

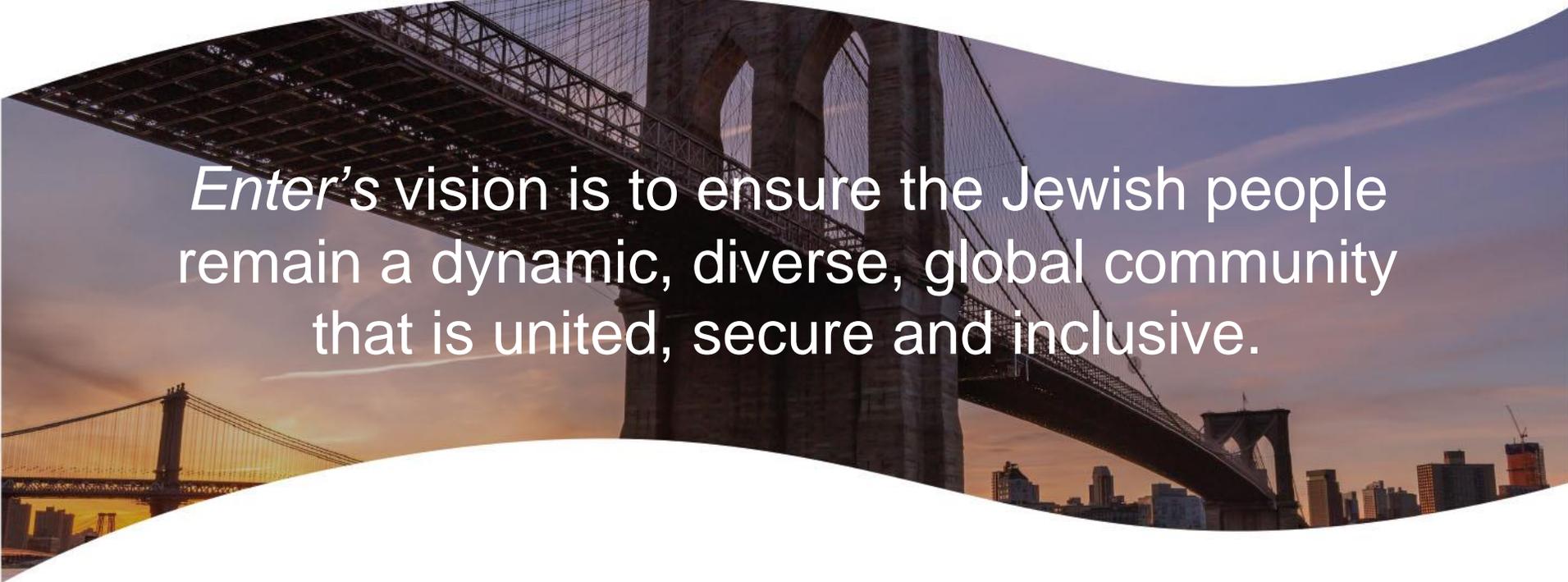


# ENTER

The Jewish Peoplehood Alliance  
היוזמה לקידום עמיות יהודית

## 4<sup>th</sup> Quarter 2020

January 2021



*Enter's* vision is to ensure the Jewish people remain a dynamic, diverse, global community that is united, secure and inclusive.

## ENTER'S Q4 REPORT

In the last quarter of 2020, we continued advancing our strategic plan, fine-tuned new work plans, began implementation of two pilot programs and engaged a wide range of partners and field operators.

We look toward 2021 with great promise and opportunity, including the expectation of resumed travel and in-person engagements.



## INITIATIVES

*Enter* is pursuing a three-track approach along the following lines of effort:



**ENTER** – Education



**ENTER** – Awareness



**ENTER** – Impact



## INITIATIVES

Our aim is to influence the socialization process of young people in Israel by incorporating the idea of Jewish peoplehood into their lives through formal and informal education. During Q4, we focused on the two pilot programs that manifest our education track in 2020-21:

An Israel/Diaspora teen pairing initiative, which we've branded *One2One*; and the "*Peoplehood Schools*" initiative which seeks to instill a bottom-up and holistic ethos of peoplehood awareness in elementary and secondary school communities.

In addition, we are proud to report that we have started working on a third exciting program with Summer Camps Israel and [The Morris and Rosalind Goodman Family Foundation](#), implementing Jewish Peoplehood values in summer camps in Israel (details to follow).



## INITIATIVES

### *One2One* – ISRAEL/DIASPORA TEEN PAIRING INITIATIVE

During Q4, we embarked on a major recruitment and content development effort for Enter's pilot of the *One2One* initiative, in partnership with two governmental ministries (Education and Diaspora Affairs). The initiative will offer teens from Israel and Diaspora communities a chance to meet and improve their Jewish peoplehood literacy, while also exploring topics of common interest, including sports, history, arts & music or science & technology.

The core concept is simple: five virtual encounters, one-on-one, spread out over 3 months, pairing high school students (from English speaking countries) with Israeli peers who will be able to earn credit toward their bagrut/matriculation, while Diaspora teens enjoy a parallel, tailor-made set of incentives.



## INITIATIVES

### *One2One* – ISRAEL/DIASPORA TEEN PAIRING INITIATIVE

Despite the initiative being “Covid-proof” and taking place entirely online, we nonetheless encountered a range of challenges due to the overwhelming dislocations and challenges schools and communities are facing, including “Zoom fatigue,” general unpredictability and uncertainty, and partner organizations facing major budget pressures.

That said, no one knows yet what summer 2021 will look like, another reason why the *One2One* program could play a vital role. We need every Israel-Diaspora touch point we can muster during these difficult days. The loss of so many immersive educational opportunities has been a setback and we need to collectively find ways to compensate.



## INITIATIVES

### *One2One* - ISRAEL/DIASPORA TEEN PAIRING INITIATIVE

#### ACHIEVEMENTS

- We held a training session for Israeli educators participating in the One2One initiative, led by Dr. Noga Cohavi. The training offered the teachers a chance to experience the online platform, get an inside look at the content, ask questions and meet other school representatives in Israel participating. Dr. Tziona Levi, who supervises the English department at the Ministry of Education, and Alon Friedman, Enter's Founding CEO, welcomed the Israeli educators and emphasized our intention that this pioneering program become embedded in English and Jewish peoplehood studies in the Israeli public education sector.



## INITIATIVES

### *One2One* - ISRAEL/DIASPORA TEEN PAIRING INITIATIVE

#### ACHIEVEMENTS

- In December we twice convened an “Educators Forum” with community professionals and educators from the Diaspora, including representatives from the URJ, AJC, Jewish Federations, and other schools, youth groups and community programs in North America. After the two sessions, follow-on sessions were held to collaborate on particular elements of the content and program design.
- We continued recruiting teens from English speaking countries, adding additional schools and organizations to the program, including strong partnerships with the URJ and American Jewish Committee.
- Considerable time and resources were devoted to developing a user-friendly, customized tech platform.



## INITIATIVES

### *One2One* - ISRAEL/DIASPORA TEEN PAIRING INITIATIVE

#### GOALS FOR Q1 2021

- Finalizing recruitment and registration and launch the program, including holding the first few encounters.
- Finalizing an evaluation and measurement process, while also drawing “lessons learned” for recruitment and program development for next year.
- Digitally documenting the pilot phase encounters and the work around them for future use (e.g. marketing, recruitment, learning process etc.).
- Nurturing existing partnerships and developing new ones in Israel and in Jewish communities around the world, including further positioning our initiative as a stepping stone to other touch points and immersive experiences.



## INITIATIVES

### PEOPLEHOOD SCHOOLS INITIATIVE

As part of its 2021-22 pilot, the “Peoplehood Schools” initiative aims to support and certify 30 elementary schools across Israel. Through this initiative, modelled on Israel’s successful “Green Schools” environmental program, schools and communities will be incentivised to incorporate Jewish peoplehood content via five pathways:

- 1) **Atmosphere** – integrating a visual, display or artistic element
- 2) **Training** – teacher training and professional development
- 3) **Studies** – integrating peoplehood with core studies and formal curriculum
- 4) **Community** – involving parents, families and community members
- 5) **Ritual** – incorporating peoplehood into school gatherings and ceremonies



## INITIATIVES

### PEOPLEHOOD SCHOOLS INITIATIVE

#### ACHIEVEMENTS

- We finalized the program design, recruitment process and incentive structure.
- We completed a five-year work plan and budget for the program.
- We developed a partnership with the Jewish Agency and “Makom” in order to identify leading school principals who have participated in Jewish peoplehood training programs in the past two years and are interested in implementing programs like ours. \*
- We developed a partnership and work model with Birthright Israel that incorporates some of Taglit’s educational professionals as paid mentors for the schools.

\*An existing partnership by UJA Federation, AmiUnity, Posen Fund and others



## INITIATIVES

### PEOPLEHOOD SCHOOLS INITIATIVE

#### GOALS FOR Q1 2021

- Building a partnership with the Ministry of Education.
- Recruiting 30 schools to participate in the program.
- Deepening the partnership with the Jewish Agency in ways that build on their existing training of school principals.
- Developing new funding sources and recruiting additional lay leadership.



## INITIATIVES

### ENTER AND SUMMER CAMPS ISRAEL – A NEW INITIATIVE

[Summer Camps Israel](#) is an informal education initiative founded by [The Morris and Rosalind Goodman Family Foundation](#). It serves as a catalyst that provides networking and development opportunities for existing and new summer camp entrepreneurs. The partnership between Enter and Summer Camps Israel aims to incorporate Jewish peoplehood values and content into overnight summer camps in Israel. This partnership will help strengthen the ties between Israeli teens and World Jewry through expanded, local summer camp opportunities.

This summer camps initiative could enable Enter to expand its reach beyond the formal education sector and collaborate with a “social start-up” that has great potential to generate broad and deep impacts in Israeli society.



## INITIATIVES

### ENTER AND SUMMER CAMPS ISRAEL – A NEW INITIATIVE

This initiative will allow Diaspora professionals to join the Israeli camps, deliver Jewish peoplehood content and offer the Israeli teens a glimpse of other Jewish societies outside the Jewish state.

**Organizations participating in the program will be provided a fully funded professional to join their team, peoplehood training sessions for staff and customized content.** We have developed a short survey to examine the needs of summer camps organizations operating on the ground. The results of the survey will be shared in our next quarterly report.



## INITIATIVES

### ENTER AND SUMMER CAMPS ISRAEL – A NEW INITIATIVE

#### GOALS FOR Q1 2021

- Finalizing the initiative's operating model, while exploring partnerships with additional organizations.
- Developing a training session for Diaspora professionals who will join the Israeli summer camps.
- Marketing the program to Israeli organizations operating summer camps.
- Raising additional funding.



## INITIATIVES

## ACHIEVEMENTS

We are pleased to announce that Enter's [website](#) went live.

Over the past few weeks, we have been finalizing work on the website in an effort to ensure that visitors have a chance to learn about our mission and vision, to track our ongoing progress and media coverage and to introduce our Professional Advisory Committee and team. We invite you to click on the image and check us out online!

[www.enterpeoplehood.org](http://www.enterpeoplehood.org)

# WE'RE UP!

Enter invites you to  
visit our new website!

**ENTER**The Jewish Peoplehood Alliance  
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## INITIATIVES

### ENTER'S PARTNERSHIP WITH KAN 11 (THE ISRAELI PUBLIC BROADCASTING NETWORK)

Enter also aims to impact the general public in Israel and to strengthen metrics of public awareness about World Jewry. During these times of emergency, more than ever, the best and most stable way to reach a large audience is through established mass media. We have recently started a collaboration with Kan 11, Israel's leading public network, offering television, radio, digital and podcasts content. During Q4, we have been working with Kan 11 to examine ways to incorporate Jewish peoplehood content into existing and new platforms and programs.



## INITIATIVES

### ENTER'S PARTNERSHIP WITH KAN 11 (THE ISRAELI PUBLIC BROADCASTING NETWORK)

#### GOALS FOR Q1 2021

- Our collaboration with Kan 11 also offers Enter a chance to market some of our other programs, starting with the One2One initiative via their various platforms. During the first quarter of 2021, we expect to coordinate with Kan 11 on One2One marketing campaigns.
- The collaboration with Kan 11 will be based on in-depth research, which will offer viewers a chance to learn and connect to Jewish life and Jewish communities around the world.



## INITIATIVES

Enter continues to explore options for sponsoring work in the measurement field, including initiatives that would benefit organizations working across the entire sector. During Q4, Enter continued to engage with established organizations operating in this field, in order to reach the optimal model of mapping which will provide the basis for creation of efficient across-the-field measurement tools.

## ACHIEVEMENTS

- We have developed a mapping process together with [Midot](#), an Israeli research institute.
- We have explored establishing a partnership with the “peoplehood coalition” of Israeli NGOs, founded and led by [The Reut Group](#). By partnering with Reut and other coalition members, we intend to be able to map existing operations and better understand the sector’s growth potential.



## INITIATIVES

### GOALS FOR Q1 2021

- Finalizing the partnership with the Reut Group and Midot.
- Exploring other potential partnerships and setting a timeline for 2021 milestones.



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*Enter's* vision is ambitious and bold,  
and our stakeholders remain deeply committed to



**“MOVING THE NEEDLE”**



**ENTER**

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