



4th Quarter 2024

ENTER

The Jewish Peoplehood Alliance
היוזמה לקידום עמיות יהודית

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

January 2025



One2One – Israel–World Jewry High School Exchange

- The November cohort of ENTER’s “One2One” program included 300 teens. In addition to teen participants from Israel and North America, there were new participants from Argentina, Bulgaria, and South Africa, who took part in either the General track or the Hebrew–English track. This cohort brought our 2024 participant total to 1,400!
- We are working on enhancing our tailor–made creative marketing tools (see flier on the right) in order to engage new participants to our “One2One” program. You’re invited to [watch our new presentation](#) here.



It’s more than just a chat—it’s an opportunity to build friendships, explore big Jewish ideas and spark fun and meaningful conversations.



One2One connects Jewish teens from Israel and across the globe together for an online “mifgash” (encounter) experience.



Teens are matched through a special algorithm based on hobbies and shared interests and then meet for five personalized, one-on-one sessions.



With over 9,000 teens already connected, One2One is creating lasting connections and meaningful dialogue. Join us in this global Jewish experience!



One2One – Israel–World Jewry High School Exchange

- New Partnership: ENTER and Mosaic United are partnering to include the “One2One” program as a pre-trip requirement for the hundreds of teens who will be traveling to Israel with Mosaic United this year.
- RootOne Connected Conference in Atlanta: ENTER’s Founding Director, Alon Friedman, and Associate Director of Strategic Partnerships, Zohar Mandel, attended RootOne’s Connected Conference in December 2024 focusing on teen engagement with Israel and thinking about the future of teen travel and pre- and post-trip education. Several new partnerships emerged from the conference, creating extra incentive campaigns for teen engagement.





Peoplehood Infused Schools

- **Significant Growth:** ENTER officially launched the 2024-2025 year of Peoplehood Infused Schools with 20 schools of which 15 are new schools that were selected from 30 applicants. Participating schools are from Dimona, Herzliya, Netanya, Megido, Tel Aviv, and others. For the first time, aside from the secular network, there are two schools – in Rehovot and in Tzfat – that come from the religious sector.
- **Peoplehood in Spanish:** We have been helping to spearhead a new effort, together with the Spanish studies department in the Ministry of Education, to introduce Jewish peoplehood curriculum in Spanish language classes in 9 schools across Israel.
- **During Hanukkah:** ENTER's Peoplehood Infused Schools students initiated and executed virtual candle lighting ceremonies with Jewish schools around the world.





Peoplehood Infused Schools

- **Educators' Training:** We are partnering with organizations such as WZO Israel and ANU – Museum of the Jewish People to enhance Israeli teachers' training modules, such as lectures about pluralistic Judaism and guided visits to the Museum. Teachers continue to stay up to date with relevant Jewish peoplehood content via ENTER's Peoplehood newsletters, which we send directly to them every two weeks, alongside relevant and timely content about Jewish communities around the world.
- **Program Evaluation:** We learned from the latest annual evaluation study that post-October 7th, peoplehood served as a foundation for engagement with the crisis through the prism of Jewish belonging. Over half of the teachers in our program reported significant educational benefits from the investment in Peoplehood content and tools, which have greatly supported them against the backdrop of the reality that both teachers and students were facing.





Jewish Peoplehood Podcast in Hebrew

- Season One Released: In partnership with the popular 103FM radio station, ENTER recorded and has released all six episodes in Hebrew on the topic of Jewish peoplehood for the broader Israeli public. The podcast aims to familiarize Israelis with the notion of Jewish Peoplehood as well as presenting the main challenges and opportunities in Israel–Diaspora relations.
 - Episode 1: Jewish peoplehood
 - Episode 2: Antisemitism & Anti–Israelism
 - Episode 3: How does Israel recognize different streams of Judaism outside of Israel
 - Episode 4: Israel–Diaspora relations in the context of the U.S. political election
 - Episode 5: Encounters for Jewish young people – Alon Friedman in conversation with Dr. Zohar Raviv, International VP of Educational Strategy for Birthright Israel
 - Episode 6: Engaging the Next Generation: Strengthening Jewish Peoplehood Through Education
- Approximately 6,000 people have tuned in to at least one episode of the podcast and over 1,000 have subscribed and have listened to all six episodes.
- We invite you to listen to the podcast episodes in Hebrew on [Apple Podcast](#) or [Spotify](#).



ENTER in the Media

We are pleased to share that ENTER was centrally featured in *eJewishPhilanthropy* in December with a story titled: [“Schools in Israel see uptick in interest in Jewish Peoplehood education post Oct-7, nonprofit finds”](#).

The story begins by highlighting ENTER’s educational work in Israel’s secular elementary schools as part of our Peoplehood Infused Schools program, but it then broadens by providing a general overview of ENTER’s work in the past year, and our focused mission moving forward.

“In Israel, the presence of Diaspora Jewry in the equation isn’t obvious. There’s an awareness that there’s a rise of antisemitism. But there’s not an awareness for the average Israeli that the depth of the Jewish experience due to the war is radically changed.”

Dr. Ezra Kopelowitz to eJewishPhilanthropy



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At ENTER, we are so grateful and excited to witness the return of our One2One graduate Karina Ariev, alongside Liri, Daniela and Naama.

We keep praying for the return of all the hostages and for the safety of our soldiers.

WELCOME HOME KARINA!





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ENTER's vision is ambitious and bold,
and our stakeholders remain deeply committed to
“MOVING THE NEEDLE”





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For more information please contact
Zohar Mandel:
Zohar@enterpeoplehood.org