



The Jewish Federations  
OF NORTH AMERICA



UJA Federation  
NEW YORK



הסוכנות היהודית  
לראשון לציון  
FOR ISRAEL  
ישראל  
Every one of us, together.

# The AmiUnity Initiative

## A model for building a stronger Jewish people

**The Challenge:** AmiUnity was conceived in response to rising tensions between Israel and North American Jewish communities sparked by the Israeli government decision to suspend implementation of a plan for an egalitarian prayer space at the Western Wall and The Conversion Bill. The Jewish Agency and its Federation allies, however, understood that the roots of the crisis go deeper, reflecting profound demographic and cultural changes in Israel and global Jewry.

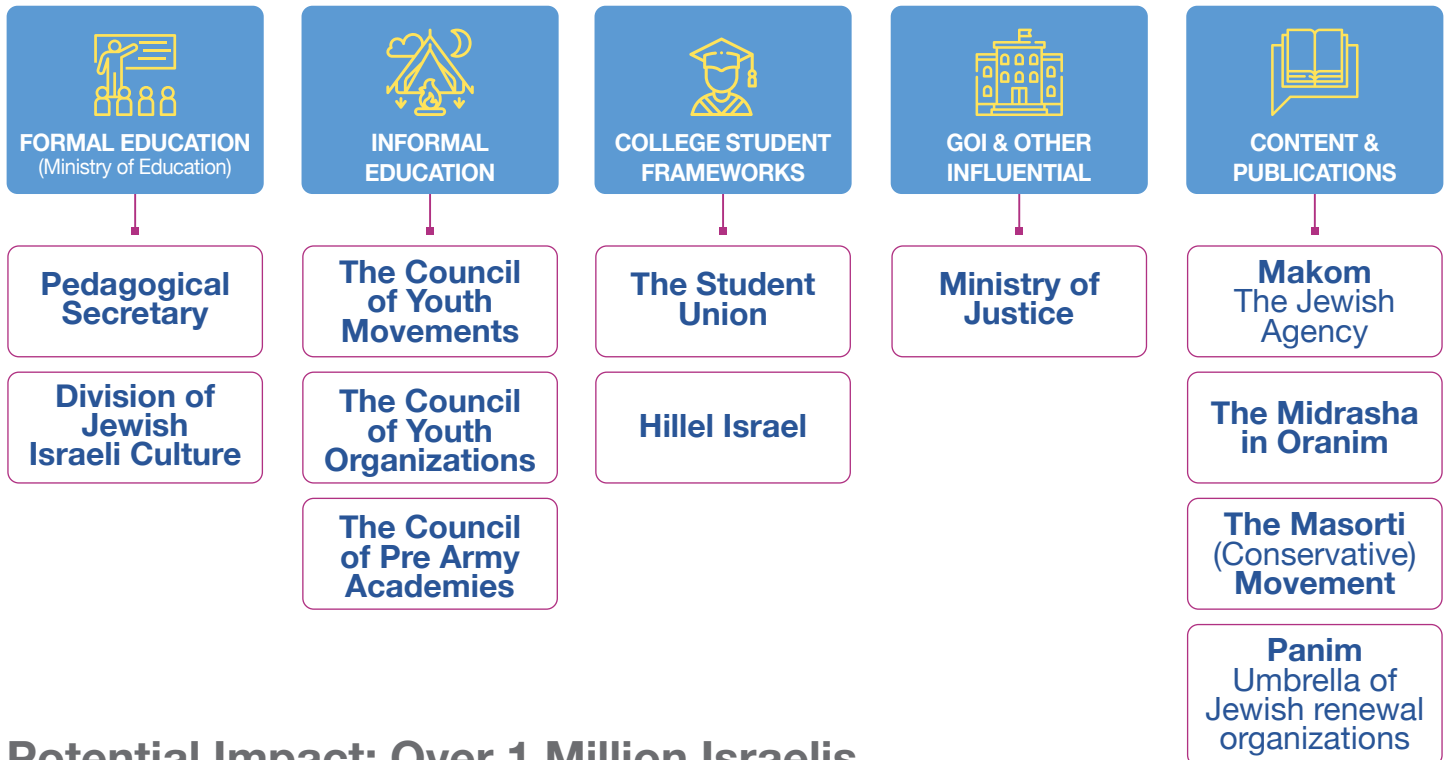
**AmiUnity's Goal:** The Jewish Agency AmiUnity Initiative is an umbrella partnership aiming to encourage young Israelis to explore the vitality of Jewish life around the world, so that they assume responsibility and ensure that Israel is the national home for all Jews. By changing the discourse in Israel, not only will global Jewry and Israelis feel closer to one another, but Israelis' own Jewish identities will be strengthened as a result as well.

**AmiUnity's Strategy:** Engage senior management and educators in key platforms in order to create a systemic change and in-depth infrastructure for Jewish Peoplehood and pluralistic Jewish values education.

### The Main Platforms for Impact

Our platforms meet four criteria:

- Engage young Israelis between the ages of 7 to 25
- Have access to the masses (not boutique programs)
- Engage the silent majority of 'unaffiliated' Israelis
- Implement systematic learning practices (top-bottom and bottom-up)



Potential Impact: Over 1 Million Israelis

# AmiUnity Main Achievements 2019-2020

## CONTENT DEVELOPMENT

- Mentoring program, in partnership with the Midrasha in Oranim, including writing the "Peoplehood Mentorship Guidebook."
- Developed dozens of lesson plans and digital materials adopted and widely circulated by the Ministry of Education, the Youth Movements and Youth Organizations, leveraging reciprocal investment.
- Educational packet of core concepts about American Jewish life and peoplehood.
- A booklet by leading thinkers on the topic of Jewish peoplehood, in partnership with Panim.
- An experiential day in Israel to understand Jewish denominationalism and different ways of being "dati" (religious), in partnership with the Masorti Movement.
- Short video series and facilitation guide to be used by educational leaders in their school settings, for staff training, student learning and more. (Forthcoming)

## THE MINISTRY OF EDUCATION

### Pedagogical Secretariat –

- 18 senior officials at the Ministry of Education -- the National Directors of various disciplines in the Ministry – took part in a Jewish Agency mission to NY, led by the head of the Secretariat.
- The delegation exceeded our expectations and now the pedagogical secretariat is in the planning stages of a first of its kind interdisciplinary program to implement the subject across the school system.

Number of National Directors trained - 18

Potential Impact - 1,350,000 students in the education system

### Division of Jewish Israeli Culture –

- Provide training to 45 school principals in the field of Jewish peoplehood, including:
  1. Two years of training led by the Ministry of Education on Jewish Israeli culture, peoplehood and pluralism
  2. A mission to New York
  3. Mentorship from the Midrasha in Oranim to embed Jewish Peoplehood education in their school.

Number of Principals trained - 45 school principals to date (300 in 5 years)

Potential Impact - 600,000 students in state education (grades 1-9)

## THE COUNCIL OF YOUTH MOVEMENTS

- 11 Youth Movements have created of a new staff position across their movement – Jewish peoplehood coordinators – to ensure a focus on Jewish peoplehood.  
Provide yearlong training to these coordinators, including group learning, one-on-one meetings with a mentor, and a study mission to Budapest.
- The youth movements have already created hundreds of encounters with youth from abroad and training sessions for their internal teams.

Number of Youth Movements - 11 movements

Potential Impact - 240,000 members

## THE COUNCIL OF YOUTH ORGANIZATIONS

- 8 youth organizations have created of a new staff position across their organization – Jewish peoplehood coordinators – to ensure a focus on Jewish peoplehood.
- Provide yearlong training to these coordinators, including group learning, one-on-one meetings with a mentor, and a study mission to London.
- The organizations have already created training sessions for their internal teams

Number of Youth Organizations - 8 Organizations

Potential Impact - 70,000 members

## THE COUNCIL OF PRE-ARMY ACADEMIES

- Planned and implemented 8 seminars on Jewish Peoplehood for 800 Mechinot participants
- The seminars included core issues and main organizations in the field such as Beit Hatfusot, the Conservative Movement, INSS and Avraham Infeld.

Number of Mechinot participant - 800

Potential Impact - 3500 Mechinot participants

## HILLEL ISRAEL AND SAPIR COLLEGE

- Launched a unique awareness campaign at Sapir College to raise awareness of American Jewry among college students.
- Dozens of marketing signs are strategically placed throughout the college, and the campaign is backed by a digital campaign. The campaign will be held through January 2020, and based on the evaluation findings we will examine further campaigns.

Potential Impact - 7,000 students on campus