

**INNOVATE TODAY.  
THRIVE TOMORROW.**

# Dear Friends,

The Jewish community is more diverse than ever before. With unprecedented choice about how to live their lives, Jews today are committed to living in a better world, and to practicing Judaism in all forms of expression.

The Jewish Education Project has supported Jewish educators and the community for more than 100 years, **leading the movement to ensure that Jewish education helps youth and their families thrive, for a better tomorrow.**

As we emerge from the pandemic, Jewish education must continue to inspire our community to do more than just learn; it will support and guide people through life journeys in an ever-changing world, and the unique moment of transition of today. **To ensure its relevance and meaning in people's lives, Judaism and Jewish education must continue to adapt.**

We must embrace the power of community and innovation, and work to meet the need for top-notch, relevant Jewish education to engage more people in more meaningful ways.

Your support of The Jewish Education Project enables us to do this vital work. Together, let's lift up our dynamic community to be more adaptable — and stronger — than ever before.

May we continue to go from strength to strength to build a better tomorrow.



Martine Fleishman  
President, The Jewish Education Project



David Bryfman Ph.D.,  
CEO, The Jewish Education Project

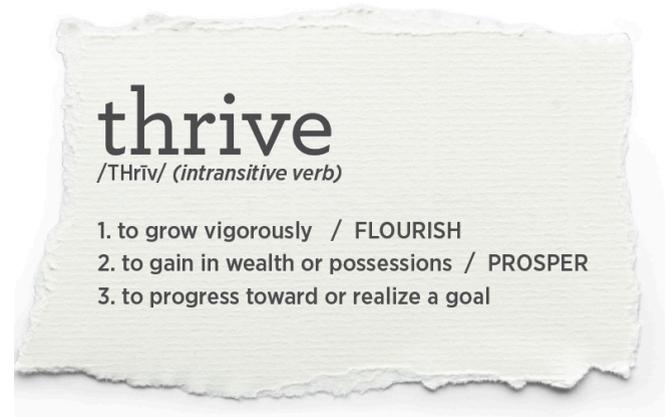
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# OUR COMMUNITY THRIVES WHEN WE COME TOGETHER.

That's why we partner with premier organizations and groups across the globe to create a new reality for Jewish education — one in which everyone can access learning experiences that bring meaning into their lives. **The Jewish Education Project equips educators in all educational settings — day schools, congregational schools, early childhood settings, youth-serving organizations, JCC's, residential and day summer camps, and Israel and other travel experiences** — to lay the foundation for young people to thrive as Jews and individuals in the world.

Prior to the pandemic, our work impacted 200,000+ children, teens, and families annually. As the Coronavirus pandemic unfolded, it revealed new opportunities for The Jewish Education Project to adapt and expand our impact. **With an increased investment in digital infrastructure, our reach almost doubled in 2020, and it continues growing monthly.**



We provide content that is rich with substance and purpose. We foster and support our diverse educator communities, and help ensure that they — the backbone of our broader community — have the resources they need to succeed.

**Your investment in The Jewish Education Project today enables us to continue to proactively and strategically build toward the future.**



## OUR MISSION

To inspire and empower educators to create transformative Jewish experiences. We train leaders, provide resources, and nurture educators in traditional and innovative settings.

## OUR VISION

To engage people in meaningful and relevant Jewish educational experiences throughout their lives so they can thrive as Jews and in the world.

## OUR VALUES

- 1 WE INSPIRE INTENTIONAL LEARNING COMMUNITIES
- 2 WE PROMOTE GROWTH AND DEVELOPMENT
- 3 WE RESPECT WHERE PEOPLE ARE AND OFFER A MAP OF POSSIBILITY
- 4 WE HONOR TRADITION AND EMBRACE CHANGE
- 5 WE STRIVE FOR EXCELLENCE THROUGH INNOVATION
- 6 WE PROMOTE DIVERSITY, EQUITY, AND INCLUSION



## Local, National, and Global Impact

Great ideas and an expansive vision know no boundaries. While the needs of every community vary, the fundamentals of Jewish learning are pervasive, national, and global.

Founded as the Board of Jewish Education of Greater New York, our history focused on serving the Jews of the New York Metro Area. Together with our primary partner, UJA-Federation of New York, The Jewish Education Project offers the highest quality Jewish education to impact the largest Jewish community in the world outside of Israel.

**As the world has evolved, with technology and globalization taking root, we continue to expand our national footprint with the support of the Jim Joseph Foundation.** Partnerships with communities around the country, including Atlanta, Cincinnati, Colorado, Houston, Miami, and Palm Beach have enabled us to pilot new programs, develop networks of educators, conduct professional development online, and impact many more educators with efficiency and effectiveness. Going forward, we will continue to build relationships and learn from other communities, so we can strengthen the Jewish ecosystem together.

**Ideas and thought leadership know no boundaries in a digital age. More and more today, communities around the world are accessing our resources.**

# THEORY OF CHANGE

The Jewish Education Project's work is founded on the belief that Jewish thought, traditions, and values can guide learners of all ages and backgrounds to be the best versions of themselves, make the communities in which they live stronger, and help make the world a better place.

**We drive innovation in education, support educators to create networks and share best practices, and energize the field for the present and the future.**

We believe that leadership is a practice. As we evolve with the needs of the moment, The Jewish Education Project continues to produce, curate, and disseminate powerful ideas — the resources and tools — intended to inspire our leaders — all stakeholders in Jewish education — to build new Jewish educational experiences for the next generation.



*“One of the most stunning gestures of Judaism was to overturn the whole idea of a hierarchy of knowledge. This is the great insight of the Jewish vision ... a free society must be an educated society, and a society of equal dignity must be one in which education is universal.”*

—LORD RABBI JONATHAN SACKS, z”l  
RADICAL THEN, RADICAL NOW



# HOW WE WORK

WE ADVANCE THE FIELD OF JEWISH EDUCATION THROUGH INTERTWINED STRATEGIES THAT MEET EDUCATORS WHERE THEY ARE SO THAT EVERY LEARNER THRIVES.



## NURTURE

Support educators and influence students through all life stages

For toddlers, youth, teens, new parents, and grandparents, Jewish education is a powerful way to connect to the community and feel inspired to make a difference. Our support for educators at all points in the life cycle is driven by the belief that Jewish wisdom, values, and tradition enable people to become the best versions of themselves and help make this world a better place.

## EMPOWER

Influence students and their educators in different settings

Jewish learning happens in many ways—at home with family, in group settings with peers, across the country, in Israel, or in alternative settings. No matter where they are teaching, we aim to equip all educators with the knowledge and tools to deliver the best educational experiences imbued with meaning and relevance to the learner's life.

## 1 INNOVATE

Ambitiously lead the field forward

If we want educators to think creatively and take risks, we must embody those traits. During the pandemic, we pushed ourselves to explore new models of support for educators and new ways of sharing resources. We propel the field of Jewish education forward to be ready for the future.

## 2 ADAPT

Continue to transform Jewish education for the times

Producing resources and programs that focus exclusively on the survival of Jewish peoplehood is not enough. We must nurture our ability to thrive in our contemporary moment. From mental health to the environment, to supporting marginalized communities, with our support, Jewish educators can tap into critical issues that resonate with their learners.

## 3 SHARE KNOWLEDGE

Be the go-to resource

Jewish educators across the United States trust us to provide exceptional content, elevated by the success of the Jewish Educator Portal and its burgeoning network. Educators frequently return to our sequential professional development experiences to help refine their thinking and transform Jewish education for learners, resulting in a more measurable impact on the ground.

## 4 CONNECT

Grow and strengthen Jewish educator networks

Strong networks of educators are essential to continuing to advance the field. Whether in-person or virtually, we are a central gathering place for educators to share ideas, successes, and challenges. We will continue to create opportunities for educators to feel supported and connected to peers across the country.

# THE JEWISH EDUCATION CONTINUUM

For long-lasting impact, meaningful Jewish education must be accessible both at major milestones and in everyday transitions. The Jewish Education Project helps instill a love for Judaism and Jewish life by working with Jewish educators to keep learners connected throughout their lives.

## Our Programs

### EARLY CHILDHOOD

We provide opportunities for early childhood educators to learn together, explore the interests of young families, and experiment with cutting-edge approaches. Programs include:

- **Nature-Based Learning:** Creative learning experiences through nature inside and outside of the classroom.
- **Reggio-inspired Child-Centered Constructivist Learning:** Strengthening how educators listen and document learning as it unfolds.
- **Music Together® Sing Shalom:** A high-quality Jewish music education family engagement class for children 0-5 and their caregivers.



*“The Youth Mental Health First Aid Training was incredibly valuable for the work I do. Learning through a Jewish lens helped me understand the issues my teens are facing and what they need.”*

—STESSA PEERS, TEMPLE BETH ABRAHAM, TARRYTOWN

*“The Jewish Education Project bolsters my work with families as we build our new ‘normal’ together. I gain a renewed energy, fresh ideas, and increased confidence that the love and integrity that are always at the heart of my teaching can continue despite physical distance.”*

—MELISSA HUME, STEPHEN WISE FREE SYNAGOGUE, MANHATTAN



### TEEN EDUCATION AND ENGAGEMENT

We help teens discover answers to core questions of adolescence and identity by giving educators and youth leaders tools to motivate Jewish teens to be their best selves. Programs include:

- **Teen Mental Health:** Supporting educators in fostering the social emotional health of teens.
- **Find Your Summer:** As part of the New York Teen Initiative, [FindYourSummer.org](https://www.findyoursummer.org) is a searchable database of 400+ teen summer programs, including transformative Israel experiences.
- **Generation Now:** Our groundbreaking research study, [GenZ Now: Understanding and Connecting with Jewish Teens Today](https://www.genznow.org) sheds light onto teens and how we can help them thrive in today’s world.

### DAY SCHOOLS & YESHIVAS

We support day school and yeshiva principals and educators to deliver excellent and inspiring education that helps build the next generation of Jews. Programs include:

- **Professional & Leadership Development:** Building communities of practice to transform the day school and yeshiva field.
- **Government Funding & Advocacy:** Representing Jewish schools’ needs and entitlements, facilitating millions of dollars in federal funds, and supporting access to New York State educational exams as well as USDA Child Nutrition Programs.
- **Whole School Innovation:** Improving student outcomes with a data-driven professional development program to empower school leaders to understand and innovate on their school’s strengths and challenges.



## SPOTLIGHT

# ILLUMINATING NEW IDEAS AND PEOPLE

We elevate the field by staying on top of the latest trends and tools to inform the work of educators around the world.

### Jewish Futures Conference:

A generative experience that brings together thousands of educators to create new ideas that will impact models of Jewish education.

**Adapting Livecast:** A digital gathering for educators and community leaders to discuss the state of Jewish education and its future. Topics have included racial justice, virtual learning, civic engagement, and more.

**Thought Leadership:** As a voice for Jewish education, we share best practices and produce research about effective modalities with our community.

**Robert M. Sherman Young Pioneers Award:** Celebrates innovative educators who demonstrate a commitment to new ideas and creativity to inspire youth and families.

## CONGREGATIONS, JCCS, & BEYOND

We support congregational education leaders in delivering meaningful, relevant Jewish learning that positively influences both learners and families. Programs include:

- **Innovation & Models:** Providing resources to educators to help incubate new ideas.
- **Leadership Development:** Developing strong teams to respond to today's complex educational landscape.
- **Networks & Consulting Microgrants:** Inspiring, innovating, and connecting leaders through peer networks and funding opportunities.

## ISRAEL EDUCATION

We work with partners to foster a cadre of skilled educators who create educational experiences that help learners understand Israel in all of its beauty and complexity. Programs include:

- **RootOne Teen Israel Experiences:** A bold initiative funded by The Marcus Foundation to strengthen the quality of teen Israel experiences and dramatically increase the number of teens traveling to Israel before college.
- **Webinars and Resources:** High level webinars and resources equip educators with skills to teach about the diverse and competing narratives in Israel.
- **Embracing the Complexity in Israel Education:** Empowering educators to bring the beauty and intricacies of Israel into the classroom through our Qushiyot Fellowship & Alumni Network.



*“The Jewish Education Project’s leadership trainings and coaching sessions helped me transform my school into a place where students, teachers, and families thrive.”*

—RABBI MAURA LINZER,  
TEMPLE BETH EL OF  
NORTHERN WESTCHESTER



*“The Professional Development Network helped me build so many valuable skills. It strengthened me as an administrator, which strengthens my school.”*

—ASHLEY CHARNOFF,  
TORAH ACADEMY FOR GIRLS,  
FAR ROCKAWAY



*“The Qushiyot Fellowship helped attune me to the importance of teaching about authentic Israel, without shying away from complexity.”*

—QUSHIYOT FELLOWSHIP  
PARTICIPANT



# ADAPTING DURING A CRISIS

*“The world around us is evolving quickly and the Jewish community of tomorrow cannot, will not, and should not look like the Jewish community of today.”*

— DAVID BRYFMAN,  
CEO, THE JEWISH EDUCATION PROJECT

The Jewish Education Project responds immediately to the needs of Jewish educators in moments of crisis, including the rise of anti-Semitism, school shootings, conflicts in Israel, and civil discourse and violence in our country. Educators turn to The Jewish Education Project in these difficult moments because we have built relationships and trust in the community. **We excel in moments of crisis because of the foundations we have built over decades of working with our heroic Jewish educators that allow us to be nimble in the face of new challenges.**

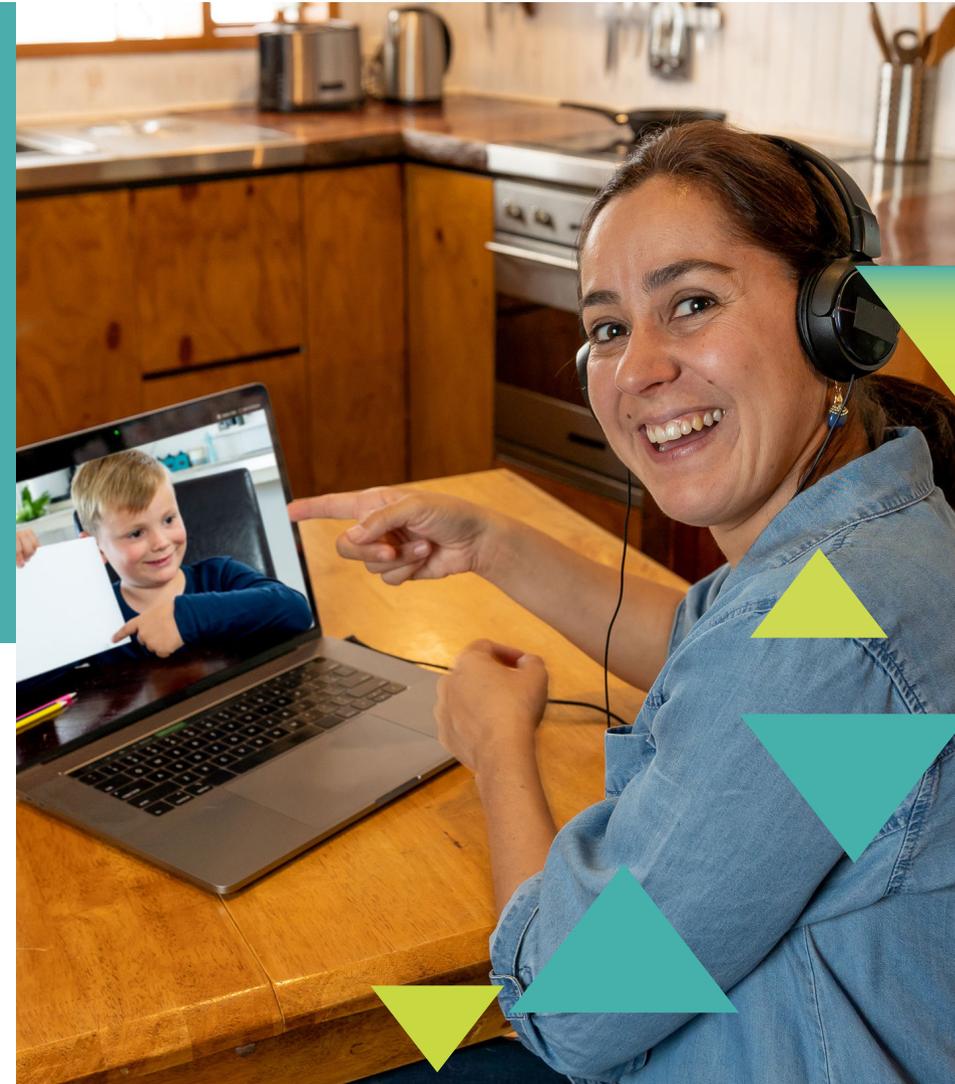
With news of lockdowns and schools transitioning to remote learning following the Coronavirus outbreak in 2020, teachers flooded the agency with calls for support.

## The Jewish Educator Portal

Our latest initiative, the Jewish Educator Portal is a dynamic platform to help educators find and share resources, create community, enhance skills through professional development, and positively influence the lives of tens of thousands of learners. Supported in part by Maimonides Fund and the Jim Joseph Foundation through the Jewish Community Response and Impact Fund (JCRIF) and GS Humane Corp, the Portal reflects our commitment to anticipate and meet the future needs of our educators.

Our expert team quickly began offering consultations and producing high-quality webinars and digital resources that taught teachers how to engage students in a digital world. As the pandemic’s impact took hold, we adapted to prioritize students’ mental health, social, emotional, and spiritual development. We recognized the need to create connections and celebrations, while working to ensure that educators were also taking care of themselves.

**We continue to support educators navigating crises and everyday challenges while anticipating the needs of the field moving forward.**



## PANDEMIC RESPONSE

**200+** professional development webinars created and shared

**14,000+** Jewish educators engaged with new Jewish Educator Portal

**2,000+** unique listeners of the new livecast, *Adapting: The Future of Jewish Education*

**5,000+** people accessed racial justice webinars and resources

**500,000+** Jewish youth and their families served

### NEW YORK SPOTLIGHT

**\$5.9 million** in government funds facilitated for professional development and educational resources

**\$387,000** in food commodities directed to day schools between July and September 2020

Intensive consulting and capacity building provided to **50** congregations, day schools, and early childhood programs

# OUR STRATEGIC PRIORITIES

THE JEWISH EDUCATION PROJECT IS RE-IMAGINING JEWISH EDUCATION AND LIFE TODAY.

As we address today's challenges, we are partnering with leaders in the field to design innovative models that **harness the power of digital education to engage children and families wherever they are.** We're equipping a strong community of educators with the training and tools they need to succeed in-person and virtually.

The Jewish Futures Conference remains our premier vehicle to bring new thinking and ideas to transform Jewish education while the Jewish Educator Portal will continue to expand.

THE JEWISH EDUCATION PROJECT WILL CONTINUE TO LEAD THE MOVEMENT TO DESIGN THE JEWISH EDUCATION LANDSCAPE THAT WILL USHER US INTO THE FUTURE.





## Over the next 5 years, we will focus on the following strategic priorities:

### 1. THOUGHT LEADERSHIP

We will harness the power of bold ideas to deliver ground-breaking research, challenge our status quo, and transform Jewish education.

### 2. HARNESS TECHNOLOGY TO SCALE PROFESSIONAL DEVELOPMENT

We will leverage cutting-edge technology to reach thousands of educators and enable them to meet the ever-changing realities of hundreds of thousands of Jewish youth and their families.

### 3. INCUBATION

We will be at the forefront of incubating new models of Jewish education and experiences that help educators meet our community's complex needs.

### 4. PARTNERSHIPS

We will expand our national footprint by fostering strategic partnerships across the country while maintaining our legacy New York-based programming.

### 5. ORGANIZATIONAL CAPACITY

We will strengthen our organizational capacity to become more effective and sustainable so that we fulfill our vision of creating thriving Jewish communities.

# FINANCIALS

## BOARD OF JEWISH EDUCATION STATEMENT OF ACTIVITIES FOR THE TWELVE MONTHS (PROJECTED) ENDING JUNE 30TH

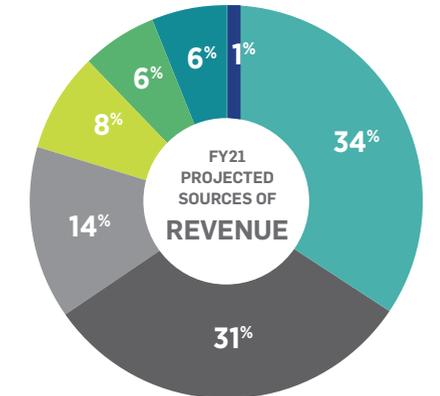
*Unaudited*

Projection  
6/30/2021

### REVENUES

|                                 |             |
|---------------------------------|-------------|
| UJA-Federation of New York      | \$4,360,557 |
| Foundations                     | 1,952,659   |
| RootOne                         | 4,786,572   |
| Community Partnerships          | 88,275      |
| Board and Events                | 800,000     |
| Program Revenue (including SFS) | 902,727     |
| Other*                          | 1,120,400   |

**Total Revenue 14,011,190**



- UJA-Federation of New York 31%
- Foundations 14%
- Other 8%
- Program Revenue 6%
- Board and Events 6%
- Community Partnerships 1%
- RootOne 34%

### EXPENSES

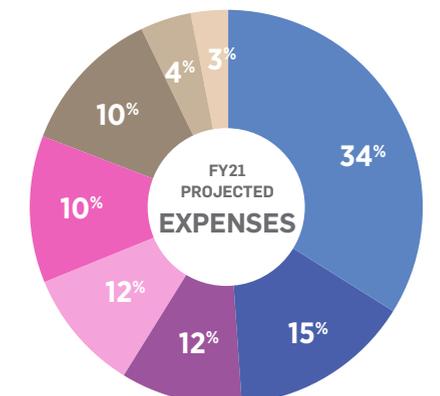
|   |           |
|---|-----------|
| Program Expenses                          |           |
| Day School                                | 1,625,311 |
| Early Childhood                           | 456,328   |
| Teen Engagement                           | 2,031,639 |
| Congregational/Part Time Jewish Education | 1,454,426 |
| RootOne                                   | 4,786,572 |
| Digital                                   | 1,625,311 |

**Total Program 11,979,588**

|                         |           |
|-------------------------|-----------|
| Marketing & Development | 541,770   |
| Administration          | 1,348,334 |

**Total Expenses 13,869,692**

**Net Revenues (Expenses) from Operations \$141,498**



- Teen Engagement 15%
- Day School 12%
- Digital 12%
- Part-time Education 10%
- Administration 10%
- Marketing + Development 4%
- Early Childhood 3%
- RootOne 34%

\*Includes Payroll Protection Program of \$1,045,400

## THE JEWISH EDUCATION PROJECT LEADERSHIP

### Executive Leadership Team

Dr. David Bryfman  
*Chief Executive Officer*

Steve Goldberg  
*Chief Operating Officer*

Nessa Liben  
*Chief Advancement Officer*

Susan Wachsstock  
*Chief Program Officer*

### The 2021-2022 Board of Directors

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*President*

Karen Everett  
*Vice President*

Craig Padover  
*Chair of the Board*

Amy Yenkin  
*Treasurer*

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Stephen Rutenberg  
Philip Schatten  
Tara Slone-Goldstein  
Peter Stern  
Meryl Wiener  
Tikvah Wiener  
Gary Wingens

## OUR IMPERATIVE

WE BELIEVE IN THE POWER OF EXCELLENT JEWISH EDUCATION TO ADD MEANING TO PEOPLE'S LIVES. OUR AIM IS TO HELP CHILDREN AND THEIR FAMILIES THRIVE — UNDER ANY CIRCUMSTANCES.

BUILDING ON OUR LEGACY, THE JEWISH EDUCATION PROJECT CONTINUES LEADING THE FIELD THROUGH OUR RELATIONSHIPS, OUR PROGRAMS, AND OUR ABILITY TO MEET IMMEDIATE NEEDS AND TO PLAN FOR THE FUTURE.

WE WILL CONTINUE TO MEET JEWISH EDUCATORS WHEREVER THEY ARE AND WHEREVER THEY TEACH BY GROWING OUR NATIONAL FOOTPRINT, ENHANCING OUR DIGITAL ASSETS, AND BY ENGAGING NEW LAY LEADERS TO CONTINUOUSLY IMBUE THE JEWISH EDUCATION PROJECT WITH FRESH PERSPECTIVES AND IDEAS.

THE WORLD IS CHANGING. SO IS JEWISH EDUCATION.

THE EDUCATION SYSTEM WE INVEST IN TODAY CREATES THE JEWISH COMMUNITY WE WANT TO SEE TOMORROW.

*Join us.*



[jewishedproject.org](http://jewishedproject.org) >  [@JewishEdProject](https://twitter.com/JewishEdProject) >  [@jewished](https://www.instagram.com/jewished)

