



OpenDor Media

Annual Report

Media for the Jewish future • 2024

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 **OpenDor Media**

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At the beginning of 2024, Israel was in the midst of a multi-front war that was already extending well beyond Gaza. Recent Congressional hearings had shone a light on the unprecedented scale and intensity of Israel-hatred students were experiencing across U.S. campuses. The uptick in antisemitism was being experienced across the world.

In the midst of a moment that is changing realities not just for Israel, but for Jews and Zionists everywhere, OpenDor Media's mission to reach and educate millions with credible, thoughtful and positive content has taken on more importance and greater urgency than ever before.

Our work in 2024 is the story of our attempts to rise to the challenge of meeting the moment to ensure

Letter from our CEO

that anyone, anywhere, anytime, can access engaging, informative and inspiring Jewish and Israel-related educational media that strengthens understanding and connection to Israel, to Judaism and to the story of the Jewish people.

To meet that challenge, we have expanded our reach to new audiences across diverse platforms and programs, creating groundbreaking content that resonates with our diverse audiences. From record-breaking viewership on our videos to an unprecedented surge in podcast listeners and website engagement, 2024 has been a year of unparalleled growth. We've connected with hundreds of students and educators both in Jewish and secular schools through UED and ConnectED, and millions more around the globe through Unpacked and Amplified, sparking new conversations, inspiring deeper connections, and empowering individuals with the knowledge and tools to engage meaningfully with Jewish and Israel-related topics.

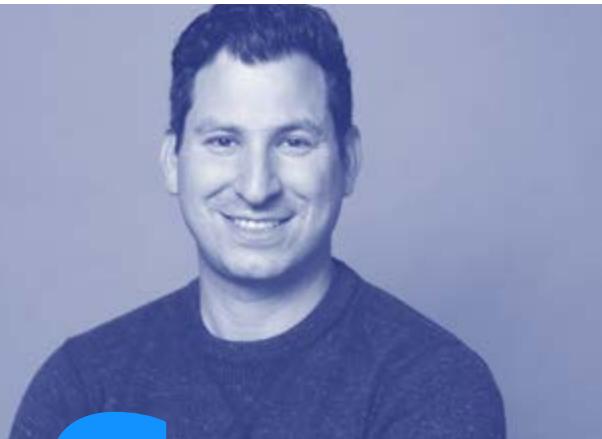
But we know that there is still so much more work to be done. For every person we reach we know that those spreading misinformation and false narratives reach many times more. And we realize that however good and honest our content is, or however much interest it attracts, we are competing with exponentially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

So while we are proud of what we accomplished in 2024, we realize just how much bigger and more ambitiously we need to think and act to meet the challenges of 2025 and beyond. In order 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.

A handwritten signature in blue ink that reads "Andrew".

ANDREW SAVAGE
CEO, OpenDor Media



Since October 7, the world has been reminded of the stark difference between what is urgent and what is important. Stephen Covey, in his timeless wisdom, taught that urgency demands our immediate attention, while importance demands our sustained commitment. The challenge, of course, lies in treating what is important with the same urgency, even when the world is not pulling at our sleeves to do so.

At OpenDor Media, education has always been our most important task. Not a reactionary response to crises, but a proactive effort to shape minds, create connection, and foster understanding before misunderstandings and divisions take root. Education is the long game. It is the essential work we do, not because the world shouts for it today, but because it whispers its need for it every day.

This has been our mission: to educate with nuance, depth, and integrity. To rebel against a world that demands we stay siloed and one-dimensional, we create educational content where curiosity is welcomed, complexity is embraced, and learners are invited to grapple with their

A mission-driven educational approach

DR. NOAM WEISSMAN, EVP

Jewish identity, Zionism, and Israeli history. In a polarized world, our work is not about staking claims in ideological battlegrounds but about illuminating the wide contours of dialogue, debate, and discovery, not just discovery of what is out there, but self-discovery as well.

Since October 7, the urgency of our work has become undeniable. More people than ever are seeking answers—about who they are, about their place in the Jewish story, and about the complexities of the Jewish state. And people outside the Jewish faith? They too have been asking questions and exploring the story of the Jewish people. Yet, we know that true education is not about rushing to meet the moment; it's about preparing for it long before it arrives. That's why we double down on our commitment to educate not just when it is urgent, but when it is important, planting seeds of understanding that may take years to bloom.

Our educational content—from long form videos, podcasts, and social media content,

to lesson plans and curricula—meets this generation where they are, with passion and compassion, with clarity and courage. We refuse to shy away from complexity or controversy. Instead, we embrace them as opportunities to teach—not indoctrinate—and to inspire critical thinking, empathy, and a deeper sense of belonging.

*[We] rebel against a world
that demands we stay siloed
and one-dimensional*

We know the stakes are high. The task before us is immense, but it is not new. To educate is not just to inform but to transform. To defend a civilization, as Rabbi Lord Jonathan Sacks of blessed memory reminded us, requires an unwavering investment in education. And so we remain committed, not only to addressing the urgent questions of today, but also to building a foundation for the important questions of tomorrow.

This is the work of OpenDor Media: to educate, to inspire, and to change the world—not just for today, but for generations to come. ■

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.

Proud to have met the moment in 2024

A challenging marketplace

Social media platforms are today's marketplace of ideas, where people gather to share perspectives, challenge viewpoints, and shape public opinion. Unfortunately, to continue the analogy, it's too often the case that those who shout loudest and most vociferously in "the marketplace," are the ones who get heard the most — irrespective of the content or context.

Back to the platforms themselves and the media landscape which our young audience find themselves interacting. The sad reality is that

they've become a breeding ground for misinformation and divisive narratives about Israel and the Jewish people, spreading at an unprecedented pace. The ongoing conflict in Israel and the broader Middle East has only amplified these challenges, extending the battle beyond physical borders into the digital realm—a war for hearts and minds that is shaping public discourse globally.

In the wake of the October 7 massacre, the past 15 months have become a defining period for Jewish identity, shaping how young Jews and their peers relate to Israel and Judaism.

Our response to both the medium and the message

Recognizing these challenges as both urgent and important, we have responded with an audience-centric approach, focused on two parallel goals:

Producing highly impactful content to inform, inspire, and empower young audiences;

Ensuring that the medium through which our content is delivered is just as impactful as the message itself. Or in social media terms, that we are as fastidious about which platforms, channels and formats we utilize as the educational content we place on them. Digital platforms do not just disseminate information; they shape perception, behavior, and societal structures in profound ways and we have worked incredibly hard to leverage this understanding so as to stand the best chance of cutting through the noise in this space.

To effectively engage with and positively impact our audience, we have had to meet them on their own terms—whether online or in the classroom—and with our unique, multidimensional strategy: one that ensures that Jewish learning is accessible, relatable, and inspiring across multiple touchpoints.

It's only through our diverse divisions and programs that we're able to engage directly with a young audience via social and digital media, and indirectly through educators and influencers—each playing a critical role in shaping a deeper and more nuanced understanding of Israel, Judaism, and Jewish identity.

Meeting the moment with unprecedented impact

Following the tragic events of October 7 and through 2024, an extensive and inspired effort by the whole OpenDor Media team, resulted in unprecedented reach and impact in terms of our core mission:

Across all of our content in 2024, we amassed over **2.6 million** hours of engagement—that's **80%** YoY growth on our 2023 total of **1.45 million** hours.

Our YouTube content was viewed just under **20 million** times by **7.5 million** people across **188** countries, with our subscriber base growing by **140,000** in just one year.

Our viral videos “5 Mind-Blowing Differences Between Sephardic and Ashkenazi Jews” and “Are Jews Indigenous to Israel?” each surpassed 600,000 views, while “Is the Mossad the World’s Most Elite Spy Agency?” captivated over **1.3 million** viewers.

Our *Unpacking Israeli History* podcast saw over **900,000** downloads, cementing its place as a trusted source of Jewish and Israeli history for a global audience.

On social media, our content reached over **20 million** views on Instagram and TikTok, with more than **2 million** engagements, as users liked, commented, and

shared our content widely.

Engagement with Unpacked for Educators' materials surged by **21%**, with over **61,000** resources utilized by **11,460** account holders across **1,838** schools and institutions.

Launched in 2024, our ConnectED division has already achieved remarkable success, onboarding **19** independent schools in the inaugural year, including some of the most prestigious institutions in the United States.

Our Amplified initiative expanded the reach and impact of **35** diverse Jewish and Israel-focused voices, spanning **81** social media channels, strengthening the presence of authentic, positive Jewish narratives online.

While we are immensely proud of what we achieved in the past year, we know that there is still much work to do and so much more to accomplish. We're invigorated by our success to date and inspired to make an even greater impact in 2025 and beyond.

“OpenDor Media is a miracle. Fast, smart, and wide-reaching. If we didn’t have it, we’d have to now build it from scratch. The great task of this generation of Jews is to recover and reclaim our story. It is a journey Jews, in all their diversity, need to take together. It’s such an astonishing privilege to be able to be part of that work.”

Haviv Rettig Gur

2024 key accomplishments

INFORMING, IMPACTING AND INSPIRING
THE NEXT GENERATION AT SCALE



36.9M

video views on YouTube,
TikTok and Instagram



167

tier 1 schools with deep
UED engagement



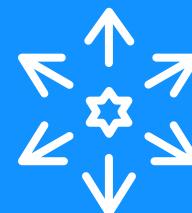
1.34M

podcast downloads
(growth of 50% YoY)



19

elite independent
schools in ConnectED



136.6%

increase in followers
across all Unpacked
channels



81

social channels from 35
creators under Amplified
management

Collaborating with mission-aligned partners

EDUCATION & CONTENT



1,830

schools and institutions utilized our content in 2024

562

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

Supporters

Executive Producer Circle

\$250,000 – \$1 Million+

Anonymous (X4)

Maimonides Fund

The Kirsh Foundation

The Marcus Foundation, Inc.

Rowan Family Foundation

Skolnick Family Charitable Trust

The Weisfeld Family Charitable Foundation

Co-Executive Producer Circle

\$100,000 – \$249,999

Anonymous (X2)

The Jeffrey H. & Shari L. Aronson Family Foundation

Blavatnik Family Foundation

Laura & Mike Faino

The Max M. & Marjorie S. Fisher Foundation

The Heckscher Foundation for Children

Jewish Community Foundation of Los Angeles

The Jewish Federation of Greater Los Angeles

Jewish Venture Philanthropy Fund

Jim Joseph Foundation

Evelyn & Shmuel Katz

Debra Klein & Avi Naider

Orion Foundation

Aimee & Jerry Ostrov

Pincus Fund for Jewish Education

Steinhardt Foundation for Jewish Life

Walder Foundation

Producer Circle

\$50,000 – \$99,999

Anonymous (X3)

Braman Family Foundation

Charles Crane Family Foundation

Andrea & Larry Gill

The Diane P. & Guilford Glazer Foundation Donor

Advised Fund
Dana Golding & Richard Scharf
Harris Philanthropies
Joleen & Mitch Julis
Harvey & Gloria Kaylie Foundation
Lisa & Victor Kohn
Dana & Peter Langerman
Leifer Family Fund
Alan & Annette Leve Family Foundation
The Margaret & Daniel Loeb Foundation
Mayberg Foundation
Adam & Cila Milstein Family Foundation
Irving I. Moskowitz Foundation
Moise Y. Safra Foundation
Doctor Bob & the Shillman Foundation
The Zalik Foundation Fund
Sherri & Marty Zigman

Director Circle

\$25,000 – \$49,999

Anonymous (X2)
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Lily & Kam Babaoff
Pamela & Aba Claman
Federation CJA
Crain-Maling Foundation
The Jon & Susan Diamond Family Foundation
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Jewish Federation of Greater Rochester
Sig & Miriam Feiger Family Foundation
Tony Felzen
Blair & Tena Frank Foundation
Francine Gani
Melinda Goldrich/Goldrich Family Foundation
Robyn & Russell Greenberg
Jewish Federation of Metropolitan Chicago – Fund for the Future
Diane & Andy Lappin
The Lisa & Michael Leffell Foundation
Marc Shmuel Levine

Hyman Jebb Levy Foundation
Iris & Shalom Maidenbaum
The Marcus Family Foundation
Theodore & Maxine Murnick Family Foundation
Natan Fund
Mieke & Spencer Neumann
One8 Foundation
Gay & Alberto Peisach
Anita & Hagai Rapaport
Jeff Sagansky
Judy & David Shore
UJA Federation of Greater Toronto
UJA Federation of New York
Lynda & Doug Weiser
Wilf Family Foundation
Andrea & Lawrence Wolfe Family Foundation
Rivka Noble Zell

Writer Circle

\$15,000 – \$24,999

Anonymous (X4)
BIMAH Foundation
The Covenant Foundation
Alyce & Philip de Toledo
Erdi Foundation
Eva & Peter Friedmann
Jewish Federation of Greater Atlanta
Corie & Michael Koss
Millie & Larry Magid
Steve Miller
Larry A. Mizel
Andrea Olshan
Sandra & Lawrence Post Family Foundation
Carol & Adam Reich
Meryl L Solomon, MD
Michael Staenberg
Michelle & Bruce Taragin
United Jewish Federation of Utah

Editor Circle

\$10,000 – \$14,999

Anonymous (X4)
The Morris & Beverly Baker Foundation
The Beker Foundation
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Debra & Neil Blair
Jeff Cohen
Betsy & Philip Darivoff
Yona & Isser Elishis
Mimi & Akiva Friend
Melanie & Martin Glatt
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Jewish Colorado
Jewish Federation of Greater MetroWest
Jewish Federation of Palm Beach County
Jewish Federation of Greater Philadelphia
Lois Kohn-Claar & Gary Claar
The Kolatch Family Foundation
Beth & Jeff Kopin
Robert I Lappin Charitable Foundation
Erica & Josh Legum
Eileen & Jerry Lieberman
Lindenbaum family
Lubetzky Family Foundation
Alisa Yaffa & Ken McElvain
Kim Pimley
Lauren & Jeff Polak
Jarrow Rogovin
Rothenberg Family Foundation
Marcy Gringlas & Joel Greenberg,
Seed the Dream Foundation
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Sarala & Danny Turkel
Sherry & Bob Wiener
Lori & Alan Zekelman



Unpacked

UNPACKING THE COMPLEXITIES OF ISRAEL, JUDAISM AND THE JEWISH EXPERIENCE

Established and more traditional models of Israel and Jewish education are facing a challenge engaging today's digital native generation, who demand more relatable, media-led experiences. It has meant that confident, influential Jewish voices have been underrepresented in digital media and have all too often been overwhelmed by the heat and clamor of misinformation and prejudice.

As the #1 Jewish educational media brand for today's digital generation, Unpacked exists to address those challenges, helping young people everywhere

explore and make sense of the complexities of Israel, Judaism, and Jewish culture and identity, by cutting through this often divisive media landscape with digestible, engaging and shareable content on their feed.

Our bespoke Unpacked-branded video, podcast, web and social media content provides context, clarity, and considered perspectives from leading thinkers on these complex topics, sparking honest conversations and encouraging open minds.

For our young audience, it's light on their time, but heavy on insight.

“Unpacking Israeli History is devoid of any contentious opinions establishing itself as one of the most important podcasts in the world at the moment. **EVERYONE**, the entire planet, needs to listen to it.”

WritingAllison
Podcast listener

“I’m totally hooked on your podcast with Mijal and Noam. 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.”

Elias Saratovsky
President & CEO, Birthright Israel

“Their honest, nuanced, thoughtful conversations about tough topics are a breath of fresh air. This is just what I was looking for as a Zionist Diaspora Jew who is both pro-Palestinian and pro-Israel.”

MarylandTransplant
Podcast listener

	2024	YOY growth (2023-2024)	3-year CAGR (2021-2024)
YouTube video views	19,850,777	22%	38.8%
New YouTube Subscribers	139,314	68%	46.1%
Podcast downloads	1,352,207	53%	116.5%
Social media engagements	2,229,599	98%	30.5%
Social media video views	20,912,414	59%	34.5%
Website sessions	1,459,645	-50%	44.7%

2024 HIGHLIGHT

Wondering Jews with Mijal and Noam at the GA with Meghan McCain

We were invited by the Jewish Federations of North America to record our popular podcast, *Wondering Jews with Mijal and Noam*, live at their General Assembly. With special guest Meghan McCain, we delivered our first-ever live episode to a full and engaged audience, with the conversation tackling pressing topics like what the recent

American election meant for the Jews, Christian-Jewish relations, antisemitism, and much more. It was a landmark event which highlighted the growing impact and recognition our podcasts are receiving within the Jewish and broader communities, and the popularity of the Unpacked brand as a source for balanced thought and perspective.



2024 HIGHLIGHT

Israel 101 – Indigenous video

In "Are Jews Indigenous to Israel?," Yirmiyahu Danzig explored his own family's history to illuminate the deep historical connection that Jews share with Israel, regardless of where they or their families originate. This video was incredibly impactful, with a reach of **692,673** and garnering **9,910,293** impressions since it first premiered on July 24. The success of this video demonstrates the power of our Unpacked voice to cut through the noise and engage audiences in meaningful, thought-provoking ways.



2024 HIGHLIGHT

Unpacking Israeli History

2024 was a year of incredible growth for our flagship podcast, *Unpacking Israeli History*. The show exceeded expectations, surpassing **900,000** downloads. As we move into the new year, *Unpacking Israeli History* will look to continue its surge in both its reach and impact. With a focus on putting out more episodes along with some new and exciting ways to engage and grow our dedicated and passionate audience. Watch this space!



2024 HIGHLIGHT

Today Unpacked viral shorts breakthrough

The *Today Unpacked* series has proven that short-form content can be both meaningful and impactful in educating and engaging audiences. Taking an event from the day or week and delving into its historical roots, *Today Unpacked* aims to provide context and insight into how we arrived at the present. Originally launched under R&D, *Today Unpacked* has since gained significant traction, with 3,500 followers at the

start of 2024 and over **35,000** by the end; that's **12,076,328** views and over **234,134** hours of watch time through that period. These milestones underscore the growing need and demand for our unique approach to storytelling and education and highlights how *Today Unpacked* has seemingly cracked the code in terms of creating meaningful, engaging, and thumb-stopping short-form educational content that captivates audiences and leaves them wanting more.



"I want to thank you deeply for your work, your commendable empathy and solid coverage of Israel. It's had a powerful impact on me. I'm a Christian college student living in the suburbs of Detroit, Michigan. I confess I fell prey to lots of misinformation before finding your podcast, and was swept up in the anti-Israel fervor for a time. You've ignited a newfound appreciation of Israel and Jewish history in me I continue to explore today."

Noah Haist

Podcast listener



"I have lived with anxiety and depression for many years. You have sustained me in good health for many months now, after a particularly dark period. The combination of mindfulness techniques and reflections on Torah, help to bring my faith into managing my health, which is amazing."

Anonymous

Podcast listener



"I absolutely love your *Jewish History Nerds* podcast. I really appreciate that you understand that history is so "nuanced". People love to compartmentalize things and break history into the good and bad, or to the good and the evil. It is rarely that simple, and you clearly get it!"

Anthony Levey

Podcast listener

"I'm a Palestinian who used to hate Jews and Israel, then I did more research after October 7 and learned more about the Jewish culture and religion with this channel. This channel has made me learn so much about Judaism, it inspired me to start learning Hebrew, keep it up guys!! Love from your Arab cousin."

Abdullahbinzahra124

YouTube commenter



"Thank you for explaining this in a way that diverse people can understand. Thank you again for furthering my knowledge."

Butterfly-ADHD

YouTube commenter

"You are a voice of reason in the middle of chaos. Thank you for your video."

Daveh893

YouTube commenter

"You have been an inspiration and strength, and I simply can't wait for your next YouTube {video} or article to come out! I love learning new stuff from you, different perspectives, and the fearless, courageous love, and joy, and positivity you broadcast is healing. Especially these days."

Aaron Brachfeld

YouTube commenter

Unpacked for Educators

EMPOWERING EDUCATORS TO INSPIRE CONFIDENT JEWISH FUTURES



Despite a formal education, many Jewish students graduate from schools with a fragile sense of identity and no more than a tenuous connection to Israel, foundations that are easily eroded in a world marked by misinformation and bias. Traditionalist 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 division which transforms the classroom experience by empowering

educators in **1,838** Jewish schools and institutions around the world with contemporary strategies and resources they need to inspire today's connected generation with stories of Israel, Judaism and Jewish identity.

Through a uniquely nuanced approach, UED offers bespoke educational content and resources, created by expert educators and thought leaders, to make Jewish learning more accessible, meaningful and relevant. It's why we're trusted by a global academic community, including over 74% of all English-speaking Jewish schools and institutions worldwide.

"Once again, The Collaborative / Unpacked for Educators has been the primary resource I have used in my classes this year. All the content is so relevant and engaging for the students. Nothing is too much for them, and it's such a pleasure to work with such an amazing organization!"

Keren Munnell

King David High Schools, Johannesburg

"The conference was eye-opening for me. I had felt unsure how to talk about the conflict in Israel, and attributed that to being the only non-Jewish educator on my campus. As a result of the training, I no longer feel alone, and I feel like I have the tools to ground myself as I attempt to broach a sensitive concept with responsibility and discernment. The opportunity the conference provided was more impactful than I can communicate."

Lisa Carrino

Beth Emet Day School, Cooper City, FL

"My colleagues and I were absolutely delighted to attend this conference. What I appreciate the most about UED is its commitment to helping educators give their students a full picture of Israel's past and present. I was instinctively bought in on the idea that giving students the opportunity to see all sides of a given issue was the best way to give a strong connection and love of Israel."

Amanda DeBauche Nichols

Central Synagogue, New York, NY

	2024	YOY growth (2023-2024)	3-year CAGR (2021-2024)
Use of educational resources	61,537	21%	25.8%
Unique schools / institutions	1,838	0.5%	1.4%
All-time total UED accounts	11,460	31%	40.1%
Collaborative members	119	34%	33.5%
Tier 1 schools	167	64%	n/a

2024 HIGHLIGHT

UED Conferences unlocking deep engagement with a wider audience

Our conferences have been key to unlocking deep and meaningful engagement with a wider educator audience. In the past year, we successfully brought together over **250** educators from diverse Jewish day schools for conferences in **Toronto, New York, and Miami**. Having previously catered specifically to high school educators, in 2024 we extended the invitation to teachers of grades 3 through 12 with a special introduction to Unpacked Junior, providing insights on teaching Israel-related topics to younger students.

What set these conferences apart was the inclusion of diverse perspectives on how to approach Israel education. We featured scholars who presented research on effective methods for teaching about Israel and offered actionable next steps through workshops designed to help educators integrate meaningful content into their classrooms.

The response was overwhelmingly positive — with participants expressing a strong desire for more resources and opportunities like these. The overarching message was about reframing Israel not as a divisive topic but as a unifying one, which was a profoundly moving takeaway from these events.

ConnectedED

A NEW DIVISION FOR INDEPENDENT AND PUBLIC SCHOOLS

Regional conflict has made the study of Israel, its history, cultural prejudice and antisemitism a third rail for educators, nearly impossible to address without sparking controversy and backlash. In response, many schools simply avoid the topic, or treat it superficially, hindering the development of more nuanced and empathetic perspectives.

Within this context, we launched ConnectED in 2024 with the ambition of empowering educators in independent and secular schools to engage thoughtfully and confidently with students on topics such as the Israeli-Palestinian story, antisemitism, Jewish history, media literacy and courageous conversations. We're proud of the program, which equips faculty, students and school leaders with

educational videos, curricula, and specialized professional development to navigate these complex subjects effectively.

By providing unique resources and tailored support, ConnectED fosters open, informed, and respectful dialogue within school communities, helping educators inspire meaningful understanding and engagement among their students.



2024-2025 cohort schools



2024 HIGHLIGHT

ConnectED growth

In its inaugural year, ConnectED achieved outstanding success, welcoming **19** independent schools, including many of the nation's top institutions, into the first cohort. With active engagement from school leaders and faculty, these schools are already seeing meaningful benefits from the program,

fostering positive change within their communities and enhancing educational outcomes.

The program's success is further demonstrated by its scalability, with plans to reach hundreds of educators through our video and curricula offering, growing our internal team, and welcoming many new schools into future cohorts.

"I really enjoyed your presentation on Jewish-American contributions. I thought it was one of the best I've seen at our school in a long time. I look forward to the next two assemblies on Jewish American life."

Marvin Terban

Educator, Columbia Grammar and Preparatory School, New York, NY

"It touched on the idea that in order to learn about the world, you have to be open to learning about other people and other ideas."

Oleg Zvezdin

Physics teacher, Horace Mann School, New York, NY

"Your energy is captivating, your message compelling, and your presence exudes such strength and warmth. We have heard very positive feedback from both faculty and students this afternoon, and we are thrilled that you will be returning. The fact that our students are familiar with and have responded favorably to your presentation style only adds to the reassurance that you are the right individual to speak to our community about this complex topic!"

Jonathon Allen

Director of Studies, Marlborough School, Los Angeles, CA



Amplified

AMPLIFYING AUTHENTIC VOICES ON ISRAEL, JUDAISM AND JEWISH EXPERIENCE

The underrepresentation of confident, compelling Jewish and allied voices in digital media allows hostile perspectives undue influence to 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 Jewish and Israel-focused 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.

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. In its first year, it has already shown an oversized ability to reach beyond our immediate audiences by supporting a growing cohort of diverse, compelling Jewish and pro-Israel voices across today's most influential (and so often divisive) digital platforms, maximizing the impact of their individual stories and messages.

Reach and impact

35 creators

with 3,133,317 combined followers
across all platforms

26.5K

posts

277.3M

video views

20.7M

engagements

Moving the needle

Comparative analysis of growth, pre-Amplified and with Amplified

+185%

hours watched

+584%

posts

+204%

video views

+195%

engagements



74%

of creators surveyed said they
feel less isolated since joining
Amplified

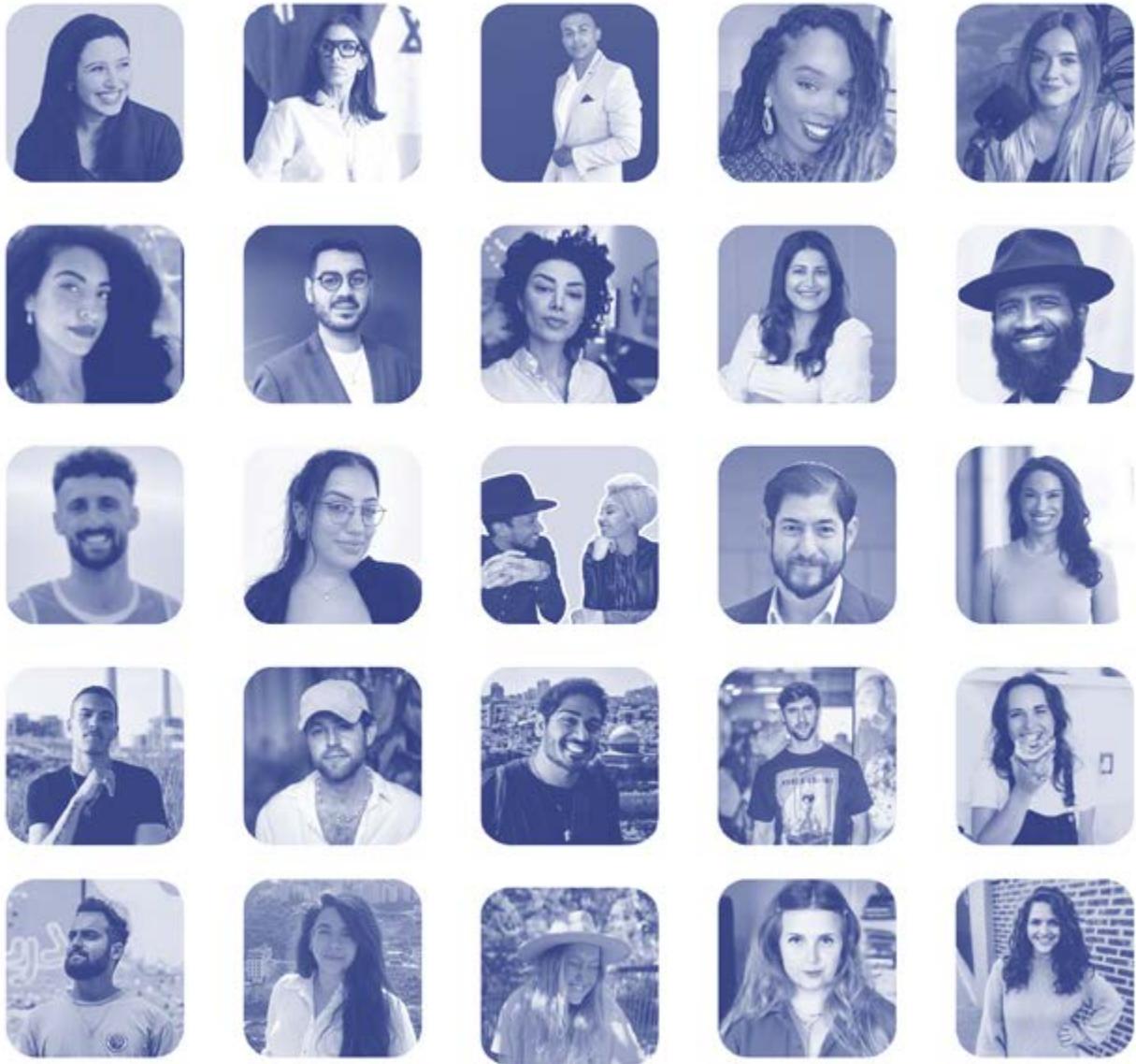


84%

of creators said their skills
and tools improved

2024 Amplified creators

By addressing the urgent and critically important need for more authentic, mission-aligned voices, 2024 closed with 35 creators in the program – both active and as part of our alumni network – and saw Amplified expand its reach through a greater diversity of creators, enhancing the effectiveness of the program and ensuring a broader, more inclusive conversation.



FROM TOP LEFT: Netta Asner (@nettaasner), Marnie Perlstein (@marnieperlstein), Yirmiyahu Danzig (@that_semit), Ashira Solomon (@realashirasolomon), Ceci Denot (@gordameir), Chama Mechtaly (@millennialmoor), Jonathan Elkhoury (@jon_elk), Rawan Osman (@arabs_ask), Yasmine Mohammed (@yasmohammedxx), Dr. Yehudah Pryce (@yehudapryce), Rami Tal (@cookingwithrami), Ariel Frenkel (@afrenkel), Barak Swartz (@otherbarak), Alma Cohen (@unapologeticjudean), Chava & Akiva Hart (@houseoflev), Rabbi Josh Franklin (@rabbijoshfranklin), Destiny Albrton (@destinythewonderful), Sara Rouse (@singitwithsara), Ari Lesser (@ariblesser), Noah Shufutinsky (@westsidegravy), Samuel J. Hyde (samuelj.hyde), Tal Oran (@thetravelingclatt), Mikey Greenblatt (@mikey_greenblatt), Micah Siva (@noshwithmicah), Sara Loffman (@challahbackgirls_), Amy Albertson (@theamyalbertson), Adiel Cohen (@adielofisrael), Maryam Younnes (@mimoyounnes), Simcha Sher (@gentle_jew), Ariel Tidhar (@arieltidhar), Ariel Stein (@ariel.loves)

“My time with Amplified has been absolutely terrific. The team is incredibly helpful, and I’ve benefited in a multitude of ways that have genuinely elevated my personal and professional journey. Their expertise has enhanced my ability to present my ideas in a polished, impactful way that resonates with my audience. I’ve seen tangible growth in my reach and engagement, which has been deeply gratifying.”

Samuel Hyde

Amplified creator

“Content creation is usually a very lonely endeavor, but with Amplified I feel supported and genuinely cared for. Amplified has helped me properly reflect on my work and how to succeed, scale and hone in on my brand”

Rami Tal

Amplified creator

“Amplified has helped me develop my brand by helping me clarify my message and amplify my presence in meaningful ways. Their personalized strategy sessions and actionable insights taught me how to reach a wider, more engaged audience while staying authentic to my values.”

Barak Swarttz

Amplified creator

“Being an Amplified creator has been invaluable to me! The practical support and creative support have made a huge difference in my content and grown my following. Amplified has helped me create a brand to professionalize my platforms and create a content strategy to reach a wide audience with the messages that are important to me. Thanks to the Amplified community, I am a better content creator.”

Destiny Albritton

Amplified creator

“Amplified has been a pivotal tool for me to help create more pro-Israel content in a more efficient manner. The team is super productive and attentive to my needs as a creator, and whether it is social media strategy, brainstorming sessions, or overviewing analytics, I’ve learned a lot and have really stepped up my social media game across all platforms!”

Tal Oran

Amplified creator

2024 HIGHLIGHT

Amplified building allies

Working with allies outside of the Jewish community, including courageous Muslims and Arabs who have been vocal in their condemnation of Hamas and all forms of terrorism, Amplified has

been able to support those whose voices command real respect and have great legitimacy.

As a result, they are able to reach and impact large and diverse audiences across social media who are not necessarily engaging with the Jewish content creator community.



"I stumbled upon your podcast after October 7th, driven by a deep desire to understand the nuances and context of the struggles. Born into a mixed family with Muslim and Catholic roots, I don't hold strong religious affiliations. Nevertheless, your podcast captivated my interest in Judaism and Israel, making me also look inward into my personal beliefs. Some episodes moved me to tears. Your work has not only educated me, but has also fostered a sense of empathy and understanding that I believe is crucial to reach peace in the region."

Adhil Ahmad

Podcast listener

"Unpacked's resources provide avenues to explore, study, and develop that relationship without forcing one perspective over another. What I am most impressed with is that the materials are free from political bias and religious dogma. They really are the best of Judaism and Israel education"

Educator Lisa Sandler

Temple Kol Emeth Religious School, Marietta

"I'm so glad I gave your videos a chance. I wasn't agreeing with your views at the start, and you guys changed my views."

Ryanmoore2447

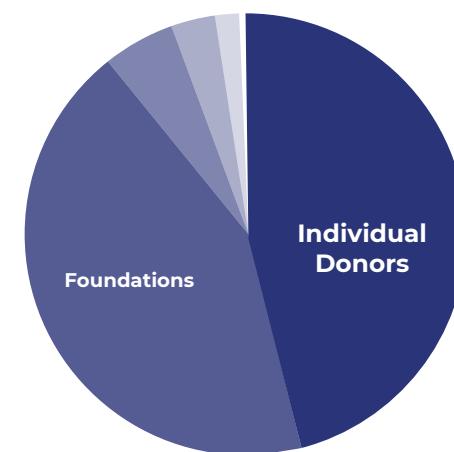
YouTube commenter

Financials

Production	\$2,950,594
Amplified	\$1,482,006
Marketing + Product	\$2,273,945
Education	\$1,770,403
Fundraising & Development	\$863,935
Finance, Operations, HR	\$1,121,157
R&D	\$342,818
TOTAL EXPENSES	\$10,804,858

2024 revenue

Individual donors	46.2%
Foundations	43.2%
Paid partnerships	5.6%
Investments	2.9%
Sales (Events/UED Collaborative/ConnectED)	1.8%
Youtube/Google/Amazon	0.4%



Building our talent pool

In the past year, we welcomed 18 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 2025 and beyond.



Ryan Rabinowitz
Ex Ogilvy



Laura Steuer
Ex AIPAC



Eden Cohen
Founder - A Wider Frame



Judith Bernstein
Ex HBO

Finance

Ryan Lencke - *Director, Finance*

Marketing & IT

Ryan Rabinowitz - *Chief Marketing Officer*

Judith Bernstein - *Senior Director, Marketing*

Samara Sone - *Manager, Marketing*

Rony Sklar - *Senior Manager, Marketing*

Orya Satzari - *Graphic & Digital Designer*

Development

Laura Steuer - *Senior Director, Development*

Aiden Segal - *Development Associate*

Production + Publishing + Podcast

Eden Cohen - *Head of Social and Website, Unpacked*

Avraham Weiss - *Video Editor*

Tzvi Joffre - *Writer*

Jason Kessler - *Senior Writer*

Hannah Lyon - *Social Media Manager*

Jenny Falcon - *Project Manager & Podcast Producer*

Education

Alex Harris - *Education Associate*

Yehonatan Dodge - *Education Associate*

Jonathan Seidel - *Project Manager, Education*



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