



**OpenDor Media**

# **Annual Report**

**Media for the Jewish Future • 2022**

## 2022 Board of directors



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Chair



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## Contents

<b>I</b>	<b>Letter from our CEO</b>	<b>03</b>
<b>II</b>	<b>2022 snapshot</b>	<b>04</b>
<b>III</b>	<b>Supporters</b>	<b>07</b>
<b>IV</b>	<b>The year that was</b>	<b>08</b>
	Confronting the news cycle	08
	Pre-empting the news cycle	10
	The audience is listening	12
	Expanding our footprint	14
	We asked, they answered	18
<b>V</b>	<b>2022 up close</b>	<b>20</b>
	In the feed	20
	In the classroom	22
	On the big screen	24
<b>VI</b>	<b>Financials</b>	<b>26</b>

## Letter from our CEO

**H**ow can we ensure that every young Jew has a meaningfully positive relationship to their Jewish identity and to Israel? And, in a world where we are so misunderstood and increasingly vilified, how can we ensure that others have an accurate understanding of our story and our experiences?

These are questions we grapple with every single day, whether as parents or grandparents, educators or philanthropists.

Our approach at OpenDor Media is in essence a simple one - create great content that informs and inspires by speaking to young people in a language they relate to, and then distribute it through the channels they turn to, and educators they learn from. Through those channels and the extensive global network of educators using our content in classrooms, we reach tens of thousands of people every single day.

We are having a transformative impact on the way many of these young people relate, both intellectually and emotionally, to Judaism, Israel and the Jewish people. We know that from our interactions with people from across the world who reach out to us every single week and who tell us how their lives have been changed by their strengthened connection through engaging with our work.

In this annual report you will read about some of the specific pieces of content and campaigns we have been responsible for this year that demonstrate how we have been able to deliver this impact on a mass scale. That has only been possible with your help in 2022. Thank you! For all that's been achieved, there is a great need and immense opportunity to grow further and faster in 2023.

Thank you for your generous support and partnership,

**ANDREW SAVAGE**  
CEO, OpenDor Media



## Mission

To strengthen the understanding and enduring personal connection of all young Jews and their peers to Judaism, Israel and the Jewish people, and to address the challenges young Jews face today.

## Vision

To be the address for the most engaging, informative and inspiring Jewish and Israel-related educational media.

# Meeting our audiences

Across the globe there are hundreds of thousands, if not millions, of people who are looking for answers on how to navigate the complexities of what it means to be Jewish today. These searches often begin in the easiest and most obvious place: their phones. Often the answers are offered to them through their social media feeds, before they even have a chance to look for them. But when they do look for answers, what do they find?

The world continues to challenge young Jews in new ways: whether it's calling them out as Zionists and banning them from progressive spaces; or telling them that they aren't real

Jews; or giving them a narrative of Israel's right to exist that omits historical facts.

OpenDor Media is continuing its mission to meet audiences where they are and provide the tools they need to help them make sense of what they are seeing, hearing and reading. Ultimately, with newfound knowledge, they have the confidence and power to connect more closely with their own story: the Jewish story.

# OpenDor Media in 2022 in six simple stats



**9M**

YouTube video views



**1.6M**

social media engagements



**277K**

podcast downloads



**2.4M**

Unpacked website sessions



**1,811**

institutions using educational materials



**3**

films released



# Driving community connection

**1,811**  
schools and institutions  
using our content in 2022

FILM & VIDEO



EDUCATION



FEDERATION & COMMUNITY



# Supporters

## Executive Producer Circle \$250,000 - \$1 Million+

Anonymous  
Koum Family Foundation  
The Marcus Foundation, Inc.  
Rowan Family Foundation  
Skolnick Family Charitable Trust

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

Anonymous  
Blavatnik Family Foundation  
The Max M. & Marjorie S. Fisher Foundation  
The Diane P. & Guilford Glazer Foundation  
Donor Advised Fund  
Evelyn & Shmuel Katz  
Debra Klein & Avi Naider  
Aimee & Jerry Ostrov  
Walder Foundation

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

Anonymous  
Anonymous  
Anonymous  
The Associated: Jewish Federation of Baltimore  
Michelle & Bob Diener  
Andrea & Larry Gill  
Harvey & Gloria Kaylie Foundation  
Leifer Family Fund  
Mayberg Foundation  
Adam & Gila Milstein Family Foundation  
Irving I. Moskowitz Foundation  
Moise Y. Safra Foundation  
Mara Burros Sandler  
Doctor Bob & the Shillman Foundation  
Shine A Light  
Jody & Ari Storch  
Z3 Project: Reimagining Diaspora Israel Relations

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

Anonymous  
The Aseret Movement  
Lily & Kam Babaoff  
Russell Berrie Foundation  
Pamela & Aba Claman  
Charles Crane Family Foundation  
Sig & Miriam Feiger Family Foundation  
Gale Foundation  
Francine Gani  
Robyn & Russell Greenberg  
Jewish Community Foundation of Los Angeles  
Jewish Federation of Greater Los Angeles  
Jewish Federations of North America  
Joleen & Mitch Julis  
Lauren & Ezra Kest  
Dana & Peter Langerman  
Diane & Andy Lappin  
Marc Shmuel Levine  
Hyman Jebb Levy Foundation  
Iris & Shalom Maidenbaum  
Crain-Maling Foundation  
The Messinger Family Charitable Fund  
Orion Foundation  
Gay & Alberto Peisach  
Pincus Fund for Jewish Education, Israel  
Lauren & Jeff Polak  
RootOne  
Jeff Sagansky  
Saidoff Foresight Foundation  
Sephardic Community Alliance  
Judy & David Shore  
Michael Staenberg  
Wilf Family Foundation  
Andrea & Lawrence Wolfe Family Foundation  
Rivka Noble Zell

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

Anonymous  
The Bernstein Foundation  
Yona & Isser Elishis  
UJA Federation of New York  
Dovi Frances  
Eva & Peter Friedmann  
Kori & Jonathan Kalafer

Lisa & Victor Kohn  
Koret Foundation  
Corie & Michael Koss  
Lustman Family  
Millie & Larry Magid  
Sandra & Lawrence Post Family Foundation  
Anita & Hagai Rapaport  
Marion & Norman Tanzman Charitable Foundation  
Michelle & Bruce Taragin  
Rachie & Jon Teller

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

Jessica & Brian Anav  
Anonymous  
Anonymous  
Anonymous  
The Morris & Beverly Baker Foundation  
Julia & Brad Berger  
Debra & Neil Blair  
Betsy & Philip Darivoff  
Alyce & Philip de Toledo  
Marc Epstein  
Jill & Niv Fishbein  
Beth & Andrew Fromkin Family Foundation  
Melanie & Martin Glatt  
The Goldberg Family Foundation  
Sheryl & Gerald Hartman  
Hochberg Family Foundation  
Danny & Rachel Hoisman  
Jewish Federation of Broward County  
Beth & Jeff Kopin  
Merona Leadership Foundation  
Steve Miller  
Larry A. Mize  
Kim Pimley  
Jarrow Rogovin  
Susan & Marc Sacks  
Sandy & Ronnie Schiff  
Kim & Perry Schwachman  
Barbara & Rick Silverman  
Barbara Sommer & Alan Fisher  
Museum of Tolerance Jerusalem  
Sherry & Bob Wiener  
Sora & Jerry Wolasky  
Alisa Yaffa & Ken McElvain

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

Anonymous  
Pamela & Steven Adelman  
Yakira & Jeremy Apfel  
Jane & John August  
Debra & Dennis Berman  
Helene Berns & Dr. Howard Freedberg  
BIMAH Foundation  
Josephine Braitman  
Kim & Jordan Dickstein  
Dana & Rick Entin  
Peter Feinberg  
Jayme & Scott Feldman  
Five C Foundation  
Mimi & Akiva Friend  
Dorit & Ben J. Genet  
Anne & Jerry Gontownik  
Lisa & Jason Gruenbaum  
Chaya Tova & David Hartman  
Marilyn & Neville Isaacson  
Jewish Colorado  
Jewish Federation of Greater Philadelphia  
Jewish Federation of Metropolitan Detroit  
Jewish Federation of Northern New Jersey  
Stefanie & Murray Karp  
Amelia & Josh Katzen  
Stacy & Ranon Kent  
A.J. Kess  
Danielle & Steven Kupferman  
Bryna & Josh Landes  
Robert I. Lappin Charitable Foundation  
Stacey & Dan Levitan  
Shareef Malnik  
Miramar Capital, LLC  
Dorit Naftalin & Harry Nelson  
Prizmah: Center for Jewish Day Schools  
Carol & Adam Reich  
The Resnick Family Foundation  
Pamela Rose  
Richard Sandler  
Dorit & Ronnie Schwartz  
Jamie & Scott Seligsohn  
Maytal & David Shainberg  
Eileen & Shoel Silver  
Lori Komisar & Morrie Silverman  
Barbara & Sid Sobel  
Marci & Andrew Spitzer  
Sunrise Charitable Foundation  
Ilana & Jon Uretsky  
Beryl Weiner



# Confronting the news cycle

**WE DON'T CONFRONT  
THE WORLD ANYMORE, IT  
CONFRONTS US**

We no longer need to “turn on the news” to be bombarded with details about breaking stories around the world. Often, those stories connect deeply to Jews and to Israel. We work to ensure that our voice is heard so that our audience gets an accurate picture of what is happening and its implications.

“Thank you so much for this amazing all encompassing historical insight, thorough, broad and well researched content. Inspiring, motivating and truly thought-provoking great work Unpacked. Highly appreciated and applauded.”

**YouTube viewer - *Should Jews Support Ukraine***

“I love this video because you try and show the good and bad of Ukraine's history rather than make a single definitive statement.”

**YouTube viewer - *Should Jews Support Ukraine***

“Following the news from Hungary, joining Jewish and non-Jewish organizations helping refugees at the railway stations is not easy. But returning back to classes, preparing for Purim also seemed not easy. Until reading this piece.”

**Greta, Lauder School of Budapest**

## War in Ukraine

When Russia invaded Ukraine in February, many of the headlines related to distinctively Jewish themes. Whether it was President Zelensky's Jewish roots, or Israel's complex relationship with Russia and Ukraine, or the history of Jewish life in the region, there was an urgent need for us to tell these stories in a credible and positive way.

The Unpacked publishing and social teams immediately released articles and short videos answering the questions that addressed concerns of its

Jewish audience like: Who are the Jews of Ukraine? How is Israel able to navigate between Ukraine and Russia? What does Putin mean by a “Nazi problem” in Ukraine? Who is Zelensky and why does it matter that he's Jewish? The video team produced a video for YouTube exploring whether Jews should support Ukraine given the tragic and bloody history of Jews there.

Thanks to our rapid response, audiences were able to quickly find our content across media platforms.

**3.6M+** views of 16 TikToks

**585K+** views of 5 Instagram posts

**352K+** page views of 25

Unpacked website articles

**35K+** views of 2 YouTube videos

**10K+** opens of 6 Weekly educator newsletter articles

**Featured** op-ed in *The Times of Israel*

**Top #3 and #5** periodic rankings on Google for searches related to Judaism / Ukraine





# Preempting the news cycle

## When an influencer goes “Death-con three” on Jews

Unfortunately, rising tensions in Israel or antisemitic incidents and outbursts are never far from the news. Rather than play catch-up when news feeds are flooded with noise and negativity around these stories as they break, we create “evergreen” content that can ensure our voice is

heard when the need arises.

Sensing the impending danger of the increasing popularity of myths around ‘who the real Jews are,’ we created two videos on “The Truth About the Origins of Ashkenazi Jewry” (in February 2020) and “The History of Black Jews

in America” (February 2022). In October this year, when Kanye West and Kyrie Irving promoted these conspiracy theories, there was a huge surge of interest in these topics. Utilizing our expertise in best practices on media platforms like YouTube, we were able to ensure that those searching terms like “Negroes to Hebrews,” “Khazar theory,” and “fake Jews” found our videos at the top of their algorithm-led ‘suggested videos.’

**As a result, in November alone, more than a quarter of a million people watched these two videos.**

With this in mind, we have also created videos with titles like “What is Hezbollah?” and “What is the history of the Temple Mount?” this year. This strategy ensures that we are well placed to compete with the AI Jazeeras of the world who are sharing a very different narrative on the same platforms.

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### ADDRESSING KANYE WEST’S ANTISEMITISM

**590K+** TikTok video views

**14K+** Instagram post views

**Top 10** ranking on Google search

**27K+** page views of Unpacked website articles

“Thank you so much for this amazing video, especially because this gives me the idea of my own identity as a Jewish soul. And that is: when it comes to ISRAEL, I am a hard core Revisionist, with a heart full of emotional connection with the Holocaust survivors. It’s the courage, faith and zeal for life which made sure that they survived and became a beacon of hope and faith for the nation of ISRAEL till eternity. The Holocaust alone as a documented factual history with all its complexities is a genuine, fair and legal case for Zionism as well as ISRAEL as a nation of people with land, sovereignty, security, recognition and entitlement.”

**YouTube viewer**

“As an African I grew up knowing slavery, racism and colonialism was the worst disaster in humanity until I started learning Jewish history after very long schooling.”

**YouTube viewer**

“Great video. I am not a blind follower and I listen to everything, but this channel is great for hidden history.”

**YouTube viewer**

“Painful but important video to watch. Thanks for the well done content.”

**YouTube viewer**



# The audience is *listening*

## One episode at a time

The popularity of podcasts as a source of informative and educational content has grown exponentially in the last few years. According to a recent study, **more than half of all 12-34-year-olds listen to at least one podcast every month.** Since its inception just two years ago, our podcast division has quickly established itself as a ‘best in class’ creator of great content on Israel, Judaism and Jewish history and culture.

We have successfully launched six podcasts in multiple formats in that time including: interview; explainer; news; and narrative; with over 435,000 episode downloads.

Our flagship podcast, *Unpacking*

*Israeli History*, continues to deliver on its mission to help audiences connect to the relevance and contemporary meaning of often little-known events in Israel’s history. The podcast has been downloaded nearly 300,000 times and has consistently been the #1 trending Jewish/Israel related podcast on Apple while in season. Our newest podcasts, *Homeland: 10 Stories 1 Israel* and *Jewish History Unpacked*, have also reached the #1 spot in recent weeks. The feedback we frequently receive from our listeners is a strong indicator of just how impactful these podcasts are.



“I’ve discovered an entire universe of incredible Unpacked content – from videos to written articles to podcasts. I have come to cherish so many things about Unpacked’s work – from the care with which the team approaches challenging and sensitive topics, to their perfect blend of education and entertainment. Most importantly, Unpacked has offered me empowerment – empowerment to engage more deeply with my own Jewish identity, and to appreciate the rich historical and cultural context that comes with it.”

### Gemma Schneider

Harvard student and member of the *Harvard Crimson* editorial board who used our content in response to the paper’s endorsement of the BDS movement in a staff editorial

“I finally got a chance to delve into *Jewish History Unpacked*...I love the hosts’ obviously deep knowledge, zeal and enthusiasm for the historic subjects discussed, and their collegial banter, which keeps at-time serious and depressing topics from becoming morose and heavy.”

### Podcast listener

“The podcast *Unpacking Israeli History* changed my life. Many of the podcast episodes have made me more proud of Israel, even the ones that show the ugly side of Israel. The work you are doing is very much appreciated. I’ve shared so many of these podcasts with my family and we’ve all been learning.”

### Zara N.

“The podcast fills an important void, in that it looks at history critically and considers nuance. These days it’s hard to talk to anyone. Either they are on one extreme side or the other. Events, people and ideas are considered “good” or “bad.” Those are the only options. This podcast manages to tackle difficult and controversial topics without resorting to simple political rhetoric. The approach is consistent with our tradition of appreciating questions even more than answers, and ultimately it helps me appreciate Israel more.”

### Charles Neuman





# Expanding our footprint

## Making the world smaller

Operating in a digital world provides us with a unique opportunity to reach individuals, communities and schools across the globe. This year, our YouTube videos have been viewed at least 25,000 times in 19 different countries. Schools in 10 countries participated in our intensive Unpacked for Educators Collaborative.

One of those countries is Australia.

Owing to the popularity of our content and the deep engagement of our Unpacked for Educators team with Australian day schools and the extended community, Noam Weissman, our EVP and head of content, was invited to be a keynote speaker at Australia's largest Jewish educational conference this year. Additionally, Noam spoke at schools and with communal organizations and leaders across the country.

Building strong relationships with communities in Australia and

elsewhere allows us to significantly expand our reach and impact. And through our Unpacked for Educators network we have also built bridges between schools and communities that are facing the same challenges in very different parts of the world.

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### 2022 STATS FROM AUSTRALIA

**138K** views of our YouTube videos

**11,235** downloads of our *Unpacking Israeli History* podcast

**3.8K** visits to our Unpacked for Educators website

**Five** participant schools in the UED Collaborative program

“Leibler Yavneh College is a current partner school of Unpacked for Educators and has been for the past few school years. In that time, we have enjoyed access to resources, professional development and support from Unpacked for Educators.

The Unpacked for Educators resources are an incredibly useful tool in developing relevant, balanced, and up-to-date lessons about Israel. The videos provide a great introduction to the main events, personalities and dilemmas in Israeli history. The accompanying activities, questions and discussion topics are also very helpful.

The Weekly — a publication which explains in detail the main issue concerning Israel or the Jewish world that week — is another Unpacked for Educators resource that we use frequently. The articles are thorough, balanced and clearly presented. As a result, our staff can teach relevant material in a nuanced manner.

I particularly enjoy the professional development webinars. Once a month, Israel educators from the

partner schools around the world meet on Zoom for a presentation from a Jewish/Zionist thought leader. Being in Australia we sometimes feel isolated and removed from the action. These webinars allow us to feel a part of the broader Israel education community and the lessons and ideas have been incredibly valuable for my teaching. The Unpacked for Educators content allows us to efficiently prepare lessons about Israel that are balanced and relevant. Ultimately our students are the beneficiaries. They have benefitted from a more comprehensive and nuanced Israel education. Hopefully, these resources will help strengthen our students' connection with the Jewish State as well as giving them a more complete picture of the challenges faced by Israel.”

**Hona Dodge**  
Head of Student Spirit, Leibler Yavneh College, Melbourne, Australia



## Reaching beyond the choir

In 2019, our education division launched the UED Collaborative, giving Jewish educators a platform for professional development, networking and sharing and solving the educational issues faced by their students. Each year, select educators from around the world have participated in webinars and hands-on workshops and have had free access to all content on the Unpacked

for Educators website. This program has been incredibly successful for day school educators who are able to find and build community around the challenges of helping today's students understand the complexities of the Israel story.

Understanding that there are thousands of students who do not have the luxury of attending Jewish day schools, we expanded the reach of the Collaborative program in 2022 to include a new cohort of supplementary school educators. These educators face challenges that are unique to the

nature of their work. They have fewer resources and meet with their students for fewer hours per week, yet they must also prepare Jewish students for life in a very complicated world.



## Taking the show on the road

Campuses remain a challenging place for today's young Jews. Unlike in prior years, Jewish students don't just need to defend Israel, but are even being marginalized from progressive spaces, just for being Jewish. While on social networks they are vilified and openly attacked. In spring 2022, we produced and released *Unsafe Spaces*, a short documentary film about the new ugly face of antisemitism.

The film has been screened in 158 educational institutions across the world. In December, Executive Vice President Noam Weissman, Sara Himeles from Unpacked for Educators, and content creator and Jewish advocate Yirmiyahu Danzig, an interviewee in the film, toured the Los Angeles area. They presented the film and spoke at over 15 schools, synagogues and community centers. Crowds were impressed with the film's ability to capture the spirit of hate, while still maintaining a hopeful outlook for Jewish students.



# Powered by OpenDor Media

As leaders of content creation within the Jewish world, our work is a testament to our experience and expertise. While our work is critical to furthering our mission to educate and engage millions of Jews around the world on our own channels, we also had the opportunity this year to reach new audiences by helping create or amplify mission-driven content on other channels and for other organizations.

### ORGANIZATIONS THAT USED OPENDOR MEDIA TO CREATE MULTIMEDIA CONTENT:



# We asked they answered

## Driving impact for Jewish students around the world

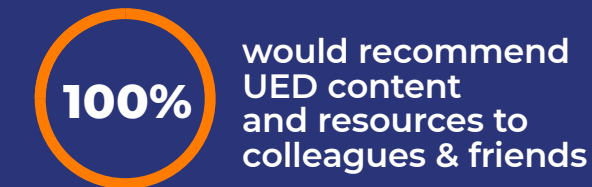
In 2022, we surveyed 82 educators who participated in the Unpacked for Educators Collaborative about our content and resources. The results were outstanding. Educators felt that the Unpacked content was relevant, credible and nuanced. They felt supported and were thrilled to have resources for their classrooms. Being part of the program made them feel connected to their peers from around the world.

They shared that their students

were able to better appreciate the complexities and nuances of Israeli history, culture and politics. They saw that their students' knowledge increased and that they became more curious about Israel. Overall, the majority of educators felt that their students sought a greater connection to Israel as a result of their exposure to, and use of, Unpacked materials.

As with each year's survey, the 2022 survey learnings will be used to adjust our work and make it more relevant and useful for educators.

## ON EDUCATORS



## ON STUDENTS AS REPORTED BY EDUCATORS

**84%** noticed their students' appreciation for the complexity and nuance of Israel's history, culture, society, demography and politics increased as a result of using UED resources

**82%** noticed their students' knowledge about Israel (history, society, politics, etc.) increased as a result of using UED resources

**73%** noticed their students became more curious about Israel as a result of using UED resources

**54.6%** noticed their students seek a greater connection to Israel as a result of using UED resources

2022 UED COLLABORATIVE IMPACT SURVEY (82 EDUCATOR RESPONDEES)



# 2022 UP CLOSE

## In the feed

The #1 Jewish edutainment brand for young Jews, Unpacked inspires discovery and inquiry around the often complex issues surrounding identity, heritage and Zionism.

### VIDEO SERIES LAUNCHED IN 2022

#### *Zionism Revisited*

Explores the movement's complex history and achievements so that young people will recognize that Zionism is a story that every Jewish person can proudly embrace and cherish. (10 EPISODES)

#### *Big Jewish Ideas*

A series about Jewish ideals and values, produced in partnership with the Z3 Project, which raises crucial questions about peoplehood, Jewish identity, education and community. (4 EPISODES)

#### *The Jewish Story Explained, Season 3*

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)

#### *Unpacked Explains*

Our explainers provide context and insight to meaningfully understand Jewish and Israel topics. (10 EPISODES)

#### *History of Israel Explained*

Our immensely popular educational series on important and poignant moments and events in Israeli history delivering jam-packed, fact-driven videos, explaining and analyzing core issues in Israeli society, politics and culture. (12 EPISODES)

#### *Black-Jewish Experience*

A series that unpacks the cultural crossover and clashes between the Black and Jewish communities and explores their overlapping narratives and common struggles and challenges. (4 EPISODES)

	2020	2021	2022	All Time Total
YouTube video hours	291,165	442,465	461,039	1.4M
YouTube video views	4,314,741	7,424,110	9,055,283	25.5M
New YouTube subscribers	32,971	44,693	46,722	145,163
YouTube target market views (13-34 year olds)	55%	51%	49%	50.3%

### UNPACKED WEBSITE AND SOCIAL MEDIA

55M Google search impressions

2.4M website sessions

11.4M social media video views

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

1,485 subscribers to *This Week Unpacked* newsletter

1.6M social content interactions

33K TikTok followers

21K Instagram followers

"This video is incredible!!! Finally, a concrete narrative that distinguishes between the Movement and the Idea/Value! As you well know, this has been a crusade for me for the past few years; you just gave me a major tool to work with."

**Dr. Zohar Raviv, International VP of Education, Taglit-Birthright Israel**

"Thank you so much for this amazing all-encompassing historical insight, a thorough, broad and well researched piece of content. Inspiring, motivating and truly thought provoking. Great work Unpacked."

**YouTube viewer**

"I am continually amazed at your (Unpacked) ability to condense and make sense without sugar coating anything, a most complex period of history. Another outstanding job!"

**YouTube viewer**

### PODCASTS LAUNCHED IN 2022

#### *Unpacking Israeli History, Season 3*

A fresh perspective on some of the most controversial events in Israel's history. (10 EPISODES)

#### *The Power of*

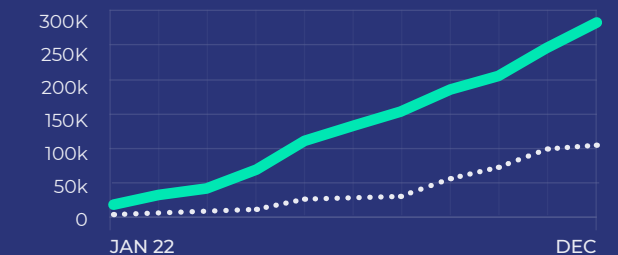
Invites young people to explore where their timeless questions meet timeless Jewish tradition and teachings. (6 EPISODES)

#### *Homeland: Ten Stories, One Israel*

A unique and out-of-the-box series centering around ten characters representing and giving voice to different aspects of the philosophy and history of Zionism. (10 EPISODES)

#### *Jewish History Unpacked*

Takes a dive into some deep cuts of Jewish history, from the Jewish da Vinci Code to mass suicide pacts, exploring true stories that feel larger than life. (7 EPISODES)



277k+ episode downloads in 2022 compared to 133k in 2021

# 2022 UP CLOSE

## In the classroom

Dedicated to inspiring honest inquiry inside and outside the classroom, Unpacked for Educators provides formal and experiential tools to make Jewish learning accessible, relevant and substantive. Our community of educators is one-of-a-kind in its global and cross-denominational makeup.



### ZIONISM CURRICULUM LAUNCH & NOVEMBER ISRAEL HISTORY MONTH

Israel History Month is our annual November educational campaign that focuses on five key November events that defined Israel, using our videos, podcasts and activities, with the goal of making Israel education an integral part of what schools do throughout the year.

**2,790** views of landing page

**1,500** clicks on video resources

**250** downloads of series curriculum

	2020	2021	2022	All Time Total
Use of educational resources	21,914	30,918	34,246	<b>94,018</b>
Unique schools/institutions	1,276	1,762	1,811	-
# of Collaborative schools	14	70	89	-
All-time total UED accounts	1,338	4,165	6,741	<b>6,741</b>

"My experience with UED over the past four years has been nothing short of excellent, and has continued to improve over time. UED presents meaningful, thoughtfully presented material that is easily accessible and understandable by learners at multiple levels. The collaborative is an added bonus...having access to an additional network of educators working with their own unique communities is incredibly useful in giving context for students as they also engage with an increasingly interconnected world."

#### Rabbi Jeremy Yoskowitz

Instructor/Jewish Student Life Coordinator,  
The Jean and Samuel Frankel Jewish  
Academy of Metropolitan Detroit

## The UED Collaborative

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

**89** schools  
64 day schools  
25 supplementary

**10** countries

**15** U.S. states

**8,200+** students reached

in partnership with  **PRIZMAH**  
Center for Jewish Day Schools



#### United States

Congregation Or Tzion, AZ  
Nishmat Adin - Shalhevet, AZ  
Adat Ari El, CA  
Adat Shalom, CA  
Brawerman West Elementary School, CA  
Brandeis School of San Francisco, CA  
Congregation Mishkon Tephilo, CA  
de Toledo High School, CA  
Jewish Learning Community - Temple Beth Am, CA  
IKAR-LA, CA  
Gindi Maimonides Academy, CA  
Kadima Hebrew Day School, CA  
Malibu Jewish Center & Synagogue, CA  
Milken Community Schools, CA  
Pressman Academy of Temple Beth Am, CA  
Shalhevet High School, CA  
Sinai Temple, CA  
Temple Aliyah, CA  
Valley Beth Shalom/VBS Day School, CA  
YULA Boys High School, CA  
YULA Girls High School, CA  
Temple Emanuel - Denver, CO  
B'nai Aviv, FL  
Brauser Maimonides Academy, FL  
Congregation Rodeph Sholom, FL  
Donna Klein Jewish Academy, FL  
Katz Yeshiva High School of South Florida, FL  
Temple Beth Torah Sha'aray Tzedek, FL

Temple Beth Emet Merkaz Limud & Jewish Teen Leadership, FL  
Temple Kol Ami EmanuEl, FL  
Temple Kol Emeth, GA  
Solomon Schechter Day School of Metropolitan Chicago, IL  
Ida Crown Jewish Academy, IL  
Epstein Hillel School, MA  
Gann Academy, MA  
Maimonides School, MA  
Beth Tfiloh Dahan Community School, MD  
Charles E. Smith Jewish Day School, MD  
Melvin J. Berman Hebrew Academy, MD  
Ohr Chadash Academy, MD  
Frankel Jewish Academy, MI  
Temple Israel, MI  
Saul Mirowitz Jewish Community School, MO  
Congregation Shomrei Torah, NJ  
Frisch School, NJ  
Hillel Yeshiva School, NJ  
Ma'ayanot Yeshiva High School for Girls, NJ  
Kaplan Learning Center, NJ  
Temple Beth Shalom, NJ  
Temple Emanu-El, NJ  
Barkai Yeshiva, NY  
Congregation Gates of Heaven, NY  
Hannah Senesh Community Day School, NY  
Leffell School, NY

Magen David Yeshivah Joe and Celia Esses High School, NY  
Ramaz School, NY  
SAR High School, NY  
Solomon Schechter School of Manhattan, NY  
Yeshiva of Flatbush, NY  
Yeshiva University Central High School for Girls, NY  
Jack M. Barrack Hebrew Academy, PA  
Lower Merion Area Hebrew High, PA  
Kehillah High, TX  
Milwaukee Jewish Day School, WI

#### Canada

Bialik High School (Cote Saint-Luc)  
Bnei Akiva Schools of Toronto (North York)  
Gray Academy of Jewish Education (Winnipeg)  
Hebrew Academy of Montreal (Cote Saint-Luc)  
King David High School (Vancouver)  
TanenbaumCHAT (Toronto)

#### Australia

Bialik College (Hawthorn East)  
King David School (Armadale)  
Leibler Yavneh College (Melbourne)  
Moriah College (Bondi Junction)  
Mount Scopus Memorial College (Burwood)

#### United Kingdom

Immanuel College (Bushey)  
Jewish Community Secondary School (New Barnet)  
JFS School (Harrow)  
Leeds Jewish Free School  
Yavneh College - UK (Borehamwood)

#### South Africa

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

#### Hong Kong

Carmel School Hong Kong (Shau Kei Wan)

#### Spain

Colegio Hatikva de Barcelona

#### Japan

Jewish Community of Japan Sunday School (Tokyo)

#### Mexico

Colegio Hebreo Maguen David (Cuajimalpa de Morelos)  
Colegio Olami ORT (Mexico City)

#### Singapore

Sir Manasseh Meyer International School (Sembawang)



# 2022 UP CLOSE

## On the big screen

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



### ***Unsafe Spaces: When Being Jewish Means You Don't Belong***

Short film that shows how antisemitism in the form of anti-Zionism is on the rise like never before, and deeply impacting young Jews.

FILM SCREENING CAMPAIGN LAUNCH  
**159** sign-ups reaching **6,440** people

EXCLUSIVE CALIFORNIA TOUR  
Short film and panel discussion with schools, congregations and other institutions in LA and the Bay area

"Very powerful. Very upsetting. Informative. It helped me find the right phrases, the right taglines, to use against some of these insane arguments."

**Nancy Spielberg, filmmaker**



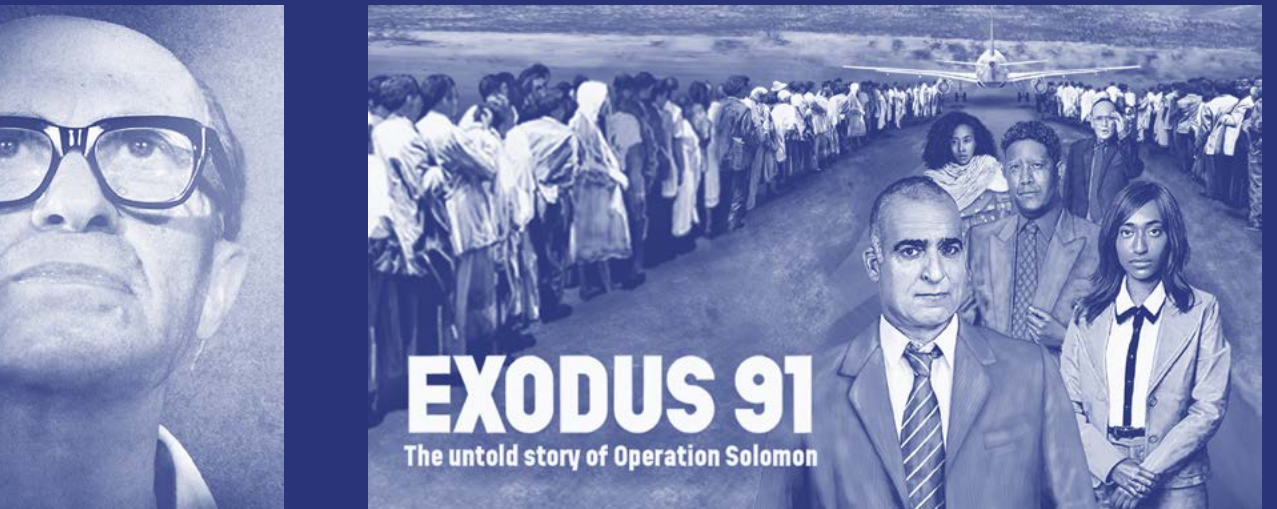
### ***Upheaval The Journey of Menachem Begin***

*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.

EDUCATIONAL FILM VERSION AND CURRICULUM COMPLETED AND LAUNCHED ON UED  
**42** screenings reaching **1,890** individuals

"For the first time I don't feel alone. For the first time, I feel permission to be a Zionist."

**Denver teen viewer at a pre-college event**



### ***Exodus 91 The Untold Story of Operation Solomon***

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.

EXCLUSIVE PREMIERE SCREENINGS IN CHICAGO, NEW YORK AND TEL AVIV

**ACCEPTANCES TO 20 FILM FESTIVALS**

"A powerful film that I really loved and I really think it hits on all the right points. I will definitely be using it in class with my students."

**Damian Weber, Colegio Hatikva, Barcelona, Spain**



## OpenDor Media team

### STAFF HIRED IN 2022

Yirmiyahu Danzig  
Content Creator

Adi Elbaz  
Senior Writer

Sarah Gordon  
Senior Director of Israel Education, AMER

Jeff Handel  
Head of Video

Hart Levine  
COO

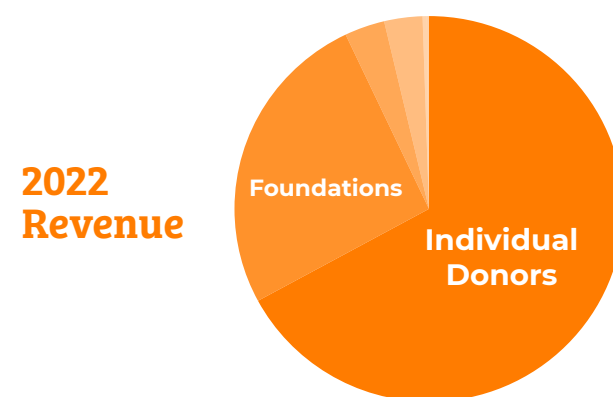
Talia Shiel  
Development Associate

### TEAM MEMBERS PER YEAR



## Budget

Production, publishing and podcasts	\$1,856,327
Marketing and IT	\$1,364,847
Education	\$851,455
Fundraising	\$637,140
Operations	\$725,016
<b>Total expenses</b>	<b>\$5,434,785</b>



Individual donors 57%  
Foundations 35%  
Branded content 4%  
Paid partnerships 3%  
Sales/YouTube/Google/Amazon 1%  
(Bequests: 5 total)

# Thank you for joining us on this journey

TOGETHER WE CAN IMPACT  
JEWISH LIVES FOREVER

[opendormedia.org/donate](https://opendormedia.org/donate)





**OpenDor Media**

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