



Hillel

Engaging Students with Jewish Life, Learning and Israel

ANNUAL REPORT

2012



Hillel's Mission

Enriching the lives of Jewish students so that they may enrich the Jewish people and the world.

Hillel's Vision

We envision a world where every student is inspired to make an enduring commitment to Jewish life, learning and Israel.



Engaging Students with Jewish Life, Learning and Israel

Today, building one-on-one relationships is at the core of Hillel's strategy around the world.

Over the past several years, Hillel has worked to reorient our strategy to focus on relationship-building as our student engagement approach. This new focus has allowed Hillel staff and student leaders to dramatically increase the number of Jewish students who are involved in Jewish campus life. Hillel's appeal is now much broader than just the very committed Jewish students; many more students with varied interests are getting involved. We are encouraged by the growth, optimism and deeper engagement students are experiencing.

In fact, based on recent survey results from Penn Schoen Berland (PSB)*:

- Hillel is making a positive difference in students' lives: 60% have been impacted by Hillel and say it is a great place to connect with people and strengthen their Jewish identity.
- 74% of students are favorable toward Hillel, a 21% increase since 2005.
- 45% of students participate frequently in Hillel events, a 36% increase since 2005. A majority of students plan to participate in future Hillel events.

**A national random online survey was conducted among Jewish, American university students in February and March, 2012, using the same methodology as a 2005 PSB study.*

By teaching students relationship-building skills in a Jewish context, we set the framework for delivering the Jewish future. Read our students' stories of personal growth and leadership for a glimpse of how these young adults are engaging, experimenting and exploring Jewish life, learning and Israel, here and around the world. Our experience over the past 90 years has resulted in a personal, professional and global impact on the future of Jewish peoplehood.

Wayne L. Firestone
President and CEO

Randall R. Kaplan
Chair, International
Board of Governors

Thomas A. Blumberg
Chair, Board of
Directors



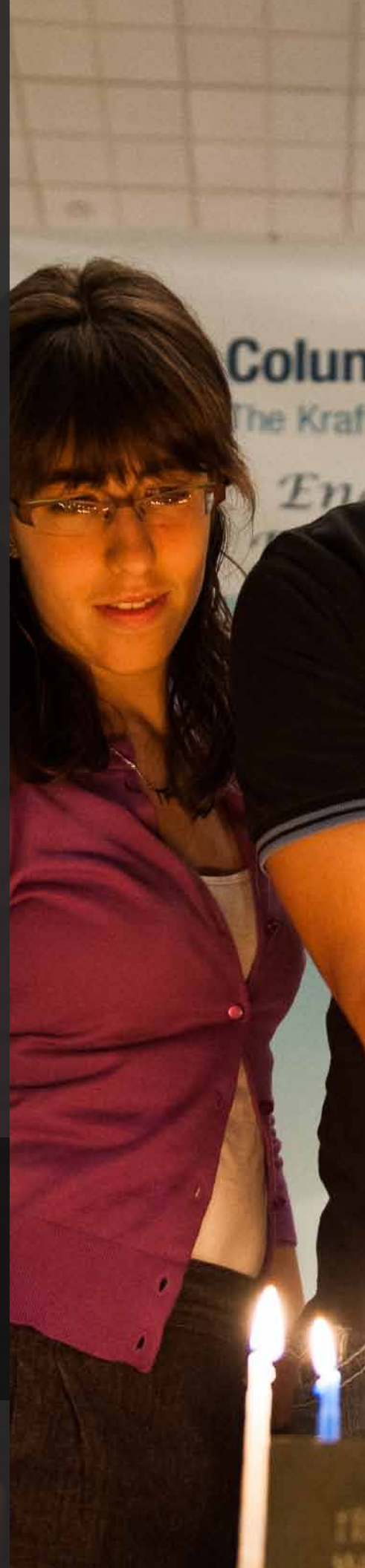
Hillel's innovative approach on campus illustrates why and how we understand the Millennial generation. Based on research, Hillel's engagement on campus has resulted in positive changes and made great strides in connecting with this generation of students.

Fostering Growth for Jewish Students

Entering college, Ryan's goal was to break away from home. Ryan attended Jewish Day School in Rockville, Maryland and was immersed in a large Jewish community. At the University of Michigan, Ryan quickly became friendly with students of all backgrounds. Despite his success in forging a life away from home, Ryan felt unfulfilled. At the urging of a close friend (and the near constant nagging of his parents), he attended a Friday night dinner at Hillel. The familiarity of this Hillel community enabled Ryan to feel a sense of comfort that had otherwise been absent in his college life, and he got involved with Hillel and became an engagement intern.

"My goal as an engagement intern is to show other Jewish students that whether they attend Hillel or not, there is a space in the Jewish campus community reserved just for them."

— Ryan Strassman, University of Michigan Hillel





Engagement, Innovation and Transformation

Peer Engagement

Core to its strategy of reaching more Jewish students with meaningful Jewish experiences, in 2008, with a grant from the Jim Joseph Foundation, Hillel placed Jewish educators with student engagement interns on ten campuses. Together, they were charged with meaningfully connecting significant numbers of students to Jewish life and learning. This successful peer engagement approach has been growing ever since, with additional campuses deploying educators and infusing students' social networks with Jewish learning and content.

HOW IT WORKS

STUDENT ENGAGEMENT INTERNS tap their personal social networks (fraternities or sororities, business majors, foodies, artists) to connect friends and friends of friends to each other, and to launch student-run Jewish initiatives. The first meeting might begin with a coffee date, and often leads to participation in Taglit-Birthright Israel, Alternative Spring Break trips, celebration of Jewish holidays, Jewish learning and more.

JEWISH EDUCATORS build relationships with students who may be unconnected to Jewish life on campus, and help students explore big life questions through a Jewish lens. Hillel's educators mentor and teach students through the interns' social networks and their own engagement efforts.

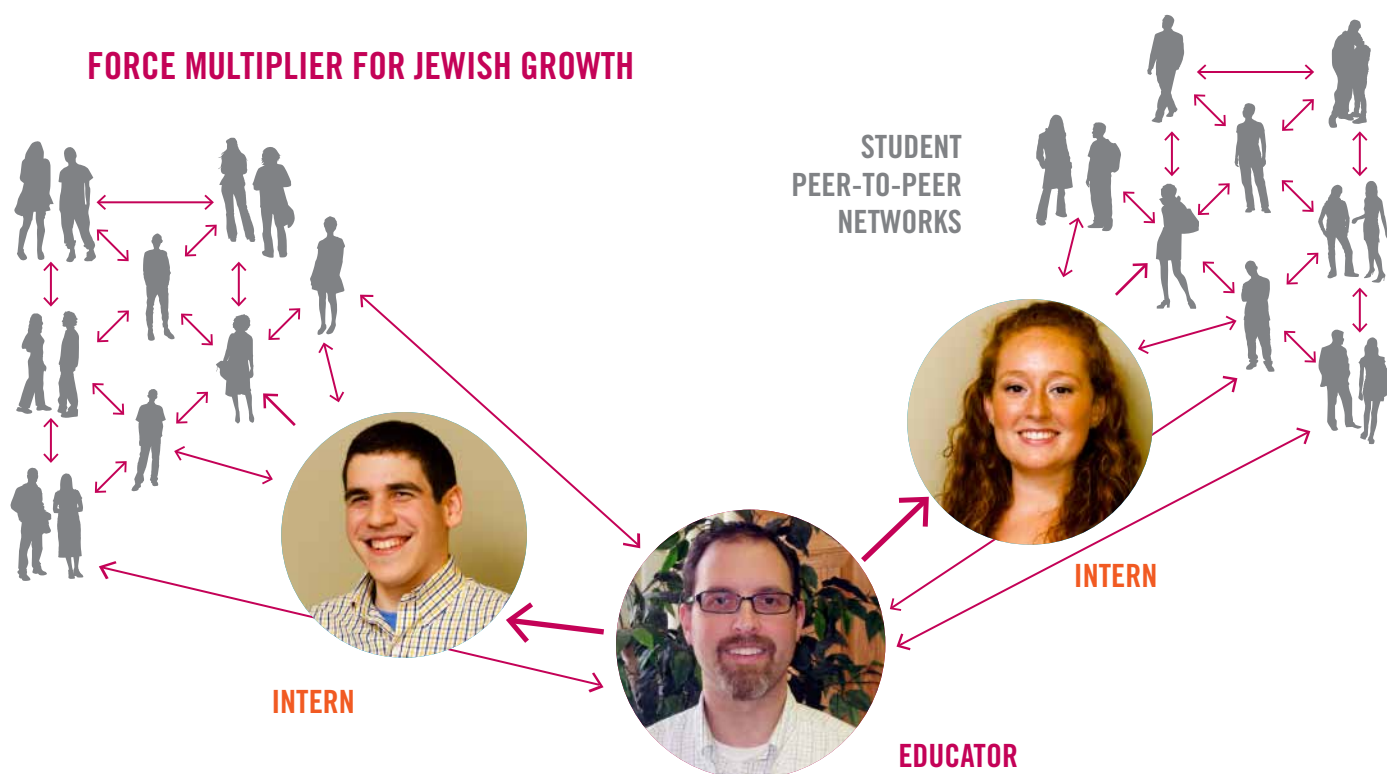
Impact

- During the 2011-2012 school year engagement interns on 50 campuses built **16,815** relationships
- Since 2007, more than **66,000** students have been engaged
- Interns connect peers to their network of Jewish friends
- Educators promote Jewish learning and growth among students and develop their Jewish leadership

Over the next 5 years:

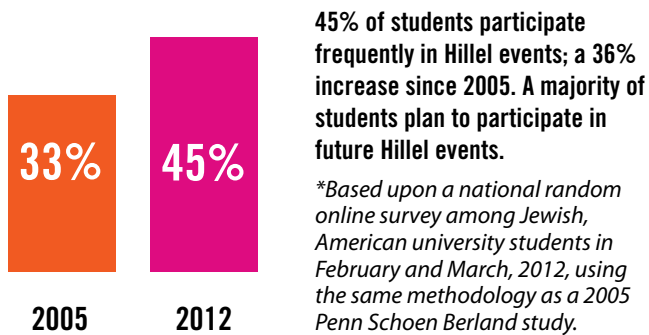
- Hillel will hire educators for **60** campuses
- Hillel will cultivate **2,400** student leaders to effectively engage their peers
- Nearly **200,000** Jewish students, approximately half of the entire Jewish campus education population in the United States, will be engaged in Jewish life

FORCE MULTIPLIER FOR JEWISH GROWTH



PARTICIPATION IN HILLEL EVENTS

There are a wide range of Hillel events on campuses around the world, ranging from art contests and basketball tournaments, to Israel educational seminars and festive Shabbat and holiday celebrations.



Students celebrate Sukkot at University of Rhode Island Hillel.

“Hillel has pioneered a sophisticated training model for teaching Jewish peers to build relationships and encourage connections to other peers, to a Jewish role model, and to Jewish living experiences.”

— Josh Miller, Program Officer of the Jim Joseph Foundation



Providing the Hook at University of Kansas Hillel

University of Kansas Hillel puts a special emphasis on engaging first year students by deploying student engagement interns to build relationships that will continue throughout college, and beyond.

“The sooner we get them hooked the better chance we have of bringing them into our community. I wasn’t involved until a student engagement intern inspired me to apply for a Taglit-Birthright Israel: Hillel trip. That one experience got me hooked on Hillel. It’s our job to provide that hook.”

— Ben Davis, University of Kansas sophomore and Student Engagement Intern



Ask Big Questions - Understand Others. Understand Yourself.

Hillel's Ask Big Questions initiative was named in Craig Newmark's (of Craigslist) listing of "16 People and Organizations Changing the World in 2012."

CAN WE CHANGE THE WORLD THROUGH BETTER CONVERSATION?

Ask Big Questions brings diverse groups of students together for conversations to understand one another and themselves. What began with a banner, a few engagement interns, and a campus rabbi at Northwestern University has grown into a nationwide movement impacting 68 student fellows on 13 campuses, who have facilitated over 500 conversations with over 3,500 students.

368 North American students and Israeli soldiers participated in Hillel's Ask Big Questions Taglit-Birthright Israel experiences and explored the Big Question: "What does Israel mean to you?"

"Ask Big Questions has taught me the importance of uncomfortable conversations, and of not dismissing opposing views. As an Ask Big Questions fellow, I worked with some amazing people and grew as a citizen of the world and a member of my community."

— Carmel Freeman, Ask Big Questions Fellow
at the University of Toronto

Pillars of Support: Small & Mighty Campuses and Allegheny College

Allegheny College in Western Pennsylvania has almost quadrupled its Jewish student population since 2003. Rachel Dingman arrived as a freshman in 2004, and is now the school's full-time admissions counselor and Hillel advisor.

Rachel points out that there are advantages to the college's small Jewish population. She engages with 25% of the school's Jewish students weekly, and provides them with unique opportunities to quickly become leaders.

"Hillel's Schusterman International Center is our hub for support and resources - and our source of inspiration. It links me to other similar schools for support, because they understand us. Hillel also helps connect our students to larger conferences, activities and initiatives."

— Rachel Dingman, Admissions Counselor
and Hillel advisor, Allegheny College

Nearly a quarter of Jewish students in North America attend schools with small Jewish communities. Hillel's Small and Mighty Initiative (established through the Samuel and Helene Soref Foundation) enables students to celebrate Jewish life on campuses with smaller Jewish populations.

Tzedek - The Life-Saving Numbers

Research shows that many Jewish college students volunteer and dedicate their time to social justice work; living the Jewish value of Tzedek, social justice. Hillel brings a unique perspective to this work.

"Saving one life is like saving the entire world."

— Talmud (Sanhedrin 4:5)

"Shabbat for 2000 is a unique event on the diverse NYU campus. Our students come together to genuinely foster community and actualize pluralism. There is no better way to see how meaningful and rewarding our engagement work is than to host the largest student-run event in the country."

— Mia Appelbaum, New York University Class of 2015

Impact

In partnership with the Gift of Life Bone Marrow Foundation, **85** Hillels in North America have run bone marrow drives, recruiting **26,531** donors and generating **936** matches since 2001.

Shabbat for 2000 at New York University Hillel

How do you penetrate the breadth of a large urban campus and bring 2000 students together for Shabbat Dinner? Shabbat for 2000 (S2K) is one of the largest Jewish student events in the country.

This initiative uses a deliberate, community organizing strategy that leverages the network model of engagement. A committee of dedicated students manages every aspect of the event.

At this year's 6th Annual S2K event, 200 student organizers each encouraged a minimum of 10 friends to participate. The fun continued after Shabbat services and dinner with entertainment and an entire day of activities over Shabbat.

Last year more than 2000 students participated – the equivalent of 1/10th of NYU undergraduate students all in one room for Shabbat dinner! That's what Hillel and The Edgar M. Bronfman Center for Jewish Student Life at NYU Hillel does.



Israel has always been at the heart of Hillel's work. Our core vision is a world in which every Jewish student develops a deep and lasting relationship with the people, land and state of Israel. Hillels around the world organize Israel-oriented activities: everything from lectures, to concerts to Yom Ha'atzmaut celebrations.

"Israel is difficult to sum up in a meeting, or a coffee date, or even through an hour-long photo slideshow. Students walk into Hillel, unsure of how they relate to the Israeli flag on the wall or the photo of the Kotel and I can give those unfamiliar images context."

— Sarah Pollack, Masa Israel Journey Intern at The University of Florida Hillel

The Jewish Agency Israel Fellow Partnership

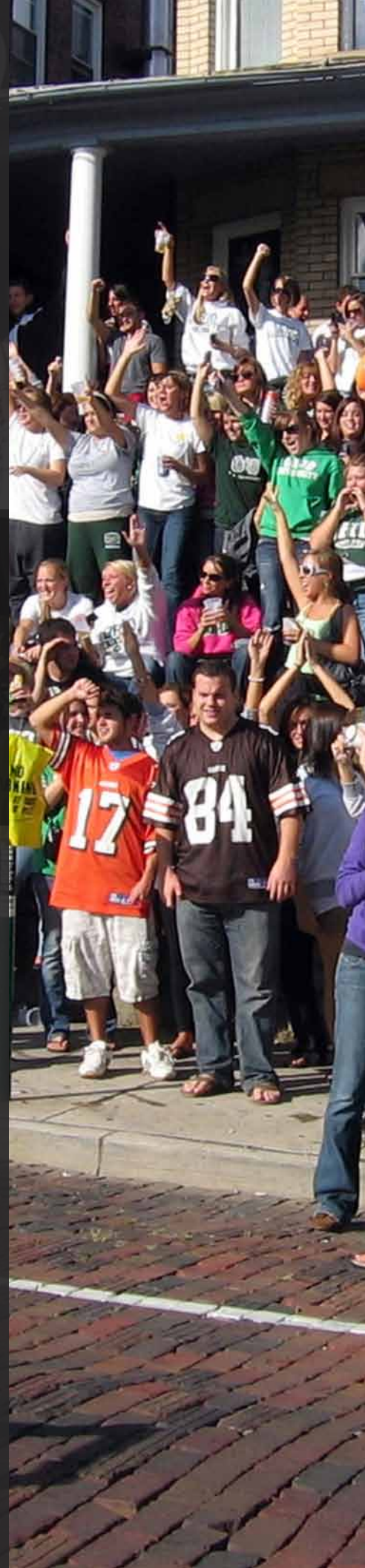
56 outstanding Israeli peer ambassadors serve 70 North American campus communities via Hillel's partnership with the Jewish Agency for Israel.

From Medical Officer in the Israel Defense Forces to Israel Fellow

Aharon David served in the IDF as a combat medical officer in Gaza from 2006 to 2008, where he treated and cared for injured Palestinian terrorists. As a Jewish Agency for Israel Fellow, David facilitates honest dialogue about Israel among Jewish students and addresses hard questions students may have regarding Israeli policies.

"I want students to talk about Israel, celebrate Israel and stand up if they hear something they disagree with. It's about students understanding the material and developing leadership."

— Aharon David, Hillel's Jewish University Center (JUC) Israel Fellow at University of Pittsburgh



A Global Approach to Israel and Jewish Peoplehood



Israel Tents Foster Civic Dialogue on 30+ Campuses

Hillel's Center for Israel Engagement rolled out the Talk Israel initiative to encourage campus dialogue about Israel. At 30+ schools across the country, tents were built to invite students inside to ask questions, interact, listen, learn and express their own views about issues related to Israel and Middle East peace.

Each campus developed its own approach to engage student leaders, university administration and Jewish students - many who had not been directly involved with Hillel on campus. For example, University of Vermont hosted a dinner and a series of conversations; from ideas about conflict resolution to a discussion on the status of Bedouin women.



"The students have the power to influence communication within the community to begin a real peace process."

— David Jaffee, George Washington University,
Class of 2012



"That was kind of hard to watch, especially when the babies were crying. I just can't see myself being able to run away from a bomb in 15 seconds."

— Keira, student participant in Israeli security drill simulation
New York CBS 2 News Coverage

What Can You Do in 15 Seconds?

Sgula Saidov, the Jewish Agency Israel Fellow at Baruch College Hillel, worked with students to build awareness of the attacks on the Israeli town of Sderot. The "What Can You Do in 15 Seconds?" campaign reached 500 Baruch College students and sparked campus-wide conversations about the lives of Sderot residents who need to find shelter in 15 seconds each time the town is besieged by rocket attacks from Gaza.

Students were invited to interact with an exhibit created by the Youth Organization for Israel, Hillel students and Artists 4 Israel. This exhibit included a mobile bomb shelter/museum that highlights a film about Sderot. Sgula and her team blanketed the campus with posters and connected students through a social media campaign.



Leveraging Taglit-Birthright Israel to Deepen Jewish Engagement

Taglit-Birthright Israel provides free, first time, peer group trips to Israel for Jewish young adults ages 18 to 26, and Hillel has been one of the largest trip providers since its inception 13 years ago. Hillel organizes over 100 campus buses a year, and creates rich Jewish educational experiences for students from around the world.

Hillel holds mandatory staff training designed to prepare trip leaders to shape the Taglit-Birthright Israel experience. Their training — the hallmark of Hillel's success — ensures pre- and post-trip follow-through with students on their campuses. Hillel's trips feature four specially designed conversations:

- Importance of Jewish memory
- Personal relationship with Israel
- Connection to spirituality
- Exploration of what being Jewish means to them.

Participants often reflect that these conversations were among the most meaningful parts of the Hillel trip experience.

Hillel's Schusterman International Center professionals work with trip leaders to explore group dynamics, frame educational opportunities, support students' emotional responses to the experience and discuss follow-through engagement after the trip. Hillel recently celebrated taking more than 50,000 participants and more than 1,000 buses of Hillel campus groups to Israel.

"At Masada I expected to go to the top, see the sunrise and leave. Instead, our Jewish Agency Israel Fellows surprised us with letters from our parents. Everyone broke off to read his or her letter. I finally understood why we were there and what it meant to be a Jewish student having the opportunity to be in such a holy place. I wish I could thank every single person who helped get me to Israel with Hillel."

— Rebecca Cook, North Carolina State University

Our Global Network

There are more than 55 Hillels abroad, in Argentina, Australia, Azerbaijan, Belarus, Brazil, Canada, Georgia, Israel, Moldova, Russia, Ukraine, the United Kingdom, Uruguay and Uzbekistan.



Spreading Inspiration and Connecting Micro-communities

As a student at Hillel at Hebrew University, Yakir started one of Jerusalem's most outstanding volunteer projects today. Every Thursday, dozens of volunteers meet at the famous Machane Yehuda market to help elderly shoppers carry their heavy bags home. This activity spreads kindness and helps to bridge the generational gap. The seniors do not receive this assistance for free. They must "pay" the students by sharing a personal story or a tip for a better life.

"This popular project has expanded from Hillel students to IDF soldiers, high school students and international groups of visitors – enhancing a sense of community and celebrating the Jewish value of mutual responsibility."

— Yakir Fartush, student at Hebrew University



Global Engagement Across the Hillel Network

Igor Khokhlov was raised in a Russian family without knowledge of or interest in Judaism. In high school, his friend brought him to the Bryansk Hillel in Southwest Russia. A warm welcome by the community inspired him to learn more. Two years later, he became an Educational Programming leader, studied for a year in Israel, and attended several Hillel conferences. Hillel played a critical role in Igor's decision to pursue a career in Jewish communal life. Igor is now a Program and Marketing Director at Cornell University Hillel, serving more than 3500 Jewish students.

Igor helped Sage, an engagement intern to launch a Jewish Outdoor Group to bring Jewish experiences to unengaged students. Together they held an unconventional Chanukah Paintball event that combined Jewish historical content with bonding and pride among Jewish students.

The battle between Greeks (in this case, fraternity brothers) and Maccabees enabled students to have fun while they gained a new understanding of Chanukah.

"Igor taught me how to foster Jewish conversations in a setting outside of Shabbat or the classroom. I learned to connect Judaism to events so students could learn something new in an unconventional way."

— Sage Hiller, Cornell University Class of 2013



Hillel Leaders Forum Goes Global

"I joined the Hillel Forum in Jerusalem where Hillel students, volunteer leaders, and professionals shared ideas and identified ways to serve the global Jewish community. By working together with passion and creativity, we will strive to engage students around the world."

— Jacques Alazraki, Board Member of Hillel Uruguay and former Hillel student leader

Hillel Israel Sabra Groove

Israeli students often identify Judaism as only a religion; one that most of them do not practice. While young Israelis speak Hebrew and follow the Jewish calendar, many perceive Jewish tradition to be irrelevant to their lives. Hillel Israel has tripled its reach in the past decade, and operates on eleven campuses across the country. A diverse array of activities connect Israelis to a different kind of Judaism.

Approximately 30,000 students and young adults participate in Hillel Israel activities each year. They explore pluralistic Judaism, become aware of the non-religious values of Jewish life and connect to the global Jewish family in a new way.

Hillel Israel strives to help native Israelis form their Jewish identities, connect to Jewish life and assume leadership positions in the Jewish world.

"Young Israelis today are not always aware of the fact that there's another half of this family that doesn't live here. They can talk to you about the history of Israel and the history of Zionism, but they don't know much about the 3,000-year-old history of the Jewish people. And that's what we're here for."

— Alon Friedman, Director General of Hillel Israel

Amir Sela, Director at Hillel at Ben-Gurion University of the Negev

"During my sophomore year, I picked up a Hillel Ben Gurion pamphlet titled, 'Kehilat Tzedek,' that introduced me to the world of pluralistic Judaism. That short moment helped shape the course of my life. After a year filled with thought-provoking conversations, I was chosen to represent BGU Hillel at the UJC's General Assembly conference in Jerusalem, and I encountered Diaspora Jewry for the first time.

I was selected to work as a Jewish Agency Israel Fellow and spent a year at Hillel at Michigan State University, followed by a year at Yale University Hillel where I worked with students and the community to discuss Israel, our identity and our role as one global Jewish community.

Now it's time to create my 'Kehilat Tzedek' community of students, as I begin my journey as Director of Hillel at Ben-Gurion University of the Negev.

I hope to trigger Jewish curiosity in these students and help set others on a path of Jewish growth. My journey has the potential to change student's lives, and eventually, the Jewish world."





**After Graduation:
Creating the Jewish Future**



The world of community and Jewish identity-building requires the cultivation of top talent in order to see a significant return on investment. Hillel's investment in recruiting and developing the capacity for innovative and creative leadership is delivering the Jewish future.

"Hillel was more than an inviting space to see friends and celebrate Shabbat; it fostered my leadership skills and passion for creating Jewish programming for others."

— Alanna Skydell, Franklin and Marshall College, Class of 2011

Doing Jewish after College: Franklin and Marshall College Hillel

"During my college search process, I ranked 'active-Jewish life' top on my wish list. As a result of my Jewish day school education and strong Jewish upbringing, I knew that I wanted to continue to explore my Jewish identity.

F&M Hillel embraced me and offered many opportunities to celebrate and learn more about Judaism. I enjoyed being an active participant, but I wanted to create and plan new initiatives. Hillel gave me that chance.

I am currently enrolled in a dual degree program at The Jewish Theological Seminary and Columbia University School of Social Work. I want to work in the Jewish communal world for a Jewish community center. Through my involvement with Hillel, I learned that sharing positive Jewish experiences with others fosters Jewish community, and is the reason I chose to 'do Jewish' after college."

From Uninvolved Student, to Engagement Intern, to Voice of the Jewish Community

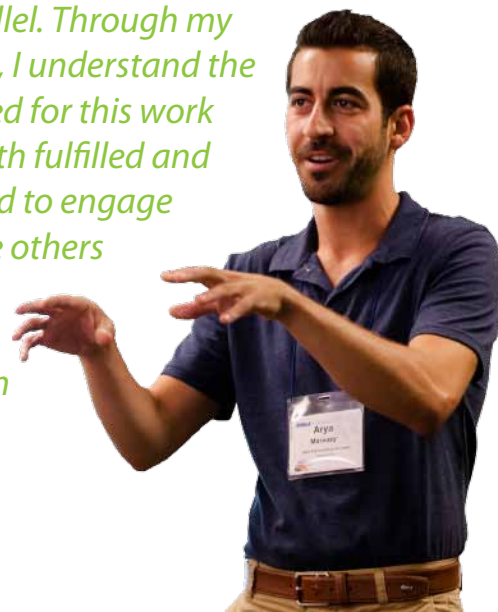
"When my parents dropped me off at Northwestern University, they urged me to go to Hillel on my first Friday night. I did, and I met friends I kept all throughout college, but none of us stepped foot in the Hillel building again that year. As a Hillel engagement intern my junior year, I engaged dozens of other uninvolved students just like me.

As my final project, I organized a special Taglit-Birthright Israel trip for students who shared our trimester calendar, as Northwestern's calendar did not correspond with Taglit-Birthright's. We started a new tradition that gives hundreds of students the chance to have a life-changing experience. Last year, seven buses with over 300 students from a dozen different schools participated in this special trip."

Although Emily graduated in 2010, Hillel continues to influence her life. She spends her free time in Jewish-oriented activities, such as 3GNY, a New York-based group for the grandchildren of Holocaust survivors. Recently, Emily learned to tell her family's story of surviving the ghetto during World War II.



"I feel a greater sense of commitment to my own Jewish journey, and a far greater sense of ownership than I ever would have without Hillel. Through my experience, I understand the unique need for this work and I'm both fulfilled and empowered to engage and inspire others to join me on their own Jewish journeys."



Arya Marvazy, Director Harrison Lapid Initiative

Arya began as a student engagement intern at Hillel of San Diego at UCSD, and upon graduation, worked for Hillel at San Diego State University. He now applies his on-the-ground engagement training and educational expertise at Hillel's Schusterman International Center, managing international leadership training.

This initiative inspires the best and brightest future Hillel leaders, and provides Hillel professionals with practical seminars, webinars and coaching, as well as seed funding for student-focused, social justice and student leadership development initiatives.

"Because Hillel truly enriched my life, I look forward to giving back to the Jewish community."

— Emily Stecher, Northwestern University, Class of 2010

Morris W. Offit, Hillel's 2011 Renaissance Award Recipient



Giving Rise to Challah for Hunger

"Challah for Hunger has a very celebratory, cultural approach. People can be involved and not feel intimidated. We also explain the spiritual aspect of making challah."

— Naomi Levy, Founder,
University of Miami Hillel Chapter

In 2004, Eli Winkelman and her friends at the Claremont Colleges baked challah for Hillel's Shabbat dinners and soon after, students showed up to learn from her. Ten bakers came back each week, and Eli saw demand grow - giving rise to Challah for Hunger. This single campus initiative grew into a national organization that brings students together to bake and sell challah, and raises funds and awareness for many charities.

"Through participation in Challah for Hunger, our volunteers gain community leadership skills, philanthropy experience and inspiration to know that they can make a difference."
— Eli Winkelman, Co-Founder, Challah for Hunger

Impact

Today, Challah for Hunger is a community of volunteers, customers, and alumni from **52** chapters, in **25** states, in three countries. Last year, **2,000** volunteers baked **35,282** challot and donated **\$121,683** to social justice causes and local organizations.

Post-Grad: Keeping Young Jews Connected

In 1996, David Cygielman had the idea for Moishe House, a social center for 20- and 30-something Jews – with events ranging from small Shabbat dinners, to huge, festive bashes. Just six years old, it now has outposts in 50 cities and 14 countries, including Beijing, Budapest, Cape Town and Warsaw. Among the benefactors are the Charles and Lynn Schusterman Family Foundation and the Jim Joseph Foundation.

"When I was student president at UC Santa Barbara Hillel, I met the initial funder and partner in creating Moishe House. Through serving on the student and then adult board, I learned how to create a thriving Jewish organization. I have continued to apply the skills and mentorship in building Moishe House, which now serves tens of thousands of post-college young Jewish adults throughout the world."

— David Cygielman, Founder and Chief Executive Officer,
Moishe House



**Great Hillel Professionals
= Great Hillels**



Hillel employs more than 800 professionals worldwide, who foster meaningful interactions with tens of thousands of Jewish students each year at a critical time in their lives. The quality of our professionals is the foundation for excellence at local Hillels. Hillel trains and retains flexible, creative and resilient professionals who inspire students to engage in meaningful Jewish experiences.

"Whether we create initiatives or engage students on the periphery of Jewish life, our professional staff knows that by building our students up for success, we will be a stronger community as a whole. We focus on the students, their growth, their leadership, and their ownership and authorship of their Jewish experiences. That is the key to our success."

— Tilly Shames, Executive Director, University of Michigan Hillel
and Graduate of Hillel's Weinberg Accelerate Executive Training Program

Strengthening the Jewish Future

- Hillel's annual New Directors Institute, made possible with the support of the Julian Sandler Endowment for Executive Leadership Development, provides training in which experienced directors share best practices with new directors while they develop a professional network of colleagues.
- The Randall R. Kaplan New Professionals Institute enables new Hillel professionals to gain valuable tools for navigating their new role.
- Hillel identifies high potential, high performing professionals early in their careers and trains them as Hillel directors through the Debra and Joseph Weinberg Accelerate Executive Training Program.
- The David M. Cohen Fellowship matches directors, who have been on campus three or more years, with Certified Executive Coaches and Hillel Board of Director members as mentors for an 18-month fellowship focused on executive leadership development.

"The goal is being implemented by retraining staff, putting Jewish educators on some key campuses, putting Israeli shlichim, or envoys, on others and injecting a mantra of engagement into all things Hillel... it is taking root and Hillel has reams of statistics, studies and plans that it says shows the push is worthwhile."

— Neil Rubin, JTA, 8/14/2012

"Hillel's new plan: Programming for and by students not so involved in Hillel"

Empowering the Jewish Student Community

Matt Vogel, a graduate of Hillel's Weinberg Accelerate Executive Training Program and Director of Hillel at Baruch College, recently received the highly coveted Richard M. Joel Exemplar of Excellence Award for enhancing campus life for Jewish students, and offering innovative ideas and plans to push the Jewish student community forward.



"The Orthodox Union – Jewish Learning Initiative on Campus program has made its mark in our college and our Jewish community. When you compare the amount of learning opportunities available since Rabbi Robby and Shoshana Charnoff arrived, the evidence simply speaks for itself."

— Daniel Friedman, Queens College, Class of 2013

"We have changed our focus from small, weekly events to an outcome oriented approach focused on having a meaningful impact on students' lives. I am very proud that we have expanded our focus from doing just Jewish programs for Jewish students to being a value-added partner to the entire campus community."

— Matt Vogel, Executive Director of Hillel at Baruch College and Graduate of Weinberg Accelerate Program



"We hire strong professionals who know how to develop leadership."

— Scott Brown,
Hillel's Vice President for Talent

From left to right: Sam Konig, Hillel at Towson University; Scott Brown, Hillel; Debbie Pine, Johns Hopkins Hillel; and Michael Silbert, Vancouver Hillel Foundation

Carly Adelman, from Uninvolved Student to Jewish Leader

Carly Adelman started the first Jewish acapella group at the University of Pittsburgh as a freshman, and is now using her training in engagement as Director of Jewish Life at Hillel at Temple University.

"I was not very involved in Jewish life before coming to college. I grew up with one Jewish parent. I celebrated some of the Jewish holidays, but wanted nothing to do with synagogue post-Bat Mitzvah."

Pitt's Hillel professional helped Carly start an acapella group; connecting her with other interested students and becoming their advisor. The VoKols sang Hebrew pop music and Jewish songs, and are now a vital asset to the Pitt campus and the greater community. In fact, last year the Pitt Dean of Students chose The VoKols to perform for the University of Pittsburgh Board Of Trustees.

After graduation, Carly became the Director of Jewish Student Life for Hillel Jewish University Center of Pittsburgh and The VoKol's advisor, and continues her Jewish professional career as Director of Jewish Life at Hillel, Temple University.



Hillel's Renaissance Award

Each year, Hillel presents its Renaissance Award to individuals whose bold vision and transformative initiatives enrich the college campus, the Jewish community and the world. In 2012, Hillel was proud to recognize the husband and wife team, Randall R. Kaplan and Kathy E. Manning, whose remarkable devotion, intellect, leadership abilities and professional accomplishments, as individuals and as partners, exemplified the essence of this award. Past Hillel honorees include: Charles R. Bronfman, Edgar M. Bronfman, Abby Joseph Cohen and David M. Cohen, Edith B. Everett and Henry Everett z"l, Lynne B Harrison, Avraham Infeld, Richard M. Joel, Tobee and Leonard Kaplan, Morris W. Offit, Lynn Schusterman, Michael H. Steinhardt, and Leslie H. Wexner.



From left to right:

Top row: Randall R. Kaplan, Kathy Manning, Wayne L. Firestone; Michael Gamson & Russ Robinson; John Shapiro, Kathy Manning, Randall R. Kaplan, Andrew Tisch

Middle row: Dede Feinberg & Alisa Doctoroff; Ido Aharoni; David M. Cohen & Abby Joseph Cohen

Bottom row: Kathy Manning, Sandy Cardin, Irv Smokler; The Manning-Kaplan Family

Partners and Investors

THANK YOU.

Hillel: The Foundation for Jewish Campus Life is pleased to recognize those who made significant contributions to Hillel's Charles and Lynn Schusterman International Center during the past fiscal year (July 1, 2011-June 30, 2012) to enable Hillel to implement its vision to inspire every Jewish student to make an enduring commitment to Jewish life, learning and Israel.

From the very beginning, Hillel's supporters have had a meaningful impact on the future of the Jewish people. The Hillel movement continues to thrive because of the leadership provided by its International Board of Governors and Board of Directors, and the support of philanthropists, foundations, Jewish Federations and partners in communities around the globe.

Hillel's Charles and Lynn Schusterman International Center provides millions of dollars, services and support to affiliated Hillels who serve Jewish students at more than 550 campuses throughout the world. Hillel expresses its profound gratitude to the tens of thousands of individuals, philanthropic foundations, Jewish Federations and other funding partners who have joined us in strengthening the Jewish future.

GENERAL OPERATING SUPPORT

HILLEL IS GRATEFUL FOR THE SUPPORT OF ITS INTERNATIONAL BOARD OF GOVERNORS, BOARD OF DIRECTORS, AND OTHER PHILANTHROPISTS TO HILLEL'S CHARLES AND LYNN SCHUSTERMAN INTERNATIONAL CENTER, WHICH PROVIDES LEADERSHIP, CONSULTATIVE RESOURCES, PROFESSIONAL GUIDANCE AND STRATEGIC INFUSIONS OF FINANCIAL SUPPORT FOR HILLEL'S GLOBAL NETWORK OF REGIONAL CENTERS, CAMPUS HILLEL FOUNDATIONS, PROGRAM CENTERS AND AFFILIATES.

Edgar M. Bronfman
The Samuel Bronfman Foundation
Jewish Federations of North America
Charles and Lynn Schusterman Family Foundation

ENRICHING LIVES,

INSPIRING COMMITMENT

IN THE PAST YEAR, HILLEL HAS BENEFITED FROM GIFTS OF \$25,000 OR MORE TO SUPPORT SPECIFIC AREAS OF STUDENT LIFE, PROFESSIONAL DEVELOPMENT, AND ORGANIZATIONAL EXCELLENCE, ENABLING HILLEL TO WORK MEANINGFULLY TOWARDS DELIVERING A STRONGER JEWISH FUTURE.

● FOSTERING STUDENT GROWTH THROUGH MEANINGFUL JEWISH EXPERIENCES

JEWISH LEARNING AND SPIRITUALITY

Hillel's Joseph Meyerhoff Center for Jewish Experience infuses Jewish education throughout the Hillel enterprise, providing students, Hillel professionals, and the campus community with a variety of resources to promote and encourage Jewish living and learning. Hillel is grateful to the **Joseph and Harvey Meyerhoff Family Charitable Funds** for endowing the Center's activities.

STUDENT NETWORKS AND JEWISH EDUCATORS

Hillel's national student networks, the Campus Entrepreneurs Initiative and the Peer Network Engagement Initiative, harness the power of social networking, viral marketing, and social entrepreneurship to reach thousands of uninvolved Jewish students on campuses across North America. Leveraging the power of immersive Jewish experiences such as Taglit-Birthright Israel and Alternative Breaks, these networks have developed meaningful Jewish relationships with over 66,000 previously uninvolved Jewish students. Hillel places highly-trained Jewish educators to work in tandem with these student interns to offer in-depth Jewish educational content to students on campus.

Crown Family Philanthropies
Jim Joseph Foundation
David and Inez Myers Foundation
Charles and Lynn Schusterman Family Foundation

ASK BIG QUESTIONS

Hillel's Ask Big Questions initiative brings together diverse groups of people on campus for conversations about life's big questions. Ask Big Questions is inspired by our namesake Hillel, who was a model of civil discourse. Hillel asked big questions and modeled the virtues of listening, openness and honesty.

Einhorn Family Charitable Trust

HILLEL'S SOREF INITIATIVE FOR EMERGING CAMPUSES

Hillel's Soref Initiative enables students and local college and university communities to celebrate Jewish life on campuses with smaller Jewish populations, and provides guidance, financial assistance, online resources, and a communication network for Jewish students and faculty advisors for hundreds of campuses throughout North America.

Samuel and Helene Soref Foundation,
Benjamin F. Breslauer and Irma G. Breslauer, Trustees



Tom Blumberg and Lynn Schusterman

● TZEDEK-SOCIAL JUSTICE

Hillel is grateful to the philanthropists who provided support for the Harry and Jeanette Weinberg Tzedek Hillel initiative, an international public service effort dedicated to transforming life on campus and in the community, framed by the Jewish imperatives of tzedakah (righteousness), gemilut chasadim (acts of loving kindness) and tikkun olam (repairing the world).

ALTERNATIVE BREAKS

Hillel is the leading provider of Alternative Spring Break trips for Jewish college students. In the past year, Hillel has sent thousands of students on both domestic and international service-learning trips, where they have volunteered in communities from Haifa to Los Angeles to Buenos Aires. Hillel is grateful to those whose generosity made these quintessential expressions of tikkun olam (repairing the world) possible.

Jacob and Hilda Blaustein Foundation
Rosalinde and Arthur Gilbert Foundation
Sol Goldman Charitable Trust
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● EMBRACING ISRAEL AND GLOBAL JEWISH PEOPLEHOOD

Hillel is dedicated to ensuring that Jewish students have the resources needed to develop a strong love for and understanding of the centrality of Israel to the Jewish narrative, and to providing students around the world with meaningful opportunities to interact with one another, thereby strengthening our global Jewish people.

CENTER FOR ISRAEL ENGAGEMENT

Hillel's Center for Israel Engagement seeks to meaningfully engage more students with Israel, enhance their understanding and connection to the Jewish State, and provide the Hillel community with a richer Israel vocabulary and new paradigms to enhance students' and professionals' knowledge of and love for Israel.

Jim Joseph Foundation
MASA Israel Journeys
The Jack and Goldie Wolfe Miller Fund
Charles and Lynn Schusterman Family Foundation
The Israel, Rose, Henry and Robert Wiener Charitable Foundation

CAMPUS ISRAEL FELLOWS

In partnership with the Jewish Agency for Israel, the Campus Israel Fellows program places young Israelis on strategically selected college campuses across North America, where they serve as effective peer ambassadors who bring Israel to life through innovative programs and personal interactions with students on campus.

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● GLOBAL HILLEL

Hillel is pleased to recognize its partners who made designated gifts in support of Hillel's efforts to provide meaningful Jewish experiences to students in the former Soviet Union, South America, and Israel.

HILLEL IN THE FORMER SOVIET UNION

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Diane and Howard Wohl

● PROFESSIONAL LEADERSHIP DEVELOPMENT

Hillel employs over 800 professionals worldwide who foster meaningful interactions with tens of thousands of Jewish students each year at a critical time in their lives. Hillel is grateful to those investors who have supported its efforts to attract, train and retain the most talented professionals to serve as educators, community builders, and entrepreneurial leaders in carrying out Hillel's mission.

THE BRONFMAN FELLOWSHIP

Edgar M. Bronfman

THE BERMAN FELLOWSHIP AT THE UNIVERSITY OF MICHIGAN

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Debra and Joseph Weinberg Family Foundation

● BUILDING CAPACITY: PURSUING ORGANIZATIONAL EXCELLENCE AND INNOVATION

Hillel thanks its partners who have made substantial investments to enhance Hillel's infrastructure and promote organizational excellence throughout the Hillel system, and on specific campuses and regions, as indicated below.

CAMPUS TRUSTEES COUNCIL

Members of the Campus Trustees Council model Hillel's global perspective by supporting Hillel's effort to serve students not only at schools they know personally, but at colleges and communities around the world.

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Areivim Philanthropic Group

Marcia Kelner Polisuk, Joni Cohen, Rysia de Ravel and Sandy Lenger





L-R: Eduardo S. Elsztain and
Edgar M. Bronfman

*“By embracing young adults
on college campuses and
in communities around the
globe, Hillel is engaging the
next generation of Jewish
leaders: It is at the cutting
edge of the Jewish future.”*

— Edgar M. Bronfman

THE RENAISSANCE SOCIETY

THE RENAISSANCE SOCIETY RECOGNIZES PHILANTHROPISTS WHOSE COMMITMENT TO HILLEL REPRESENTS THEIR LEADERSHIP ROLE IN FOSTERING A RENAISSANCE OF JEWISH LIFE ON CAMPUSES AROUND THE WORLD. MEMBERS OF THE RENAISSANCE SOCIETY PROVIDE VITAL ANNUAL UNRESTRICTED SUPPORT TO ENABLE HILLEL TO CARRY OUT ITS MISSION OF ENRICHING THE LIVES OF JEWISH STUDENTS SO THEY THAT THEY MAY ENRICH THE WORLD. HILLEL IS PLEASED TO RECOGNIZE GIFTS MADE DURING THE 2011 - 2012 ACADEMIC YEAR, AND REGRETS ANY ERRORS OR OMISSIONS.

● CHAIRMAN'S CIRCLE

Each member of the Chairman's Circle made a commitment of \$25,000 or more to Hillel during the 2011-2012 academic year.

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● PRESIDENT'S COUNCIL

Each member of the President's Council made a commitment of \$10,000 to \$24,999 to Hillel during the 2011-2012 academic year.

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*Each member of the Leadership Council
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*Each member of the Renaissance Fund
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HILLEL IS FORTUNATE TO HAVE THE FINANCIAL SUPPORT OF PHILANTHROPIC VISIONARIES WHO HAVE ESTABLISHED ENDOWMENTS OF \$250,000 OR MORE AT HILLEL'S CHARLES AND LYNN SCHUSTERMAN INTERNATIONAL CENTER. THESE DONORS ARE BUILDING A STRONGER JEWISH FUTURE BY GENEROUSLY PROVIDING HILLEL WITH THE ABILITY TO INITIATE AND CONTINUE BOLD AND INNOVATIVE PROGRAMS, BOTH LOCALLY AND GLOBALLY.

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HILLEL RECOGNIZES THE FORESIGHT OF THOSE INDIVIDUALS WHO HAVE PROVIDED FOR FUTURE GENERATIONS OF JEWISH COLLEGE STUDENTS THROUGH THEIR FINANCIAL AND ESTATE PLANS, INCLUDING BEQUESTS, GIFT ANNUITIES, CHARITABLE TRUSTS, LIFE INSURANCE, RETIREMENT PLAN BENEFICIARY DESIGNATIONS AND OTHER STRUCTURED GIFT PLANS.

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 Paul J. Sude
 Brenda and Alexander Tanger
 Ellen Tillman
 Suzanne and Herb Tobin
 Leonard Tureff
 Sharon Margolin Ungerleider
 Jacqueline Wahl
 Carol B. Wise
 Diane and Howard Wohl
 Edward Woll
 Jerome I. Zaks
 Marc Zwilling



Brown University Executive Director
 Marshall Einhorn (left), Board Chair Joe
 Hollander and students



Daniel Brody and Reuben Leibowitz

BEQUESTS

IN THE PAST YEAR, HILLEL RECEIVED GIFTS OF \$5,000 OR MORE FROM THE ESTATES OF THE FOLLOWING INDIVIDUALS. MAY THEIR MEMORIES BE A BLESSING.

Ida Feryszka
Leonard Goodman
Rudy Grunfeld
Philip Johnson
Sheldon Kaplan
Ruth Moss
Martin Virsotsky

IN-KIND GIFTS

HILLEL EXPRESSES ITS DEEP APPRECIATION FOR LEGAL SERVICES TO HILLEL: THE FOUNDATION FOR JEWISH CAMPUS LIFE.

David J. Butler, Esq. and the law firm of
Bingham McCutchen, LLP
Greg Homer, Partner, Drinker Biddle & Reath LLP

JEWISH FEDERATION SUPPORT

Hillel is proud of its longstanding relationship with the Jewish Federation movement throughout North America.

Hillel is grateful for the guidance and support of local Jewish federations for Hillels in their geographic areas. Those relationships are acknowledged in the annual reports of local Hillels.

At the North American level, Hillel: The Foundation for Jewish Campus Life is a recipient of funds from the National Federation/Agency Alliance through its supporting federations and The Jewish Federations of North America.

Created in 2007, the National Federation/Agency Alliance is a partnership of 37 local Jewish federations that provides significant funding and support to nine national Jewish agencies, including Hillel, under the auspices of the Jewish Federation of North America.

The nine national agencies engage in critical work to build capacity; they advance the agenda and complement the work of the federations and their local agencies in the United States and internationally. Hillel's Charles and Lynn Schusterman International Center also receives contributions from individual federations, which are listed separately in this annual report in the appropriate giving categories.

Allied Jewish Federation of Colorado
Columbus Jewish Federation
Combined Jewish Philanthropies of
Greater Boston
Greater Miami Jewish Federation
Jacksonville Jewish Federation
Jewish Community Federation of Cleveland
Jewish Community Federation of Louisville
Jewish Community Federation of San
Francisco, the Peninsula, Marin & Sonoma
Counties
Jewish Federation of Delaware
Jewish Federation of Greater Atlanta
Jewish Federation of Greater Dallas
Jewish Federation of Greater Houston

Jewish Federation of Greater Long Beach
& West Orange County
Jewish Federation of Greater Los Angeles
Jewish Federation of Greater Orange County
(New York)
Jewish Federation of Pittsburgh
Jewish Federation of Greater Seattle
Jewish Federation of Greater Washington
Jewish Federation of Metropolitan Chicago
Jewish Federation of Metropolitan Detroit
Jewish Federation of Ocean County
Jewish Federation of Palm Beach County
Jewish Federation of Rhode Island
Jewish Federation of Southern Arizona
Jewish Federation of St. Louis

Memphis Jewish Federation
Milwaukee Jewish Federation
Minneapolis Jewish Federation
Sarasota-Manatee Jewish Federation
Springfield Jewish Federation (Illinois)
The Associated: Jewish Community
Federation of Baltimore
UJA Federation of Greenwich
UJA Federation of Northern New Jersey
UJA-Federation of New York
United Jewish Communities of Metrowest
United Jewish Federation of Northeastern
New York
United Jewish Federation of Tidewater

Hillel: The Foundation for Jewish Campus Life
Schusterman International Center, US, Canada, Israel, Former Soviet Union and Latin America Hillels
CONSOLIDATED STATEMENT OF REVENUES AND EXPENDITURES 2011-12

	Charles and Lynn Schusterman International Center	Schusterman International Center & Local Hillels Worldwide
Income		
Contributions and Grants	20,678,005	55,181,688
Jewish Federations	1,197,992	16,597,992
Program Fees	5,117,697	10,142,697
Investment Income	635,240	2,020,240
Other Income	235,297	3,485,297
Total Income	27,864,231	87,427,914
Expenditures		
Operating Expenditures	18,899,794	79,263,100
Allocations & Grants to Local Hillels	9,141,634	9,141,634
Total Expenditures	28,041,428	88,404,734
Excess or (Deficit) of Revenues over Expenditures	(177,198)	(976,821)

** Note: The above figures are projected and unaudited.*

"What everyone sees at Hillel is an incredibly smart, transformative process to literally recreate a whole different kind of campus Jewish life. It's really remarkable to watch."

— Rabbi Rick Jacobs, President of the Union for Reform Judaism





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College
SHARON MARGOLIN UNGERLEIDER,
Springfield, OR
KATIE WHITLACH, Pittsburgh, PA
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Hillel's International Board of Governors advocates for Jewish campus life. The Board of Governors provide counsel and advice to Hillel's Board of Directors, which has the responsibility of overseeing Hillel's day-to-day operations. Each member of the Board of Governors provides leadership and a minimum of \$50,000 in annual support to Hillel's Charles and Lynn Schusterman International Center.

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MORDEHAI WOSK
Vancouver, British Columbia



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