



StandWithUs

IMPACT REPORT 2021-2022

StandWithUs

**For over two decades,
StandWithUs has been
empowering strong and
passionate leaders around
the world who proudly
stand up for Israel and
fight antisemitism.**



StandWithUs

Supporting Israel & Fighting Antisemitism

The StandWithUs 2021 –2022 Impact Report represents the powerful effect of our many departments as they work to advance our mission. The Impact Report describes the goals and successes of each department as we supported and educated about Israel when we faced the mounting odds of increased antisemitism in a world rocked by COVID-19. Also included are select stories and images reflecting achievements before and after 2021 to help familiarize you with StandWithUs.

As you will see, StandWithUs did not merely survive the pandemic and other challenges, we grew and became stronger. Every team member is a talented and passionate asset to StandWithUs, working tirelessly to meet the mission of fighting antisemitism and educating people around the world about Israel.

Our Mission

StandWithUs is an international and nonpartisan Israel education organization that inspires and educates high numbers of people of all ages and backgrounds, challenges misinformation, and fights antisemitism.

StandWithUs empowers and energizes students and communities with leadership training and educational programs on hundreds of college campuses, high schools, and middle schools. StandWithUs informs through social media, print and digital materials, films, weekly newsletters, and missions to Israel.

For the last 11 years, StandWithUs, DBA Israel Emergency Alliance, has received the highest possible ratings from watchdog groups Charity Navigator and GuideStar and is a U.S. registered 501(c)(3) nonprofit and Section 46 charity in Israel.

Our Vision

The founders and lay leaders of StandWithUs share a sense of urgency for the mission of fighting rising antisemitism and antizionism. This necessitates educating and inspiring as many people as possible, and as quickly as possible.

People across the globe are also concerned about this, but often lack the tools and the resources to confront it. By working with StandWithUs professionals in cities around the world, we empower students and community members to fight classic and new versions of antisemitism, which include the aggressive, hateful, and often dangerous campaigns against Jewish people and other supporters of Israel.

Our vision for the future of StandWithUs is to continue building a network of international Jewish and non-Jewish leaders to carry the torch of pride for Jews and Israel from one generation to the next, L'dor Vador.

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From the Founders

Dear Friends of Israel and the Jewish People,

It is our great pleasure to share some of our 21 years of successes with you in our 2021 – 2022 Impact Report.

For the past 21 years, StandWithUs has been dedicated to challenging misinformation about Israel and the Jewish people through education. As the attacks against Israel's very legitimacy proliferate in the world in the forms of boycott campaigns, the United Nations' double standards, media bias, antisemitic campus climates, and historical distortions, our mission to educate people of all ages to fight against the rising tide of antisemitism is more important than ever.

The work of StandWithUs has grown exponentially to meet the difficult challenges facing Israel and the pro-Israel community today. Part of our mission is to create leaders around the world who will inspire others like themselves to share pride and connection with the world's only Jewish country, Israel.

We have experienced unprecedented growth with measurable results through our offices on six continents. This includes our leadership in social media as well as our work on college campuses and in high schools, middle schools, and communities in the U.S. and abroad. StandWithUs also continues to produce publications in multiple languages that are used to educate and inspire people of all ages about Israel, all over the world.

Each successful StandWithUs project is the result of a clear need that is met with passion and cutting-edge creativity from our dedicated team members, support from our tremendous national Board of Directors, local chapter boards and committees, our partner organizations, and our generous donors. Every year, we have partnered with hundreds of organizations around the world in order to maximize donor investments by not duplicating efforts, and to push out our concepts and messages in an efficient and timely manner.

We are committed to working tirelessly to win hearts and enlighten minds through inspiring education. The work we do today will ensure support for Israel tomorrow. We invite your involvement as an activist, donor, and/or educator. Use our resources, and let us know how we can help you educate your family and community!

We hope you enjoy our 2021 – 2022 Impact Report and are impressed with our results as we fulfill our critical mission of supporting Israel and fighting antisemitism.

StandWithUs Co-Founders:



Esther Renzer, President



Roz Rothstein, CEO



Jerry Rothstein, COO



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Cassandra Mayekiso

UNITED

KINGDOM

Isaac Zarfati



Fulfilling Our Mission on Six Continents

StandWithUs

Supporting Israel & Fighting Antisemitism

Interrelated Departments

We believe in a multi-pronged approach to meet our mission of fighting antisemitism and supporting Israel.



After 21 years of strategic planning, growth, and impact, we have evolved into 13 vibrant departments, able to stand alone while supporting one another.

The StandWithUs Saidoff Legal Department, Holocaust Education Center, and Center for Combating Antisemitism support the StandWithUs High School and Campus departments, while the StandWithUs

Research and Strategy Department supports all departments, which also educate with our printed materials. StandWithUs' social media platforms provide information for students and communities to share in multiple languages.

These departments make an impact around the world by bringing information, pride, and passion to the next generation of Zionists.

Departments



Programs and Projects



Sponsorships



JANET AND DAVID POLAK



RITA AND STEVE EMERSON



DEBBIE AND NATY SAIDOFF



SANDRA AND LAWRENCE POST
FAMILY FOUNDATION

ETTA AND DAVID JONAS
ISRAEL EDUCATORS FELLOWSHIP



EDUCATION FUND

EVELYN AND DR. SHMUEL KATZ



KENNETH LEVENTHAL



ELLIE AND BRUCE LEDERMAN
DEBBIE AND NATY SAIDOFF



ADAM AND GILA MILSTEIN
FAMILY FOUNDATION



ETTA AND DAVID JONAS

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JANICE AND STEVE HEFTER



DORIT AND SHAWN EVENHAIM



ELLIE AND BRUCE LEDERMAN



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LIMOR KOREN
AND MARK JOHNSON
JOEL JEROZOLIM
AND LAUREN PICK
THE HYMAN JEBB LEVY
FOUNDATION
ORLY AND RICHARD MACIBORSKI
ESTHER AND CARLOS
MICHAN AND FAMILY
ESTHER AND DAVID RENZER
JOAN AND JACK ROSENBLUM
ROZ AND JERRY ROTHSTEIN
JUDY SPECTOR
MARISA AND JORGE WEINGARTEN



ANONYMOUS DONOR



RITA AND SAL DAYAN

ROBERTA SEID AWARD

For Courage and Leadership

ARNOLD SEID, MD

Available Sponsorship Opportunities

STANDWITHUS CENTER FOR
COMBATING ANTISEMITISM

STANDWITHUS HOLOCAUST
EDUCATION CENTER

STANDWITHUS
ISRAEL FELLOWSHIP

STANDWITHUS ISRAEL TEVEL
HIGH SCHOOL PROGRAM

STANDWITHUS
YOUNG PROFESSIONALS

RABBIS UNITED

CONNECT FOR PROGRESS

CAMPWITHUS

STANDWITHUS BAR AND
BAT MITVAH PROJECT

StandWithUs Partnerships

Every year, StandWithUs partners with hundreds of organizations, synagogues, churches, schools, foundations, and a variety of institutions around the globe to meet our mission of supporting Israel and fighting antisemitism. Through our many partnerships, we are able to conserve resources and donor funds, while having a greater impact as we expand our extensive reach to diverse communities around the world.

CAMPUS DEPARTMENT—UNITED STATES

| | | | | | |
|------------------|--------------------------------|---------------|---------------|----------------------|----------------|
| ACF | CAMERA | Hillel | Local Chabads | Passages Israel | SSI |
| AEN | Chabad on Campus International | IAC Mishelanu | | Philos Project | A Wider Bridge |
| AEPI | | ICC | Local Hillels | Save a Child's Heart | ZBT |
| Artists 4 Israel | | JNF | Masa | | |

HIGH SCHOOL DEPARTMENT—UNITED STATES

| | | | | | |
|---------------|------------------|--------------------------|----------------------|----------|--------------|
| AMHSI | CTeens | Hazamir | Jewish Student Union | NCSY | USY |
| B'nei Akiva | Fresh Ink | IAC | JTEEN | NFTY | NFTY |
| BBYO | Hashomer Hatzair | Jewish Education Project | Masa | Root One | Young Judaea |
| BBYO Passport | | | | Tzofim | |

RESEARCH AND STRATEGY DEPARTMENT

| | | | | | |
|-----------------------------------|------------------------------------|---|---------------------------------|---------------------------|-------------------------------------|
| Academic Engagement Network (AEN) | AIPAC | Conference of Presidents of Major American Jewish Organizations | ICC | Jewish Federations | PEER K-12 |
| ACES | AJC | Hillel | International Legal Forum (ILF) | JIMENA | Philos Project |
| ACF | AMCHA Initiative | IAC | Israel Action Network | JPAC | Presbyterians for Middle East Peace |
| ADL | Artists 4 Israel | IAC Mishelanu | JCRC (in many cities) | Maccabee Task Force (MTF) | SSI |
| AEPI | Chabad | | | Passages Israel | Startup-Nation Central |
| | Combat Antisemitism Movement (CAM) | | | Pathways | Watergen |

ISRAELINK—MIDDLE SCHOOL DEPT

| | | | | | |
|--|---------------------------|--|---|---------|------------------------|
| ARZA Canada | The iCenter | Jewish Federation of Broward County | Jewish Federation of Nashville and Middle Tennessee | JNF | Prizmah |
| Association of Reform Jewish Educators | Jewish Agency for Israel | Jewish Federation of Greater Los Angeles | Jewish Federation of Palm Beach County | JTEEN | Ta'am Yisrael |
| | Jewish Educators Assembly | | | NewCAJE | Unpacked for Educators |

INTERFAITH OUTREACH—HINDU

| | | | | | |
|-------------------------------------|---|---------------------------------|-----------------------------------|--|---|
| Consulate General of India, Chicago | Federation of Indian Associations (FIA) | Hindu American Foundation (HAF) | Hindu Swayamsevak Sangh USA (HSS) | Hindu YUVA | SinghaBahini |
| | | | | Indian American Public Affairs Committee | Vishwa Hindu Parishad of America (VHPA) |

INTERFAITH OUTREACH—CHRISTIAN

| | | | | | |
|-----------------------|---|----------------------------------|---|---------------------------------|----------------------------------|
| Grassroots for Israel | Institute for Black Solidarity with Israel (IBSI) | New Beginnings Church of Chicago | Passages Israel Project H.O.O.D., Chicago | The Pentecostals of Cooper City | World Outreach Center, Milwaukee |
| | | | | Philos Project | |

CENTER FOR COMBATING ANTISEMITISM

Combat Antisemitism
Movement

Foundation to Combat
Antisemitism

Hindu American
Foundation

Louis D. Brandeis Center for
Human Rights Under Law

LEGAL DEPARTMENT

Academic
Engagement
Network

Alums for
Campus Fairness

Chabad
Hillel

Israel Action
Network

Israel on Campus
Coalition

IAC

The Lawfare Project

Louis D. Brandeis
Center for
Human Rights
Under Law

National Jewish
Advocacy Center

Zachor Legal
Institute

Zionist
Advocacy Center

Zionist
Organization
of America

LAW FIRM PARTNERSHIPS

Arnold & Porter Kaye Scholer LLP

Dechert LLP

Glancy Prongay & Murray LLP

CAMPWITHUS DEPARTMENT

Foundation for Jewish Camp

Jewish Day Camp Network

It's early for our Summer 2023 schedule; however, we have verbal commitments for summer 2023 from:

JCC Camp Daleville

Mayerson JCC of
Cincinnati

Michael-Ann
Russell JCC
of North Miami

Shimon and Sara
Birnbbaum JCC of
Bridgewater, NJ

Siegel JCC,
Delaware

LOS ANGELES OFFICE (PARTIAL LIST)

Congregation
Ner Tamid

FIDF

IAC Los Angeles

Israel Bonds

Jewish
Community
Foundation

JNF

Magen Am

Magen David
Adom

Saban Theater

Sinai
Temple

Teev

Temple of the
Performing Arts

Wilshire Blvd
Temple

Young Israel of
Beverly Hills

And many others

SAN DIEGO OFFICE

The Butterfly
Project

Democrats for
Peace in the
Middle East

House of Israel
IAC San Diego

Jewish Federation
of San Diego
County

The Ken
Jewish
Community

Lawrence
Family JCC
Peer K-12

MID-ATLANTIC OFFICE

The Alliance
for Trust

Baltimore
Zionist District

Hadassah
Mid-Atlantic

JCRC of Southern NJ

Jewish Federation
in the Heart of
New Jersey

JFCS (SNJ)

Richmond Jewish
Coalition

Northern VA
Parents Against
Antisemitism

NORTHEAST OFFICE

ADL (NY/NJ)

AJC (NY,
Long Island,
Westchester)

America-Israel
Friendship
League

Conference of
Presidents of
Major Jewish
Organizations

Hadassah

IAC New York

IAC New Jersey

JCRC (NY and
Long Island)

Jewish Federation
of Greater Hartford

Jewish Federation
of Greater
MetroWest,
New Jersey

Jewish Federation
of Greenwich

Jewish Federation
of Greater
New Haven

Jewish Federation
of Northern
New Jersey

Jewish Federation
of Stamford

JNF

Kaplen JCC

Mid-Island Y JCC

New York Board
of Rabbis

Sid Jacobson JCC

Simon
Wiesenthal
Center

Westchester
Jewish Council

NEW ENGLAND

ADL Boston

Combined Jewish
Philanthropies

IAC Boston

JCRC of Boston

StandWithUs Partnerships (Continued)

NORTHWEST OFFICE

| | | | | |
|------------------------------|---|---|---|---------------------------|
| BBYO Evergreen Region | Hadassah Pacific Northwest | JCRC of Greater Seattle | Jewish Federation of Greater Seattle | Seattle Hebrew Academy |
| Bet Chaverim | Herzl-Ner Tamid Conservative Congregation | JCRC of Portland | Oregon Hillel PDX Hillel | Spokane Adir USY |
| Congregation Neveh Shalom | Hillel at the University of Washington | Jewish Federation of Greater Portland | Samis Foundation | Temple B'nai Torah |
| | | | | Temple De Hirsch Sinai |

MIDWEST OFFICE

| | | | | | |
|---|--------------------------|---|---------------------------|--|---------------------|
| Anshe Shalom B'nai Israel | Congregation Or Torah | Jewish Federation of NW Indiana | Kehilat Chovevei Tzion | St. Louis Jewish Community Center | Temple Beth Emet |
| Congregation Beth Shalom Sisterhood | Detroit JCC | JSU St. Louis Hindu American Foundation | L'Chaim Center | | Temple BJBE |

SOUTHEAST OFFICE

| | | | | | |
|---------------------------------|--|--|--|--|--------------------------------|
| AJC Artists 4 Israel | Greater Miami Jewish Federation (JCRC) | Israel Committee of Temple Beth El of Fort Myers | Jewish Federation of Broward County | Jewish Federation of Sarasota and Manatee | NE Florida Chapter |
| Chabad of North Orlando | Hadassah Florida Atlantic (local chapters as well as the state) | Jewish Community Synagogue Palm Beach Gardens | Jewish Federation of NE Florida | Jewish Federation of South Palm Beach County | Palm Beach Synagogue |
| Chabad of Palm Beach Gardens | IAC Florida-South | | Jewish Federation of Palm Beach County | NCCI (North Carolina Coalition for Israel) | Pentecostals of Cooper City |
| Dorot Bat Gurion | | | | | Voice4Israel |

KEY SOUTHEAST OFFICE SYNAGOGUE PARTNERS (AMONG MANY MORE)

| | | | | | |
|--|---------------------------------|----------------------------|-------------------------|-------------------------------------|------------------------------|
| Ahavath Chesed— Jacksonville | Boca Raton Synagogue | Chapel Hill Kehillah—NC | Palm Beach Synagogue | Temple Emanu-El of Palm Beach | Temple of High Country—NC |
| Aventura Turnberry Jewish Center | Chabad of Palm Beach Gardens | Kol Tikvah— Parkland | Temple Beth EI WPB | | Temple Kol Ami Emanu-El |

STANDWITHUS CANADA HIGH SCHOOL DEPARTMENT

| | | | | | |
|---------------|---------------------------|------|----------------|-----|---------------|
| BBYO CTeen | The Diamond Foundation | NCSY | UJA-Federation | USY | Young Judeaea |
|---------------|---------------------------|------|----------------|-----|---------------|

The Consul General of Israel in Toronto & Western Canada and several high schools across Canada (including, hopefully, most of the high schools our 20 Canadian high school interns attend).

AUSTRALIA

| | | | |
|---------------|---|---|--------------------------------------|
| JNF Australia | AUJS (Australasian Union of Jewish Students) | Jewish Agency in Australia & New Zealand | Moriah College Jewish Day Schools |
|---------------|---|---|--------------------------------------|

INSTITUTIONS IN ISRAEL

| | | | | | |
|-----------------------|---|------------------------------------|-----------------------|--------------------------------|--------------------------------------|
| Ariel University | College of Management Academic Studies (COLMAN) | Haifa University | Technion | Ministry of Foreign Affairs | Reichman University (IDC Herzliya) |
| Bar-Ilan University | Gesher | The Hebrew University of Jerusalem | Tel Aviv University | The National Library of Israel | The Western Wall Heritage Foundation |
| Ben-Gurion University | Hadassah Medical Center | IDF | MADA | Nefesh B'Nefesh | Yad Vashem |
| COGAT | | The Jewish Agency | Ministry of Education | Palestinian Media Watch | |
| | | | United Hatzalah | | |

YOUTH MOVEMENTS, PROVIDERS, AND PARTNERS WE WORK WITH OR HOST IN ISRAEL

| | | | | | |
|--------------------------|-----------------------------|-------------------|----------------------------------|-----------------------------------|--------------------------|
| Bnei Akiva UK | Forum for Jewish Leadership | ILEAD | Maccabi Hatzair (Youth Movement) | NCSY | Orthodox Union (OU) |
| Chance to Change Mechina | FZY (UK) | Jewish Journey | Masa Israel Journey | NCSY-TJJ | Passages Israel |
| Diller Teen Fellowship | Generation 2 | JFS (UK) | MOMentum Israel Trip | The New Movement (Youth Movement) | Ramah Israel |
| | Generation Habonim Dror | King Solomon (UK) | | | RootOne |
| | | | | | Taglit-Birthright Israel |

COMPANIES IN ISRAEL

| | | | | | |
|---------------|-------|-------|------------|---------|----------------|
| Ben & Jerry's | EL AL | Elbit | SodaStream | IsraAid | Yediot Ahronot |
| | | | | | Ynet |

ISRAELI MUNICIPALITIES

| | | | | | |
|--------------------------------|-----------------------|-------------------------|--------------------------|-----------------------|----------------------------|
| Be'er Sheva Municipality | Haifa Municipality | Jerusalem Municipality | Ness Ziona Municipality | Ra'anana Municipality | Tel Aviv-Yafo Municipality |
| Drom HaSharon Regional Council | Herzliya Municipality | Kiryat Ono Municipality | Petah Tikva Municipality | | |

THE NETHERLANDS

| | | | | | |
|---|---------------------------|--------------------------------|----------------------------|---|------------------------------|
| Centrum Informatie en Documentatie Israel | Christians for Israel | Dutch Support for Israel | Isreality International | LAVI Olami | thinc. |
| Bendigamos | CIDI Jongeren-organisatie | Dutch Union of Jewish Students | Jewish Young Professionals | Maastricht Students for Liberty | Universalis Academic Council |
| Bnei Akiva | De Filosoof | EJA | Joods Maatschappelijk Werk | PIK (Dutch Portuguese Jewish Community) | |
| | | Habonim-Dror beHolland | | | |

BRAZIL OFFICE

| | | | | | |
|---|---|--|---|---|--|
| Anne Frank Centre Brazil | Eliezer Max | Habonim Dror | Holocaust Memorial of São Paulo | Pontifical Catholic University of São Paulo | Universidade Federal de Minas Gerais |
| Bait Rio | Escola Alef Peretz | Hebraikeinu | Instituto Dom Barreto | Pontifícia Universidade Católica do Rio Grande do Sul | Universidade Federal do ABC |
| Beit HaLochem | Escola Beit Yaacov | Hillel Rio | Ordem dos Advogados do Brasil (Brazilian Lawyers Association) | Secretaria Municipal de Saúde de Vitória (Health Department of Vitória) | Universidade Federal do Rio de Janeiro |
| Betar Brasil | Escola do Legislativo de Uberlândia (School of the Legislative of Uberlândia) | Holocaust Education and Remembrance Department—IHRA Brazil | Petrópolis Medical School | | Universidade São Judas Tadeu |
| Bnei Akiva | | Holocaust Museum of Curitiba | | | |
| Clube Hebraica | | | | | |
| Colegio Liessin | | | | | |
| CONIB (Israeli Confederation of Brazil) | Escola Estadual Padre Tiago | | | | |

"StandWithUs has become one of the leading pro-Israel organizations in the world ... an integral partner in our shared fight against attempts to demonize and delegitimize the State of Israel."

Yair Lapid

PRIME MINISTER OF ISRAEL

"I admire your work, and I know the importance of what StandWithUs does on campuses all over the United States."

Gilad Erdan

ISRAEL'S AMBASSADOR TO THE UNITED NATIONS

"I can attest to the fact that StandWithUs does pioneering and brave work on American campuses, one of the great fronts in the struggle over Israel's legitimacy."

Michael Oren

FORMER ISRAELI AMBASSADOR TO THE U.S.

"StandWithUs is an incredible organization that does G-d's work every day by spreading the gospel of what Israel is really all about."

Dan Gillerman

FORMER ISRAELI AMBASSADOR TO THE U.S.

"StandWithUs is out there on the front lines fighting the war of ideas, and I have tremendous respect and admiration for them."

Dore Gold

PRESIDENT OF THE JERUSALEM CENTER FOR PUBLIC AFFAIRS,
ISRAEL'S FORMER AMBASSADOR TO THE UNITED NATIONS

"StandWithUs should have an additional name: We stand with you. I want to congratulate the organization. ... Thank you on behalf of Israel, and God bless you."

Shimon Peres z"l

FORMER PRESIDENT OF ISRAEL

"The work of StandWithUs is outstanding. It is one of the great Jewish organizations ... I congratulate you. ... May you succeed in changing minds ... in opening hearts ... and may all you do, be blessed."

Rabbi Lord Jonathan Sacks z"l

FORMER CHIEF RABBI OF THE UK

"By creating valuable alliances, distributing timely and relevant information, and growing their presence globally, StandWithUs is inspiring the next generation of Zionists, Jews and non-Jews alike, to stand firm and stand proud."

Einat Wilf

AUTHOR, THOUGHT-LEADER, AND FORMER MEMBER OF KNESSET

"StandWithUs stands out among all the groups that assist our young people in combating the anti-Israel narrative ... on campus. Their vital work arms our young people ... to counter BDS campaigns and stand up for Israel."

Rabbi David Baron

FOUNDING RABBI OF TEMPLE OF THE ARTS

"Both Jews and non-Jews owe StandWithUs a tremendous debt of gratitude for being stalwart against hate, against distortion, and against the subtle ways truth is twisted. They are a beacon of light in an often dark time."

Rabbi David Wolpe

MAX WEBB SENIOR RABBI, SINAI TEMPLE, LOS ANGELES, CALIFORNIA

"It's not just about the right of Israel to defend itself. ... It's about the right of Israel to exist ... as a Jewish and democratic state. ... Thank you for what you are doing, and together we win, together we prevail."

Tzipi Livni

FORMER MEMBER OF KNESSET

"I support StandWithUs because it is out there to correct the staggering amount of misinformation about Israel."

Dennis Prager

RADIO TALK SHOW HOST, COLUMNIST, AUTHOR, PUBLIC SPEAKER



נשיא המדינה
رئيس الدولة

THE PRESIDENT

Jerusalem, August 2, 2022

Dear Friends,

It gives me great pleasure to join the chorus of voices acknowledging the exceptional contribution of Stand With Us to the State of Israel- and to convey my gratitude for the support of its dedicated constituency.

The scope of Stand With Us focuses on more than simply correcting misconceptions about Israel. Stand With Us is an active player in calling out injustice and combating the type of toxic discourse that propagates hatred and intolerance, undermines the safety and security of Jews everywhere, and stains our human society at large.

I am deeply grateful for the organization's work, both for the utility of its achievements in boldly confronting anti-Israel sentiment around the globe, as well as for the ties of Jewish peoplehood its work reflects and nurtures.

I am certain that through its ongoing efforts, Stand With Us will continue to be an important global educator on Israel, helping empower the voices that reject hatred, antisemitism and prejudice and embrace a reality of tolerance, goodwill, and peace.

In friendship,

Isaac Herzog
President of the State of Israel

StandWithUs Campus Department

The StandWithUs Campus Department specializes in empowering student leaders to proudly bring Israel to their campuses, address and correct misinformation about Israel, and effectively stand up to antisemitism.

We offer a diverse set of tailored resources, including a premier leadership program, high-level workshops, consultations with in-house experts, student conferences, educational booklets and factsheets, on-call legal support, and strategy guidance as problems arise.

While educating about Israel and combating antisemitism is at the core of our mission, our work is so much more than that. StandWithUs Campus educators are determined to inspire every student we meet—empowering them to be courageous, to stand tall in the face of adversity, and to own every part of their identity, including their Zionism. We are dedicated to creating a global, fortified community of student leaders who proudly share Israel's story, stand up to hate, and inspire others to do the same.

We have regionally based professionals who provide students with the expertise they need to be strong leaders within their campus communities. We empower students to set their own goals for Israel engagement and education by helping them understand their campus culture and identify gaps. Through our campus resources, our students organize and implement educational programs and campaigns about Israel and antisemitism that collectively reach hundreds of thousands of students from all backgrounds.



If students encounter challenges or pushback—whether from individuals, student clubs, or even faculty—we consult with them on how to respond. We provide ample guidance and materials. We also work in partnership with campus professionals through Hillel and Chabad to support their local efforts. The StandWithUs Campus Department regularly coordinates efforts with other StandWithUs departments—including the Legal Department, the Research and Strategy Department, and Center for Combating Antisemitism—so our students and campus partners get continuous, well-rounded support preemptively and responsively as needed.

The education, training, and assistance we provide are designed to inspire action; whether students are building programs, fighting a boycott campaign, or working to bring the International Holocaust Remembrance Alliance (IHRA) Working Definition of antisemitism to their campus, they're confidently leading these efforts with our help every step of the way. We give students the confidence to shape their college experience by ensuring they're prepared, informed, supported, and equipped to make an impact.

Sponsored by Rita and Steve Emerson, the StandWithUs Emerson Fellowship is a

STANDWITHUS EMERSON FELLOWSHIP

prestigious one-year program that trains, educates, and empowers student leaders on college campuses around the world. Chosen from key campuses, StandWithUs Emerson Fellows educate and inspire their peers and collaborate with other student communities to host impactful educational events and campaigns about Israel. These fellows are trained extensively on how to navigate antisemitic activity on campus, and we help them mobilize and confront these issues strategically and effectively.

Aside from the traditional fellowship, we also have a specialized program called the StandWithUs Hispanic Emerson Fellowship, where we guide Hispanic Christian students to bring Israel to their campus and church communities. Alumni of the program are inducted into the StandWithUs Alumni Network, offering ongoing opportunities for former fellows to stay connected to StandWithUs—and to each other.

The StandWithUs First-Year Leadership Internship (FLI) program offers college freshmen a unique platform to fast-track their growth as campus leaders. Through the semester-long program, FLI students gain hands-on training with StandWithUs experts through robust workshops and receive tailored mentorship from StandWithUs Campus Liaisons, a select group of



StandWithUs Emerson Fellowship alumni who are seasoned student leaders. Upon completion of the program, FLI students feel more knowledgeable, confident, and ready to pursue future leadership roles in their communities, including the StandWithUs Emerson Fellowship!

CASE STUDIES

WICHITA STATE UNIVERSITY: StandWithUs Hispanic Emerson Fellow Olivia set the goal of bringing the IHRA definition of antisemitism to her campus, something she was inspired to do after participating in the StandWithUs Emerson Fellowship Training Conference. As our first-ever StandWithUs Emerson Fellow at this school and a strong ally to the Jewish community, Olivia understood the importance of taking a stand against antisemitism, and she wanted to inspire her peers to do the same.

Unfortunately, while tabling on campus, Olivia was verbally accosted by a group of anti-Israel students. While these students sought to intimidate her, Olivia was even more motivated to continue working towards her goal. We're excited to share that Olivia was just elected president of her Student Government Association (SGA)! She's the first Latina SGA president on campus, and she is excited to pursue the adoption of the IHRA definition through this new role. We look forward to continuing to support her next year!

UNIVERSITY OF CONNECTICUT: A student named Natalie reached out to StandWithUs for help as she and her boyfriend were the targets of in-person harassment, online bullying, doxing, and false allegations of Islamophobia—all because they took down anti-Israel posters that were wrongfully placed in the school's library. Natalie was also wrongly removed from her a capella group without due process because of these harmful allegations, a group she had been part of since she was a freshman. Natalie filed an

incident report with the StandWithUs Legal Department; we immediately connected with her and began coordinating a strategy together. We helped her get published in the *Times of Israel* with an article detailing her experience and exposing the truth.

With Natalie's voice amplified, the StandWithUs Legal Department helped her file a criminal complaint and demand action from her administration through legal letters. With Natalie's persistence, the UConn President made a public statement in support of Natalie and committed to making relevant policy changes on campus. We will continue to support Natalie and guide her until she sees real change on campus.



*StandWithUs speaker event
for college students*

UNIVERSITY OF VERMONT: When StandWithUs Emerson Fellow Benjamin was asked about his experience in the StandWithUs Emerson Fellowship, he shared, "It's been an amazing experience to organize events for my community to educate about Israel. From a Moroccan Jewish tea ceremony, to an event on forest fires in Israel and more, I've been able to have fun while engaging my friends and peers in the rich culture of Israel and the complex challenges the people of Israel face. The resources, support, and empowerment from StandWithUs have impacted not just me, but dozens of other students at my university as well."



StandWithUs

CAMPUS

120,000+

**STUDENTS OF ALL BACKGROUNDS
REACHED IN THE 2021-2022 ACADEMIC YEAR**

275+

CAMPUSES
IN NORTH AMERICA, THE UK, AND BRAZIL

400+

ANTISEMITISM INCIDENTS
ON CAMPUSES ADDRESSED SINCE 2021

175

**STANDWITHUS EMERSON
FELLOWS RECRUITED**
FOR 2022-2023

1,000+

**STANDWITHUS EMERSON
FELLOWSHIP ALUMNI**

1,000+

CAMPUS EVENTS
SUPPORTED THIS
ACADEMIC YEAR

These numbers reflect our accomplishments on campus during the 2021-2022 academic year. StandWithUs Campus is currently active on 270 campuses in North America, the UK, and Brazil. We responded to 400+ incidents of campus antisemitism this academic year and supported over 1,100 campus events that reached over 120,000 students of all backgrounds.

This year, we welcomed our biggest StandWithUs Emerson Fellowship cohort yet, with 175 fellows representing universities in the U.S., Canada, the UK, and Brazil. We are excited to share that, during the next year, the fellowship will be expanding to new countries and regions in need, like the Netherlands, South Africa, and Australia.

We now have over 1,000 StandWithUs Emerson Fellowship alumni who are out in the world, continuing to lead in exceptional ways. Many fellowship alumni even work for StandWithUs—especially in the Campus Department—as they are talented and highly motivated to pay it forward to the communities they serve.

StandWithUs

StandWithUs High School Department

The StandWithUs High School Department educates, inspires, and empowers high school students across North America to tell Israel's story and combat antisemitism.

Students learn to proactively engage with their high school and local communities through interactive initiatives and by strategically addressing incidents of antisemitism and anti-Israel activities. This prepares them to be future leaders on their college campus, in the Jewish community, and beyond.

LEADERSHIP PROGRAMS

We invest in cultivating leaders through our two leadership programs, the StandWithUs Kenneth Leventhal High School Internship and the Teen Leadership Council (TLC).

The StandWithUs Kenneth Leventhal High School Internship is a college-accredited, year-long internship for high school juniors and seniors. This elite internship is for talented, self-identified leaders who want to proactively impact their local schools and communities.

Interns will provide nuanced education about Israel and the tools to fight antisemitism to their peers through interactive initiatives and creative programming. They will enhance their leadership skills in the areas of learning more about the issues, professional development, and practicing new capabilities while receiving ongoing, personalized mentorship from StandWithUs professionals.

The StandWithUs Teen Leadership Council is available to all high school students. Participating members will have the opportunity to learn about Israel, grow as leaders, and gain tools to combat



Conference for StandWithUs Kenneth Leventhal High School Interns

antisemitism in this semester-long program. The TLC members meet virtually four or five times during the semester with StandWithUs professionals. They cover various topics and engage with their peers. At the end of the program, students receive guidance to create a program for their peers through their high schools, school clubs, youth groups, places of worship, and elsewhere.

OUTREACH EFFORTS

We also partner with every major Jewish youth group, Jewish institutions with teen programs, public and private schools, and Jewish day schools to equip their students with the essential foundational knowledge and tools they need to be upstanders in their communities. We do this by providing educational programs led by our StandWithUs professional educators, discussion guides on relevant topics, and other interactive initiatives at little or no cost to our partners. We are also focusing our attention on public and private schools with demonstrated educational needs or cultures of latent antisemitism that must be addressed through education.

EXAMPLES OF SUCCESSES

MARBLEHEAD, MA: After several incidents of antisemitism at Village Elementary School in Marblehead, MA, StandWithUs High School



146,322 STUDENTS REACHED

IN 2021-2022 THROUGH THE IMPACT OF THE STANDWITHUS PROFESSIONAL TEAM, STANDWITHUS KENNETH LEVENTHAL INTERNS, AND TLC MEMBERS

200

TLC MEMBERS

ADDRESSED ANTISEMITISM TODAY, "ISRAEL 101," CURRENT EVENTS, AND PROGRAM PLANNING

95

JEWISH/ ISRAEL CLUBS

STARTED OR REINVIGORATED

1,185

EDUCATIONAL PROGRAMS

IN PERSON AND ONLINE

74

ANTISEMITIC/ ANTI-ISRAEL INCIDENTS*

ADDRESSED BY STUDENTS EMPOWERED BY STANDWITHUS EDUCATIONAL AND LEGAL SUPPORT

150

STANDWITHUS KENNETH LEVENTHAL HIGH SCHOOL INTERNS

ACROSS NORTH AMERICA WERE TRAINED AS LEADERS

200

ORGANIZATIONAL PARTNERS

INCLUDING JEWISH YOUTH GROUPS, COMMUNITY INSTITUTIONS, AND DAY SCHOOLS

* This number includes incidents from May 2021, as the High School Department is continuing to support the students in these spaces and implement strategies to create a more inclusive environment.

Department Manager Stephanie Margolis reached out to the local school board, who was eager to bring educational resources to their students. Stephanie collaborated with her three local TLC students, Aiden, Lucy, and Sofia, to plan a program to educate the students on what antisemitism is and why it is wrong. The program, Stand Up to Hate, educated almost 500 4th - 6th grade students.

BROOKLYN, NY: Simona, a StandWithUs Kenneth Leventhal Intern at Brooklyn Technical High School in Brooklyn, NY, invited Hussein Aboubakr to speak to her Jewish and Muslim Student Alliance about the importance of fostering interfaith relationships and dialogue. After the students watched the documentary *Minority of One*, Hussein stressed the importance of education in a live Q&A. Hussein inspired students to continue their individual educational journeys and seek out more opportunities for civil discourse to build meaningful relationships.

SAN DIEGO, CA: A student at Bonita Vista High School in San Diego, CA renamed a shared class document, "Hitler Did Nothing Wrong." In response, Anna, an alumna of the 2020 - 2021 StandWithUs Kenneth Leventhal High School Internship, immediately jumped into action. She reached out to the school administration and requested a serious condemnation of antisemitism, as well as an educational program to teach her classmates about ongoing bigotry against Jews in the 21st century. Not only did the school strongly condemn the incident, but they invited Anna to educate the entire 10th-grade class about Holocaust denial. Anna presented to 300 students at Bonita Vista High School and covered important historical context around the Holocaust, including Holocaust denial, identifying antisemitism today, and how to combat this hate. Almost a year after her internship at StandWithUs, Maya continues to demonstrate the power of education to combat hatred.



Conference for StandWithUs Kenneth Leventhal High School Interns



Above: StandWithUs High School Department events

“ I have always been a Zionist and very outspoken about it. Being involved with StandWithUs has allowed me to become more confident in both my knowledge of history and current affairs and also how to talk to people. StandWithUs has done more for me than I can express. It has provided me with an eclectic family who, no matter what, will support me. It has also enabled me to take on matters that I find important and become more educated about them. It has been the key factor in the surge of my confidence over the past year, and it is simply something that I love.”

—SARAH RABITZ, 2021 – 2022 STANDWITHUS
KENNETH LEVENTHAL INTERN, 2020 – 2021 TEEN
LEADERSHIP COUNCIL MEMBER

“ Being a StandWithUs Kenneth Leventhal Intern shaped me into the vocal leader that I am today while helping me fulfill my goal of being a confident advocate, fueling my passion for social justice, and introducing me to what I wish to pursue. This opportunity gave me the confidence to believe that I am capable of effecting change, even if it starts small. StandWithUs provided a platform to educate myself and others all while making meaningful connections!”

—ROMY HURWITZ, 2020 – 2021 STANDWITHUS
KENNETH LEVENTHAL INTERN



Teacher workshop



A student working on the IsraelLINK curriculum

IsraelLINK promotes and elevates Israel education within Jewish synagogues and day schools across North America with the goal of fully integrating Israel studies as part of standardized Jewish education.

Our mission is to develop excellence in Israel education. IsraelLINK creates high-quality educational resources, trains teachers, and provides ongoing support to inspire 21st-century learners.

IsraelLINK develops strategic and focused outreach designed for each unique institution (philosophy, values, denomination, allotted time, goals, etc.). IsraelLINK works directly with teachers. The Regional Director curates IsraelLINK content seamlessly into the established local educational curriculum. The IsraelLINK Regional Director

provides ongoing content support as well as professional development to bolster the Israel education skills of classroom teachers.

We work toward our mission through ongoing active feedback and assessments from classroom teachers, and we constantly evaluate the efficacy of the content. We have several “passive” mechanisms that capture usage data. Students’ work is submitted and saved on the platform enabling us to not only quantify a student’s increase in knowledge, but, more importantly, collect qualitative data through student reflection submissions. IsraelLINK regularly employs outside consultants to run usage and satisfaction studies with school directors and teachers. Additionally, IsraelLINK has a random group of teachers who participate in ongoing surveys to ensure the program is meeting the needs of the teachers and making an impact on their students.

7,250* +

MIDDLE SCHOOL STUDENTS

ACTIVELY ENGAGED IN ISRAELINK LESSONS AND EDUCATIONAL ACTIVITIES WITH PRACTICALLY UNANIMOUS FEEDBACK REFLECTING A STRENGTHENING OF IDENTITY, UNDERSTANDING, INSPIRATION, AND CONNECTION BETWEEN LEARNERS AND ISRAEL

297*

JEWISH EDUCATIONAL INSTITUTIONS

IMPLEMENTED ISRAELINK CONTENT INTO THEIR MIDDLE SCHOOL CLASSES

878*

EDUCATORS

WERE MENTORED IN ISRAELINK PEDAGOGY AND LESSON INTEGRATION AS WELL AS ENGAGED IN WORKSHOPS AND PROFESSIONAL DEVELOPMENT

*FIGURES REFLECT ACHIEVEMENTS SINCE PROGRAM INCEPTION

Educators are provided with excellent, intuitive Israel education content. Through this process and curriculum, Israel is integrated into their students' Jewish identity-building process in a meaningful and relevant way.

“IsraelLINK has provided an invaluable, structured curriculum for the Israel education at my religious school. The units are well-organized and allow students to explore their own identities while also discovering their connection to the Land of Israel and to the history of the Jewish community both in Israel and in the diaspora. The lessons are designed in such a way that they can be easily adapted to suit the strengths of your classroom.”

—SIXTH-GRADE EDUCATOR
TEMPLE SINAI RELIGIOUS SCHOOL

“The IsraelLINK materials offer helpful ready-to-play videos on a wide variety of topics, and the ready-to-use student materials help get discussions started in class. We are using the materials on diversity in Israel, and our students are learning things that they hadn't heard about before. As an educator, I appreciate that our students come to see multiple perspectives through IsraelLINK.”

—DIRECTOR OF ISRAEL STUDIES
JACK M. BARRACK HEBREW ACADEMY

“IsraelLINK provides our students an engaging way to connect with Israel through vast and diverse content of units and materials. From interactive games to authentic videos, testimonials of the people of Israel and engaging lessons, students are able to make the connection between the language they learn to the people, culture, food, music, history, and so much more! Through the LINK program, they are being exposed to a global perspective that helps them understand how their own community relates to communities around the world.”

—DEAN OF STUDENTS
LASHON ACADEMY CHARTER SCHOOL

“IsraelLINK is an excellent platform and the resources have been great. The unit layout is clear and the content is solid. My middle schoolers have, in particular, really connected with many different pieces of the curriculum: the statistics, the diversity, the technology, and much more.”

—SIXTH-GRADE EDUCATOR
CONGREGATION TIKVAT JACOB

StandWithUs Israel Fellowship

STRONG ISRAELIS LEAD TO A STRONG ISRAEL

The StandWithUs Israel Fellowship aims to provide a platform for elite Israeli college students for public leadership and diplomacy.

The program's goal is to identify and train talented Israeli university students to become lifelong leaders and ambassadors for Israel. Israeli young adults are empowered to be informed, active, and articulate future leaders, prepared to join the global fight against antisemitism, boycotts against Israel, and other anti-Israel initiatives.

The program aims to represent Israel's diversity through its participants and their backgrounds, with IDF reservists who include Ethiopian Israelis, Israeli Arabs, and Druze. This, in turn, benefits all of us as they reach out to people around the world to present the true face of the Jewish state.

The program strategy can be divided into three main parts:

EDUCATIONAL SESSIONS, WORKSHOPS, AND TOURS: The Fellowship includes 11 official sessions that take place on the six main university campuses every two weeks for four hours at a time. We build a team of strong Israelis who all come together for the same mission—to become effective lifelong leaders and ambassadors for Israel.



Graduates of the StandWithUs Israel Fellowship go on to assume positions in government, the IDF, NGOs, and high-profile businesses like Google, El Al, and more



Throughout the year, the Israeli fellows attend lectures by experts in academia, international affairs, public diplomacy, politics, history, and more. The workshops focus on acquiring practical tools. The Israeli students improve their own messaging, improving body language, debate skills, storytelling, and more.

Fellows also attend tours to get a firsthand perspective on contentious issues and to better cultivate responses to popular questions, using what they learned at various sites of importance. StandWithUs believes that there is nothing better than hands-on experience coupled with training by renowned experts to illustrate to the students the issues discussed during the theoretical sessions. In recent years, tours have focused on Judea and Samaria (the West Bank), the Gaza Strip, the security fence, and Jerusalem.

THE ANNUAL PROJECT: The program encourages entrepreneurship and student leadership. Each fellow participates in annual projects, which are unique to the program. Students on each campus are given the opportunity to express their personal interpretation of Israel's story, tailoring it for different audiences around the world.

The annual project allows the program participants not only to enrich their knowledge but also to join Israel diplomacy



efforts on a given topic and gain practical experience in entrepreneurship and innovation. The fellows are responsible for all the project logistics, from obtaining financing to scouting and recruiting participants from all over the world, securing speakers, organizing tours, promoting the program, and arranging flights and accommodations (if the project involves bringing participants to Israel).

The work on each campus' annual project is launched during the program's annual Retreat Seminar. This two-day seminar held before Passover provides students with business and practical tools for project management, setting goals and building metrics to achieve them, raising funds, working with the media, and collaborating with other organizations. At this retreat, each campus group begins work on their year-end project and develops a "game plan" to implement their respective program.

PERSONAL DEVELOPMENT: The Fellowship program focuses on the personal development of each participant. Each of the program participants works closely with their coordinator from the moment they

enter the program. This mentorship includes formulating a personal development plan and goals, monthly conversations, receiving and giving feedback on their evolving project, and their performances during the workshops. Each student is personally encouraged to use all the tools the program offers, including hands-on speaking experience in front of an audience, answering difficult questions, managing and producing events, and more. Thanks to this close mentoring, most of our students continue to stay involved with the program, which has been running for 16 years, and take an active part in our Alumni Network.

SUCCESSSES

Fellowship alumni are exemplary men and women who represent Israel globally via speaking tours and graduate to positions of leadership where many become the "human face" behind the headlines as they speak about Israel. Many are later employed in high-level jobs in academia, government, business, the IDF, medicine, and the media in Israel and abroad. They stay connected through the Alumni Network and help recruit future applicants.



Educational discussion session

DIPLOMACY: Some of our alumni represent their country in diplomacy; for example, Nadav Markman, who represents Israel at the Embassy in Ecuador, and Mike Driquez in Costa Rica. They are making a difference in politics in different positions such as consultants, spokespeople, chiefs of staff, or our first fellow elected to Knesset—Deputy Foreign Minister Idan Roll. In education, so many of our alumni have been *shlichim* (emissaries) and represent us around the world. IDF international spokesperson Lt. Col. Amnon Shefler is a StandWithUs Israel Fellowship alum.

The Jewish Agency recently estimated that 50 percent of their campus *shlichim* were StandWithUs Israel Fellows. Our alum, Ashager Araro, has recently been presented an award at the Israeli Ministry of Foreign Affairs Light of Israel ceremony for her outstanding work in education about Israel on social media. Other award recipients included notable Israeli superstars Idan Raichel, Lior Raz, Lior Suchard, Shira Haas, and many more.

Our alumni are successful in business, and making a huge difference in the nonprofit sector, in the media, in medicine, and even in sports!

MENTORING PROGRAM: The mentoring program was established two years ago with our Alumni Network of talented participants. Throughout the 16 years of the fellowship program, members have

cultivated their careers and now share their knowledge with the younger generation who want to learn and specialize in their fields. This year, we created 20 pairs of alumni in various and diverse fields of specialization, including diplomacy, business, entrepreneurship, fintech, economics, and more. All participants, and especially the mentors (starting in 2007—the first cycle of the Fellowship program), come to the program to give back to the StandWithUs Israel Fellowship, which gave them so much. All this volunteering revolves around love for StandWithUs and a belief in its mission and in the people who are selected to participate.

BEN GURION FELLOWSHIP PROJECT: An example of a project is 2020—TalkYo: The aim is to empower Israeli athletes and competitors to represent Israel on and off the field. The TalkYo conference trained athletes from Israel who participate in worldwide competitions and gave them knowledge and tools to talk about the country they represent in their sports field.

One of the athletes they trained is Avishag Semberg, who won a Bronze medal in taekwondo in the 2021 Olympics. Many other athletes also participated in the project, including holding productive conversations with StandWithUs and educating about Israel at the Olympics, and will continue to do so in so many more competitions.



TalkYo program participants

The **StandWithUs** *Israel Fellowship*

2,000+ FELLOWSHIP ALUMNI

500
APPLICANTS
EACH YEAR

120
FELLOWS
EACH YEAR

1 GOAL
STRONG ISRAELIS
MAKE ISRAEL STRONG!

At the end of the screening process each year, 120-150 Israeli college student fellows are selected from approximately 500 applicants. Even though the groups were slightly smaller with 120 students in total in the last two years due to COVID-19, we were gratified that the number of applicants had increased.

Each year, 120-150 of the best and brightest Israeli university students are selected to be StandWithUs Fellows and are guided to become effective global ambassadors for Israel, preparing these exceptional young adults to assume leadership roles in Israeli society. Students from all major academic institutions in Israel, from all faculties and fields of study, were invited to apply.

The Israel Fellowship Operates on six main university campuses nationwide, including Bar-Ilan University, The Hebrew University, Ben Gurion University, Tel Aviv University, Reichman (IDC) University, Haifa University, and The Technion.

The Fellowship program has, to date, graduated over 2,000 Israeli young adults. Today, it is one of the most prestigious, sought-after year-long public diplomacy programs in Israel!



StandWithUs

Supporting Israel Around The World

StandWithUs Israel TEVEL High School Program

TEVEL is a prestigious one-of-a-kind high school leadership and public diplomacy program that educates Israeli youth from all across the country regardless of their gender, faith, or background. TEVEL was established in 2019 with two groups, one in Tel Aviv and one in Jerusalem, with a total of 50 students.

TEVEL has grown quickly with six groups of 150 exceptional high schoolers from all across Israel who are being empowered to stand up proudly for Israel and to fight antisemitism. Our goal is to prepare them to be the future leaders of Israel and positive influencers during their high school studies, gap-year programs, IDF service, travels abroad, social media engagement, and years on university campuses.



Our three main goals are:

1. *Creating a platform for youth to be engaged in public diplomacy for Israel and fighting antisemitism*
2. *Building a community of inspired Israeli youth who are knowledgeable and articulate in core issues related to Israel*
3. *Empowering Israeli youth with practical tools for Israel activism*

StandWithUs Israel TEVEL 2021-2022 high school program participants and leaders





TEVEL

We promote our program to thousands of students from all over Israel — and receive hundreds of applications. We interview nearly 300 qualified students and select six groups, who total 150 students. These high school students form a powerful movement of young, passionate Israelis who want to influence Israel's positive impact on the world.

We chose our participants based on their willingness to commit to such an important journey. At TEVEL, we believe that our students are going to be the future leaders of Israel, and we want to make sure we strengthen them with the tools and knowledge to tell Israel's story to the world.

OUTREACH PROGRAMS

We acknowledge that we cannot accept everyone to our TEVEL program. This is the reason we also partner with municipalities, gap year programs, youth movements, diplomacy classes, teachers, IDF units, and student unions to equip their youth with the foundational knowledge and tools they need to be the best future ambassadors of Israel. We do this by providing educational programs, lectures, and workshops led by our StandWithUs professional educators. We also create discussion guides on relevant topics, and other interactive initiatives at little or no cost to our partners.

SUCSESSES

SITUATION ROOM—

OPERATION “GUARDIAN OF THE WALLS”

TEVEL students were active during the entire May 2021 war with Hamas and presented Israel's perspective to the world on social media. By creating their own content and getting interviewed by the press worldwide, TEVEL students showed the world what is really going on in Israel. For the first time as part of the program, the participants were involved in public diplomacy efforts in an impactful and lasting way, and many students from outside the program showed interest in joining as volunteers.

TEVEL HACKATHON

The TEVEL Hackathon is the highlight of the program. A 22-hour-long Hackathon allows students to get a chance to create their own projects and prepare for all of its stages, from brainstorming through carrying out a real pro-Israel project. The Hackathon is run by the StandWithUs team in collaboration with the municipalities as a strategic way to get youth involved in their communities as influencers who can change the way Israel is being seen. The Hackathon allows the students to use the tools they have acquired so far. The Hackathon involves teamwork, creativity, research, producing results under pressure, and responsibility.

Projects are focused on different issues, such as working with Holocaust survivors, Bedouin children, new immigrants (*olim*), and more. These projects provide high school students with a meaningful opportunity to engage with the community and also share and create impact and education about what Israel is really all about.



StandWithUs Israel TEVEL participants working in the situation room

ISRAEL'S FUTURE GENERATION PROJECT

A final way to wrap up the program year is with education leading to action. TEVEL participants deliver the information they received this year to younger students (9th-grade), in the hopes of educating, inspiring, and recruiting the next class of TEVEL students. Israel's Future Generation allows students to become educators and leaders and use their knowledge to educate younger students to become better ambassadors for Israel.

This project requires the ability to build a session as well as public speaking tools, creativity, and ways to express the knowledge they acquired this year. By this, we have fulfilled our goal—we have educated the students to become educators themselves.

STUDENT INTERVIEW

Tali Hamilton, who was interviewed on Belgian national television during the war with the Hamas operation in 2021, used her debate skills to be interviewed with a young girl from Gaza. This interview is now used as a significant testimonial for students on how they can use the knowledge they gain in the

program for future actions in order to educate others about Israel.

GROUP PROJECTS

This year, the group projects were focused on contributing to the Israeli community and presenting the acts of contribution on social media:

TEVEL Jerusalem collected food packages for Holocaust survivors.

TEVEL Tel Aviv created a community garden with information about Jewish communities that were erased during the Holocaust.

TEVEL Kiryat Ono created a Gala honoring the founding generation of the city.

TEVEL Ra'anana organized an activity to honor lone soldiers who volunteered for the IDF from the diaspora.

TEVEL Haifa organized a Cleaning Beaches Festival with elementary school students.

TEVEL Be'er Sheva organized an activity to build benches out of recycled materials with Bedouin youth.



ISRAELI HIGH SCHOOL LEADERSHIP PROGRAM



One hundred fifty Israeli 10th-grade students are selected from hundreds of applications to join TEVEL. They participate in an annual program in six cities: Jerusalem, Tel Aviv, Be'er Sheva, Ra'anana, Kiryat Ono, and Haifa. Graduates have the option to join a follow-up program in 11th grade, one focus of which is to build meaningful links between Israeli and Diaspora youth.

Dozens of Israeli high schools and youth centers request StandWithUs educational programs each year. They receive a session exploring how the world views Israel and how to be effective in articulating Israel's case to global audiences.

Thousands of Israel youth and high school students are reached each year via StandWithUs programming. These include Israelis on gap year programs, *mechinot*, and in the IDF.

THOUSANDS

OF ISRAEL YOUTH AND HIGH SCHOOL STUDENTS
ARE REACHED EACH YEAR VIA STANDWITHUS PROGRAMMING

150 ISRAELI HIGH SCHOOL
STUDENTS

SELECTED FROM HUNDREDS OF APPLICANTS TO JOIN TEVEL

DOZENS OF ISRAELI HIGH SCHOOLS
AND YOUTH CENTERS

REQUEST STANDWITHUS EDUCATIONAL PROGRAMS EACH YEAR

Alums for Campus Fairness

Alums for Campus Fairness (ACF) organizers harness the unique power of alumni to counter antisemitism, including the demonization of Israel and other forms of bigotry at universities.

In the face of unprecedented attacks on Jewish and Zionist students, staff, and faculty, ACF's network addresses acts of antisemitism on campus and ensure that universities remain pillars of truth and academic freedom. ACF organizes its members to proactively engage with the administration at their alma maters to prevent discrimination, promote open dialogue, and foster respectful debate.

ACF accomplishes its goals through education, advocacy, and outreach activities. Alumni are kept informed through webinars and local chapter engagement, and are

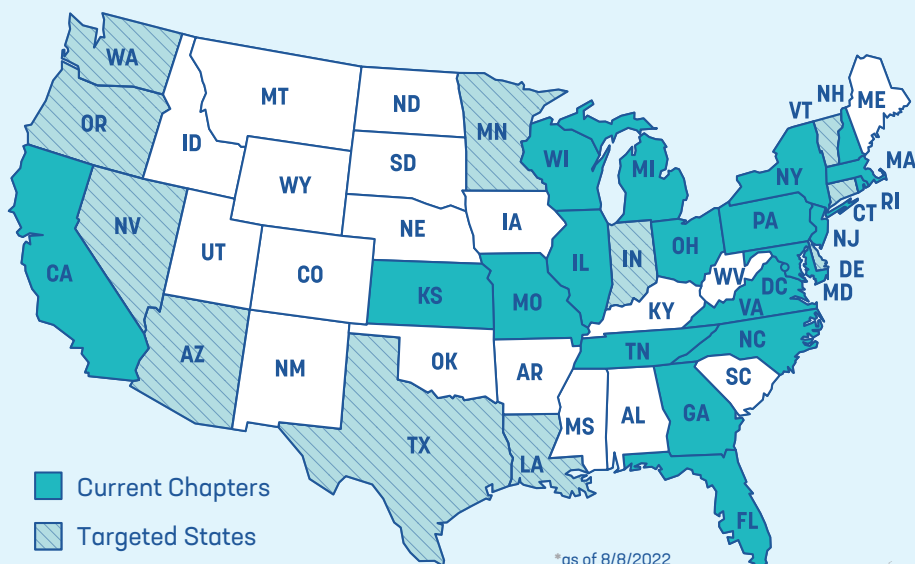
empowered to spread their message through media and digital campaigns, and to speak directly with university leaders. With dozens of chapters across the United States and thousands of alumni members, ACF sends a clear message that there is no place for anti-Jewish bigotry on campus.

Through the founding members' experience with ACF's first chapter at Vassar College, ACF leadership has developed real tools to share with ACF's growing chapters. These include ways to organize the alumni, identify sympathetic faculty members, gather information regarding the campus atmosphere, develop effective communication with the administration and board of trustees, and use social media and the press to increase alumni impact.

20
STATES

55
CHAPTERS

33,485
MEMBERS



ALUMS
for Campus Fairness

95% of Jewish college students and recent graduates feel that antisemitism is a problem on their campuses.

80% of Jewish students and recent graduates had either experienced or heard firsthand about a fellow student making offensive or threatening antisemitic comments in person.

ACF SURVEY PROMPTS NATIONAL CONVERSATION

In 2021, ACF conducted a national survey of Jewish college students.

Among the most startling revelations:

- » Ninety-five percent of Jewish college students and recent graduates feel that antisemitism is a problem on their campuses.
- » Nearly 80 percent of Jewish students and recent graduates had experienced or heard firsthand about a fellow student making offensive or threatening antisemitic comments.
- » Forty-four percent of students and recent graduates say they themselves, someone they know, or both were physically threatened because they were Jewish.

Even Congress took notice. Representative Ted Lieu (D-CA) organized a bipartisan letter to the U.S. Department of Education demanding action to combat antisemitism and campus discrimination.

NEW YORK POST

Anti-Semitism on college campuses on the rise, report finds

Alums for Campus Fairness (ACF), an alumni network trying to combat campus anti-Semitism and anti-Israel bias, conducted the survey between March 25 and June 14 and noted that the report included first-hand accounts from students.

jns

Jewish students, alumni say campus anti-Semitism real 'problem,' new survey reveals

Nearly all Jewish college students and alumni who participated in a recent survey by **Alums for Campus Fairness (ACF)** said anti-Semitism is a problem on college campuses, with three-fourths describing it as a "very serious" issue.

INSIDE HIGHER ED

39 Members of Congress want Education Dept. to investigate anti-semitism

This wave of antisemitism has had a detrimental impact at many American colleges and universities," the letter said. **Alums for Campus Fairness** released a recent survey in which 75 percent of the 500 respondents (including current students and recent alums) indicated that anti-Semitism continues to be a "very serious problem" on campus...

CASE STUDY: Princeton University

We mobilized a comprehensive digital strategy to combat and **ultimately defeat** a student BDS referendum. We deployed a digital ad campaign targeting students and alumni, earning 24,542 impressions and inspiring *The Daily Princetonian* to write an article about our campaign.

SUCCESS: ACF National Conference

ACF hosted its national conference on April 3, under the banner of "Growing the Movement Together." More than 500 people joined from across the world to attend a variety of breakout sessions and hear from keynote speaker Eve Barlow, a pro-Israel activist and music journalist. We worked with a cutting-edge software platform to offer a secure, user-friendly, and engaging virtual experience to all participants.



CASE STUDY: Harvard University

In response to a scathing editorial in the *Harvard Crimson* endorsing BDS, Harvard alumni and community members within our network organized a continuous flow of emails and high-level touchpoints with the university president and top administrators. After a sustained pressure campaign, Harvard **President Lawrence Bacow was forced to make a statement leaving no doubt the university opposes academic boycotts.**

StandWithUs Saidoff Legal Department

The StandWithUs Saidoff Legal Department empowers students and community members through a legal response to antisemitism and anti-Israel activity.

We analyze antisemitic and anti-Israel incidents, work with students and community members to determine the appropriate response, and bring all StandWithUs resources to bear. We work daily with StandWithUs high school and campus educators, regional staff, student fellows, community members, over 250 pro bono attorneys, and partner organizations to remain constantly informed of potentially actionable matters.

METHODS

ANALYZE: We analyze antisemitic and anti-Israel incidents through a legal lens.

EMPOWER: We empower students, faculty, and community members through a legal response to antisemitism or anti-Israel activity.

FIGHT BACK: We bring all StandWithUs resources to help students and community members combat antisemitism and anti-Israel activity.

EXAMPLES OF SUCCESSES

UNCONSTITUTIONAL ACTION AGAINST A JEWISH STUDENT led to disciplinary action against discriminatory student group: In the 2021-2022 academic year, StandWithUs called on the UC Santa Cruz (UCSC) administration to conduct a formal investigation into a case where UCSC's Muslim Students Association (MSA) denied a Jewish student their constitutional rights during a Zoom public meeting. Specifically, MSA leadership and attendees knowingly blocked a Jewish student from attending a public meeting by keeping the student in the Zoom waiting room while they discussed whether to admit this person for

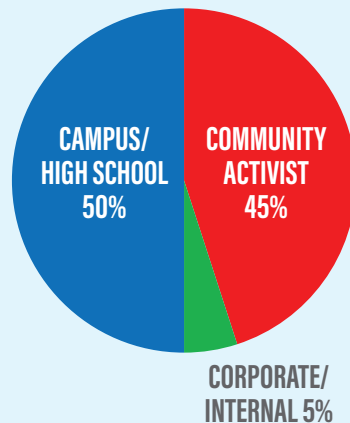


StandWithUs
SAIDOFF
Legal

the remainder of the meeting. By doing so, MSA violated various university policies and University of California system policies—in addition to the Jewish student's constitutional rights of free speech and free expression. After an investigation prompted by the student and StandWithUs' filing of an official complaint, the university appears to have punished the MSA by denying them student funding for a year and by putting the MSA on probation for the next two to three years.

PROTECTING STUDENTS FROM HARASSMENT AND BULLYING

At the University of Connecticut, a Jewish student was the target of an antisemitic social media harassment and bullying campaign after she and her boyfriend lawfully removed anti-Israel signs illegally posted in the school library. After words were exchanged between the Jewish student, boyfriend, and anti-Israel activists who posted the signs, the Jewish student and her boyfriend were accused of Islamophobia, lambasted on social media, and received threatening messages and pervasive harassment as a result. The Jewish student was thrown out of her a capella group, despite serving as the group president, without any due process. StandWithUs' legal, campus, and strategy teams worked around the clock with



the Jewish student, providing support and resources. After the Jewish student published her narrative of events, the University of Connecticut President released a statement identifying the incident as antisemitic, condemning it, and calling for an investigation. StandWithUs continues to work with the student to ensure these administrative promises will be kept.

TITLE VI LEGAL FILINGS WITH U.S. DEPARTMENT OF EDUCATION

StandWithUs has filed two complaints alleging violations of Title VI of the Civil Rights Act of 1964. Both have been accepted by the Department of Education's Office of

Civil Rights on the merits and are in active investigation.

1. In November 2021, StandWithUs, alongside students and an alumna, filed a Title VI complaint against the Silberman School of Social Work at Hunter College and Hunter College, part of the City University of New York system, to the United States Department of Education's Office for Civil Rights. The complaint alleges a violation of Title VI of the Civil Rights Act of 1964, detailing antisemitic discrimination and harassment experienced by students, the resulting systemic and pervasive climate of aggression towards Jewish individuals, and the lack of meaningful response from the Hunter/Silberman administrations.
2. In 2019, StandWithUs filed a Title VI complaint at UCLA. The Office of Civil Rights accepted our complaint and opened the matter for a full investigation. StandWithUs has since sent the Office of Civil Rights a supplemental letter outlining further evidence of a hostile campus climate.

2,000+

LEGAL MATTERS
SINCE 2014

100%

INCREASE IN
LEGAL MATTERS
DURING THE PANDEMIC

75+

PRESENTATIONS
TO STUDENTS

5

STAFF
ATTORNEYS

250+

PRO BONO
ATTORNEYS

The StandWithUs Saidoff Legal Department has resolved over 2,000 requests for legal help since our department's founding in 2014. We actively engage students, community members, and StandWithUs departments in responding to instances of anti-Israel activity and antisemitism.

Since the COVID-19 pandemic began in March 2020, requests for assistance from the StandWithUs Saidoff Legal Department regarding antisemitic incidents have doubled.

Since 2021, StandWithUs staff attorneys have given over 75 presentations and legal workshops via Zoom and in-person to audiences around the country, including Know Your Rights, How to Handle Professor Disputes, Gaza Crisis: The Legal Angle, and Strategies for Combating Online Hate.

The StandWithUs Saidoff Legal Department operates with five staff attorneys and a growing legal network of over 250 dedicated pro bono lawyers nationwide. With the increase in legal intake, we are utilizing our pro bono network like never before, calling on and receiving help from specialized attorneys almost weekly.

StandWithUs Digital Department

The StandWithUs Digital Department is a leader on all social media platforms for Israel and in the fight against antisemitism. The StandWithUs Polak Social Media Department creates original online educational content in multiple languages, reaching millions every week, and teaches pro-Israel activists from around the world how to best use social media in order to educate audiences about Israel.

The StandWithUs Digital Department's educational content includes original videos, infographics, Instagram carousels, online campaigns, and live webinars with experts on various subject matter.

Our strategy is built on two principles: action and reaction. Among other things, our action strategy is centered around initiating novel online campaigns, preparing digital assets in advance, and leading virtual discussions. Our reaction strategy is focused on addressing and responding to current events that are within our mission with unique, fast-paced framing, putting StandWithUs at the forefront of educating about Israel and fighting antisemitism online.

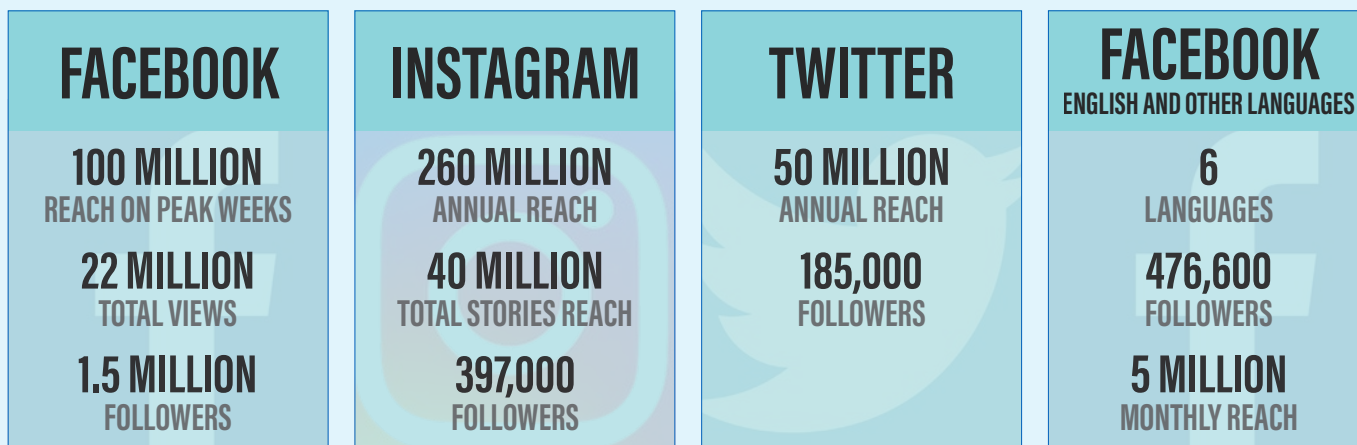


SUCCESSES

During the May 2021 Hamas terror war, the StandWithUs digital team reached over 105 million people in only 11 days through the use of original, educational content. This consisted of giving 24/7 live updates and opening a situation room in full collaboration with all departments in the StandWithUs Israel office. This included young volunteers who helped to report hateful online comments, translate StandWithUs social media items to various languages, and identify misinformation online. Our Instagram page grew by over 100K followers, from 197K followers prior to the war to 305K after the war, reaching over 80 million people in total. Our content was also shared by influencers and celebrities, and we received constant mentions in the media and press. During such times of crisis, StandWithUs Digital has managed to position StandWithUs as a reliable source for what is happening on the ground in Israel.

Additionally, for the second year in a row, images of StandWithUs staff and social media followers from around the world were projected onto the ancient walls of Jerusalem as part of the Yom Yerushalayim (Jerusalem Day) project, in collaboration with the Jerusalem municipality, to commemorate the reunification of the city.

Moreover, the StandWithUs' Digital Department, in conjunction with the StandWithUs TEVEL High School Department, created a truly unique project centered around teaching about antisemitism through the eyes



of Holocaust survivors and young students. Our video, which reached hundreds of thousands, showcased both young adults and Holocaust survivors reading online comments that responded to anti-Jewish bigotry. We were also interviewed on one of the main Israeli TV channels following the release of this video.

STANDWITHUS TV

In the face of the global disruption caused by COVID-19, StandWithUs remains committed to our mission of educating about Israel and fighting antisemitism around the world. In mid-March of 2020, we launched StandWithUs Connect, aimed at bringing high-quality, interactive, online educational content to people of all ages. Our live shows addressed topics from antisemitism and Israeli politics to Krav Maga and practical workshops. After successfully producing 25 shows and reaching



over 500,000 viewers, we took it to the next level in the summer of 2020, continuing our shows into 2021.

Similar to Netflix, StandWithUs TV has its own website platform, featuring all of the classic content from the StandWithUs YouTube channel, live shows, and other series, such as TourWithUs, Zionist Movie Club, Grill the Experts, and many more that are available pre-recorded on JLTv.

Our StandWithUs TV LIVE has successfully produced over 50 shows thus far, reaching over 2 million viewers. Each show streams live to Facebook, YouTube, Twitter, LinkedIn, and the StandWithUs website. StandWithUs TV LIVE content is free for viewers and made a significant impact throughout the pandemic.

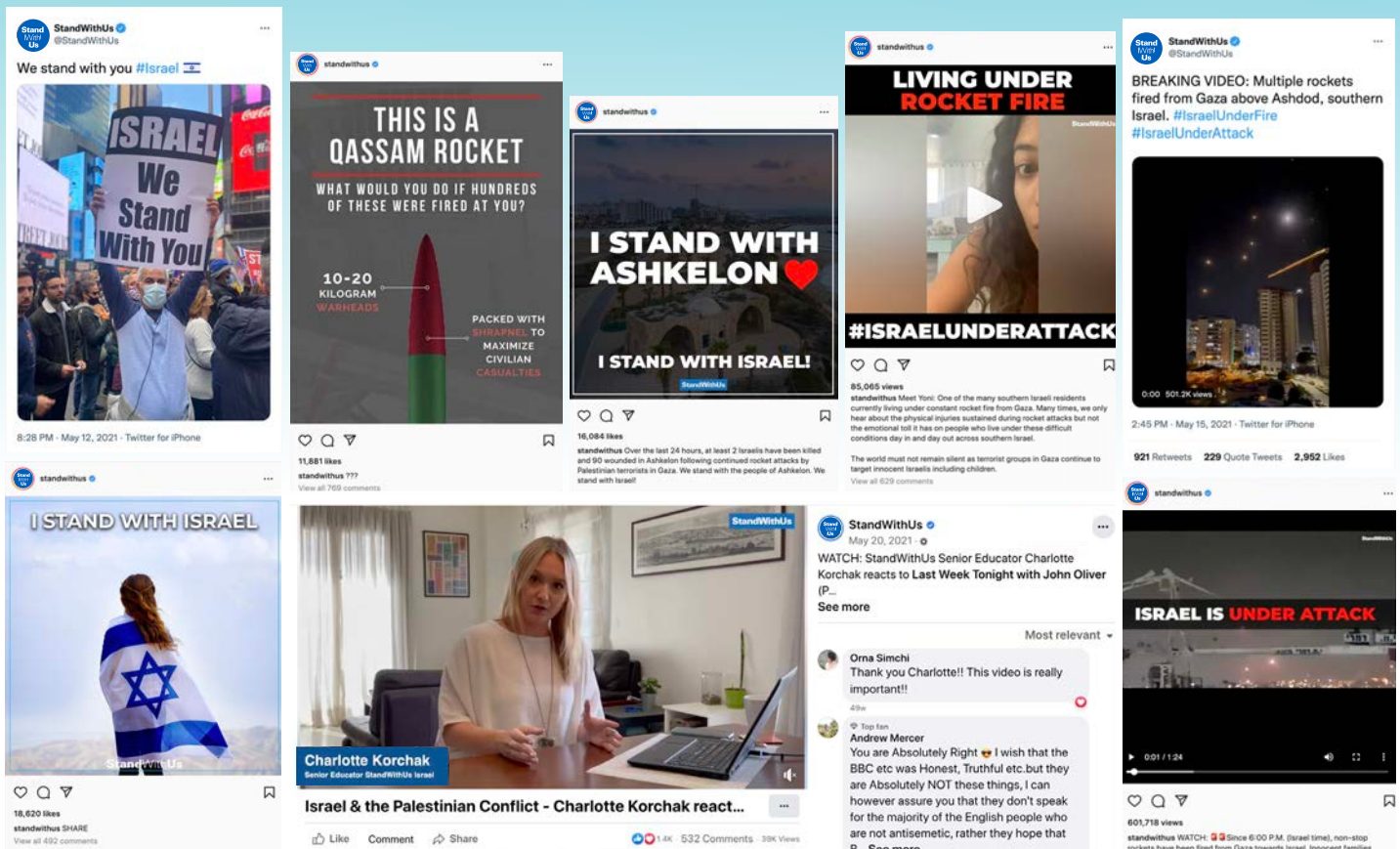


*StandWithUs TV:
Holocaust survivor in conversation
with an Israeli high school student*

StandWithUs

DIGITAL

StandWithUs
Polak
Social
Media



During Hamas' terror war in May 2021, the StandWithUs Digital Department reached **105 MILLION PEOPLE** in only **11 DAYS** on Instagram, Facebook, TikTok, and Twitter. During two of those days, the department reached **86,097,010 PEOPLE**. Additionally, our Instagram page grew by over **100,000 FOLLOWERS** during that time, from 197,000 followers prior to the war to **305,000** after the war. People around the world trust our educational posts.

INSTAGRAM AUDIENCE ANALYTICS

35.5%

U.S.

26.7%

ISRAEL

4.4%

AGE 13-17

25%

AGE 18-24

53.6%

WOMEN




46.3%

MEN




2021 TOTAL REACH

386 MILLION+
PEOPLE WORLDWIDE



ARABIC

| | | |
|--|----------------------------|--------------------------------------|
|  | 400,000 FACEBOOK | DEC 2020: 317,000 GROWTH: 83,000+ |
|  | 18,000 TWITTER | DEC 2020: 10,000 GROWTH: 8,000+ |
|  | 3,000 INSTAGRAM | OPENED 2021 |




BRAZIL

| | | |
|---|----------------------------|-------------------------------------|
|  | 55,000 FACEBOOK | DEC 2020: 44,000 GROWTH: 10,000+ |
|  | 5,500 TWITTER | OPENED 2021 |
|  | 28,400 INSTAGRAM | DEC 2020: 5,000 GROWTH: 23,400+ |

NETHERLANDS

| | | |
|--|---------------------------|---------------------------------|
|  | 5,300 FACEBOOK | DEC 2020: 4,700 GROWTH: 600+ |
|  | 1,100 INSTAGRAM | OPENED 2021 |

UNITED KINGDOM

| | | |
|---|---------------------------|------------------------------------|
|  | 16,300 FACEBOOK | DEC 2020: 15,000 GROWTH: 1,300+ |
|  | 7,500 TWITTER | DEC 2020: 6,000 GROWTH: 1,500+ |
|  | 600 INSTAGRAM | OPENED RECENTLY |

OTHER PLATFORMS

| | | |
|---|---------------------------------------|------------------------------------|
|  | 17,700 YOUTUBE | DEC 2020: 12,000 GROWTH: 5,700+ |
|  | 8,400 LINKEDIN | DEC 2020: 4,000 GROWTH: 4,400+ |
|  | 3,200 TELEGRAM | OPENED 2021 |
|  | 380,000 ISRAEL NEWSSTAND | 250 ARTICLES |
|  | 8,500 TIKTOK | |
|  | 757 REDDIT | |

ESPAÑOL

| | | |
|---|---------------------------|-------------------------------------|
|  | 48,000 FACEBOOK | DEC 2020: 33,000 GROWTH: 15,000+ |
|---|---------------------------|-------------------------------------|

StandWithUs Interfaith Outreach

The mission of the StandWithUs Interfaith Outreach effort is to build alliances with diverse ethnic and religious groups so that pro-Israel communities and students have genuine partners.

To that end, we:

- » Provide reliable education about Israel to counter misinformation and skewed anti-Israel narratives, even among historically pro-Israel communities.
- » Create an awareness of the ever-changing manifestations and destructive consequences of antisemitism.
- » Foster deep and ongoing relationships.
- » Call on our allies to stand with us as we stand with them.

TARGET GROUPS

StandWithUs outreach focuses on maintaining old friends and developing new ones in diverse communities. In 2021, the focus was on three communities: Evangelical Christians, African Americans, and Hindu Americans.

EVANGELICAL CHRISTIANS

There is an assumption that Evangelical Christians are wholeheartedly committed to Israel for doctrinal reasons. However, anti-Israel activists are engaged in a full-scale effort to break Jewish evangelical ties. Recent studies show that the favorability rating decreased with younger Christian responders, even among Evangelicals. Evangelical Christian outreach must be an ongoing priority.

AFRICAN AMERICANS

Anti-Israel voices have for many years tried to win the support of African Americans by comparing Israelis to American Whites and the Palestinians to American Blacks. A UCLA report, "What Do Americans

Think of Israel? Long-Term Trends and Socio-Demographic Shifts" (ucla.edu), concluded that a significant number of American Blacks have been convinced that Israel's treatment of the Palestinians and Israeli Arabs is like the treatment of Blacks

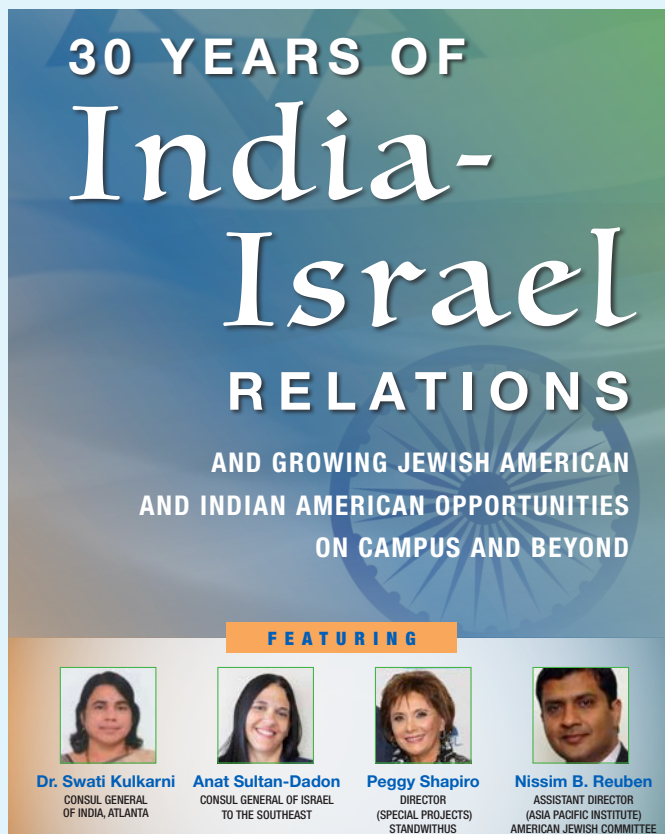


**CELEBRATION OF
ISRAEL**
"HEAR OUR VOICES"

**SUNDAY
SEPTEMBER 26
1:30–3:30 PM**





CHRIST THE
MESSIAH CHURCH
7576 SAN JOSE BLVD
JACKSONVILLE

**JEWS AND
CHRISTIANS
STAND
TOGETHER**
TO SUPPORT
THE STATE OF ISRAEL
AND FIGHT ANTISEMITISM



**30 YEARS OF
India-
Israel
RELATIONS**
AND GROWING JEWISH AMERICAN
AND INDIAN AMERICAN OPPORTUNITIES
ON CAMPUS AND BEYOND

FEATURING

| | | | |
|---|---|--|---|
|  Dr. Swati Kulkarni CONSUL GENERAL OF INDIA, ATLANTA |  Anat Sultan-Dadon CONSUL GENERAL OF ISRAEL TO THE SOUTHEAST |  Peggy Shapiro DIRECTOR (SPECIAL PROJECTS) STANDWITHUS |  Nissim B. Reuben ASSISTANT DIRECTOR (ASIA PACIFIC INSTITUTE) AMERICAN JEWISH COMMITTEE |
|---|---|--|---|

under Apartheid in South Africa. That is why outreach to the American Black community must be a priority.

HINDU AMERICANS

In recent years, India and Israel have developed robust strategic partnerships in security, technology, medicine, and agriculture. Hindu and Jewish Americans share significant core values and concerns. Hindu-Americans are the most affluent and educated ethnic group in the U.S. They are well-represented in the sciences and are now increasing their presence in political affairs, i.e., on campuses. Jewish outreach to the Hindu community has been absent or limited, yet this community of natural allies is being courted by anti-Israel groups.

METHODS/TACTICS

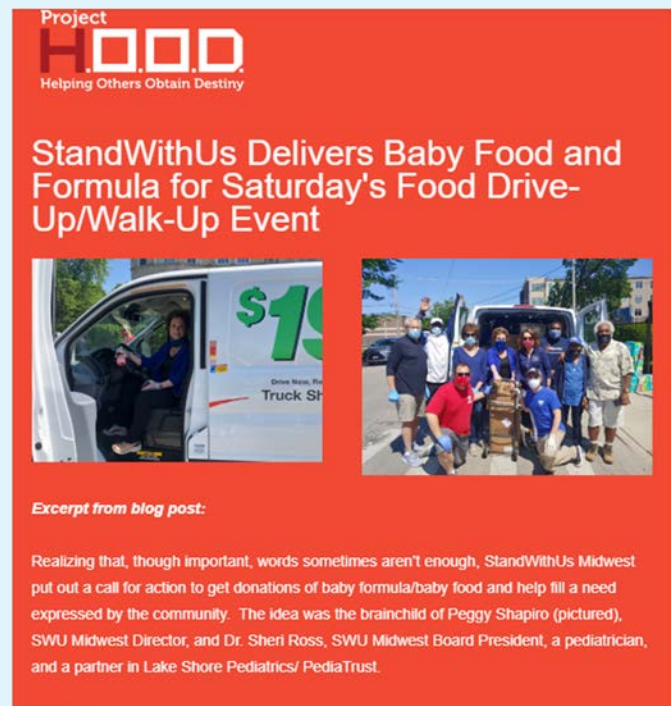
StandWithUs engages in consistent, interactive, long-term programs with outreach partners to meet the needs of both communities.

EXAMPLES

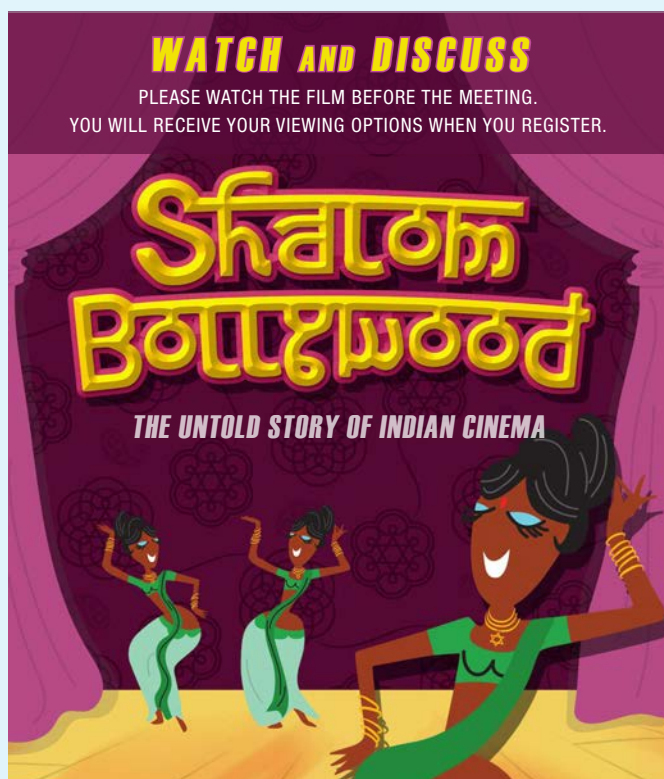
NEW BEGINNINGS CHURCH AND PROJECT H.O.O.D.

When Chicago's poorest neighborhoods were ravaged by pandemic shutdowns and riots, StandWithUs called two pastors of large Black churches to ask how we could help. The pastors both said that there was a critical need for baby formula. We mobilized our supporters and local pediatric offices and collected two vanloads of formula and baby food, which our staff and board members personally delivered. As the food crisis continued, we made another large drive for fresh produce and again delivered the provisions.

After continued conversations with Pastor Corey Brooks, we agreed that the community needed to be able to produce some of its



own food. Working with the Israel Consulate in the Midwest, we founded BNMO Design, an Israeli hydroponic gardening company, which made its system available at a greatly reduced price. The project received a grant from Israel and some local donations, enough to make the purchase and get the delivery. Project H.O.O.D. is in the process of building a larger facility, where this Israeli technology and Israel-based training will be part of the opportunity center.



ONLINE PANELS WITH HINDU ORGANIZATIONS

StandWithUs has engaged in cultural and educational programs with numerous Hindu-Indian American organizations. They range from film discussions about Jewish women in the formation of Bollywood (*Shalom Bollywood*) and the lives of Indian Jews in Israel (*Turn Left at the End of the Earth*) to discussions of Indo-Judaic ties, the parallels between antisemitism and Hinduphobia, to joint programming for Women's History Month and celebrations of 30 years of India-Israel friendship.

SUCCESSSES

THREE PRO-ISRAEL RALLIES

During the Gaza conflict (May 2021), when Israel was attacked by rockets and by the media, StandWithUs reached out to New Beginnings Church, Project H.O.O.D. and other Black churches, i.e., The World Outreach & Bible Training Center (Glendale, Wisconsin) with whom we had established relationships.

New Beginnings Church Pastor T.J. Grooms spoke eloquently and forcefully in defense of Israel at the StandWithUs Vigil for the Victims, Northbrook, IL. His speech was covered by five TV stations.

All the pastors of The World Outreach & Bible Training Center, Glendale, Wisconsin, spoke at the StandWithUs Vigil for the Victims in Milwaukee, Wisconsin. They brought over a dozen congregants and their own signs supporting Israel. (It was bitter cold and raining, and they still showed up.)

StandWithUs also reached out to our Hindu American partners. The Hindu American Foundation, the umbrella group for most Hindu organizations, published a letter of support for Israel, and Hindu allies participated in two pro-Israel rallies (Northbrook, IL, and Milwaukee, WI) and held their own rally to support Israel in downtown Chicago.



SPEAKING UP AGAINST UNILEVER'S BOYCOTT OF ISRAEL

On December 22, the Illinois Investment Policy Board was meeting to decide if the state would place Unilever, parent company of Ben & Jerry's, on the list of companies that cannot receive investments because of their boycott of Israel. Darwin Jiles Jr., one of the participants in the Project H.O.O.D. events, spoke before the panel in support of Israel and in favor of divesting from Unilever.

7

LIVE EVENTS

800

PARTICIPANTS

15

ONLINE EVENTS

3,985

PARTICIPANTS

3

PRO-ISRAEL RALLIES

750

PARTICIPANTS

STANDWITHUS INTERFAITH OUTREACH PARTNERS

HINDU AMERICAN
FOUNDATION

DHARMA CIVILIZATION
FOUNDATION

PARTNERS AMERICAN HINDUS
AGAINST DEFAMATION

HINDUPACT

THE AMERICAN INDIAN
PUBLIC AFFAIRS COMMITTEE

THE CONSUL GENERAL OF INDIA ,
NEW YORK

CONSULATE GENERAL OF
INDIA, CHICAGO

THE CONSUL GENERAL OF
INDIA TO GEORGIA

INDIAN OVERSEAS SCHOLARS
AND STUDENTS

ACT FOR HUMANITY

THE FEDERATION OF INDIAN
ASSOCIATIONS

WORLD HINDU COUNCIL OF
AMERICA (VHPA)

WORLD OUTREACH &
BIBLE TRAINING CENTER

PROJECT H.O.O.D.

NEW BEGINNINGS CHURCH
OF CHICAGO

GRASSROOTS FOR ISRAEL

THE PENTECOSTALS
OF COOPER CITY

CHRIST THE MESSIAH CHURCH,
JACKSONVILLE

StandWithUs Holocaust Education Center



In 2021, StandWithUs launched our new Holocaust Education Center. Here is a look at what we've accomplished in its first few months. The StandWithUs Holocaust

Education Center was founded to teach the facts about the Shoah.

Utilizing the StandWithUs network of high school and college students around the world, the center has already brought our new, essential curriculum to individuals of all backgrounds. A central strategy to achieving our mission is to train teachers and



students to deliver our carefully researched and dynamic presentations.

The center creates and delivers presentations to schools around the country. The center works with StandWithUs regional directors to add Shoah education, including leveraging content created by Echoes & Reflections and The Butterfly Project, among others.

According to recent studies and surveys, there is a shocking lack of knowledge about the Holocaust. Alongside this lack of awareness, antisemitism is rising in the U.S. and around the world. Holocaust denial and distortion have been integrated into expressions of antisemitism, whether in cyberspace or academia. Unfortunately, Holocaust denial and distortion are global.

At schools and campuses throughout North America, swastikas have been casually painted on school property, while students have role-played the Holocaust and even mimicked "Heil Hitler" salutes. Far too many Jewish students are afraid to identify as Jewish. It should be clear that the need for Holocaust education is urgent.

The StandWithUs Holocaust Education Center seeks to help students educate themselves about the consequences of hate and bullying, and the importance of learning from the murder of six million Jews during World War II.

StandWithUs offers responses to incidents of Holocaust denial and swastika graffiti and has developed a comprehensive menu of preemptive, engaging, and user-friendly presentations for teachers that do not require advance training. We offer 23 interactive presentation options to engage students of diverse backgrounds and interests, including learning through classic PowerPoint as well as online and/or in-person presentations through photography, psychology, film, and/or art.

1,500 HIGH SCHOOL STUDENTS
HAVE SEEN THE PRESENTATIONS ALREADY

1,100 NON-JEWISH STUDENTS
AMONG THE 1,500 STUDENTS, INCLUDING
A PHILADELPHIA ALL-BLACK CHARTER SCHOOL

47 GROUPS HAVE SEEN
THE PRESENTATIONS

SUCCESSSES

A great case study was when Philadelphia Global Leadership Academy, an all-Black charter school, invited Matt Lebovic, Director of the StandWithUs Holocaust Education Center, for 90 minutes to teach about the Shoah to 200 8th-grade students. He opened the talk with the story of Namibia, where Germany perpetrated the first genocide of the 20th century. Of course, 90 percent of his content was specifically about the Shoah. Additional points of intersection between racism and antisemitism that filled the other 10 percent: how Jews and Blacks were dehumanized in the same Nazi ads, what happened to the 20,000 Blacks from Namibia living in Germany, the Jewish and Black Allied soldiers who liberated the camps, etc. The principal of the school said the presentation was phenomenal, and Matt Lebovic was invited back to deliver more content.



We are currently working on a traveling exhibit featuring artifacts from the Holocaust for students to engage with. This profound tactile experience supports our other dynamic educational presentations

Schools now have an on-call partner to bring in for Holocaust education, including when there is an antisemitic incident that requires immediate attention. The Holocaust Education Center fills a huge gap. Teachers can reach out to us to deliver an hour or two of content (always tied to what the class is already reading or studying, if relevant).



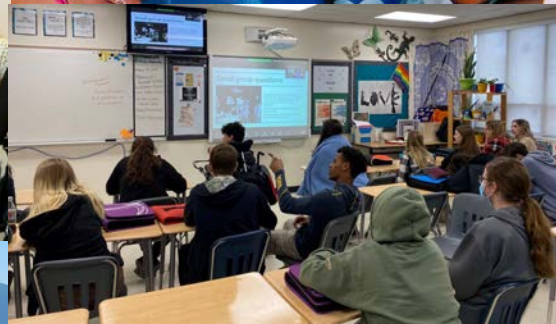
Bothaina Halabi,
Clinging to Life.
Oil on wood

CALL FOR ART

The StandWithUs Holocaust Education Center invites students, 7th grade and up, to respond in painting, writing, digital design, or music to Holocaust testimonies posted on our website and StandWithUs TV (scroll down to watch videos of Holocaust survivors).

The artwork will be displayed on our media channels and in our annual exhibition.

PLEASE SEND YOUR CREATIONS TO NILIA@STANDWITHUS.ORG.





StandWithUs Center for Combating Antisemitism

The StandWithUs Center for Combating Antisemitism (CCA) is dedicated to addressing the rise of antisemitism around the globe.

The CCA employs strategies focused on aggressively confronting anti-Jewish bigotry, including through legal means. The mission of the CCA—the reason it exists—is to meet, head-on, the threat posed by the disturbing rise of antisemitism around the globe and across the political spectrum. The CCA works closely with other StandWithUs departments and collaborates with other organizations of like mind as we engage society, including on campuses and in communities, with the tools to effectively implement our IDEA to Identify, Define, Expose, and Act against the world's oldest hatred.

Like other StandWithUs departments, the CCA fulfills its mission through two distinct approaches: education and action. With antisemitism on the rise across various institutions in our society, there is an urgent need for across-the-board education and responsive action to antisemitic acts. In addition to providing educational presentations to students and community members across the country, the CCA produces and publishes educational booklets and videos addressing the multi-faceted disease of antisemitism: its



The StandWithUs Center for Combating Antisemitism produced a series of educational booklets on antisemitism in all its forms

history, sources, and harmful ramifications across society. The CCA also creates campaigns to expose antisemitism when it rears its head, especially by influencers such as celebrities and elected officials.

Often, antisemitic rhetoric is used without an understanding of its inherently bigoted nature. We work to expose and educate about common antisemitic themes and motifs and their resulting harm, not only to Jews but to society as a whole.

I
IDENTIFY

D
DEFINE

E
EXPOSE

A
ACT

The StandWithUs Center for Combating Antisemitism provides the tools to effectively implement our IDEA to Identify, Define, Expose, and Act against the world's oldest hatred.

THOUSANDS OF PARTICIPANTS

—INCLUDING HIGH SCHOOL AND COLLEGE STUDENTS, COMMUNITY GROUPS, AND PROFESSIONALS—ATTEND OUR PRESENTATIONS

20+

EDUCATIONAL BOOKLETS ON
ANTISEMITISM PUBLISHED

5

EDUCATIONAL
VIDEOS PRODUCED

50+

EDUCATIONAL
PROGRAMS DELIVERED

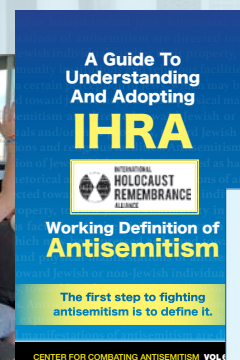
We communicate, often in partnership with the StandWithUs Saidoff Legal Department, directly with campus and community leaders, including university administrators and elected officials, to alert them to antisemitic activity within their respective jurisdictions. We encourage them to use their own voices to expose and condemn antisemitism, and we urge them to consider adoption and implementation of a consistent definition of antisemitism, the International Holocaust Remembrance Alliance (IHRA) Working Definition of Antisemitism.

Since the beginning of 2021, despite the



StandWithUs Center for Combating Antisemitism panel discussion

challenges with COVID-19, the CCA has offered over 50 educational programs to hundreds of individuals, including high school students, college students, community groups, and professionals.



EDUCATIONAL RESOURCES

The CCA produces educational booklets and videos for distribution both digitally and in print. Like the CCA's educational presentations, these materials focus on various aspects of antisemitism to provide a robust understanding of this societal disease.

BOOKLETS: Over 20 booklets were produced during 2021 and are available on the CCA website, including the following:

- » *A Guide to Understanding and Adopting the IHRA Working Definition of Antisemitism*
 - » *The Seven Steps of Hate*
 - » *Scapegoating: Blaming Jews for Society's Problems*
 - » *10 Things You Can Do to Fight Antisemitism*
 - » *The Dangerous Antisemitism of Louis Farrakhan*
 - » *How a Series of Desperate Ads Helped Save Jews During the Holocaust*
- A 4-part in-depth look at antisemitism and its three primary sources:
- » *Antisemitism: An Introduction*
 - » *Far-Right Antisemitism*
 - » *Far-Left Antisemitism*
 - » *The Antisemitism at the Heart of Radical Islamism*

VIDEOS: CCA videos, also available online, include:

- » *The Antisemitism of Louis Farrakhan*
- » *Scapegoating and Fear Mongering Don't Help Anyone*
- » *The Jew Always Fits the Crime*
- » *Anti-Israel Extremists*
- » *Antisemitism Through the Ages*



EDUCATIONAL PROGRAMS

The CCA offers educational programming for a wide range of audiences in a variety of contexts, all focused on antisemitism: its history, sources, and manifestations as well as the tools to combat its spread. These presentations help others to understand what antisemitism is (how to define and identify it), where it often originates, how antisemitic themes gain momentum within different segments of society, how it starts with Jews but never ends with Jews, and how individuals and groups can respond to these challenges. One of the primary components of many of these presentations is a nuanced discussion of Zionism, including antizionist manifestations of antisemitism. Participants leave with not only a deeper understanding but also the ability to articulate more clearly why and how antizionism crosses the line into antisemitism.

CAMPAIGNS/ACTION ALERTS

What follows are a few examples of our work.

UNIVERSITY OF NORTH CAROLINA

At the University of North Carolina (UNC), an instructor who does not believe the Jewish state has a right to exist is teaching the recurring course, The Conflict Over Israel/Palestine. This is the same individual who recently retweeted, “All of Israel is occupied Palestinian territory,” promoting the dismantling of Israel, along with other similar sentiments demonizing and delegitimizing Israel. The CCA issued an action alert about the situation, mobilizing citizens to contact university administrators, urging them to take the necessary steps to ensure that this instructor’s opinions do not result in a hostile, antisemitic climate for students.

Subsequently, UNC Chancellor Kevin M. Guskiewicz issued a statement on behalf of the UNC administration acknowledging that

“[a]ntisemitism is one of the oldest and most persistent of hatreds,” and clarifying that “[a]t Carolina, we unequivocally reject and deplore antisemitism. It has no place on our campus.” Importantly, Chancellor Guskiewicz recognized, in the context of condemning antisemitism, “that Zionism is an integral part of many of our Jewish students’ identity.” Administrative acknowledgments of this fundamental reality about the relationship between Zionism and Jewish identity are crucial in the fight against antisemitism. Strong statements help Jewish students to feel understood, valued, and supported, and make clear to those who traffic in antizionism that their rhetoric and conduct are clearly understood for the anti-Jewish bigotry they are.

HUNTER COLLEGE

In partnership with the StandWithUs Saidoff Legal Department, the CCA submitted a complaint to the Department of Education’s Office for Civil Rights seeking to remedy an antisemitic climate at Hunter College’s Silberman School of Social Work. Following multiple incidents of antisemitism over the past several years, and repeated attempts by students and alumni to seek remedial action from administrators, what was supposed to be an end-of-the-year celebratory Zoom class quickly devolved into a virulently anti-Israel and blatantly antisemitic demonstration by a group of students and faculty in attendance. The failure of the administration once again to engage meaningfully with students and alumni after this event led to the submission of our complaint under Title VI of the Civil Rights Act of 1964, which requires recipients of federal funding to maintain an environment free from discrimination based on race, color, or national origin or risk losing that funding, often amounting to millions of dollars.

StandWithUs Bar and Bat Mitzvah Project

The StandWithUs Bar and Bat Mitzvah program engages the next generation of young Jewish adults in the work of StandWithUs and helps build a connection to Israel as part of their bar and bat mitzvah education process.

Making StandWithUs a part of the coming-of-age process helps support Israel, combats antisemitism, and strengthens the future of Israel.

B'nai mitzvah participants use StandWithUs resources to build their connection to Israel in a meaningful way. To do this, many b'nai mitzvah participants integrate the Jewish people's connection to Israel into the study of their Torah portion, and StandWithUs in their own creative projects as a way to help engage their friends and family.

STANDWITHUS EDUCATION MATERIALS

Israel: Pocket Facts, *Ten Things You Need To Know About Israel*, and *Israel's Story* booklets are just a few ways to learn more about Israel and help share great content with friends, family, and synagogues.

BRINGING STANDWITHUS RESOURCES TO THE COMMUNITY

StandWithUs speakers and Israel engagement programs can help educate about issues important to the b'nai mitzvah student, including support of Israel and fighting antisemitism. B'nai mitzvah young adults can arrange for an expert speaker at their synagogue or school, an in-person tour with the StandWithUs Israel Education Center, or take their guests on a virtual tour of the Kotel and other important sites through StandWithUs Discover.





Hadar's bat mitzvah project



Sarah's bat mitzvah project



Asher's bar mitzvah project

ISRAELINK CURRICULUM

The IsraelINK platform provides educational opportunities for both classroom engagement as well as independent learning. The content is engaging, inspiring, and relevant for today's 6th, 7th, and 8th graders, making it perfect for b'nai mitzvah kids who want to integrate Israel into their bar or bat mitzvah preparation.

EXAMPLES OF SUCCESSFUL B'NAI MITZVAH PROJECTS

HADAR, FLORIDA: On a family trip to Israel, Hadar visited the StandWithUs Israel Education Center in Jerusalem, where our Israel staff brainstormed with her about how she could support StandWithUs as part of her bat mitzvah. Hadar decided to volunteer for StandWithUs. She took a portable StandWithUs booth throughout South Florida to raise awareness for Israel. While tabling, she asked people if they would like a free gift, handing them StandWithUs booklets and swag. She also recorded email addresses and signed people up online to receive the organization's weekly newsletters. She also created her own website, linking her friends and family to more information about Israel and StandWithUs. Read more at standwithus.com/post/hollywood-girl-raises-support-for-israel-through-bat-mitzvah-project.

SARAH, SAN DIEGO: Sarah dedicated her bat mitzvah journey to supporting Israel and raising awareness and funds for StandWithUs. She

invited her friends and family on a live virtual tour through Jerusalem's Old City. The tour ended at the Kotel, where Sarah gave a short speech. Sarah and the StandWithUs Discover tour guide put her family's notes, written ahead of time, into the Kotel. Sarah shared her bat mitzvah journey, and why the work of StandWithUs is so important to her, in a piece she wrote for *San Diego Jewish World* at standwithus.com/post/bat-mitzvah-project-growing-in-my-love-for-israel-and-helping-others.

ASHER, FLORIDA: Asher formed a paddle board team with family and friends as part of the StandWithUs Fitness Challenge, organizing an in-person event to help raise funds to support the organization's programs about Israel and combating antisemitism. At the paddle boarding event, he spoke to participants about StandWithUs and why Israel is so important to him.

B'nai Mitzvah young adults who participated in StandWithUs Bar and Bat Mitzvah Projects found a deeper connection to Israel and showed pride in their Jewish identity through the implementation of their projects. The experience of publicly taking pride in their Jewish identity and learning so they can teach their communities about Israel will have long-lasting effects on the Jewish adults they become, as well as create a long-lasting bond between themselves and StandWithUs.

CampWithUs aims to develop meaningful personal connections to Israel by exploring personal narratives and experiences. Our sessions address the full range of informative and substantive content about Israel at participating Jewish summer camps.

CampWithUs programs serve as a catalyst to host meaningful conversations at camp by working with camp counselors rather than campers. Instead of offering one program over the summer, counselors engage with campers throughout the summer and develop their connection to Israel through personal stories and engaging conversations. As counselors return to their high schools and college campuses, they

become educated leaders in the pro-Israel community.

We pride ourselves on our work with summer camps across the religious and political spectrum. The responses from camp directors have been powerful. Many directors stated that even having one program increased the staff's interest in Israel at camp and contributed to more intentional and respectful conversations about Israel at camp.

One camp reached out after they had been in turmoil for several years over an incident about the Israeli-Palestinian conflict. They needed a program that would bring the conversation about Israel "back to basics." Our session was a success and the camp director personally thanked us and shared our program with the camp community and alumni.



1,000+
PARTICIPANTS ANNUALLY
(AVERAGE)

89%
PARTICIPANTS WHO WENT ON TO USE
CAMPWITHUS RESOURCES AND ACTIVITIES

91%
PARTICIPANTS WHO SAID THEY WILL BECOME
MORE INVOLVED IN ISRAEL-RELATED MATTERS AT SCHOOL

DUE TO THE COVID PANDEMIC, FIGURES ARE FROM THE 2019-2020 SEASON



A DIVISION OF **StandWithUs**

Connect for Progress

Connect for Progress is a StandWithUs initiative launched in 2021 that empowers people around the world to make life better in their own communities, using unique Israeli solutions.



CONNECT FOR PROGRESS

METHODS INCLUDE:

IDENTIFYING AND BUILDING relationships with Israeli companies that offer unique solutions to communities across the U.S. and beyond.

IDENTIFYING specific communities that could benefit most from Israeli solutions, and where we can reach relevant leaders through the StandWithUs network.

REACHING OUT to local leaders in the communities we identify to see if they are interested in working together.

CONNECTING Israeli companies to relevant community leaders so they can discuss implementing solutions locally.

HELPING with project management and facilitating communication as needed.

GENERATING compelling publicity and social media stories to educate the public and inspire more cooperation in other places.



The Watergen GEN-M water generator in Hard Rock, Arizona, for the Navajo Nation



**BRIGHT PATH
STRONG**

StandWithUs

The first partnership StandWithUs created through Connect for Progress was with the Israeli company Watergen and the Native American organization Bright Path Strong.

This cooperation was built around Watergen's groundbreaking Israeli technology, which creates high-quality drinking water from air.

With our support, in July 2021, Watergen implemented a pilot project, installing a GEN-M water generator at Rocky Ridge Gas & Market (RRGM), located in the Hard Rock

Community of the Navajo Nation. The project was facilitated by store owner Germaine Simonson, Tó Nizhóní Ání (TNA), StandWithUs, Bright Path Strong (BPS), and 4D Products & Services (4D), in coordination with Arlando Teller, former Arizona State Representative and current Deputy Assistant Secretary for Tribal Affairs for the U.S. Department of Transportation. Arizona State Representative Alma Hernandez (LD3) assisted with the launch of this remarkable joint effort as well.

Through Connect for Progress, StandWithUs is currently working to make similar connections and helping to launch projects in New York, Brazil, and elsewhere.

StandWithUs Discover Israel Tours

StandWithUs Discover is dedicated to bringing people to Israel and Israel to the people.

As the organization's tourism department, Discover introduces its guests to Israel from a close-up perspective and encourages them to learn about the country firsthand by engaging with its incredible history, rich culture, and diverse people. From online live tours that bring Israel to participants' living rooms, to tours and delegations in person, we empower people across the world to learn about Israel and share their personal perspectives and experiences with their friends, family, and followers.

Discover develops educational day tours and multi-day trips (i.e., missions and delegations), guides Israeli and non-Israeli groups, as well as foreign independent tourists (FITs) on tours and trips.

In 2020, when the pandemic made travel to Israel difficult for so many, Discover pioneered a new approach, broadcasting interactive, live, on-location Zoom tours of Jerusalem and Tel Aviv's most famous sites. No matter what the conditions—steaming summers, rainy winters, and even lockdowns—the Discover

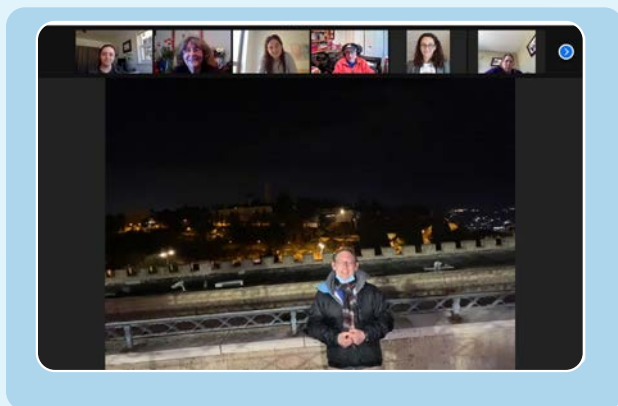


StandWithUs
DISCOVER
ISRAEL TOURS

team was always in the field, ensuring that when supporters of Israel could not visit, Israel remained accessible to them at all times.

The varied LIVE Tour experiences included an exploration of the deep Jewish connection to Jerusalem on a walk from the Jewish Quarter to the Western Wall (where participants watched as the notes they sent before the tour were hand-delivered), an examination of geopolitical challenges and successes on a strategic tour of the security barrier in Jerusalem's Gilo neighborhood, a stroll through the history of Tel Aviv's founding as seen on the famous Rothschild Boulevard, and more. Each tour was tailored to the needs and desires of the group, creating a personalized experience that cultivated and/or reinforced a special connection to Israel.

Today, Discover continues to develop new engaging, interactive tours for both in-person and online audiences every year. We partner with industry leaders in the field of educational tourism to expand our reach to the many student and adult groups who are returning to Israel post-pandemic, as well as in the field of online tourism. During the past year, we have partnered with tour agencies looking to break into the growing field of online tourism, who turn to us for advice and to guide their international clientele.



Above: StandWithUs Discover LIVE, a virtual tour for participants via Zoom

8,000 DIVERSE PARTICIPANTS

FROM FIVE COUNTRIES ACROSS THE WORLD

SUCSESSES

On our first virtual tour of the Jewish Quarter, we brought 30 Los Angeles-based elementary students to Jerusalem for the first time. As we stood by the Western Wall, we opened the microphones for the young students to share their thoughts. Two students took the time to thank us for the opportunity to walk the streets of Jerusalem. This was their first visit to Israel, and they were thrilled to finally see the sites they had heard about so often. One parent later told us that when the students' letters were delivered to the Western Wall, and the names on each letter were read out loud, her daughter held her breath waiting to hear her name, and let out a cry of joy when she finally did.

The South African Zionist Federation has utilized our LIVE tours to facilitate powerful glimpses into Israeli society during various holidays for their elementary and high-school students. Last Jerusalem Day, 900+ students joined the celebrations at the Western Wall virtually during two different LIVE broadcasts. On Channukah, nearly 100 students were treated to a special tour exploring the story of Channukah through the archaeological finds, history, and modern stories of the Jewish Quarter. To successfully engage the youngest South African students, Discover guide, Yoni Zierler, utilized both his musical abilities and acting skills—even dressing up in costume as a time-traveler from the time of the Second Temple.

50+ TOURS

DIRECTLY IMPACTING THE RELATIONSHIP OF FAMILIES, SCHOOLS, AND COMMUNITIES WITH ISRAEL

Discover LIVE tours have become a go-to source of online tourism for major pro-Israel organizations. The Baltimore Zionist District has treated their membership to six different tours (with more on the way). Their latest series of tours, held in November of 2021, took place in both Jerusalem and Tel Aviv, and was viewed by nearly 4,000 people. Additionally, the JAFI Partnership2Gether consortiums of both Hadera-Eiron and the Western Galilee decided to tour Jerusalem at night during two special periods—the *selichot* month of introspection and repentance, which sees thousands of Israelis tour the Old City as we lead up to Rosh Hashana, and on Channukah when the streets are illuminated with the light of the Channukah menorahs.

In general, the tours have had an impact on the lives of many who were kept from Israel during the pandemic. As one of the many participants attested: **"These tours made me feel connected to Israel and to people during a time when travel and socializing was so limited!"**

*StandWithUs Discover
virtual tour experience*



Rabbis United was created to connect rabbis from all branches of Judaism to StandWithUs, to the State of Israel, to one another, and to give them tools to stand up to antisemitism. We provide resources to communities across the United States and around the world.



RABBIS UNITED ENSURES THAT **Rabbis Have Access to StandWithUs Resources**

THAT HELP FIGHT ANTISEMITISM AND CONNECT COMMUNITIES TO ISRAEL

BAR AND BAT MITZVAH PROJECTS

A MEANINGFUL WAY TO SUPPORT ISRAEL

ISRAELINK

WORKING DIRECTLY WITH TEACHERS
TO PROVIDE PREMIER ISRAEL EDUCATION
FOR MIDDLE SCHOOL STUDENTS

STANDWITHUS SAIDOFF LEGAL DEPARTMENT

USING THE LAW
TO FIGHT ANTISEMITISM

SYNAGOGUE RESOURCES

ISRAEL TOURS (IN-PERSON OR VIRTUAL)
AND LIVE WEBINARS

ISRAEL EDUCATION

PROGRAMS FOR ALL AGES: MIDDLE SCHOOL
CURRICULUM, B'NAI MITZVAH PROGRAMS,
DYNAMIC PRESENTATIONS ON A VARIETY
OF ISRAEL TOPICS

MULTIMEDIA LIBRARY

EDUCATIONAL MATERIALS ABOUT ISRAEL
AND ANTISEMITISM, INCLUDING HOLOCAUST
CURRICULUM AND PROGRAMS

Goals

ORGANIZING and supporting synagogue communities in the fight against antisemitism.

OFFERING free resources to synagogue communities to inspire more people about their connection to Israel.

ENGAGING rabbis in the important campaigns to support Israel and fight antisemitism.

Priority

Creating a Stronger Community for Israel



UNITING JEWISH COMMUNITY LEADERS FOR ISRAEL AND THE JEWISH PEOPLE



Meeting the Challenges We Face

DEMANDING CONGRESS
EXERCISE ITS RIGHT TO
REVIEW ANY NEW
IRAN NUCLEAR DEAL
BEFORE IT IS SIGNED

DELEGITIMIZING
THE UN HUMAN RIGHTS
COUNCIL COMMISSION
OF INQUIRY (COI)
REGARDING ISRAEL

UNDERMINING
BEN & JERRY'S
ISRAEL BOYCOTT
AND THAT OF ITS PARENT
COMPANY, UNILEVER

ENCOURAGING LEGISLATIVE
BODIES TO ADOPT THE
INTERNATIONAL HOLOCAUST
REMEMBRANCE ALLIANCE
WORKING DEFINITION
OF ANTISEMITISM

And So Much More ...



HOLOCAUST
REMEMBRANCE
ALLIANCE

Working Definition of Antisemitism

Campaigns that delegitimize and isolate Israel and its supporters are relentless, intense, and sophisticated. They impact every level of government, from municipalities, to states, to the federal government, to international bodies like the United Nations. Combating these threats requires strong, reliable education campaigns. In 2021-2022, the StandWithUs activism efforts focused on four main areas.



THE UNITED NATIONS AND THE COMMISSION OF INQUIRY (COI)

Partnering with 26 other organizations, StandWithUs engaged in an awareness campaign, which included:

- » A petition (nearly 10,000 signatures).
- » Over 500 submissions to the COI portal and email address.
- » A detailed submission to the Commission of Inquiry to be considered in its eventual report.
- » A letter signed by 68 senators calling for Secretary Blinken to end the UN COI.
- » An open letter urging the UN Secretary-General to condemn the UN COI.
- » An op-ed in *American Thinker* highlighting double standards of the UN COI.
- » Letter writing and signature collecting addressed to religious leaders (with the Conference of Presidents).
- » A mock funeral held for “the death of human rights” ignored by the UNHRC.
- » A press conference in New York sponsored by dozens of organizations expressing outrage at the hypocrisy of the UN.

CONGRESSIONAL REVIEW OF A NEW IRAN NUCLEAR DEAL

In early spring 2021, reports emerged suggesting that U.S. negotiators were close to reaching an agreement with Iran over its nuclear program, and that many legislators on both sides of the aisle were deeply

concerned that the deal might fuel more terrorism and conflict across the Middle East, enable Iran’s development of missiles that can carry nuclear weapons, and allow Iran to have dangerous nuclear capabilities. Fortunately, there is a law that allow the American people to review the deal. The Iran Nuclear Agreement Review Act (INARA) of 2015 requires that any “agreement with Iran relating to the nuclear program of Iran,” be given a 30-day hearing in Congress. However, without public support, the right of the American people to know all the details of this proposed agreement before it is finalized might not be exercised.

StandWithUs mobilized. On March 24, 2022, we called an emergency meeting of other organizations and experts to weigh in on the deal and the issue of transparency. On March 25, StandWithUs launched a campaign entitled, “Let Congress & The American People Review the Iran Nuclear Deal,” asking supporters to “Email the President, the Secretary of State, and your Representatives supporting the right of Congress to review all nuclear deals with Iran’s regime.”



The campaign and its publication in the *Jewish Journal* created greater awareness among U.S. citizens and legislators of the potential threats, thus reducing the urgency to reach an agreement with Iran.

ADOPTING THE INTERNATIONAL HOLOCAUST REMEMBRANCE ALLIANCE (IHRA) WORKING DEFINITION OF ANTISEMITISM

StandWithUs sent our handbook on the IHRA Working Definition of Antisemitism to legislators across many states and issued action alerts to support efforts to adopt the IHRA definition. We are grateful that:

- » Ohio's governor issued Executive Order 2022-06D, mandating "state agencies, departments, boards, commissions, and public colleges and universities" to adopt

the IHRA definition.

- » Tennessee's legislature passed HB 2673, including the IHRA definition in state-mandated Holocaust education.
- » Iowa's governor signed into law HF2220, adopting the IHRA definition.
- » Kentucky passed Senate Resolution 67 condemning antisemitism and symbolically adopting IHRA.
- » Arizona voted to adopt the IHRA definition.

A Guide To Understanding And Adopting

IHRA



Working Definition of Antisemitism

THE IHRA WORKING DEFINITION OF ANTISEMITISM

Antisemitism is a certain perception of Jews, which may be expressed as hatred toward Jews. Rhetorical and physical manifestations of antisemitism are directed toward Jewish or non-Jewish individuals and/or their property, toward Jewish community institutions and religious facilities.

A publication by StandWithUs, downloadable from standwithus.com/booklets

BEN & JERRY'S (UNILEVER BOYCOTT OF ISRAEL)

StandWithUs reacted swiftly and forcefully when Ben & Jerry's announced on July 19, 2021, that it would stop the sales of its product in Israel if the Israeli distributor refused to boycott areas beyond the Green Line and even Jewish neighborhoods in eastern Jerusalem. StandWithUs, in cooperation with other groups:

- » Sent a joint letter to Unilever's CEO explaining Unilever's complicity in Ben & Jerry's boycott of Israel. The letter was later referenced by seven state treasurers.
- » Sent personalized registered letters to the top 450 Unilever shareholders.
- » Testified before the Illinois State Policy Board. The board voted unanimously "to add Unilever to its prohibited entity list."

- » Brought the Unilever matter to the attention of members of Congress, state attorneys general, and state treasurers.

RESULTS INCLUDED:

- » Bipartisan letter to the Security Exchange Commission (SEC) by U.S. congressmen asking for an audit of Unilever.
- » Attorneys general of 12 states sent a joint letter to Unilever CEO urging Unilever to reconsider its boycott and keep up its "fiduciary duties."
- » Seven state treasurers sent a joint letter to Unilever CEO pointing to potential misrepresentations made by Unilever and to provide "full clarification and transparency regarding Unilever's ability to override" Ben & Jerry's boycott.



IMPACT: STATE ACTIONS REGARDING BEN & JERRY'S

ARIZONA

On September 7, 2021, Treasurer Kimberly Yee announced that the state will divest all public funds from Unilever, worth approximately \$143 million

COLORADO

On March 18, 2022, Colorado Public Employees' Retirement Association (PERA) voted unanimously to put Unilever on notice regarding its boycott of Israel. PERA reportedly will divest its \$42 million of investments in Unilever

FLORIDA

On July 29, 2021, Florida placed Unilever on the List of Scrutinized Companies. Florida previously had approximately \$139 million in Unilever assets

NEW YORK

In October 2021, New York's State Comptroller followed up on a previous letter to Unilever and announced his decision to pull Unilever investments (then worth approximately \$111 million) from the New York State Common Retirement Fund

NORTH CAROLINA

On October 15, 2021, State Treasurer Dale Folwell declared that "once Ben & Jerry's (Unilever) terminates its license with the distributor in Israel, then the Investment Management Division would review the status of the law and adjust its investments to fully comply with any statutory requirements" from the New York State Common Retirement Fund

NEW JERSEY

On September 2, 2021, the Deputy Director of the New Jersey Department of the Treasury's Division of Investment wrote to Unilever's CEO, confirming that no pension or annuity fund under the authority of the division may invest in Unilever and that the director of the division must divest from its Unilever assets (then worth approximately \$182 million)

TEXAS

On September 23, 2021, Comptroller Glenn Hegar announced that he had added Unilever to Texas's Divestment Statutes List. Texas state pension funds had previously invested approximately \$100 million in Unilever assets

ILLINOIS

On December 22, 2021, the Illinois Investment Policy Board unanimously voted to add Unilever to the Prohibited Investment List (7-0-0 vote)

MARYLAND

On August 2, 2021, Secretary of State John Wobensmith committed to determining if Maryland had any "existing contracts" with Unilever and to "respond accordingly" if so



StandWithUs delegation visited Ben & Jerry's Israeli headquarters to show support for its CEO, Avi Zinger

“StandWithUs was the key organization that helped the most with the full variety of work and the constant support and pressure we placed on Unilever.” —AVI ZINGER, CEO OF BEN & JERRY'S IN ISRAEL

Never Again Emergency Fund

For 21 years, StandWithUs has been supporting people around the world who want to educate their communities about Israel, helping student and community leaders live the promise of Never Again by encouraging them to educate their communities proactively and respond to the lies, half-truths, and dangerous misinformation. StandWithUs creates

leaders who stand tall and proud, supporting Israel and fighting antisemitism.

The StandWithUs Never Again Emergency Fund was originally initiated by Rita and Steve Emerson.

BILLBOARD WARS

Billboard advertising is one of the many ways we have helped educate the masses. We have produced and placed billboards in response to negative ones about Israel. Some of our billboards respond directly to misinformation. But many are simply proactive, presenting inspiring messages about Israel. Messages have been placed in cities across the world.





Left and below: StandWithUs' mock funeral outside the UN

UNITED NATIONS HUMAN RIGHTS COUNCIL (UNHRC) COMMISSION OF INQUIRY ON ISRAEL

Anti-Israel sentiment is no stranger at the UN and its Human Rights Council, detracting global attention from the most pressing of human rights issues the world over. Despite genocide and slavery persisting around the world, both the UN and its UNHRC have each exhausted over 50 percent of their condemnatory resolutions on Israel, according to UN Watch. The UN and UN Human Rights Council make Israel the only country to face scrutiny at every session under a permanent agenda item.

The UNHRC's latest anti-Israel initiative—the Commission of Inquiry (COI) on Israel—is the only COI ever to have no end date to its mandate; a desire to condemn Israel for eternity. Its final report is expected to reflect the biases of its commissioners, some of whom have previously accused Israel of apartheid and have celebrated Palestinian

terrorism as “resistance.”

StandWithUs took strong action, hosting a mock funeral procession outside the UN headquarters in New York to protest the COI. The funeral procession was part of a larger campaign to raise awareness on how the UN purposefully buries human rights worldwide by exhausting valuable resources to scapegoat the world's only Jewish state: Israel.

StandWithUs collected over 10,000 signatures on its ongoing petition, submitting hundreds of testimony responses in hopes of influencing the COI's final report, and penning multiple op-eds. Additionally, StandWithUs sent a letter to the Secretary-General of the UN, documenting the COI's antisemitic tendencies.

StandWithUs remains steadfast alongside the 27 organizations and entities that have since joined the campaign to hold Navi Pillay and her COI accountable.

IRAN NUCLEAR DEAL

StandWithUs' campaign, “Let Congress & The American People Review the Iran Nuclear Deal,” asked supporters to “Email the President, the Secretary of State, and your Representatives supporting the right of Congress to review all nuclear deals with Iran's regime.”

“ I attended the emergency meeting organized by StandWithUs where experts weighed in on the deal, and I came out of it convinced that the number one issue has become [the need for] transparency.”

—DAVID SUISSA, EDITOR-IN-CHIEF, JEWISH JOURNAL

StandWithUs Educational Displays

Students for Justice in Palestine (SJP) is known for working hard to create anti-Israel climates on campuses. They do this through negative campaigns, boycott resolutions brought to their student government, and propaganda that is used across campuses. Pictured here are anti-Israel displays meant to create ill will against Israel and anyone who supports it.



WHEN ANTIZIONISM AND ANTISEMITISM IMPACT OUR CAMPUSES,



Experiential Israel Programs (EIPs) are a new, innovative form of Israel education created by StandWithUs. We designed our EIPs using principles from experiential marketing—a technique major companies employ to reach consumers in areas with large amounts of foot traffic. For us, this means creating interactive displays about Israel that are engaging, visually appealing, and relevant to the personal lives of participants. While campuses are a major focus, we have also used these programs effectively in high schools and communities, engaging nearly 75,000 people thus far. StandWithUs EIPs include our Squeeze the Challenge Lemonade Stand, Gratitude Days, Israel Loves 4/20, and Our Voices for Peace.

WHEN PROACTIVE EDUCATION ABOUT ISRAEL IS NEEDED



An innovative tool that educates and inspires, the modular StandWithUs Israel Matters display consists of 14 retractable stands of colorful panels that collectively tell Israel's story through photographs and facts. They highlight significant aspects of Israel, including its achievements and advancements in various fields, and also more controversial issues related to the Arab-Israeli conflict.

STANDWITHUS SUPPORTS THE PRO-ISRAEL CAMPUS COMMUNITY



ON CAMPUSES, STANDWITHUS SUPPORTS STUDENTS

IMPACT

StandWithUs Global Offices

StandWithUs Los Angeles

StandWithUs was born in 2001 out of a need to educate and inspire people about Israel and to combat the rising antisemitism and misinformation we identified at the time of our founding. Our mission informs every action we take and inspires us as we work to support Israel and fight antisemitism around the world.

Fifty people came to the co-founders' home in Los Angeles 21 years ago, trying to figure out if any of the Jewish or Israel-related organizations were preparing to push back on the lies, half-truths, and misinformation that were being presented about Israel. What we learned at that time was that there was no organization whose mission statement would cover this challenge for the State of Israel and the Jewish people. Thus, StandWithUs was born. We knew that we needed to fight for the hearts and minds of the next generation in order to push back on this very dangerous situation.

The Los Angeles office is the headquarters of the Israel Emergency Alliance, the parent organization of StandWithUs. Our office houses data and development services as well as research, marketing, graphic design, legal, middle school, event planning, fundraising, public relations, IT, accounting, human resources, and shipping departments.

The following are the StandWithUs values that guide us in fulfilling our mission every day.

STANDWITHUS VALUES

- » We are a nonpartisan, education organization.
- » We believe that education is the road to peace, and misinformation is a destructive force that must be countered with truth.
- » We strive to bring people together across the political spectrum.
- » We are a convenor of people who care about



Israel and care about fighting antisemitism.

- » Our staff around the globe are dedicated and passionate individuals committed to our mission and upholding our values.
- » We view our donors as partners in our efforts and strive to maximize their investment in our vision and work. We fulfill our promises.
- » Zionism represents the centuries-old longing of the Jewish people to be free in their ancestral home. It unites us in our support of Israel as a Jewish, democratic, and secure state.
- » We inspire young people with Zionism, instilling a love of and commitment to Israel through education and experiential learning opportunities.
- » The values of free speech, open dialogue, cooperation, and activism are the foundation for our work.
- » We rely on facts determined by a commitment to the highest quality of research.
- » Integrity, honesty, and transparency are the cornerstones of our efforts.
- » We welcome people of all ages and backgrounds and unequivocally oppose all forms of hate.
- » We identify and define antisemitism, expose it, and fight it in communities, on campuses, in high schools, online, and anywhere else we are needed.

STANDWITHUS NUMBERS

Nothing conveys our accomplishments more than actual numbers.

The following metrics represent the quantitative part of our story, while the qualitative successes have been highlighted throughout this report.

StandWithUs' educational platforms inspire individuals to be lifelong leaders who in turn teach and empower their peers to be proud Zionists who stand strong for Israel and the Jewish people.

We give our leaders the tools, confidence, and support they require to succeed and grow.

500,000+

COLLEGE STUDENTS

HAVE PARTICIPATED IN OUR CAMPUS PROGRAMS IN THE U.S., CANADA, THE UK, BRAZIL, SOUTH AFRICA, BRAZIL, AND ISRAEL

500,000+

HIGH SCHOOL STUDENTS

HAVE PARTICIPATED IN OUR HIGH SCHOOL PROGRAMS IN NORTH AMERICA

100,000+

TEENS AND COLLEGE STUDENTS

FROM ALL OVER THE WORLD HAVE PARTICIPATED IN OUR STANDWITHUS ISRAEL EDUCATION CENTER PROGRAMS AT OUR JERUSALEM OFFICE

3,000+

STUDENTS IN 200 SCHOOLS

HAVE ALREADY BEEN INSPIRED BY ISRAEL THROUGH ISRAELINK, OUR EXCITING MIDDLE SCHOOL CURRICULUM. THIS PROGRAM IS GROWING QUICKLY

2,000+

DIFFERENT INCIDENTS

HAVE BEEN HANDLED BY THE STANDWITHUS SAIDOFF LEGAL DEPARTMENT IN PARTNERSHIP WITH OUR TEAM OF OVER 250 PRO BONO ATTORNEYS

1 BILLION+

INTERACTIONS ON OUR SOCIAL MEDIA PLATFORMS

HAVE TAKEN PLACE IN A VARIETY OF LANGUAGES, INCLUDING ARABIC, WHERE WE HOST INTERVIEWS WITH ARABIC-SPEAKING EXPERTS

MILLIONS

OF VIEWERS

HAVE WATCHED AND SHARED OUR YOUTUBE EDUCATIONAL VIDEOS AND ONLINE PROGRAMS. BE SURE TO CHECK OUT OUR LIBRARY OF INSPIRING, INFORMATIVE PROGRAMS AT STANDWITHUS.TV!

THOUSANDS

OF ELITE STUDENT LEADERS

HAVE GRADUATED OUR HIGH SCHOOL AND COLLEGE FELLOWSHIP PROGRAMS IN ISRAEL, THE UK, CANADA, AND THE U.S., AND ARE PREPARED TO LEAD THEIR PEER COMMUNITIES NOW AND IN THE FUTURE

MILLIONS

OF OUR ENGAGING MATERIALS

HAVE BEEN DISTRIBUTED. CHECK OUT OUR BOOKLETS AT STANDWITHUS.COM UNDER "RESOURCES," AND FEEL FREE TO ORDER BOOKLETS TO SHARE WITH YOUR FRIENDS AND COMMUNITIES

TREASURED PARTNERSHIPS AND SOUND FISCAL MANAGEMENT

STANDWITHUS REGULARLY WORKS WITH **HUNDREDS OF PARTNERS** AROUND THE WORLD TO MOVE THE METER AND CONSERVE RESOURCES. FOR THE **ELEVENTH CONSECUTIVE YEAR**, STANDWITHUS HAS MAINTAINED THE HIGHEST POSSIBLE RANKINGS FROM TWO LEADING CHARITY WATCHDOG GROUPS, GUIDESTAR AND CHARITY NAVIGATOR, FOR OUR TRANSPARENCY AND USE OF FUNDS.





*StandWithUs United Kingdom
Emerson Fellowship conference reception*

StandWithUs United Kingdom

This past year, StandWithUs UK has made a significant impact, as we strengthened all of our departments. We are thrilled to see such a promising uptake of stakeholders invested in supporting Israel as we travel the UK connecting like-minded communities and inspiring individuals to take a stand for the Jewish state.

Our flagship campus program, the StandWithUs UK Emerson Fellowship, has just kicked off in the UK. We have launched the StandWithUs UK Emerson Conference in the heart of London, joined by Members of Parliament, Lords, and military officers. A special guest was Hussain Alam, Deputy Chief of Mission at the Embassy of the Kingdom of Bahrain, who shared his insights on the Abraham accords. It was our first European conference with a special delegation of StandWithUs Emerson Fellows from the Netherlands. On the second day of the conference, Her Excellency, the Israeli Ambassador to the UK Tzipi Hotovely, hosted our keynote ceremony at her residence.

Crucially, the student fellows were able to network and establish comprehensive plans for the year ahead—working together to combat misinformation throughout the UK and educate about Israel. We heard from alumni, graduated three consecutive yearlong groups, and invited educators from all parts of the world. With the conference wrapped up, we are hard at work preparing for Freshers

Week. Our dedicated professionals are excited to empower and mentor the new team of students as they embark on their university journey.

We spoke to hundreds of students from diverse schools, together with some of the largest Jewish schools in the country, including Yavneh College, JFS, King David High School, and Immanuel College, as we promote Start-Up, our new and exciting StandWithUs UK leadership program for pupils in secondary school. Start-Up aims to produce a new generation of ambassadors who will learn to express social, communal, and public activism, inside and outside the community, in the entrepreneurial and creative Israeli spirit.

In October, we will launch Explore, our brand-new program for Sixth Formers, to be offered to schools and youth organizations. During the program, students will explore the rich history, culture, and diversity of Israel through a series of fun and interactive workshops. Whether it be the rise of the modern Zionist Movement or the legacy of Israeli Eurovision, there is something for everyone to explore and discover about the Jewish state.



StandWithUs United Kingdom speaker event

As part of our vision to reach out to diverse audiences, we had the honor of addressing Beaconsfield Secondary School, where we facilitated workshops and assemblies in relation to Israel, and we met with teachers who sought advice on how to most effectively educate their students about the region. A poignant moment was when two Muslim

students thanked us for our visit and were appreciative of the work that we did.

Israel Tour has finally resumed over the summer, with youth groups, including FZY and Bnei Akiva, visiting our brand-new Israel Education Center in Jerusalem. Over 600 British teenagers have visited so far!

For our younger yearlong groups, we have joined the United Synagogue's Learn2Lead initiative in several of their synagogues, working with Tribe to deliver new and exciting courses.

We are excited for the new academic year as we connect with our community, inspire, and make an impact across the UK.



StandWithUs Canada

In 2021, StandWithUs Canada continued to increase its presence in Canadian institutions by developing partnerships, increasing student engagement, and raising awareness within the Canadian community as to the

alarming rise of antisemitism in our country. This growth has enabled us to provide more fulsome support to our students and the community at large. We were proud to have had 20 StandWithUs Canada Kenneth Leventhal Interns in the high school space, 21 students in our StandWithUs Canada Emerson Fellowship program for university and college students, and an additional five interns in the inaugural year of our CEGEP (college program in between high school and university for students in the province of Quebec) program.

Our impact on the Canadian Jewish community was felt in three key areas this year, the foremost of which is our work supporting students at the high school, university, and college levels. Our 50 StandWithUs Canada Emerson Fellows and StandWithUs Canada Kenneth Leventhal High School Interns, spread across the country, serve as ambassadors for our organization. We strive to empower them by way of leadership training and professional development specific to the Canadian Jewish community, so that they are prepared to lead our experiential Israel programs on their campuses. Our goal is for these students to bring proactive Israel education and antisemitism training to their schools, rather than reacting to disinformation after the fact.

Further to that, we serve as a form of “first responder” for Jewish students on campus.

StandWithUs

CANADA

4,955 COLLEGE STUDENTS
ENGAGED IN CANADA

3,000 HIGH SCHOOL STUDENTS
ENGAGED IN CANADA

21 STANDWITHUS EMERSON
FELLOWS ACROSS CANADA

16 STANDWITHUS KENNETH LEVENTHAL
HIGH SCHOOL INTERNS ACROSS CANADA

112 PROGRAMS BY STANDWITHUS
CANADA EMERSON FELLOWS

100 PROGRAMS BY STANDWITHUS KENNETH
LEVENTHAL HIGH SCHOOL INTERNS

19 CANADIAN UNIVERSITIES
WITH STANDWITHUS PROGRAMS

24 HIGH SCHOOLS IN CANADA
WITH STANDWITHUS PROGRAMS

Throughout the course of the year, numerous Jewish students and campus organizations turned to us to stand with them in the face of antisemitism or antizionist disinformation, and to help them fight for their rights. For example, after the Student Union at McGill University passed a “Palestinian Solidarity Policy” that was dangerous and harmful to Jewish students on campus, StandWithUs Canada worked closely with students and campus partners to reverse the decision.

The final element of our work takes place in the community, where we work closely with other NGOs, community partners, and political allies to raise awareness for antisemitism and antizionism. This year, in partnership with JewBelong, we brought a series of provocative billboards to the city of Toronto to bring light to these important issues. Bright pink in color, the billboards had taglines like “Does your Church need armed guards? Because our synagogue does” and “We’re just 75 years since the gas chambers. So no, a billboard calling out bigotry against Jews is not an overreaction” in order to draw public attention to this urgent problem. With support from local media, this campaign was seen by millions of Canadians on local news and in newspapers.

As we enter the coming school year, we are so proud to have increased our number of StandWithUs Canada Kenneth Leventhal High School Interns to 24, and our StandWithUs Canada Emerson Fellows from 21 to 37!

StandWithUs Australia—Coming Soon!

StandWithUs will be opening a national office in Australia. StandWithUs is already well known locally in Australia, with over a decade of programming and partnerships with local students and organizations. We have been working with Australian audiences, running programs for Australian students, and partnering in various ways with local organizations for over a decade, including



StandWithUs program in Australia

with AUJS – Australasian Union of Jewish Students, Zionist Federation of Australia, Zionist Council of New South Wales, Israel by Choice (IBC), Bnei Akiva, Y2I – Youth2Israel, Beitar, Hineni, and many others. In addition, hundreds of Australians have enjoyed sessions at the StandWithUs Katz Israel Education Center in Jerusalem. Now, StandWithUs is set to hire local staff to better provide on-the-ground support for students, and the general communities who seek to fight antisemitism and push back against the misinformation that too often clouds discussion on Israel and the Middle East.



Visitors at the StandWithUs Katz Israel Education Center

StandWithUs Katz Israel Education Center

Our operations in Israel have grown tremendously, and we are proud to announce the opening of our expanded StandWithUs Katz Israel Education Center.

The new facility can host tens of thousands more visitors each year and has a virtual, digital space for online sessions and programming. It is connected to the existing StandWithUs Evelyn and Dr. Shmuel Katz Education Center, located

on the historic intersection between King David Street and George Washington Street, in the heart of Jerusalem.

StandWithUs has been active in Israel since 2006. In 2015, we opened our current offices on King David Street, across from the King David Hotel, with a ceremony featuring then-mayor of Jerusalem, Nir Barkat. Since then, we have hosted tens of thousands of students and tourists from all over the world each year. Our activities have expanded to run exciting, educational Israel workshops each year, hosted on-site.

In an average year, tens of thousands of students and tourists come to us from all over the world, and we are also able to inspire young Israelis to represent Israel on the world stage, all from our central location.

There is a municipal street sign dedicated to StandWithUs in Hebrew, English, and Arabic outside the King David Hotel, pointing the way to the StandWithUs Katz Israel

Education Center, which is located alongside the historic YMCA building—all on the symbolic intersection between King David and George Washington Streets.

Our programs have grown strategically and quickly.

Our social media footprint has grown internationally, with over a billion interactions each year, and our digital team is creating original video content on a daily basis. We have invested in our unprecedented success and have improved our capabilities so that we can create even more content and reach greater numbers of people. StandWithUs has become a source of dependable news in real time, around-the-clock, with our excellent, cutting-edge educational content.

The new space works as both a physical and virtual learning center—allowing us to reach even greater numbers of people all around the world.



The new center includes:

NEW MULTIMEDIA AUDITORIUM: We can seat up to 200 people for engaging Israel presentations by our dynamic staff. This has expanded our ability to host over 50,000 visitors every year. State-of-the-art presentations provide an attractive multimedia experience.

INTERACTIVE STUDIO EXPERIENCE: Using advanced technology, groups and individuals can enhance their debate skills and learn how to better stand up for Israel.

Through a simulated TV news presenter, large audiences learn point/counterpoint skills by watching their peers and learning from experts. Many sign up to be ambassadors via an activity utilizing cutting-edge interactive digital screens.

DIGITAL HUB: The Center houses our StandWithUs Polak Social Media/Digital operation and is also a space to teach online skills to groups of all ages who would like to support digital education and advocacy campaigns.

In times of crisis, the facility acts as a hub to lead pro-Israel activity on social media, the platform for today and tomorrow's voices for Israel. With one billion interactions a year, StandWithUs is well-placed to leverage this

new facility to become a center for virtual learning and inspiration for Israel.

STUDIO: A fully equipped studio will interview thought leaders and celebrities while broadcasting StandWithUs videos to millions with the capability to converse with people both on location and internationally. Additional content will be created to appeal to divergent audiences, Jewish and non-Jewish, young and old. We will be able to do this in English, Hebrew, and also in Arabic.

For further information about StandWithUs Israel programs, please see pages 30-37.

StandWithUs Brazil

The mission of StandWithUs Brazil is to educate about Israel as well as ensure the organization is consistent with StandWithUs Zionist and peaceful values. StandWithUs Brazil acts on three main fronts:

- 1. SOCIAL MEDIA:** Between May 10 and 20, when Israel faced yet another escalation in the conflict, 300 posts on our Instagram and Facebook, including 50 videos with over 900,000 views, reached more than 2 million people. On Instagram, StandWithUs Brazil reached 18,800 followers, growing 300 percent. The profile of our Executive Director, André Lajst, reached 48,000 followers, an increase of 400 percent. Two

StandWithUs BRAZIL

2,000 REACHED THROUGH
15 STANDWITHUS BRAZIL
EMERSON FELLOWS

4,000 REACHED THROUGH
18 STANDWITHUS BRAZIL
HIGH SCHOOL INTERNS

6,382 UNIVERSITY
STUDENTS
REACHED IN BRAZIL

6,801 OTHER
STUDENTS
REACHED IN BRAZIL

6,656 JEWISH COMMUNITY
MEMBERS
REACHED IN BRAZIL

3,096 JEWISH YOUTH
REACHED
IN BRAZIL

5 MILLION+ REACHED
THROUGH EXECUTIVE
PARTNERSHIPS

5,628 NON-JEWISH
COMMUNITY MEMBERS
REACHED IN BRAZIL



André Lajst (right) appeared on a podcast

webinars and 15 live presentations reached nearly 1.5 million people. We gave more than 30 interviews to media outlets, reaching millions of Brazilians.

2. **PRESS:** In February 2022, the day after Monark (Bruno Aiub) made antisemitic and pro-Nazi statements on a major Brazilian podcast with approximately 3.8 million YouTube subscribers, our Executive Director, André Lajst, appeared on the podcast as a counterpoint, reaching over 5.9 million views.



3. **BROCHURES AND BOOKS:** Numbers of StandWithUs brochures translated into Portuguese have doubled since the beginning of our activities, for a total of 16 booklets. We have also translated and published books by renowned authors.

EDUCATION DEPARTMENT: Our Institutional Relations Center:

- » Develops the CEAD (Center of Research and Data Analysis) to study and report on antisemitism and antizionism in Brazil.
- » Externalizes Jewish identity and culture, developing a social “exchange” in Brazil.
- » Educates and informs Brazilian society about Israel, its conflict, and its people.

METHODS/TACTICS: Our courses, lectures, and materials are guided by the interests and needs of each group.

SCHOOL ACTIVITIES: We promote partnerships with private, public, Jewish, and non-Jewish schools.

JEWISH RELATIONS: We are: (1) expanding our network of partnerships; (2) enabling the Jewish community to better understand the conflict, Israel's history, Islamist terrorism, as well as how to combat prejudice and misinformation; and (3) promoting cultural and social exchange projects.

YOUTH ACTIVITIES: We have developed methodologies, group dynamics, as well as lectures with inspiring leaders, and are working to establish a dialogue with Christian youth and political parties.

CAMPUS ACTIVITIES: We customize our educational projects with our qualified team of experts. Our growing StandWithUs Brazil Emerson Fellowship has been hugely successful in standing up for Israel and fighting antisemitism.

SUCCESSES/IMPACT—HIGHLIGHTS

EDUCATIONAL COURSES

- » The Past And Future Of Conflicts Between Israel and Hamas in the Gaza Strip reached an audience of 3,515 people from 17 states.
- » We taught two extension courses at the Universidade Federal do ABC (UFABC) with 360 and 251 registrations, respectively.

» In partnership with the Betnuá Project, we taught classes throughout the school year for students and parents, including Israel, the Middle East, and the World, which had more than 60 participants who engaged in weekly classes for eight months.

ONLINE EVENTS AND INITIATIVES

There were 18 live events on Instagram and YouTube throughout the year, with audiences of thousands.



The Middle East Express YouTube program

Our Executive Director, André Lajst, and a member of our academic council, Prof. Heni Cukier, created the YouTube channel Professor HOC. *The Middle East Express*, a program on the channel, has received positive feedback and a live audience of thousands.

We developed the Laboratory of Middle East Studies (LEOM), which has become the academic face of our organization. LEOM's digital platform, available to the public, contains unpublished articles by StandWithUs Brazil professors and fellows, as well as high-quality bibliographic materials.

IN-PERSON EVENTS

In June 2022, in partnership with the Jewish Youth Council of São Paulo, we held a screening of the film *Minority of One* for an audience of more than 100 young people from Brazilian youth movements, followed by a Q&A session with the film's subject, Hussein Aboubakr, a former radical Muslim and current Israel supporter.

We held a roundtable in June 2021, in partnership with the Israelite Federation of Rio de Janeiro and the Jewish Youth Council of Rio de Janeiro. Attended by over 100 young people from Rio and mediated by Gustavo Mizrahi (vice president of FIERJ), the event featured André Lajst and Monique Sochaczewski Goldfeld (professor at the Brazilian Institute of Education, Development and Research) discussing the Israel-Hamas conflict and the formation of the new Israeli government.

OMER TABIB COLLECTIVE

An initiative by one of our fellows with the help of StandWithUs Brazil, the Omer Tabib Collective, a Zionist group that aims to combat antisemitism and disinformation about the State of Israel. Originating in Maranhão, the collective was created with the aim of creating a young Zionist base in one of the Brazilian states where there is no vocal Jewish community and, therefore, antizionism and disinformation prevail.

StandWithUs Brazil in-person event





The StandWithUs Netherlands team

StandWithUs Netherlands

In 2016, StandWithUs Netherlands created a Facebook page responding to Dutch anti-Israel rhetoric. By 2018, StandWithUs Netherlands acquired official Dutch status to work across the country. The team is comprised of 18 passionate volunteers who operate on social media, university campuses, and communities, standing up for Israel and combating antisemitism. Each volunteer is also trained as a Dutch educator to give lectures discussing Antisemitism vs. Legitimate Criticism of Israel and the History of the Israeli-Palestinian conflict. Today, StandWithUs Netherlands has a reach of over 150k on several social media platforms and is well-known nationally. They work closely with local Dutch organizations like Bnei Akiva and Habonim Dror movements to educate youth about Israel and fight antisemitism.

Our most recent project is called Make Their Memory Shine (#MTMS). The project's goal is to clean all the stolpersteine (stumbling stones) placed around the country in the memory of Holocaust victims. While volunteers have been dedicated to cleaning the stones, they have also focused on educating locals about the Holocaust, with the project aiming to spread to other parts of Europe.

In 2022, StandWithUs Netherlands has exciting plans! StandWithUs has hired local staff to bring the StandWithUs Emerson Fellowship to the country's campuses to

stand up to antisemitism and support a stronger Dutch pro-Israel voice.

StandWithUs in South Africa

Every year around the world, anti-Israel groups host an "Israel Apartheid Week," a global campaign of hate that dehumanizes Israelis and often seeks to intimidate Jewish university students. This movement has significant momentum, specifically in South Africa, leaving local pro-Israel students with an overwhelmingly hostile campus climate.

StandWithUs has been invited annually by the South African Union of Jewish Students (SAUJS) for an on-the-ground education delegation to support Jewish students in South Africa during BDS' Israel Apartheid Week (IAW). In 2021, StandWithUs Israel Director of Partnerships Noa Raman led a delegation of Israelis from all backgrounds: Druze, Brazilian, Moroccan, and Jerusalemite Israelis, and reached over 3,000 university students. This delegation is the backbone of the pro-Israel campaign in South Africa and is led by the South African Union of Jewish Students.

The impact of our support will be taken to the next level in 2022 by opening up operations in South Africa and bringing the StandWithUs Emerson Fellowship to South African universities. StandWithUs has hired local staff to provide better on-the-ground support for youth, students, and the general community, who seek education about Israel and the best way to combat antisemitism.



StandWithUs outreach in South Africa

IMPACT

StandWithUs Research and Strategy Department

People around the world want to educate about Israel, counter misinformation, and fight campaigns of hate. The StandWithUs Research and Strategy Department (RSD) gives them the tools to do so. It creates educational materials, provides customized research, and helps activists around the world tell Israel's story and fight antisemitism more effectively.

The department offers resources, expertise, and support to nearly every part of the organization. On the research side, the RSD writes, edits, and helps design booklets, factsheets, postcards, infographics, videos, and programs while providing analysis of

anti-Israel materials and other content. It also manages the StandWithUs TruStory website (a resource about Israel for social media users) and responds to ongoing research requests.

On the strategy side, the RSD empowers professionals and activists inside and outside the organization to educate proactively and to overcome anti-Israel campaigns and antisemitism on college campuses, in high schools, and in other arenas (city councils, churches, etc.).

Lastly, the RSD oversees a groundbreaking initiative called Connect for Progress, empowering people around the world to make life better in their own communities, using unique Israeli solutions.

5 MILLION+

PEOPLE REACHED BY UNIQUE RSD EDUCATIONAL PIECES ON SOCIAL MEDIA IN 2021

MILLIONS

OF EDUCATIONAL PRINT MATERIALS DISTRIBUTED, 2018-2021

600+

RESEARCH AND
EMERGENCY REQUESTS
FULFILLED IN 2021

100

VICTORIES AGAINST
MAJOR BDS CAMPAIGNS
2013-2021

73,000

PEOPLE ENGAGED
THROUGH EXPERIENTIAL
ISRAEL PROGRAMS



The StandWithUs Research and Strategy Department produces materials on a variety of topics in different languages. See more at standwithus.com/booklets.



This digital graphic created by the StandWithUs Research and Strategy Department has reached
1 MILLION+ PEOPLE

“ The RSD’s strategy session on BDS was super helpful for me, my organization, and my campus. We were able to learn how to engage and approach situations with BDS, and we also learned how to handle BDS when it came to our campus!”

—LIOZ GRUNBERGER, STANDWITHUS EMERSON FELLOW
 FLORIDA STATE UNIVERSITY

“ I wanted to let you know how valuable StandWithUs has been to us, especially during the past few months when we had to fight resolutions against Israel at two of our campuses. StandWithUs’ team members stepped up to the plate in a big way, even as they handled similar situations at several other campuses.”

—SARITA BRONSTEIN, HILLEL OF SILICON VALLEY
 EXECUTIVE DIRECTOR

“ The Assistant Director of Campus Strategy fostered a safe and engaging learning environment as she delivered a workshop to more than 40 students about what antisemitism looks like today and how to fight it. Many students that attended this event at Western Washington University were surprised to hear about the effects of antisemitism today, and were able to learn about how it came to be. She did a wonderful job adapting the presentation to varying levels of knowledge around the topic, addressing students’ questions, and allowing Jewish students’ voices to be heard amongst their peers. I am very grateful for the opportunity to have had her speak at my campus.”

—SHACHAF ZAHAVY-MITTELMAN, STANDWITHUS
 EMERSON FELLOW, WESTERN WASHINGTON UNIVERSITY

StandWithUs Marketing and Communications

The StandWithUs Marketing and Communications Department is responsible for crafting and disseminating promotional materials, including our digital communication newsletter, reaching more than 80,000 supporters (in the U.S., Israel, and Canada) directly in their email inbox every week.

We develop campaigns to promote StandWithUs priorities, initiatives, and events. The Marketing and Communications Department manages the development, creation, and production of digital and print materials used by every department within StandWithUs. We work with our highly skilled in-house team of writers as well as marketing and creative specialists to create all manner of media to support StandWithUs programs, departments, and initiatives. The marketing and communications team includes our copyeditors, who proofread all our materials to ensure precision, accuracy, and excellence. StandWithUs' investment in marketing and communications is another facet of our organization that sets us apart from other Jewish nonprofits and allows us to exceed industry standards.



Israeli Heroes In Haiti

By Photojournalist, Iva Shalmon



WEST BANK (JUDEA & SAMARIA)

Settlements, Communities
FACTS ON THE GROUND



Israel



INSPIRE YOUR FAMILY TO
**Support Israel
And Fight
Antisemitism**





LEARN MORE



EVELYN &
DR. SHMUEL
KATZ

EDUCATION FUND

Israel



The People

WISH REFUGEES FROM THE MIDDLE EAST

AN UNRESOLVED INJUSTICE



Israel Shines



Overcoming the odds & making
the world a better place

Produced by **StandWithUs**

StandWithUs Mid-Atlantic is proud to offer a
one-of-a kind virtual series made possible by the
generosity of the Steve & Ilene Berger Foundation.

JOIN US FOR

ISRAEL ENCOUNTER

LIVE!

INVITE FAMILY AND FRIENDS TO ENJOY THIS VERY SPECIAL
PROGRAM, AT NO COST TO PARTICIPANTS, COMBINING TWO
STANDWITHUS SIGNATURE EXPERIENCES

CRASH COURSE

EXPERT ANSWERS TO YOUR BURNING QUESTIONS
ABOUT ISRAEL, ZIONISM AND THE CONFLICT

ON THE FRONT LINE IN THE FIGHT AGAINST ANTISEMITISM

Dear Friends of StandWithUs,
Below are just a few recent highlights of the
Legal Department and StandWithUs' Center for
can see, the pandemic never slowed us down. We
college campuses, high schools, middle schools, and communities.
I share this with you as a continued reminder of the great things we
achieve when we support Israel and fight antisemitism together.



Support Israel and fight antisemitism
this Giving Tuesday!

TUESDAY, NOVEMBER 30

All donations made on Giving Tuesday will be **matched**
which makes your donation WORTH DOUBLE!

www.standwithus.com/givingtuesday

THE FIGHT TO PROTECT JEWISH STUDENTS

Israel 101

Geography • Politics • Zionism • History • People • Culture

DEFINITION
ANTI-SEMITISM
Why do
Remember
of antisemitism
campus
administration

TAKING

ISRAEL TIMELINE

A JOURNEY OVER
3,000 YEARS



Israel



Humanitarian Aid

Ten Things
You Need To Know About

Israel



Produced by
StandWithUs

Innovations

StandWithUs Video Department

The StandWithUs Video Department, with teams in Israel and Los Angeles, works with nearly all other departments in the organization.

In 2021, we helped execute a number of virtual and in-person events, including an Interfaith Concert, the StandWithUs 20th Birthday Special, and the annual Festival of Lights in-person gala in Los Angeles. Additionally, we produced all the content for the virtual International Israel in Focus Conference, which included students and community members from around the world.

The StandWithUs Video Department also contributes to the StandWithUs digital, campus, high school, and middle school teams by creating educational videos, including the Route 1 recordings featuring StandWithUs Educator Charlotte Korchak, influencer videos like those featuring Noah Shufutinsky and Blake Flayton, and a collaboration with the Jewish Community



of Guatemala which was viewed by half a million people. Overall, StandWithUs-produced videos have been viewed over 30 million times as of 2021. The Video Department also assists the StandWithUs Saidoff Legal Department and our international chapters.

*Watch the inspiring StandWithUs Interfaith Concert at
www.standwithus.com/interfaithalliance-live*





StandWithUs video in collaboration with the Jewish community of Guatemala (below) and educational video featuring StandWithUs' Charlotte Korchak (right inset)



**Guatemala:
The Capital of pro-Israel activism**



StandWithUs 20-Year Celebration with Idan Raichel (above) and comedian Elon Gold (left inset), who hosts many StandWithUs events

StandWithUs International Events Department

The StandWithUs International Events Department brings education and inspiration directly to our communities around the world.

Through large-scale galas, conferences, and community events, StandWithUs educates thousands of participants each year. Through virtual, in-person, and hybrid programming, we reach tens of thousands of people around the globe with our message of supporting Israel and taking a stand against antisemitism.

Through our international work, we have shared inspirational stories of students standing up to antisemitism and honored heroes who took a stand in their communities. We have worked with dignitaries, professors, and incredible leaders to educate our audiences on the key issues facing our communities today.



The Los Angeles 2021 StandWithUs Festival of Lights in-person gala



LEARN MORE

JANUARY 2021

StandWithUs
VIRTUAL
**INTERNATIONAL
CONFERENCE 2021**
ISRAEL IN FOCUS

STANDWITHUS INTERNATIONAL
CONFERENCE: ISRAEL IN FOCUS

1,000
VIRTUAL ATTENDEES

MAY 2021

**Celebrate
WITHUS** **20** years

StandWithUs
SUNDAY, MAY 23 / 6PM
ALL TIME ZONES

STANDWITHUS
20 YEARS CELEBRATION

1,000+
ATTENDEES

SEPTEMBER 2021

The StandWithUs Interfaith Alliance Presents
AN INTERNATIONAL INTERFAITH SUKKOT CONCERT
MELODY HARMONY UNITY
A CHRISTIAN-JEWISH MUSICAL CELEBRATION OF ISRAEL

STANDWITHUS
ISRAEL INTERFAITH CONCERT

**1,000+ VIRTUAL
ATTENDEES** **MILLIONS
OF TV
VIEWERS**

NOVEMBER 2021

10th Annual
Campus Champions Gala

STANDWITHUS
CAMPUS CHAMPIONS GALA

HUNDREDS
OF IN-PERSON ATTENDEES

NOVEMBER 2021

StandWithUs
CANADA
**LEADERS OF
TOMORROW**
VIRTUAL
Gala
THURSDAY
NOVEMBER 18, 2021

STANDWITHUS
LEADERS OF TOMORROW VIRTUAL GALA

HUNDREDS
OF VIRTUAL ATTENDEES

DECEMBER 2021

StandWithUs
FESTIVAL of LIGHTS
INTERNATIONAL GALA
HINENI: A NIGHT TO HONOR HEROES
STANDING TOGETHER AGAINST ANTISEMITISM

STANDWITHUS FESTIVAL OF LIGHTS
INTERNATIONAL GALA

HUNDREDS
OF IN-PERSON ATTENDEES
AND STREAMED ONLINE



StandWithUs Public Relations Department

The StandWithUs Public Relations Department garners media coverage for StandWithUs, its chapters throughout the U.S., Canada, Israel, the UK, Australia, and Brazil, its campus and high school programs, and myriad U.S. and worldwide initiatives.

We write and distribute press releases and statements and engage with major local, national, and international print, and online and electronic media from the U.S. and various countries. As a result, StandWithUs' statements are incorporated into a variety of media outlets' stories, our programs are covered, and our executives are regularly interviewed for their reactions/opinions.

Our coverage since inception has reached millions of people annually worldwide. Outlets covering StandWithUs include Associated Press, *New York Times*, *Los Angeles Times*, *Fox News*, *Newsweek*, *JNS*, the *Algemeiner*, Israeli media (*J Post*, *Times of Israel*, *Israel Hayom*, *i24 News*), Jewish regional newspapers, including the *Los Angeles Jewish Journal*, Hebrew language media, Hispanic and Christian media, and even publications not friendly to Israel or StandWithUs, among many others.

Many of our StandWithUs team, including high school and campus interns, are published authors. StandWithUs writers are published in major news outlets around the world. The PR team works with writers to utilize media in the battle against antisemitism.

The StandWithUs PR Department identifies reporters and creates relationships with them. This is not always easy, especially when dealing with potentially hostile reporters, but this relationship-building is essential. The result has been an upsurge in reporting on critical issues which are covered by our

mission. These stories often prominently feature StandWithUs. This fulfills one of StandWithUs' primary goals as it relates to education, since we often educate the media as well as their readers.

EXAMPLES OF SUCCESSES

ROCKVILLE CENTRE, NY, BOARD MEETING, APRIL 4, 2022: An antisemitic comment was made by a resident and was accepted by the Mayor and Trustees at the April 4 board meeting in Rockville Centre, NY. StandWithUs' regional director for the Northeast & New England instantly alerted the PR department, and a statement was distributed to the local and national press. StandWithUs was the only organization quoted in print and online, and our director was interviewed on local television news. The outcome was widespread attention resulting in a statement and apology from the resident and town.

CALIFORNIA ETHNIC STUDIES MODEL CURRICULUM: This is an ongoing threat, and we have secured valuable press coverage as a result of the work we do to meet the challenges. The StandWithUs Research and Strategy Department wrote an op-ed regarding the issue of critical race theory. We gained placement in a new outlet that had never published StandWithUs before, exposing us to a new audience. In addition, working with the publication *Fuente Latina*, the article was translated into Spanish and appeared in multiple major daily newspapers throughout the U.S., opening up a new market for StandWithUs press.

STATE ANTI-BDS LEGISLATION: StandWithUs, in cooperation with our partners, has been instrumental in ensuring passage of anti-BDS legislation in the majority of U.S. states, now working on now passing bills adopting the IHRA

Working Definition of Antisemitism. Each StandWithUs campaign creates opportunities for new press releases and subsequent media interest.

INTRODUCTION OF NEW STANDWITHUS DEPARTMENTS/CHAPTERS: The PR team widely promotes the launch of new departments and initiatives. This includes the creation of the Center for Combating Antisemitism, Rabbis United, Holocaust Education Center, and, most recently, new chapters in Washington, D.C., Australia, South Africa, Brazil, and the Netherlands.

STANDWITHUS SAIDOFF LEGAL DEPARTMENT:

The Legal Department represents a wealth of opportunity for exposure related to its many projects and successes. Op-ed topics range from legal remedies for combating antisemitism at universities to planned giving to universities. All these, and more, spark interest and receive important exposure in relevant media.

Since inception, StandWithUs was mentioned hundreds of thousands of times in both online and print media.

 **SOUTH FLORIDA SunSentinel**

PALM BEACH JEWISH NEWS

South Florida college, high school students train to advocate for Israel

By Sergio Carmona

South Florida Sun-Sentinel • Aug 23, 2019 at

In early August, the Israel education o hosted trainings in Los Angeles for sel college and high school stu Israel advocates on their ca

Among the high school and trainings included several i Broward and Miami-Dade

 **Chicago Tribune**

EN ESPAÑOL

‘La batalla de estudios étnicos en California se vuelve problema nacional; depende de todos involucrarnos’

By Ida Kelley, Fuente Latina
FUE • Mar 29, 2022 at 1:36 pm

 MARCH 22, 2021 11:30 AM

the **algemeiner**

Planning for Antisemitism in Planned Giving to Universities



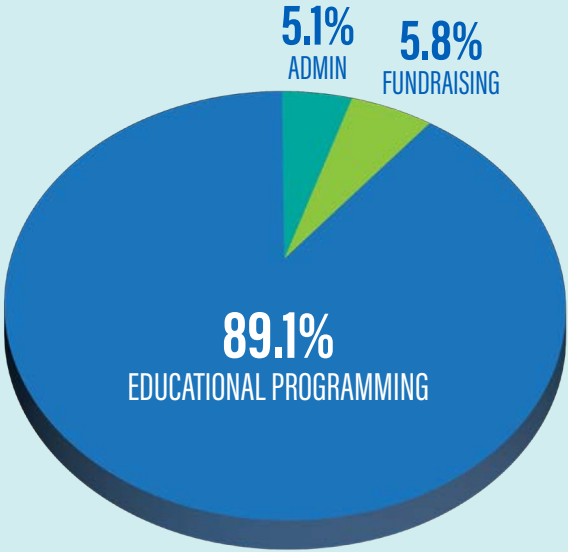
by **Yael Lerman**

Yael Lerman is the director of the StandWithUs Saidoff Legal Department, providing legal resources to students, professors, and community activists confronting antisemitic and anti-Israel activity. She can be reached at legal@standwithus.com.

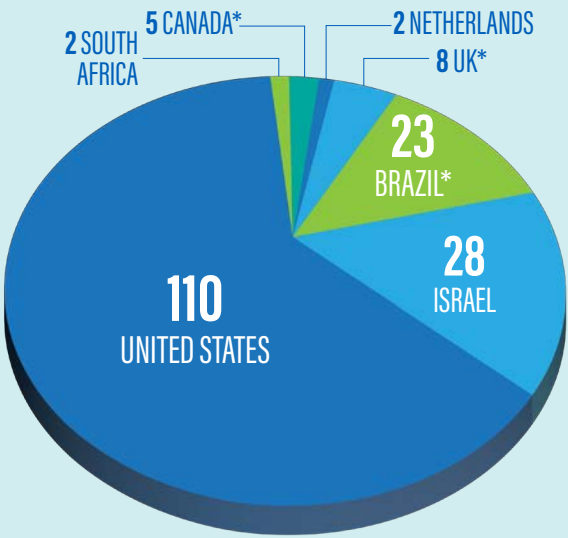
OPINION

A few years ago, a woman contacted the pro-Israel organization where I work, StandWithUs, worried about her late husband's legacy. He had spent his career as a professor at a University of California (UC) school, and was devoted to both his university and the Jewish community. Upon his death, he left a considerable and irrevocable gift to this UC school. Yet today, the school no longer serves as a consistently welcoming place for Jewish or Zionist students and faculty.

StandWithUs Financials



2021 EXPENSES



2022 STAFF PER COUNTRY

ALL FIGURES INCLUDE FULL- AND PART-TIME STAFF;
INCLUDES STANDWITHUS STAFF AND AFFILIATE DBA GROUPS.
* PARTIALLY FUNDED BY STANDWITHUS.

2021 REVENUE/EXPENSES

StandWithUs has grown steadily for 21 years, with support from both foundations and individuals. Our funding has increased over the years and has enabled our exponential growth. For 11 years in a row, we have received the highest possible ratings from charity watchdog groups, which has translated to donor trust and growing partnerships. Even during the pandemic, our revenue continued its uphill trajectory, enabling us to pivot to international, online education programs, as well as respond to growing antisemitism with strategic new departments.

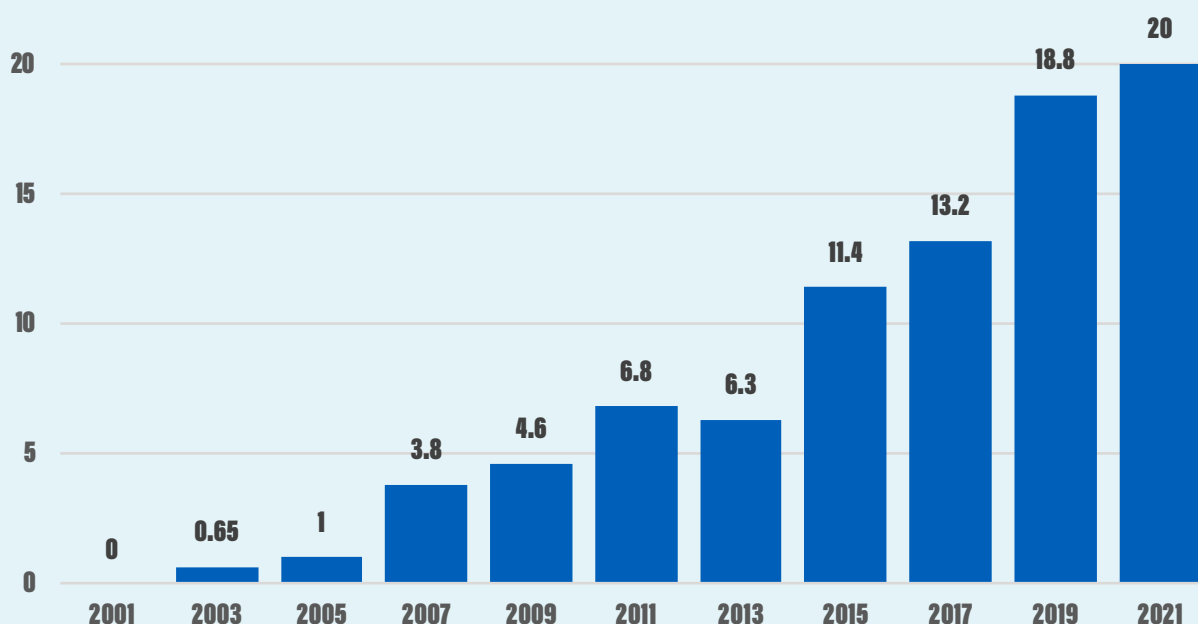
We are pleased to share that we continue to meet our mission by spending almost 90 percent of our income on educational programs.

Charity Navigator, one of the preeminent rating agencies, has identified that a charity usually spends 15 percent on administrative costs and 10 percent on fundraising, leaving 75 percent for programming expenses. After analyzing more than 8,000 charities’ expense ratios, it has determined that charities that spend less than 10 percent of their budgets on fundraising are exceptional and earn its four-star rating. StandWithUs spends 5.8 percent and is in the top 1 percent of the charities rated by Charity Navigator.

For the 11th consecutive year, StandWithUs has obtained the highest possible ratings from two preeminent charity rating agencies, verifying our strong commitment to accountability, transparency, and fulfilling our mission.



2001 - 2021 ANNUAL REVENUE SINCE INCEPTION



FIGURES INCLUDE STANDWITHUS AFFILIATES; FIGURES IN MILLIONS

STANDWITHUS AND THE PANDEMIC

The pandemic presented numerous challenges, including the war between Hamas and Israel in May of 2021, and a sudden surge in antisemitism. StandWithUs staff worked hard and smart to support and inspire students and communities around the world who counted on us for help. Our team pivoted quickly and began producing programs and materials for the online world. We hosted interviews with key thought leaders viewed by thousands. We continued to create fact sheets, videos, and new booklets, and continued working vigorously with all our students throughout the pandemic. We were fortunate not only to keep all of our staff working, but we also strengthened our structure and actually experienced new growth.

EXCLUSIVE GIVING OPPORTUNITIES

StandWithUs offers a variety of ways for donors to create their legacy.

- » Donors of \$5,000 or more annually enjoy membership in the StandWithUs Herzl Club, which holds private events featuring keynote speakers who are relevant to our mission of supporting Israel and fighting antisemitism.
- » Through the StandWithUs L'dor Vador program, families may create a multigenerational legacy of support for Israel and the Jewish people.
- » Program naming opportunities and matching grants are also available.

See page 100 for more information on giving opportunities.



Our Vision for the Future

Looking forward, StandWithUs will continue to inspire and support strong, proud, and passionate leaders who stand up for Israel and fight antisemitism. Utilizing our strategies to engage and empower our target markets, our various departments will do more than just educate; we will invest in the next generation with our programming and resources in middle schools, high schools, campuses, and communities around the world.

GROWING OUR CURRENT DEPARTMENTS

Antisemitism and antizionism have no borders. We will continue to support the growth of our national and international offices with materials and funding. Our international presence on social media has been a serious, expanding force for Israel and the Jewish people. Our StandWithUs Saidoff Legal Department, Center for Combating Antisemitism, Rabbis United, Holocaust Education Center, and all our student fellowships, internships, and curricula have worked to encourage our followers and students to stand up for Israel and fight antisemitism. The potential to preserve and further strengthen our mission is limitless. Our vision is to continue investing in the success of each of our departments, expanding into more communities and countries that direly need our resources and support.

COLLABORATING WITH FRIENDS

Our relationships with other Zionist and interfaith friends and allies aid in fulfilling our mission and our continued growth. Among the many campaigns we hope to launch with our partners is the adoption of the International Holocaust Remembrance Alliance (IHRA) Working Definition of Antisemitism. Other campaigns include educating about Israel through our Connect for Progress Department, which brings Israeli technology to communities in need, and our interfaith programs, including collaboration with Christians and Hindus.

MONITORING AND ACTING AGAINST BIAS

A particular concern is the growing threat of interest groups working hard to exploit ethnic studies materials to promote anti-Israel and antizionist propaganda, antisemitism, and other forms of bias. StandWithUs has been on the front lines of this challenge in California, mobilizing thousands of students, parents, teachers, and education stakeholders to protect Jewish students in school districts across the country. StandWithUs has coordinated with an extensive group of partners, including JIMENA, AJC, the Jewish Federation of Greater Los Angeles, and others, to effectively push back against one-sided narratives in the classroom. Now, we must build on our successes in California and address this challenge across the United States. Fighting BDS (Boycott, Divestment, and Sanctions campaigns against Israel) or working against any of the other antisemitic or antizionist challenges facing our students requires a consistent and persistent effort, which has been a hallmark of our passionate team.

EMPLOYING CUTTING-EDGE LEGAL RESPONSES

As the anti-Israel and antisemitic forces become more creative in their hateful antics, so must we in our responses. Now, more than ever, we are finding that legal solutions are very effective in dealing with the negative forces around us. We will continue to expand our efforts as we identify legal tools and responses and employ them whenever

appropriate. In addition, we will utilize our pro bono network of over 250 attorneys by helping major donors to universities clarify and secure the intent of their gifts and are fulfilled when it comes to pro-Israel and pro-Jewish education.

CLASSROOM EXPANSION

StandWithUs began its work 21 years ago on college campuses. We then expanded to high school and middle school leadership training and curriculum. As funding permits, the need to expand into elementary schools becomes more evident. Children of elementary school age are highly impressionable, and we hope to open their minds and inspire their hearts to begin developing their early connection to Israel. The staggering statistics of Holocaust misinformation, denial, and inversion give us strong reason to continue educating proactively and expanding our work through such StandWithUs divisions as IsraelLINK, the Holocaust Education Center, Rabbis United, and the Center for Combating Antisemitism.

BUILDING AND SECURING RELATIONSHIPS

If there is anything we have learned over the last two decades, it is that building relationships is paramount. Making friendships is a two-way street, and supporting one another is essential when the need arises. In addition to reaching out to other oppressed minorities, it is also important that we create friendships

within the campus environment. Trustees, administrators, and faculty are oftentimes the gatekeepers we need to befriend in order to create change for the campus communities reaching out to us.

SUPPORTING RABBIS AND THEIR CONGREGANTS

StandWithUs has recently created a division for Rabbis of all denominations. The purpose of this important department is to provide resources to Rabbis and their communities so that they can connect more easily and regularly with Israel, fight antisemitism, and have access to StandWithUs campaigns and community-building tools. StandWithUs offers free educational materials and speakers on Israel, virtual Israel tours to key cities, B'nai Mitzvah programming, Holocaust education, and more.

INTERNATIONAL GROWTH

Since 2001, StandWithUs has brought programs and offices to countries on six continents. Our strategy for expansion is to go where we are needed and where there are people and organizations on the ground that we can partner with to meet the local challenges and grow into a force that can make an impact locally. We have busy offices and activities in Brazil, the UK, Canada, across the U.S. and Israel. In 2022, we formally opened offices in South Africa and the Netherlands, and are preparing to hire a local team in Australia.

JOIN US

To progress in achieving and expanding our goals, we need the continued partnership of our extraordinary donor base. We are hopeful that increasing numbers of our supporters consider legacy giving, to ensure that all our mutual priorities are sustained well into the future. Through our L'dor Vador (Generation to Generation) program, we will work in tandem with our current donors to secure the next generation by inviting their younger family members to participate in discussions. Together, we will strengthen people around the world who want to stand up for Israel and stand against antisemitism.

HOW TO INVEST IN STANDWITHUS

Giving Opportunities



PLANNED GIVING

A gift to StandWithUs Planned Giving enables the continuation of your priorities through the vital work we do at StandWithUs for today's generation and for the generations to come.

Today, you stand up for Israel and the Jewish people because you are here. When you are no longer here, you can continue to stand up for Israel with your StandWithUs Planned Giving gift. Your gift can be fulfilled in many ways that help you meet a variety of personal, financial, and philanthropic objectives:



**INCLUDE A BEQUEST
PROVISION IN YOUR
WILL (OR TRUST)**



**MAKE A
DESIGNATION IN YOUR
LIFE INSURANCE
POLICY**

**What
Will Your
Legacy
Be?**

**MAKE A
DESIGNATION IN YOUR
INDIVIDUAL RETIREMENT
ACCOUNT (IRA), PENSION,
OR PROFIT-SHARING PLAN**



**MAKE AN OUTRIGHT
GIFT BY DONATING
CASH, SECURITIES,
REAL ESTATE, OR
PERSONAL PROPERTY**



NAMING OPPORTUNITIES

Create a living legacy for you and your family by sponsoring one of our departments or other opportunities at StandWithUs.

Name the auditorium in the StandWithUs Katz Israel Education Center in Jerusalem. Name the StandWithUs Holocaust Education Center, the Center for Combating Antisemitism, the Interfaith Outreach Department, the High School Teen Leadership Council, the StandWithUs Israel Fellowship, the StandWithUs Israel High School Program, Rabbis United, or other incredible programs at StandWithUs.

AUDITORIUM IN THE NEW STANDWITHUS KATZ ISRAEL EDUCATION CENTER IN JERUSALEM | \$3 Million

- » **THE NEW MULTIPURPOSE MULTIMEDIA AUDITORIUM**, which seats up to 200, features high-tech screens and other capabilities, is great as a rental to celebrate lifecycle events in the heart of Jerusalem!
- » **NAME ONE OF THE NEW HIGH-TECH ROOMS**, including the beautiful industrial kosher kitchen. Contact Jerry Rothstein at JerryR@standwithus.com for more information.

STANDWITHUS PROGRAMS

\$500,000 Per Year for Three Years | \$200,000 Per Year Thereafter

- » **STANDWITHUS HOLOCAUST EDUCATION CENTER**
- » **RABBIS UNITED**—Created to connect rabbis from all denominations to StandWithUs, to the State of Israel, to one another, and to give them resources to educate and inspire their congregations and stand up to antisemitism.
- » **ELEMENTARY SCHOOL ISRAEL EDUCATION CURRICULUM**—This badly needed department is the next logical step to inspire elementary school children with a connection to Israel.
- » **EDUCATIONAL PROGRAMS IN ISRAEL**
 - » **STANDWITHUS ISRAEL FELLOWSHIP**—The premier Israeli Public Diplomacy Program with a total of 150 college-age students per year.
 - » **TEVEL**—Public diplomacy program for Israeli high school students.

\$250,000 Per Year for Three Years | \$200,000 Per Year Thereafter

- » **CONNECT FOR PROGRESS**—Identifies the needs of local communities and matches them with Israeli technology solutions.



HOW TO INVEST IN STANDWITHUS

Giving Opportunities (Continued)



SPONSORSHIP OPPORTUNITIES

Sponsor a U.S. Teen Leadership Intern (TLC)

\$3,600 per student per year

Sponsor a StandWithUs Emerson Fellow

\$5,000 per student per year

Sponsor a StandWithUs Kenneth Leventhal High School Intern

\$5,000 per student per year



L'DOR VADOR—From Generation to Generation

With a minimum \$25,000 annual commitment, your family's StandWithUs L'dor Vador education fund will help you develop philanthropic ties with your children and grandchildren while cultivating your shared priorities and bonds with the Jewish people and the State of Israel. Engage your family in multigenerational discussions on how to invest the family's L'dor Vador fund within the various StandWithUs departments.



AMAZONSMILE

AmazonSmile customers can support StandWithUs while shopping for all items that you normally would! Simply follow these instructions to use AmazonSmile and start generating donations at **no cost to you!**

Open the Amazon shopping app on your device. Go into the main menu of the Amazon shopping app and tap "Settings." Tap "AmazonSmile" and follow the on-screen instructions to complete the process. Once you have registered on AmazonSmile, make sure you order through them. Make sure you are signed in properly. You can check this by looking in the upper-left corner.



MEMORIAL AND CELEBRATION CARDS

Give a gift to celebrate an occasion, in memory of a loved one, or to honor someone. Visit standwithus.com/donate to learn more.

MATCHING GIFTS

Many companies have matching gift programs and will match your gift to StandWithUs, dollar for dollar. Go to standwithus.com/match to see if your company has a matching gift program. If your company is not listed, please ask your human resources department if it offers gift matching.



Double the Donation



CREATE YOUR OWN FUNDRAISER

You can create any special occasion, birthdays, weddings, anniversaries, and fundraisers on Facebook. Together, we can make a difference for Israel and the Jewish people. Create your own StandWithUs fundraiser in honor of a special celebration, as a tribute to a loved one, or “just because!”

By sharing your fundraiser with family and friends, you are helping to elevate the work of StandWithUs and increase the impact of our work. Not only will you be helping to strengthen amazing programs that support Israel and the Jewish people, but you will also inspire others to become involved in the work of StandWithUs. Visit fundraise.standwithus.com/campaign/swu-personal-diy-fundraisers/c300485.

SHOP WITH US

Visit our StandWithUs virtual store: standwithus.myshopify.com. You can support Israel every time you shop! Need a gift? Shop at the new StandWithUs gift store and support our mission to fight antisemitism and inspire people of all ages about Israel!



DONATE YOUR CAR AND MAKE A DIFFERENCE

That car taking up space in your garage or driveway can do so much good! Put it to work at StandWithUs and help us fulfill our mission of standing up for Israel and fighting antisemitism. StandWithUs is partnering with Cars2Charities to make donating your vehicle easy! StandWithUs receives the donation from your fully tax-deductible gift. Your tax receipt will come from Cars2Charities.

**Thank you for your partnership.
Together, we are making a difference!**

StandWithUs Staff

STANDWITHUS CAMPUS DEPARTMENT

Rena Nasar First
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Deborah Peretz
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Sarah Poland
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Guy Ginsburg
Video Production Assistant

Roy Krispel
Video Production Specialist

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Stephanie Margolis
Manager

STANDWITHUS PUBLIC RELATIONS DEPARTMENT

Jennifer Kutner
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Fabiola Lopez
Brenda Maroney
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Teri Zohar
Assistants

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Joshua Greenberg
Director of Planned Giving

Rabbi Liat Yardeni
Vice President of Outreach

Suzanne Rucker
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Beata Kharkovsky
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David Markson
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STANDWITHUS MIDWEST

Assaf Grumberg
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Gal Malul
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