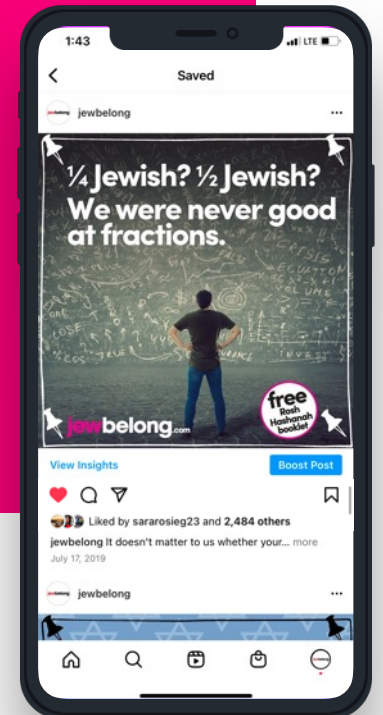


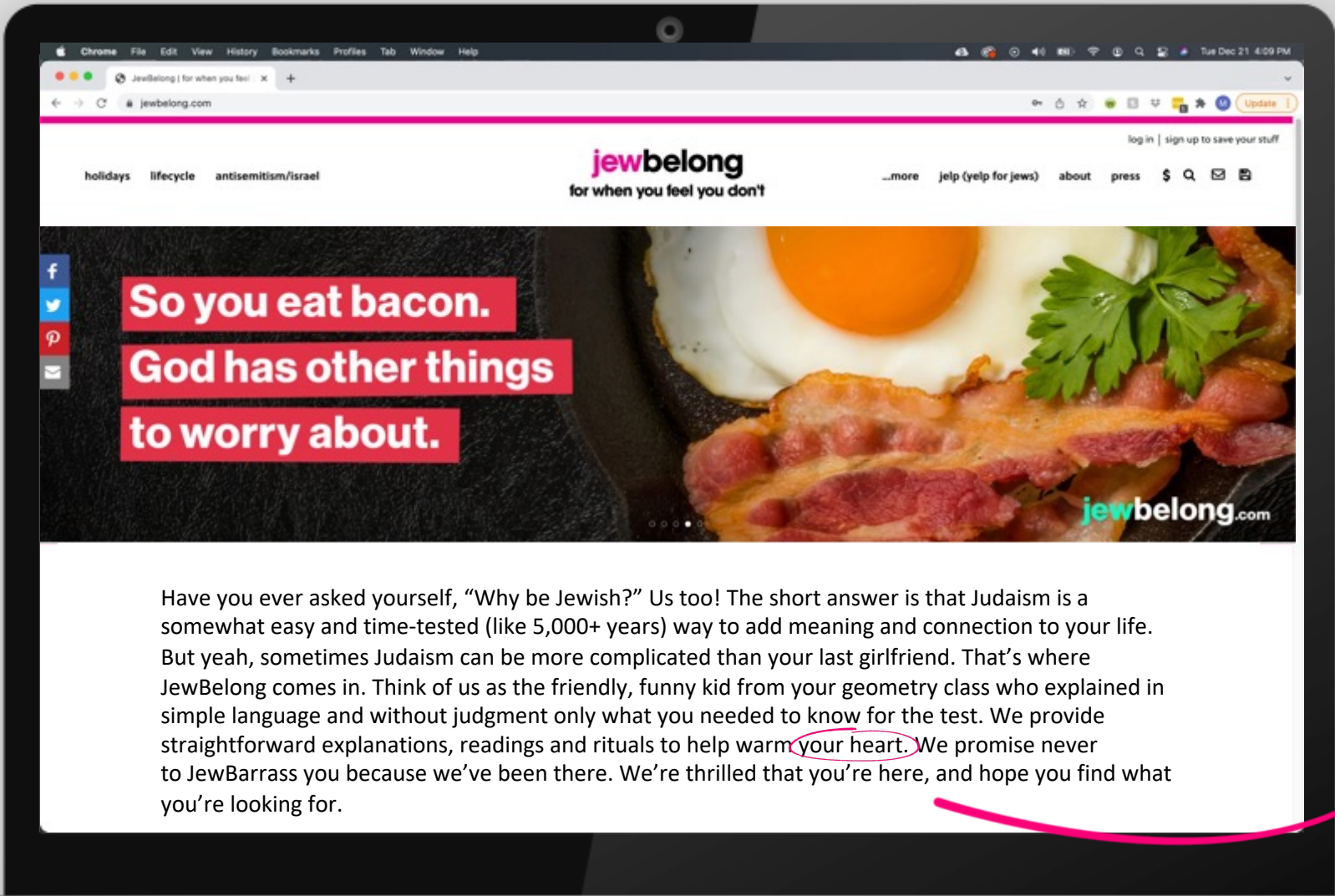
Think of it as a business problem:

Disengaged Jews (DJs) are the largest group of Jews in the United States, but they are doing very little, if anything, Jewish - **YET!** If there is any hope for a thriving Jewish community in the US, we must find the DJs and convince them that **Joyous Judaism** will add to their lives. JewBelong was born to meet this opportunity! Like any smart brand in search of customers, we use **b r o a d** outreach and **PROVOCATIVE** messaging to create demand - and then – we provide the solution: **JewBelong**.



"WHAT YOU'RE DOING IS AWESOME! THE GREATEST THREAT TO AMERICAN JEWS IS ASSIMILATION - AND MOST OF THE SECULAR FOLKS AVOID SYNAGOGUE, BUT THEN SHOW UP FOR CHABAD EVENTS - WHICH IS THE ANTITHESIS OF WHAT THEY ACTUALLY BELIEVE, BUT IT'S FUN AND IT'S FREE (SORT OF). PEOPLE NEED ANOTHER WAY BACK, AND THAT'S WHERE YOU COME IN. PLEASE KEEP DOING YOU!" - BRENDON

"LIVING MY LIFE AS A JEW IS AWESOME. I'M THANKFUL THAT Y'ALL ARE FINDING WAYS TO MAKE IT MORE ACCESSIBLE." - SARI ROSE



So you eat bacon.
God has other things
to worry about.

Have you ever asked yourself, "Why be Jewish?" Us too! The short answer is that Judaism is a somewhat easy and time-tested (like 5,000+ years) way to add meaning and connection to your life. But yeah, sometimes Judaism can be more complicated than your last girlfriend. That's where JewBelong comes in. Think of us as the friendly, funny kid from your geometry class who explained in simple language and without judgment only what you needed to know for the test. We provide straightforward explanations, readings and rituals to help warm your heart. We promise never to JewBarrass you because we've been there. We're thrilled that you're here, and hope you find what you're looking for.

WHY BE JEWISH?

The feeling you get (may include sweating, shortness of breath or mild panic) when you think you should know something Jewish, but you don't. Also occurs when you've said or done something Jewish "wrong."

Our mission!

MISSING!

50% of America's Jewish Community



Answers to: Disengaged, My mom isn't Jewish, Interfaith, JewBarrased*

Last Seen: Hebrew school, Bar/Bat Mitzvah

If found, please call: JewBelong (although we'll probably find them first)

Reward: HUGE

*the feeling you get (may include sweating, shortness of breath or mild panic) when you think you should know something Jewish, but you don't. Also occurs when you've said or done something Jewish "wrong." We've all been there.

JEWBELONG

Unlike other organizations that list "outreach" as part of their mission, JewBelong is singularly focused on finding DJs! DJs rarely go to synagogue, Hillel, Shabbat dinners, UJA Federation, Israel or the vast array of hundreds of other fabulous Jewish organizations. Remember, they are disengaged! We find DJs with effective awareness advertising and give them a reason to take a second look at the faith and Jewish identity that they thought held nothing for them.

According to the 2020 Pew Report, more than half of the Jewish and Jew-ish population are DJs:

7.5M

Jews of all ages in the US

3.8M

DJs*

JewBelong's target market!

"GOODNESS THESE PEOPLE GET ME. TO ALL MY FRIENDS THAT HAVE FALLEN OUT OF JUDAISM BUT STILL IDENTIFY AS JEWISH. FOLLOW @JEWBELONG." - STEPHANIE

"IT WAS HONEST AND REFRESHING AND - MOST IMPORTANTLY - NONJUDGMENTAL AND INCLUSIVE OF ALL (NO MATTER HOW LITTLE ONE KNOWS OR PRACTICES ABOUT JUDAISM)." - CARRIE

* (1.5M Jews of no religion + 1.4M who lack a Jewish parent or upbringing and do not identify as Jewish by religion but consider themselves Jewish in some other way + 900,000 who are excluded from the Pew total (including 200,000 who identify as Jewish by religion but also identify with another religion and 700,000 who have no religion and do not consider themselves Jewish in any way).

We don't care
which half of you
is Jewish.

REACHING DJs.

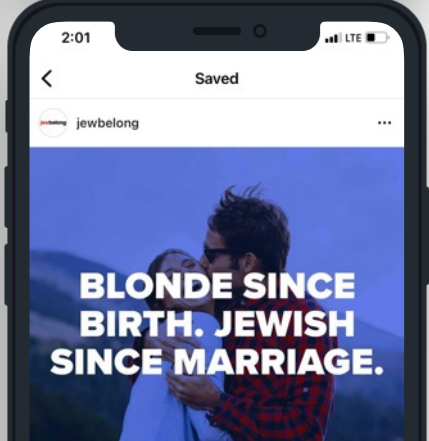
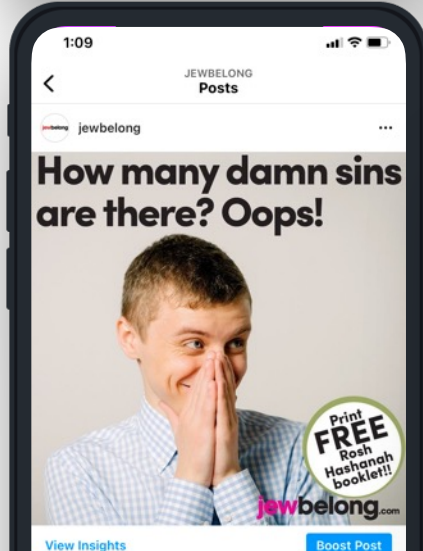
A potentially dangerous phenomenon exists in the Jewish community in which the same fortunate young people find and take advantage of the many immersive Jewish offerings out there, while the DJs don't even think to look. This does very little to help increase the number of proud, engaged Jews. It is not uncommon for us to receive questions from the DJ community like, "Does anyone at JewBelong know anything about a free or very low-cost trip to Israel? Is that a thing?" Of course, the answer is Birthright, Honeymoon Israel, RootOne, etc., and we are thrilled to point them in the right direction. We connect to this group because we dedicate almost our entire annual budget to speaking to them in their language. Not only do we provide education and resources to them, but JewBelong acts as a conduit directing them to other Jewish organizations.

"THANK YOU!!! SERIOUSLY. I FOUND YOUR SITE "BY ACCIDENT" BUT I HAVE NEEDED THIS SITE FOR SO LONG!! YOU'RE NOW MY "HOME PAGE" (AND YOU'RE HILARIOUS). LOVE IT! I'M A "JEW BY CHOICE" (A CONVERT!) WHO DOESN'T FIT IN. I CAN'T GET ANY STRAIGHT ANSWERS (OR ANY ANSWERS AT ALL) TO MOST OF MY QUESTIONS." - KIM

"JEWBELONG WHAT YOU'RE DOING IS AMAZING AND INCLUSIVE. DON'T LISTEN TO THE HATERS AND THOSE THAT PREACH A CERTAIN WAY TO BE JEWISH. THERE IS NO RIGHT OR WRONG." - ALLAN

FINDING NEEDLES IN HAYSTACKS.

JewBelong uses mainstream media and can't-miss messaging to create awareness and reach those outside of the Jewish echo chamber. Our strategy overall is broad outreach via digital marketing, public relations, word-of-mouth, and outdoor advertising. More specifically, we use a careful mix of paid search, display ads, social media, a fully optimized site, and video to capture our audience. We've said it before, but unless an organization is laser focused on DJs, they won't be successful in finding and appealing to them. We find them on their cellphones, laptops, and on billboards, and catch their attention with breakthrough/disruptive branding.

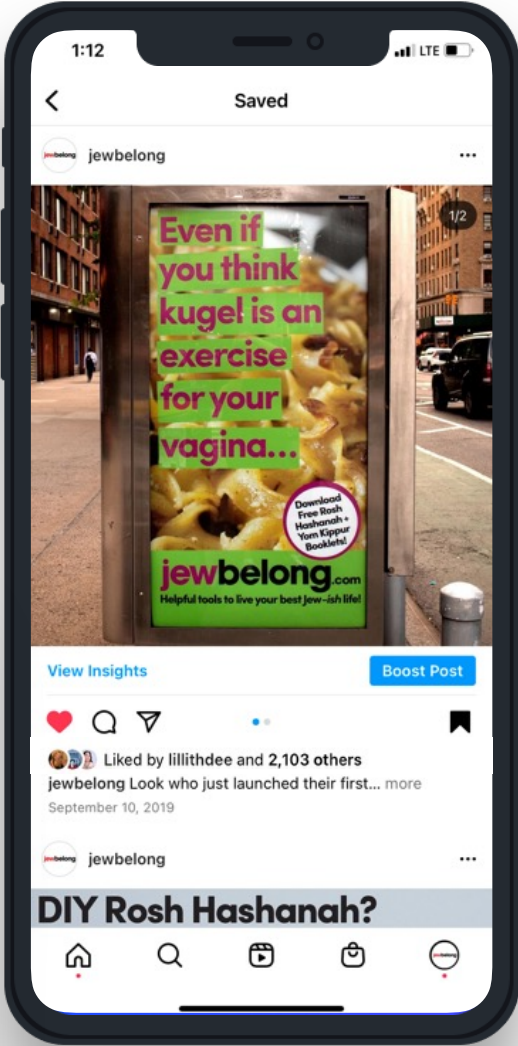
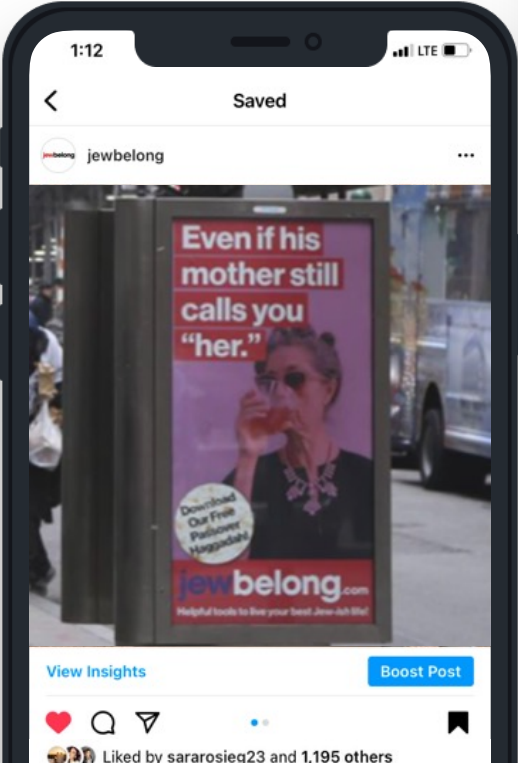


"I KNOW THAT I AM NOT ALONE IN LAUGHTER AND GETTING CHOKED UP WITH JEWBELONG'S BLESSING FOR PARTNERS AND FAMILY MEMBERS OF OTHER FAITHS. THIS PUBLIC RECOGNITION OF INTERFAITH FAMILIES IS SO MOVING." - CAROLINE

"I LOVE THE APPROACH, COMEDY AND OVERALL CONCEPT. AS A SHIKSHA, I AM FEELING BETTER ABOUT GETTING MORE INVOLVED WITH OUR INTERFAITH FAMILY. PLEASE CONTINUE TO KEEP THIS UP! IT CREATES A FUN ATMOSPHERE AND IS ABSOLUTELY HILARIOUS." - KEELY

WHO KNEW **JEWBARRASSMENT** COULD CHANGE EVERYTHING?

One of the main reasons JewBelong was founded is that many DJs leave their Judaism behind because they think they are “Bad Jews,” since they think they don’t know enough to be “Good Jews.” Of course, this is nonsense. Sure, there are observant and non-observant, the group that had a Bar/Bat mitzvah and the group that didn’t, but good and bad?! What a disastrous measuring stick. We coined the term JewBarrased to shine a light on this problem. Turns out we sure weren’t the only ones who noticed this! “I’ve been JewBarrased my whole life, I just didn’t know there was a word for it!” is something we hear repeatedly.



"I'M JUST WRITING TO EXPRESS SUPPORT - SO HAPPY TO SEE YOUR BILLBOARDS. THIS IS A TOPIC IN DESPERATE NEED OF ATTENTION. I'M NOT JEWISH, BUT HAVE RELATIVES WHO WERE POLISH JEWS & DID NOT SURVIVE THE WAR. THE INCREASE OF ANTISEMITISM RECENTLY HAS BEEN HORRIFYING & BAFFLING." - TARA

"I AM SO HAPPY THAT I FOUND YOU ALL. THANK YOU FOR THE GREAT SERVICE YOU PROVIDE TO PEOPLE WHO DON'T HAVE A TEMPLE THAT THEY CAN GO TO." - ALLISON

JEWBELONG OFFSCREEN!

A beautiful website with lots of visitors learning about Joyous Judaism is a great start, but Judaism isn't a spectator sport! That's why *JewBelong Offscreen*, our catalog of free, easy-to-print booklets and resources for holidays and lifecycle events is at the heart of what we do. For reasons we may never understand, most DJs, especially young adults, have an aversion to organized Jewish activity. But they do want to create their own at-home experiences. *JewBelong Offscreen* gives them everything they need. And they are using all of it!!!

JEWBELONG OFFSCREEN IMPACT: Over 505,000 people have used our booklets over the past two years, and 251,000 people have viewed our virtual holiday events.

"THIS PAGE IS SO NICE! I'VE BEEN SO OVERWHELMED TRYING TO LEARN ABOUT JUDAISM SO I CAN EMBRACE MY FATHER'S HERITAGE AND THIS IS REALLY HELPFUL! I MIGHT ACTUALLY BE CRYING." - JESSICA

"THIS MAY HAVE BEEN THE MOST BRILLIANT, WELL-CONCEIVED JEWISH "THING" I'VE SEEN IN, WELL, EVER. I'M A FAN. WILL BE ON YOUR WEBSITE OFTEN AND SINGING ITS PRAISES TO OTHERS. THANKS FOR EVERYTHING." - LEESA

PASSOVER HAGGADAH

jewbelong

So compelling.
Elijah might stay
for dessert!

G... to drink and then to darkness. We assume for
... night, to enlighten the dark corners of our world. We
... (ascending into the memories of even the silent among
... and Hiroshima. Before us, the threat of acts of terrorism
... star from fire, not the heat of destruction, but the light of
... reason, strength and caring that grows from within each.

... festival of Freedom, bring light into our hearts and minds,
... of and freedom here and now. May they illumine the
... repeat the ancient blessing

... ברוך אתה יהוה יהוה אלהינו יהוה אחד
... אל, עושה מלחכה בדם,
... בשרו ב'תשובה,
... או שאל (Shabbat v'ru) 'kom 'kom
... לך, Spirit of Everything,
... (the Shabbat) and holiday lights.

CANDLE LIGHTING
... and long. Remember us with blessings and
... by children and grandchildren to be truly wise and
... a home. Blessed be the six worthy descendants of Sarah,
... whose be extinguished. Let the light of your face

SH
... THE cup

... in cup, say the Kiddush, and
... celebrations, from holidays to
... weddings, include wine as a symbol of joy - not to mention a practical
... way to increase that joy. The Seder starts with first cup of wine and then
... gives us three more opportunities to refill our cup and drink.

... ברוך אתה יהוה יהוה אלהינו יהוה אחד
... ברוך אתה יהוה יהוה אלהינו יהוה אחד, בשרו ב'תשובה,
... We praise God, Spirit of Everything, who creates the fruit of the vine.

SHEHECHYANU
... ברוך אתה יהוה יהוה אלהינו יהוה אחד
... ברוך אתה יהוה יהוה אלהינו יהוה אחד, בשרו ב'תשובה,
... We praise God, Spirit of Everything, who has kept us alive, raised us up,
... and brought us to this happy moment.

DRINK THE FIRST GLASS OF WINE



SEDER PLATE

The seder plate holds the ritual items that are discussed during the seder.



music moment

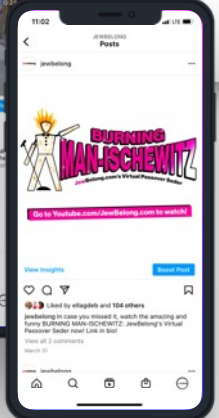
PASSOVER ROUND

- Roasted shankbone
- Hard-boiled egg
- Karpas and charoset
- Bitter herbs

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PASSOVER.

There is a certain “Captain of your own ship” feel to Passover since most people conduct their Seders at home. JewBelong’s Haggadah, our most popular booklet, has been used by over 214,040 people! Since community and togetherness is key to a meaningful Passover, JewBelong jumped into action to create a virtual celebration, complete with celebrities and others, at the beginning of Covid in 2020, when we realized that families couldn’t be together. We were meticulous about having the Haggadah’s words and page numbers on the screen, so the audience could follow along. In 2021, we worked with a new group of actors who gave us a Passover that was unlike any other. So, whether people wanted a Haggadah to do their own service, to watch a service online, or to watch and participate simultaneously, we have something relevant and meaningful for all.

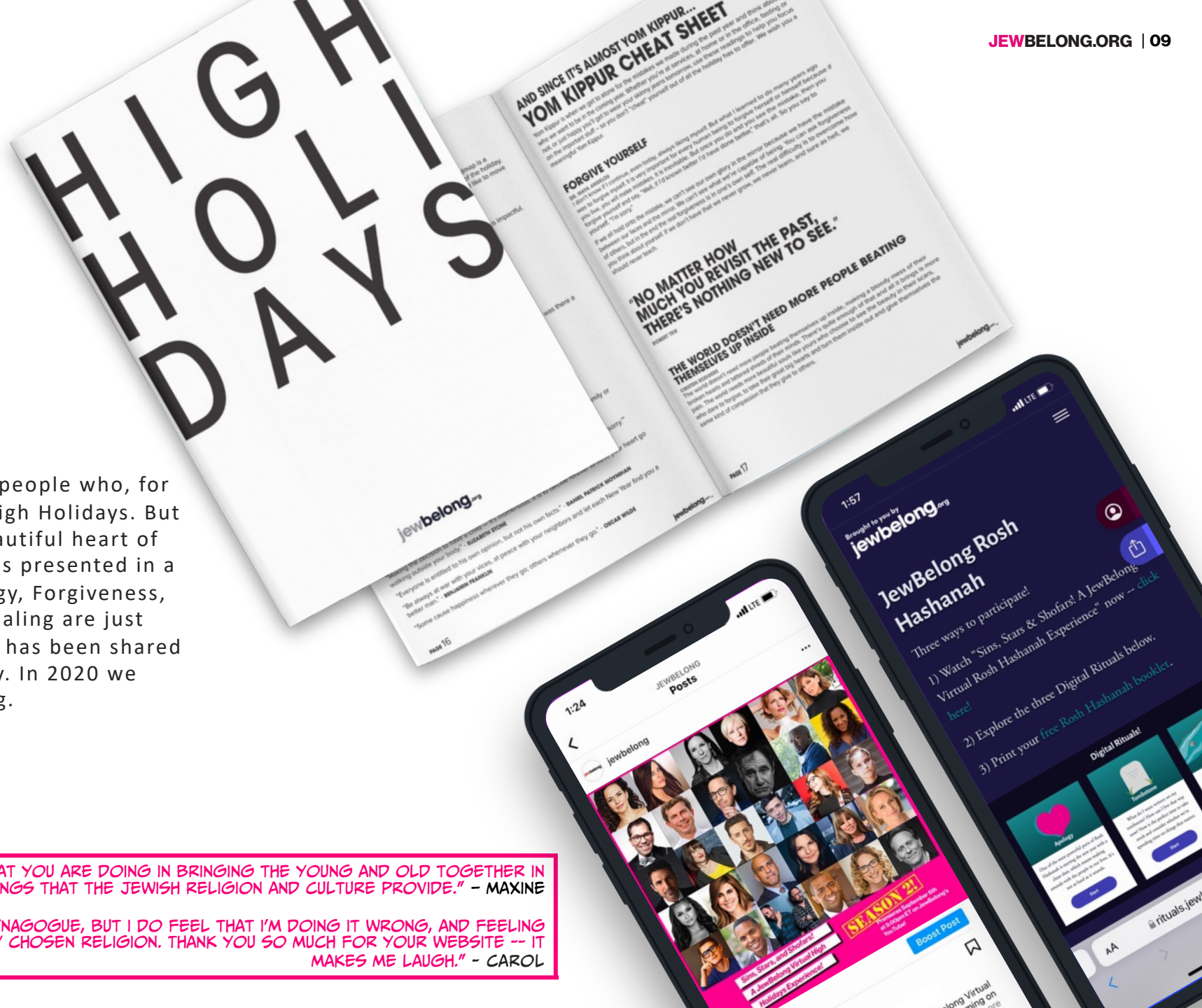


Online supplement!

“PASSOVER IS THE HOLIDAY FOR YOU! GO NO FURTHER THAN THE FOUR SONS! WHEN YOU SAY THEM YOU EXCLUDE YOURSELVES. YOU CLOSE RATHER THAN OPEN DOORS FOR JEWS BY BIRTH AND JEWS BY CHOICE TO COME TOGETHER AND CELEBRATE! WHILE WE JEWS HAVE OUR DIFFERENCES, LET’S FIND WAYS TO COME TOGETHER. THANK YOU JEWBELONG.COM. THIS JEW TRULY APPRECIATES YOUR WORK. WISHING CONTINUED SUCCESS WITH THIS EFFORT.” - ANONYMOUS

HIGH HOLIDAYS.

Whether we like it or not, there are many Jewish people who, for various reasons, do not go to synagogue on the High Holidays. But they don't have to miss out on the exquisitely beautiful heart of the holiday. JewBelong offers an alternative that is presented in a way that feels more accessible. Lessons on Apology, Forgiveness, and our Personal Roadmap for goal setting and healing are just part of the offerings. Our *Yom Kippur Cheat Sheet* has been shared by rabbis to add the extra meaning to their liturgy. In 2020 we added *Digital Rituals* for self-paced soul-searching.

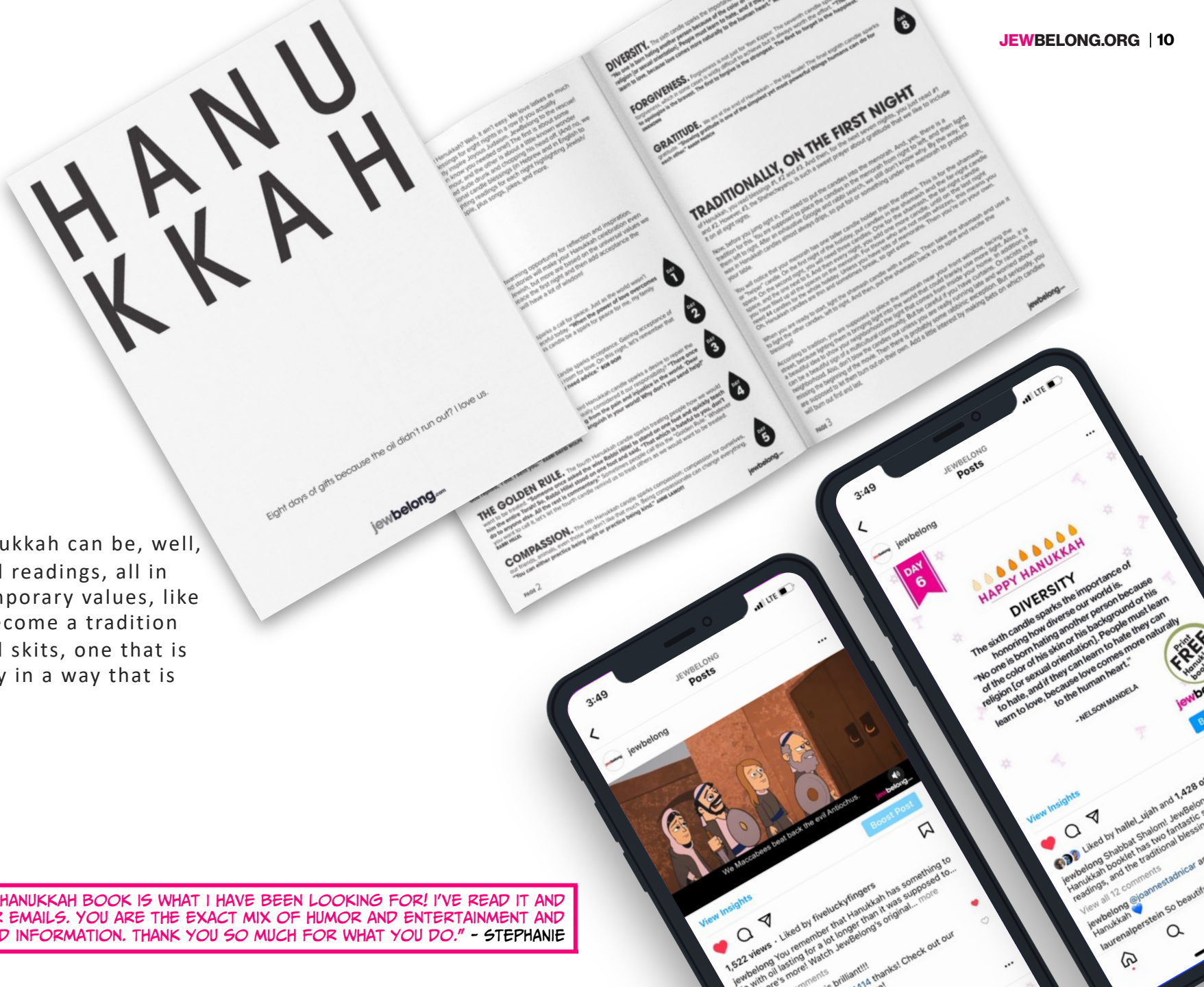


"I WANT TO THANK YOU ALL AGAIN FOR THE TERRIFIC JOB THAT YOU ARE DOING IN BRINGING THE YOUNG AND OLD TOGETHER IN UNDERSTANDING ALL THE BLESSINGS AND MEANINGS THAT THE JEWISH RELIGION AND CULTURE PROVIDE." - MAXINE

"THANKS FOR YOUR EXPLANATIONS, SOMETIMES I TRY TO GO TO SYNAGOGUE, BUT I DO FEEL THAT I'M DOING IT WRONG, AND FEELING QUITE STUPID ABOUT IT. ON MY OWN, I AM MADLY IN LOVE WITH MY CHOSEN RELIGION. THANK YOU SO MUCH FOR YOUR WEBSITE -- IT MAKES ME LAUGH." - CAROL

HANUKKAH.

With all due respect to the everlasting oil, Hanukkah can be, well, repetitive. So, JewBelong created supplemental readings, all in English, one for each night, to highlight contemporary values, like peace and forgiveness. These blessings have become a tradition for many families! We also created two original skits, one that is animated, to teach the story behind the holiday in a way that is unique and memorable.



"YOU ARE THE EXACT MIX OF HUMOR AND SPIRITUALITY. YOUR HANUKKAH BOOK IS WHAT I HAVE BEEN LOOKING FOR! I'VE READ IT AND SHARED IT. EVERYONE LOVES IT. AND I SO APPRECIATE YOUR EMAILS. YOU ARE THE EXACT MIX OF HUMOR AND ENTERTAINMENT AND SPIRITUALITY AND INFORMATION. THANK YOU SO MUCH FOR WHAT YOU DO." - STEPHANIE

SHABBAT

After the week you've had, you need this.

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WHAT IS "FRANO MAN"?

Each week has come to an end / Spend time with our family and friends / As we light the candles after / A week, but we're feeling good all the same

Thanks for the bread on Shabbat / Sea, and our blessings, we're counting a lot / If Mom loves the cold whitefish spread / Of sets only the kugel and bread

Instant, and some who are Catholics as well / Ebrew, and doing so great we could swell / King, they don't want their parents to know / After too many sips of Merlot

As the plates and the glasses get cleared / Another, and say, "Man, we are so glad we're here!" / Thanks for the bread on Shabbat / Sea, and our blessings, we're counting a lot

SHABBAT CANDLES

We light two candles for the two commandments related to Shabbat - Observe and Remember. We circle our hands across the top of the candles three times, washing the light toward ourselves, and then cover our eyes as we recite the blessing. We close our eyes before the prayer, and when we open our eyes at the end of the blessing, we have entered into Shabbat.

Baruch Atah Adonai, Eloheinu Melech ha-olam, asher kid'shanu b'mitzvotek, v'tzivanu Haadik ner shel Shabbat. Amen. We praise God, Spirit of Everything, who has made us holy with your Mitzvot and commanded us to light the Shabbat light. Amen.



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Tell some jokes, / Sing some songs, / On Shabbat, you can't go wrong / Spend some time at your own table / Bake a kugel if you're able

Throw your cares, / To the wind / Let tranquility begin / This weekly holiday is heaven-blessed / So come and lift your glass, / Another week has passed

Day of rest, / Day of rest, / Day of rest

A SHABBAT REQUEST

Help us to feel peaceful this new Shabbat. / After noise, we seek quiet. / After crowds of indifferent strangers, / We seek to touch those we love / After concentration on work and responsibility, / We seek freedom to listen to our inward selves. / We open our eyes to the hidden beauties / And the infinite possibilities in the world. / We break open the gates / Of goodness and kindness / In ourselves and in others.

TEACHING YOUR CHILDREN ABOUT GOD

RABBI SARITA J. WOLFE / A woman once stood before God, her heart breaking from the pain and injustice in the world. "Dear God," she cried out, "look at all the suffering, the anguish and distress in your world. Why don't you send help?"

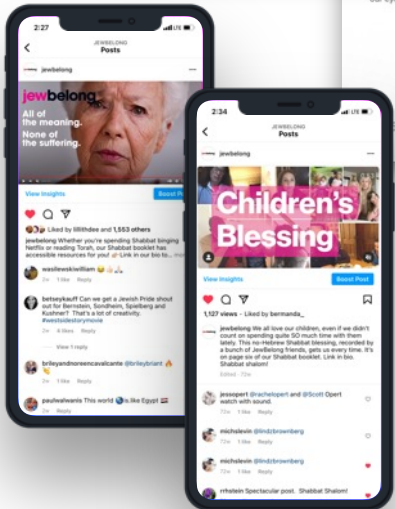
God responded, "I did, I sent you."

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SHABBAT.

This is what it says front and center on JewBelong's Shabbat page: "Swear to God, if we had a nickel for every time we heard, 'I wish I had done Shabbat with my kids when they were growing up,' we'd have... well, a ton of nickels!" The reason is that Shabbat is a perfect time for a restful dinner after a busy week. Shabbat comes with easy-to-follow instructions and somehow between the candles, the bread and the wine, it creates a sacred space. This might sound corny, but we don't care, 'cause it's true. Shabbat is one of our favorite Jewish holidays at JewBelong. JewBelong's Shabbat booklet makes celebrating easy and fun.



Online supplement!

"HI! I FEEL LIKE YOU MADE THIS SITE JUST FOR ME! I READ YOUR NEW COMMANDMENTS AND THEY WERE SO APPROPRIATE, FOR EXAMPLE, I ALREADY WAS DOING SHABBAT WITH MY DAUGHTER (3), SOMETIMES OVER AN ENGLISH MUFFIN BECAUSE WE DON'T LIVE IN AN AREA THAT HAS LOTS OF CHALLAHS NEARBY. IT SOUNDS LIKE YOU ARE GOING TO ADD STUFF FOR INTERFAITH FAMILIES, THAT WOULD BE GREAT. KEEP UP THE GOOD WORK!" - PAIGE

BRIS AND BABY NAMING.

There are thousands of Jewish children being born every month and since many of their Jewish parents lack connection with a Jewish community, they miss the chance to have a meaningful ceremony. JewBelong is living proof that when people are given the right resources, they will take advantage of the opportunity to add Jewish meaning to their lives.

"MY DAUGHTER HAD HER FIRST SON. WE NEEDED A SPECIAL READING FOR SOME AUNTS AND UNCLAS WHO WEREN'T COMFORTABLE DOING A BLESSING IN HEBREW AND THERE WAS JEWBELONG TO THE RESCUE. YOU DO GOD'S WORK." - JULIE

Baby Naming

There are two gifts we should give our children. One is roots and the other is wings.

HODDING CARTER



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surrounded by family and friends as we welcome our daughter into this world. (A baby naming is also called Simchat Bat (celebration of a daughter) and naming in Hebrew. But the idea behind it - that all Jewish people are united in prayer and support for our children - is a core value. Today our daughter is a young girl, and she is a wonderful person. Today our daughter is a young girl, and she is a wonderful person. Today our daughter is a young girl, and she is a wonderful person.

...a'shem Adonai, blessed is she who comes in God's name.

WHAT A WONDERFUL WORLD

I see trees of green, red roses too
I see them bloom, for me and you
And I think to myself what a wonderful world
I see skies of blue, and clouds of white
The bright blessed day, dark sacred night
And I think to myself what a wonderful world
The colors of the rainbow, so pretty in the sky
Are also on the faces, of people going by
By friends shaking hands, sayin', "How do you do?"
They're really sayin', "I love you."
I hear babies cryin', I watch them grow
They're learnin' much more, than I'll ever know
And I think to myself what a wonderful world
Yes, I think to myself
What a wonderful world

May your successes be many, and when you don't succeed, may you learn and grow from the experience, and go on.
May you always give yourself the gift of learning something new.
May you have the courage of conviction and patience to fight for what you know to be right.
May you laugh often.
May you always go to sleep at night with that feeling of satisfaction that comes from a day well lived.
May you always have peace in your home and in your heart.
May you know unbridled joy, and may your sorrows be few and far between.
May you find true, enduring love, and may you be blessed with children as wonderful as you.
May you always have good friends.
May you always feel the love of family and friends as you take your place among the Jewish people of your generation.
May you live a long, healthy, happy, and peaceful life, and may you be the change you want to see in the world.

The hardest of all is learning to be a well of affection and not a fountain, to show children that we love them, not when we feel like it, but when they do.

FOR YOU

...path that will be your life, may you walk on firm ground, with the wind at your back, and may you be blessed with children as wonderful as you.

...hands be strong, and may their work be guided by both the wisdom and the strength of your heart.

...May you draw from the strength and wisdom of our tradition, and those who came before you.
May you have beautiful dreams which inspire you and may your pursuit of those dreams be fulfilling.

page 2

Bris

There are two gifts we should give our children. One is roots and the other is wings.

HODDING CARTER



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...in your home and in your heart.
...joy, and may your sorrows be few and far between.
...ing love, and may you be blessed with children as wonderful as you.
...ed friends.
...ive of family and friends as you take your place among the Jewish people of your generation.
...ly, happy, and peaceful life, and may you be the change you want to see in the world.

YANU (GENERIC PRAYER OF GRATITUDE)
Baruch atah Adonai, Eloheinu melach ha-olam, shechayanu v'vay manu v'higyanu lazman hazeh.
Praised are you, God, Spirit of the Universe, who sustains us, and brings us to this moment.

The hardest of all is learning to be a well of affection and not a fountain, to show children that we love them, not when we feel like it, but when they do.

FOR ANYONE WHO ISN'T JEWISH WHO WANTS TO ADD THIS BLESSING: (USE THIS PRAYER IF YOU KNOW THIS IS A LOT)

...in a Jewish life feel welcome and integrated. We lovingly acknowledge and are deeply grateful for the love and support you provide by being here, no matter how big or small a part it is in your day. Your presence in our community is valued. It is not taken for granted because not everyone in this world will see it as a Shabbat dinner or attend a Pesach Seder. We are a very small people and history has made us smaller. As we once again see a rise in hatred and hear fear in the voices of our community, we are grateful for your presence. We pray with all our hearts that you give to the Jewish people will come back to you and fill your life with joy. Amen.

ADD THANKS TO A FAMILY RAISING KIDS:
We offer special thanks to those who are raising their sons and daughters with Jewish identity. Our children mean hope, life and future. With all our hearts, we want to thank you for your love and willingness in giving the ultimate gift to the Jewish people. Amen.

page 4

SHARING AND EXPLANATION OF THE BABY'S HEBREW NAME

THE STORY OF THE GUARANTORS

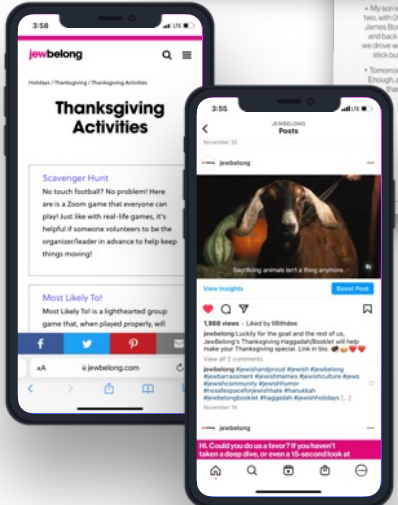
When Aaron asked to receive the Torah, God said to him, "I am giving you my Torah. Give to me good guarantors that will guard it, and I shall give it to you." They said, "Our ancestors are our guarantors." God said, "Your ancestors are not sufficient guarantors. Yet bring me good guarantors, and I shall give you the Torah." They said, "Ruler of the Universe, our prophets are our guarantors." God said, "The prophets are not sufficient guarantors. Yet bring me good guarantors, and I shall give you the Torah." They said, "Hear, our children are our guarantors." God said, "They are certain good guarantors. For the sake of your children, I give you the Torah."

It takes courage to grow up and become who you really are.

PLANTING THE SEEDS OF ETERNITY

...One day a sage was walking along a road, and he saw an old man planting a carob tree. The sage asked the man, "How long does it take for this tree to bear fruit?" The man replied, "Seventy years." The sage responded, "Are you certain that you will live another seventy years?" The man replied, "I found grown carob trees in the world; as my forefathers planted those for me, I too plant these for my children."

page 5



Online supplement!

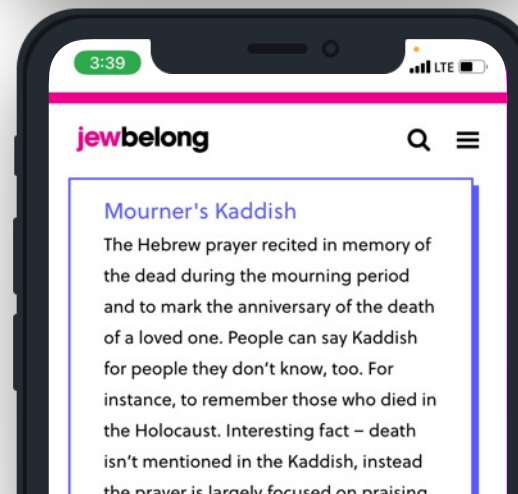
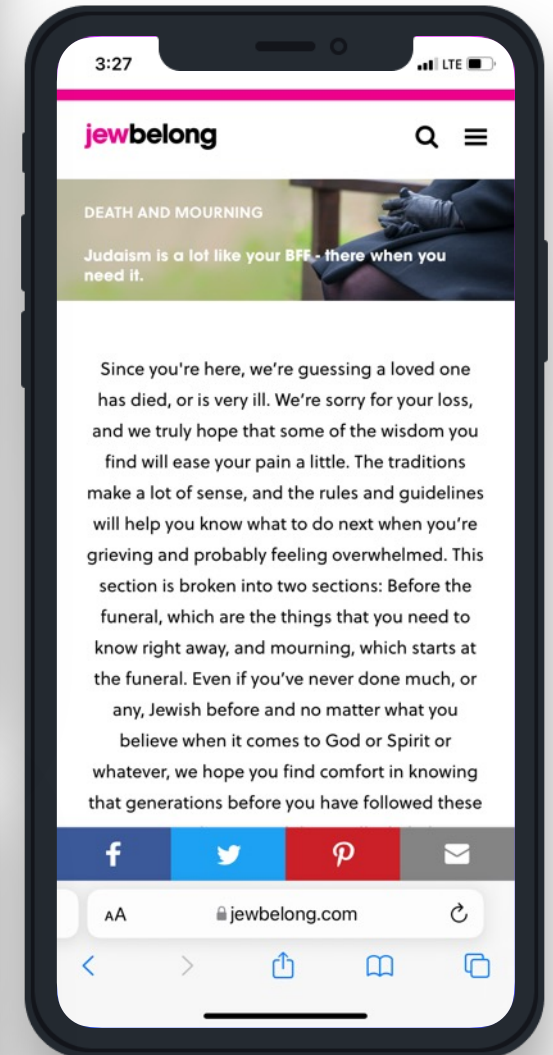
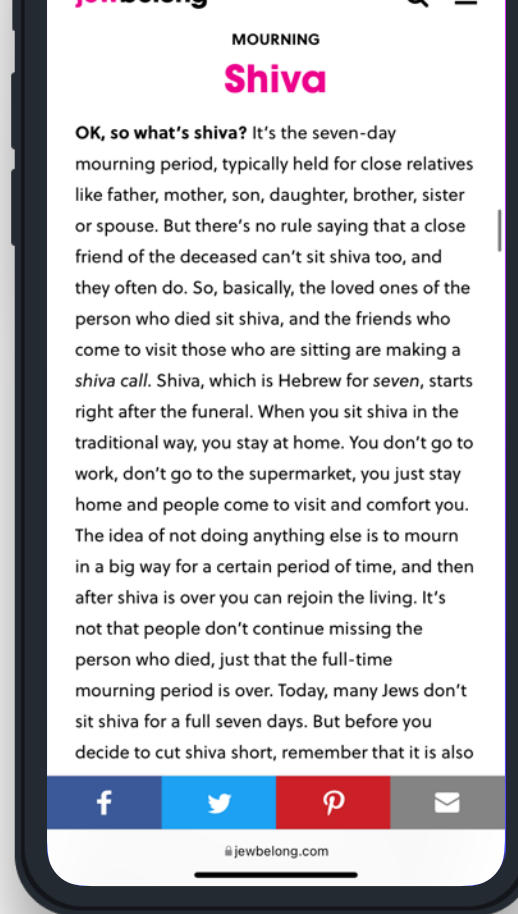
THANKSGIVING.

JewBelong is fortunate to have many rabbis that we call friends and mentors, including two rabbis on our Advisory Board. One showed us her Thanksgiving Haggadah, so we thought, why not?! Everyone celebrates Thanksgiving, why not take this opportunity to offer some Jewish thoughts on gratitude and make a Thanksgiving booklet!? Our community loves it!

"I GOT 2 OF YOUR BOOKLETS...THE THANKSGIVING ONE AND THE SHABBAT ONE. I ABSOLUTELY LOVE THEM. THEY HAD ME SINGING OUT LOUD, BY MYSELF, IN MY HOME. AND THAT FELT SO GOOD. THANK YOU VERY MUCH." - JOLENE

SHIVA.

The Jewish traditions around death and mourning can't be beat, but too many people who don't have access to a rabbi or Jewish advisor feel overwhelmed about figuring out how to use the traditions on their own. All too often we hear people saying that their parent's shiva, which would traditionally include seven days of mourning, was cut down to practically nothing, because they don't have an understanding of what to do or why. JewBelong offers readings and blessings...exactly the gentle guidance someone needs when they are bereft.



"THANK YOU FOR YOUR INFORMATIVE ARTICLE ON FUNERALS. I AM WRITING A PAPER ON FUNERAL RITUALS, AND THIS CLEARED UP A LOT OF THINGS FOR ME. WHILE I AM NOT OF THE FAITH, I NOW HAVE A BETTER UNDERSTANDING OF WHAT WENT ON. YOU ROCK!" - AMY

"YOUR 'OUT OF THE BOX' APPROACH IS BRINGING MORE PEOPLE INTO THE TENT - LOVE IT JEWBELONG." - RABBI J NAVAREZ

JEWBELONG IS CONNECTING WITH DJS!

Impact study results:

Data collection: May 4th – May 18th, 2021

9,039 surveys sent 14% response rate

1,300

responses in less than a week

70%

feel more connected to JewBelong's Judaism

56%

feel "gotten" by JewBelong

57%

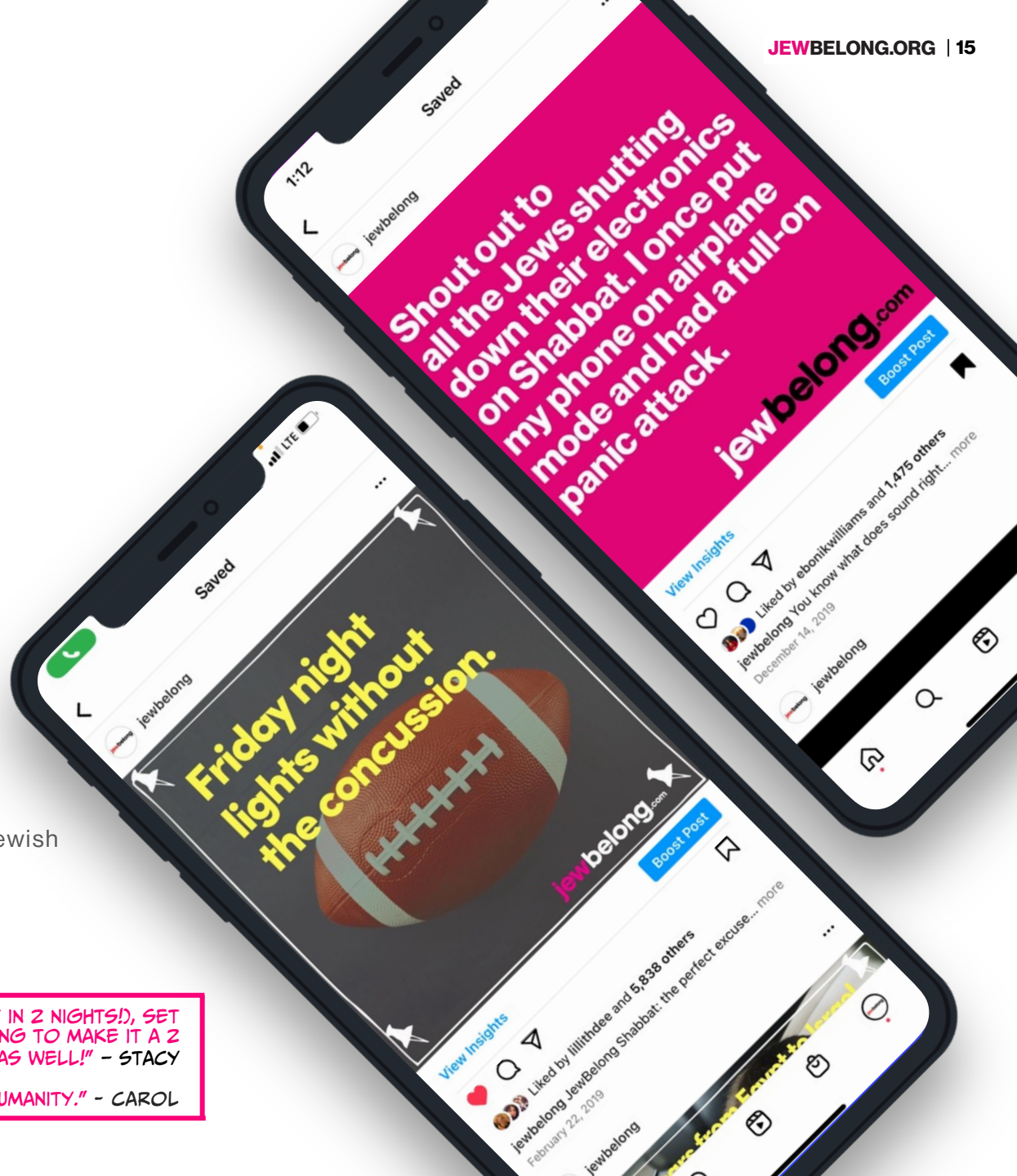
have become more active in Jewish life since JewBelong

53%

feel more connected to the Jewish community since JewBelong

26%

grew up in a Jewish home but had drifted away from their Jewish identity



"WE HAD A KICK ASS SEDER! ORDERED YOUR HAGGADOT, BOUGHT A GIANT BOTTLE OF FIREBALL (FINISHED IT IN 2 NIGHTS!), SET BABY MOSES IN HIS BASKETS ON THE NILE RIVER & HAD MOSES LEAD ACROSS JELL-O! THANKS FOR HELPING TO MAKE IT A 2 WONDERFUL NIGHTS! HOPE YOU & YOUR FAMILY HAD A KICK ASS SEDER AS WELL!" - STACY

"LOVE THIS WEBSITE - A SANCTUARY FOR CALMING AND UPLIFTING SANITY AND HUMANITY." - CAROL

MEASURING SUCCESS: ENGAGEMENT.

JewBelong’s provocative messaging gets attention. We benefit from both organic/unpaid engagement and paid engagement. Organically, people who see our ads + resources share them on social media, leading others to make additional social posts that then multiplies engagement (a like, share, comment, save or view).

Our paid ads ensure that we have a strong digital presence, especially in areas our billboards are up. This way, our campaign is seen repeatedly. JewBelong’s paid ads, combined with organic growth, ensures we keep costs low at an average of **\$0.07/engagement**.

36.5M+

impressions

16.5M+

reach

4M+

engagements

96,851+

total active contacts

364,266+

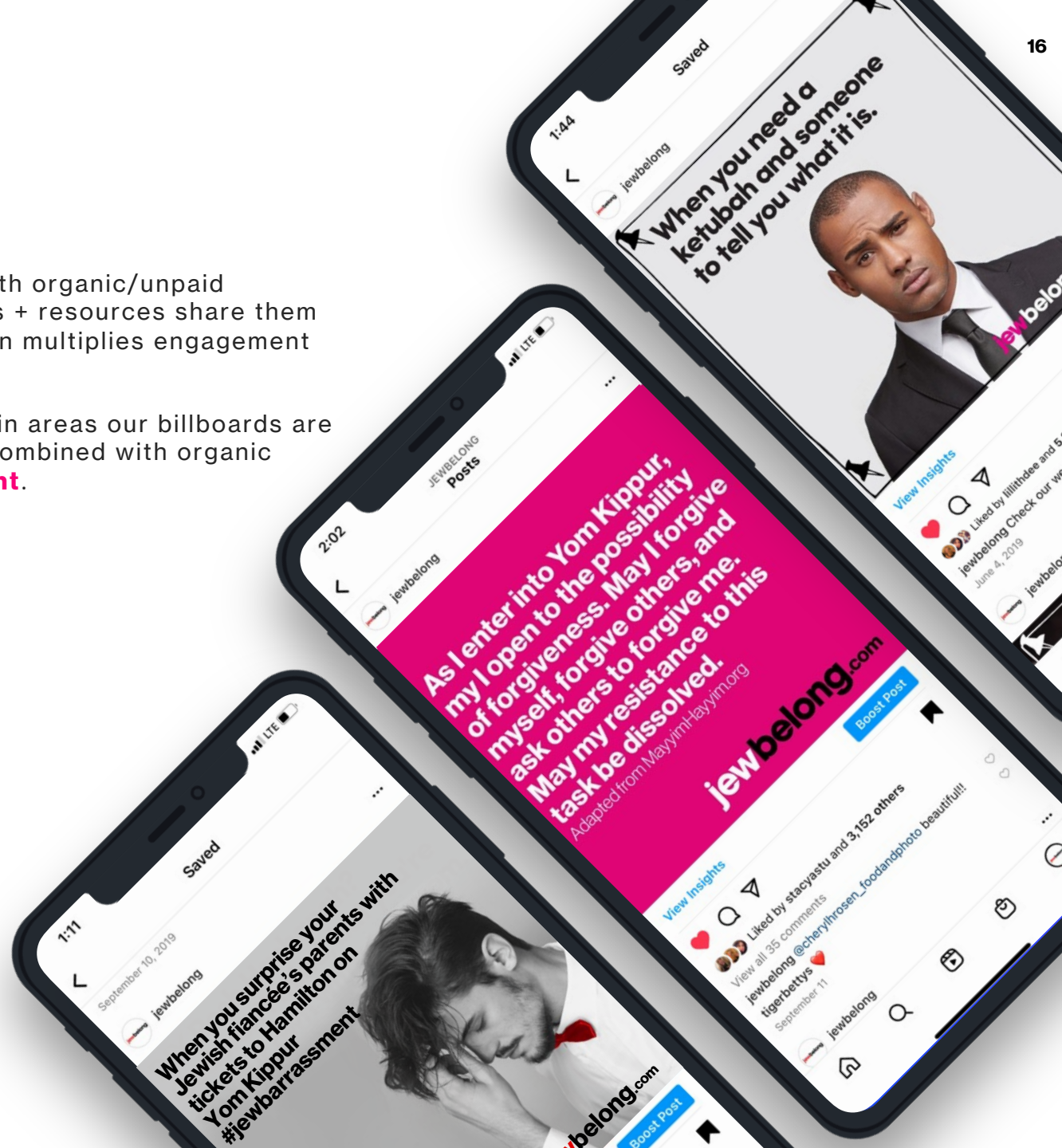
website sessions per year

301,228+

unique users to jewbelong.com

"THANK YOU VERY MUCH FOR THE MEANINGFUL SEDER! KUDOS TO YOU AND YOUR TEAM. MY HUSBAND REMARKED THAT HE FELT LIKE A PART OF A JEWISH COMMUNITY...FOR THE FIRST TIME IN OUR 8-YEAR RELATIONSHIP. MAZEL TOV & CHAG SAMEACH!" - ALICIA

"I'VE BEEN THINKING A LOT ABOUT THE ROLE I WANT JUDAISM TO PLAY IN MY FAMILY, ESPECIALLY WITH MY FOUR-YEAR-OLD. THE TYPE OF CEREMONY THAT YOU PUT TOGETHER HIT ALL THE RIGHT CHORDS--SPIRITUAL, FUN, PROGRESSIVE, CULTURAL." - UDI

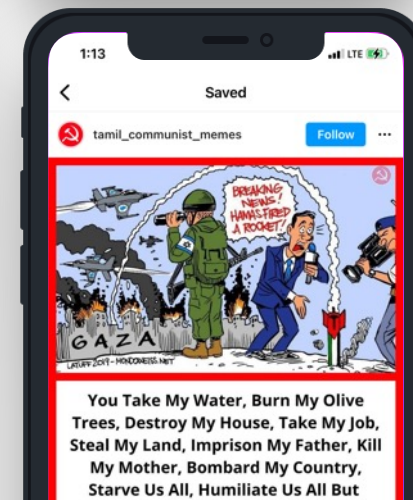
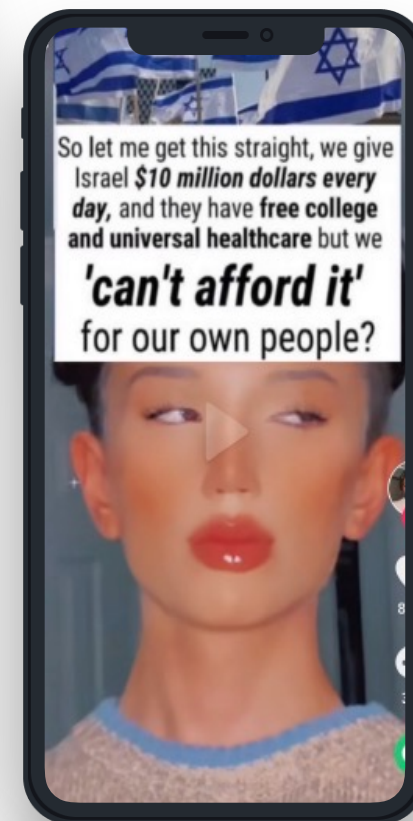
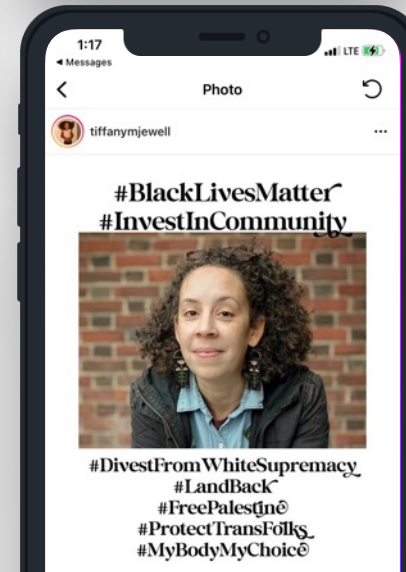
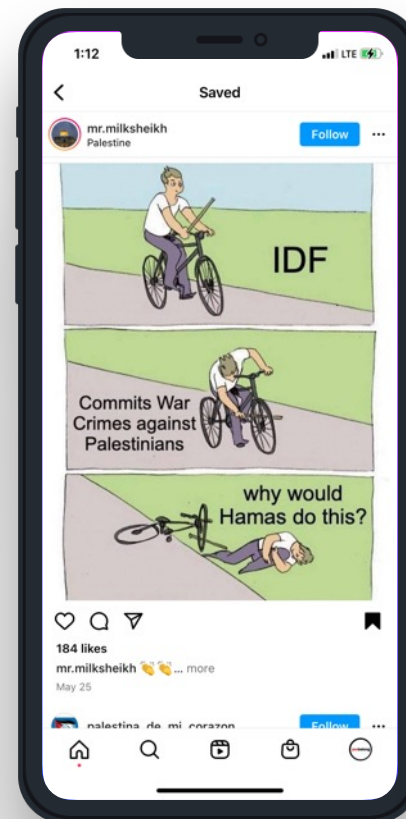
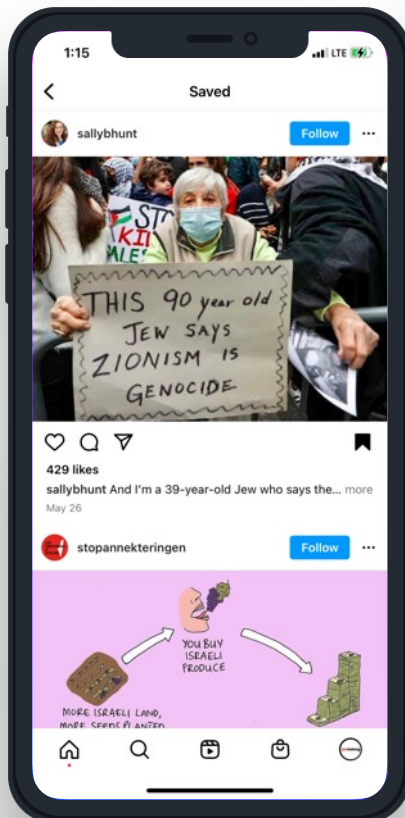
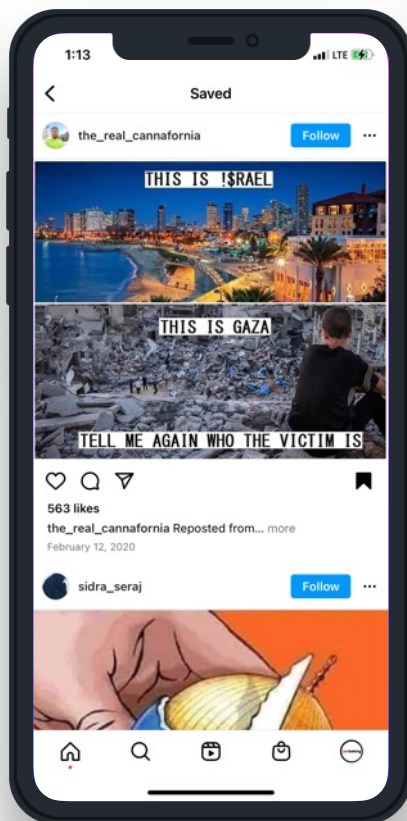


MAY 2021

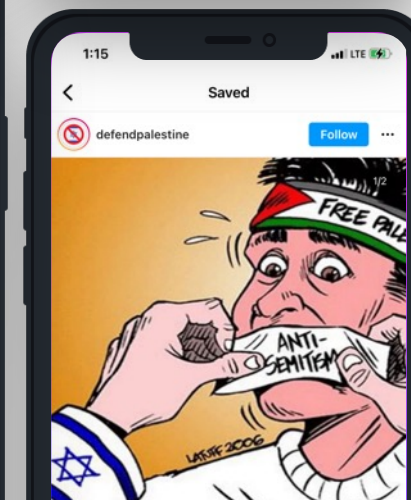
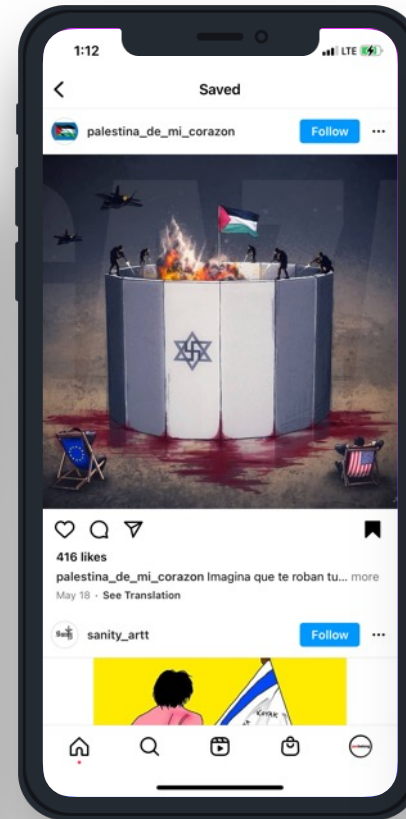
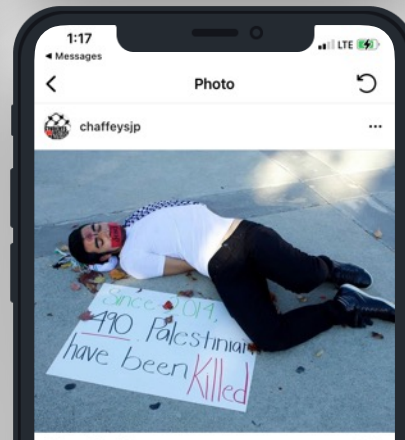
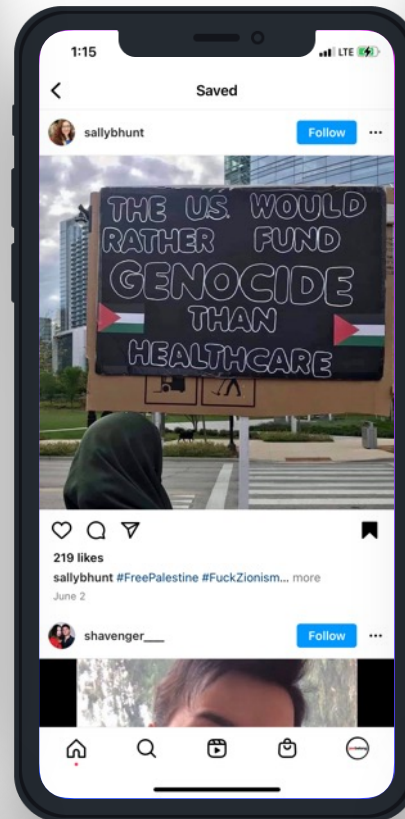
In May 2021, there was a war launched by Hamas from Gaza against Israel. It wasn't the first time, nor is it likely to be the last. However, what took the Jewish world by surprise was the virulent, all-out assault on Israel, particularly on social media. Suddenly, there was no interest in the complexities of the Israeli-Palestinian conflict. In some circles, being pro-Israel became akin to standing for apartheid, colonization, and baby-killing. "Free Palestine" became, and still is, a trending hashtag. Celebrities freely condemned Israel. Intersectionality, the bundling of social causes like pro-LGBTQ, Black Lives Matter, Climate Change, and Women's Rights, excluded Jews. Zionism, the liberation movement of the Jewish people, became a bad word. The Jewish community in the US was caught on its heels by the tsunami of hate, and it will take years to recover. One thing that has become clear is that the Jewish community, always a strong ally to other marginalized communities, is largely on its own.

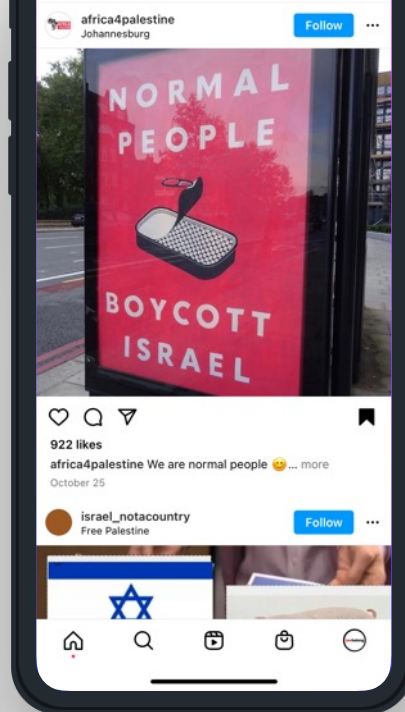
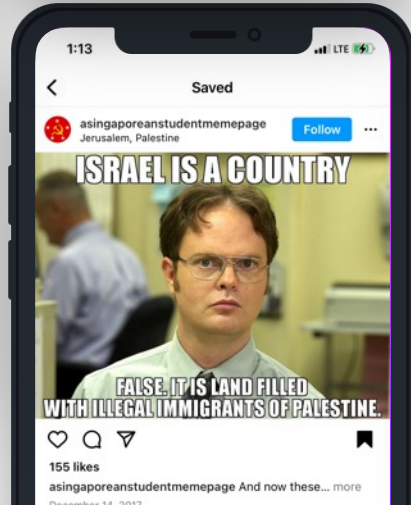
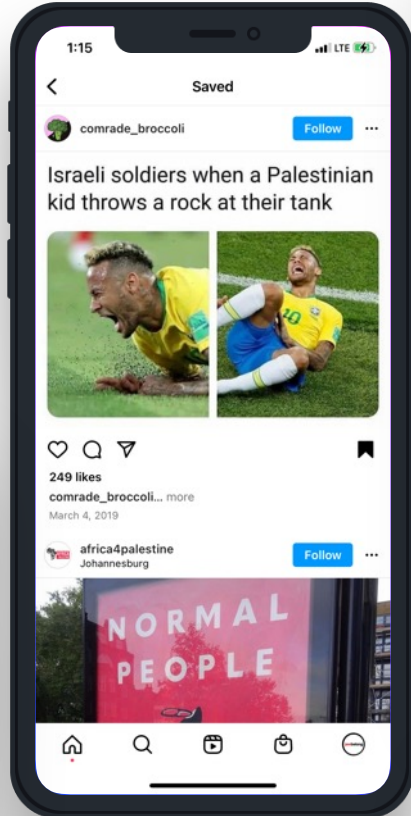
WHAT WE ARE UP AGAINST.

There are many who are working full time on a smear campaign to ensure that the narrative about Israel is hateful and negative. This campaign is having an especially devastating effect on kids and young adults on social media. Here is just a tiny sample of some common Instagram posts.



WHAT WE ARE UP AGAINST. (CONTINUED)





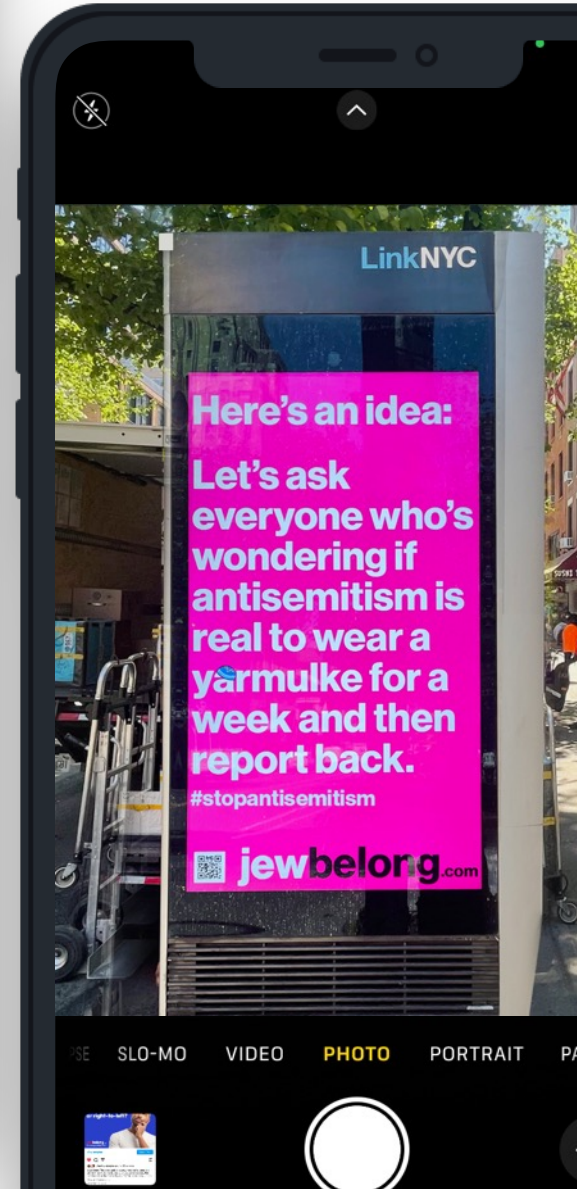
WHAT WE ARE UP AGAINST.
(CONTINUED)

ANTISEMITISM AWARENESS CAMPAIGN.

Our country is having a critically important conversation about diversity and equality. All too often, the Jewish community is not only being left out of the conversation, but we're one of the few remaining groups who are blamed for the problems of modern society. Yes, the old-school antisemites are part of this, but an equally dangerous threat is the Woke Supremacism being driven by those working to delegitimize the state of Israel, which is leading to the persecution of Jews in Europe and the US.

"I SAW THIS YESTERDAY AND LITERALLY CRIED. THANK YOU FOR BEING ONE OF THE VERY FEW ORGANIZATIONS CALLING OUT THE HYPOCRISY AND BULLSHIT OF THE PROGRESSIVE LEFT AND THE RIGHT." - RLEEcreates

"BROUGHT ME TO TEARS. I WORE MY YARMULKE, AS A MIXED BLACK MAN, IN ORANGE COUNTY, CA EVERYDAY FOR 18 MONTHS." - EVERYONEKNOWSCHARLIEKING

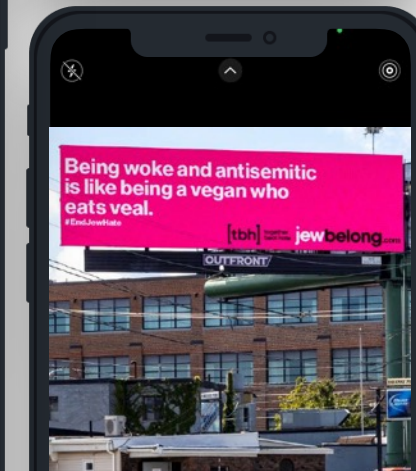
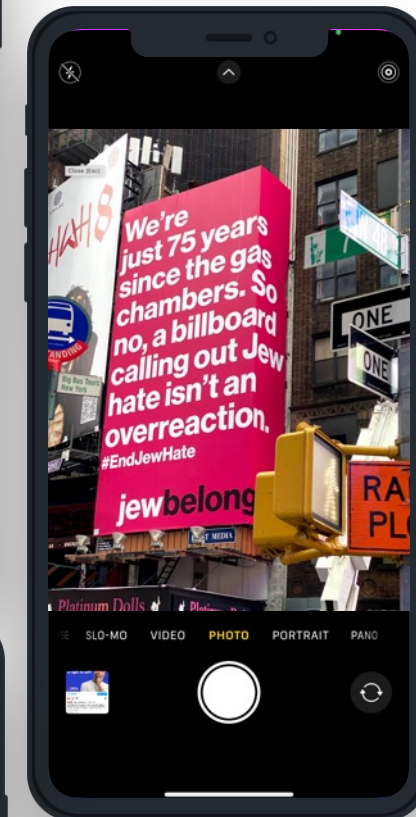
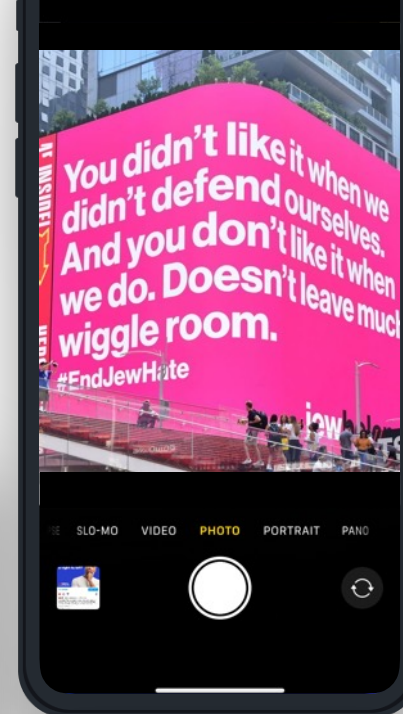
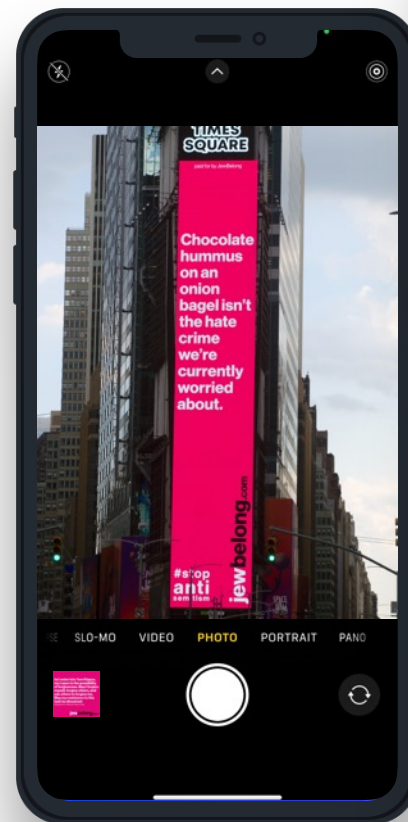


ANTISEMITISM AWARENESS CAMPAIGN.

Much of the fight against Israel and the Jewish people is being fought on social media and the hate is mind-blowing. Please see page 16 – 18 for a few examples...there are thousands more where those came from. There must be an equally strong force to counter this hateful and dangerous narrative. JewBelong’s multimedia campaign is a critical spoke in this wheel of change that will educate the non-Jewish community, call in our allies, and be loud and proud.

"THIS IS SO NEEDED. THANK YOU FOR THE BILLBOARDS. NOT JEWISH BUT SO MANY FRIENDS ARE. I WENT TO 15 BAT MITZVAHS AT AGE 13. I STAND WITH ISRAEL. GOD BLESS." - KATHY

"A NON-JEW HERE, BUT I AGREE 100% AND I LOVE THIS CAMPAIGN." - REENTRY612



Click phones to see more!

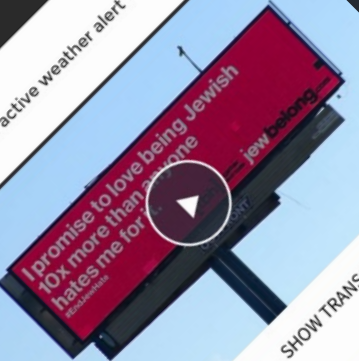


JEWBELONG PRESS.



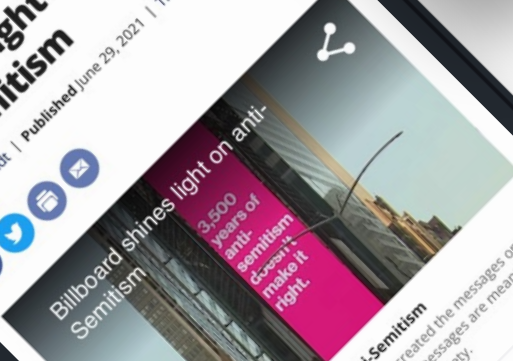
Religious holidays are "touchstones for us. Each year, there's actually something so comforting about a holiday like Rosh Hashanah," said Archie Gottesman, who cofounded JewBelong, a lighthearted New York state-based organization for Jews, non-Jews and anyone who has felt like an outsider at Jewish events.

It's a time for people to sort of take stock of their year and their life and what they want the year to bring," she added. "Unless people are being kind and mindful of how they live their lives, we just don't really stop and



Bright pink billboards calling out antisemitism spotted around Greater Boston area

Times Square billboard ads shine light on growing anti-Semitism



Billboard shines light on anti-Semitism
JewBelong created the messages on a Times Square. The messages are meant to draw attention to anti-Semitism in society.
Billboard campaign states:

'RHONY' star Eboni K. Williams talks 'Black Shabbat', rails at Ramona's 'disgusting' tirade

By JAMI GANZ
NEW YORK DAILY NEWS
AUG 17, 2021 AT 7:00 AM



The event was held at the home of Archie Gottesman, co-founder of JewBelong, who this summer spearheaded a multicity hot pink ad campaign to address an uptick of anti-Semitism. [More: Snyder, Mariah Carey's 'All I Want for Christmas Is You' sets new No. 1 record for Billboard Hot 100 chart](#)
Williams, 57, said the impetus was

WHY WE STARTED JEWBELONG.

ARCHIE: My husband, Gary, grew up United Methodist but he converted to Judaism before we got married. This changed both of our lives. Gary's for obvious reasons - joining the Jewish people, and mine...for reasons unexpected. All of a sudden, I saw Judaism through Gary's eyes - the eyes of a rookie. And OY! I saw that Judaism, something that had always meant rich values, community, wisdom, family and history to me suddenly seemed intimidating and somewhat unwelcoming. I began to collect resources to make sure that Gary and I were cultivating Joyous Judaism in our family. I didn't know it then, but that was the beginning of JewBelong. Welcome.

STACY: Even though both of my parents are Jewish, I had almost no Jewish education. I was the consummate DJ. And frankly, I think those of us who were once DJs always feel, at least in some small way, like DJs. Fortunately, this status puts me in the incredibly valuable position as co-founder of JewBelong. I take JewBelong's promise to never JewBarrass our community seriously, because trust me, I've been there. In 1995, my husband, Gregg and I attended Lilli Gottesman DeBode's baby naming. (Lilli is Archie and Gary's oldest daughter.) When we were leaving, I remember saying to Gregg, "I don't know exactly what that was, but I want that in our lives," Little did I know, that was Judaism! Yes, it was a Simcha Bat (similar to the Baby Naming booklet that's on JewBelong.com)... But it was much more. It was Judaism and community and friendship and love all wrapped up into an experience, and it was a game changer in ways I can't even count.

A JewBelong story from pre-JewBelong: AKA a short seminal story by Archie about challah and pretzels.

For more than 20 years, Stacy and I worked together building on one of NYC's most beloved brands, Manhattan Mini Storage. By using a mix of wit, wisdom and humor we excelled at hitting just the right tone and voice that was recognized and emulated across the country. Given our advertising budget, we made Manhattan Mini Storage far more well known than it had a right to be during our time there.

Gary and I almost always had family Shabbat dinners. Stacy, whose office was next to mine, mentioned that she wished that her family also celebrated Shabbat. So I asked her why she didn't. She said that by the time she got out of the office to the bakery on Friday afternoons, they were out of challah. "So, use a pretzel," I said. When Stacy said, "You can do that?!" I was surprised. Stacy is one of the smartest women I know. How did she not know that of course you could use a pretzel, or a burrito, or pizza crust, or anything you wanted to make HaMotzi on Shabbat. I said there were no Shabbat police. How sad that there are people who are not celebrating Shabbat because they don't want to do it "wrong." Of course there are Jewish traditions that can be respected, but Judaism has lasted for thousands of years in part because it has learned to adapt to new circumstances. JewBelong is here to help.

A JEWBELONG STORY.



MORE TESTIMONIALS.

“FREQUENTLY MY DAUGHTER AND I TRY TO RAISE AWARENESS IN OUR SMALLER CIRCLES, try to encourage empathy. This is a wonderful campaign, so needed! Keep up the good work!! You have tons of support!!” - Tara

“I HEAR THAT NEWS OF OUR JEWBELONG SEDER HAS TRAVELED around town and people are already asking for invites for next year.” - Betsy

“DEFINITELY! Why are so many people so quick to support BLM, LGBTQIA, Free Palestine movement, the Stop Asian Hate campaign, calling out hate speech against Mexicans, but are quiet when it comes to hate speech and hate crimes against the Jewish community?” - millertudor1

“ONLY ONE OF OUR NON-JEWISH FRIENDS POSTED ANY JEWISH SOLIDARITY MESSAGES on social media during all of this. Thanks for all that you are doing.” - Alaina

“WITH THE HELP OF YOUR HANUKKAH GUIDE, my wife, who is not Jewish, was able to follow along and participate. This is the first time she is joining me in Hanukkah. Needless to say, this meant a great deal to me.” - Moishe

“HAPPY ROSH HASHANAH. I READ THE PRAYER. I have stage 4 cancer and it lifted me up. I am Roman Catholic, but I love my Jewish roots.” - Matt

“THANK YOU SO MUCH! Nobody believes antisemitism is an issue anymore and it makes it so hard to call it out.” - sunfl0wer_seeds

“JUST SENDING ALONG A NOTE of support for your billboards, your message, your mission and your faith. While I’m not Jewish I do believe in the freedom of religion and the millions of beautiful people who worship in this faith. Peace.” - Valorie

“YESTERDAY MORNING, WE SPENT A WONDERFUL 2 HOURS WITH JEWBELONG FOR ROSH HASHANAH. Sins, Stars and Shofars had us laughing and crying. Thank you, dear ones, at JewBelong.” - Leah and Randy from Kumamoto, Japan

“SAW THE BILLBOARD IN TIMES SQUARE LAST SUNDAY. I was so proud.” - Matt

“THANK YOU. I HAVE BEEN IN DESPAIR ABOUT THE SPIKING ANTISEMITES. You guys are pure love for every Jew and I love you!” - Blake

“I CAN'T BEGIN TO TELL YOU HOW MOVED I AM by the work you're doing and the billboards. I am the granddaughter of 2 survivors and so proud to say that. THANK YOU for the work you're doing. It means everything to me. Sending LOVE.” - Andrea

“SENDING LOVE FROM AUSTRALIA. Your reach is huge + important.” - Sara

See more testimonials [here](#) and personal antisemitism stories [here](#).