

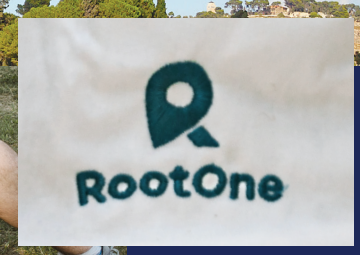
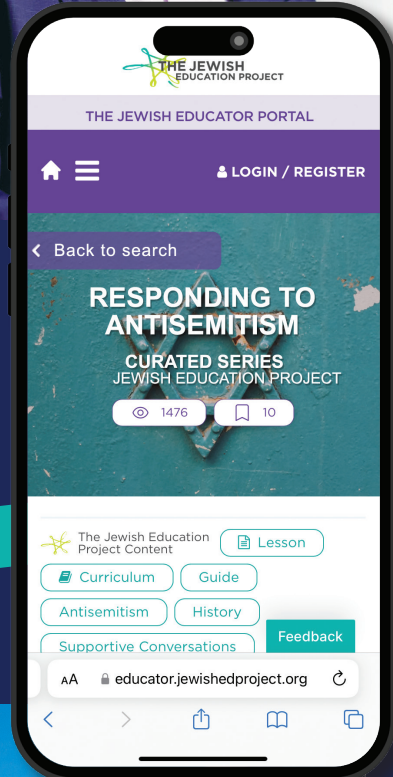
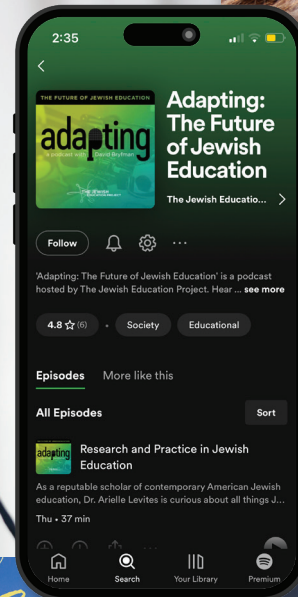
EMPOWERING

TO THRIVE

Strengthening Identity. Powering Our Future.

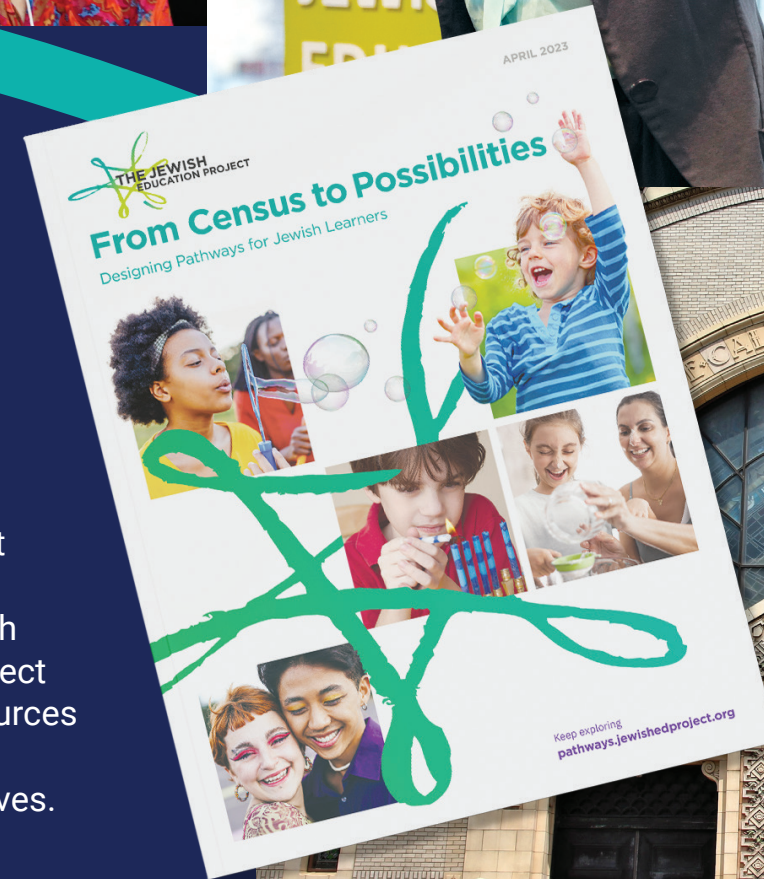


WHEN WE EMPOWER EDUCATORS



KIDS THRIVE

Educators shape perceptions about Jewish values and history, and strengthen a child's sense of Jewish identity. The Jewish Education Project empowers educators with the resources and tools to inspire children to live knowledgeable and joyful Jewish lives.



Why Jewish Education Matters, Now More Than Ever

In our increasingly interconnected, complex world, Jewish education can, and must, play an integral role in the lives of children, teens, and their families. Jewish education is not about a single classroom or program or event. Rather, powerful Jewish education encompasses the whole learner, accounting for their interests, struggles, ambitions, and more.

Amidst the crisis in Israel and rising antisemitism, we know that understanding Jewish values, history, and heritage can help children embrace their Jewish identity, face adversity with pride and optimism, and stand up for their beliefs.

Our vision for a strong Jewish future powered by pride, knowledge, and a sense of belonging infuses all the work that we do. **Educators are on the frontlines to positively influence how all students learn. Access to both the very best professional development experiences and programmatic models are the best tools to maximize their impact.**

We are proud of our work to date -- and know there is much to do in the coming years.

Recent history reminds us of the unpredictable nature of our journey. We learn, we course correct, and we always aim to do better. Our world today, our youth today, demands...and warrants, nothing less.

Thank you for being on this journey with us.

David Bryfman



CEO,
The Jewish Education Project

Lois Kohn-Claar

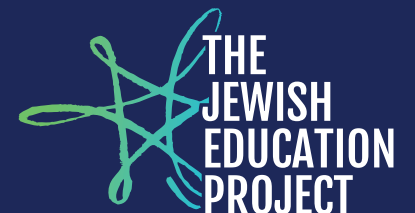


President,
The Jewish Education Project

EMPOWERING TO THRIVE

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PROUD PARTNER
 UJA Federation
NEW YORK

 THE
JEWISH
EDUCATION
PROJECT

WHO WE SERVE

The National Destination for Jewish Educators

Jewish educators across the nation and the globe, in every discipline and denomination, turn to us as the leading resource for best-in-class professional development resources and innovative practices. Who ultimately benefits? Hundreds of thousands of families.

We Serve...

- All 50 States
- 150+ countries globally
- Tens of thousands of educators
- 500K children impacted annually



WHAT IS OUR VISION

To enable Jewish youth and families to engage in Jewish educational experiences that help them thrive as Jews and in the world.

WHY WE EXIST

To inspire and empower educators to create transformative Jewish experiences.



PART-TIME EDUCATION



ISRAEL EDUCATION



EARLY CHILDHOOD PROGRAMS



TEEN-SERVING ORGANIZATIONS



CAMPS



DAY SCHOOLS & YESHIVAS



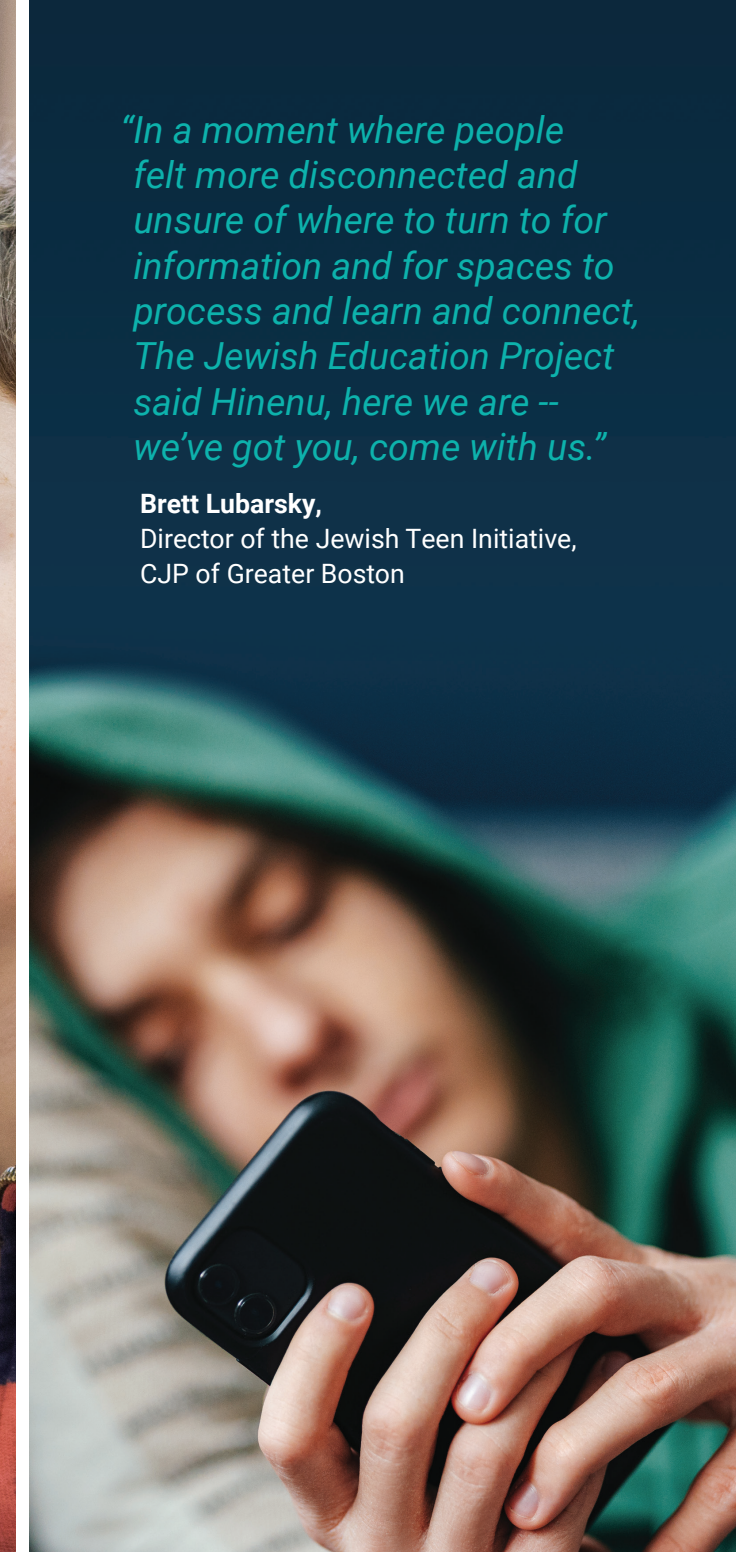
INDEPENDENT & PUBLIC SCHOOLS



EXPERIENTIAL PROGRAMS



PARENTS & FAMILIES



“In a moment where people felt more disconnected and unsure of where to turn to for information and for spaces to process and learn and connect, The Jewish Education Project said Hinenu, here we are -- we’ve got you, come with us.”

Brett Lubarsky,
Director of the Jewish Teen Initiative,
CJP of Greater Boston

MEETING THE MOMENT

Israel At War: The Days After October 7th

The Jewish Education Project has been tested time and again... Pittsburgh, Covid-19, January 6th, and now October 7th. Educators know that in a time of crisis, no matter the scale, they can turn to us for immediate expert guidance, carefully curated resources and reassurance that we’ve got their backs.

66K+

66K+ educators accessed our **resources and events related to the crisis in Israel**, 10X the visitors in the same period the prior year.

26K+

26K+ educators and parents viewed **expert webinars** on topics including, “How to Talk to Children About Israel Today.”

300+

Launched a series of **trips to Israel** for 300+ North American Jewish Educators to bear witness and, in turn, to impact their Israel education curriculum.

3K+

3,000+ RootOne alumni and parents engaged weekly with **resources related to Israel and mental health**.



Partnered with **UJA-Federation of New York, PJ Library, Kveller** and more to provide even wider access to our resources.

TAKING THE FUTURE INTO OUR HANDS

Access our in-depth antisemitism and Israel resources on The Jewish Educator Portal at educator.jewishedproject.org.

We're not waiting for the next crisis, not on our watch. Through the power of education, we're proactively building deep connections to Israel with young people, reaching families who want access to Jewish experiences, and cultivating an understanding of Israel and antisemitism in all its complexity amongst our secular neighbors.

Bringing Educators to Israel

We lead a series of Israel travel programs, **Mishlachot Areyvut**, for 300+ North American Jewish educators to witness first-hand the impact of October 7th, and apply it to their curriculum to enhance Israel education for their learners at home. As a trusted communal partner, our collaboration with other organizations make these trips possible.

Building Connections to the Jewish Homeland

Our Israel education and travel initiative, **RootOne**, has sent over 13,000 Jewish high schoolers to Israel. We are doubling down to provide more resources and educational opportunities for new participants, alumni and parents. Our pen-pal program, One2One, also pairs hundreds of North American youth with Israeli peers.

Expanding Education to Combat Antisemitism

We proactively prevent bias, discrimination, and hate in public and independent schools. Amplifying the voices of the New York Jewish community in education coalitions through the **New York Education Initiative**, and working with school district leaders to promote an inclusive and safe K-12 school environment, we ensure accurate instruction related to Jewish issues.

Making Joyful Jewish Learning Accessible

We offer live online Jewish learning directly to children and families through our online learning platform **TruVie**. Accessible and ready-to-use resources are available, including content on Israel and antisemitism, to help families create meaningful Jewish experiences at home.



Mishlachot Areyvut:
Delegations of Responsibility



 **RootOne**



 **NYEI**
New York Education Initiative



TRUVIE



OUR THEORY OF CHANGE

As the world evolves, so does the Jewish community. Educators and leaders play a crucial role in adapting to these changes. Their innovative ideas inspire new approaches to Jewish education, meeting the needs of today. Our goal is to create meaningful learning experiences and practices that resonate with modern learners. By providing engaging educational opportunities, we empower Jewish youth and their families to thrive both within their community and in the broader world.



Thought Leadership

We step into the important, and sometimes challenging, events and ideas shaping the world today.



Innovation & Incubation

We develop innovative ways to bring conversations to a global audience in real time.



Professional Development

We develop the tools to help educators guide young people through life's moments with a sense of identity, purpose and hope.

 **Thought Leadership**

EMPOWERING THROUGH IDEAS

The Jewish Education Project takes on some of the most challenging and transformational developments we face as a community, so that we can continue to best serve our learners in a rapidly evolving world.



CONNECTING THE DOTS THROUGH TORAH

What does ancient Jewish wisdom offer in our hyper-paced, complex world today? A LOT. **Rabba Yaffa Epstein**, our Senior Scholar and Educator in Residence, helps educators, lay leaders, and staff understand how the stories and lessons of the Torah provide an eternal blueprint of values to guide us.

Keeping Educators on the Cutting Edge

Thousands of educators rely on us to illuminate the latest in education. Our webinars and signature industry conferences like **Jewish Futures** cover topics like artificial intelligence, shifting culture around identity, sexuality and diversity, the State of Israel, and more.



Exploring **Artificial Intelligence** and Jewish Education



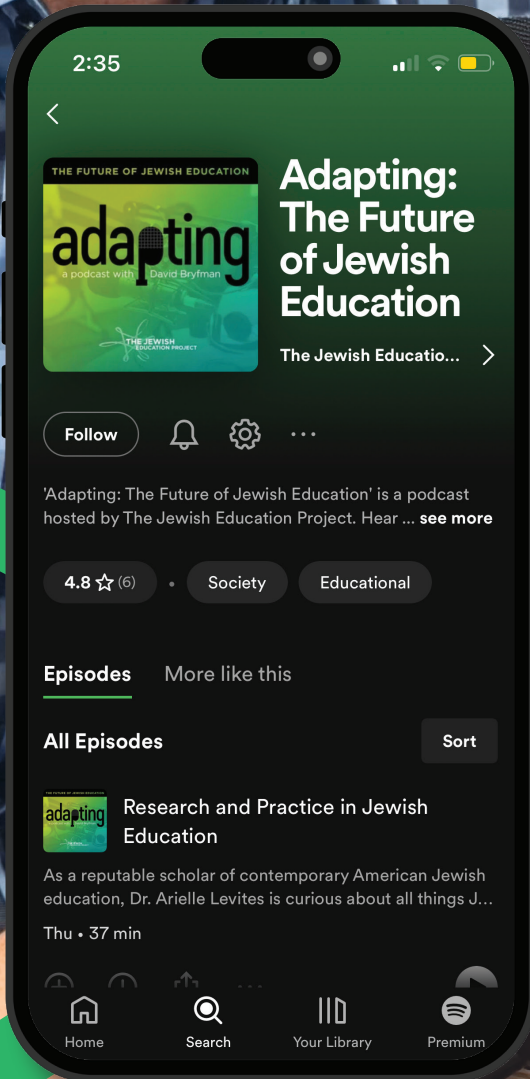
Addressing **Toxic Teen Hookup Culture**








Elevating bold voices.

Our weekly podcast, “Adapting: The Future of Jewish Education” with David Bryfman, elevates provocative voices that address topics such as youth mental health, antisemitism, teacher compensation, and more. Listeners are exposed to new perspectives and creative ideas.

[Listen Here](#)



CONVERSATIONS THAT MEET THE MOMENT

-  **Jewish Educators on the Frontlines in the War of Ideas**
with Dr. Rachel Fish
-  **How to Talk to Children About Israel Today**
with Dr. Sivan Zakai
-  **Where Jewish Education Meets Feminism**
with Shuli Karkowsky
-  **Artificial Intelligence or Artificial Education?**
with Dr. Samantha Vinokor-Meinrath
-  **The Secret to Teen Engagement**
with Ira Miller

Catalyzing Change Through Research

Our advanced research produces data-based insights that our expert staff leverage to develop new models and pioneering initiatives. Areas of research have included teen engagement, part-time Jewish education, and more.

*Our two-year research study of supplementary education in North America culminated in our report, **From Census to Possibilities**, complete with new design principals and case-studies of successful models.*

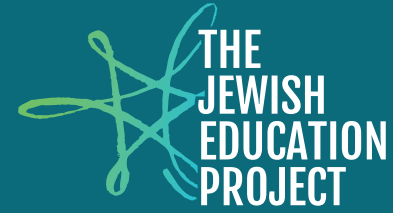
[Download your copy](#)



Help us keep Jewish educators ahead of the curve. Contact Heidi Kane, Senior Development Manager hkane@jewishproject.org

EMPOWERING THROUGH INGENUITY

Jewish education must innovate in order to be a relevant part of young people's lives. Daily routines and expectations are significantly different than they were just a generation ago. This understanding pushes us to experiment, to fail, to learn, and try again. We're already seeing incredible results.



ROOTONE AIMS TO CULTIVATE A GENERATION OF JEWS WHO ARE KNOWLEDGEABLE ABOUT ISRAEL, AND PROUD TO STAND UP FOR THEIR BELIEFS.



A New Model for Israel Teen Education

RootOne is changing the landscape of Israel education for teens. Powered by The Jewish Education Project and generously funded by The Marcus Foundation and other national funders, our powerhouse Israel travel program uniquely blends high-quality educational pre- and post-trip programming, financial accessibility, and immersive experiences.

[Learn More](#)



85K+

RootOne teens have participated in 85,000+ hours of early learning experiences, building connections and curiosity before stepping foot in Israel.

13K+

In just three years, more than 13,000 teens have traveled to Israel with one or more of 24 different trip provider partners who run nearly 60 different programs.



Big Tent Event

RootOne's Big Tent Event brings thousands of teens together in Israel for a giant celebration.



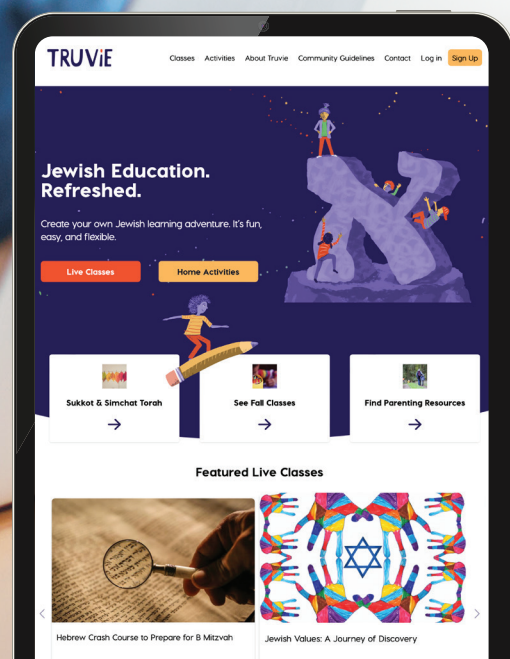
Online Classes for Kids Led by Expert Teachers

Access to Jewish education isn't a given. Our learning platform, **Truvie**, is our big opportunity to democratize it. Truvie offers live online classes for kids led by expert teachers on a wide range of topics, and an extensive collection of accessible and ready-to-use resources to help families create meaningful Jewish experiences at home.

TRUVIE

Jewish education must keep pace today to be a part of people's lives.

[Learn More](#)



Changing the Culture of Supplemental Education

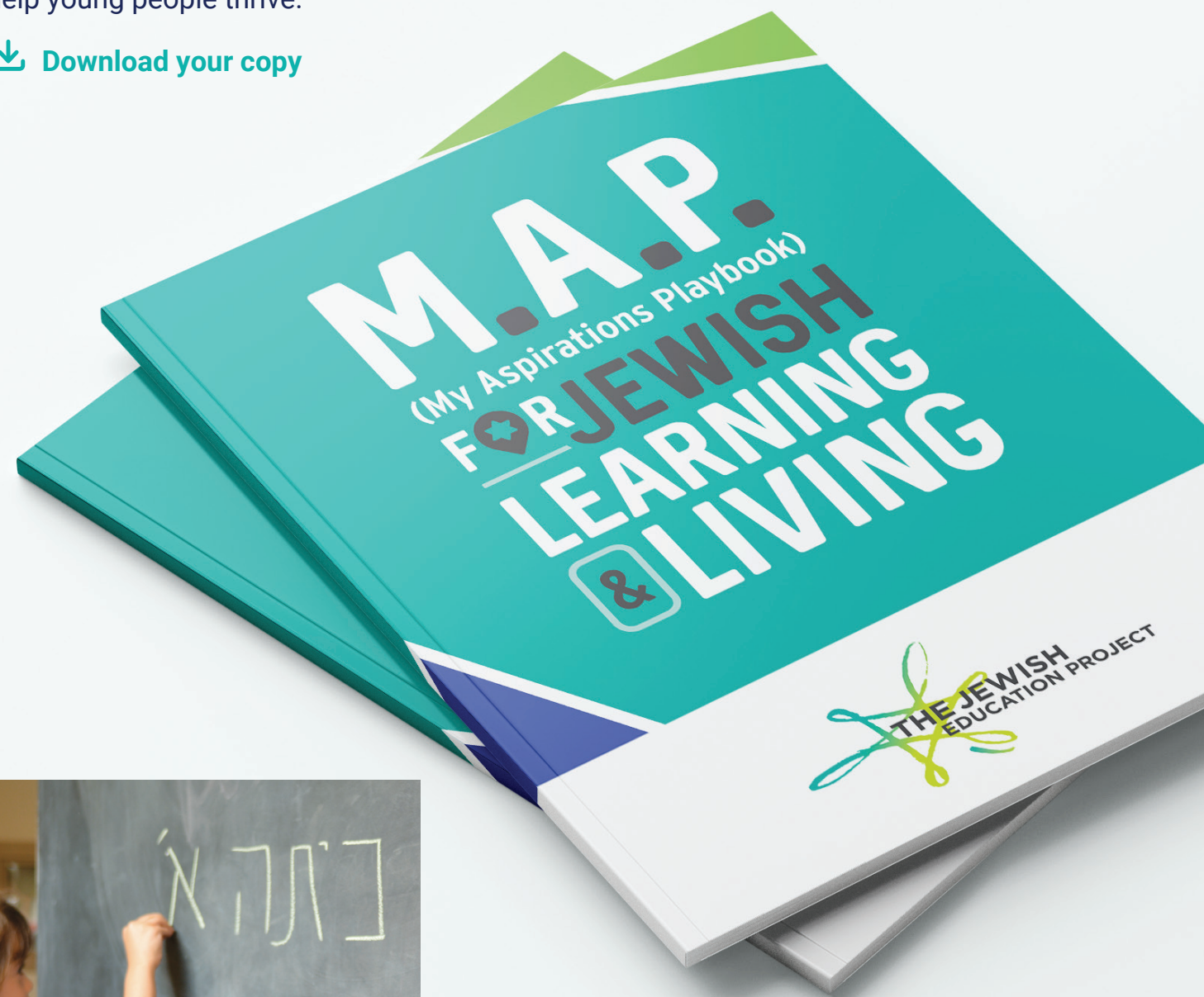
My Aspirations Playbook (MAP) is our bold vision of the impact that effective Jewish education can have, based on insights in our research report, *From Census to Possibilities*. This newly developed paradigm helps educators, parents, and lay leaders articulate desired outcomes and apply new educational design principles to their programs so they can help young people thrive.

[Download your copy](#)

M.A.P.

(My Aspirations Playbook)

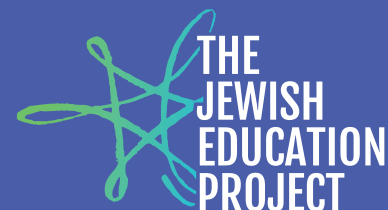
MAP pushes the field to think AND act on what we aspire Jewish education to be.



Interested in advancing exciting new models of education? Contact Heidi Kane, Senior Development Manager at hkane@jewishedproject.org

EMPOWERING THROUGH KNOWLEDGE

As a national center for Jewish education, our expert staff – including rabbis, scholars, and leading authors – are pioneers in their fields, from antisemitism to pedagogy, and are consistently pushing the boundaries of innovation.



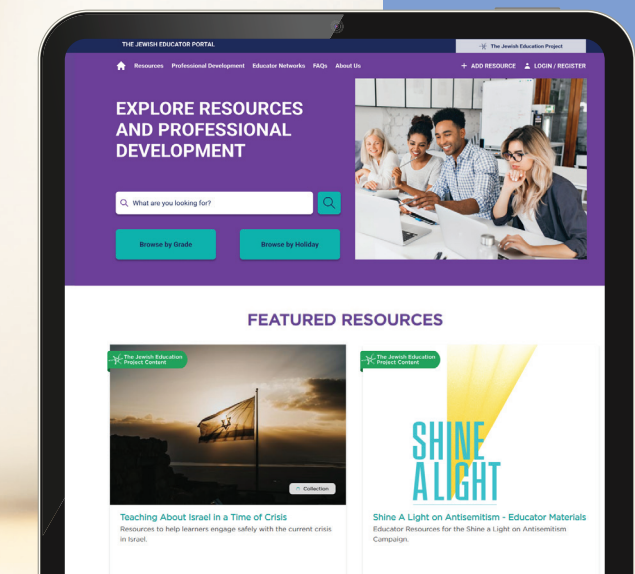
The go-to digital hub for Jewish educators

This one-stop shop [Portal](#) provides easy access to thousands of resources, events, peer networks and content from The Jewish Education Project and many other partners.

“We know that The Jewish Education Project always has our back. We can find resources on the Portal, come to conferences and connect with networks. It’s been really important in changing the world of Jewish education.”

- Naomi Skop Richter,
Senior Director of the Teen and Young Adult Mental Health Initiative at the Marlene Meyerson JCC of Manhattan

 Visit The Jewish Educator Portal



THE JEWISH EDUCATOR PORTAL

9K+

Serves **9,000+** educators a month across **150 countries**

1.6K

Curated library of **over 1,600 resources**, collections, and curriculum

32

Includes content from **32 leading partner organizations** as well as **individual educators** from across the Jewish Education fields

Building Educator Know-How

Our Professional Development Programs are designed for maximum accessibility with top subject-matter experts.

100+ webinars, workshops, conferences, and fellowships annually



Foster creative thinking, encourage problem-solving, develop new skills

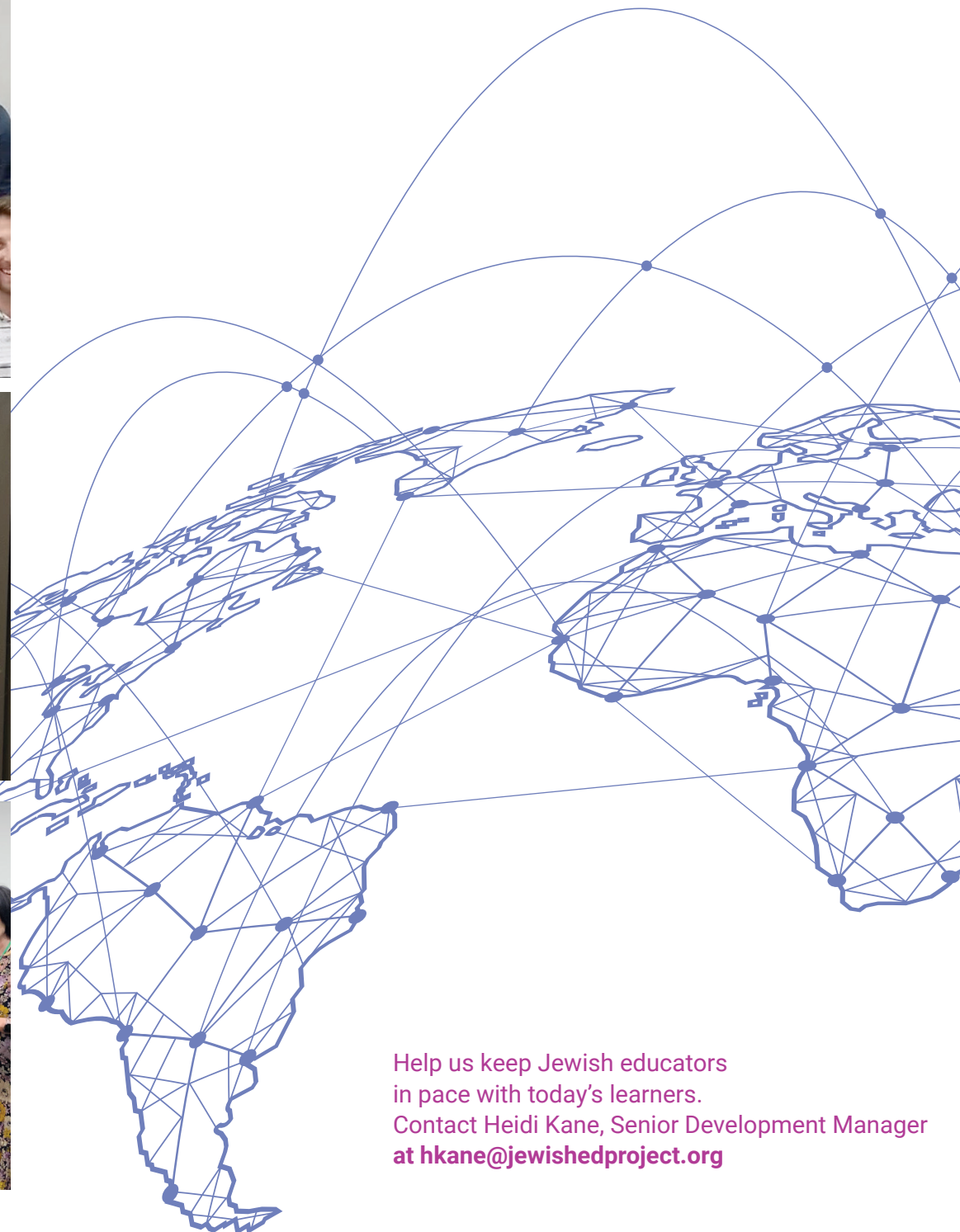


Turn out well-informed educators who connect with today's learners



Facilitating Educator Communities

Our 40+ peer-to-peer networks connect educators with peers around the world and across disciplines to share best practices and celebrate successes.



Help us keep Jewish educators in pace with today's learners. Contact Heidi Kane, Senior Development Manager at hkane@jewishedproject.org

Opening Doors for New York Day Schools

The Jewish Education Project helps capture important government funds that provide critical support both for New York teachers and students. Our expert staff navigate a bureaucracy that requires intimate knowledge of a highly complex system. Millions of dollars are at stake in the form of professional development, educational and curriculum resources, and student and family support for New York area Day Schools and Yeshivas.

\$103 million in government funds facilitated for student and family support for school year 2023-24



THE POWER OF OUR AGENCY

The Jewish Education Project is at the nexus of Jewish education nationally and globally, with the unique ability to amplify the impact Jewish education can have. We hold ourselves accountable at all times to help as many people as possible thrive through Jewish values and wisdom. Our numbers tell a powerful story.



13K+
RootOne Teens Sent to Israel

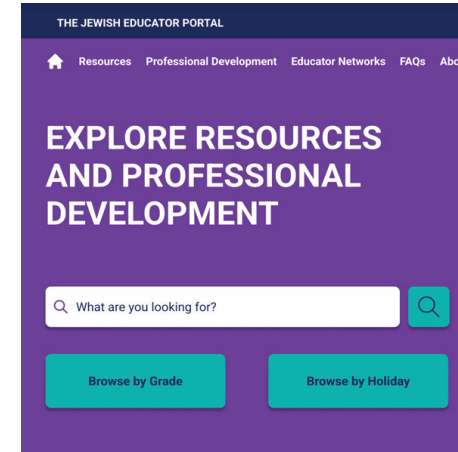
85K+
Hours of RootOne Teen Engagement



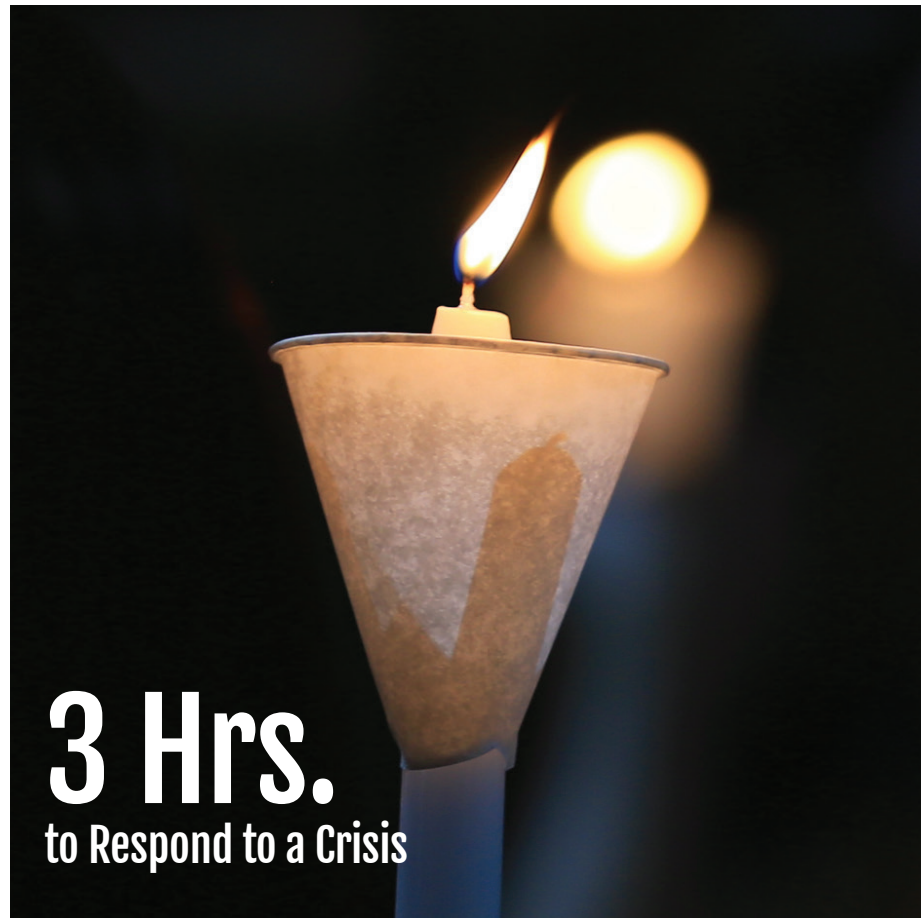
150
Countries Served with our Resources



66K+
Educators Accessing our Educator Portal



3 Hrs.
to Respond to a Crisis



\$103M
in Government Funds Accessed for Day Schools



100+
Annual Professional Development Sessions Conducted



300+
Educators Sent to Israel



500K+
Youth Impacted Annually



THANK YOU TO OUR PARTNERS

We are grateful to our generous donors and key funding partners who fuel our mission and enable us to turn ideas into transformational realities.

The Jewish Education Project major funders:

UJA-Federation of New York
Jim Joseph Foundation
Maimonides Fund
GS Humane Society

We express gratitude to our RootOne funders:

The Marcus Foundation
Mosaic United
Charles and Lynn Schusterman Family Philanthropies
Crown Family Philanthropies
The Diane and Guilford Glazer Foundation
Jim Joseph Foundation
Koum Family Foundation
Samueli Foundation

Seed the Dream Foundation
Paul E. Singer Foundation
The Zalik Foundation
Fooksman Family Foundation
Samis Foundation
Diamond Family Foundation
Anonymous

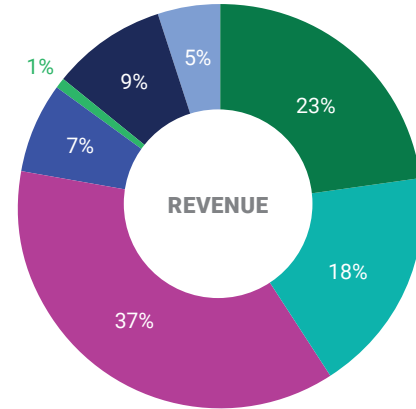
FINANCIALS

The Jewish Education Project Statement of Activities for the Twelve Months Ending June 30th 2023.

Audited

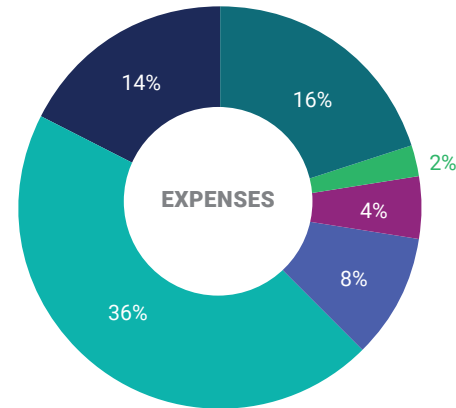
REVENUE

UJA-Federation of New York	3,927,877	23%	
Foundations	3,076,315	18%	
RootOne*	6,432,720	37%	
Board and Events	1,267,090	7%	
Community Partnerships	165,001	1%	
Program Revenue (including SFS)	1,541,364	9%	
Other**	812,689	5%	
TOTAL ***	17,223,056	100%	



EXPENSES

Program Expenses			
Day School	2,685,968	16%	
Early Childhood	300,483	2%	
Teen Engagement	707,038	4%	
Congregational/PTJE	1,402,243	8%	
RootOne*	6,154,191	36%	
Digital/Cross Agency	2,369,337	14%	
Total Program	13,619,260	100%	
Marketing & Development	1,227,611	7%	
Administration	2,090,456	12%	
TOTAL EXPENSES	16,937,327	100%	



Net Revenue (Expenses) from Operations	285,729
Additions to Temporary Restrictions	3,691,415
Revenue (Expenses)	3,977,144

*Excludes RootOne grants to service organizations
 **Includes Gain from Investments and Interest Income of \$660,410
 ***Does not include grants with donor restrictions

OUR LEADERSHIP

The lay leadership of The Jewish Education Project represents the diversity of our community. With backgrounds in law, finance, entrepreneurship, education, and innovation, our board members bring strategic skills and expertise that help us strengthen the field.

EXECUTIVE LEADERSHIP TEAM

Dr. David Bryfman Chief Executive Officer	Rabbi Dena Klein Chief Jewish Education Officer
Susan Wachsstock Executive Director	Steve Goldberg Chief Operating Officer
Amy Amiel Chief Program Officer	Nessa Liben Chief Advancement Officer

OFFICERS OF THE BOARD

Lois Kohn-Claar President
Karen Everett Vice President
Martine Fleishman Chair of the Board
Gary Wingens Treasurer
Amy Yenkin Secretary

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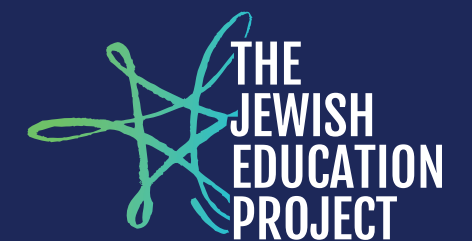


TOGETHER, WITH YOU

Join us on this journey to advance bold new opportunities in Jewish education.

Contact Heidi Kane, Senior Development Manager at hkane@jewishedproject.org

[DONATE NOW](#)



EMPOWERING

TO THRIVE



jewishedproject.org



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