



Annual Report

Media for the Jewish Future • 2023

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Letter from our CEO

every Jew - regardless of their background, social status, or address - can access a treasure trove of informative and uplifting videos, podcasts, and articles that help them make sense of their Jewish identity and celebrate their heritage. Where every school and educational institution across the globe has affordable access to world-class educational resources that cover every important perspective on Israeli history and culture, antisemitism, and Jewish tradition, identity and spirituality. And perhaps most urgent, a world where the power of social media is harnessed for good. To fill our children's feeds with a diverse range of powerful Jewish and Zionist voices that inspire pride, connection and understanding.

This is the world we have been building together from the day OpenDor Media was founded.

In the month immediately following the October 7 massacres, 3.2 million unique viewers from 186 different countries watched videos on the Unpacked YouTube channel. In these pages you will find more details of our work and its impact.

But we know that there is still so much more work to be done. For every person we reach we know that those spreading misinformation and false narratives reach many times more. And we realize that however good and honest our content is, or however much interest it attracts, we are competing with exponentially more content that promotes narrow, one-sided and often malicious agendas.

So while we are proud of what we accomplished in 2023, we realize just how much bigger and more ambitiously we need to think and act to meet the

challenges of 2024 and beyond. To reach and impact hearts and minds in a new and very different world.

Thank you for joining us on the journey and for your generous support and partnership.

ANDREW SAVAGE
CEO, OpenDor Media

Jewish life and Zionism have changed in ways that, just a short time ago, we could never have imagined. We are only beginning to understand the far-reaching effects the war against Hamas will have in Israel and on Jewish life across the globe.

One thing though is crystal clear: the need for a credible source that provides nuanced honest information, context and explanations on Judaism, Jewish life and Zionism in compelling and easily-accessible ways, has never been greater.

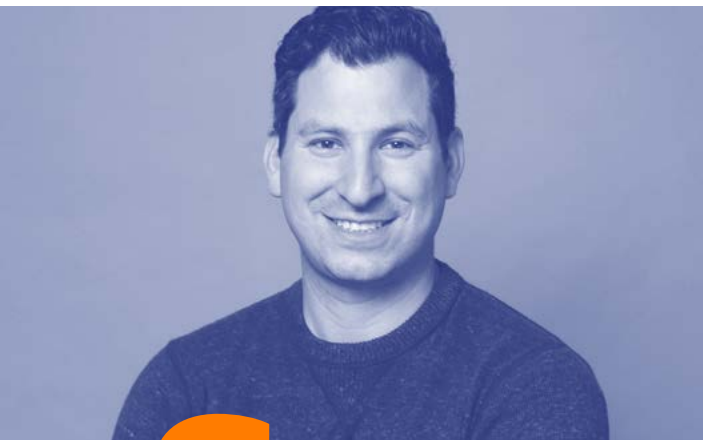
This is, and always has been, our mission: to be the address for the most engaging, informative and inspiring Jewish and Israel-related educational media that strengthens the understanding and enduring personal connection of all young Jews and their peers to Judaism, Israel and the Jewish people.

In realizing this mission, we are part of shaping a new Jewish world. A world where anyone, anywhere, who seeks to understand Israel, can find answers they understand and that inspire them. Where

**לא עליך המלאכה לגמור
ולא אתה בן חורין ליבטל ממנה**

**"It is not your duty to finish the work,
but neither are you at liberty to neglect it."**

PIRKEI AVOT, CHAPTERS OF OUR FATHERS 2:16



Our educational approach

LETTER FROM NOAM WEISSMAN, EVP

Since October 7, nothing has changed, and everything has changed. Rabbi Jonathan Sacks of blessed memory was correct to say that “To defend a country you need an army. But, to defend a civilization, you need education.” But, he said even more than that. Rabbi Sacks noted that, “There is only one way to change the world, and that is through education.”

Our vision at OpenDor Media has always been the most ambitious of agendas: to change the world through education. Not indoctrination or inoculation, but education. This was true prior to October 7. And our educational approach has been one that both resonates with this generation of seekers, and challenges them. In a world burdened by polarization and partisanship, we rebel against this zeitgeist and teach about the importance of nuance in Jewish education. Educating with nuance demands from the learner to

see the complete picture, to see the granularities, the different viewpoints, the shades, and the textures. In this regard, nothing has changed since October 7.

And, yet, everything has changed. With more people interested in Israel, with more young people finding themselves

asking questions about their Jewish identity, and with more of the broader world searching

for answers about Judaism, Zionism, Israeli history, and antisemitism, it has become our duty to double down on our educational approach more than ever. Our educational content - from videos, films, educational resources, podcasts, web articles and social media posts - contains the unique approach of combining passion with compassion in an attempt to break through echo

chambers by exploring the wide contours of dispute that exist on any given issue, without sacrificing our commitment to the very ideals we are encouraging and exploring. We strive to produce content that is credible and transparent, to make sure this generation of young people never says,

“I was lied to,” and to make sure that all sectors of the population - right, left or center, religious or not religious -

feel that they have a legitimate place to turn to for content and education, and yes, inspiration!

Indeed, the task is epic, but education through media is not a luxury for this world, but a necessity, and it is our goal to continue to be the indispensable educational tool and approach this generation of students and educators alike turn to.

**We rebel against this zeitgeist
and teach about the importance of
nuance in Jewish education**

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

Social media platforms are today's public square. They are where young people spend hours each day scrolling and streaming. The voices on these social media platforms are the most influential and powerful influence around. They inform cultural norms, beliefs and opinions.

We harness the power of social media in the most positive way possible. Our Unpacked content meets our audiences where they are: on their mobile phones. Our content speaks the language they speak — on YouTube, TikTok, Instagram, and the web, and on the most popular podcast channels.

Unpacked is the #1 Jewish edutainment brand, inspiring discovery, inquiry and connection, unpacking Jewish tradition, spirituality and Israel on all the platforms today's generation use.

We are there with messages and content that are proudly and transparently positive about Israel and Zionism, Jewish values and ideals; that celebrate the riches of Jewish and Israeli history and culture in a credible, authentic voice that inspires trust. Like young people today, we are not afraid to embrace complexity, and give voice to multiple perspectives on difficult issues. Because this is what builds their confidence and gives them the power to connect more closely with their own story: the Jewish story.

2023 *snapshot*

The power to impact a generation



42M

video views on YouTube,
TikTok and Instagram



1.4M

hours of content
consumed



#1

trending Jewish podcast
on Apple Podcasts



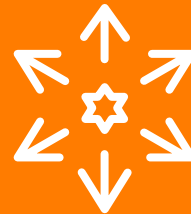
2.9M

Unpacked website
sessions



70%

English-speaking Jewish
schools using UED



193

countries reached with
Unpacked content

Driving community connection

1,830

**schools and institutions using our
content in 2023**

562

**educational events, sessions,
screenings, curriculum
development, professional
development and partnerships**

EDUCATION & CONTENT



FEDERATION & COMMUNITY

Supporters

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

Anonymous
Anonymous
Koum Family Foundation
The Kirsh 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
Joleen & Mitch Julis
Evelyn & Shmuel Katz
Debra Klein & Avi Naider
Aimee & Jerry Ostrov
Pincus Fund for Jewish Education
Moise Y. Safra Foundation
Walder Foundation
The Weisfeld Family Charitable Foundation
Zalik Foundation Fund

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

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Charles Crane Family Foundation
Laura & Mike Faino
Andrea & Larry Gill
Lisa and Douglas Goldman Fund
Robyn & Russell Greenberg
Jim Joseph Foundation
Kori & Jonathan Kalafer
Harvey & Gloria Kaylie Foundation
Dana & Peter Langerman
Leifer Family Fund
The Margaret and Daniel Loeb Foundation
Mayberg Foundation
Adam & Gila Milstein Family Foundation
Irving I. Moskowitz Foundation

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

Anonymous
Anonymous
Anonymous
Anonymous
The Associated: Jewish Community Federation of Baltimore
Lily & Kam Babaoiff
The Bernstein Foundation
Pamela & Aba Claman
Michelle & Bob Diener

Sig and Miriam Feiger Family Foundation
Gale Foundation
Francine Gani
Sharon and Elie Gindi Foundation
Melinda Goldrich/Goldrich Family Foundation
Lisa & Victor Kohn
Diane & Andy Lappin
The Lisa and Michael Leffell Foundation
Marc Shmuel Levine
Hyman Jebb Levy Foundation
The Jewish Federation of Greater Los Angeles
Jewish Community Foundation of Los Angeles
Crain-Maling Foundation
The Marcus Family Foundation
Jewish Federation of Northern New Jersey
Orion Foundation
Gay & Alberto Peisach
Anita & Hagai Rapaport
Jeff Sagansky
Judy & David Shore
Jody & Ari Storch
Wilf Family Foundation
Rivka Noble Zell

Writer Circle
\$15,000 - \$24,999
Alyce & Philip de Toledo
The Jon & Susan Diamond Family Foundation
Yona & Isser Elishis

Mimi & Akiva Friend
Corie & Michael Koss
Robert I Lappin Charitable Foundation
Lustman Family
Millie & Larry Magid
Steve Miller
Larry A. Mizel
Marnie & Gary Perlstein
Sandra & Lawrence Post Family Foundation
Carol & Adam Reich
Simms-Mann Family Foundation
Alan B. Slifka Foundation
Michael Staenberg
Michelle & Bruce Taragin

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

Anonymous
Jane & John August
The Morris & Beverly Baker Foundation
The Beker Foundation
Julia & Brad Berger
Debra & Neil Blair
Jewish Federation of Broward County
Betsy & Philip Darivoff
Marc Epstein
Eva & Peter Friedmann
Melanie & Martin Glatt
Dot & Basil Haymann
Stacy & Ranon Kent
Beth & Jeff Kopin
Amy & Harlan Korenvaes

Alisa Yaffa & Ken McElvain
 Marnie & David Nagel
 Jewish Federation of
 Northeastern New York
 Jewish Federation of Greater
 Philadelphia
 Kim Pimley
 Lauren & Jeff Polak
 Jarrow Rogovin
 Shoshana & Israel Schachter
 Schiff Family Foundation
 Maytal & David Shainberg
 Kim & Perry Shwachman
 Barbara & Rick Silverman
 Dr. Meryl Solomon
 Marci & Andrew Spitzer
 Steinhardt Foundation for
 Jewish Life
 Rachie & Jon Teller
 Lori & Alan Zekelman

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

Pamela & Steven Adelman
 Yakira & Jeremy Apfel
 Jewish Federation of Greater
 Atlanta
 Debra & Dennis Berman
 Josephine Braitman
 Lu-Ben Cohen Family
 Foundation
 Jewish Colorado
 Risa & Marc Dauer
 Kim & Jordan Dickstein
 Dana & Rick Entin
 Drs. Jackie & Michael Estreicher
 Peter E. Feinberg

Jayme & Scott Feldman
 Barbara Sommer & Alan Fisher
 Five C Foundation
 Hochberg Family Foundation
 Stefanie & Murray Karp
 Amelia & Josh Katzen
 A.J. Kess
 Lois Kohn-Claar & Gary Claar
 Galit & Scott Kursman & the
 Jane and Morton Silberman
 Charitable Fund
 Adrienne & Les Lawrence
 Merona Leadership Foundation
 CAJE Miami
 Greater Miami Jewish
 Federation
 Harvey L. Miller Family
 Foundation
 Courtney Mizel
 Miramar Capital, LLC
 Dorit Naftalin & Harry Nelson
 Jewish Federation of Palm
 Beach County
 The Resnick Family Foundation
 Rothenberg Family Foundation
 Richard Sandler
 Dorit & Ronnie Schwartz
 Jamie & Scott Seligsohn
 Debra Silver
 Eileen & Shoel Silver
 Paul E Singer Foundation
 Harry and Florence Sloan
 Foundation
 United Jewish Federation of
 Greater Stamford, New Canaan
 and Darien
 Marion & Norman Tanzman
 Charitable Foundation

“I wanted to learn more about Israel, and I stumbled across Unpacked’s YouTube channel. Now I have watched countless Unpacked videos and Today Unpacked.... This learning about Israel not only made me feel more connected to the land, but also I now feel much more connected to my Judaism.”

9th Grade Student

Rabbi Abraham Joshua Heschel School, NY

“I really enjoy your podcast and learning more about my people. I was raised Jewish but like many Reform Jews in America, I kinda stopped going to Temple after my Bar Mitzvah except for High Holy Days. Over the last few years I’ve really started to reconnect with my Jewish identity - Your podcast is a part of that reconnection so I thank you for what you do!”

Jason Gladstone

Meeting the moment

Unpacking Israel at war

**THE SHOCK OF A NATION.
A TURNING POINT FOR
THE JEWISH PEOPLE.**

“Your videos were a very big part of me regaining confidence in both Israel and my Jewish identity. Thank you for allowing me to share a video that I found very helpful in a confusing time.”

Josh Levine, Instagram

The ongoing conflict in Israel is not just a battle on the ground. It's not just about the scope of the Oct 7 massacre.

It is also a battle for hearts and minds. And the battleground is online. This war is a clarifying moment in Jewish history that will indelibly shape the relationship young people have with Israel for years to come.

OpenDor Media is in the right place, at the right time, armed for battle with the right tools. With a portfolio of hundreds of videos and podcast episodes, a social media reach in the millions and a Jewish educator community reaching nearly **1,830** Jewish schools and organizations, we are making a significant impact in this battle.

With the outbreak of the war, the Unpacked publishing and social

teams immediately went into high gear to create new content and repackage existing videos on the Unpacked YouTube channel. Media that answers questions like "Who is Hamas?", "Why Israel Must Destroy Hamas", and "Is Israel Committing War Crimes in Gaza?"

A "Hamas, Explained" podcast episode was downloaded over **53,000** times in the first month of the war. A short-form content campaign on "50 Most Pressing Questions Answered" was rolled out quickly, addressing key questions on the war. In the first two weeks, this campaign amassed nearly **300,000** views across all platforms. We also launched a campaign of a "Daily Dose Of Inspiration" to share uplifting stories highlighting heroism, unity and resilience in Israel and Jewish world.

Since October 7, 2023

7.5M people from **188** countries watched our YouTube videos. Nearly **40,000** subscribed to our Unpacked channel.

New videos such as "Who is Hamas?" and "Why Israel is committed to destroying Hamas" have been viewed more than **500,000** times.

Episodes of the "Unpacking Israeli History" podcast have been downloaded **410,000** times.

Our "Israel at War" homepage has become a go-to for people seeking context and understanding of the key issues.

The Unpacked for Educators platform was visited **120,000** times by those seeking educational resources.

Social media content on Instagram and TikTok has more than **3.1M** views and **244,000** engagements

"I'm a 27-year-old secular Jewish American who has thoroughly enjoyed your podcast and have felt deeply moved by it....It taught me so much about our Jewish past and helped me better understand the modern, complex and wonderful Israel we have today. Your podcast has made me feel like a bona-fide Zionist."

Brett Fishman

BRINGING THE FIGHT TO CAMPUS

Our *Bringing the Fight to Campus* initiative was a direct response to the rise in campus antisemitism. We launched a billboard and digital ad campaign on trucks around campus which was both timely and strategic, and designed to enhance brand awareness and generate buzz with a meaningful presence.

We also expanded our presence with on-the-ground marketing initiatives to distribute and hang hundreds of Unpacked flyers and posters around campuses that are hotbeds of conflict such as NYU and Columbia University in New York.

In cooperation with the campus organizations, we led multiple sessions and events that featured OpenDor Media educators and used our content and educational framework to help students understand the complexities of the war and how to respond and react. The feedback we got from one student was a request for us to do this every night of the week!



IN THE CLASSROOM

Our educators worked around the clock from the very outbreak of the war. **120,000** Unpacked for Educators website visits, marking a **158%** increase from pre-war levels. **4,670** educators utilized our dedicated landing page featuring curated resources related to the war. **30+** teacher training presentations, student programs and educational webinars focused on the war and Israel. Some examples included:

GLOBAL UED WEBINARS: "Unpacking the War With Your Students," which drew over **370** educators; a webinar with Yaakov Katz for day school educators on "The Israel-Hamas War: an Inside Look;" and for congregational school educators with Yossi Klein HaLevi on "Discussing the War With Your Students."

STUDENT AND TEACHER FULL-DAY PROGRAMMING: Weber School in Atlanta and Columbus Torah Academy

TEACHER TRAININGS: The NYC Museum School, Mount Scopus Memorial College, Holy Trinity Catholic High, Gross Schechter Day School, NewCAJE Miami, Ashbury College, Ottawa

STUDENT AND COMMUNITY EVENTS: with Jewish Federation of Broward County, Rae Kushner Yeshiva High School, Associated: Jewish Community Federation of Baltimore, Gray Academy of Jewish Education High School, Fuchs Mizrahi School, Ma'ayanot Yeshiva High School for Girls, Jewish Family & Children's Service of NJ, Gray Academy of Jewish Education Winnipeg, Brauser Maimonides Academy, Young Israel of Hollywood, King David High School South Africa, The Jewish Federation of Greater MetroWest, and others.

"This truck is going around Penn today, whoever is responsible for it is very clever and is doing a very good job at giving fact-based Israel-supporting information. If anyone knows the person in charge, please tell them a huge thanks!"

LEVERAGING STRATEGIC PARTNERSHIPS

We were also approached by OpenDor Media's extensive global network of partners to collaborate on content creation and distribution to reach audiences of all ages.

ONETABLE AND THE SINGER FOUNDATION

Israel resource packet for young adults

SPEAKING EVENTS

at Birthright Excel, BBYO, and Jewish Education Project

JEWISH FUNDERS NETWORK

Panelist on JFN webinar "Media, Messaging & Misinformation," alongside Jerusalem Press Club and Sixpoint

JFNA

Webinar to Cabinet members and alumni, National Women's Philanthropy, and Changemakers young adult fellowship

ROOTONE

A new course for RootOne participants about the war

WHISPERED IN GAZA

Incorporating clips from Whispered In Gaza in Unpacked YouTube & Instagram as a collaboration

ONETABLE

BIRTHRIGHT ISRAEL
EXCEL

bbyo

THE JEWISH
EDUCATION PROJECT

JEWISH FUNDERS NETWORK

Jewish
Federations
of North America

RootOne

وشوشات من غزة
Whispered in Gaza



Unpacked “surround sound” media content

THE RIGHT PLACE AT THE RIGHT TIME

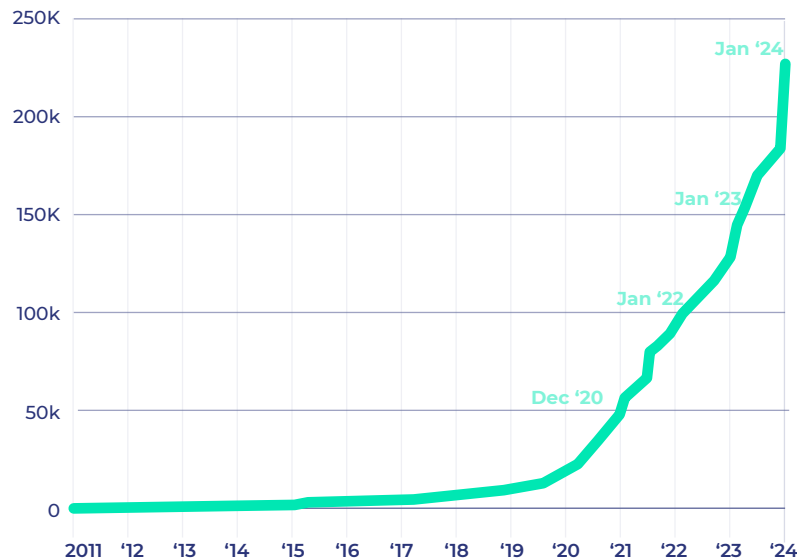
Media is the language of today's generation. The Unpacked “surround sound” approach to creating and distributing content on all social media platforms has proven to be the right solution to meet the call of the hour.

The Unpacked business-to-consumer model engages directly with our primary 18-34-year-old audience. Unpacked is the #1 Jewish edutainment brand, inspiring discovery, inquiry and connection, unpacking Jewish tradition, spirituality and Israel on all the platforms today's generation use. This includes TikTok, YouTube, social media networks and podcasts alongside relevant long-

form articles and thought leadership pieces. It's the timeless story of Jewish heritage and the miracle of modern Israel, packaged in an inviting way that quenches their thirst for honest knowledge and leaves them wanting more.

In 2023, we launched two new channels, "Today Unpacked" and "Big Jewish Ideas." In addition, our flagship Unpacked YouTube channel had over **16.2 million** lifetime views and surpassed **228k** subscribers. The channel is growing at an unprecedented rate. It took more than a decade to reach 100k subscribers and in just two years, another 100k subscribers signed on.

Unpacked YouTube subscribers



Lifetime stats

41.2M Unpacked YouTube views

228K YouTube subscribers

33.6M video views on social channels

4M social media engagements

5.8M website sessions

9,669 weekly newsletter subscribers

Top 10 consistent ranking in Google for High Holiday searches

"I gotta hand it to this production team and everyone involved, you're doing some really great work."

@alimerhi5531, YouTube

"Oh man, half way listening to you narrating this story my eyes welled up. This increases my appreciation for the people of Israel."

@subramaniamarumugam2433, YouTube

"This is the most concise and unbiased version of current issues that I've seen yet."

Babyruth, Instagram

"I've been Jewish for a long time. I have to say, watching your videos teaches me customs and ideas that I was not aware of. Sincere thanks...Wow, I never knew this. You are important in the info you put out. I must say you are the best channel I came upon."

Glorya Kiepper

"Have been looking for something like Today Unpacked for a while now. Something to help me understand what's happening while exploring all sides of the issues. Excited to have this resource. Liked and subscribed!"

Keith Harari



Our audiences are *listening*

According to a recent study, more than half of all 12-34-year-olds listen to at least one podcast every month. Our podcast channels have quickly established themselves as “best-in-class” content on Israel, Judaism and Jewish history and culture. We have successfully launched six podcast series in multiple formats including: interviews, explainers, news, and narratives.

By year-end 2023, we reached over **1.3M** episode downloads.

The flagship podcast “Unpacking Israeli History” continues to deliver on its promise to help audiences connect to the relevance and meaning, stories and facts in Israel’s history. This podcast series alone has been downloaded over **1M** times and is currently the **#4** podcast in the U.S. in the “religion” category, and consistently ranks **#1** in trending Jewish podcasts on Apple Podcasts when new seasons drop.



Chartable

Our flagship podcast “Unpacking Israeli History” has trended as the **#1 downloaded Jewish-interest podcast** on Apple and on Chartable, the industry’s measurement agency.

Apple Podcasts — United States of America — Judaism

- 1 Unpacked Unpacking Israeli History
- 2 Tablet Magazine Unorthodox
- 3 Unpacked Soulful Jewish Living: Mindful Practices For Every Day
- 4 Living Lchaim Kosher Money
- 5 Unpacked Jewish History Unpacked
- 6 Israel Story Israel Story
- 7 SoulShop Good Faith Effort

“My name is Zach, and I am a 15-year-old from Toronto...Your podcast has helped me strengthen my Jewish identity by learning the rich history of my people, and I have also learned the invaluable lesson of understanding both sides and seeking a nuanced understanding. As a fellow Religious Zionist, you have become a true role model for me as I seek to carve out my place in the world.”

Zach

“After Saturday’s atrocities, I realized I needed a deeper understanding of the history at play. Within 48 hours I’ve finished the first 2 seasons! As a doubt-filled but yearning Christian, I’m left concluding, whatever my own beliefs about God, that God’s covenant with Israel is still in force. And that all the world is better for Israel’s existence. I am very grateful for this podcast.”

Nathan

“I’ve been listening to your podcast for the last four months, and as soon as the war broke out in Israel, **the only voice I truly wanted to hear from was yours...**It is a deep comfort to me to know what I’ve learned about Israel’s history in the context of the war today. That, while so much feels unknown and unprecedented, our people have persevered. Thank you so much for creating this podcast and for the invaluable impact you are having on your listeners who come away with 5 fast facts on all things Israeli history. ”

Miriam Friedman

“Unpacking Israeli History has been a really great gift to build a better foundation to my Jewish identity. I believe the more I’m aware of the real stories about the formation, the challenges, the victories. the more I can serve as a better advocate for the future of the Jewish state.”

Aaron Feldman



UED

*The go-to address for
Jewish and Israel education*

THE CHALLENGE OF TEACHING ABOUT ISRAEL

Israel is a subject that has both united and divided the Jewish educational community like no other. For young Jews, that has led to uncertainty about their relationship with Israel, which has a direct effect on overall Jewish identity. From the war with Hamas and antisemitism on U.S. campuses, to questions about judicial overhaul and the future of Israel's democracy, Jewish educators grapple with how to effectively engage students about Israel.

Unpacked for Educators (UED) directly addresses the need for a well-defined approach to Israel education. UED offers Israel and Jewish content and curriculum to help educators successfully educate about Israel in such a challenging climate. Launched in 2017, it was the first-of-its-kind digital resource. UED's primary target population is Israel educators, Jewish day and Hebrew school teachers, campus professionals, camp educators, synagogue professionals, youth movement leaders, and anyone interested in increased knowledge about, and connection with, Israel.

UED has grown exponentially since 2017. This impressive growth is testament to the significant footprint and impact UED has on the Jewish educational landscape.

The number of educational resources has surged from 1,000 to **25,000**.

The utilization of our materials has expanded from 200 schools to **1,830**.

Weekly newsletter subscribers have increased from 1,300 to over **6,760**.

In just five years since launching UED accounts, we have reached over **8,760** account holders.

LEARNING FROM ONE ANOTHER ON A GLOBAL SCALE

UED's global reach has extended as well, to 150 countries and expanding partnerships in Australia, Canada and South Africa. UED also sends educators to work closely with schools and organizations all over the world.

The UED website hosts traffic of over **100K** visits a year. We currently have **8,760** educators affiliated with more than **1,830** schools and institutions who maintain a UED website account. Advanced back-end systems accurately track and monitor engagement, yet the actual number of institutions benefiting from UED is undoubtedly even higher through sharing, and teacher-to-teacher collaboration.

"I want to say a huge thank you to Unpacked for Educators for empowering us as Israel educators. The Unpacked for Educators curriculum has helped me tailor all my lessons and engage with my students in a dynamic way. It has transformed my whole experience as a Jewish history teacher."

Keren Munnell

King David High School, Johannesburg,
South Africa

"I was pushed into action this year to have to teach a Grade 9 Jewish history class, and the only thing I use in the class is unpacked. That's all I use. From beginning to end."

Yamin Benarroch

Principal of Judaic Studies, Ecole
Maimonide, Montreal

“Unpacked gave our Congregational School cohort access both to the best minds in Israel education and to a peer group of educational leaders who are all grappling with this unique challenge.”

Rabbi Adam Schaffer

Director, Hamakom Jewish Learning Cooperative, Los Angeles

“Being part of the Unpacked Collaborative has been an invaluable resource for me. It has provided quality resources for my teachers and students and encourages students to deepen their love and commitment to the State of Israel and the Jewish people in ways that respect and honor differences.”

Esther Tokayer

Associate Principal, Barkai Yeshivah High School, Brooklyn NY

“Thank you for your wonderful presentation to our staff on Israel, its political system and current challenges last week... We appreciate the partnership with OpenDor / UED, and look forward to continuing this relationship, which has provided tremendous service to our community.”

Rabbi Arnold D. Samlan

Chief Jewish Education Officer,
Jewish Federation of Broward County

“I love Unpacked for Educators! It is a resource that allows me to share important information about Israel and Judaism with my students while engaging them in critical thinking and letting them build their own points of view.”

Meirav Kravetz

Miami Hebrew Academy

OUTREACH AND EDUCATOR COLLABORATION

A key project of UED is the Collaborative School Program run in partnership with Prizmah-The Center for Jewish Day Schools. The Collaborative was launched in 2019 as an exclusive professional learning community for educators offering an array of shared learning webinars and professional development opportunities.

The goal: to improve teaching Jewish and Israel teaching practices and to create a shared language on how to teach about Israel with a nuanced and thoughtful approach using UED educational resources and curricula.

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 to include a cohort of supplementary school educators. And in 2023 a new pilot cohort with non-Jewish schools was launched with schools in Canada, Chicago, New York and Los Angeles.

The Collaborative has achieved remarkable success, evolving from a 2020 pilot program that included 14 schools to now encompassing **115** participating schools, offering specialized tracks for day schools, congregational schools, and non-Jewish private schools.

in partnership with



PRIZMAH
Center for Jewish Day Schools



DAY SCHOOLS

United States

Nishmat Adin - Shalhevet, AZ
 Harkham Hillel Hebrew Academy, CA
 Tarbut V'Torah Community Day School, CA
 Brawerman West Elementary School, CA
 Gindi Maimonides Academy, CA
 Milken Community Schools, CA
 Pressman Academy of Temple Beth Am, CA
 Shalhevet High School, CA
 Yavneh Hebrew Academy, CA
 YULA Boys High School, CA
 YULA Girls High School, CA
 Abraham Joshua Heschel Day School, CA
 Southern California Yeshiva High School, CA
 Brandeis School, CA
 de Toledo High School, CA
 Bi-Cultural Hebrew Academy, CT
 Donna Klein Jewish Academy, FL
 Katz Yeshiva High School of South Florida, FL
 David Posnack Jewish Day School Davie, FL
 Brauser Maimonides Academy, FL
 Jewish Leadership Academy, FL
 The Weber School, GA
 Bernard Zell Anshe Emet Day School, IL
 Solomon Schechter Day School of Metropolitan Chicago, IL
 Ida Crown Jewish Academy, IL
 Maimonides School, MA
 Epstein Hillel School, MA
 Gann Academy, MA
 Beth Tfiloh Dahan Community School, MD
 Ohr Chadash Academy, MD
 Charles E. Smith Jewish Day School, MD
 Frankel Jewish Academy, MI
 Saul Mirowsitz Jewish Community School, MO

Moriah School, NJ
 Hillel Yeshiva School, NJ
 Frisch School, NJ
 Yavneh Academy, NJ
 Naaleh High School, NJ
 Ma'ayanot Yeshiva High School for Girls, NJ
 SAR Middle School, NY
 SAR High School, NY
 Barkai Yeshivah, NY
 Hannah Senesh Community Day School, NY
 Yeshivah of Flatbush, NY
 Hebrew Academy of Long Beach, NY
 Leffell School, NY
 Abraham Joshua Heschel School, NY
 Ramaz School, NY
 Solomon Schechter School of Manhattan, NY
 Columbus Torah Academy, OH
 Jack M. Barrack Hebrew Academy, PA
 Milwaukee Jewish Day School, WI

Australia

Bialik College, Melbourne
 Carmel School, Perth
 King David School, Melbourne
 Leibler Yavneh College, Melbourne
 Moriah College, Sydney
 Mount Scopus Memorial College, Burwood

Canada

Calgary Jewish Academy, Calgary
 Bialik High School, Montreal
 Hebrew Academy, Montreal
 Bnei Akiva Schools, Toronto
 Leo Baeck Day School, Toronto
 TanenbaumCHAT, Toronto

King David High School, Vancouver
 Gray Academy of Jewish Education, Winnipeg

Hong Kong

Carmel School

Mexico

Colegio Hebreo Maguen David, Mexico City
 Colegio Olami ORT, Mexico City

Singapore

Sir Manasseh Meyer International School

South Africa

King David High School, Johannesburg
 King David Victory Park, Johannesburg
 United Herzlia Schools, Capetown
 Yeshiva College, Johannesburg

United Kingdom

Immanuel College, Bushey
 Jewish Community Secondary School (JCoSS), New Barnet
 The King David High School, Manchester

NON-JEWISH SCHOOLS

West Valley Occupational Center, CA
 Bennett Day School, IL
 Ashbury College, Canada
 Holy Trinity Catholic High School, Canada
 Sir Robert Borden High School, Canada
 The Museum School, NY

SUPPLEMENTARY SCHOOLS

Adat Ari El, CA
 Adat Shalom, CA
 Am Yisrael Congregation, IL
 B'nai Jeshurun Congregation, OH
 Breman Education Center at The Temple, GA
 Congregation Beth Or, PA
 Congregation Gates of Heaven, NY
 Congregation Ner Tamid, NJ
 Congregation Or Tzion, AZ
 Congregation Rodeph Shalom, FL
 Congregation Shomrei Torah, NJ
 Hamakom, CA
 IKAR-LA, CA
 Kehillah High, TX
 Lower Merion Area Hebrew High, PA
 Malibu Jewish Center & Synagogue, CA
 Shir Ami Synagogue, PA
 Sinai Temple Religious School, CA
 Sutton Place Synagogue / Jackson Religious School, NY
 Temple Beth Am, CA
 Temple Beth Emet Merkaz Limud, FL
 Temple Beth Shalom, NJ
 Temple Beth Torah, CA
 Temple Emanu-El, GA
 Temple Emanu-El, NJ
 Temple Emanuel, CA
 Temple Etz Chaim, CA
 Temple Kol Ami EmanuEl, FL
 Temple Kol Emeth Religious School, GA
 United Synagogue of Hoboken/Kaplan Learning Center, NJ
 Valley Beth Shalom, CA
 Wilshire Boulevard Temple, CA



We asked they answered

Driving impact for Jewish
students around the world

In 2023, we surveyed 78 educators who participated in the Unpacked for Educators Collaborative about our content and resources. Educators felt that the Unpacked content was relevant, credible and nuanced. Overall, the majority of educators felt that their students sought a greater connection to Israel as a result of their exposure and use of Unpacked materials.

95%

would recommend
UED content &
resources to colleagues
& friends

92%

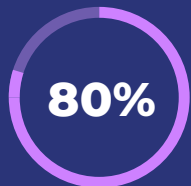
find UED content &
resources relevant to
their courses

90%

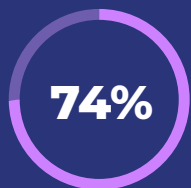
find UED materials
credible, responsible
and nuanced



said UED resources helped them teach Israel in their classroom



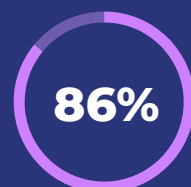
said UED resources developed more confidence in their ability to teach about Israel



feel connected to and supported by the UED global community



noticed their students' knowledge about Israel increased as a result of using UED resources



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

Key findings from our 2022 UED Account Holders End-of-Year Survey, conducted outside of our Collaborative program, to gain a picture of our audience across the wider UED community (86 respondees):




86% found UED resources to be credible, responsible and nuanced



82.6% found UED resources helpful overall



80% said UED resources increased their confidence in their ability to teach about Israel and the Jewish story




64% use UED resources a few times a month up to as often as multiple times a week; **36%** use UED resources a few times a year up to as often as monthly



80% reported increased students knowledge about Israel's history culture, society, demography and/or politics as a result of using our resources in the classroom



79% reported increased students confidence to discuss Israel with others



72% reported increas in students' sense of Jewish identity and pride in being Jewish as a result of using our resources in the classroom



Amplified

a major new division

**ONE VOICE IS POWERFUL,
BUT A COMMUNITY OF VOICES
IS UNSTOPPABLE.**

That's the rationale behind the launch of Amplified, a community of mission-aligned content creators and influencers.

Applying our proven data-driven approach and extensive experience, we help creators grow their channels – to increase engagement and make their voices heard. Our team of producers, writers, editors, designers, animators, data scientists and social media strategists join forces with this community of creators to perfect their art so that they

can maximize their potential reach.

Led by Lauren Forman, a former talent management and casting executive at MTV/Paramount, Amplified's goal is to ensure that the voices of an entire community of Jewish and Zionist voices can be heard across media platforms.

The first cohort includes a diverse group of powerful voices sharing educational and entertaining content about Israel and Zionism, Jewish culture and history, Judaism and spirituality.

MEET OUR CREATORS



Opposite, from top to left: Netta Asner (@nettaasner), Noah Shufutinsky (@westsidegravy), Akiva & Chava Hart (@houseoflev), Yirmiyahu Danzig (@that_semite), Ariel Tidhar (@arieltidhar), Micah Siva (@noshwithmicah), Sara Loffman (@challahbackgirls_), Rabbi Josh Franklin (@rabbijoshfranklin), Rawan Osman

“Having the support, expertise, and camaraderie in the Amplified program has been so valuable in my work as a Jewish creator. Not only do I feel more comfortable navigating social media, but I feel a greater sense of purpose to spread Jewish joy through my platform.”

Micah Siva
@noshwithmicah

“When we first heard about the Amplified program, we were blown away that there was an organization that was truly interested in helping creators “amplify” their voices. They have gone above and beyond to help us take our vision to the next level. This fusion is what creates a beautiful masterpiece. Amplified is truly a blessing to us.”

Akiva & Chava Hart
@houseoflev

“Having a social media platform and a small business from it can be lonely, and taking those steps to expand is scary, but having a supportive and encouraging team is truly amplifying me and my platform.”

Netta Asner
@nettaasner



We speak your *language*

EXTENDING GLOBAL REACH

Only 1 in 20 people in the world speak English as their first language. Even within the global Jewish community, for more than 60% English is not their mother tongue.

Until now, significant numbers of people have engaged with our content as best they can in English or through the use of subtitles.

The October 7 massacre added a level of urgency for us to make good on our commitment "to meet people where they are at" by creating and distributing content

in other languages.

Leveraging the use of the best AI-tools, we have partnered with an Israeli tech company to translate and dub some of our most relevant content in a range of languages. An initial pilot has seen videos released in German, Italian, Spanish, Portuguese, Arabic and French on YouTube and Facebook. In the first 3 weeks we've had more than **26,000** video views of that content.

We are also partnering with native speakers (see profiles opposite) to launch two new projects in French and Arabic that have the potential to grow into a much larger and more impactful community reaching tens of millions of people.

MEET OUR PARTNERS



Rawan Osman

Rawan Osman is a Syrian-Lebanese peace activist, currently writing a book about her perception of the Jewish people and Israel before and after leaving the Middle East. Formerly with the PeaceComms Institute, Osman studies Jewish and Islamic Studies at Heidelberg University, Germany. She is fluent in Arabic, French, English and German.



Daniel Shadmy

Daniel Shadmy has assumed key roles within the Israeli embassies in Washington, DC, and London, along with the Israeli Mission to the United Nations in New York City. He earned a double major B.A. in International Relations and Chinese Studies from INALCO in Paris and went on to pursue an M.A. in Diplomacy and Conflict Resolution at Reichman University. His aspiration is to heighten awareness among French youth regarding the challenges related to Judaism and Israel.

“Very well balanced approach to this week’s news in the Jewish world and Israel specifically.”

**Danajeff2020,
Today Unpacked, YouTube**

“This is an amazing and important video! It is hard to find a good, balanced explanation of the situation.”

Elad Lerner, YouTube

“I just wanted to let you know I really enjoy your content. It challenges me and I learn things. I appreciate how balanced and representative of all sides you try to be, while still showing so much pride in your own heritage. I am Arab-American and was raised in a Muslim home, so you can imagine the messages I grew up hearing.”

Instagram Viewer

“Honesty and conciseness, that’s amazing. Speaking about your problem alongside speaking the truth about Palestinians...I am Syrian, and sadly we experience nearly the same thing in Damascus, Lattakia. For me, I need truth, not propaganda that promotes victimhood of any side. Hoping for real peace between the two sides.”

Ghinasy3809, YouTube

“I’ve been part of the UED Collaborative for the past two years and am consistently impressed by the breadth of perspectives and resources, and even more so, by the high-level discussion questions and activity suggestions.”

Rebecca Berger, Director of Education, IKAR, Los Angeles

“YOUR session was, by far, the best one. You **addressed and provided understanding** regarding some of the key areas wherein staff would like to improve their knowledge base. You helped to instill a **greater sense of confidence and purpose** within participants.”

Educator at the Sir Robert Borden School, Ottawa

“After Hamas attacked Israel last month I was in a state of shock, grief, and guilt. I grew up as a Conservative Jew, went to Hebrew School three times a week, and had my Bar Mitzvah. But in all of that time I never learned about the why’s of it all. It was not until October 7th that I felt the need to learn more... During my search for knowledge I came across Unpacking Israeli History last month and I have become HOOKED. Let me tell you, this podcast has truly changed who I am and how proud I feel to be Jewish. I feel like I have been asleep for the past 35 years of my life and have finally woken up.”

Eli Perl



NEW TEAM MEMBERS IN 2023

Yoni Buckman
Education Associate

Alma Cohen
Head of Social Media

Hona Dodge
Education Associate

Sharona Eshet Cohen
YouTube Optimization Specialist

Lauren Forman
VP of Talent Partnerships & Influencer Strategy

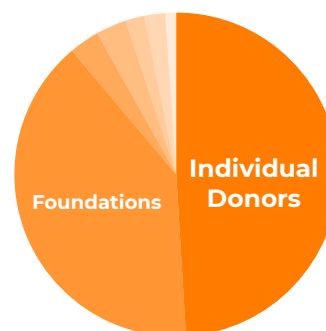
Abby Pinchot
Project Manager

LE Staiman
Lead YouTube Producer

Budget

Unpacked (Production)	
Video	\$1,582,083
Podcast	\$185,651
Publishing	\$223,159
Social Media	\$236,004
Unpacked for Educators	\$915,293
Amplified	\$156,069
Marketing + Product	
Marketing	\$1,670,598
Product	\$443,494
Development	\$767,572
Operations + HR + Benefits	\$1,073,757
TOTAL EXPENSES	\$7,253,681

2023 Revenue



Individual donors	49%
Foundations	40%
Investments	3%
Paid partnerships	3%
Co-branded content	2%
Sales	2%
Branded content	1%



Thank you **for joining us on this journey**

**TOGETHER WE CAN IMPACT
JEWISH LIVES FOREVER**

opendormedia.org/donate



opendormedia.org/donate



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