

aish

Annual Report 2023



THINK JEWISH. LIVE INSPIRED.

רוחם אש
ת"ת

All of this is possible because of *you.*

Because of you, our partner in this great mission to spread timeless Jewish wisdom to Jews all over the world, Aish is positioned to be a constant source of light and inspiration to global Jewry.

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Message from the CEO

RABBI STEVEN BURG

Dear Friends,

This past year was tumultuous, to say the least. Despite the tragic war in Israel and an economic downturn, Aish continued on its mission to spread Jewish wisdom worldwide. We witnessed an extraordinary surge in audience numbers and online engagement. Following the outbreak of war, many Jews tried to understand why so many whom they had stood alongside, decided to abandon and persecute them. In short, antisemitism took off in unprecedented ways.

Our commitment to support individuals on their Jewish journey has remained steadfast through platforms like Aish.com and our robust social media presence. Three years ago, we embarked on a mission to bring Jewish wisdom to three million Jews who had no exposure to the beauty of our heritage. We understood that through creative programming and social media, we could reach people wherever they are like no one has ever done before.

“Our commitment to support individuals on their Jewish journey has remained steadfast through platforms like Aish.com and our robust social media presence.”

In the weeks following the war's onset, our digital presence soared with over 145 million video views, 8 million engagements, and more than 15,000 requests from people reaching out to us online. Our years of dedicated effort to cultivate our digital brand are now yielding unprecedented success. This success is a testament to the dedication of our team and the vision of our passionate leadership. I want to thank our Dean, Rabbi Yitzchak Berkovits who along with our fabulous Board members challenged us to dream big. Kudos to our brilliant team who continues to



breathe life into this dream. I would also like to extend sincere gratitude to all of you, our partners, who with the Almighty's guidance, have helped us touch the souls of millions of Jews around the world for the last 49 years.

“Our journey through 2023 was marked by both triumphs and trials, filled with joyous moments and devastating heartbreak.”

At Aish, we're relentless in our pursuit to accomplish the impossible. We're not just aiming to captivate Jewish individuals online; we're

crafting a blueprint that empowers them to forge deeper connections to Jewish wisdom, find belonging, and cultivate personal growth. This dual mission empowers us to not only transform the world but also to shape the individual journey of each person we touch.

Our journey through 2023 was marked by both triumphs and trials, filled with joyous moments and devastating heartbreak. It is the story of not only the Aish movement but of our people and their perseverance through adversity. As we look to the future, we pray for the safe return of all of the hostages. We pray to keep the soldiers of the IDF safe. We pray that peace and love will triumph over hate and evil. May the Almighty bless our nation with inspiration and joy always.

Warm Regards,

A handwritten signature in black ink, appearing to read 'Steven Burg'.

PILLARS OF AISH

Pillars of Aish is a network of visionary benefactors committed to the continuity of our Jewish legacy.

Members impart Jewish wisdom and values to Jews around the world by supporting the Aish mission to create a global culture of Jewish learning and engagement.



DIAMOND PILLARS

\$250K +

Anonymous

The Jake F. Aronov Foundation

Bob and Michelle Diener

Dani and Bari Erber

Sander and Tracy Gerber

Dr. Stuart and Andrea Hytman

The Ivan Kaufman Charitable Fund

David and Debra Magerman

The Mayberg Foundation



PLATINUM PILLARS

\$100K +

Anonymous (2)

Salomon Aizenman and

Sandra Rubinstein

Dennis and Debra Berman
(in honor of Melvin and Helene Berman, ztl)

Elliot and Robin Broidy

The Hochstein Foundation

David and Lori Moore

Stephen Rosenberg

Isaac Rubinstein and Jeannette Wasserstein

Ronald z"l and Sandra Schiff

The Scherr Family Foundation

The Zalik Foundation



GOLD PILLARS

\$50K +

David and Ruchie Blaivas

Maxx and Liraz Blank

William and Shuly Bron

Aba and Pamela Claman

Tzvi and Mindy Ehrenfeld

Daily Giving Inc.

Estate of the late Morry Gold Z"L

Murray and Basheva Goldberg

Marc S. Goldman

Shmuel and Evelyn Katz

Jacob and Milena Khotoveli

Philip Lieberman and Lori Miller

Azi and Rachel Mandel

Rabbi Yaakov and Chaya Meyer

Robert and Diane Roskind

Henry and Talia Siegel

Slone Family Philanthropic fund

Smart Family Foundation of New York

Andrew and Evelyn Spodek

Alex and Diana Tsigutkin

Suri Weiss



SILVER PILLARS

\$25K +

Anonymous (4)

Donny and Racheli Abramoff

Yale and Dr. Annie Baron

Brad and Julia Berger

Robert Book and Family

Ariel and Nicole Borzutzky

Seth and Sharon Damski

Ronald and Sandy Diamond

East West Capital Inc

John and Carol Engelman

The Sammy Farkas Foundation

Howard and Joan Gellis

Elliot and Debbie Gibber

Yoni and Sarah Goodman

Allen Isaac and Edie Gross

Jay David and Rebeca Heller

Barry and Toby Kohn

Laizer and Jessica Kornwasser

Jerry and Eileen Lieberman

Yonah Leichter and Family

Marc Shmuel Levine

David and Malia Litman

Josef Loeffler

Marcelo and Caroline Messer

The Milken Family Foundation

Avishai and Elisheva Neuman

Brian and Heidi Pergament

Kenneth and Tamara Picache

Daniel and Ilana Ratner

Rosman Fund

Jonathan Solnicki and Family

Omid Tabarzia Family

Jonathan and Irit Tratt

Federico and Bettina Weil

Kenny and Meredith Yager



BRONZE PILLARS

\$18K +

Anonymous

Gerald Barad

Michael and Chevy Bauman

Mendy and Aviva Berger

The Bram Family

Arieh and Lisa Coll

Joshua and Candice Feiler

Jack and Carole Forgash

Mark and Cheryl Friedman

Ephraim and Gila Gerszberg

Mendy and Dina Gold

The Hakimi Family

Elliot and Amy Holtz

Steven Horowitz

Martin and Golda (O"BM) Jacobs

Alan and Edna Jaffa

William and Elizabeth Kahane

Ahron and Rivky Katz

Alex and Rachel Katz

Avi and Becky Katz

Eric Lavitsky

Marc and the Hon. Ellen Lipton

Steve and Agatha Luczo

Dr. Ralph and Judy Marcus

Daniel and Michal Pupkin

Martin and Grace Rosman

The Robert Russell Memorial Foundation

Eli and Chaya Schron

Alberto and Shelly Senado

Daniel and Diana Sragowicz

Shmayah and Estee Stimler

The Walder Foundation

Moises and Nancy Wengrowsky

The Wolasky Family Philanthropic Fund

Fund



FRIENDS

\$10K+

Anonymous (5)

Steven and Renee Adelsberg

Joel and Ivonne Aizenman

Blair and Elizabeth Axel

Beraja Invest International LTD.

Stephen Berch

Alan and Perla Berkowitz

Jack Bick

Sidney and Esther Borenstein

Aryeh Bourkoff and Family

Dov Braun

Freda Chehebar and Family

Jose Cohen

Thomas J. Coleman

Reuben and Jennifer Daniels

Rabbi Nachman Elsant

Yehuda and Chany Fulda

Jack Gindi

Michael Satine and Ruth Goldstein

Rabbi Ben and Aviva Gonsher

Gabriel Habert and Family

Tanya and Akiva Hackenbroch

Maurice Hornblass and Family

Elizabeth Holland and Gidon Rothstein

Maxim Inozemtzev and Family

Yury and Kate Izrailevsky

Samuel and Lara Jacob

The Howard and Deborah Jonas Foundation

Udi Kattav and Family

Maurice and Olga Kaufman

Uri and Judy Kaufthal

Larry and Polly Klane

Martin and Malka Klein Charity

Michael Lefkowitz and Family

Jonathan and Donna Levinson

Andrew and Leah Lewis

Joshua and Jessica Malkin

The Marcus Family Foundation

Jill And Erik Maschler Foundation

Hon. Sidney and Rita Mathias

NSQUARED 518 Fund

Pavel and Kimberly Oliva

Josh and Ronnie Penn

Richard Platschek Family

Elite Podiatry LLC

Rick and Ann Probststein

Andrew Richtschaffen

Ira and Diana Riklis

David Rosman

Sidney and Merry Rosman

Safra Bank

Herbert and Esther Scheuer

Bailey Sigman

Shmuel and Ester Mina Silinsky

David and Jacqueline Simon Charitable Foundation

Douglas and Rita Skolnick

David Sokol

Richard and Marisa Stadtmauer

Joey and Suri Stern

Shalom and Reena Vegh

Shlomo and Blimi Weiss

Aaron Weitman

Carey and Yael Wolchok

Faye Zakheim

Igal Zakuto and Family

Barry and Estee Zyskind

War Report



AISH'S ONGOING WAR EFFORTS TO SUPPORT ISRAEL AND OUR SOLDIERS, RETURN OUR HOSTAGES, COMFORT THE INJURED AND BEREAVED AND BUILD JEWISH UNITY AND PRIDE ON THE BATTLE FRONT, HOME FRONT AND GLOBAL FRONT.

AISH EXECUTIVE LEADERSHIP GOES SOUTH

In just the second week of the war, as the true scope of the devastation and the brutal nature of the weeks to come was still unknown, Aish CEO Rabbi Steven Burg along with COO Hillel Scheinfeld, Executive Director Rabbi Ben Gonsler and CMO Jamie Geller traveled to homes of the bereaved and to Israel's south to learn and express our solidarity with a people and region in pain.



“**The stand we take here, in this moment, will define us for years to come.** – Rabbi Steven Burg



Our executive team got to work at a desolate pizza shop making pies for soldiers on base, visiting injured lone soldiers at Soroka Medical Center and collecting notes from the front lines for delivery to the Western Wall.

“**Our enemies have never truly understood the DNA of a Jew. We are one people with one heart. If you attack one of us you have attacked all of us. We know that the Almighty is behind us and we are all standing shoulder to shoulder.**

– Rabbi Steven Burg



LEARNING The Real Story

Aish Members From Around the World Show Their Solidarity

From packing meals for thousands of needy Israelis at Pantry Packers in Jerusalem, to BBQing for the soldiers, heading out to the fields to pick produce, to spending time alongside the evacuees and much more, every opportunity was taken to feel a real part of what Israel is going through.

The mission also allowed the delegates to begin to experience a small part of the IDF's challenges with a visit to the Team 5 Training Center where soldiers demonstrated the realities of urban warfare. The emotional highlight of the mission brought us to the Shura IDF Base, where hundreds of bodies were brought and treated with ultimate halachic sensitivity, followed by visits to Mount Herzl, condolence visits to homes of the bereaved and meetings with family members of the hostages.





GLOBAL DAY of Unity and Prayer

 500,000 VIEWERS WORLDWIDE

In the early hours and days of the war, as the full scope of the horror and tragedy surrounding hundreds of Israelis held hostage in Gaza began to come into focus, the world responded with multiple initiatives under the banner of "Bring Them Home Now."



Our responsibility is to be here for the Jewish people in their time of need and we know that through the power of prayer we can be blessed to have these families return to this very spot very soon alongside their loved ones.

- Rabbi Eitiel Goldwicht, Director of Aish Israel



“

We don't know exactly where Romi is or even how she is. I know that as a mother my heart is in Gaza and all we want is to do everything possible to bring her back and the only way to do that is to stay united. The world needs to know that we are together, and we will stay together, because that is what gives us strength.

- Meirav Leshem Gonen, mother of Romi. Romi was last heard from on the morning of October 7th shortly before being taken into Hamas captivity



“

In the name of each one of these families, from this holy place where morality was born, we ask the world to pick the side of morality and values. If we decide to be on the right side of history and unite in this cause, we can be confident that we will win and be blessed to see better days ahead.

- Jamie Geller, CMO, Aish





EMBRACE. EDUCATE. Empower Every Jew.

In an era marked by rising antisemitism and disconnection among Jews, especially the unaffiliated, Aish stands at the forefront of fostering unity and spreading timeless Jewish wisdom. Our approach is rooted in the urgent need to embrace every Jew, rekindling their connection to an enriching heritage that many have drifted away from. With nearly half of North America's Jewish population feeling detached, Aish's mission has never been more critical.

“ With nearly half of North America’s Jewish population feeling detached, Aish’s mission has never been more critical. ”

An eternal mandate to ensure Jewish continuity.

Our strategy is holistic, focusing on education to bridge the gap between the Jewish community and those who feel alienated from their heritage. By leveraging modern platforms and traditional settings alike, Aish aims to make Jewish wisdom accessible, engaging, and relevant across the globe. We prioritize understanding, conversation, and critical thinking, inviting Jews from all walks of life to explore their identity and the profound teachings of our ancestors.

At the core of our efforts is the commitment to embrace, educate, and empower. We see every Jew as a family member awaiting reconnection. Through education, we ignite a passion for learning, inspiring individuals to delve deeper into their heritage. Empowerment is our ultimate goal, where individuals are equipped to lead, inspire, and make meaningful contributions to their communities and beyond.

In navigating these challenging times, the unity and resilience of the Jewish people are paramount. Guided by the Almighty and supported by partners worldwide, Aish is

dedicated to ensuring the vibrancy and unity of our community for generations to come. Together, we will continue to embrace, educate, and empower every Jew, building a future where everyone feels a profound connection to their heritage and the collective destiny of the Jewish people.

“ Guided by the Almighty and supported by partners worldwide, Aish is dedicated to ensuring the vibrancy and unity of our community for generations to come. ”



SPREADING JEWISH WISDOM Around the World

Throughout our nearly fifty-year history, Aish has been driven by the firm belief that our story – the story of the power of Jewish wisdom – is one that deserves to be shared with the widest possible audiences.

That mission routinely takes us into the halls of power – in Israel and around the world – and to interactions with influencers and celebrities, many who we are blessed to host at the Dan Family Aish World Center.

We see these partnerships as critical avenues to ensure that our message is being heard, appreciated and spread.



AISH'S ANNUAL UN MOCK SEDER WITH ISRAEL'S AMBASSADOR TO THE UN GILAD ERDAN AND THE UNITED STATES AMBASSADOR TO THE UN LINDA THOMAS-GREENFIELD



ACTOR LUKE EVANS



AMBASSADOR DAVID FRIEDMAN AND DAVE RUBIN FROM THE RUBIN REPORT



NEW YORK CITY MAYOR ERIC ADAMS



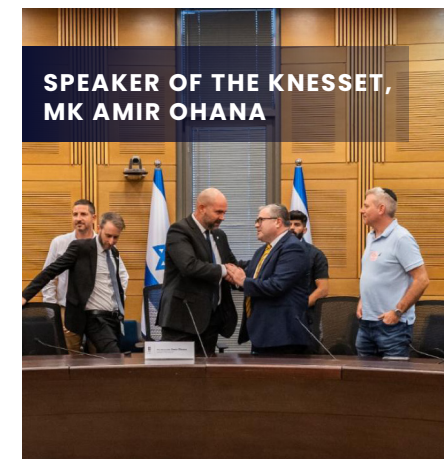
ACTRESS MAYIM BIALIK



UN DELEGATIONS THROUGHOUT THE YEAR



STRANGER THINGS ACTOR NOAH SCHNAPP



SPEAKER OF THE KNESSET, MK AMIR OHANA



US SENATOR MIKE LEE



**104
MILLION**
TOTAL FOLLOWERS FROM
INFLUENCERS THAT VISITED AISH

Over the course of the year, the Dan Family Aish World Center hosted social media influencers from across the spectrum of political and religious affiliations. Each visitor was given an educational and inspirational experience which they shared with their millions of followers all over the world.

CHANGING THE Jewish Narrative

An inside look at what drives Aish CEO Rabbi Steven Burg to stand strong in the face of adversity.

As someone who has spent much of his professional life serving the Jewish people, Aish's CEO, Rabbi Steven Burg is routinely asked what distinguishes Aish from any other Jewish organization.

His answer speaks volumes to what he says inspires all Aish's programs, initiatives and the impact that together we have succeeded in making all across the Jewish world.

“Our vision, which we work to implement across so many platforms each and every day, is to allow people to become passionate about their Judaism by being inspired by Jewish wisdom.”

We don't simply ask that people learn or experience what it is to be a Jew, but we ask that they truly think about what is important to us as Jews.



WITH ISRAELI UN AMBASSADOR GILAD ERDAN AND UKRAINIAN UN AMBASSADOR SERGIY KYSLYTSA

Rabbi Burg stands at the global forefront of Aish's activities at a time when he says the messages behind the Jewish story are being sought out by more people than ever.

“What distinguishes us is how we are a people of ethics and morality that is directly informed and guided by Jewish wisdom. People appreciate that truth, and it resonates with them in ways that make Aish a resource for every Jew in search of that meaning and appreciation for what stands out in our Jewish identities.”

In his mind, a critical function of Aish is to counter the loss of Jews to assimilation. This is a trend that he firmly believes is a product of under-education and inadequate access to the types of resources that Aish is able to provide.

In his many interactions across the Jewish world, Rabbi Burg has found that while ignorance is prevalent, he is routinely encouraged with the



IN CONVERSATION WITH TV PERSONALITY, GRETA VAN SUSTEREN

response of people who quickly understand that Jewish wisdom is that missing tool to bring even the most disenfranchised and distanced Jew back.

“We can win them over and we must win them over because we can change the world if we harness the resources of Aish. There is no doubt that our Jewish world is so much stronger when we invest in empowering every Jew to recognize that he or she must take responsibility for the Jewish people.”

“Based on our experience, and the feedback we are blessed to receive each and every day, we firmly believe that when a Jew is given the chance to appreciate how great it is to be a Jew, they will want to be a more connected and passionate Jew. It is only the lack of knowledge which allows people to be led astray.”

Ultimately Rabbi Burg deeply believes that



VISITING THE UN BEFORE AISH'S ANNUAL MOCK SEDER

the success of Aish is in largest part due to the investment and passion shared for the organization's vision by a growing community of donors.

“Whatever ideas and concepts we have that make us stand out, the influence that we succeed in having is because of the large scope of the network we have been blessed to build. Our supporters are truly our partners in this effort because they share the understanding that if we are going to succeed in changing the Jewish world through the advancement of Jewish values and wisdom, we need to be able to do that on a massive scale. We're proving every day that that's indeed possible. I know that's only due to the community of friends who not only believe in our work but are committed to making it possible.”



NEW YORK CITY MAYOR ERIC ADAMS AT AISH

SCALING UP Online Jewish Wisdom

In an era where digital connectivity has reshaped every facet of our lives, Aish’s digital media efforts have not only kept pace but have set new standards for how inspirational content can foster a deeper connection to Jewish heritage and pride across the globe.

Over the past year, Aish has been at the forefront of a digital revolution, harnessing the power of online platforms to extend the reach and impact of Jewish wisdom like never before. Aish’s early recognition of the internet’s potential has positioned us as a key voice in the digital Jewish world, especially during times of crisis.

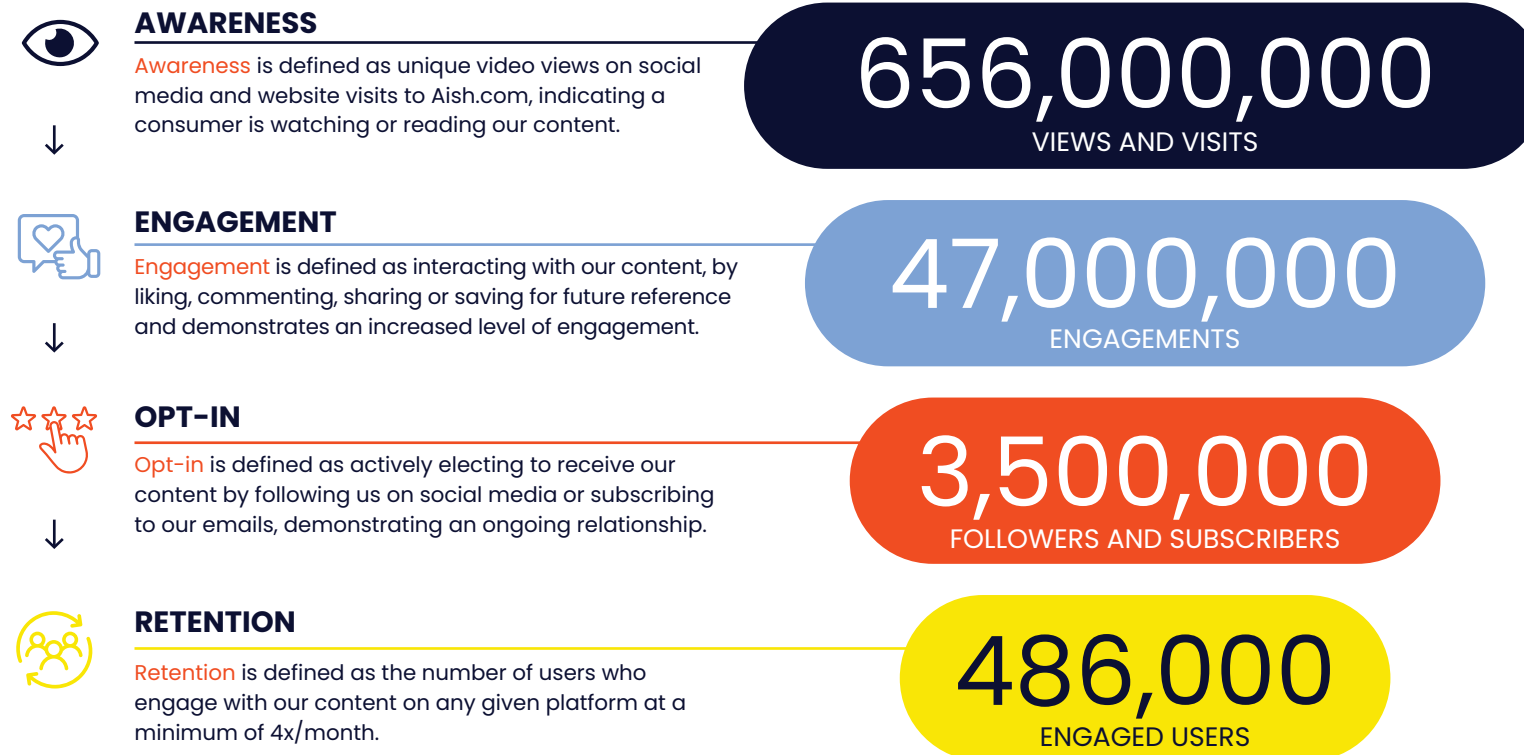
Our strategic investment in digital infrastructure has allowed us to respond swiftly and effectively to emerging challenges, including combating online hate and promoting pro-Israel messages amid global tensions. This proactive approach has demonstrated the immense power of digital media as a force for good, enabling us to spread hope, truth, and positive messaging far and wide.

With the launch of three groundbreaking YouTube series—Plates and Parables, Mastering Life with Dov Ber Cohen, and Jew Know It—Aish has tapped into the diverse interests of viewers, offering unique perspectives on Jewish teachings and their relevance to contemporary life. Each series, designed to engage different demographics, showcases the richness of Jewish wisdom in addressing life’s challenges, celebrating its joys, and understanding its complexities.

Beyond video content, Aish has initiated over ten unique lead-generation campaigns targeting various demographics and areas of content interest. These campaigns are tailored to capture the curiosity of viewers and guide them towards a deeper exploration of Jewish learning and identity. The success of these efforts is evident in the overwhelming feedback from our audience: 86 percent of Aish website visitors and social media followers have reported a heightened sense of Jewish pride and a renewed interest in Jewish education after engaging with our content.

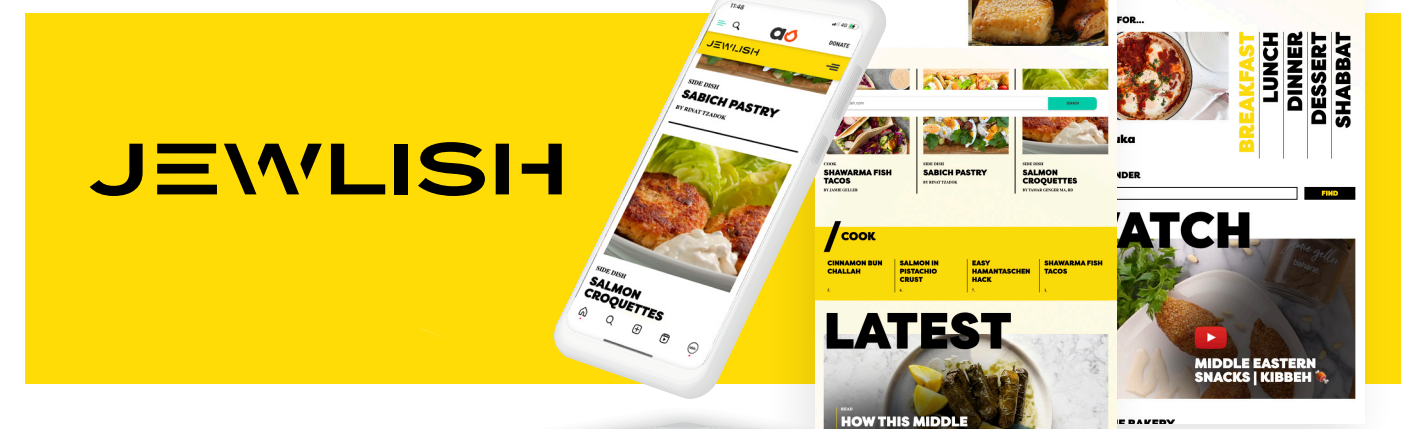
The success story of Aish’s digital media efforts underlines a crucial lesson: while the rapid dissemination of information in today’s digital age can be daunting, when leveraged with intention and creativity, it becomes a powerful tool for spreading knowledge and inspiration. As we continue to innovate and expand our digital presence, Aish is committed to transforming our vision of making Jewish wisdom accessible to all into a tangible reality. Our digital platforms are more than just channels for information; they are bridges connecting people around the world to the profound insights and enduring values of Jewish wisdom.

User Journey Funnel 2023



2023 Jewish.com Launch

Jewish.com, Aish.com’s newest content vertical bridging the gap between delicious Jewish food and timeless Jewish wisdom.



CREATING CONTENT. Setting Trends.

Over the past year, Aish has transcended from merely following trends to defining them, cementing our role as pioneers in the digital realm of Jewish wisdom. Our innovative approach has turned challenges into opportunities for education and inspiration, fostering a deeper connection between timeless wisdom and modern life.

We've broadened our digital presence, offering diverse, resonant content that bridges authentic

Jewish wisdom and contemporary experiences. Through this, Aish has become a beacon for those seeking meaningful engagement with Jewish culture and teachings.

Reflecting on our progress, it's evident that Aish has actively shaped the narrative of digital Jewish learning, ensuring that our timeless wisdom continues to enlighten and inspire in the ever-evolving digital landscape.

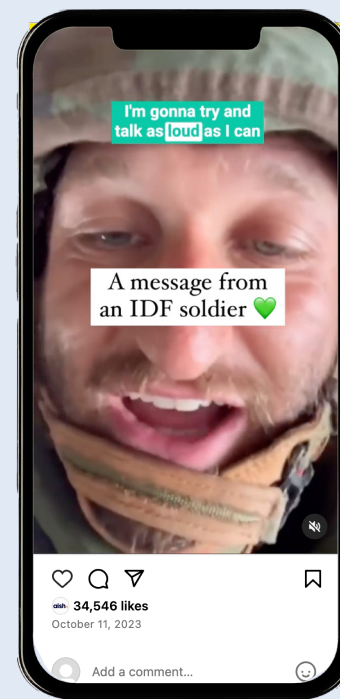
Jewish History

This year, our Jewish History series took our audience on a captivating journey through time. We highlighted key historical events and figures, bridging ancient traditions with contemporary life and showcasing the resilience and innovation of our heritage.



Jewish Calendar

Our coverage of the Jewish Calendar enriched the community's understanding and celebration of holidays and observances. Reflecting on the past year, we provided insights into the customs and spiritual meanings behind each significant date, enhancing the rhythm of Jewish life.



Post-Oct. 7th

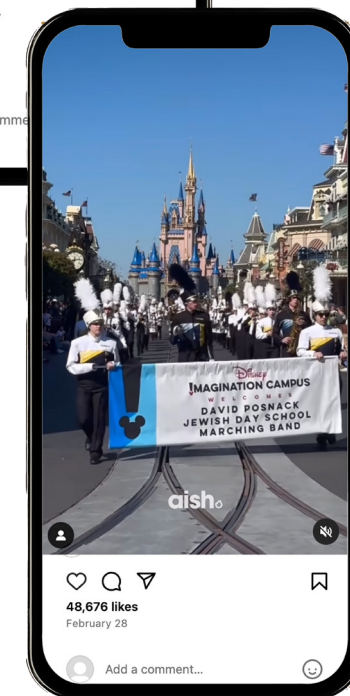
Reflecting on the events of October 7, we provided in-depth analysis and stories of resilience and solidarity. This series shed light on the historical significance and contemporary lessons, strengthening our collective identity.

Antisemitism

In response to the rising tide of antisemitism, this year, we focused on educating, confronting, and challenging hatred. Our efforts aimed to empower our community with knowledge to combat prejudice and promote justice and human dignity.

Jewish Success and Philanthropy

Throughout the year, we shared inspiring stories of Jewish success and philanthropy. Highlighting the impact of individuals and communities worldwide, we celebrated their contributions to society and commitment to tikkun olam.



Pop Culture

Our exploration of Jewish life and pop culture offered a fresh perspective on contemporary trends. We examined how Jewish values and themes are interwoven with the arts and media, contributing to a richer, more nuanced cultural dialogue.

REAL RESPONSE For Real People

In a world instantly impacted by AI and automations, Aish's LiveChat program is strengthening authentic human connections.

Made possible by people all around the world like you who share our vision for honest, relevant and meaningful communication, Aish's approach has always been to ensure that as much as we work to teach others, we will always be here to listen.

That mission is at the heart of one of our most critical media tools, Aish Chat – a resource for online dialogue that allows Jewish wisdom to be shared in ways that will educate, inform and ultimately inspire.

Chat is now available 10 hours every weekday, facilitating thousands of individual impactful conversations a month. Staffed by a dedicated

team of experienced educators, rabbis and online communications specialists, 2023 recorded enormous growth in engagement – particularly in the wake of October 7th when Jews all across the globe were in a desperate search for meaning.



I was on the website, and the little pop-up in the bottom corner said, "Hi, this is Rabbi Broker. Do you have a question?" and I thought that's pretty cool and I did have a question. I had work Friday nights but it was important to me to teach my son about Shabbat so I said I'm going to ask the Rabbi about this!

He was really welcoming, helped me brainstorm ideas and connected me with a local Jewish couple and I felt like I was with my people again! It is like this piece of my life that was missing. It was something I needed so badly and I've never worked a Shabbat since.

IMPACTING LIVES Our Subscribers Say...



As a secular Jew being able to connect and learn more about Judaism is such a blessing. I might not be secular much longer lol –

SKOOMA_ENJOYER

Thank you so much for your inspiring article. I have learnt a whole lot which draws me closer to God. Thank you.

One wonderful event happened to me and that was the discovery of aish.com because since I discovered it, **aish.com has become an integral part of my daily life. I don't pass a day without reading the articles.**

– JOYCE SHULMAN

I found the Aish site and was pleased to read messages that encouraged progressive and fair thinking. I have enjoyed what I have read, as well as the theme of inclusiveness, rather than divisiveness.

– LISA

This is an absolutely beautiful description and explanation.

– ROSE

I am not religious; I never publicly display my love for Judaism or Israel. **But something is awakening inside of me.**

I have always been proud of being a Jew! **Now, even more so!** I am not observant, but now I light candles every Shabbat!

– MARIANNA_ALWAYS

Thanks for telling me this. I can understand it now. I can even feel it now in my heart. It's a very real thing. A spiritual thing. A cultural thing. A big deal thing. A thing that makes me cry for the suffering of my people in Israel. And all over the world. Because just as I cannot seem to stop crying, neither can they. Pray for peace.

– HESRSHON

Aish is a wealth of knowledge for all Jews. THANK YOU!

Beautiful words, so comforting. I am returning to my roots as a Jew and it is overwhelming.

– ELLENA

Thank you for the reminder that as long as it's truly my best, it is good.



Aish is always thought provoking, up lifting, has depth and is truly authentic in tone.

I think this is **what I love most about Aish the variety of topics**, and really appreciate and gain so much from the variant elements.



FEATURE INTERVIEW ON FOX NEWS



SPEAKING WITH YOUNG JEWISH LEADERS ABOUT JEWISH EDUCATION



TALKING WITH FAMILIES OF THE HOSTAGES



REPRESENTING AISH AT THE MOURNERS TENT FOR THE DEE FAMILY

A VISION FOR the Future

As social media continues to infiltrate the hearts and minds of people all over the world, CMO Jamie Geller is on a mission to inspire.

For Aish’s Chief Media & Marketing Officer Jamie Geller, the organization’s mission is very clear: to make Jewish wisdom available, accessible and ultimately relevant to every Jew, with the singular focus of uplifting and inspiring people to live more thoughtful, spiritual, and impactful lives.

In speaking of what inspires her work, Jamie cites Aish’s mandate to reach every Jew no matter where they are, what language they speak or their Jewish background. As social media continues to infiltrate the hearts and minds of people all over

the world, CMO Jamie Geller is on a mission to inspire, to meet people where they are.

To achieve that mission Jamie is harnessing her decades of experience in marketing, media production and creative development while leveraging Aish’s digital infrastructure. “There is no doubt that the investment in Aish.com of our donors decades ago, in the early days of the internet revolution, ensured Aish’s position in the Jewish world as a leader in leveraging digital technology. That innovative culture is now

producing incredible dividends. Our marketing vision is to impact the very trajectory of global Jewry on a massive scale and this can only be done by harnessing the power of digital media.”

Our vision has inspired 3 websites and 30 social media accounts across 7 social media platforms – in English, Spanish and Hebrew, all united by the common goal of showcasing relatable, accessible Jewish wisdom for leading a modern, meaningful life.

Each and every day Aish’s global media team takes Jewish wisdom and repackages it into a growing array of content formats, from 15-second TikToks, to witty memes, to Instagram carousel posts, to edutaining YouTube series, to in-depth Aish.com articles.

When October 7th happened, under Jamie Geller’s command, the Aish global media team immediately established a virtual digital war room, working almost 7 days a week with content

creators and producers across 2 continents, in 3 countries, on 4 time zones.

“After the greatest Jewish massacre we have experienced on a single day since the Holocaust,” Jamie Geller posits “Jewish people of all backgrounds, from all over the world, were immediately confronted with the very same question ‘Why the Jews?’ At this vulnerable, traumatic moment in history the need to understand, the search for greater meaning, the quest for knowledge and answers was the overwhelming driver of the 200%+ lift we saw in video views and social media engagements.”

While Aish has been an innovator in the digital frontier for decades, the social infrastructure we recently built perfectly positioned Aish to serve up Jewish wisdom on a platter for the millions who are now seeking answers. Aish’s unwavering mission to embrace, educate and empower every Jew with authentic Jewish wisdom has prepared us for this critical time in history.

CREATING THRIVING Community

Aish's Global vision and ability to reach a growing community of millions of people around the world is achieved in partnership with our network of global branches.



100 CITIES



11 COUNTRIES



6 CONTINENTS

The shared mission of Aish branches is to harness the power of Jewish wisdom in ways that benefit their diverse local communities.

Aish is now in cities all over the world; from New York to Los Angeles, Toronto to Santiago, Buenos Aires to Mexico City, Melbourne to Johannesburg and London. While developing their own array of programming in line with local interests, each Aish Center is committed to the vision of reaching every Jew through Jewish wisdom wherever he or she might be ideologically.

In 2023, that mission focused heavily upon responding to the unique challenges imposed by the war in Israel and the resulting concerns from growing antisemitism. This mandated a pivot from the primary focus on traditionally education-based initiatives, to programs focused heavily on pro-Israel activism, communal unity, solidarity and fundraising efforts on behalf of Israel, and creating partnerships between the local communities and communities and army units in Israel.

One of the most poignant of those efforts was the Aish Solidarity Mission that took place early

on in the war. The mission served as the largest program in many years, bringing together Aish branches from all over the world for a specific common purpose. In addition to the tremendous benefit of visiting Israel at this critical time and providing practical and moral support, the program provided a clear reflection of the spirit of unity that defines Aish's global network.

“ One of the most poignant of those efforts was the Aish Solidarity Mission that took place early on in the war. ”

The mission further reinforced the potential to embrace a model for expanded partnership between our branches that we know will benefit us in this current time of crisis - as well in confronting global Jewish challenges that lie ahead.



THE JEWISH WISDOM Society

Aish New York's Jewish Wisdom Society is a community of high-powered New York executives that brings members together to engage in discussions on a growing range of topics related to current events, Jewish history, tradition and culture, through the lens of Jewish wisdom.

The Society highlights Aish's trademark commitment to education by introducing highly-motivated and successful people- many who have limited time in their busy schedules for more extensive Jewish education - to be exposed to the fundamental aspects of Jewish life and tradition in ways that inspire heightened interest and attachment to their Jewish identities.

The Society offers personalized study sessions with Aish's educators, tailored to fit diverse schedules and interests, both in-person and online. It also hosts events with thought-leaders like Bret Stephens and Dara Horn, discussing the role of



Jewish wisdom in professional life. Highlights include discussions on antisemitism with David L. Bernstein and a Chanukah-themed tour at the Metropolitan Museum, exploring the integration of Jewish values with broader cultural themes.

2023 saw the successful launch of the 'Celebration of Wisdom' annual gala honoring the Society's founding members Caroline and Marcelo Messer and featuring a revealing conversation between Aish's CEO Rabbi Steven Burg and Elisha Wiesel of the Wiesel Foundation for Humanity and son of Nobel Laureate Elie Wiesel.

FUTURE LEADERS

Creating Impact Today

In a world where the focus is on “me,” our students are receiving a revolutionary approach.



If there was ever a time when the Aish philosophy towards Jewish education was realized in a truly powerful and practical way, it was this past year.

Throughout Aish’s history, we have espoused the firm belief that the ultimate beauty behind our ancient Jewish traditions and teachings is revealed when we apply them in making a better world today. While tragically so many of the lessons learned over the past year were born out of pain and loss, the ability of Aish students to transform what they were learning into practical and proactive avenues of change was truly remarkable.

In the 2022-2023 academic year 62,437 people around the world were able to proudly describe themselves as members of Aish’s educational programs in Jerusalem. This included 858 students enrolled in our formal educational settings in our Jerusalem based Yeshiva and Seminary, while 61,579 benefited from the wide range of online and external learning programs and seminars.

The rapid growth can be best seen through an 84 percent increase in the number of enrolled students - from 467 in 2021 to the 858 in the 2022-2023 academic year.

Rabbi Yitzchak Berkovits, Aish’s Rosh Yeshiva believes that the growing popularity of the Aish approach is linked to our legacy of teaching that Torah is ultimately relevant to each of our lives today. “We want every Jew to recognize that we are the people whose wisdom is both Divine and ultimately timeless. What we hope to achieve, and indeed what we are seeing accomplished each and every moment of study at Aish, is that we are coming closer and closer to the day where every Jew is able to appreciate that the true source of wisdom is Torah.”

The events of October 7th pushed that message of relevance to a dramatic new level. In the wake of that horrific day, we internalized that the lessons of ancient Jewish wisdom were now able to be applied by our students through a wide range of programs and initiatives to support and spiritually defend the people of Israel.

Through days of Torah study in partnership with other yeshivot, to the more than 350 duffel bags of supplies our students helped transport to Israel, the deeply emotional and impactful Erber Family Sefer Torah Dedication to an army base, among many other initiatives, our students were exposed to a tragic, yet ultimately life-changing message.



62,437

Students in full-time and seasonal education programs

- Foundations
- Beis Medrash
- Semicha
- efg@aish Men
- Summer Leadership Kollel
- J-Internships Men
- NCSY Alumni
- Aish-JSS/YU Trip
- Destinaishons
- Aish Sephardi Programs
- Spanish
- Aish Aspire
- efg@aish Women
- J-Internships Women
- Taste of Yeshiva
- Taste of Seminary
- Online Learners
- Discovery
- Essentials
- External Groups

“Out of the tragedy of the current war our students were able to learn that there could be no better lesson for selflessness than when a student is able to actually get involved in real chessed,” Rabbi Rosman explains. “At the end of the day, every student was able to feel like they were part of this experience. And in that moment, they were able to realize that what they were learning in the classroom had meaning in ways they might have never appreciated were it not for these events.”

Aish has always been about the Jewish people. And in these moments of pain we know our students will always be able to remember that when the Jewish people needed them, they were there to stand up and do what was needed. As educators nothing could make us prouder and indeed more hopeful for our Jewish future.”



Sharon Alfandary: TAKING A BREAK FROM LAW SCHOOL TO FIND PURPOSE



“During my winter break from law school, I sought an experience that would infuse my life with meaning and purpose. Through a recommendation from my community, this quest led me to Aish because of its transformative programs. Within a week, I was immersed in a unique blend of Torah classes and volunteering, a harmonious balance that had eluded me amidst my rigorous academic schedule.”

This journey has been more than a mere pause from the demands of law; it has been a profound engagement with my spirituality and a newfound way to intertwine it with my legal studies. The analytical skills honed in law school found a

parallel in the study of Torah, revealing an unexpected synergy between law and spirituality. This has not only enriched my understanding but also strengthened my resolve to advocate for the Jewish community upon my return.

As I prepare to go back, I carry with me not just the memories and knowledge gained but a deeper sense of purpose. This break has transformed how I view both my career and my spiritual journey, promising to influence my approach to life and community advocacy. I’m excited to share this experience, hoping to inspire others to find their own meaningful paths.”

Suing Harvard: THE FIGHT AGAINST ANTISEMITISM ON CAMPUS



Alumnus Shabbos Kestenbaum, with five fellow classmates, has taken a bold step by filing a lawsuit against Harvard University, addressing the pressing issue of antisemitism within its academic community.

The lawsuit points to instances where Jewish students faced discrimination, including encounters with biased professors and antisemitic symbols on campus. It underscores the need for institutions like Harvard to enforce policies that protect all students from bigotry. The case involving Professor Marshall Ganz, accused of

discriminating against Jewish Israeli students, highlights the urgency of the plaintiffs’ call for action.

By challenging Harvard, Kestenbaum and his peers exemplify the principles of leadership by seeking to ensure a safe and welcoming academic space for everyone. Their efforts resonate with the broader aim of promoting equality and challenging discrimination, showcasing the impact of determined individuals in the fight against antisemitism.

DANIEL & BARI ERBER: Catalyzing a New Era of Jewish Leadership



For five decades, Aish has been at the vanguard of the Jewish world, delivering transformative experiences to Jews from diverse backgrounds. In this tradition of innovation, the Aish Gesher program, a beacon for “inreach” and educational excellence, celebrates its twelfth anniversary by embracing a new chapter with Daniel and Bari Erber. This partnership heralds the program’s rebranding as Aish Erber Family Gesher (efg@aish), marking a significant leap in its mission to deepen Jewish engagement, Torah learning, and leadership.

The rebranding to “Aish Erber Family Gesher” signifies more than a name change; it represents a renewed commitment to producing passionate leaders dedicated to strengthening the Jewish community. Rabbi Dovid Rosman, Aish Yeshiva Director, sees this partnership as a milestone in Jewish education, empowering students with the inspiration, knowledge, and tools needed for positive community contribution.

The Aish Erber Family Gesher program stands as a pinnacle of educational achievement, drawing students from across the spectrum of Jewish and secular backgrounds. It has now expanded to include a parallel women’s program, further broadening its impact. This initiative reflects the Erber family’s profound commitment to fostering a generation imbued with a deep appreciation for Jewish wisdom, a strong connection to Israel, and an active engagement in community leadership.

Daniel and Bari Erber’s commitment is a testament to their vision for the future of Jewish leadership. As Aish CEO Rabbi Steven Burg articulated, “We are taught that a Jew needs three types of relationships: with oneself, with friends, and with God. At Aish, we have a fourth relationship which requires special nurturing. That of leadership and responsibility towards the entire Jewish community. This fourth pillar is something that the Erber family has constantly been advocating.”

UNITING ISRAEL Through Jewish Wisdom

Aish Israel has become a beacon of unity and inspiration, demonstrating the timeless relevance of Jewish wisdom in fostering a cohesive society amidst Israel's diverse and dynamic landscape.

Israel, known for its vibrant democracy and spirited discourse, has often grappled with internal divisions. Yet, Aish Israel has emerged as a unifying force, advocating for the centrality of Jewish wisdom not just in times of crisis but as a foundational pillar in every aspect of Israeli life, from the tech sector to home life.

“ We’ve moved from fearing division to recognizing our inherent strength and unity. Aish’s role is to bolster this unity, infusing pride and inspiration through the rich tapestry of Jewish teachings. ”

Rabbi Eitiel Goldwicht, Director of Aish Israel, observed a seismic shift in the collective Israeli

consciousness. “We’ve moved from fearing division to recognizing our inherent strength and unity. Aish’s role is to bolster this unity, infusing pride and inspiration through the rich tapestry of Jewish teachings.”

Aish Israel’s approach, dubbed “the grass-top approach,” leverages marketing, networking, and branding strategies to forge influential partnerships across industry and culture. This initiative underscores the importance of Jewish wisdom as a key driver of success, both professionally and personally, among Israel’s leaders.

In the wake of this strategic pivot, Aish Israel’s flagship initiatives are aimed at enriching the lives of Israelis across the spectrum harnessing the entrepreneurial spirit inherent in the Israeli psyche for philanthropic and educational purposes.

This transformation of Aish Israel into a catalyst for integrating Jewish wisdom into daily life marks a new chapter in the organization’s history. It reflects a commitment to not only address immediate needs but to foster a long-term appreciation for the depth and breadth of Jewish teachings and their application in modern society.

As Aish Israel continues to inspire and unite, its efforts are a testament to the enduring power of Jewish wisdom to guide, enrich, and elevate every facet of life, ensuring the nation’s resilience and prosperity for generations to come.





INCUBATING Future Start Up Leaders

In an era where the quest for success is often devoid of deeper meaning, the Triumph Leadership Initiative (TLI) has emerged as a groundbreaking program, merging Jewish wisdom with leadership and entrepreneurial skills. This year, TLI has notably expanded its reach, serving as a testament to the thirst for a blend of professional growth and spiritual enrichment. Our program has successfully attracted nearly 500 young professionals from across diverse industries in Israel, fostering a unique community of forward-thinking leaders who are not just excelling in their careers but also redefining the essence of success through the lens of Jewish values.

TLI's innovative approach has been instrumental in creating a dynamic space where secular and

religious dialogues converge, leading to profound personal and professional transformations. Participants have lauded the program for its ability to connect ancient Jewish teachings with contemporary challenges, thereby nurturing a new generation of leaders who are competent, compassionate, and committed to making a significant impact in the world. Through workshops, networking events, and immersive experiences, including a transformative week in New York, TLI has facilitated a journey of discovery, enabling participants to explore their identities, enhance their leadership capabilities, and integrate timeless Jewish principles into their daily lives and decision-making processes.

NURTURING Community & Connection

Mothers with Meaning has carved out a vital space for Israeli women and mothers, addressing the profound need for community, connection, and the sharing of values in today's fast-paced world. This grassroots initiative powered by Aish Israel in over 15 Israeli communities, has been a beacon of support and growth for countless women, empowering them to navigate the challenges of motherhood with resilience, grace, and a deep sense of purpose rooted in Jewish wisdom. The program underscores the ancient, yet ever-relevant concept that the strength of Jewish mothers lies in their ability to cultivate a nurturing environment not just for their families but within a supportive community that values dialogue, education, and collective action.

Our gatherings and activities have been pivotal in fostering meaningful conversations around Jewish values, thereby influencing families and communities in a ripple effect of positivity and shared purpose. Through engaging with Mothers with Meaning, participants have reported significant personal growth, enhanced family dynamics, and a renewed commitment to applying Jewish principles in their daily lives. This program has not only provided a lifeline for many women, often feeling isolated in their roles, but has also rekindled their connection to their heritage, empowering them to pass on a legacy of wisdom, compassion, and community involvement to future generations.





JEWISH WISDOM With No Walls

Rabbi Eitiel Goldwicht, the Founder and Director of Aish Israel, believes that every Jew, regardless of where he or she might find themselves in the world or in terms of their spiritual development is looking to be inspired. It is that understanding that has motivated his approach to Jewish education that now reaches thousands of Israelis every week through a growing array of programs.

“Every single Jew is looking for the same thing,” he says. “It doesn’t matter whether you describe yourself as right, left, religious, secular, Israeli, American, British or whatever passport you might hold, is looking for that very same thing.”

Rabbi Goldwicht, as someone whose entire

upbringing and personal, family and professional development has been centered around the power of Jewish education, strongly believes that Aish’s influence is based on our ability to think and act in ways that respond to that growing thirst for meaning. “The Torah gets sharpened and developed in the Beis Midrash, but we are limiting its power if study is confined to any physical place or educational platform. We firmly believe that Jewish wisdom should be embraced without any walls because that is what will allow it to reach the entire Jewish people, and eventually to the entire Jewish world.”

Under Rabbi Goldwicht’s leadership, Aish Israel has taken that basic vision and implemented it in



ways that help Aish’s underlying message reach a growing array of new audiences and communities. He believes strongly in what he calls a “grass-tops approach” whereby specific social influencers in the realms of commerce, industry, finance, and culture deserve to be targeted with these messages which will then filter down into other aspects of society.

“There is no denying that financially and social successful people are uniquely positioned to take our messages and help spread them and we need to embrace every possible tool to reach as many people as possible,” he says. “But even more than the power of their networks is the power in the message that if highly successful people see

and speak about the power of Jewish wisdom, the masses will come to even more quickly appreciate that these are the tools and ideas that will help them chart a similar path to success.”

While he admits that embracing the current tools of marketing and messaging that are at the heart of Aish’s influence allows the organization to successfully impact people, the philosophy that he takes pride in teaching through these current tools is based on ancient values. “The philosophy is the very same one that has guided us for thousands of years which is Hashem’s Torah, but our approach is to show people that it is as relevant and impactful today as it was all those many years ago.”

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Because of You.

The Numbers



\$13,490,837
generous donations



181
pillar society members



5,716
new donors



ALL 50 STATES



15,319
total donors



42
countries represented



3,719
donors gave multiple times



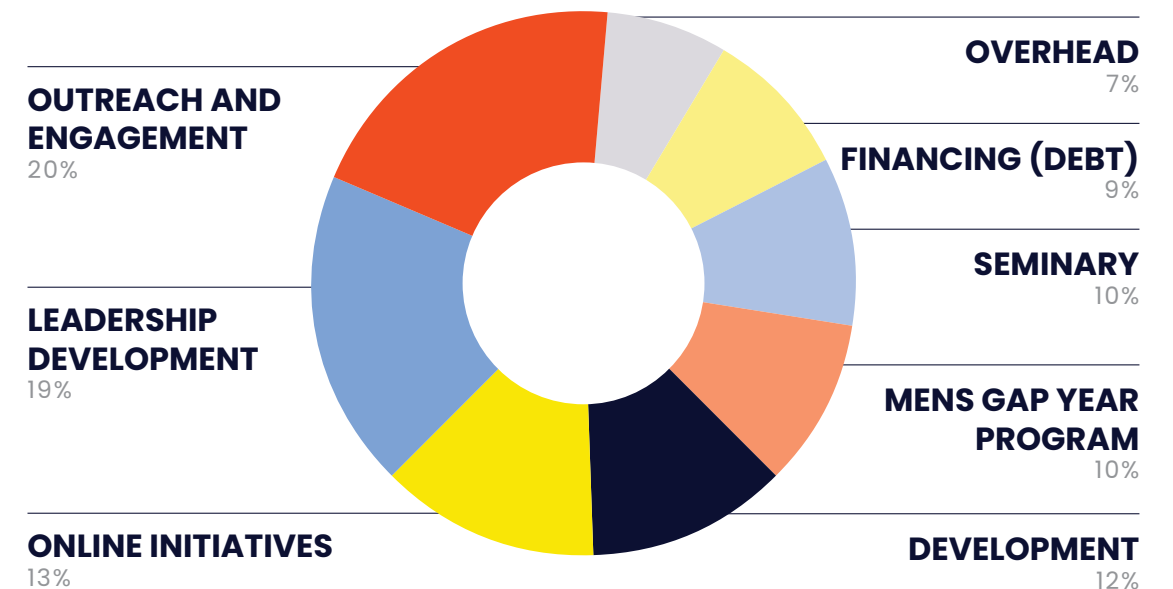
23 GIFTS
of over
\$100,000

OUR GLOBAL REACH REQUIRES AN OPERATIONAL BUDGET POWERING PROGRAMS THAT PROMOTE JEWISH INSPIRATION, MEANING AND CONTINUITY.

Income



Expenses





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