

# 2024 ANNUAL REPORT

# 50 Years of Inspiring



WISDOM. LOVE. RESPONSIBILITY.

**aish** 



# Bringing the Light of Jewish Wisdom to a Darkened World

*All made possible because of you.*





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# Message From the CEO



**Rabbi Steven Burg**

CEO, Aish

**Dear Aish Partners,**

This is not just a report—it's a testament to the incredible impact you have made. Every story of transformation, every milestone reached, every young Jew who now walks with pride in their heritage—it all starts with you. Your unwavering support, your belief in our mission, and your dedication to the Jewish future make everything in these pages possible.

This past year has been one of unprecedented challenges, but also of incredible resilience and hope. In the aftermath of October 7th, we witnessed something remarkable: Jews from all walks of life—many who had felt disconnected—stepping forward, searching for meaning and belonging. And because of you, Aish was there to meet them. With your support, we provided the guidance, education, and inspiration they were seeking.

We've seen young Jews put down their phones and pick up the mantle of leadership—whether on the frontlines in the IDF, on social media, or on college campuses. In response to this powerful movement, we launched Aish Ha'am, a platform to cultivate and empower the Jewish leaders of tomorrow.

For 50 years, Aish has remained laser-focused on one mission: inspiring Jews to understand and embrace their heritage, deepen their connection to the Almighty, and lead with confidence. Now more than ever, that mission is critical. The Jewish world is at a crossroads, and it is our responsibility—yours and mine—to ensure that the next generation stands strong, proud, and informed.

As we look ahead, we do so with determination and hope. We are evolving to meet the needs of today's Jews while staying true to our core mission. And with you by our side, I have no doubt that together, we will continue to illuminate the Jewish future for generations to come.

**Thank you for being our partner in this sacred work.**



# Message From the Rosh Yeshiva



## Rabbi Yitzchak Berkovits

Rosh Yeshiva, Aish

### Dear Aish Partners,

It was just 50 years ago, on Rosh Hashanah that I got to see Aish, and Rabbi Noach Weinberg for the first time. It was my first Rosh Hashanah in the Mir Yeshiva. Rav Noach came with his first group, just a handful of students. He had just founded Aish, and they did not have their own Rosh Hashanah tefillah, and they came to the Mir. The group was not large, but Rav Noach was dreaming of reaching the entirety of the Jewish people.

Rav Noach was always talking about getting his 10 men who would do the job. He claimed that he never got his 10 men.

But we are reaching so many more people than ever before. Obviously, technology has made a lot of this possible. Current events definitely have awakened more Jews than ever before, and they do want to identify as Jewish. It's a dream. But it is no longer something that we would label science fiction, it is something that is doable.

We've got the attention of millions and we definitely want to advance Jewish education.

If we make enough of a mark on the map of Jews, the map of Jewry all over the world, eventually, every Jew is going to be aware of the fact that being Jewish means studying

Jewish wisdom. It is no longer far-fetched. We're getting there. With the dedicated, talented, and very hard-working staff, lots of creativity, the support of our partners, we're well on our way.

Now that we have the attention of so many Jews, our next step is to provide an education that will take people as far as they are willing to go. An education that will make it clear to them that Jewish wisdom is relevant in their everyday lives. We aim to make it clear that this world does have a Creator and that there is absolute right and wrong, all the way to offering people everything they need to know about Judaism.

This is a major undertaking. We have the people in place, we have the Beit Midrash staff, we have the online staff, it's going to involve everybody. We are embarking on this, and I am looking forward to seeing what that is going to look like, together with all of you.

Rav Noach's dream, which began with his first handful of students, is becoming a reality and we are going to reach the whole of the Jewish people. May we be zocheh (merit) to see the coming of Moshiach.



# Message From Chairman of the Board



## Dr. Stuart Hytman

Chairman of The Board, Aish

### Dear Friends of Aish,

As I reflect on 2024, I am filled with profound emotion and unwavering hope for our future. This year has been transformative for the Jewish people, marked by unprecedented challenges that revealed the extraordinary strength and unity of our nation. In the aftermath of October 7th, we witnessed something remarkable: a people who, rather than being broken, emerged stronger and more united than ever before.

What we observed in 2024 was nothing short of extraordinary. A nation that some feared was drifting apart instead demonstrated its true character – driven, passionate, and united in purpose. Inspired by the work that we do here at Aish, we saw young Jews worldwide step forward, eager to connect with their heritage and understand their role in our people's continuing story. This awakening confirmed what Rav Noach Weinberg zt"l always knew: that every Jewish soul harbors an innate desire to connect with its Source.

At Aish, we view this moment as both a responsibility and an opportunity. Under the inspiring guidance of our Rosh Yeshiva, Rav Yitzchak Berkovits shlita, and the dynamic leadership of our CEO, Rabbi Steven Burg, we continue to advance Rav Noach's vision with unwavering determination. Be it through worldwide prayer initiatives, taking the Discovery Seminar online, building and launching Aish+ and UAA, as well as

our ambitious media and social media initiative and presence, Aish has succeeded at helping people through our values: 'Wisdom. Love. Responsibility.' Our mission has never been more clear or more crucial: We must continue to kindle the flame of Jewish wisdom in hearts across the globe and bring G-d-consciousness to the world.

Andrea and I remain deeply committed to this vital mission. We are continually amazed by Aish's ability to innovate and adapt while staying true to our foundational principles. Every day, our dedicated team works tirelessly to develop new ways to reach more Jews and deepen our impact. From our dynamic online presence, to our ground-breaking educational initiatives, to our filled yeshiva and women's seminary and educational centers, we are meeting Jews wherever they are on their journey.

The pages that follow will show how Aish has risen to meet this historic moment. But more importantly, they represent an invitation – an invitation to you to join us in this sacred work. Help us continue to ignite Jewish pride, deepen Jewish wisdom, and strengthen our eternal bond with the Almighty together. Join us. Ignite your passion for the Jewish People. Commit yourself to bringing G-d's light into this world. It has never been more important than right now. With your partnership, we will continue to illuminate the path forward for the Jewish people and all of humanity.





ANNOUNCING AISH'S

# \$250 MILLION ENDOWMENT FUND

Join us to continue making Judaism meaningful and accessible  
to Jews for the next 50 years and beyond.

## *It's simple:*

Make a gift to  
Aish in your will

Reduce taxes by making  
Aish a beneficiary on your  
401k or other retirement

Give a no longer  
needed insurance  
policy or take out

Get a free consultation with one of Forbes' top 25 Financial Security Professionals to see how you can pass more money to your heirs and the causes that mean the most to you, while paying less taxes.



Michelle and I support Aish because they are at the forefront of connecting Jews to our heritage.

We made our legacy gift to make sure that the vital work of Aish continues for generations to come. Please join us in preserving our great heritage and ensuring future generations remain connected."

**ROBERT AND MICHELLE DIENER**

Scan here to find out more about  
the endowment fund

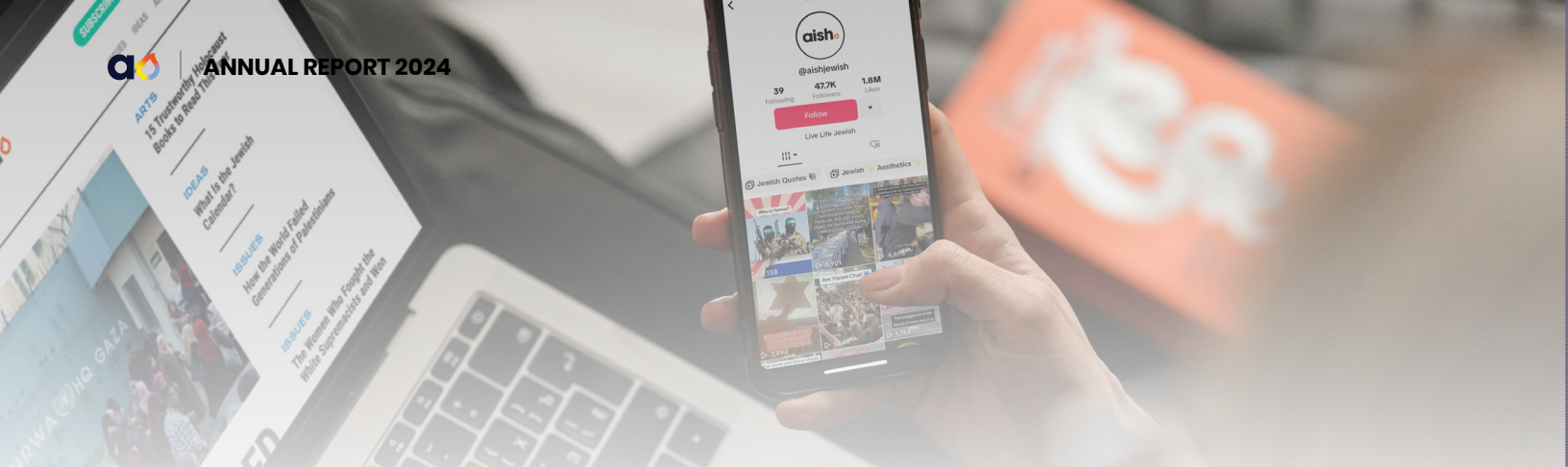


[myaishlegacy.org](https://myaishlegacy.org)

**aish** | LEGACY  
SOCIETY

For more information: [endowment@aish.com](mailto:endowment@aish.com) | 973-833-3313





# *The 2030 Vision* by the Numbers

Lifetime total of cumulative online user engagement



**60,235,909**  
Media engagements



**3,873,427**  
Social media followers



**265,683**  
Engaged user index



**721,431,176**  
Video views



**359,902,733**  
Website sessions



**719,659**  
Subscribers



# Your Word is Our Word

LET'S HEAR WHAT YOU HAVE TO SAY ABOUT HOW  
2024 WENT FOR OUR AISH FAMILY.

“Because of Aish we are blessed to have found the joy and understand the privilege of being Jewish. Our family is so much better because of it.”

AMY HOLTZ



“The wisdom I’ve learned from Aish has been transformative! It has added depth as well as tremendous joy and meaning to the three major relationships of my life: My relationship with myself, my relationship between myself and others, and my relationship with G-d. Thank you Aish!”

DEBRA BERMAN

“I come to Aish twice a year, and it fills me with chizzuk that carries me through the rest of the year. Every visit is an opportunity to learn, grow, and connect. What I love most is the openness—being able to ask questions and have meaningful conversations with rabbis who are always accessible. As someone who’s FFB (from from birth), I see the incredible enthusiasm and passion the students at Aish bring to Torah and mitzvot. But then I realized something transformative—I can choose to live with that same energy and commitment! That’s why I’ve coined a new term: I’m an FBC—from by choice. This mindset inspires how I approach my life every single day!”

SHMAYAH STIMLER

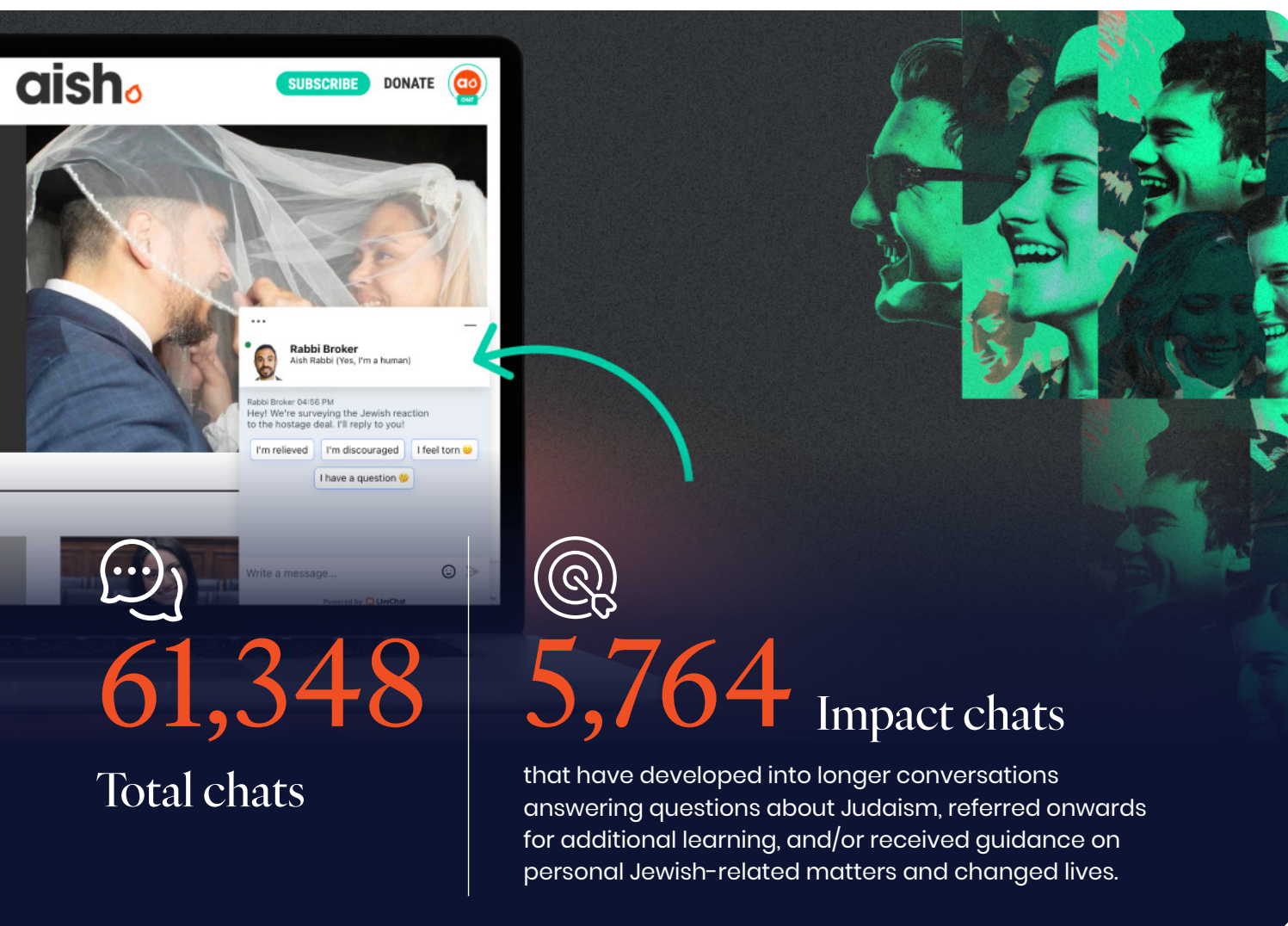




# Your Story, Your Impact

Aish's live chat is one of the many tools we use to educate, embrace, and empower our target audience. This simple program has changed thousands of lives over the past year.

We want to share with you some of the responses from those whom you have helped by aligning with us. These are your success stories.



*“Hi rabbi! It was a pleasure speaking with you! I looked into your organization’s website and I really love the mission. I’m so happy I found you! It’s great having support on this journey for both my son and me. I hope you had a wonderful 6th night of Hanukkah. How nice I got to make friends with a Rabbi in Israel this morning.”*

**WENDY, NORTH CAROLINA**

*“Thank you, Rabbi. It was an amazing moment also because I can’t afford any more paid tuition for my children, they do already have some Jewish education online, which is paid, but we needed more and we have recently found ourselves in a very tough financial situation, and unable to take out more courses or travel to more events. This is an amazing blessing onto us, which came at a hard moment in time and lifted my spirits. Thank you so very much. Toda Raba, Shabbat Shalom.”*

**IRINA, THE UK**

Aish helped arrange tutors for her kids in Judaism.

*“Where can I find peace, hope for my children to regain pride & an interest in their heritage? My dad’s family paid the ultimate price for their faith—I’m ashamed to have a daughter who believes that Israel is committing “genocide.” You have listened to me without judging or condemning. That feels rare. Thank you.”*

**HELEN, MARYLAND**

She reached out for guidance on how to react to her college aged daughter’s response to recent events.

*“I’m a secular Jew married to a Jewish agnostic, I love reading Aish stories flavored with Jewish wisdom. My knowledge of Jewish wisdom is limited and when I read the offerings from Aish I always learn something. My parents were Holocaust survivors who did not place an emphasis on Jewish education. They were immigrants and just trying to survive in their new country. I want to learn. I am quite ignorant about Judaism and am quite often impressed to learn so many kernels of wisdom in it.”*

**DON, MONTREAL**

*“I thirst for information, constantly checking news feeds and ashamed I don’t have much to offer. But I am isolated. I don’t know who to trust. And I’m ignorant about my own identity. It is a lot. So maybe it’s some sort of Gd wink that I blindly answered the CHAT-Prompt asking how 10/7 has affected me. I am interested in knowing more about my Jewishness, Israel, how I can help. I have never felt more connected to my ancestors than I am now. Imagining their fear, helplessness, isolation, etc. And the world’s reaction to the propaganda and Jew hatred. It has been utterly shocking and scary.”*

**LEE-ANN, MICHIGAN**

*“I’m homebound I can’t go anywhere and I’m not part of any community. Aish assigned me a mentor to help teach me and I am so thankful for that.”*

**LEAH, FLORIDA**

Thank you for partnering with us as we move forward in fulfilling our responsibility of bringing Jewish wisdom to every Jew in the world. This is the mission of Aish. This is our mandate.

With love as our foundation, we are spreading Judaism’s timeless wisdom to every corner of the globe.

Scan here to read more about the impact of Live Chat.



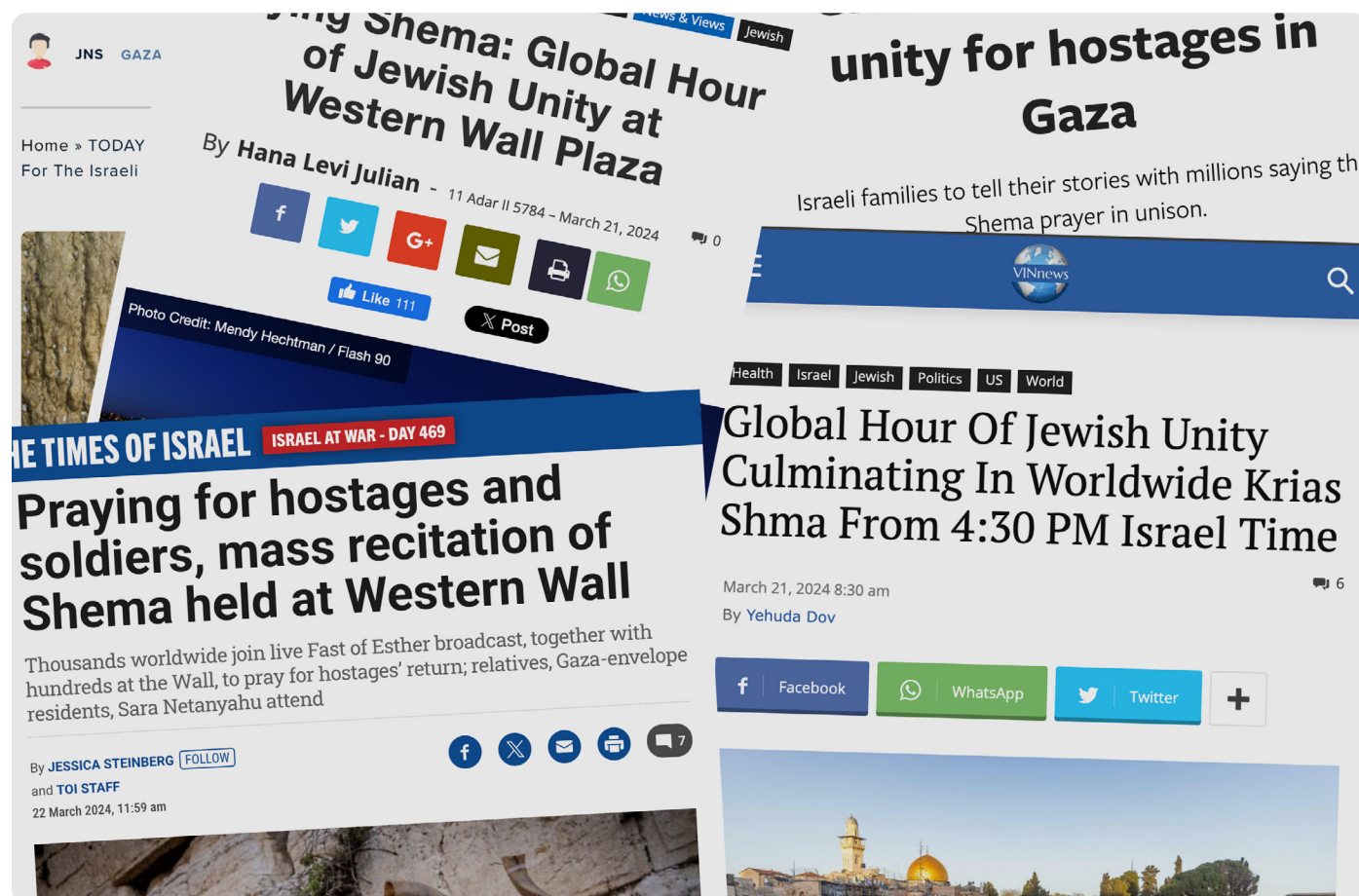
[www.jpost.com/judaism/article-806821](http://www.jpost.com/judaism/article-806821)



# Global Hour of Jewish Unity

In March we joined forces with the Hostages and Missing Families Forum. Thanks to your partnership, Jews across the world participated in a Global Hour of Unity and Prayer. We asked that people come together and pray, and that is exactly what they did in what was likely one of the largest mass prayer sessions held simultaneously around the globe in history.

From Hong Kong to Chile, from Poland to Portland, and from Montreal to Melbourne, thousands of communities, synagogues, schools, and people in their private homes, watched and participated in one of the greatest events of Jewish prayer and Jewish unity the world has ever seen, culminating in a simultaneous global recitation of Shema Yisrael prayer.





“Our strength is in our unity. We are asking the general public to stand by our side and pray for the speedy release of all the hostages on this special day.”

RABBI STEVEN BURG



BRAZIL



SOUTH KOREA



“This was the most moving ceremony I have ever witnessed... was watching from Camrose Alberta Canada. Bring them home now...”

**SANDRA, CANADA**

“All Jews of the world together... United and in love with Israel... prayers from Paris. For the hostages for the strength of our soldiers.”

**RAPHAEL, FRANCE**

“We stand with Israel. We pray that the hostages be released and We pray for the IDF protection. From Kenya!”

**ANNSTACIA, KENYA**

“It was amazing. Impressive. Great moment of united prayer. Thank you for making this live. We pray for you. Shalom from the Netherlands.”

**SANNE, THE NETHERLANDS**

“Absolutely moving G-d hear our prayers good prevails evil. Love from Vancouver Island.”

**MICHELLE, CANADA**

“Young generation in Turkey loves you. There is still 50% of Turks behind you Israel! Am Israel Chai.”

**ROY, TURKEY**

“Praying from Mississippi. Bring the hostages home. I will continue to pray for them until they are all released.”

**SUSAN, MISSISSIPPI**

“Grazie di cuore per aver potuto pregare con Am Israel, in diretta, da questo specialissimo luogo! Am Israel Chai!”

**ANGELA, GUATEMALA**

“Joining with you all in prayer for the hostages, for the murdered, for the survivors and for all of Israel and for peace.”

**SURI, ENGLAND**

“Prayed my first Shma after 40 years. Love and hope from Zurich.”

**MARCELLE, SWITZERLAND**

“Oooh Lord we ask for justice! And that they return the hostages and missing people.”

**JOSE, PERU**

“And My people will humble themselves and pray in this place, and I will hear them.”

**RACEL, RUSSIA**

“Incredible, just beautiful. G-d bless Israel. May all the hostages, their families and G-d hear our prayers and feel our hope. Amen... am yisrael chai.”

**FRANCINE, ENGLAND**

“Malaysia's government does not allow to give us a visa to travel to Israel. But we can watch and participate online. I support Israel G-d blesses Israel.”

**LIOWYEW, MALAYSIA**

“I will also join the entire Jewish people, in the Fast of Esther and in reciting 'Shema Yisrael' for the return of all the hostages, for the recovery of the wounded and for the safety of our soldiers and heroes, and for unity between the people of Israel in Israel and throughout the whole world.”

**ISAAC HERZOG**

Israeli President

“The Jewish people live and breathe their heritage. Just like Queen Esther, who was a hostage herself, and sought help by uniting all Jews for a single cause, so to we will come together and recite the Shema Yisrael prayer.”

**CHAIM YITZCHAK**

The brother of Avinatan Or, who was kidnapped by Hamas and is still being held in Gaza

“Thank you for organizing the live, thank you everyone who participated in the prayers. May Hashem hear and answer to all our prayers in good. May we see miracles in returning our hostages home safely today, and Hashem protect all IDF SOLDIERS and am Israel. AM ISRAEL CHAI with love from New York.”

**SVETLANA, NEW YORK**

“Am Israel Chai! I did my prayer at 11:30, to be in unison with all Jewish people around the world! I needed to leave class and do it! for G-d protect and always bless Israel and Jewish people all over the world! I wish genuine peace and love love Israel and my people!!! Am Israel Chai!!”

**MIRYAM, BOSTON**

“Father, G-d please answer the prayers of Your people around the world and save Israel and bring the hostages home. What an amazing blessing to watch this.”

**THORAD, JAMAICA**



HONG KONG

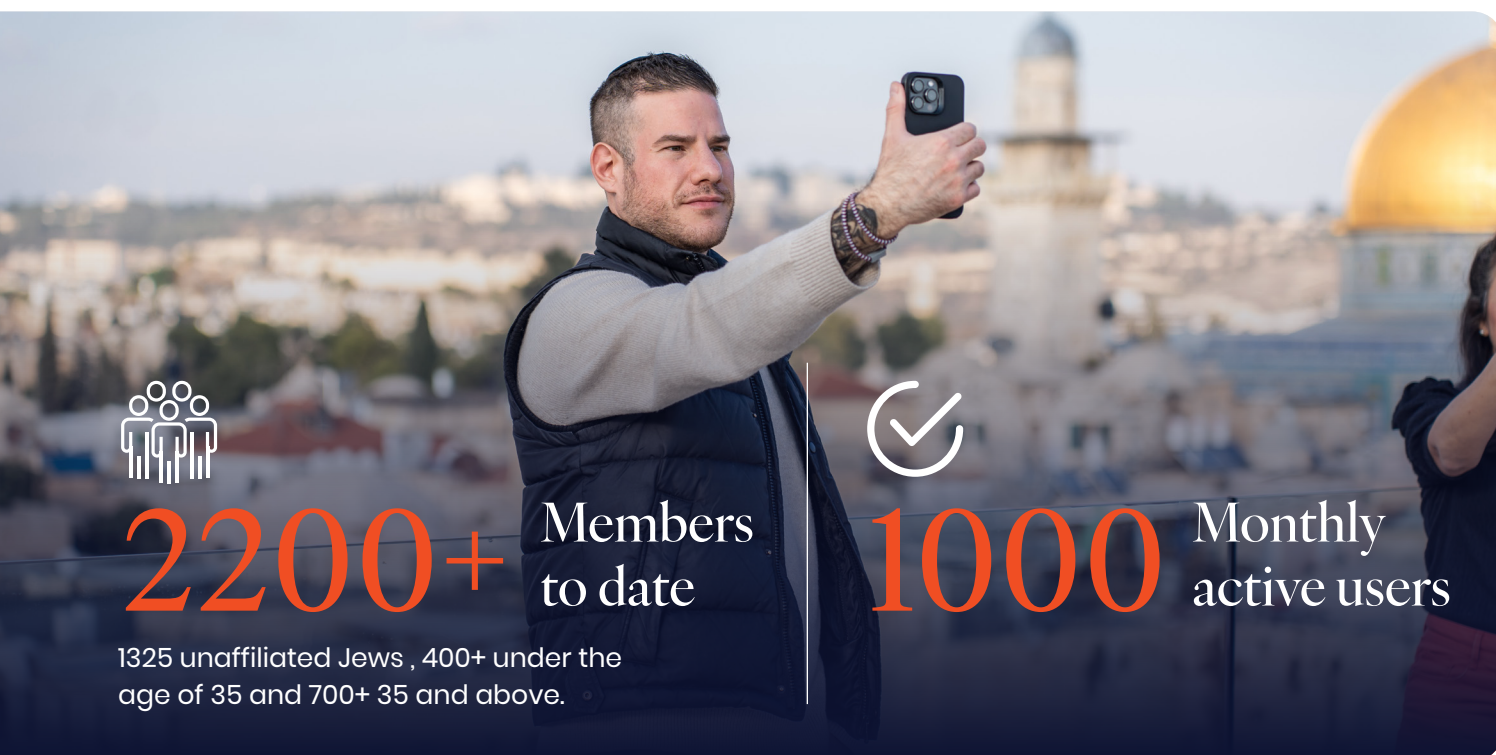



ABOVE: RWANDA, BELOW: POLAND



# Introducing Aish Plus

The Vision of Aish+ to become the premier digital space for Jews on the periphery of traditional communities, providing an inclusive, modern avenue to explore and express Jewish identity.






2200+

Members  
to date

1325 unaffiliated Jews , 400+ under the age of 35 and 700+ 35 and above.



1000

Monthly  
active users



10   
courses

2   
challenges

870   
discovery sign-ups

5   
sub-spaces for  
Jewish study

Your transformative vision launched a digital revolution in Jewish engagement. In April 2024, Aish+ emerged as more than just a platform - it became a vibrant online home where young, unaffiliated Jews rediscovered their heritage. Your investment empowered us to build this groundbreaking digital community that's already changing lives.

The numbers tell an inspiring story: In just the first 8 months more than 2,200 Jewish people have joined, and more than 1,300 of them are not affiliated with any other organizational structure of Judaism. The platform has been enjoying exponential user growth and sustained engagement across our signature programs. Young Jews are flocking to interactive sessions like "Rabbi in the Hot Seat" and live "Discovery" classes, forging meaningful connections as they explore their identity together. Your foresight made these moments of discovery and connection possible.

*"The Diamond Family Foundation directs its charitable support toward initiatives with a lasting impact. Aish excels at elevating Torah learning, cultivating wisdom, compassion, and a legacy that will inspire generations. No one engages and enlightens Jewish young adults like Aish!"*

**JAKE DIAMOND**

Because of you, thousands of young Jews who felt disconnected from their heritage now have a safe, modern space to reconnect and grow. They're not just participating - they're building lasting relationships, deepening their Jewish knowledge, and rediscovering their roots. All of which are vital for sustainable reconnection and continued Jewish expression. Your commitment to nurturing the next generation has created ripples that will impact Jewish life for years to come. Thank you for believing in this vision and making it a reality.





“I am really enjoying all these lessons. There is so much in these lessons that I never knew.”

**MAUREEN, AUSTRALIA**

“I love this. It gave me a baseline for how to interpret Jewish prayers. It definitely filled in some gaps in my knowledge.”

**MAX, NEW YORK**

“These initiatives (of Aish+) help a lot to those of us who suffer from the Diaspora. Thank you!”

**J. G, VALLADOLID FROM MIAMI**

“I would say what I learned from the Hanukkah challenge is together in community we can preserve the light in times of darkness just like the Maccabees.”

**RACHEL, NEW YORK**

“Regarding Aish Plus, I want to express my appreciation for the platform. The staff is very kind, responsive, and approachable. I find the material to be great, particularly for those who are just starting out or for individuals who want to delve deeper into a belief system they’ve already embraced.”

**DAVID, CHICAGO**

Scan here to get involved in donating to this project or others like it.



[plus.aish.com/feed](https://plus.aish.com/feed)



# United Against Antisemitism (UAA)

Cross River Bank masterminded and spearheaded this program and partnered with Aish to get it done. Together we created the new Online Community “Safe Space” to aid North American college students in Uniting Against Antisemitism.

This fledgling program launched at the end of 2024 and is already growing.

Our first online streaming event took place on the first night of Hanukkah and had over 1,000 young students from the United States and other English-speaking countries register to participate.

So what is it? UAA – is a unique online community that provides a dedicated safe space for support,

action, and community-building among Jewish students and young professionals. UAA is a private online community, ensuring a space where Jewish students can freely express themselves, discuss difficult situations, get answers to their questions, share resources and ideas, and combine to implement action items against antisemitism.

The UAA space will serve as a hub for critical discussions, incident reporting, and expert insights on Jewish thought and advocacy. Through live events, real-time Q&A sessions, and interactive tools, UAA aims to empower Jews to stand united and foster resilience in the face of ongoing challenges.

“We’re excited to partner with Aish to combat this age-old hatred called antisemitism. Aish has been the bedrock of Jewish education and values, has created the tools to fight against disinformation, bias reporting and campus agenda-driven instruction, and has led many initiatives to seek truth, honesty and integrity. Together with Aish, we are taking a stand to ensure that college students feel supported, safe, and inspired to aspire to become future leaders with courage and conviction, with untainted truth and a rejection of falsehood, with the freedom to think and act without fear of consequences, retribution or violence. The launch of United Against Antisemitism embodies our belief that lasting change begins with thinking and teaching what is right, what is true, and what we believe will bring peace and harmony amongst nations.”

GILLES GADE, CEO AND FOUNDER OF CROSS RIVER



# Jewish Wisdom Initiatives



“A crucial part of inspiring the Jewish people is inspiring Jewish leaders who are unfamiliar with Aish and its mission”

**Rabbi Saj Freiberg**



Your vision has made the Jewish Wisdom Society (JWS) a beacon of intellectual and spiritual growth in New York’s executive community. Under Rabbi Saj Freiberg’s leadership, your support enables innovative programming that connects accomplished professionals with profound Jewish insights – from exploring Hanukkah’s themes through Metropolitan Museum artifacts to engaging with modern Jewish heroes like Nova survivor Eitan Halley.

Your commitment to fostering this unique blend of high-level learning and authentic Jewish wisdom continues to attract growing numbers of executives eager to deepen their Jewish journey in this sophisticated, meaningful format. Through your generosity, JWS has become a top-tier destination for business leaders seeking intellectual stimulation through a Jewish lens.

Scan here to get involved in donating to this project or others like it.



[givebutter.com/supportaishglobal](https://givebutter.com/supportaishglobal)

# Taking Discovery Online

In the summer of 2024, you partnered with us as we began the next phase of taking Aish's most successful educational initiative and transferring it online for what would become Discovery 2.0. The online discovery course was beta-tested by over 800 people and the responses were tremendous. We learned what worked, what didn't work, and overall, we reached Jews in English-speaking countries across the globe and inspired them with an in-depth look and new perspective on ancient Jewish wisdom.

*"It was simply incredible, what an amazing presentation! More and more I'm truly blown away by the richness of the Torah and its texts."*

**STEPHANIE, MELBOURNE**

*"Thank you! The class and the entire series of classes were excellent!"*

**ALEXA, CALIFORNIA**

*"I just wanted to say how great it is to see the Discovery series again in this new online format. I heard the Discovery programme at Aish Yeshiva many years ago and have the Discovery book which was also printed a while back."*

*The information is powerful and put forward in a clear and easy to understand way which is very impactful."*

**ROB, WISCONSIN**

*"Yes, I watched live or the recordings of every class. They were fantastic! Thank you for organizing this!"*

**LUCIANO, MINNESOTA**

*"I am so grateful to you and the rest of the Aish team that pulls everything together for us to have a nice package. Thank you! The class and the entire series of classes were excellent!"*

**MARC, VANCOUVER**



# Reinvigorator/ *Mominary*

## | Seminary for Moms? Yes, it's a thing—and it's about time!

This year, thanks to you, we hosted the very first Aish Moms' Reinvigorator Trip which saw women in their 40s and up, take a week out of their packed schedules—balancing families, careers, and community responsibilities—to invest in themselves.

These are women who give everything to everyone else. But they made the brave and essential decision to invest in their own personal growth, fly to Israel and strengthen their foundation as Jewish mothers and leaders.

Special thanks to Stephanie Pomerantz and Shari Alter for the inception of the idea and to Rabbi Dovid Rosman, Michal Dubov, and the Aish Seminary Staff for implementing it. This experience reignited spirits, transformed perspectives, and reminded participants of the beauty and power of our shared Jewish heritage.

This program proves that it is never too late to learn, grow, and lead from a place of strength and inspiration.



Scan here to get involved in donating to this project or others like it.



[givebutter.com/supportaishglobal](https://givebutter.com/supportaishglobal)



“We have to commit to invest in and uplift each other, because future female leaders aren't only being molded during their post-high school gap years—they're also being shaped in their 5th decade and beyond. I'm living proof of that.”

**JAMIE GELLER**



“I am truly honored to have been part of the inaugural Aish Re-Invigorator Cohort. It was an incredibly life-changing week for all involved. We need more of this. There must be more. There will be more. More opportunities for women in their middle adulthood (40s and beyond) to reconnect with Jewish wisdom that may have taken a back seat in recent years.”

**RACHEL SPINNER**





# Building the Movement:

# *Aish Ha'am*

Your commitment to the Jewish future and Jewish democracy has never been more vital.

By supporting Aish Ha'am's candidacy in the 2025 World Zionist Congress election, you're empowering young Jews to take ownership of their heritage and shape Israel's future. Your investment enables us to engage the next generation in critical conversations about Jewish unity, Israel's security, and our collective destiny at this pivotal moment.

## What is Aish Ha'am?

Through your vision, we're mobilizing young voices to combat rising antisemitism and strengthen Jewish identity on a global scale. The World Zionist Congress serves as a crucial platform where these voices can influence policy, resource allocation, and strategic priorities for the Jewish people. Your support ensures that fresh perspectives and innovative solutions from emerging Jewish leaders will be heard where it matters most.

Because of your foresight, Aish Ha'am can now amplify the engagement of young Jews in this historic democratic process. This isn't just about casting votes - it's about fostering a new generation of informed, passionate advocates for Israel and Jewish unity. Your partnership makes it possible for us to transform this election into a powerful catalyst for youth involvement in securing our shared Jewish future.

“For millennia, each generation has been called upon to defend our nation. The so-called TikTok generation has risen to this challenge with a resilience and ingenuity that surpasses all expectations. This is why I'm proud to have these young Jews at the forefront of Aish Ha'am.

To those who doubt the capability of our young leaders, I say: Look closer. Witness their unwavering commitment, their innovative approaches to age-old challenges, and their fierce dedication to our people. These are not mere social media aficionados; they are warriors in a digital age, fighting battles on multiple fronts with skill and determination.

The Jewish establishment needs to celebrate and support the power of this next generation of Jewish leaders. They have already proven their worth in times of crisis. Now, it's our turn to lean into them, learn from them, and empower them by amplifying their voice in the established Jewish institutions as they shape the future of our people.”

**RABBI STEVEN BURG**



“I’m thrilled to join the Aish Ha’am slate because the future of the Jewish people is far too important for anyone to stand on the sidelines. Aish is at the forefront of fighting antisemitism, promoting Jewish education, and unifying our people. This is the voice that needs to be at the table at the upcoming World Zionist Congress.”

**ELLEN LIPTON**





# Why Aish is Running in the WZC Election

The Jewish people face unprecedented challenges -

**72%** of Jewish college students feel unwelcome on campus, and only

**34%** of grandparents prioritize their grandchildren being Jewish.

“A new breed of Jewish leaders has emerged, challenging traditional notions of leadership and proving their mettle in the face of unprecedented adversity.”

**RABBI STEVEN BURG**

Through your support, Aish is taking bold action by entering the 2025 World Zionist Congress election with our “Aish Ha’am” slate, representing a unified voice dedicated to tackling antisemitism, assimilation, and disunity head-on.

Your partnership enables us to bring together an extraordinary coalition of change-makers: student leaders from top universities fighting campus antisemitism, influential social media advocates, Jewish educators from across the United States, and dedicated lay leaders. This diverse group carries forward the World Zionist Congress’s historic mission, established by Theodore Herzl in 1897, to shape policies and allocate resources that impact Jewish communities worldwide.

By supporting Aish Ha’am’s candidacy, you’re empowering a movement that champions every Jew’s voice, regardless of background or beliefs. Your commitment fuels our proven strategies: training university students through Hasbara Fellowships, engaging millions through aish.com’s digital outreach, and fostering unity across the Jewish spectrum. Together, we can secure vital resources for fighting antisemitism, strengthening Jewish education, and building bridges within our community.

Scan here to learn about the movement



[www.aish.com/vote/aishcom](http://www.aish.com/vote/aishcom)

Scan here to see our slate for Aish Ha’am



[vote.aish.com/our-slate](http://vote.aish.com/our-slate)

Scan here to read the full article by Rabbi Elliot Mathias about Aish Ha’am



[aish.com/why-aish-is-running-in-the-world-zionist-congress-election/](http://aish.com/why-aish-is-running-in-the-world-zionist-congress-election/)

# *Getting Political* With Jewish Wisdom

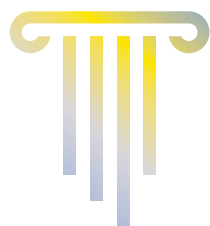
In 2024, Aish turned the corner and made the decision to build its voice in the political sphere to further our educational endeavors. Thanks to your support, Rabbi Steven Burg and Jamie Geller our CCO and Global Spokesperson met with various political representatives and officials in both the US and Israel, completed a documentary about the war, and wrote numerous opinion pieces to right wrongs, tackle injustices, and share Jewish wisdom about modern-day issues.





# 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

Cross River Bank

Bob and Michelle Diener

Carlota Durst

Daniel and Bari Erber

Sander and Tracy Gerber

Dr. Stuart and Andrea Hytman

Ivan and Suzana Kaufman

David and Debra Magerman

Andres Patricio Meta

Phil Lieberman and Lori Miller

The Mayberg Foundation



## PLATINUM PILLARS

\$100K +

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

Elliot and Robin Broidy

Daily Giving Inc.

The Hochstein Foundation

The Sammy Farkas Foundation

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David and Lori Moore

The Scherr Family Foundation

Ronald z"l and Sandra Schiff

Alex and Diana Tsigutkin

The Zalik Foundation



## FRIENDS

\$10K+

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Scott and Sally Alpert

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Yale and Dr. Annie Baron

David and Natalie Batalion

Michael and Chevy Bauman

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Lawrence and Elyse Benenson

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**GOLD PILLARS****\$50K +**

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Aba and Pamela Claman  
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Dr. Shmuel and Evelyn Katz  
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Keren Maimonides  
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Stephen Rosenberg  
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The Slone Family  
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**SILVER PILLARS****\$25K +**

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Ariel and Nicole Borzutzky  
Robert Davidsohn  
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Dr. Avishai and Elisheva Neuman  
Richard and Stephanie Pomerantz

Daniel Rabinowitz  
Daniel and Ilana Ratner  
Robert and Diane Roskind  
Isaac Rubinstein and  
Jeannette Waserstein  
Jonathan and Ifat Shelon  
Familia Shemaria  
Henry and Talia Siegel  
Daniel and Diana Sragowicz  
Aaron Weitman  
Federico and Bettina Weil  
Moises and Nancy Wengrowsky  
Kenny and Meredith Yager

**BRONZE PILLARS****\$18K +**

Anonymous (3)  
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Blair and Elizabeth Axel  
Steven and Miriam Bram  
Erik Cohen  
Uriel and Yael Cohen  
Jacob Diamond  
John and Carol Engelman  
Shimmie and Alissa Horn

Yury and Kate Izrailevsky  
Martin and Golda (O\*BM) Jacobs  
Alan and Edna Jaffa  
Avi and Becky Katz  
Uri and Judy Kaufthal  
Eric and Jill Lavitsky  
Andrew and Leah Lewis  
Marc and Hon. Ellen Lipton  
Marc Lisker

Josef Loeffler  
Azi and Rachel Mandel  
Erik and Jill Maschler  
Michael and Tova Nechamkin  
Pavel and Kimberly Oliva  
Michelle and William Saka  
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For more information on how to become a pillar,  
please contact [pillars@aish.com](mailto:pillars@aish.com)

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David Yoskowitz





# Educating For a Brighter Future

## EFG@Aish Women

Your visionary support of the EFG program has yielded remarkable results in cultivating the next generation of Jewish women leaders. Seven alumnae from our inaugural Shana Bet cohort have made aliyah and established their lives in Israel, joined by five more from our second class of twenty students. Beyond these, your investment has empowered students to make transformative life choices, including one top student choosing YU Stern over Barnard, and another answering the call to serve in the IDF.

Most significantly, your commitment has catalyzed lasting spiritual and personal growth

that extends far beyond their seminary year. Recent reunions with alumnae reveal that these young women haven't just maintained their seminary-year progress – they've built upon it, emerging as inspired leaders characterized by exemplary middos and an unwavering dedication to continued Jewish growth. Your partnership has created a legacy of accomplished, values-driven women who are actively shaping the future of our community.

Your support has enabled EFG students to become a powerful force of chesed during wartime, touching thousands of lives across







Israel. Their initiatives range from assembling 1,500 toiletry packages for soldiers and organizing massive cooking projects for military families to creating meaningful moments of joy through three complete bat mitzvah celebrations for displaced families. The scope of their impact spans from intimate support – shopping for five displaced families and providing childcare at hotels – to large-scale operations like farming in Tirosh and orchestrating morale-boosting BBQ events on women's army bases.

The EFG young women have become community builders during crisis, through their hands-on work preparing power packs and beef jerky for

soldiers, crafting bracha packages for almanos, and organizing essential supplies for expecting mothers. Each project, from their heartfelt letters to soldiers to their presence at Hostage Square bracha parties, demonstrates how your investment in their growth has multiplied into meaningful action supporting Israel's resilience. Through your partnership, these seminary students have become indispensable contributors to Israel's wartime needs, bringing comfort and practical assistance to soldiers, displaced families, and communities under stress. For next year we have over 270 applicants.



# Educating For a Brighter Future

## Aish Aspire

Thanks to your support, Aish Aspire, which began as a pioneering force in women's Jewish education, has gone on to create a unique model where spiritual growth meets practical life skills.



This year, we celebrated alumnae Allie, Danielle, Kaitlyn, and Tzvia, who've not only made Aliyah but have integrated seamlessly into Jerusalem's professional landscape – with Kaitlyn now bringing her Aspire experience to Aish's global outreach efforts as one of our newest staff members. Your investment has fostered an innovative support network that extends well beyond the program, as graduates in NYC independently organize Shabbos gatherings and learning sessions, with many returning for deeper study.

The transformative impact of your support is reflected in our exceptional Birthright engagement – where 33% of trip participants over 4 trips either extended their stays or returned for additional learning, far exceeding typical engagement rates. Winter 2024's full occupancy and strong referral-driven applications demonstrate how your partnership has positioned Aspire as the program



of choice for young women seeking authentic Jewish growth alongside career development.

During wartime, your commitment enabled our students to leverage their professional skills for critical support initiatives. From organizing large-scale cooking operations feeding 2,500 soldiers at an air force base to implementing systematic support for miluim families, these efforts showcase how Aspire's unique blend of professional capability and Jewish values creates maximally effective acts of lovingkindness. Students applied their organizational expertise to manage complex projects – from coordinating agricultural aid at Gush Katif family greenhouses to developing sustainable support systems for displaced families, demonstrating how your investment in this innovative educational model yields exponential returns for the broader community.

# Educating For a Brighter Future

## Aish Yeshiva Latina

Thanks to the partnership of the Meta family from Buenos Aires, Argentina, the Spanish yeshiva has entered an exciting new era, marked by the inauguration of the magnificent Metta Family Dormitory. This state-of-the-art 500-square-meter facility, accommodating 56 students across four floors, and the strategic location, just steps from our Beit Midrash, enhances the seamless integration of living and learning that defines the Aish experience. Every detail of the space was meticulously designed to provide an optimal environment for our students.

With your steadfast support, we continue to attract influential partnerships, exemplified by our special welcome event for Argentina's new Ambassador, Rabbi Shimon Wainish, whose two-decade collaboration has guided dozens of students to our doors. Despite wartime challenges, your commitment has enabled unprecedented growth, necessitating the expansion of our

facilities to include an additional classroom. Most significantly, we're witnessing the impact of your vision as alumni step into leadership roles across South America, with some of their own students now studying in our Beit Midrash – creating a powerful multiplier effect in Jewish communities.

The formation of our new international advisory board, bringing together dedicated lay leaders from Argentina, Mexico, Costa Rica, and Miami, showcases how your continued partnership is catalyzing broader support for our mission. This expanded leadership team, combined with your unwavering dedication to upgrading our facilities, positions us to maximize our impact on the next generation of Spanish-speaking Jewish leaders. As we look ahead to renovating our remaining dormitories, your ongoing support remains crucial in creating the modern, inspiring environment essential for nurturing tomorrow's Jewish leaders.



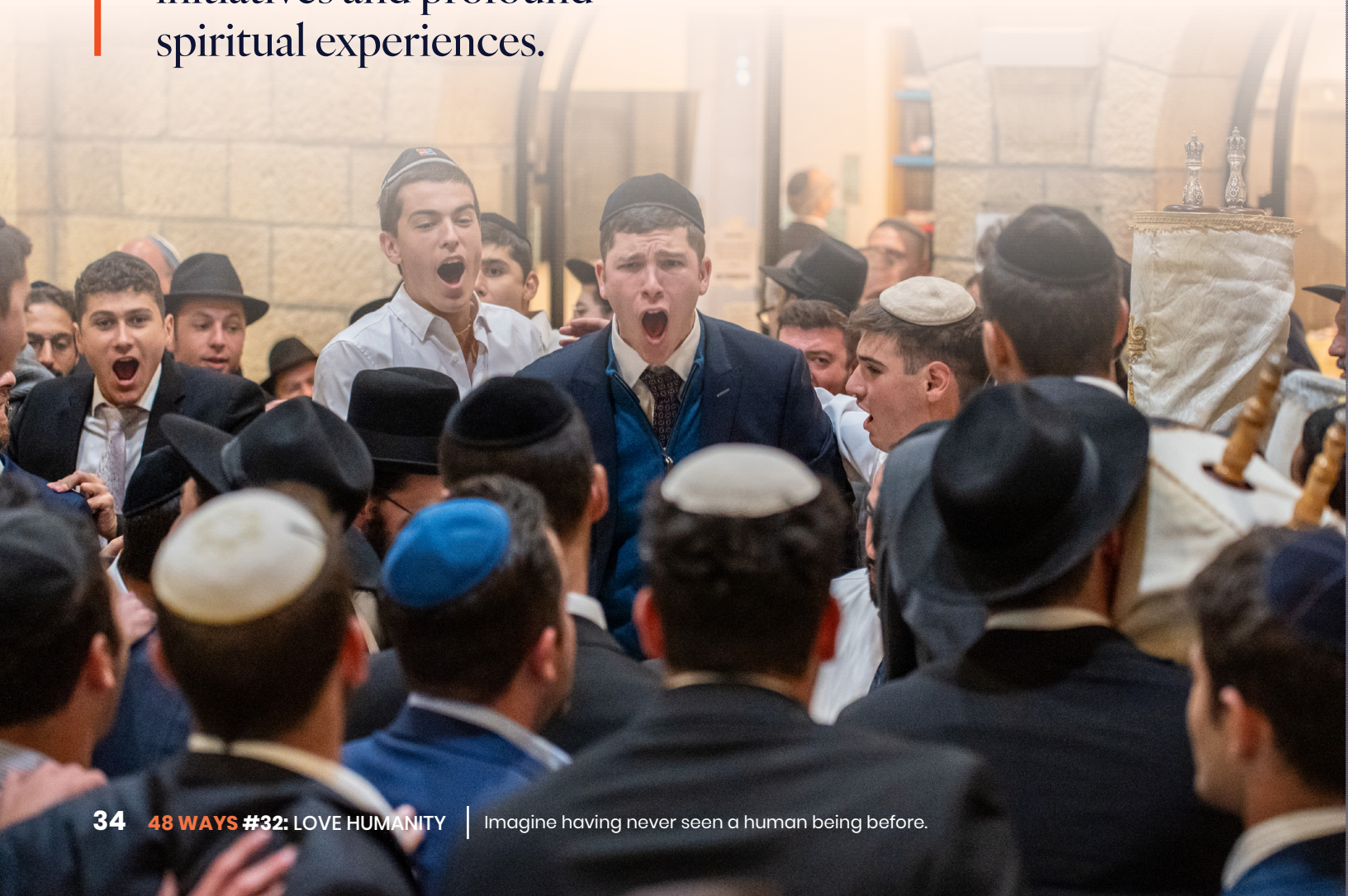


# Educating For a Brighter Future

# Aish Yeshiva & EFG@Aish Men

Thanks to your forward-thinking vision, Aish continues to cultivate the next generation of Jewish leaders through innovative educational initiatives and profound spiritual experiences.

From the transformative Shacharis Challenge to the intellectually stimulating Discovery Week, students both in the EFG@Aish program, as well as our more senior students, are developing deep connections to their heritage while building practical leadership skills. The impact of your support is evident in remarkable achievements like our alumni learning morning, which brought together over 70 graduates spanning every decade of Aish history, creating powerful connections between past and future leaders.





Your commitment to nurturing Jewish leadership has enabled us to create comprehensive growth opportunities that blend traditional learning with contemporary challenges. Students engage in thought-provoking discussions about technology's role in Jewish life, participate in hands-on leadership training through group study presentations, and take concrete action supporting Israel during wartime. The success of initiatives like our crowdfunding campaign, which raised over \$4 million with significant student participation, demonstrates how your investment creates a self-sustaining cycle of growth and giving within our community.

*“I was very taken with the sincerity and competence of the teachers with whom I studied. I have a very different outlook on G-d and my relationship with Him as a result of my learning there.”*

**MARTY JACOBS**



Most significantly, your partnership has fostered a culture where students naturally step into leadership roles and learn to take responsibility not only for their own learning, but also for helping the rest of the Jewish people connect to G-d and the Torah as well. From bringing Purim joy to hospital patients to leading solidarity missions and running BBQs for soldiers, these experiences, combined with regular interactions with visiting scholars and intense learning programs, are creating a new generation of Jewish leaders who are building and strengthening the Jewish future. Through your support, these young leaders are not just learning about Jewish wisdom – they're actively applying it to address contemporary challenges, while inspiring others to join in building a stronger Jewish nation.



*“Aish impacts the young men in the yeshiva and kollel in a way that truly inspires me. Through their studies, I've seen them metamorphize into individuals who love and have a passion for Torah study and observance.”*

**MICHAEL FARKAS**



# October 7<sup>th</sup> Documentary

“The secrets of Jewish longevity and survival are contained within the word ‘Hero’. Jewish heroes are excelling on the battlefield of life. While the world around us is scary right now, we must remember that if we stay true to our Jewish values, we will emerge victorious. Jewish love will conquer every hate. Let us focus on loving each other and the Almighty as we march onward to a glorious, inspirational existence.”

**Rabbi Steven Burg**



In the aftermath of October 7, when our people were shattered and mourning, you stepped up and helped Aish create an original documentary entitled 'October 7th: Voices of Pain, Hope, and Heroism'. The documentary tells the story of five families who were attacked, killed, or taken hostage, on that fateful morning. The interviewees, Jen Airley, Iris Haim, Major Gen. (Ret.) Noam Tibon, Alon and Sheerie Mesika, and Julie Kupershtein, share tragic yet inspiring stories of heroism, and share with the viewers how they turned the pain of tragedy into hope and strength for many others.

The documentary was a massive success at both a press screening and during Tisha B'av when the film was screened to communities around the globe to help commemorate the day and succeeded at raising \$125,000. With this continued support, under the tutelage of Jamie Geller, the film was re-edited and turned into a full-length documentary to commemorate the 1st anniversary of the attack. It was then re-released with two live screenings and panel discussions, one in New York and one in Jerusalem, and over 100 other communities held screenings of the documentary on the day itself.

“As sponsors for Aish’s feature-length documentary, “Voices of Pain, Hope, and Heroism,” we were thrilled to see this profound message reach hundreds of thousands. Through their online and digital platforms, Aish is able to touch more lives than ever before in Jewish history! Aish brings Jews back together. We love being a part of the mission of bringing people back to their birthright and understanding their mission on Earth through the teachings of the Torah and its wisdom. Partnering with Aish and helping the mission of bringing Jews back to G-d, gives us the opportunity for endless mitzvahs.”

PHIL LIEBERMAN AND LORI MILLER

## BUILDING ON SUCCESS: EXPANDING OUR DOCUMENTARY INITIATIVE

Recognizing the popularity of such a medium, the organization once again turned to you, our partners, and together, we set in motion the creation of a second full-length documentary “Frontline Warriors: The Fight Against Campus Antisemitism” telling the story of how Jewish students stood up to overwhelming hate and antisemitism on college campuses across America.

The new documentary will be released this coming March with live screenings planned all over the United States to help build interest for Aish Ha’am which for many young Jews is the next step of how to get involved and ensure that resources are allocated for building Jewish identity, education, and fighting antisemitism on campus.



**875K**  
Total views

**200+**  
worldwide  
screenings

Scan here to watch  
the new documentary



frontlinewarriorsfilm.com



## Expanding Our Reach

# Messages From Our Visitors

In 2024, Aish's media presence achieved unprecedented reach thanks to your support and partnership. We achieved 400 strategic media placements through press releases, op-eds, and in-person meetings. Your vision enabled us to launch groundbreaking initiatives like our Journalist Roundtable Dinner and Discussion series featuring Rabbi Daniel Rowe, Rabbi Steven Burg, Jamie Geller and guest thought leaders. In these events, journalists engage directly with Jewish wisdom, fostering valuable relationships that amplify our message across influential media channels.

Aish Global's social media presence has undergone a remarkable transformation, growing from minimal engagement to a vibrant community of over 15,000 followers and expanding daily. This digital renaissance, spearheaded by Raquel Benaim, culminated in our first-ever social media influencer event,

where content creators experienced authentic Jewish wisdom firsthand while undertaking a "Menorah Crawl" starting at the Dan Family Aish World Center and continuing through the Jewish quarter. This event enabled content creators to share meaningful Jewish content with their audiences. Your support has empowered Aish staff and leadership to strengthen their social media voices, expanding our reach exponentially.

Thanks to your support our strategic communications team has positioned Aish at the forefront of Jewish thought leadership in both traditional and digital media. We're building lasting partnerships that ensure Jewish wisdom reaches new audiences in authentic, engaging ways. As these relationships deepen and our digital presence grows, your partnership continues to amplify Aish's impact in sharing timeless Jewish values with a contemporary global audience.



“People need to have the courage to be disliked, that is the difference between a good life and a bad life. Aish was such an amazing place to visit and I want to thank you Rabbi for taking the time to learn with me and deal with questions and argue together which is something that people may dislike.”

**NUSEIR YASSIN – @NASDAILY  
SOCIAL MEDIA INFLUENCER**



“This was a difficult year in Israel, I hope that next year, everyone will be back home the hostages and the soldiers, and that we will be in a place where we can rebuild together as a nation and as a society. We need to invest in ourselves as an exemplary society that is based on our values, the values that started here at this place in Jerusalem and that Aish teaches.”

**AMIR AVIVI – FORMER  
IDF GENERAL HEAD OF  
BITCHONISTIM MOVEMENT**









# 50 Fun Facts

## About Aish for 50 Years

1.

In 1991, Aish made history with one of the first livestream satellite events, connecting the Western Wall in Jerusalem to the Aish LA Tribute Dinner. The event featured Rabbi Noah Weinberg, zt"l, and Rabbi Yitzchak Berkovits, shlit"a.



2.

There are scores of next-generation Yisrael Noach's named for our beloved founder, Rabbi Yisrael Noah Weinberg, zt"l.



3.

In 1997, [aish.com](http://aish.com) hit the internet—even before Google officially launched in 1998 (according to Google!).

Today [aish.com](http://aish.com) attracts

**14.7 MILLION SITE VISITS ANNUALLY,**

making it one of the most popular Jewish websites for learning and inspiration.



4.

**50** years ago, Rabbi Noah Weinberg, zt"l, started Aish HaTorah with the audacious goal of **training students to take responsibility for inspiring the Jewish people and changing the world.**

5.

Speed dating, now a cultural phenomenon, was created by Aish Rabbi Yaakov Deyo, zt"l, and a group of Aish LA students.



6.

In 1974, Rabbi Noah Weinberg taught six backpackers thirsting for Torah and Judaism in a small apartment in Jerusalem.



Today, Aish's educational programs in Jerusalem welcome

**54,000+**  
students annually.

7.

### YESHIVA AND SEMINARY STATS THIS PAST YEAR:

28

Discovery Seminars for

1,278

students

5,403

attendees in walk-in "Essentials" classes at AWC

54,280

students from

248

different groups participated in customized education and seminars at AWC

10.

Aish was featured in the iconic Rolling Stone magazine in a first-person account by Ellen Willis, a "h, noted journalist, feminist, and cultural critic and sister of Rabbi Chaim Willis, who came to Aish in 1975 from a secular upbringing. **Rabbi Willis founded the first Aish branch in 1979** and later became Executive Director of Aish South Africa in Johannesburg. The article appeared in April 1977, triggering an avalanche of responses.



11.

In response to biased media coverage during the second intifada in 2000, Aish UK's **Rabbi Shaul Rosenblatt founded Honest Reporting** to combat ideological prejudice in journalism as it impacts Israel, **which is today a huge and integral part of the internet media landscape.**



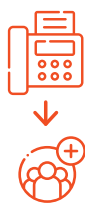
8.



**The 48 Ways cassette tape series** was revolutionary in its day. It was among the first Torah content made widely available on tape, revolutionizing Jewish education.

9.

In 1992, Rabbi Kalman Packouz zt'l launched the Shabbat Shalom Weekly, an electronic publication distributed weekly via fax and email.



What started as a **local fax to 50 people** quickly expanded to more than **300,000 subscribers worldwide**, available in English and Portuguese.

12.

Led by Aish alumna Lori Palatnik, the 'Utah 8,' a cohort of Jewish women from different walks of life, affiliations, observance, and ages, met in 2008 to create JWRP/Momentum



The organization has since inspired women to connect with their Jewish heritage, who then go on to inspire their families, communities, and ultimately, the world.



13.

## RABBI NOAH WEINBERG, ZT”L, LEFT A LAST WILL AND TESTAMENT TO ALL OF US. THIS IS WHAT IT SAYS:

### **Last Will & Testament**

*To my children, my students, and to the contributors who in any way contributed to Aish HaTorah’s cause.*

*I instruct, implore, and advise each and every one of you to spend ten minutes every night to first focus on the terrible profanation of G-d’s name in the fact that a majority of the Jewish People deny the validity of Judaism and our charge of being a light to the world.*

*Secondly, focus on the pain of our Creator and the subsequent pain of mankind, and think about what you can personally do about this problem.*

*I instruct, implore, and advise all those who are thankful for what Aish HaTorah has done for them and those who respect my judgment to do whatever they can to help Aish HaTorah fulfill its mission of bringing home to our Creator His children, wherever they may be.*

— Noah Weinberg



14.



Since the magnificent Dan Family Aish World Center in the Old City was dedicated in 2009, thousands of couples have celebrated their engagements and weddings on the Aish rooftop and Diener Family Terrace.

15.

Almost 40 years ago, Aish Discovery’s world-famous seminars challenged participants to rethink how they view the world through the prism of Torah.

Since then, there have been close to

**300,000 AISH DISCOVERY SEMINAR GRADUATES.**

The first online discovery seminar was marketed.

16.

Aish Essentials drop-in classes at AWC explore critical topics such as G-d, relationships, personal growth, Jewish history, and philosophy. Jews from all backgrounds come to be inspired

**5,403 people**

attended Essentials classes last year alone! **Drop in and check out Essentials.**



17.

**Rebbetzin Denah Weinberg**, zt"l, Rabbi Weinberg's wife and partner in Aish, hired Rabbi Yitzchak Berkovits shlita **to teach Jewish law to women with little (or no) background at the first Aish women's program.** He was so successful that Rabbi Noah brought him into the yeshiva, launching his nearly 50-year connection to Aish, where he now serves as Rosh Yeshiva.



18.

**In 1974**, Aish was the fourth organization Rabbi Noah founded with the goal of creating a movement to reach every Jew with the meaning and beauty of being Jewish. **He attributes his failures to his success!**

19.

**The Dan Family Aish World Center**, located directly across from the Western Wall, is one of the most iconic and visited Jewish educational centers in the world. **Aish welcomes over 100,000 visitors annually.**

20.

In 1979, **Aish opened its first branch outside of Israel** in a strip mall in St. Louis. Aish currently has branches in over **25 cities worldwide**, including New York, London, Los Angeles, Toronto, Mexico City, Buenos Aires, and Sydney.

21.

**Tens of thousands of young adults** have connected with their Jewish roots through transformative trips initiated by Aish.



22.

**In 2001**, Aish launched Hasbara Fellowships in New York to **bring college students to Israel** and train them to be effective pro-Israel activists on college campuses. Aish started the fellowship in conjunction with the Israel Ministry of Foreign Affairs around the time of the second intifada.

23.



The legendary actor **Kirk Douglas** had a long-standing relationship with Aish. After surviving a helicopter crash at 74, he shared in his biography *Climbing the Mountain: My Search for Meaning* that “[my] life was spared... because there was still some mission that I must fulfill.”

He dedicated the Kirk Douglas Theatre at the Dan Family Aish World Center “to ensure that when people are inspired to ask life’s most important questions, something is there to provide the answers and inspire them with the Jewish vision of tikkun olam and morality.”



24

## Launched in 2005, **PROJECT INSPIRE.**

encourages Jews to inspire one another, creating a ripple effect of connection and engagement.

25.

Aish's YouTube channel provides accessible Jewish wisdom through engaging video content.

**This month surpassed  
875K VIEWS!**

26.

Recent YouTube series on Aish's YouTube channel include:



**Jew Know It** – Jewish Explainer series in 5 minutes or less



**Mastering Life** – Personal Development series with Rabbi Dov Ber Cohen

27.



**Aish owns 40% of the Kotel frontage property**

28.

**AISH HAS BEEN SUPPORTING HOSTAGE FAMILIES THROUGH VARIOUS INITIATIVES TO SHOW THAT THE JEWISH PEOPLE ARE STANDING BEHIND THEM, INCLUDING:**

- **Global Day of Unity and Prayer** organized within days after the Hostage Families Forum reached out, seeking a spiritual event to address the situation.
- **Global Hour of Jewish Unity** occurred on the Fast of Esther, where Jews worldwide united in reciting the Shema.

29.

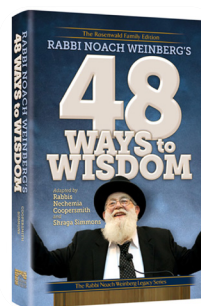
Aish's original documentary film, **October 7 Voices of Pain Hope and Heroism** is making a significant impact:

- **875K+** views
- **200+ community screenings** in nearly **60 locations** around the world, including cities in North America, South America, Europe, South Africa, and Australia
- **2 theatrical premiere events** in New York and Jerusalem.



30.

Rabbi Weinberg's teachings of the **48 Ways** was published and became a bestselling book, along with *What the angel taught you: Seven Keys to Life Fulfillment, Wisdom For Living: Rabbi Noah Weinberg on the Weekly Torah*



*Portion*, and dozens of other books by his students, offering timeless Torah principles and practical advice.

31.

Aish has a significant presence on social media platforms, engaging with millions of followers through inspiring and educational content.

**504M**  
annual video views

**3.8M**  
social followers



34.

Aish is active on 7 social media platforms:



Facebook



TikTok



YouTube



x



Instagram



LinkedIn



Pinterest

32.

Aish recently launched

### **AISH HA'AM**

a movement dedicated to:

- Fighting antisemitism
- Advancing Jewish unity
- Educating every Jew
- Defending our people

AISH HA'AM is running in the 2025 World Zionist Congress election. Learn more and keep up to date at [Aish.com/Vote](https://aish.com/Vote).

35.

The yeshiva also runs a program for Spanish speakers, called **Aish Yeshiva Latina**. It offers immersive Jewish learning experiences tailored to both language groups, fostering deep connections with Jewish heritage and values.

**aish**   
YESHIVA LATINA

33.

Aish produces content in 3 languages. **English, Spanish, and Hebrew**, making Jewish learning accessible worldwide on our social media platforms and websites:

- **[aish.com](https://aish.com)**
- **[aishlatino.com](https://aishlatino.com)**
- **[aish.co.il](https://aish.co.il)**



36.

Aish operates **2 new WhatsApp groups**:



**Israel news & antisemitism**



**Jewish food**



37.

In 2023 **Jewish.com** joined Aish's network of brands. It is a website dedicated entirely to Jewish food, with over

# 2 million

social media followers on Instagram, YouTube, Facebook, and TikTok.

38.

**Aish+** launched in April, creating a unique, safe space for like-minded Jews around the world to connect and grow without the distractions of traditional social media. It is a gated community with live-streaming classes featuring Aish Rabbis, and interactive experiential learning.

39.



Aish+ released a new video series titled: **Chosen People 101**, unpacking what it means for Jews to be the "Chosen People"—and why it matters.

40.

**Aish Live Chat**, founded in 2016, gives users direct access to Aish Rabbis so they can receive real-time answers to their Jewish questions.

Since its inception,

# 9.3 MILLION CHAT

greetings have been sent to readers,

# 165,000 READERS

have accepted or initiated chats, and

# 5,400 PEOPLE

each year have their questions answered.

41.

**Jewish offers bite-sized, fast-paced recipe videos** that make it easy to learn how to make everything from rugelach to babka.



A standout hit is Challah in a Bag, Aish's most popular Jewish video, which has garnered an impressive

# 62 MILLION VIEWS.

42.



**The Aish ProDev Conference** is an annual gathering of the leading educators and community leaders from around the world, at the Dan Family Aish World Center. In addition, ongoing education is available online with monthly meetings.

43.

**Aish Pillars** gather online for monthly events to foster a sense of community and be inspired by sought-after speakers.

These events also offer opportunities for engagement and meaningful discussions within the Aish Pillar Family.

44.

Aish recently launched the **Influencer Awards**, granted to "defenders and educators" of the Jewish people.



These awards recognize individuals who use their powerful voices to inspire others to live meaningful Jewish lives.

45.

This year, American musician David Draiman visited the Dan Family Aish World Center. Draiman is known for his viral cover of Sound of Silence, which has garnered a whopping 1 billion views on YouTube.



47.

## RABBI STEVEN BURG AND JAMIE GELLER

were invited to the White House this year, **where they conducted an exclusive interview and meeting with Ambassador Deborah Lipstadt**, the United States Special Envoy for Monitoring and Combating Antisemitism, at the State Department, following a VIP tour of the White House.

46.

**Floyd Mayweather** was honored by Aish with the **Champion for Israel Award**, a special recognition for those who advocate against hate and antisemitism and stand up for Israel.



48.

EFG@Aish women's program receives almost

## 300 applicants

**for just 51 spots**, highlighting its immense popularity and demand!

49.

**Aish Latino is making a huge impact!**

The website receives around **4 million visits annually**, and in just three years on social media, accumulating nearly **300 million video views** and grown to

## 700,000 SOCIAL FOLLOWERS

50.

**Aish's staggering impact since oct 7:**



## 340 M

video views



## 200 M

million people have interacted with us on social media



## 17 M

engagements

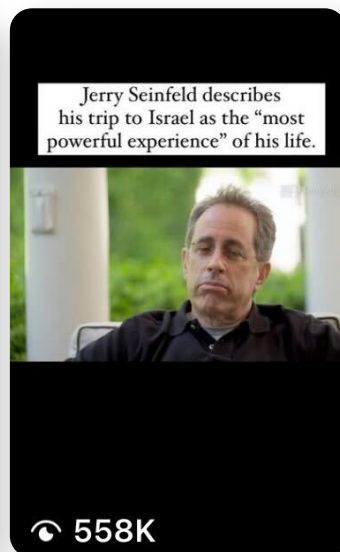
## 528,000 NEW FOLLOWERS

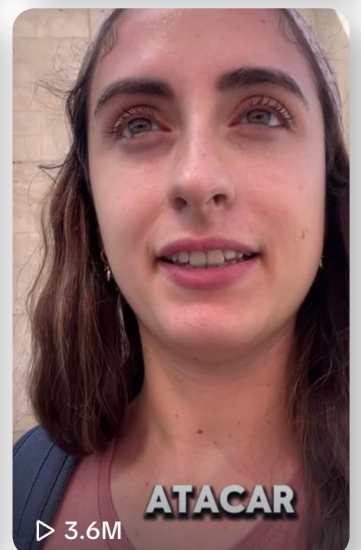
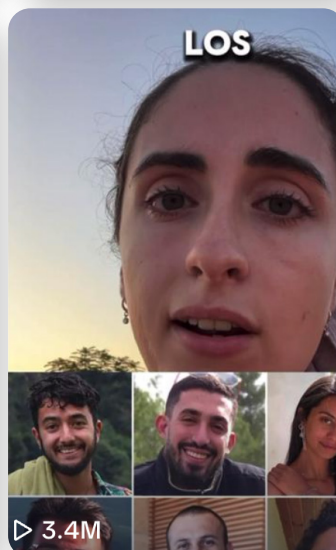
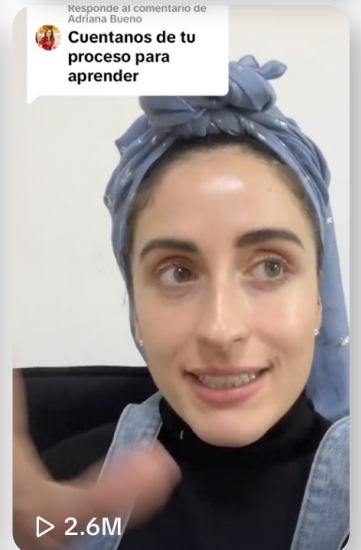
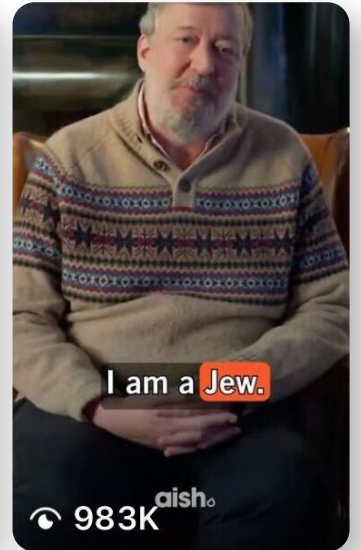
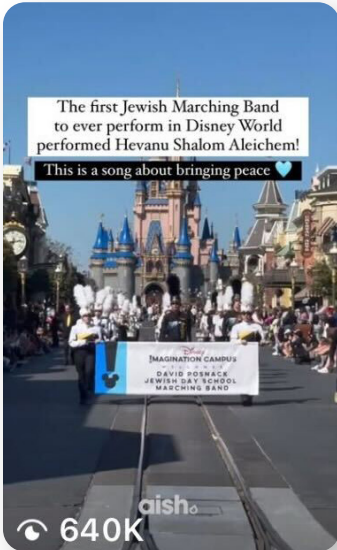


# We've Reached 3.8 Million

A few reports ago we announced that our 2030 goal was to reach 3 million Jews. Thanks to your continued support, we're there. Five years early! 3.8 million to be exact.

Our new goal is to educate our followers and get them to engage with us long-term. We're doing this in a variety of ways. One of them is to continue to provide gripping, enjoyable, and digestible educational content that will keep people coming back for more. Here is a look at some of the most popular content we've had over the past year on social media and on our website aish.com









# All Made Possible Because of You



**\$17,795,470**

generous donations received



**182**

pillar society members



**25,782**

donations



**67**

countries represented



**15,375**

donors in 2024



**26 GIFTS**

over \$100,000



**9,882**

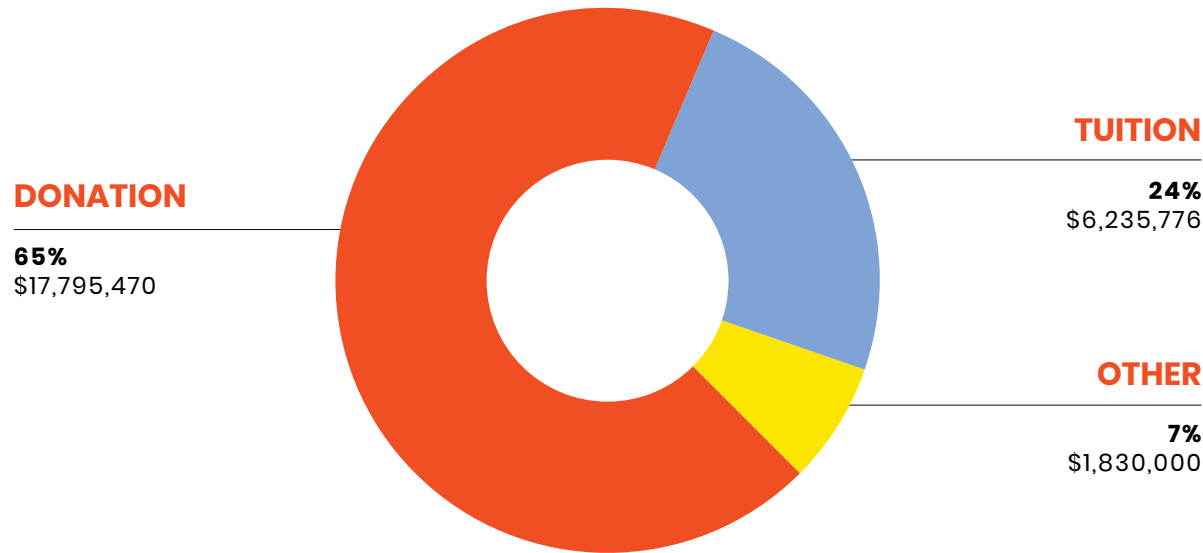
new donors in 2024



Our global reach requires an operational budget powering programs that promote Jewish inspiration, meaning and continuity.

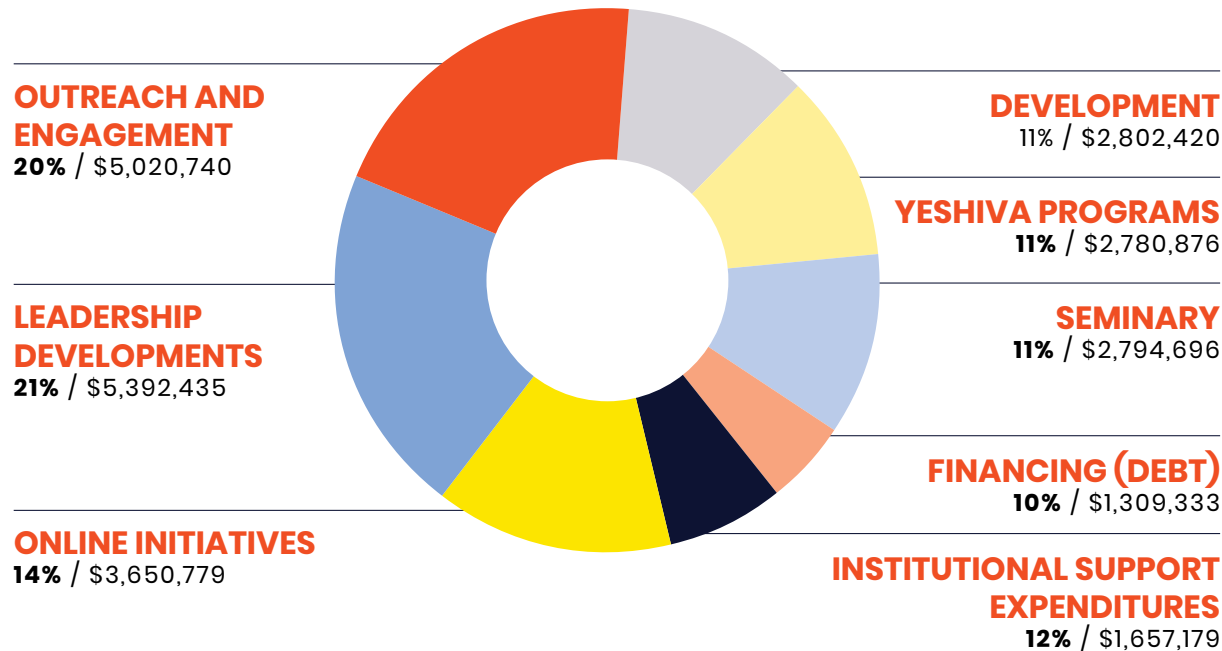
Income

Total: \$25,861,246



Expenses

Total: \$25,408,459







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