

IMPACT REPORT 2017

INNOVATION FOR
OUR COMMUNITY



OLAMI
INSPIRING JEWISH
GREATNESS

DEAR FRIENDS,

2017 was a truly inspiring year. As the Olami Community grew in both size and momentum, our objectives were threefold:

1. To continue to expand our programming in areas where the need is greatest.

2. To empower both the talented and dedicated professional staff and the incredible students within our community.

3. To nurture our global community through the Olami Summit and other global strategies.

I am so grateful that we made great progress on all three fronts. With thanks and appreciation once again to the Mosaic initiative of the State of Israel and the Ministry of Diaspora Affairs, we were able to expand our programming in a very significant way. The Mosaic leadership team has proven to be an incredible partner for us, providing not only critical funding but also strategic advice and guidance that has helped promote Olami's growth in 2017. This past year also saw the launch and development of many exciting and



innovative student-led initiatives which engage their peers in cutting-edge, relevant and creative ways. And our Summit was simply off the charts! The energy created by 1,200 Jews from all around the world talking, learning, singing and strategizing together about creating a stronger Jewish future was nothing short of magical.

Writing my introduction each year to our impact report is both a humbling and inspiring endeavor. It allows me the opportunity to reflect back on our year with awe and to plan for the future with excitement. It causes me to take note of the amazing staff that we have in the field, who are all dedicated to inspiring Jewish greatness in the communities around them. Whether it's running classes or Shabbatons, creating online videos or hosting a Challah bake, our dedicated team members are the living embodiment of what it means to inspire Jewish greatness. I remain in awe and appreciation of each and every one of them.

With gratitude and respect,

Rabbi Menachem Deutsch
CEO, Olami



I LOOK BACK AT 2017
WITH AWE, AND PLAN
FOR OUR FUTURE WITH
EXCITEMENT.



320 MEMBER ORGANIZATIONS IN **28** COUNTRIES AROUND THE WORLD

45,000 YOUNG ADULTS ENGAGED

OVER **2,000** DEDICATED AND PROFESSIONAL STAFF

\$100 MILLION OPERATING BUDGET

25 STUDENT-LED INNOVATION PROJECTS LAUNCHED

OVER **6,000** DELEGATES ATTEND TRIPS TO ISRAEL AND POLAND

2,000 EVENTS EACH WEEK EITHER ON CAMPUS OR WITHIN THE LOCAL COMMUNITY



THANKS TO THE CONTINUED SUPPORT OF **MOSAIC UNITED**, WE LAUNCHED 12 NEW CENTERS, ADDED 81 NEW EDUCATORS AND ENGAGED OVER 5,000 STUDENTS

2017 was the second year of our partnership with Mosaic United, an initiative by the State of Israel to build a thriving Jewish people – connected to each other and the State of Israel. Mosaic’s purpose is clear and compelling; to make Jewish life more important to young Jews, enhancing their sense of connection to the Jewish people and the state of Israel. Olami is proud to work in continued partnership with them.

OUR LOCATIONS THAT BENEFITTED

- EUROPE**
-  **UK** Gesher - **Gateshead** / JLE (Golders Green) - **London**
-  **FRANCE** Coolanou - **Lyons** / Heritage - **Marseille** / Nefesh Yehudi - **Paris** / Regush - **Strasbourg**
-  **GERMANY** Morasha (Lauder Yeshurun) - **Berlin**
-  **SWITZERLAND** Olami Geneve - **Geneva**
-  **RUSSIA** Torah Mitzion - **Moscow** / Lev Tov - **Pyatigorsk**
-  **UKRAINE** Tikva Odessa - **Odessa**

-  **ARGENTINA** Agudat Dodim - Sucath David (Lanus) / Menora Camargo / Menora (Palermo) / Sucath David (Palermo) / ACILBA (Palermo Soho) / NCSY Argentina / Tel Jai / Sucath David - **Buenos Aires** Sucath David (Comunidad Sefaradi de Corrientes) - Corrientes / Oxigeno Rosario - **Rosario**
-  **URUGUAY** Yavne Uruguay - **Montevideo**
-  **BRAZIL** Makom Moema - **Sao Paulo**
-  **CHILE** NCSY Chile - **Santiago**
-  **COSTA RICA** Costa Rica - **San Jose**
-  **MEXICO** Or Hadaat / Morasha Mexico - **Mexico City**

SA

 **SOUTH AFRICA** OhrSom Student (Glenhazel) - **Johannesburg**

 **CANADA** Aish Toronto / RAJE Toronto - **Toronto**

 **USA**

MI University of Michigan - **Ann Arbor**

GA Emory University / University of Georgia, Georgia Tech - **Atlanta**

TX University of Texas - **Austin**

NY Binghamton University - Cornell - **Binghamton** / Bais Medrash of Great Neck - **Great Neck** / RAJE NY / Baruch, Hunter, Stony Brook, St. Johns, **Queens** College, LIU - **Brooklyn** / University of Buffalo - **Buffalo** / Meor Manhattan / **New York** University - **New York City** / College of Staten Island - **Staten Island**

NY and CA Queens College - **NYC and San Diego**

FL Florida Atlantic University (FAU) - **Boca Raton** / Yehudi - **Miami Beach**

MA Boston University / JPULSE - **Boston**

IL J-Life - **Chicago**

OH University of Cincinnati, Miami University - **Cincinnati** / Ohio State University - **Columbus**

MD University of Maryland - **College Park**

TX DATA - **Dallas**

NORTH AMERICA

LATIN AMERICA



CT University of Connecticut - **Hartford**

NV Ahavas Torah Center / University of Nevada, UNLV, Reno - **Las Vegas**

LA Routes LA / LAJ / Aish LA - **Los Angeles**

CA UCLA, UCSB - Los Angeles, **Santa Barbara**

MN University of Minnesota and Young Professionals - **Minneapolis**

NJ Rutgers University - **New Jersey**

PA RAJE Philadelphia / **Philadelphia**, Indiana University, University of Pittsburgh - **Bloomington, Indiana**

SPOTLIGHT ON BRISTOL, UK

By Rabbi Jaskiel

Thanks to Mosaic funding, we opened a new campus program in Bristol, UK. During the year our team has delivered a diverse and dynamic program including weekly educational sessions, social events, learning opportunities, Shabbat and festival hosting, Shabbatons and trips abroad. Our new weekly program was well attended, with over 60 Jewish students participating.

Highlights included hearing from Paul Martin, a journalist kidnapped by Hamas, R' Dr Akiva Tatz, a world-renowned educator, doctor and author and Shtar, a musical storytelling group from Bet Shemesh. Having a permanent base enables us to work much more closely with the increasing number of Jewish students that are coming to study at Bristol.

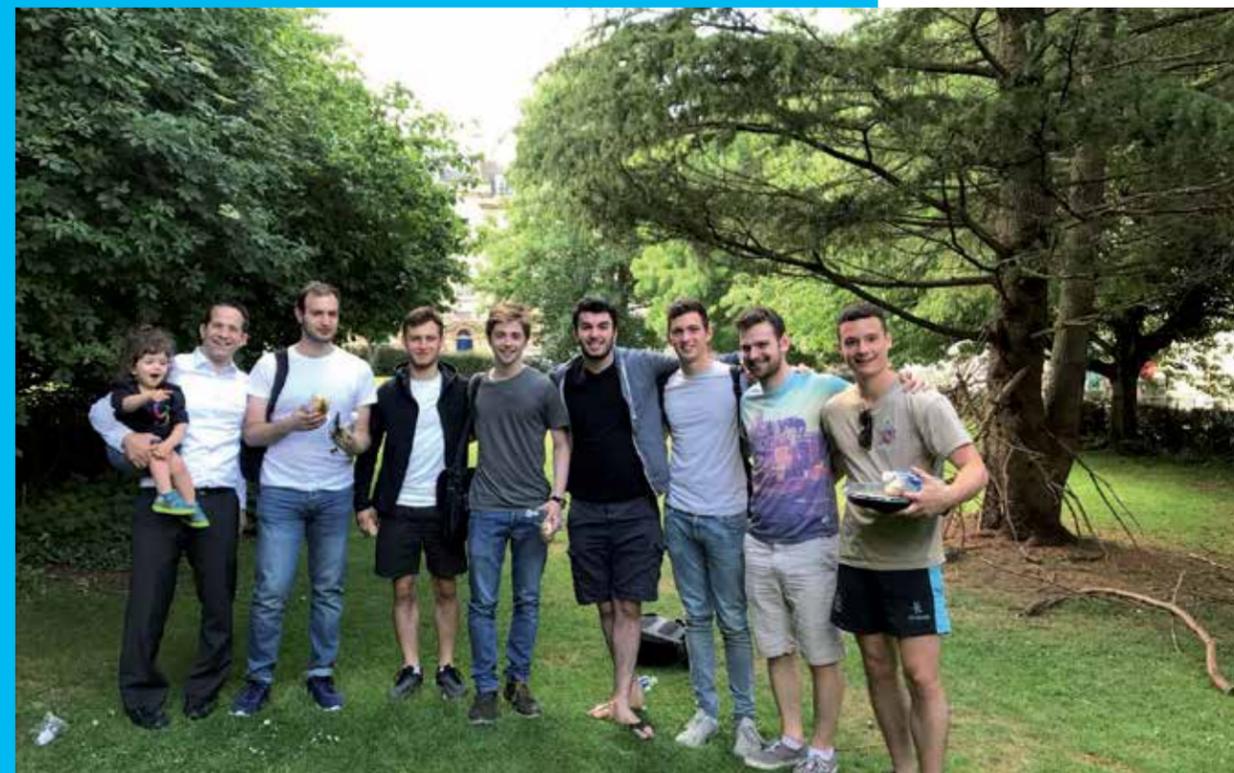


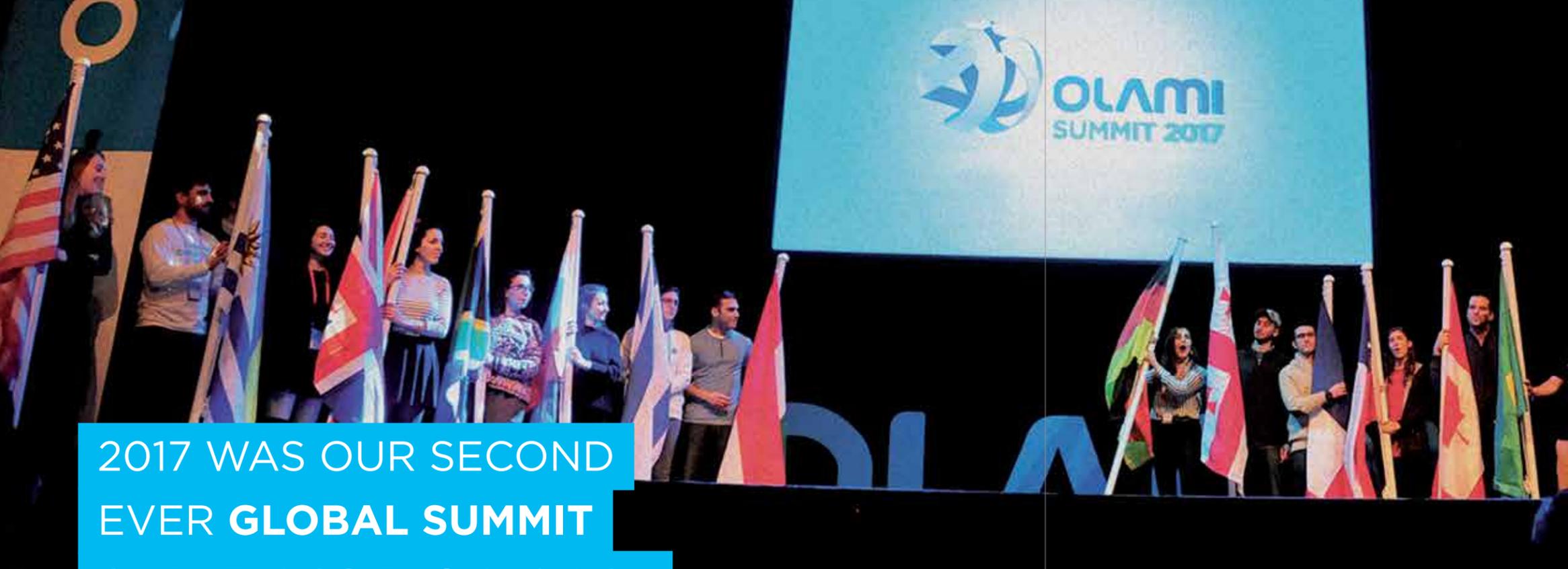
MEET JAKE

“I originally became involved in Aish at the beginning of my first year of University. I was instantly attracted to the opportunity to listen to the experiences and thoughts of esteemed speakers from a variety of perspectives. The range and quality of speakers was unbelievable, with the topics being of social, philosophical and religious relevance whilst providing the chance to interact with other Jewish students on campus on a weekly basis. The warmth that the Rabbis have shown the student community and the wider Bristol community is a credit to Aish, and I have enjoyed eating dinners at the Jaskiels as well as joining Rabbi Jaskiel in Shul on a Shabbat.”

“
THE VALUE OF AISH ON CAMPUS IS INESTIMABLE AND I WAS LUCKY TO BE INVOLVED THROUGHOUT MY TIME IN UNIVERSITY.”

**Jake Summerfield,
Bristol University.**





2017 WAS OUR SECOND EVER GLOBAL SUMMIT AND IT WAS BLOW-AWAY

- We built on last year’s program to **ensure an experience that was powerful and impactful from start to finish.**
- We increased the duration from a weekend to one full week with delegates starting the trip traveling around Jewish Spain and **learning about our rich Jewish heritage.** The weekend was then hosted in the UK.
- We launched **Olami’s leadership opportunities.**
- We initiated a two-part powerful Jewish learning session where all delegates sat together for several hours learning, grappling with the text and uncovering for themselves **Jewish values, ideologies and the beauty contained in its every word.**

1,200 delegates

15 hours of educational sessions

21 countries

Speakers included



Lord Rabbi Jonathan Sacks



Minister Naftali Bennett



Rav Yisrael Meir Lau



Rabbi Akiva Tatz



MEET ALANA

“This was the perfect trip. I honestly don’t know any other trip or programming that caters to people like me: I love Judaism, I’m spiritually inclined, but I live a secular lifestyle. I’m 26 years old so I’m at a point where Jewish camp isn’t doing it for me.

“ SINCE THE SUMMIT, I’M REALIZING THINGS THAT I DIDN’T REALIZE BEFORE. VALUES, MY LIFE, WHAT I’M LOOKING FOR. I’M REFOCUSING ON WHAT’S IMPORTANT. ON WHAT MATTERS.”

I’ve realized that life is about the journey and until now I was letting the journey take me. This trip made me realize that I need to know where I’m going. To direct my journey. Having this opportunity to refocus my life and be with other people who are on the same page and who I can have spiritual conversations with, was so meaningful for me and where I am in my life so thank you.”

Alana Cain, USA

WE BELIEVE THAT INNOVATION IS CHANGE THAT UNLOCKS NEW VALUE

In 2017, we channeled much of our energies to encouraging talented and motivated people from our community, both students and professional staff, to act on their ideas and dreams and create new value in our world. We have seen some incredible results. One program to highlight is the Business Mentorship program run by Rabbi Yakov Kirschbaum at JEM Texas. The program includes mentoring, networking, and ground-breaking classes led by acclaimed Jewish business leaders.

MEET ALON

“My name is Alon, I am doing my Ph.D. in Chemical Engineering. I joined the JEM program because I wanted to hear from people who manage to maintain both a successful career and an observant Jewish lifestyle. I myself was raised in a “traditional” home, where we would do Kiddush but not observe the Shabbat. We would celebrate holidays but only went to shul on Yom Kippur.

The first thing that surprised me about the program was the content. I imagined that the mentors would talk about business, career tips and connections. The first mentor I heard from was Mark Horowitz, and he spoke to us at length about finding our calling, what is the Jewish view on our calling and how does our career relate to that. I remember hanging on every word.

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**IN EVERY
CONVERSATION THE
PATTERN REPEATED
WHERE THE MENTORS
DISPENSED INCREDIBLE
KNOWLEDGE AND**



**ADVICE TAKEN
FROM THE JEWISH
TRADITIONS, WHICH
CAN BE APPLIED TO
ANY PERSON.”**

The second thing that caught my attention was that the mentors all stressed the great importance of giving back, both in time and charity. Many of them attribute part of their success to the fact that they take the time to give back. Although other faiths also emphasize charity, I was really struck by our emphasis on donating time and knowledge, a practice I am trying to adopt.

Rabbi Kirschbaum does an amazing job finding mentors for the program, and I look forward to these meetings every week. I’m glad to have joined the program and would recommend it to anyone looking to learn and grow.”

Alon Kirschner, USA

MEET JESSE



“The JEM program has been a unique and priceless experience. As a pre-med student it can be difficult to find opportunities to get experience in the field prior to applying for medical school. However, JEM has made my experience easier by offering many necessary résumé-building activities such as volunteering and shadowing. Being able to send our résumé to each mentor before meeting with them is one aspect I particularly enjoy. Also, the mentors are friendly and are always willing to communicate with us personally after the meetings.”

“
**I WOULD RECOMMEND
JEM TO ANYONE WHO
IS INTERESTED IN
PURSUING A CAREER IN
THE HEALTH FIELD,
NOT JUST MEDICINE.”**

Jesse Simon, USA

“

JEWISH LEADERSHIP IS WHERE ONE'S IDENTITY MEETS ACTION; **WHERE ONE'S ESSENCE DRIVES THE IMPACT**; WHERE LEADERSHIP DECISIONS ARE INFORMED AND GUIDED BY JEWISH VALUES.



“With an alarmingly increasing number of Jews not caring about their heritage or identity, usually as a result of ignorance or incorrect information, the situation is critical. There simply aren't enough people to make the impact that is necessary, urgent and meaningful to swing the tide of Jewish inspiration and engagement. We need leaders. Leaders of the next generation to reach, inspire and transform.

It's about looking into Jewish wisdom for what identifies and sustains a Jewish leader as well as keeping up with modern trends, empirical research, and current methodology. In 2017 we launched the leadership department of Olami to expand and reach more Jews as well as to empower the next generation, to hear their voice and be guided by their needs.

We plan to roll out a menu of global opportunities for leadership with multiple layers of training, management, speaking, recruiting and ambassadorship. Currently there are 5 programs running including campus, regional ambassadors, JLF Convention, JLFx training online, and our Innovation Incubator. We look forward to even more expansion in 2018.”

**JACKIE ENGEL,
DIRECTOR OF LEADERSHIP DEVELOPMENT,
OLAMI**

MEET ANNA



MY MISSION AS AN OLAMI CAMPUS AMBASSADOR, IN A SENTENCE, IS TO ENSURE THAT EVERY JEW HAS THE KNOWLEDGE TO FEEL COMFORTABLE AND ACCEPTED IN THE JEWISH COMMUNITY

“My name is Anna Usvitsky and I am a NYU Campus Ambassador for Olami and a freshman at The NYU Stern School of Business studying Finance and Statistics. This year, I engaged in Jewish learning through the Maimonides Fellowship, explored my heritage on Meor Poland, traveled to the UK and Spain for the Olami Summit, and will be interning in Jerusalem this summer through Jinternship. My parents could have never imagined such opportunities when they came to the USA as refugees from the former Soviet Union and settled in Brooklyn. We grew up searching for a Jewish community to which we belonged – drifting from Reform temple to Orthodox shul to Conservative synagogue for holidays. Though my parents raised me with a strong cultural Jewish identity, the stratified landscape of Jewish denominations was difficult to navigate and engage in without a Jewish education.

I strongly believe that when the solution is simple, G-d is answering. Unexpectedly, a student I had never met contacted me over Facebook with an invitation to a Shabbat dinner with Meor NYU. Thanks to one Jew who took the initiative to reach out, I finally found the accepting yet edifying Jewish community I had been searching for. The opportunity to be a

Campus Ambassador at NYU has given me the support system and resources to replicate what one student did for me on a grand scale. My mission as an Olami Campus Ambassador, in a sentence, is to ensure that every Jew has the knowledge to feel comfortable and accepted in the Jewish community. Thanks to Olami, I have been able to connect 90 students to the Maimonides Fellowship, Shabbat dinners, Jinternship, and Meor Poland. This semester, classes are filled to capacity and weekly Shabbat dinners have doubled in attendance.

While there are dozens of Jewish organizations at NYU, there are still many students who are completely uninvolved in the Jewish community because they do not feel like it is their place.



OLAMI INNOVATIVELY BRIDGES THE GAP BETWEEN DISENGAGED STUDENTS AND JUDAISM THROUGH UNPARALLELED PROGRAMMING AND PEER RECRUITMENT.”

The peer to peer model of the Campus Ambassador program makes Judaism more approachable to students by forging friendships alongside Jewish learning. When students are engaged by a peer they are inspired to give back by inviting their own friends, consequently creating a domino effect. This system blends seamlessly with the Meor NYU community where we embolden each other to be more engaged in Judaism together. Rather than going to parties or bars on a Friday, the new “cool” activity for Meor students is Shabbat Dinner. Instead of going out for cheese-burgers, we eat lunch together at the Kosher Cafeteria.

While the Campus Ambassador program has brought immense benefit to my campus, on a more personal level, it has empowered me to grow as a Jew and as a leader. Olami’s training, resources, and unforgettable Olami Summit over the past year have provided me with the skillset and inspiration to fulfill my potential. Being an Olami Campus Ambassador has taught me that I have a lifelong responsibility to serving the Jewish people in the best way I can.”

Anna Usvitsky, USA

OLAMI'S INNOVATION INCUBATOR

CREATIVITY IS THINKING UP NEW THINGS.
INNOVATION IS DOING NEW THINGS.

Our Innovation Incubator is both creative and innovative! In 2017 25 groups of students launched new initiatives. These are their own ideas based on their experiences, their insights and their research into what would appeal to their peers. The creativity, intelligence and breadth of campaigns was so inspiring. We saw ideas that have true potential – not just in their own local communities but as models that can be expanded and scaled up to reach many many more.



THE JEWISH FILM FESTIVAL OF ODESSA



“A Jewish film festival was created and produced from concept through to filming and production by our students. The Film Festival was hosted for the entire community and it was an incredible success. The films themselves were very well received and it has inspired many to get involved with Tikva Odessa. Approximately 60 new students came to the organization because of this initiative - of 30 remain intensively involved. The student

leaders who ran this project also became much more engaged in the many different things happening within the organization and of course became more connected with Judaism! Without Olami's generosity to match the funds that we raised, we could never have pulled this off! Thank you Olami!”

Rabbi Michael Brodman, Tikva Odessa



INNOVATION INCUBATOR 2017

25
PROJECTS
LAUNCHED

\$542,593
RAISED

IMPACT:

RECRUITMENT
OF NEW
STUDENTS

STUDENT
LEADERSHIP

NEW
EDUCATIONAL
PROGRAMS
DEVELOPED



FRENCH PROJECTS

org Relev, France
project Ambassadors

A ten-day leadership seminar to Israel. To date, 26 leaders have attended the seminar and started 8 new projects as a result.

org Olami Geneve, Switzerland
project The Best Jewish Dinner

A competition where a different set of students host a themed dinner each week and invite their friends. The best dinner wins. At the dinner they learn something related to the theme of the evening.

org Reguesh, France
project The Place To Be

A space for students to hold events and meet ups (in conjunction with Reguesh) that is cool and can compete with non-kosher hangouts. The space is currently being designed.

NORTH AMERICAN PROJECTS

org Las Vegas Jewish Experience, USA
project Ljve Jobs Connect

Finding students jobs that allow them to keep Shabbat. In exchange for these jobs, they commit to attend two Shabbat programs with the organization. To date, 26 students have joined the program.

org Yehudi, USA
project Mitzvapp

An app that allows Jews to know about the different Jewish options and opportunities around them.

org The Chevra, Philadelphia, USA
project Focus

An Israel advocacy program for young professionals. They recently held their first season which saw 20 students attending a six-week program.

org Jet Chicago, Usa

project Positive Speech Project

A semester of student led seminars on the power of positive speech. To date, 14 students and 5 student leaders completed the first project at University of Illinois in Champaign. Currently, programs are underway in both Toronto and LA and a fourth is planned for Chicago very shortly.

org Jewish Experience, Denver, Usa

project Just Kitchen

A soup kitchen on Shabbat and Chagim for the needy. Run by Young Professionals who recently flew to London to learn best practice from GIFT UK. To date they have run 5 soup kitchens, and engaged many young professionals, who are now also engaged in other programs.



Leon Venokur,
The Chevra.

FOCUS has already helped to introduce many high-quality young Jews to The Chevra while forging stronger connections between us and our young leaders

LATIN AMERICAN PROJECTS

org Makom, Brazil

project And Winner of the \$20,000 Award in Brazil

Shabbat lunches and dinners for young Jews, organized entirely by other young Jews. To date, Shabbat meals have been held in Sao Paulo, Tel Aviv and LA, reaching up to 150 young Jews for a meal. This project is entirely student led.

org Sucath David, Argentina

project Win-Win

A large cohort of students plan and run chesed trips to neighboring communities. To date 42 students participate and are incredibly involved, meeting at least twice a week to learn Jewish value of chesed and then plan and implement the trips.

org Olami Cordoba, Argentina

project Kosher Delight

The first Kosher Cafe in Cordoba. Launched by two students who first appreciated the importance of Kosher through Olami Cordoba. The plan is for the café to also provide catering services in order that Kosher food is more accessible. Jewish seminars and talks are often held on the premises.

org Menora Argentina

project Manos A La Obra

Community chesed activities such as refurbishment of homes for the elderly and sick. The events and activities are fully coordinated by the students and they engage more students who are not connected to the organization. It has proven to be a strong gateway activity to Menora's other programs.

org Olami Cordoba

project JLF-X

A leadership training program to prepare the students flying to Jewish Leaders Foundation convention that is hosted by Olami each year. The idea is that this is a pay it forward scheme, with most of the funds donated by JLF-X alumni.

org Olami Cordoba, Argentina

project Kosher Rika

A Kosher cooking course for 30 people to cook modern and traditional Jewish Recipes and learn about kashrut. The first session hosted was learning about sephardic traditions and cuisine and the laws of kashrut. The ashkenazi session is up next.

org Agudath Dodim, Argentina

project Tzemaj Madrichim

Agudath Dodim youth department exists but had a problem in recruitment and training of counselors. This project's goal is to create a "school for madrichim" to train the younger generation in community leadership skills.

org Sucath David, Argentina

project Shabbat Guest

An online tool to match people, in a secure way, with hosts for shabbat. Tailored specifically to the Latin American market and cultural norms and expectations. This is in development and set to go live later this year.

org Sucath David, Argentina

project Jovenes Delegados

A program run by young Jews in Buenos Aires to give Jewish opportunities to peripheral Jewish communities where there is little to no Jewish life. One event was an entire Shabbat in Buenos Aires for Jews from neighboring cities to which 100 people attended. There are now 40 ambassadors in those provinces running programs. This year, over Pesach, Buenos Aires students prepared material for Pesach for the other young Jews to use in their communities.

org Sucath David, Argentina

project Work And Travel

A card to earn miles and points for Jewish activity that can be exchanged in different stores in the city or for a ticket to travel to another Olami community.

org Oxigeno Rosario, Argentina

project Library Project

A library cafe with Jewish activities and books and Kosher food. The space was fully designed and coordinated by students.

**Jonathan Sigalovsky,
Oxigeno Rosario**

It has changed the dynamic of learning and the Jewish community in Rosario as a whole. It's really incredible what these students have accomplished.

ISRAEL PROJECTS

org Nefesh Yehudi, Jerusalem

project Jewish Experience Center And Winner Of The \$50K Award.

A spiritual center to provide Jewish inspiration to young professionals. Based on a pilot program run in India, the Jewish Experience Center has continued to launch events for those that visited the center in India and their friends and the goal is to open a center for Jewish spirituality in Jerusalem.

org Nefesh Yehudi, Haifa

project Hashomer Hachadah

This is a youth movement for high-school students in Israel from disadvantaged backgrounds. Nefesh Yehudi students are working with them to introduce Jewish values and Torah into their program, through introducing teachers from Nefesh Yehudi to teach classes at their centers and through volunteering themselves with participants as mentors. To date, 60 students are involved.

EUROPEAN PROJECTS

org Aish UK

project Genesis on Demand

Making the Genesis weekly learning program an online platform in order to reach students in the different universities outside of London.

org JLE, UK

project Mitzvah Source

A website that facilitates mitzvot such as Jewish learning, tfillin, shabbat, mezuzot and more. This is still in trial phase.

FSU PROJECTS

org Tivkah Odesa, Ukraine

project Jewish Cinema Fest

A "Cannes Film Festival" style series of events for Jewish films produced by the community in Odessa. Over 100 attendees have so far attended each festival and the number of students that now attend regular programming with the organization has increased dramatically.

**Rabbi Eli Ilani, CEO
Nefesh Yehudi.**

Our students have been more engaged than ever before. They are taking their responsibility of teaching Jewish values seriously, regularly attending the youth centers, and are more engaged with Nefesh Yehudi on a regular basis as well.

org AISH UK

project J-TV

A Jewish YouTube channel run by students and young professionals that has seen incredible online success since its launch and is looking to expand its activities to offline.



SUPPORT OUR WORK. SUPPORT A GREAT JEWISH TOMORROW

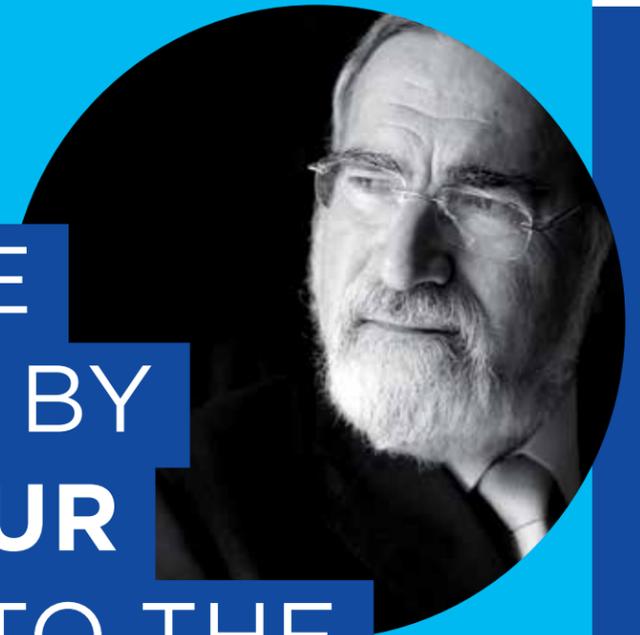
YOUR SUPPORT CAN HELP US TO REACH EVEN MORE YOUNG JEWS AND TO ENSURE THAT THE NEXT GENERATION IS INSPIRED, EDUCATED AND COMMITTED TO OUR JEWISH FUTURE.





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WE ACHIEVE
GREATNESS BY
HANDING OUR
VALUES ONTO THE
NEXT GENERATION
AND EMPOWERING
THEM TO GO AND
BUILD THE FUTURE



RABBI LORD JONATHAN SACKS

FORMER CHIEF RABBI OF UNITED HEBREW
CONGREGATIONS OF THE COMMONWEALTH



OLAMI

INSPIRING JEWISH
GREATNESS

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