



The Jewish Peoplehood Alliance  
היזמה לקידום עמיית יהודית



*Enter* is an innovative start-up whose vision is to ensure the Jewish people remain a dynamic, diverse, global community that is united, secure and inclusive.

*Enter* was founded in 2019 by renowned philanthropist Charles Bronfman, together with Dr. Jeffrey Solomon and a coalition of prominent foundations and recognized leaders from Israel and the Diaspora.

"I've always believed in cross-pollination between the Diaspora and Israel. It's the simple concept of 'united we stand, divided we fall'"

Charles Bronfman, 2016

## CORE VALUES

### ENTER AIMS TO INSPIRE:

Our initiative was established to strengthen solidarity, promote unity and inclusivity, and deepen the sense of belonging to the Jewish people.

Our agenda aims to inspire, promote a common identity and build up the ideal of "togetherness."

### ENTER PROMOTES OPENNESS:

For decades, the Jewish people have been able to grow and thrive due to a culture that emphasized openness and new opinions. Ours is an open conversation, even when opinions and perspectives diverge. Here, too, we must change the discourse and recognize that even amidst disagreements the Jewish people can still thrive.

### ENTER INVESTS IN POSITIVE CONNECTIONS:

We believe the Jewish people has entered an era of unbridled success. Periods of prosperity, growth and creativity present unique opportunities, and Enter is poised to invest in deepening positive connections between Diaspora and Israeli Jewry. Our sense of peoplehood need not rely on distress, trouble or crisis; we can draw closer together based on positive ties.

### ENTER IS BUILDING ON EXISTING EFFORTS, NOT REINVENTING THE WHEEL:

Our Modus Operandi is based on finding ways to amplify and adapt existing initiatives, and forming new ones where gaps are identified. This field already has many "products." There are numerous efforts underway, with resources and actions being undertaken by committed organizations. Enter does not intend to "reinvent the wheel."

### A MARATHON AND A SPRINT:

Enter's founders understand that in order to create profound and lasting change, we must plan for the long term. This is reflected in all of our programming tracks, especially education. We are embarking on a marathon, yet also a sprint. We also seek short-term achievements, for example in terms of public advocacy and public awareness. These will also be critical milestones in this journey.

### ENTER'S THEORY OF CHANGE:

We work in the field of education to influence the future generation and their socialization processes. We aspire to influence ongoing discourse and raise the awareness of Israelis about Jewish communities in the Diaspora and the importance of shared responsibility. We collaborate in the area of measurement, evaluation and research to make sure our work and our partnerships are effective and lead to lasting change.

## OUR CIRCLE

Together with Charles Bronfman, founding supporters include the Diane and Guilford Glazer Foundation (California), the Koret Foundation (California), the Nadav Fund (Israel), other funders from around the Jewish world, joined by a Professional Advisory Committee, co-chaired by Dan Meridor and Daniel Shapiro, that is comprised of leading figures in the field. Enter's operations are led by founding CEO Alon Friedman.