

NJOP Annual Report 2012



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About NJOP

The National Jewish Outreach Program (NJOP) was established by Rabbi Ephraim Z. Buchwald in 1987, to stem the losses of Jews from Jewish life due to assimilation and lack of Jewish knowledge. Since its founding, NJOP has become one of the largest and most successful Jewish outreach organizations in the world.

Through attractive and exciting free programs, NJOP reaches out to unaffiliated Jews, offering positive, joyous Jewish experiences and meaningful educational opportunities. NJOP consistently breaks the mold when it comes to promoting Judaism, using cutting-edge marketing techniques to convey the vibrancy of Judaism and to attract those Jews who are not currently being reached by conventional efforts.

NJOP sponsors the acclaimed SHABBAT ACROSS AMERICA AND CANADA and READ HEBREW AMERICA AND CANADA campaigns, establishes Beginners Services and offers the Turn Friday Night Into Shabbat, PASSOVER ACROSS AMERICA and SUKKOT ACROSS AMERICA programs, Holiday Workshops, as well as free “Crash Courses” in Hebrew Reading, Basic Judaism and Jewish History. NJOP also has an exciting presence on the web, offering “Jewish Treats: Juicy Bits of Judaism, Daily” (a daily email) and “JewishTweets” on twitter.com.

NJOP programs have been offered at more than 4,821* locations across North America and in 40* countries worldwide. Through these innovative programs and the acclaimed Jewish consciousness-raising advertising campaigns, NJOP has successfully reached more than 1,415,600* North American Jews and engaged them in Jewish life.

*Figures as of 12/12

Mission Statement

The National Jewish Outreach Program (NJOP) is an independent, non-profit organization which is dedicated to providing, through educational courses and experiential programs, a basic Jewish education for every Jew in America.

Director's Message – 25 Years

By Ephraim Z. Buchwald

When the National Jewish Outreach Program was founded in October 1987 (yes, on the day the market crashed!), we hoped that our first Hebrew Reading Crash Course campaign would reach 800 students. Instead, we were astounded that 5,000 North American Jews responded. But we were still not convinced that our approach would work. After all, learning to read Hebrew may only be of cultural interest. Would North American Jews be at all interested in learning more about the spiritual side of Jewish life and its rituals?



NJOP proceeded to offer the 5,000 students who had attended the Hebrew Reading Crash Course campaign the opportunity to take the Crash Course in Basic Judaism: Belief in G-d, Prayer, Shabbat, Jewish Observance, and Sexuality. Of the 5,000 Hebrew students, 3,000 responded! We immediately recognized that we were on to something bigger than we had ever imagined.

25 years have passed, and to say that NJOP's achievements and the number of participants reached are "staggering," may be a considerable understatement! NJOP programs and courses have engaged nearly 1.4 million participants. This number represents about 700,000 individual Jews--that is about 10% of the entire North American Jewish community! Through participation in SHABBAT ACROSS AMERICA AND CANADA, hundreds of thousands of North American Jews have had Shabbat experiences (many for the first time). For that alone, the entire investment would be fully justified.

Speaking of investments, it costs only about \$15 to reach a Jew through NJOP's programs, and the return is obviously manyfold.

The fact that so many hundreds of synagogues (over the years, NJOP has worked with nearly 5,000 North American synagogues and Jewish centers) are eager to offer these classes, year in and year out, is a testimony to the great benefits that accrue to local congregations from these collaborative NJOP outreach efforts. Beyond the stellar achievements on the North American continent, we are proud to note that NJOP programs have been offered in 39 other countries, where additional tens of thousands of participants have been reached and engaged in Jewish life.

Since NJOP's founding, we have constantly refined and updated our regular retinue of campaigns, programs and courses: READ HEBREW AMERICA AND CANADA, SHABBAT ACROSS

AMERICA AND CANADA, Hebrew Reading Crash Courses Level I and II, Shabbat and High Holidays Beginners Services and the Crash Course in Basic Judaism. Because of our efforts to keep these programs fresh and vibrant, NJOP's traditional courses are still attracting significant numbers of participants. We have also added many rewarding and exciting courses, programs, publications and teaching tools such as, Virtual Shabbat CD-Rom, One Day Hebrew Reading Review, High Holiday Prayer Workshop, Chanukah Workshop, Model Seder/Passover Workshop, Crash Course in Jewish History, Hebrew Writing Crash Course, PASSOVER ACROSS AMERICA, SUKKOT ACROSS AMERICA, Parents Are Teachers, Sukkot Workshop, *Jewish Treats*, JewishTweets, Twebrew School, and Project Forgiveness.

Despite constantly assessing our programs' effectiveness, NJOP remains clearly committed to its original mission, determined to provide Jews with little or no background, positive, joyous Jewish experiences and meaningful Jewish educational opportunities. NJOP has concluded that most Jews today who walk away from Judaism, do so not out of disenchantment or disillusionment, but out of ignorance. By providing Jews, young and old, with these positive experiences and opportunities, NJOP hopes to inspire them to happily embrace their Jewish identities and to become part of the Jewish community and Jewish life.

To me, what is, perhaps, most impressive about the evolution of NJOP, is that in addition to the keen focus on our, well-defined, original mission, our staff has been exceedingly creative in responding to contemporary reality: while fewer Jews are choosing to affiliate with synagogues, they are deeply involved in social media-- Facebook, Twitter, Pinterest, etc. Consequently, over the past few years, NJOP has invested great efforts in social media, proudly emerging as the number one influencer in Jewish social media. This achievement is a significant tribute to the dynamic and creative staff who work at NJOP. The virtual community that has been created through their resourcefulness and devotion, has resulted in hundreds of thousands of impressions from NJOP's daily emails and countless postings on various social media platforms that NJOP shares with Jews the world over.

NJOP has become a resounding and powerful presence in the Jewish Social Media world. NJOP's @JewishTweets received the honor of being officially "verified" by Twitter.com, an honor usually reserved for select celebrities, top companies and other well-known organizations, such as the Red Cross. Twitter verifies accounts in order to help users discover high-quality sources of information. As of the end of 2012, @JewishTweets had over 32,000 followers and had a retweeting profile in the 96th percentile. These numbers reflect the dedicated work, NJOP's constant presence and, perhaps most importantly, the truly creative repertoire NJOP offers its followers. We look forward to being there for our ever-growing social media audience to share with

and support one another during the moments that will be affecting the Jewish community in 2013 and beyond.

At the heart of NJOP's *Jewish Treats*' efforts is the desire to spread Jewish knowledge and a positive feeling about being Jewish. Whether we accomplish this through our over 32,000 followers on Twitter, our 3,100 direct *Jewish Treats* subscribers, our 6,400 plus fans on Facebook or the over 1,000 people who have subscribed to our YouTube Channel, our mission's voice remains strong and passionate.

These amazing achievements since NJOP's founding in October 1987, are a tribute as well to the vision and generosity of our early supporters, many of whom have been with us for the entire 25 years, since the very beginning, and to the many tens of thousands of supporters who have joined us as NJOP has grown and developed.

We certainly hope, with your support, to continue to see the unprecedented response from our brothers and sisters throughout the world, enabling NJOP to achieve even more.

Certainly, this could not have happened without your loving devotion and loyal generous support of NJOP throughout this past quarter century. With your continued openhanded and openhearted dedication to help NJOP achieve its goals, we feel confident that we will continue to successfully touch the lives of ever-larger numbers of Jews across North America and around the world, and profoundly affect the landscape of Jewish life.

Todah Rabbah.

Ephraim Z. Buchwald



Programming Achievements

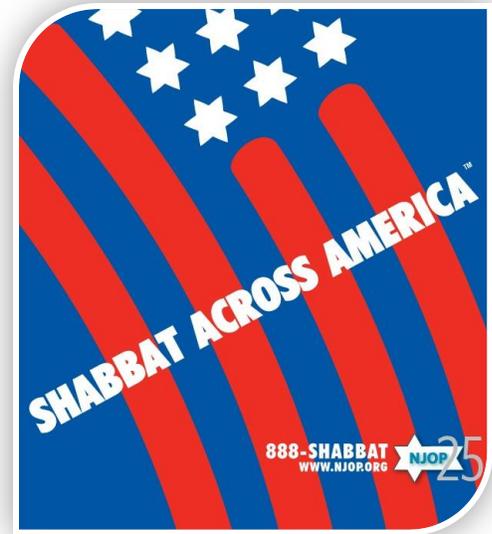
As NJOP celebrates its 25th anniversary, we are proud to present a review of our programming achievements from the past year. While NJOP has continued to rapidly increase its online interaction with Jews across the nation and around the world, we have remained steadfastly committed to the development and support of our traditional programs that are always provided, free of charge, to all synagogues and Jewish organizations.

NJOP has had a year full of many programming achievements.

SHABBAT ACROSS AMERICA AND CANADA

In 2012, NJOP sponsored another successful SHABBAT ACROSS AMERICA AND CANADA (SAA/C) campaign that attracted tens of thousands of Jews at nearly 500 locations across North America. Rabbis and SAA/C coordinators were eager to host SAA/C, and the popularity and success of this campaign enabled hundreds of participants to experience the joy and beauty of Shabbat for the first time. SAA/C continues to be an event that both synagogues and individuals recognize as a highlight of their programming year.

Because of the vagaries of the Hebrew calendar, last year's SAA/C occurred less than a week before Purim. To help participating synagogues and Jewish centers create a special sense of excitement for the upcoming holiday, NJOP provided unique programming materials. NJOP also ensured that all locations received a Preview of Purim workbook, for which NJOP received many lovely kudos and generous expressions of gratitude.



"Thank you for all of the support that you and NJOP have given to our [two] Seders...A total of 62 people came and 29 of them came for two nights. Of the 62, 14 were Shul members and 48 were non-members. There was one lady in her sixties who came because of an NJOP scholarship. Although she was born Jewish, she had never attended a Seder until this year. She was moved to tears by the experience...One participant had just lost his father a few days before Pesach. The Seder gave him much solace, as he felt embraced by the people in attendance..."

- Rabbi Moshe Mirsky
Congregation Beth Israel of Schenectady,
Schenectady, NY

PASSOVER ACROSS AMERICA

PASSOVER ACROSS AMERICA* (PAA) 2012 involved more organizations than ever before! The initiative included 70 inspiring, explanatory sederim that were offered at over 50 locations in 21 states and attracted 3,800 men, women and children.

Many rabbis reported that because of the challenging economic times, without NJOP's support for PAA, they would have been unable to offer a communal outreach seder.

Crash Course in Basic Judaism



In the spring, the Crash Course in Basic Judaism (CCBJ) was offered, literally, across North America and beyond the U.S.A. Far to the west, at Kona Beth Shalom Congregation in Captain Cook, Hawaii, students learned about God. In the northeast, at Congregation Shaarey Tphiloh in Portland, ME, they were introduced to Shabbat. Down in the southeast, at eleven sites in Florida (and one in Puerto Rico!) participants discussed Jewish prayer. Up north, in Canada's capital city of Ottawa, students pondered Jewish observance. And in the midwest, at two sites in Indiana, a Hillel house in Toledo, OH and the Crane Correctional Facility in Coldwater, MI, inspirational teachers shared Judaism's view of sexuality.

The ages, backgrounds and affiliations of the participants spanned the entire gamut of the community's population. There were religiously observant individuals seeking an inspirational review of fundamental Jewish concepts, and immigrants from the Former Soviet Union committed to providing themselves and their American children with a Jewish education. NJOP is also excited to report that Rabbi Buchwald, in his annual lecture series sponsored by the David Berg Foundation, presented the CCBJ in a completely new environment--the Bi-Cultural Day School. At this central, communal, institution in Stamford, CT, Rabbi Buchwald succeeded in attracting a diverse and enthusiastic group of students.

SUKKOT ACROSS AMERICA

Shortly after the High Holidays, 54 locations hosted the extremely popular community-friendly SUKKOT ACROSS AMERICA* campaign in 48 cities, located in 24 different states, two Canadian provinces and even in Tokyo, Japan! Over 3,000 men, women and children

THE FOLLOWING STORY IS ONE EXAMPLE OF HOW SUKKOT ACROSS AMERICA HAS POSITIVELY IMPACTED ON ONE INDIVIDUAL'S LIFE:

"A student of mine, Alex, attended the Sushi event. I had met him only a few days prior while tabling, and when I asked him if he was Jewish, he stopped, stunned in his tracks. 'How did you know I was Jewish' he asked? 'I just thought you might be' I responded. He told me that he was 21 and had not yet had his Bar Mitzvah. When I told him that I had a similar story, and I said that I had my Bar Mitzvah when I was 22 at the Western Wall, he expressed an emotional longing to do a similar thing... I got the whole story when he showed up with his friend Katie at this "Sushi in the Sukkah" event. Amazingly, the night before I met Alex he had made a pact with Katie to go to Israel in order to satisfy a shared desire to explore more of what Judaism is about. 'So, you see,' Alex said to me, 'when you stopped me that next day and asked if I was Jewish, it shook me how powerful the sign was.' I met with Alex this last Friday after the Sushi event. He is planning to go to Israel this summer with Katie, and since there is so much time until then, we mutually decided to create a chavrusa (one-on-one study session) every Friday until he goes to Israel, to take advantage of this time now and to enhance his experience when he travels to the Holy Land."

-Rabbi Yerachmiel Anton
Jewish Experience of Madison, WI

attended a broad variety of outstanding Sukkot activities. NJOP is delighted that this year's SUKKOT ACROSS AMERICA campaign truly made an international mark.

SUKKOT ACROSS AMERICA also made an interdenominational mark with Orthodox, Conservative and Reform synagogues participating. Several Chabads - both on college campuses and in communities - hosted the program as well. A diverse population of university students were also reached by ten campus and other non-campus organizations that partnered with NJOP to provide meaningful Sukkot experiences.

*Both PASSOVER AND SUKKOT ACROSS AMERICA provide advertising/promotional stipends to locations enabling them to more effectively reach their audience of unaffiliated and marginally-affiliated Jews. These "mini-campaigns" were inspired by Mr. Sam Domb and have, for the past several years, been generously sponsored by Mr. Paul J. Taubman in memory of his beloved father, Mr. Joseph L. Taubman

High Holidays

NJOP's fall programs began with 40 institutions offering either the High Holiday Beginners Service or High Holiday Prayer Workshop. These services and workshops inspired participants from Maui, Denver, Seattle and Albuquerque in the west to Long Beach (NY), Philadelphia and its suburbs, Charlotte, and DC in the east, and St. Louis, Ottawa, South Bend, Houston, Dallas, Cleveland and many more.

READ HEBREW AMERICA AND CANADA

As the High Holiday season came to an end, NJOP geared up for its premier fall campaign, READ HEBREW AMERICA AND CANADA (RHA/C). As part of RHA/C, 665 classes were scheduled in 507 locations. Unfortunately, Hurricane Sandy impacted on the RHA/C classes that were to be offered in the Tri-State area, and many had to be rescheduled for a later date. Classes included the Hebrew Reading Crash Course (HRCC) Level I, Level II, the One Day Review, the Hebrew Writing Crash Course and those offered as part of the Parents Are Teachers (P.A.T.) initiative.

THE FOLLOWING LETTER IS JUST ONE EXAMPLE OF THE POWERFUL IMPACT THAT NJOP'S READ HEBREW AMERICA AND CANADA HAS ALREADY MADE ON SYNAGOGUES AND JEWISH CENTERS ACROSS NORTH AMERICA.

Dear Rabbi,

Bless you and yours. It is so exciting to bring Hebrew, our lashon kodesh, to a new group of adult learners. Through the support of READ HEBREW AMERICA, nearly 50 adults of all ages at Congregation Beth Shalom will be able to participate in prayer, Torah study, and Jewish living through the learning you have facilitated. I am deeply grateful to this program and the clear texts you provide.

*- Cantor Hasha Perman
Congregation Beth Shalom, Naperville, IL*

The initial success of Twebrew School, NJOP's online Hebrew reading course, is also determining the direction that Hebrew programs will take in the future. The recent rise in interest in Twebrew School, the increasing numbers of views of the videos, and the positive feedback received from both HRCC participants and those studying Hebrew solely through Twebrew School, affirm the need to create a virtual classroom for those who will not or cannot attend a class at a synagogue or Jewish center.

NJOP has worked tirelessly in the past year to achieve our goal of connecting Jews to their heritage, and to find and train teachers and role models who masterfully use NJOP materials to succeed in teaching and inspiring. As our new name and logo indicate, NJOP advances the delicate balance between time-proven, effective, traditional programming and our cutting-edge and dynamic social media promotion and messaging. NJOP remains steadfastly committed to its core programs, which have successfully and consistently impacted on the North American Jewish community. NJOP is also thrilled to be partnering with a growing number of international rabbis, educators, outreach professionals and chaplains. From Mohilev, Belarus to Auckland, New Zealand and Tokyo, Japan, NJOP's programs are inspiring more and more Jews, on a global level, and helping them to learn about their precious Jewish heritage.

Social Media

In July 2013, *Jewish Treats* will celebrate five years as NJOP's extraordinary social media brand. As "prime-movers" in social media, NJOP's *Jewish Treats*, managed by Susanne Goldstone Rosenhouse, has reached and engaged tens of thousands of fans and followers with interesting



nuggets of Jewish knowledge, news and activities, connecting them with Judaism, and with each other, in powerful ways. *Jewish Treats* not only publishes original, well-received content, but also responds directly to the needs of our rapidly-growing audience.

Jewish Treats is accessible via several social platforms: our popular JewishTreats.org blog updated with fresh content each day; our daily *Jewish Treats* email; Holiday eGuides, and Huffington Post column, all written and edited by Sarah Rochel Hewitt ; a Facebook Page; a

Pinterest Board; a YouTube Channel (over one millions views!); and @JewishTweets - the largest and most influential Jewish lifestyle Twitterfeed. NJOP recently published its first book: *Jewish Treats 99 Fascinating Jewish Personalities by S.R. Hewitt* (Bookbaby / Dec 2011) available on Amazon.com.

Beyond general Jewish content, *Jewish Treats* is timely. For example, The *Jewish Treats* brand has captured the recent online excitement with graphic posters featured on new platforms such as Pinterest. The "I Love Torah" poster, produced in honor of Shavuot, was shared by our social media audience over 300 times in the days leading up to Shavuot. 7.5% of all those who saw the poster on Facebook either "Liked" it or "Shared" it with their networks.



Last July we orchestrated a Social Media "Minute of Silence" on Twitter and Facebook corresponding with the Olympic Opening Ceremonies to honor the Munich 11. On a more upbeat note, NJOP created a *Jewish Treats* Olympic Pinterest Board, showcasing the Israeli Olympic team. Before Rosh Hashana, @JewishTweets created #ReplaceMovieNameWithShofar, an initiative encouraging followers to tweet creatively renamed movies, such as The Sound of Shofar.

To help support relief efforts for Hurricane Sandy, *Jewish Treats* directed followers to volunteer opportunities, and informed them of how and where to make donations of money and supplies. We also educated our audience on why and how to recite Tehillim (Psalms) for those affected by the storm. Finally, NJOP highlighted individuals, organizations and communities that went above and beyond in offering relief to Hurricane Sandy victims.

But most of all, we have fun! On December 25th, for the second year in a row, *Jewish Treats* launched a Twitter Hashtag: #IfTheMovieWasJewish, attracting thousands of participants, including quite a few celebrities and influencers. A recent #JewishTrivia campaign on National Trivia Day offered prizes to the first respondents who tweeted and Facebook-commented with the correct answer.

As 2012 came to a close, *Jewish Treats* recalled the year's *Top 10 Jewish Social Media Moments*. They included the collective Jewish pride felt for Aly Raisman when she won an Olympic Gold Medal for performing her Floor Exercise routine to Hava Nagila, and for Edon Pinchot, the 14-year-old who proudly wore his kippah during each of his performances on the NBC reality show, *America's Got Talent*. The list also included moments of sadness, as the Jewish community mourned those lost during the shootings in Newtown, CT, including the youngest victim, 6-year-old Jewish kindergartner, Noah Pozner.

@JewishTweets is so well-regarded, that it was officially "Verified" by Twitter in 2012, one of the few twitterfeeds recognized as "official" by Twitter, a stamp of approval reserved for only select household-name personalities and brands.

Statement of Financial Position – June 30, 2012

Assets	
Cash and cash equivalents	\$103,366
Marketable Securities	71,877
Promises to give (Net of Allowance)	742,796
Prepaid expenses	8,961
Security Deposit	19,755
Fixed assets (Net of accumulated Depreciation of \$217,679)	16, 888
Total Assets	\$963,643

Liabilities and Net Assets	
Liabilities	
Accounts payable and accrued expenses	\$8,815
Commitments and Contingencies	
Net Assets -- Unrestricted -- Undesignated	954,828
Total Liabilities and Net Assets	\$963,643

Statement of Activities & Changes in Net Assets

Revenues and Support	
Contributions and grants	\$955,612
Dinner and special events – net of direct costs of \$157,566	717,299
Sale of resource material and list rentals	8,525
Investment Income	5,714
Total Revenues and Support	\$1,687,150

Expenses	
Program related expenses	\$1,367,236
Management and general expenses	201,736
Fundraising expenses	181,243
Total Expenses	\$1,750,215

Net Assets – Change	
Decrease in Net Assets	\$(63,065)
Net Assets – July 1, 2011	1,017,893
Net Assets – June 30, 2012	\$954,828

Source: Independent Auditor's report, Wasser, Brettler, Klar & Lipstein LLP, May 2, 2013

A complete copy of the Audited Financial Statements, as well as the most recent Form 990 can be found in the "About" section of the NJOP website at www.njop.org.

Board of Directors

- Marc Belzberg
- Ludwig Bravmann
- Valerie T. Diker
- Brandon Dunn
- Fred Ehrman
- Alec L. Ellison
- Adam E. Fine
- Sylvia Freyer
- Tracy Gerber
- Bernard Goldberg
- Hillel A. Gross
- Howard I. Hoffen
- Ilan Kaufthal
- Dr. Elizabeth Konecky
- Jack Nash z"l
- George Rohr
- Marc Rowan
- Eli Salig
- Lawrence Saper
- Cyrus Schwartz
- Leonard Shaykin
- Saul Spitz
- Moshael Straus
- Jeffrey I. Zuckerman