



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

MOVING THE NEEDLE

Our “modus operandi” is to serve as enablers and conveners who strategize, create favourable conditions on the ground, catalyse coordination between relevant players, evaluate results and, critically, accelerate and marshal the necessary financial resources to enable high-impact programs to succeed.

Our initiatives seek to generate broad and significant societal change.

Our initiatives are diverse and span several realms, including the re-positioning and adaptation of the broader sector.

Our initiatives involve collaborative work between Israelis and Jewish communities outside Israel, including intensifying professional relationships across the Jewish world.

WE ARE FOCUSING ON THREE TRACKS:

EDUCATION

Our intention is to impact the socialization process of young people by incorporating the idea of Jewish peoplehood into their lives through formal and informal education. A growing consensus has emerged that by improving literacy, building knowledge and expanding opportunities for experiential learning—both in Israel and across the Jewish world—we can bolster solidarity, mutual responsibility and respect. A core aspect of Jewish peoplehood is the belief that we are part of one extended family, and through our efforts we believe this spirit can be nurtured and deepened. We are investing in **formal education** (school systems), **informal education** (youth movements, camps, experiential learning) and **public education** (traditional and social media).

PUBLIC AWARENESS

Enter also seeks immediate and near-term impacts through public awareness. We aim to build a “peoplehood-aware” generation of Israelis and to intensify connectivity with Jewish communities outside Israel. Through this track, we aim to increase the presence of “World Jewry” in the daily life of Israelis through cultural, media and public awareness campaigns. Cultivating policymakers, public figures and other influential audiences will be key to such an effort.

MEASUREMENT

Our in-house data mapping points to a significant disconnect between researchers and operators, and the difficulty in yielding overarching lessons given the wide variety of methodologies and approaches in use. We aim to develop a “Jewish peoplehood index” - or set of indices - designed to identify trends, better distinguish sub-group variation, assess both attitudes and behaviours, and expand the measurement of interventions. Moreover, such data would provide a more nuanced, evidence-based understanding of the broader strengths and strains in Israel-Diaspora relations.

OUR CIRCLE

Together with Charles Bronfman, founding supporters include the Diane and Guilford Glazer Foundation (California), the Koret Foundation (California), the Nadav Fund (Israel), and 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.