



INSPIRING JEWISH 2016 IMPACT REPORT GREATNESS





Dear Friends,

Over the three and a half years that I have had the merit of serving as CEO of Olami, I've had the privilege of seeing Olami develop from a concept to a foundation to a global community—a community of organizations that transcend geography and share a unique mission of inspiring Jewish greatness in our students and in ourselves. We have just begun to translate this common mission, a mission to transform lives through Torah and through caring relationships, into greater collaboration and empowerment, and I am excited by the momentum that has been generated this past year.

Our first-ever global summit in November 2016 brought together almost fifty organizations from twenty countries and the energy was electric! Besides the palpable excitement generated by simply being together, we saw sixty student teams step forward to present their ideas for engaging other young Jews. They were passionate, they were articulate and they felt empowered. It was no surprise that our special Olami donors were so energized and inspired by experiencing the collective power of the Olami community.

The fact that Olami now represents a global community with a track record of success has

enabled us to create a partnership with Mosaic United, an initiative of the State of Israel investing millions of dollars into transformative experiences for Jewish students. We are looking forward to seeing many of our expansion dreams supported through this new initiative and to realize our ambition of impacting ever increasing numbers of young Jewish adults.

Our strategy for 2017 and beyond is to develop tools to strengthen and empower our Olami community; both our dedicated staff in the field and the tens of thousands of students with whom we engage each year.

"Our strategy for 2017 and beyond is to develop tools to strengthen and empower our Olami community..."

I take this opportunity to offer special thanks to our COO, Rabbi David Markowitz, for his vision and passion, which have advanced the Olami community in such a dramatic manner this past year. And as always, I offer my profound thanks and appreciation to everyone who works in the field, those who inspire Jewish greatness in our students through the Jewish greatness they embody every day. They are the heroes of Olami and I admire them and salute them for creating this amazing global community.

Thank you,

Rabbi Menachem Deutsch

CEO, Olami



AT A GLANCE

\$7+ MILLION
Investment from the State of Israel



Fig. 6,000

Trip Participants

20 Signature of the state of th



45,000 STUDENTS
Participated in our programming

1,200 Summit Delegates

20,000 STUDENTS Attended Shabbatonim



Innovation Projects Presented



PARTNERSHIP WITH MOSAIC UNITED

EMPOWERING THE ORGANIZATIONS



For the first time in history, the State of Israel is investing millions of dollars in a new partnership with the Diaspora, to build a thriving Jewish people connected to each other and to Israel. The initiative is called "Mosaic United" and Olami, alongside Hillel International and Chabad on Campus International, has an agreement of support with them.

Mosaic United's purpose is clear: to make Jewish life more important to young Jews, enhancing their sense of connection to the Jewish people and the state of Israel.

Mosaic United chose to invest in Olami because of our global network and proven track record of success. Combined with Hillel and Chabad, we are on hundreds of campuses employing 4,000 staff members dedicated to Jewish life and to their students. Together, we reach an estimated 400,000 students per year.

Over the next two years, \$66 million will be infused into campus programming. One third, \$22 million comes from the Government of Israel through Mosaic United. Private philanthropists have committed another \$22 million and the final \$22 million is being raised by Hillel, Chabad and Olami.

This investment enables us to expand to new campuses, increase the number of senior Jewish educators, reach more under-engaged students, build stronger Jewish communities, offer high-impact Jewish learning programming and immersive experiences, as well as to train and build a pipeline of future Jewish professionals.

Olami is very proud and excited to be a part of this coalition.

THIS HAS ALREADY ENABLED US TO:

reach 3,805 new students

hire

81
new senior educators

open
1 2
new locations



In participating in the Mosaic United alliance, Olami has joined with others in creating a driving force toward inspiring Jewish greatness among the campus and young professional communities worldwide. It is truly an historic moment in historic times. The State of Israel has, through this partnership, challenged us to be both more creative and expansive in serving our ever growing Olami community. It is a challenge we wholeheartedly and passionately embrace.

Rabbi Raphael Butler
President, Olami



IMPACT OF THE MOSAIC PARTNERSHIP

CANADA COLUMBUS BUFFALO **BOSTON NEW YORK CITY TORONTO** BROOKLYN STATEN ISLAND **GREAT NECK** BALTIMORE **MINNEAPOLIS NEW BRUNSWICK** CHICAGO CINCINNATI PHILADELPHIA **HARTFORD** LAS VEGAS UNITED STATES SAN DIEGO ATLANTA HOUSTON **PHOENIX** TUCSON MIAMI **MEXICO MEXICO CITY**

countries have benefited from the partnership so far.

Argentina, Australia, Brazil, Canada, Chile, England, France, Germany, Italy, Mexico, Russia, South Africa, Switzerland, USA and Ukraine. BRAZIL

SÃO PAULO

CHILE
SANTIAGO ROSARIO
BUENOS AIRES
ARGENTINA

WANCHESTER
BRISTOL LONDON

PARIS NANCY
LYON FRANCE
MONTPELLIER

ITALY

PYATIGORSK

ROME

JOHANNESBURG

SOUTH AFRICA

AUSTRALIA MELBOURNE

RUSSIA



STAFF COLLABORATION

INSPIRING THOSE WHO INSPIRE OTHERS

At Olami we recognize the pivotal role of educators in the field. In 2016 we conducted a pilot study of a more focused and intensive training for educators in North America. We plan to implement this training in other regions in 2017.

2016 ACHIEVEMENTS IN NORTH AMERICA:

2 Immersive, intensive staff learning programs

5 Israel trip training sessions

2 staff summits; one for men, one for women

THE RABBI'S STORY

The staff Summit was very productive. The program in general focused on real issues and "on the ground" situations that are applicable in the field. I felt as though the conversations were real, the break-out sessions were focused and the convention had a real purpose. A lot of times one goes to a convention like this and it is the same stuff that is heard at all similar programs. This was different because it focused on what the people in the field need. To me the most impactful part was breaking out into work groups, talking about various issues on campus and in small communities. To be able to sit and

work through issues together, hear other people's perspective and create potential solutions together was very productive and

meaningful. I look forward to next year's program.

Rabbi Gershon Litt

NORFOLK AREA COMMUNITY KOLLEL



30
couples recognized for distinguished service

250
North American staff benefited from training and inspiration



OTHER TRAINING INCLUDED:

Innovation and skill training seminars

Self-scripted conference led by the staff

Database training

Professional skills bootcamp for beginners

TRAINING IN LATIN AMERICA:

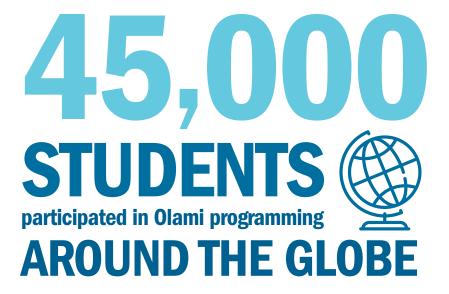
2 staff summits; one for men, one for women (100 attendees each, coming from all over the region)





LEARNING AROUND THE WORLD

Every week, in all four corners of the globe, students sit down and learn one-on-one with mentors, or attend Jewish classes with their peers. They learn about everything; from the laws of Shabbat to the key to happiness and everything in between.



500 STUDENTS

took part in the new Tisha B'av online learning initiative



SHABBATON ATTENDANCE



20,000 students attended **Shabbatonim worldwide**







JAMIE'S STORY

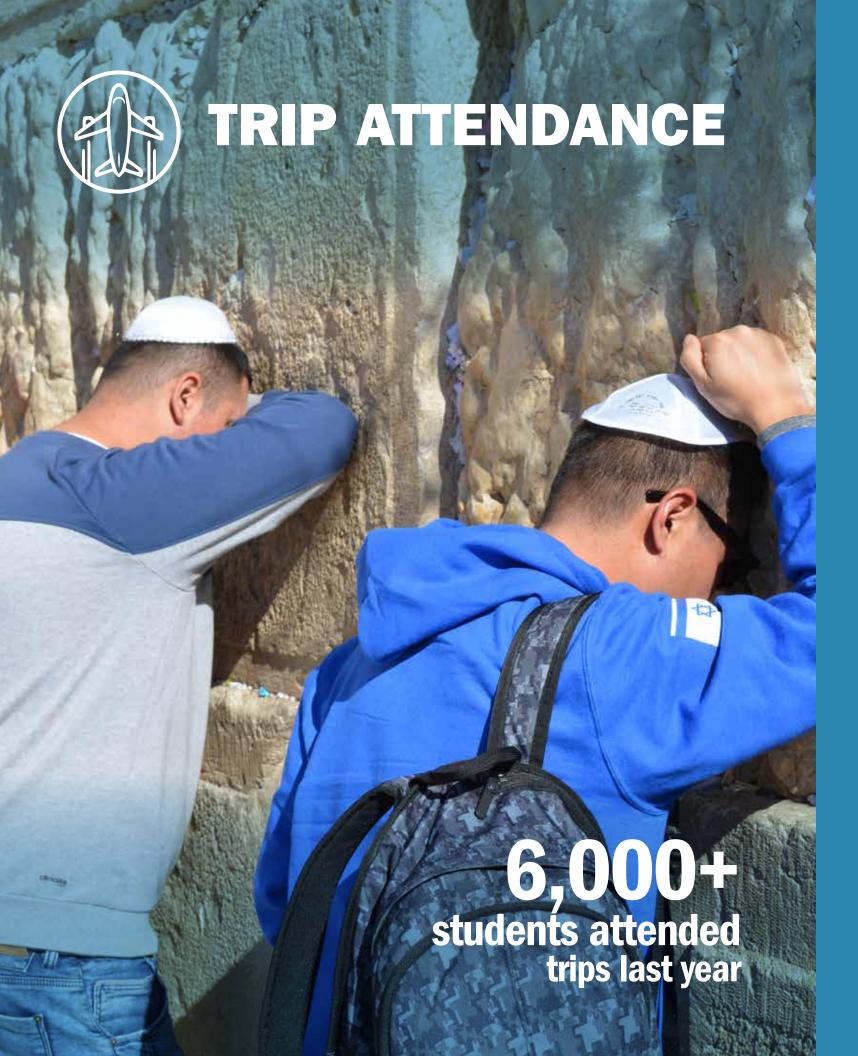
I absolutely loved the Shabbat Project. I honestly thought I would go to services, eat and then do homework since I was stressing about it; I even brought some along. That did not happen. Instead I experienced a real Shabbat for the first time in my life, completely unplugged. I've never been able to stop worrying about work and life enough to put it aside for a full 24 hours, and it was the best thing I could have done for myself. I loved the educational component; the "speed dating" and Rabbi Litt's discussion during Saturday services. I found it hard to keep up, having never done an orthodox service before (I grew up Reform), but I'm not sure there is too much you could have done to change that

and everyone around me was happy to point me to where we were. My favorite parts were probably

I experienced a real Shabbat for the first time in my life...

the meals; not the food (though it was delicious), but the songs and blessings and connections I formed with the community during them. Thank you so much for this experience; I will certainly be back next year should you do it again, and I would love it if there were more throughout the year. You have a beautiful synagogue and a wonderful congregation. I may not be turning orthodox at this point in my life, but I think I may begin to observe Shabbat, at least in some ways, starting now.

Jamie Joseph





SHIRLY'S STORY

Sucath David changed my life. Literally.

It all started when my boyfriend and I decided to enroll on our trip to Israel. In the months leading up to the trip, I attended a range of shiurim and Sucath David activities. My whole world changed when we went to a family in the community for Shabbat. It was our first serious Shabbat experience and it was a unique one. For the first time ever, my cell phone remained in my bag for the entire meal. For the first time, I dressed up for Shabbat, and I shared the Shabbat experience with an unknown and beautiful family. We realized that night that there was no comparable weekday experience.

My trip to Israel was a journey that changed my life. Writing this piece, looking back, brings me to tears. In Israel, I started to believe in G-d. I used to think that G-d did not exist, or at least I was certainly not clear about it.

Thanks to the opportunity that Olami gave us, I got to see not just the beauty of the country—my country, my home—but to experience Shabbat in Israel with my group, to visit the Kotel and to feel a connection that I have never felt before.

Since my trip to Israel, I understand that Hashem stays with me at every step. I am no longer afraid because He cares for me, and if something happens to me, it is because that is what has to be. Believing in Hashem and in His love has changed my life forever.

Throughout this year, we have done Shabbat with friends, giving them the same incredible experience that we had. We eat kosher meat and we dress in our best clothes on Friday night. We are happy. This year we celebrated Succot, Rosh Hashana and Yom Kippur properly, for the first time. My final "first experience," thanks to Olami and Sucath David, is that this year B"H I will marry my boyfriend, who proposed during our trip to the Kotel. We will be married by a Rabbi from Sucath David and we plan to raise a Jewish family according to the Torah.

A year ago my world was full of fears, but today I am totally complete and this is something that will be with me for my whole life. I am eternally grateful for the opportunity that you have given to me, because today I can say that this community is my community. That my life has changed thanks to these trips. And that now I will take the responsibility to continue helping those who do not feel so close.

Shirly Sakowicz





DANIELLE'S STORY

If I had not wandered into Shabbat one night on a whim, I have no idea where I would be right now. For nearly my entire life I have been disconnected with my Judaism, unsure whether to even call myself a Jew. Then, I attended my first Shabbat dinner at the JRC, where I met Adina and Rabbi Yitz, who would lead the trip to Poland. Adina kept me coming back to the JRC, giving me reading suggestions and learning sessions, igniting an engagement that has grown each and every day since that first night.

After only a few weeks of being involved at the JRC, Adina told me about the winter break Poland trip. She insisted that it would be transformational for me. Little did I know that along the way I would make friendships for life. I can near guarantee that if you choose to go on this trip, you are likely to become more in touch with your Judaism, and you will certainly question the nature and capabilities of humanity, both good and evil. Your jaw will drop in both wonder and horror, you will be paralyzed and yet inspired. You will acquire a newfound appreciation for life and living.

Essays, memoirs, pictures, and videos—they barely even scrape the surface. I had read countless texts and seen endless clips on the Shoah, specifically of the atrocities that transpired in Poland. But the way in which this place reaches into the depths of your soul and shakes it when you are actually present, when you can feel the energy right under your feet, above your head, and all around you, encompassing you from every angle, is indescribable. There is nothing for me to say other than that I am not the same person now as I was when I left for Poland.

My connection with my world around me has reached a profound richness I never knew it could. I no longer look at life the same; I do not see even the smallest of friendships as indispensable. Before coming to Poland I believed that I lived my life with a grateful heart, even in the darkness. Yet now gratitude has taken on an entirely new meaning; my understanding of the term has transformed from something reactionary to something active, something I do with intention and intensity at every instant. In Poland, I learned not only how to find the light in the darkness but rather how to BE the light in the

This is largely due to me experiencing all of this alongside some of the most incredible people I ever have encountered (shout out to the members of the Olami Poland Trip Winter 16/17). From them I learned how to focus on the Jewish life that nonetheless triumphed even after all of this horror. Thanks to them, this experience built me up instead of breaking me. The sadness I felt was clarifying as opposed to devastatingly depressing, and I managed to develop a deeper sensitivity for life-for which I am exceedingly grateful.

I can say that now I don't just ardently and proudly identify as Jewish but I am also eager to learn about what this means and how I can embody more Jewish values in all aspects

of my life. I could not be more thankful for the staff at the JRC. They took

my Jewish

I can say that now do I not only ardently and proudly identify as Jewish but I am also eager to learn about what this means and how I can embody more Jewish values in all aspects of my life.

iourney to a new level while in Poland, and the tears. laughs, and words we shared will ring in my ears and hold a place in my heart for the rest of my life. Finally, I would like to express my sincerest appreciation and send a heartfelt thank you to Olami. Without your support, I never would have been afforded this opportunity, nor would I have had the knowledge, resources, or people by my side to make it meaningful beyond measure. From the depths of my heart, thank you.

Danielle Tondreau





THE OLAMI SUMMIT

INSPIRING A GLOBAL COMMUNITY

The crown jewel in the activities of the Olami community in 2016 was the first-ever Olami Summit, which brought together visionaries, educators, funders and community leaders to create new initiatives that meet the needs of our generation.

1,200 ATTENDEES 20 COUNTRIES OREPRESENTED

16 EDUCATIONAL SESSIONS

5 HOURS OF JEWISH SINGING

The Olami Summit in Brazil was an amazing experience for the French communities. It completely changed the students' perception of Olami, as well as that of the Olami staff themselves.

So many students spoke about what they gained and I was really impressed to learn how many started to keep Shabbat, to wear tefillin, tsitsis, to learn more about their Judaism.... Even a few couples were made!

But more than that, they suddenly felt that they were part of a large, international Jewish organization and because of that they have incredible strength. They came back from the summit inspired by their Judaism, ready and determined to inspire others.

For the staff, it really strengthened the concept that working together is more effective. There is new energy whereby each organization and each staff member wants to work side by side to increase their impact.

Shortly after the summit, the head of Heritage in Marseille organized a large Shabbaton as a reunion for all the French students that attended the summit. More than 130 students came from all over France. It was an amazing Shabbaton unlike any we've experienced before!

We are moving forward to create a real movement in France, through Olami France.

Rabbi Arieh Marciano French Regional Director, Olami





THE INNOVATION COMPETITION

EMPOWERING THE GLOBAL COMMUNITY

Students were invited to present their Jewish innovation and startup ideas as part of their efforts to end the apathy that is threatening our Jewish survival.

Topics covered include: Shabbat, network building, Israel diplomacy and hasbara, Jewish values, Torah, kiruv, education, engagement, continuity, chessed, community and leadership.

60 PROJECTS PRESENTED

\$1,000,000

pledged in matched funding to all applicants



MATANYA'S STORY

My name is Matanya, and I am Israeli.

I studied Electrical Engineering in the Hebrew University of Jerusalem and during that time I began to participate in one of Nefesh Yehudi's programs. Because of this program, I made a change in my life by getting involved with Judaism. My wife, who was not Jewish, converted, and today we are happily married and live in Jerusalem.

I received so much from that program. I got a fulfilling life. So I decided I wanted to give back. I launched a unique program with the goal of bringing Israelis closer to Judaism. The results were exceptional.

A few weeks after I started the program, Nefesh Yehudi told me about the Olami Summit in Brazil where I could present my idea and compete for funding to expand it. I jumped at the opportunity and we worked on the details together: day in, day out. A few months later, the summit arrived. The summit was amazing. It was simply exciting to see so many Jews of different kinds, from all different places around the world... everyone with the same goal. At one poignant moment, I started to cry. There was such a variety of different groups together, everyone happy and smiling. Everyone felt that something special was happening here.

Seeing the passion of all the teams introducing their ideas made me realize that you've managed to inspire great change. I realized that Olami's project was to encourage us to take part in programs that allow us to become active ourselves—absolutely brilliant! That itself is the winning move!

I have participated in Nefesh Yehudi's programs for several years, yet I didn't know that there were so many affiliated programs and centers that strengthen Jewish identity in Israel and the world.

To put it in a sentence—I simply didn't know Olami existed.

Thank you for giving me the chance to be a part of this experience and feel something so big and real.

When I came back to Israel, I decided to dedicate all my time to developing projects to strengthen Jewish identity in Israel and the Diaspora. I began working with Nefesh Yehudi, while continuing on the project I presented in Brazil.

Thank you for believing in me.

Matanya Sonof







SPACE SHARE/ COMMUNITY CENTER

SHABBAT

LEADERSHIP

TRIPS/TRAVEL

OLAMI STUDENT INITIATIVES

EMPOWERING OUR STUDENTS to create their own solutions to the challenges they perceive within their own communities brought about the creation of some of the most creative, innovative and strategic project ideas.

HANDICOP COMMANDO MITZVA MANOS A LA OBRA KOL ISRAEL ACHIM JGIVE	Relev, Paris, France Menora, Buenos Aires, Argentina Torah mi Zion, Russia
LIVE ON	Sucath David, Buenos Aires, Argentina Olami Genève, Geneva, Switzerland Jewish Leadership Initiative, NYC, United States
THE PLACE TO BE PROJECT PORTO STUDENTS 2017 RAJE Bayit HAMAKOM JEWISH SHOP AND WORKSHOP ISRAEL ACTIVISM FORCE TEMA - TZEVET MADRIJIM AGUDAT YOU ARE BEAUTIFUL	Olami Porto, Porto, Portugal RAJE, NY, United States Yavne, Montevideo, Uruguay Olami Georgia, Tbilisi, Georgia Meor Manhattan, NYC, United States Agudat Dodim, Buenos Aires, Argentina
HASHOMER HACHADASH	Sucath David, Buenos Aires, Argentina
	Nefesh Yehudi, Jerusalem, Israel Sucath David, Buenos Aires, Argentina Sucath David, Buenos Aires, Argentina



IODO CONNECT	
	Jewish Experience, Las Vegas, United States
YOUNG INFLUENCERS DISTRICT	
JEWISH EDUCATOR DEVELOPMENT (JED)	
JUDAÍSMO EN TU PROFESIÓN	
FRATERNITÉS	
JMA OLAMI (Jewish Mutual Assistance)	
BINA/TASK FORCE 126	Aish LA, California, United States
J-TV	Aish UK, London, United Kingdom
MITZVAAPP	Yehudi, Miami, United States
THE DIGITAL WAR	Sucath David, Buenos Aires, Argentina
J-CONNECT	JLE, London, United Kingdom
JEWISH WEDDING	Nefesh Yehudi, Jerusalem, Israel
THE JEWISH NETWORK	Nefesh Yehudi, Jerusalem, Israel
MORASHA FOR COUPLES	Morasha, México DF, México
BINA/TASK FORCE 126	Aish LA, California, United States
FRIEND TO FRIEND	Morasha, México DF, México
MORASHA PERU	Morasha Chile, Santiago, Chile
TORAH WORLDWIDE	Nefesh Yehudi, Jerusalem, Israel
TRABAJAR EL PRESENTE PARA	
GARANTIZAR EL FUTURO	Kehila Sefardi de Tucuman, Argentina
COACHING SPIRITUEL	Nefesh Yehoudi, Paris, France
MENTSCH	Acilba, Buenos Aires, Argentina
JEWISH CINEMA FEST	Tikva, Odessa, Ukraine
POSITIVE SPEECH INITIATIVE	Jewish Education Team, Illinois, United States
KADMONI	The Chevra, Philadelphia, United States
MISHPAT VEYAHADUT	Nefesh Yehudi, Jerusalem, Israel
THE DINNER	Olami Genève, Geneva, Switzerland
REELed IN	Aish LA, California, United States
IMMERZION	
OHRSOM RECRUITMENT	OHRSOM Australia, Sydney, Australia



JEWISH LEADERS FOUNDATION

EMPOWERING STUDENTS



Jewish Leaders Foundation has grown in numbers and efficacy year by year and is set to become a more integral part of the Olami strategy in the future.





LOS ANGELES, CALIFORNIA, USA

LISA'S STORY

This past winter I was privileged enough to be able to attend JLF's global convention in Israel. To be completely honest, when I decided to go on the program it was a very halfhearted commitment. I wanted to go back to Israel and it sounded like we were going to get to meet and interact with some really interesting people, but I hadn't completely bought into the premise of seeing myself as a Jewish leader and understanding what that would mean for me or my community when I returned. My perspective shifted on the first day I arrived, when Rabbi Shlomo Farhi talked to us about the difference between the concept of a superhuman leader like Superman and a Jewish leader like Moshe who wasn't born "special" or "beyond other people" but instead was intrinsically called to lead.

That was the beginning of my awakening. I realized then, as the program continued and I learned even more about my Jewish foremothers and forefathers, that I felt a very special kinship both to them and the Jewish peers around me. I started to believe and understand, for the first time, that being Jewish isn't just a cultural designation or set of rules to follow; it's a deeply held value system that stems from your very core and impacts your life in a very profound

As I continued in the program and started to explore my connection to this Jewish core value system, I realized that the initiative I had been working on with my team actually wasn't the way I could personally give the most and make the biggest impact on my community. So, I broke off from the team and created an initiative centered around one of my core beliefs (that stories are the way people learn and empathize) and I began to craft a project which felt like it spoke both to a newly-discovered, intrinsic need within me and also to a deeper need in the community.

At the end of the JLF program, I pitched the initiative, it won the shark tank, and I haven't stopped working on it since. It's been a little under two weeks since the program ended and I have been overwhelmed by the response I am receiving in the community back home as I continue to work on the initiative, raise additional money, add other Jewish leaders to the team, etc. I am beginning to imagine, for the first time, that this initiative and I, by extension, might be able to have a significant impact on people.

I started to believe and understand. for the first time, that being Jewish isn't just a cultural designation or set of rules to follow, it's a deeply held value system that stems from your very core and impacts your life in a very profound way.

I believe that I will look back in a year and pinpoint this JLF program as a pivotal, life-changing moment—because my perspective, core beliefs and the internal knowledge that I have both a responsibility and ability to give something back to the world were awakened. I am beyond grateful to have been a part of this program.

My project is currently entitled REELed IN and it's a documentary competition that provides a life-changing

experience for young Jewish filmmakers and leverages their expertise to create powerful Jewish content which can be used to engage the Jewish community worldwide.

Lisa Anderson









www.olami.org