

 **OpenDor Media**

Annual Report

Media for the Jewish future • 2025

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2025 key accomplishments

INFORMING, IMPACTING AND INSPIRING THE NEXT GENERATION AT SCALE



52.1M

video views on YouTube, TikTok and Instagram



205

membership schools with deep UED engagement



2.76M

podcast downloads (growth of 76% YoY)



37

elite independent schools in ConnectedED



245K

increase in followers across all Unpacked channels



8.3M

followers from 66 creators under Amplified management



Letter from our CEO

In a year when support for Israel sank to historic lows, particularly among young people, and antisemitism surged to frightening levels, something unexpected happened: engagement with the content we created and the creators we empowered grew five-fold.

While social media algorithms reward outrage and oversimplification, we've proven that there's a profound hunger for something different: content that embraces complexity, demands reflection over reaction, and treats audiences as capable of nuanced thinking. This approach works across every platform we operate and every audience we aim to serve.

In 2025, that meant **15.3 million engagement hours** across our ecosystem. Our Unpacked videos drew **52.1 million views** and our podcasts, such as *Unpacking Israeli History*, were listened to more than **2.76 million times**. The **66 creators** in our Amplified network - up from 35 in 2025 - generated **66.5 million engagements** across their combined **8.3 million followers**.

In schools, Unpacked for Educators reached **13,859 educators** across nearly **2,000 institutions** worldwide, with close to **205** of those schools choosing intensive membership partnerships. ConnectED partnered with **37 elite independent and charter schools** to explore the Israeli-Palestinian conflict, antisemitism, and the Jewish experience - building media literacy and critical thinking skills through these complex topics. Whether through a viral video or a classroom resource, people engaged deeply with this content and returned for more and more of it.

Behind these numbers are real transformations:

- The 12-year-old who used our podcast to challenge how his teacher had been teaching about Israel in the classroom
- The Iranian-American unlearning decades of bias through watching our YouTube videos
- The young mother who grew from 268 Instagram followers to more than 47,000, now reaching tens of thousands of families with foundational Judaism through stories and song
- Our educators who, when surveyed, collectively reported that 87% of their students demonstrated measurably improved critical thinking and dialogue skills

Looking toward 2026, we see opportunity

to drive broader and deeper impact by: launching our Unpacked Community platform to deepen engagement with tens of thousands of viewers; expanding intensive school partnerships and educator conferences; scaling our international channels and content in five languages; partnering with Christian conservative allies to amplify their voices in media; and elevating Judaism content as a core pillar alongside our Israel work. Each initiative extends our core belief that meeting people where they are with high quality education is what this moment demands.

Your partnership made this unprecedented growth possible. Together, we're reshaping how a generation understands the Jewish story when it matters most.

Thank you for making this work possible.

ANDREW SAVAGE
CEO, OpenDor Media

Letter from our EVP

It's been said that, "critical to understanding this generation is knowing how they respond to honesty... Quite simply, they demand it." Gen Z and Gen Alpha are deeply curious and far more skeptical than many adults give them credit for. They are, as researchers increasingly note, suspicious of official perspectives and allergic to messaging that feels rehearsed, defensive, one-sided or incomplete. The work of Jewish education today cannot be about certainty alone. It must be about trust. Trust in learners to wrestle with complexity. Trust in questions that do not resolve neatly. Trust that transparency, even when uncomfortable, is the only path to credibility.

This is not a flaw. It is a signal.

At OpenDor Media, we take this generation seriously because they insist on being taken seriously. We do not talk down to this generation because they resent being talked down to. They are not looking to be told what to think. They are looking to understand, to question, to explore.

They want to be taught history in a way that acknowledges moral tension. Identity that allows for struggle. Israel and Jewish education that refuses caricature. Judaism that feels authentic and human rather than fragile or defensive.

One of my heroes is a man named Janusz Korczak, a Polish Jewish educator who pioneered child-centered education and chose to accompany the children of his orphanage to Treblinka rather than abandon them. He captured this

ethic with rare clarity: He said, "Children are not the people of tomorrow, but people today. They are entitled to be taken seriously. They have a right to be treated by adults with tenderness and respect, as equals. They should be allowed to grow into whoever they were meant to be. The unknown person inside each of them is the hope for the future."

THE FUTURE IS SHAPED NOT BY HOW LOUD WE SHOUT, BUT BY HOW WE TEACH

That belief animates everything we do, whether in a classroom discussion through Unpacked for Educators, a YouTube video from Unpacked viewed millions of times on the Israeli-Palestinian conflict, or a podcast episode exploring the history of Israel. It lives in the work of an Amplified creator who sings and raps the history of the Jewish people, and in an educator in our ConnectED program who finally feels she has a place to turn to teach the Jewish story.

Our goal is not persuasion through force, but formation through trust. Our goal is not to fight indoctrination with indoctrination, but to fight indoctrination with real education. We educate not by simplifying the world, but by giving learners the tools to navigate it with intellectual rigor, empathy, and moral confidence.

We are scaling Jewish literacy with meaning and insights.

My friend Sarah Hurwitz once said: "Antisemitism happens as a result of a lot of conditions. Jews don't control it. We can fight it, and I think that's great and I respect that, but I think instead of trying to bail out a tsunami with buckets, we should also build an ark."



That ark is called Jewish education.

And we are building it deliberately, plank by plank, not as a shelter from the world, but as a vessel sturdy enough to carry a generation forward with knowledge, courage, and a deep sense of belonging.

The culture critic Henry Giroux once wrote, "The way we educate our youth is directly related to the future we hope for." We hope for a world where Jewish people know and own their story and where non-Jewish people are allies.

Since October 7, the urgency of this work has only sharpened. We are not preparing students only to defend arguments. The future we hope for involves the ability to live inside questions, to engage with disagreement without fear, and to build a Jewish future grounded in integrity rather than anxiety.

This is the educational philosophy that undergirds our growth. It is slower than outrage, quieter than propaganda, but let me tell you, it is far more enduring. And it is only possible because of partners who believe, as we do, that the future is shaped not by how loud we shout, but by how we teach. Thank you for trusting us with this responsibility.

NOAM WEISSMAN
EVP, OpenDor Media

Mission

To strengthen the understanding and enduring personal connection of all young Jews and their peers to Israel, Judaism 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 the moment IN 2025

The digital landscape has only grown more chaotic this past year. Social platforms, today's marketplace of ideas, have continued to reward sensationalism over accuracy, volume over nuance. Misinformation about Israel and the Jewish people has spread faster and farther than ever, shaping how millions understand our story long before they enter a classroom or encounter a credible source. For young Jews and their peers, this environment is defining. It influences identity, belonging, and truth. It shapes how students walk onto campus, how they speak with friends, and how they see themselves as part of the Jewish people.

That is the moment we met in 2025. Our response: clarity, speed, and strategy

We focused on two parallel priorities:

Creating high-impact content that informs, inspires, and equips young audiences with confidence and context.

Delivering it through the platforms and formats where those young people actually are, with the speed, creativity, and sophistication required to cut through the noise.

We understood that the medium shapes the message. So we invested not only in what we teach, but how we teach - optimizing platforms, leaning into

new formats, expanding reach, making strategic acquisitions (ISRAEL21c), enhancing existing brands, and strengthening our ability to engage audiences both directly (through social, video, podcasts, newsletters) and indirectly (through educators, institutions, and influencers).

Unprecedented reach and impact

Across every division, we matched urgency with action:

Record-breaking content engagement, with millions of young people accessing Jewish and Israel learning from across the globe.

Explosive podcast, video, and short-form growth, reinforcing Unpacked as a trusted voice for nuance, literacy, and courage.

Significant expansion in education, with teachers and schools turning to Unpacked for

Educators and ConnectedED for clarity and reliable resources.

Strengthening our net-positive Israel and Jewish ecosystem, amplifying dozens of authentic voices reaching tens of millions online.

Together, these efforts ensured that credible, thoughtful, values-driven Jewish content reached more people than ever before, precisely when it was most needed.

And, while we are proud of what we achieved in 2025, we know the work ahead is greater. The world our young people inhabit is shifting, and misinformation evolves faster than truth. But our mission remains constant: To meet them wherever they are with education that deepens understanding, strengthens identity, and builds a more informed, connected generation.



" I am an avid listener of your podcast. **I'm a diplomat from a western country.** I discovered your podcast about half-way through my posting. Having absolutely zero experience in the Middle East before I came to Israel, I admit it was an extremely steep learning curve. I can't thank you enough for how informative it has been and how much it has helped shape the way I think about Israel and the Jewish perspective. You do a fantastic job of presenting Jewish (and non-Jewish) voices in a way that is complex, nuanced, and persuasive, while at the same time recognizing other perspectives with empathy and grace. My hat (or kippa) is off to you and your team! I just wanted to send this message to let you know how much the work you do makes a difference, in ways you may not even recognize. Your podcast is the #1 resource that I recommend to new diplomats. **Keep up the great work - it makes a difference in combatting a world full of hate.**"

Patrick

Western Diplomat in israel and podcast listener

Collaborating with mission-aligned partners

EDUCATION & CONTENT



FEDERATION & COMMUNITY

2,017

schools and institutions utilized our content in 2025

453

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

Supporters

Visionary Circle

\$1 Million+

Anonymous
The Marcus Foundation, Inc.

Impact Partner Circle

\$500,000 – \$999,999

Anonymous (X2)
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Family Foundation
Lindenbaum Family
The Margaret & Daniel
Loeb Foundation
The Marcus Family Foundation
Micah Philanthropies
Adam & Gila Milstein
Family Foundation
Orion Foundation

Jewish Federation of
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\$25,000 – \$49,999

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Family Foundation
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Family Foundation
Blair & Tena Frank Foundation
Keren Gottesman & Guy Weltsch
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Jewish United Fund
Kori & Jonathan Kalafer
Stacy & Ranon Kent
The Kolatch Family Foundation
Tamar & Jonathan Koschitzky
Diane & Andy Lappin
Marc Shmuel Levine
Hyman Jebb Levy Foundation
Jewish Community Foundation of
Los Angeles
The Stacey & Eric Mindich Fund
for Jewish Stories
Irving I. Moskowitz Foundation

Theodore & Maxine Murnick
Family Foundation
Debra & Avi Naider
Natan Fund
Andrea Olshan
One8 Foundation
Park Avenue Synagogue
Gay & Alberto Peisach
Anita & Hagai Rapaport
Carol & Adam Reich
Jeff Sagansky
Sheba Foundation (Lavin Family)
Judy & David Shore
Melanie Sturm
Andrea & Lawrence Wolfe Family
Foundation
Rivka Noble Zell

Writer Circle

\$15,000 – \$24,999

Anonymous (X2)
Jewish Federation of Greater Atlanta
The Associated: Jewish Community
Federation of Baltimore
BIMAH Foundation
The Covenant Foundation
Michelle & Bob Diener
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Memphis Jewish Federation
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Unpacked

THE #1 EDUCATIONAL MEDIA BRAND FOR TODAY'S DIGITAL GENERATION

Traditional models of Israel and Jewish education continue to struggle to reach today's digital-native generation, who expect content that is immediate, relevant, and shaped for the platforms where they live. In this environment, confident, compelling Jewish voices often get drowned out by the speed and scale of online misinformation.

As the #1 Jewish educational media brand for today's digital generation, Unpacked continues to meet young Jews and their peers where they are, in new and innovative ways. In 2025, we expanded our ecosystem with Judaism Unpacked, brought the *Unpacking Israeli History*

podcast to a wider audience on YouTube and through sold-out live shows, and reached millions globally with timely, research-driven videos that cut through a crowded and often divisive media landscape.

Across our Unpacked-branded video, podcast, web, and social channels, we continue to deliver content that makes sense of the most complex questions around Israel, Judaism, and Jewish identity — fast, clearly, and with nuance. And this year, more young people than ever turned to Unpacked to understand the headlines, explore their heritage, and join a wider conversation shaped by clarity, curiosity, and credible voices.

“Many YouTube channels make you feel hurt, insulted, or pandered to. Not Unpacked. You learn from every video. Unpacked is not reluctant to address complex topics or issues. More people should subscribe and watch. This episode is a shining example of excellence and not shying away from complex problems. Thanks!”

Hegqib

Unpacked YouTube commenter

“My teenage kids MUST watch this. It’s not easy to find this kind of content. It makes it easier to respond to antisemitism with knowledge and not just emotion.”

Anonymous

YouTube Unpacked French channel commenter

“Ever since learning about the Holocaust around the 6th grade, I’ve been curious. Curious about the Jewish people, their plight, history, Holocaust, and now of course 10/7. Your podcast has given me some great understanding.”

John Potoskie

Podcast listener

	2025	YOY growth (2024-2025)	3-year CAGR (2022-2025)
YouTube video views	25,496,036	28%	41%
New YouTube subscribers	245,256	76%	74%
Podcast downloads	2,755,765	104%	115%
Social media engagements	4,760,590	114%	44%
Social media views	26,669,406	28%	31%
Website sessions	948,176	-35%	-27%



2025 HIGHLIGHT

Launched Judaism Unpacked

In 2025, we launched Judaism Unpacked - a fresh expansion of our Unpacked brand that brings Jewish ideas, stories, and traditions to life in relevant, accessible ways. No background needed. Whether someone is reconnecting with their heritage or just starting their

journey, Judaism Unpacked meets them where they are. We’ve already hit **9M short-form views** across IG, TikTok, Facebook, and YouTube Shorts, **1M long-form video views**, and **5K+ newsletter sign-ups** - and we’re just getting started.

“I am so grateful that Unpacking Israeli History exists. It has deepened my understanding of Jewish history, and I enjoy sharing certain podcast episodes and videos from the various Unpacked channels with my eight-year-old son. Like you, I am a history nerd. Learning about the past, trying to make sense of it, and seeing how it impacts us in the present is something I am passionate about. You and the rest of the Unpacked/Open Door Media team have my sincere appreciation.”

Miriam Greene

Podcast listener

“I’m totally hooked on your podcast with Mijal. One of the very few that’s a must listen for me. It’s stimulating and informative. I love how you both challenge each other and infuse nuggets of Jewish wisdom into the conversation. It’s a really good mix of levity and high brow conversation. It’s also inspired me to expand my own Jewish practice. Really well done.”

Elias Saratovsky

President & CEO, Birthright Israel

2025 HIGHLIGHT

Unpacking Israeli History expansion success

In 2025, we expanded *Unpacking Israeli History* in multiple ways, growing reach, content, and community. We launched it on YouTube (**477K+ views**), scaled across five short-form platforms (**3.7M+ views**), increased output from 30 episodes to **56 always-on episodes**, and drove a **94% surge in downloads**. We also hit

the road. The Unpacking Israeli History Roadshow sold out **three cities** — Chicago, New York, and Los Angeles — **2,000+ fans** showing up to hear Noam and special guests including **Michael Oren, Dan Senor, and Ronen Bergman**, unpack the stories behind Israel’s history and headlines.



2025 HIGHLIGHT

Unpacked goes viral

2025 was a breakout year for viral storytelling at Unpacked. Seven videos and social posts surpassed **1M+ views** across Instagram, Facebook YouTube, TikTok and X (up from 4 in 2024) — a clear sign of growing global demand for timely, trustworthy Jewish and Israel content. Why the surge? These videos deliver fast, clear answers to complex breaking-news topics and questions that are on everyone’s minds, backed by deep research, credible voices, and a compelling narrative style that cuts through noise. The result: millions of people — many encountering this content for the first time — are turning to Unpacked to make sense of the headlines.

TOP PERFORMERS INCLUDE



Inside the Mossad's Top-Secret Missions
1.8M YT views



Gaza Tunnels Explained
1.3M YT views



The Hostage Returns
(2 posts)
5.3M Meta views combined



The Antisemitism of "Go Back to Poland"
1M+ IG views



The AntiZionism of the Red Pin at the Oscars
1M+ IG views



Amplified

CHAMPIONING A COMMUNITY OF DIVERSE, TALENTED AND AUTHENTIC VOICES FOR ISRAEL AND THE JEWISH PEOPLE

There is an incredible opportunity for Jewish and allied creators to lead social conversations, build vibrant communities, and influence culture with authenticity and creativity based in Jewish joy. Amplified plays a crucial role in advancing our mission to inform, impact and inspire young people, by promoting a deeper and more nuanced understanding of Israel, Judaism and the Jewish experience. Digital, and in particular social, media has allowed hostile perspectives towards Israel and the Jewish people to flourish and normalize antisemitism and anti-Israel sentiment. It's for that reason that we created Amplified, a unique accelerator program empowering a network of diverse

and influential mission-aligned content creators, passionate about sharing their personal experiences and perspectives. We provide the tools, training, mentorship and community support they need to thrive, helping to counter hostile narratives and foster a more positive, vibrant and nuanced understanding of Judaism and Israel online. In its second year, Amplified has expanded its ability to reach beyond the echo chamber by supporting an ever-growing cohort of diverse, compelling Jewish and allied voices across today's most influential (and so often divisive) digital platforms, maximizing the impact of their individual stories and messages.

Amplified reach & impact

66 creators
with 8.3M combined followers
across all platforms

123.3K
posts

1.084B
video views

66.59M
engagements

Moving the needle

Comparative analysis of growth,
pre-Amplified and with Amplified

+1060%
posts

+728%
views

+496%
engagements

+161%
followers

2025 HIGHLIGHT Better Angels

This year, our Better Angels cohort helped emerging voices build strong, credible social media presences grounded in nuance, facts, and their own lived perspectives. Several creators grew their public profile, leveraging their new and improved platforms to participate in political meetings, **appear on major media outlets** (such as CNN, Fox News, MSNBC, NewsMax etc.), **writing op-ed and think pieces** for significant publications (Newsweek, The Atlantic, WashPo, etc.) and shaping conversations within their communities. Their influence has expanded across beyond social media and across international borders and including ODM's broader ecosystem, demonstrating how Better Angels is cultivating thoughtful, high-impact voices in diverse spaces.

2025 HIGHLIGHT ISRAEL21c Digital Ambassador program

Halfway through 2025, Amplified acquired the ISRAEL21c Digital Ambassador program and immediately began



integration into our broader creator development pipeline. We focused on curriculum support and expanding resources so that ambassadors gain the foundational skills needed to grow as credible voices online. In an effort to connect this remarkable program to Amplified more meaningfully, we set the goal of offering three standout students a opportunity to join **Amplified incubator** program following the completion of their final projects in summer 2026, thus creating a pathway for emerging creators to continue developing within the larger OpenDor Media ecosystem.



“Amplified has helped me build real community and gain credibility as a creator. People now see my voice as valid, and that opens doors. I’m now able to give back to the Jewish community in a way I couldn’t before. With Amplified’s help I finally began to understand how social media actually works and how to truly connect with my audience. On a personal level, the visibility matters. As a lesbian Zionist, I occupy a pretty rare space online and that used to feel isolating. But now, I get messages from people saying, “I didn’t know there were others like me.” They feel less alone. And honestly, so do I. That’s the kind of impact Amplified has made possible”

Tanya Tsikanovsky

Amplified creator

“I appreciate everything you guys do for me. Seriously. Since we started six months ago my following has doubled and that’s not by chance. It’s because of the advice and great designs from you guys.”

Samuel Hyde

Amplified creator

“Most of what I do, I learned from you guys. I never would’ve made it without the team’s strategy and encouragement.”

Rabbi Josh Franklin

Amplified creator

2025 HIGHLIGHT

Expanding the Amplified Community

This year, Amplified strengthened its community offering by bringing on a dedicated Community Lead. This allowed us to introduce **more regular workshops** and trainings, such as Amplified’s AI Academy, offering creators hands-on sessions with AI tools, and workshops led by teams from Unpacked podcasts and Unpacked for Educators. We also created a direct bridge between Amplified and Unpacked’s content pipeline, enabling creators to contribute articles and social media posts, giving them new professional opportunities while supporting Unpacked’s content calendar. We developed new **peer-to-peer connection points**, established a consistent calendar of **in-person events** across Israel and North America, and launched initiatives like “Coffee Chat Roulette”, a creator match-up designed to spark new relationships and collaboration. Together, these additions created more intentional spaces for creators to learn, connect, and grow.

2025 HIGHLIGHT

Milestones creators have surpassed

A number of our creators, including Netta Asner, reached major milestones this year, gaining enough tools, resources and confidence to leave their jobs and pursue content creation full time. This was feasible thanks to Amplified’s **strategic guidance**, **studio support**, and **consistent coaching**, as both creators grew their platforms, widened their influence, and built the foundation needed to transition into full-time creative work.



2025 HIGHLIGHT

Amplified rebrand

This year’s Amplified rebrand introduced a modern visual identity and clearly articulated the program’s multi-phase structure. The rollout included a **refreshed logo** and **brand identity**, a **new website**, a **creator-first Instagram page**, and the addition of a dedicated marketing lead focused on strengthening Amplified’s visibility and positioning. In the first eight months following the rebrand, our social media following grew by **380%** while the site saw an increase in traffic by nearly **50%** and an increase in creator interest from submissions by **217%**.



Unpacked for Educators

EMPOWERING EDUCATORS TO INSPIRE CONFIDENT JEWISH FUTURES

Despite a formal education, many Jewish students graduate with a fragile sense of identity and only a tenuous connection to Israel; foundations that are easily eroded in a world marked by misinformation and bias. Traditional approaches to Israel and Jewish education often struggle to engage today's digital native students, who crave more relatable, media-driven experiences.

We're proud of our Unpacked for Educators brand, which transforms the classroom experience by empowering educators in 1,838 Jewish schools and institutions around the world with contemporary strategies and resources that inspire today's connected generation with stories of Israel, Judaism, and Jewish identity. Through a uniquely nuanced approach, UED offers bespoke educational

content created by expert educators and thought leaders to make Jewish learning more accessible, meaningful, and relevant.

In addition to our extensive library of resources, we now bring robust professional development to educators and meet their unique needs through our updated membership program, two new yearlong professional development courses, international school tours, and regional educator conferences across North America. These offerings ensure that teachers receive the training, coaching, and community they need to teach Israel with confidence, depth, and authenticity.

It's why we're trusted by a global academic community, including more than 76% of all English-speaking Jewish schools and institutions worldwide.



2025 HIGHLIGHT

Expanded regional conferences

In 2025, we continued to grow our regional conference model, building on the success of our South Florida and New York educator conferences in 2024 to expand into additional communities and reach a growing number of educators. Our **Toronto** conference served educators from across Canada, while **Chicago** brought together nearly **100 educators** from across the Midwest, with **Los Angeles** slated for 2026 as our West Coast hub. Each conference convened a diverse mix of day school and

congregational educators, teen and youth-serving professionals, and federation staff, creating a truly cross-denominational learning community. We also convened leading Israel education organizations—including M², JEP, and the iCenter—helping to strengthen the broader field. Together, these conferences offered expert-led learning that combined big-picture ideas from the field of Israel education with practical classroom ready resources.

2025 HIGHLIGHT

Growth in professional development offerings

We shifted to delivering structured, high-impact professional development courses through **two new cohort-based programs**. The “Israel and Zionism Master Course” strengthened educators’ content expertise with leading voices such as Einat Wilf, Haviv Rettig Gur, and Matti Friedman, engaging more than 40 educators. In parallel, the “Israel Curriculum Revamp” program supported **17 schools** in building aligned, upgraded Israel curricula and comprehensive scope-and-sequence frameworks, paired with ongoing coaching to ensure meaningful implementation.

2025 HIGHLIGHT

Enhanced membership model

We strengthened our membership model in 2025, transitioning from our “Collaborative” structure to a more streamlined, professionalized program. The new model offers schools access to premium curriculum content, personalized educator coaching, and discounted consulting services, all designed to elevate and standardize high-quality Israel education support across our partner institutions.

2025 HIGHLIGHT

Deep engagement with students

We launched fall and spring retreats with the Weber school in Atlanta, part of the Michael Kay Israel Fellows Leadership Conference, with **200 students** at each retreat. We also did deep work with Beth T’Filoh in Baltimore with 50 students in attendance. Tours in **Los Angeles** with 19 schools and 7 schools in **Philadelphia** brought together more than **3,500 high school** students for intensive learning experiences.

“Thank you for all you do to support our schools. The creativity, depth and thoughtfulness of what you produce is hugely impressive.”

Paul Bernstein

Chief Executive Officer,
Prizmah- Center for Jewish Day Schools

“The Collaborative has been incredibly valuable for myself personally and my team. This work is absolutely essential and I am so pleased to have access to it.”

Dan Sztrajt

Mount Scopus Memorial College,
Melbourne, Australia

“I’ve really enjoyed my experience working with Unpacked for Educators. I have found the resources extremely helpful and the webinars relevant to current events and needs.”

Shira Wiessbach

Jack M. Barrack Hebrew Academy

“Thank you and the entire team - not just for supporting me and my students with this support, but also for truly investing in Jewish education more broadly. Being able to share resources, collaborate with and learn from others, and just feel that there IS support out there is really inspiring and energizing.”

Rabbi Avery Joel

Head, Fuchs Mizrahi School

	2025	YOY growth (2024-2025)	3-year CAGR (2022-2025)
Use of educational resources	73,496	19%	29%
Unique schools / institutions	2,017	10%	4%
All-time total UED accounts	13,859	21%	29%
Membership schools	205	72%	43%

2025 HIGHLIGHT

Expanded global tours

The breadth and expansiveness of our global school tours this year increased and included programs in **Australia, England, Philadelphia, Houston, and Los Angeles** — where educators and students engaged directly with UED content and staff. Additionally, we ran the **LA Teen Fellowship**, a standout leadership program bringing together 11th and 12th graders from Jewish and non-Jewish schools across Los Angeles to explore nuanced Israel education and develop thoughtful student leaders.



ConnectED

FOSTERING INFORMED PERSPECTIVES ON THE ISRAELI-PALESTINIAN STORY, ANTISEMITISM AND JEWISH HISTORY

In today's polarized climate, conversations about the Israeli-Palestinian story, Jewish history, and antisemitism remain among the most challenging topics for educators to navigate. Many schools still hesitate to engage, concerned about controversy and lacking the tools and confidence to lead nuanced, values-driven dialogue. ConnectED was created to respond to this need - giving educators in independent and public schools the clarity, resources, and

support they need to guide students through these complex subjects with confidence and care.

In 2025, ConnectED continued to expand its reach and strengthen its community of educators. We nearly doubled the number of cohort schools, convened our inaugural educator conference in New York City, and built a first-of-its-kind "Dialogue Across Difference" course in partnership with Horace Mann, Fieldston, and Riverdale Schools. Hundreds of educators now rely on

ConnectED's videos, lesson plans, and professional development to foster informed, courageous conversations in their classrooms.

By equipping teachers, students, and school leaders with thoughtful content and hands-on guidance, ConnectED is helping transform how schools approach some of the most sensitive and essential issues of our time — creating learning environments where open inquiry, empathy, and critical thinking can thrive.



2025 HIGHLIGHT

ConnectED growth

Grew our cohort from 19 to **37 schools** across the U.S. and Canada, with a 95% retention rate (18 out of 19 schools continued into year 2).

RETURNING SCHOOLS



NEW SCHOOLS



“What a wonderful PD experience for everyone involved. It’s always encouraging when you leave a conference having learned something new, something immediately useful, from a respected and trusted colleague or two...Monday’s conference was terrific next step and as collegial as it gets. Everyone at ConnectED has lots to be proud of!”

Dr. Tom Kelly

Head of School, Horace Mann

“As someone who is not Jewish, I now have A LOT more knowledge about the history and issues related to the Middle East as well as current tensions in the U.S. — thanks to ConnectED.”

Laura Danforth

Head of School, Masters School

“The feedback from our educators has been overwhelmingly positive. ConnectED has proven to be a highly professional, responsive, and mission-driven partner.”

Valerie Khaytina

Chief External Officer, Hebrew Public

2025 HIGHLIGHT

Regional conference

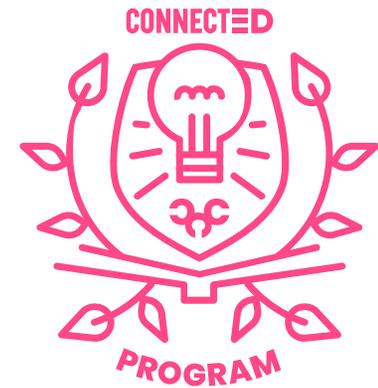
Hosted a successful inaugural ConnectED Conference in New York City, keynoted by Amanda Ripley and attended by **75 educators from 24 schools** from across North America. Sessions included topics such as navigating complexity in current events, when criticism of Israel crosses the line into antisemitism, who are the Jewish people, media literacy and more.



2025 HIGHLIGHT

**Widening
ConnectED reach**

637 educator accounts created on the ConnectED platform (+877% YoY), engaging educators, students, and parents across videos, curriculum, and 37 webinars. In 2025, we also drove 18,000+ website visits, launched 10 new videos, and hosted 55 in-person events.



2025 HIGHLIGHT

Certificate course

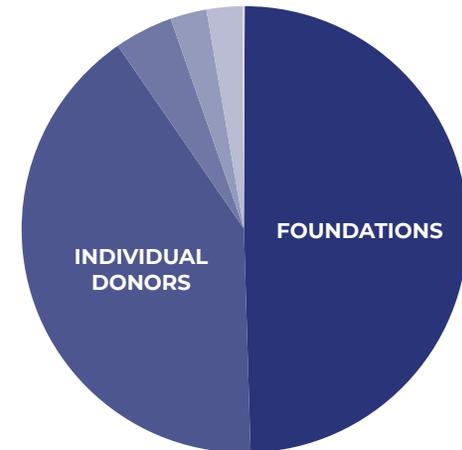
Built the “**Dialogue Across Difference**” course — a semester-long elective for high school students — co-sponsored by Horace Mann, Fieldston, and Riverdale schools.

Financials

Production	\$4,042,151
Amplified	\$2,003,665
Marketing + Product	\$3,215,943
Education	\$2,369,766
Fundraising & Development	\$1,349,443
Management operations	\$2,233,327
R&D	\$249,591
TOTAL EXPENSES	\$15,463,886

2025 revenue

Foundations	49.5%
Individual donors	40.9%
Paid partnerships	4.3%
Investments	2.6%
Sales (Events/UED Collaborative/ConnectED)	2.6%
Youtube/Google/Amazon	0.1%



“A huge thank you for your Unpacking Israeli History and Wondering Jews podcasts. At this strange and difficult moment in time, they honestly feel like a lifeline. Everything and everyone, feels so polarised, and it’s incredibly comforting to hear a more balanced, thoughtful voice cutting through the noise. I imagine that probably means you get criticism from all sides! You really can’t win! But please, keep going, walking that central path, being as nuanced and fair as you are. It really matters.”

Joanne Hayman
Podcast listener

“To date, every one of Unpacked’s videos has been unparalleled, so interesting, extremely well made, done with love, accuracy and above all, honesty.”

Rich
Unpacked YouTube commenter

“Fascinating and informative history, elegantly and effectively told. Thank you again for this brilliant online educational service.”

Anonymous
Unpacked YouTube commenter

Building our talent pool

In the past year, we welcomed 19 talented new hires, a vital investment as we continue to strengthen a top-tier team with diverse media and educational expertise. It's an expansion which reinforces our commitment to excellence as the #1 Jewish media company and positions us for even greater impact in 2026 and beyond.



Sasha Hess
PwC



Isaac Himmelman
VOX



Ezra Weiser
Meta

Production

Esther Baruch - Senior Writer

Isaac Himmelman - Director, Video Content

Elizabeth Karpen - Senior Digital Content Editor & Senior Writer

Chaim Smierc - Content & Social Media Manager

Malky Wandel - Video Editor

Ezra Weiser - Video Editor, Director, and Producer

Amplified

Eli Aretz - Program Manager, ISRAEL21c Digital Ambassador Program

Shaked Karabelnicoff - Social Media Strategist & Community Manager

Marketing + Product

Inia Portnoy - YouTube Channel Coordinator

Education

Allison Draizin - Program & Partnerships Manager, ConnectED

David Fain - Project Coordinator, UED

Kelly Fives - Senior Educator, ConnectED

Keren Horn - Senior Educator, Unpacked for Educators

Sydney Levine - Project Coordinator, ConnectED

Fundraising & Development

Gavriella Steinman - Executive Assistant

Dina Zollmann - Assistant Manager

Finance, Operations, HR

Marni Eizikovitz - Senior Staff Accountant

Sasha Hess - VP of Operations



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