South FL
David Posnack Jewish Day School, FL
Hebrew Academy (RASG), FL
Scheck Hillel Community School, FL
Hillel Academy of Tampa, FL
The Weber School, GA
Beth Tfiloh Dahan Community School, MD
Charles E. Smith Jewish Day School, MD
Melvin J. Berman Hebrew Academy, MD
The Jean and Samuel Frankel Jewish Academy of Metropolitan Detroit, MI
Heilicher Minneapolis Jewish Day School, MN
Saul Mirowitz Jewish Community School, MO
Ma'ayanot Yeshiva High School for Girls, NJ
Golda Och Academy, NJ
Hannah Senesh Community Day School, NY

Magen David Yeshivah, NY
Yeshivah of Flatbush, NY
Park Avenue Synagogue, NY
SAR High School, NY
Solomon Schechter School of Manhattan, NY
Stand With Us, NY
Young Judea, NY
Hillel Community Day School of Rochester, NY
The Leffell School, NY
Jack M. Barrack Hebrew Academy, PA
Lower Merion Area Hebrew High, PA
Portland Jewish Academy, OR
Kehillah High, TX
Northwest Yeshiva High School, WA

Canada

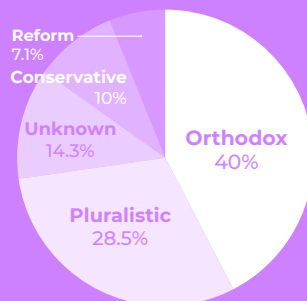
Ecole Maimonide (Montreal)
Hebrew Academy of Montreal
JPPS-Bialik School (Montreal)
Anne & Max Tanenbaum Community Hebrew Academy of Toronto
The Leo Baeck Day School (Toronto)
King David High School (Vancouver)
Vancouver Talmud Torah (Vancouver)
Gray Academy of Jewish Education (Winnipeg)

Australia

The King David School (Melbourne)
Leibler Yavneh College (Melbourne)
Mount Scopus Memorial College (Melbourne)
Moriah College (Sydney)

United Kingdom

JCoss (London)
King David High School Manchester



South Africa

United Herzlia Schools (Cape Town)
Cape Town Torah High School (Cape Town)
King David Schools (Johannesburg)

Hong Kong

Carmel School

Hungary

Lauder Jayne Jewish Community School (Budapest)

Spain

Colegio Hatikva (Barcelona)

Japan

Jewish Community of Japan Sunday School (Tokyo)

Mexico

Colegio Hebreo Maguen David (Mexico City)

Singapore

Sir Manasseh Meyer International School

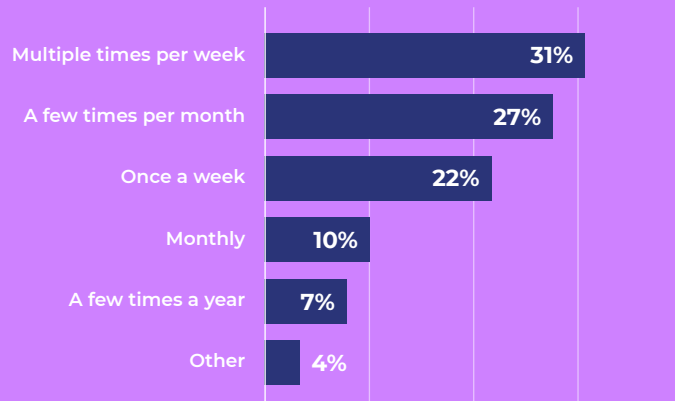
“I have learned so much from being a part of this initiative. My students in all my (11) Judaic courses have been exposed to the videos and teaching resources from the many different aspects of your offerings—from culture to history to politics. They have been engaged and have learned a tremendous amount. I especially appreciate the effort that is put forth to be as unbiased and apolitical as is possible and to present questions as well as answers to this most complicated place that many of us consider home.”

Sherry Wolfe-Elazar,
Elementary and High School
Judaic Studies Teacher, Gray
Academy of Jewish Education,
Winnipeg, Canada

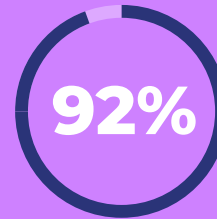
Unpacked for Educators Survey Results

Driving impact for Jewish students around the world

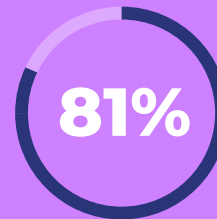
How often do you use Unpacked for Educators resources (videos, feature length films, podcast, Weekly newsletter, experiential learning activities, curricular outlines, accompanying educational resources) in class?



of educators find UED resources nuanced / comprehensive



of teens responded they would recommend Unpacked videos and podcasts to friends



of students feel better informed and better equipped to form an opinion about Israel

The background image is a monochromatic orange-toned photograph. In the foreground, a person wearing a striped shirt and a baseball cap is seen from the side, operating a professional video camera mounted on a tripod. The camera has a large microphone attached. In the background, a group of soldiers in military uniforms and helmets are standing in a field of tall grass. The overall scene suggests a documentary or news report being filmed in a conflict zone.

Film & TV

Film and television programming that tell the story of Israel and the Jewish people through the lens of personal experience and testimony.



Upheaval

The Journey of Menachem Begin

FEATURE FILM

Upheaval delivers an unflinching look at the life and legacy of Menachem Begin, a man described in the same breath as a lover, an outlaw, a fighter, a prisoner, a leader and a peacemaker. The film inspires a new generation of Jews to proudly embrace their heritage and Jewish identity in the spirit of Menachem Begin.

- ★ Co-produced with Hidden Light Institute
- ★ Feature film released in 2021
- ★ Educational film version created and slated for 2022

"[*Upheaval: The Journey of Menachem Begin*] is a film as dense as it is informative and is sure to provide some background to the current situation in the Middle East, which might be especially useful for those unfamiliar with its chequered history — and even for those who think they are experts."

Linda Marric, *The Jewish Chronicle*

Exodus 91

The Untold Story of Operation Solomon

FEATURE FILM

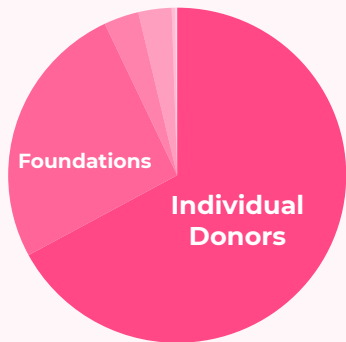
A political thriller based on the extraordinary mission to bring thousands of imperiled Ethiopian Jews to Israel amidst a bloody war and civil unrest that threatened their very existence.

-
- ★ Film completed
 - ★ Submissions to film festivals begun
 - ★ NY premiere scheduled for May 2022



Budgets and Revenue

2021 Revenue



Individual Donors	65%
Foundations	28.5%
Branded Content	2.6%
Paid Partnerships	3.2%
Sales	0.4%
YouTube/Google/Amazon	0.3%

(Bequests: 5 total)

2021 Budget

Total Revenue	\$5,540,000
Production, Publishing and Podcasts	\$2,341,619
Marketing and IT	\$1,141,036
Education	\$572,851
Fundraising	\$566,054
Operations	\$816,360
Total Expenses	\$5,437,921



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joining us on
this journey**

Together we can impact
Jewish lives forever.

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