TAGLIT
BIRTHRIGHT
ISRAEL

CEO REPORT
2024



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Message from the CEO



Strength, Resilience, and Leadership: Reflecting on 2024

Dear Friends and Supporters,

As we reflect on 2024, a year marked by challenges and triumphs, we draw inspiration from the unwavering strength and resilience of the global Jewish community. Taglit Birthright Israel has not only weathered these trying times but has risen to the challenge, reaffirming its vital role in nurturing Jewish identity and strengthening the bond with Israel. Taglit Birthright Israel has once again proven why it is considered the largest educational program in the Jewish world. 87% of all young adults who visited Israel on "sightseeing tours" (as defined by the Ministry of Tourism) participated through Taglit Birthright Israel's unique "insight tours".

We adapted swiftly and effectively to the challenges of traveling under wartime conditions. Our 10-day trips welcomed over 8,100 participants from 26 countries, joined by 1,770 Israeli peers. Despite logistical hurdles, each itinerary was carefully adjusted in alignment with security directives, ensuring safe and meaningful experiences. Volunteerism became central to our programming, with nearly all tours incorporating visits to southern Israel, personal testimonies, and impactful volunteer activities.

Our newly launched Volunteer Program exemplifies our mission's spirit of service and connection. This initiative united 8,000 alumni and supporters who contributed over 75,000 days of service, aiding communities across Israel. From agricultural projects to support for children and the elderly, the program spanned 115 locations, leaving a lasting legacy in regions such as the South, Carmel, and Galilee.

This year also saw the continued success of initiatives like Onward, which engaged 1,500 participants in professional and volunteer opportunities. In addition, Excel expanded its reach, welcoming participants from new countries, Germany and Switzerland, and, for the first time, combat officers and pilots. The commitment of Excel Fellows to community building shone through initiatives like the adoption of Kibbutz Re'im, where they worked tirelessly to rebuild and uplift the community.

Our ability to pivot quickly in response to unprecedented circumstances has been integral to our success. For example, we introduced measures to support participants and alumni, including structured Q&A sessions, enhanced mentorship, and targeted campaigns like BEYOND. This campaign alone added nearly 7,500 new organic members to our community in just a few months – without any advertising.

As we usher in Taglit Birthright Israel's 25th anniversary, we do so with a deep appreciation for the millions of lives transformed by our programs. This milestone year stands as a testament to the vision and support of our partners, donors, and participants who have made our mission a reality.

We look forward to commemorating this achievement through key events in Israel and around the world in 2025, honoring the enduring impact of our shared journey.

Thank you for standing with us. Together, we continue to empower the next generation of Jewish leaders and ensure their vibrant, enduring connection to Israel for years to come.

Am Yisrael Chai,

Gidi Mark
International CEO – Taglit Birthright Israel

OUR VISION

Building a vibrant future for the Jewish people by strengthening Jewish identity, Jewish communities and connections with Israel.

OUR MISSION

Provide all Jewish young adults with opportunities for transformative and immersive shared experiences in Israel and a foundation for ongoing Jewish connection.



2024 Achievements

21,600 PARTICIPANTS

12,000 Participants in 10-Day Trips including **2,000** Israelis

8,000 Volunteers

1,500 Onward Participants

128 Excel Fellows

8,000 VOLUNTEERS

60 Countries

75,000 Days of Volunteering

43% Took Place in Israeli Periphery

$30M Contributed to the Israeli Economy



25 YEARS OF IMPACT

OVER

900,000 PARTICIPANTS

25,500 Onward Participants

9,100 Volunteers

1,400 Excel Fellows

870,000 Participants in 10-Day Trips including **130,000** Israelis

$2.3B Contributed to the Israeli Economy

70 Countries

GLOBAL IMPACT

Creating a Long-Lasting Global Impact

For 25 years, Taglit Birthright Israel has fostered extraordinary partnerships with donors, investors, and allies worldwide, creating a global community dedicated to nurturing Jewish identity and strengthening the connection to Israel. This enduring alliance has enabled nearly a million young adults to experience Israel firsthand, forging deep, lifelong bonds with their Jewish heritage and the State of Israel.

We are proud to have a dedicated global team of fundraisers in Israel, Argentina, Brazil, France, Germany, the Netherlands, the UK, Mexico, Canada, and the United States. Their relentless work and localized, strategic partnerships have been instrumental in sustaining and expanding our programs.

In 2024, amidst one of Israel's most challenging years, our global fundraising team played a pivotal role in ensuring the continuity of our programs by inspiring international solidarity. Our partners' unwavering support was not just financial; it was a testament to the global Jewish community's commitment to Israel and Jewish continuity.

Now, more than ever, we must continue ensuring that every Jewish young adult around the world has the opportunity to visit Israel and connect with their roots, community, and homeland.

This past year, thanks to our collaboration with partners worldwide, we have impacted thousands of young adults, empowering them to actively engage with their Jewish heritage. The generosity and passion of our partners have demonstrated that, even in the most difficult times, the global Jewish community's commitment to Israel remains unshakable.

As we look ahead, this global alliance will remain the cornerstone of Taglit Birthright Israel's ability to create a deep, lasting impact for generations to come.

Taglit's Global Reach

- Angola
- Argentina
- Australia
- Austria
- Azerbaijan
- Belarus
- Belgium
- Bolivia
- Bosnia
- Brazil
- Bulgaria
- Canada
- Chile
- Colombia
- Costa Rica
- Croatia
- Czech Republic
- Denmark
- Ecuador
- Finland
- France
- Georgia
- Germany
- Gibraltar
- Greece
- Guatemala
- Hungary
- India
- Ireland
- Isle of Man
- Israel
- Italy
- Japan
- Kazakhstan
- Kenya
- Kyrgyzstan
- Latvia
- Lithuania
- Luxembourg
- Malta
- Mexico
- Monaco
- Montenegro
- Netherlands
- New Zealand
- Norway
- Panama
- Peru
- Philippines
- Poland
- Portugal
- Romania
- Russian
- Rwanda
- Serbia
- Slovakia
- South Africa
- Spain
- Sweden
- Switzerland
- Thailand
- Turkey
- Uganda
- Ukraine
- United Kingdom
- United States of America
- Uruguay
- Uzbekistan
- Venezuela
- Zimbabwe

Our Global Fundraising Team

- Argentina
- Canada
- Germany
- Mexico
- UK
- Brazil
- France
- Israel
- Netherlands
- USA



25
Years

900,000
Participants

70
Countries

CORE VALUES

Education

Education at Taglit Birthright Israel: Nurturing Impactful Experiences

The Education Department at Taglit Birthright Israel plays a central role in shaping the transformative experiences offered across all of our programs. With a focus on fostering a meaningful, long-lasting connection to Jewish identity and Israel, the department works closely with trip organizers, providing ongoing supervision and guidance to ensure that our program goals are met. Through continuous evaluation and adaptation, Taglit Birthright Israel refines its educational approach, keeping its programs relevant and impactful in an ever-changing landscape.

Positive Identity Education in Times of Crisis

In response to the events of October 7 and their profound impact on Jewish young adults worldwide, Taglit Birthright Israel has carefully adapted its educational program while remaining true to its core mission – connecting young Jewish adults to their heritage, values, and community.

Over the past year, Jewish young adults have undergone a profound shift in how they relate to their Jewish identity. The educational staff has worked to create dedicated spaces for participants to process their emotions and navigate their feelings, while also fostering meaningful dialogue about Israel's past, present, and future. New discussions and sites visits have been thoughtfully integrated into the existing curriculum, providing participants with opportunities to explore Israel's resilience and the global Jewish community's response to this tragedy.

Through peer-to-peer conversations with Israeli soldiers and students, as well as structured group discussions, participants share their experiences and challenges, and gain a deeper understanding of contemporary Jewish identity in both Israel and the Diaspora. This adapted approach ensures that they not only learn about this pivotal moment in Israeli history, but also receive the support needed to reflect on their own experiences.

Two new conversations have been introduced into the program:

- The first, "*How Did I Get Here?*", takes place at the onset of the program and provides participants with a safe enough and brave enough space in which to share their experiences since October 7, in an environment built on trust and openness. The response to this conversation has been overwhelmingly positive, highlighting the deep need among young Jews for a space to process, express, and connect. Moreover, we are seeing meaningful discussions emerge much earlier in the program than in previous years.
- The second, *"Being Jewish Today,"* occurs with the arrival of the Mifgash and creates a much-needed space for Jews from around the world to share their experiences and foster mutual empathy in the wake of October 7. A recurring insight that emerges from these conversations is the profound recognition that each community is facing its own "front" in this war, shaping their experiences in distinct ways.

In addition, new site visits have been integrated into the program, including the Nova site and the Tkuma parking lot of burnt cars. As with all locations directly linked to October 7, we strive to balance confronting the atrocities of the war with highlighting the resilience, spirit, and determination of the Jewish people to build a brighter, hope-filled future.

We will dance again.



Looking Ahead – Defining Our Voice

This past year, Taglit Birthright Israel's Education Department undertook a significant revision of its educational platform. Beyond the routine updates required by the dynamic nature of educational tourism, the platform underwent a comprehensive restructuring, introducing a new section – OUR VOICE – alongside the existing OUR PHILOSOPHY and OUR PEDAGOGY sections.

As its name suggests, OUR VOICE serves as Taglit Birthright Israel's organizational identity card, establishing a well-defined and attainable set of ideals, values, and ideas. OUR VOICE will guide all of Taglit Birthright Israel's educational tracks with transparency and intention, reinforcing our role as a leading, global, and pluralistic Jewish educational enterprise. By providing a strong and cohesive educational foundation, OUR VOICE ensures that every program aligns with our mission, vision, and core principles.

In 2025, our focus will be on implementing OUR VOICE through staff training and integrating this refined language across all of our programs to ensure that our educational approach continues to evolve with clarity, purpose, and impact.

The Mifgash

The Mifgash program is an educational approach applied across all Birthright Israel programs, designed to foster authentic connections between young Jews from around the world and their Israeli peers. Through shared experiences, cultural exchanges, and deep conversations, Mifgash strengthens Jewish identity, mutual understanding, and a lifelong sense of connection and belonging.

In 2024, the program took on unprecedented significance as Israeli soldiers participated during wartime – an incredibly rare occurrence. This year, 3,100 Israelis joined Birthright groups, including 81% active IDF soldiers, 7% combat soldiers, and representatives from 229 IDF units. Additionally, 8% of the Israeli participants in Birthright Israel Excel were combat officers, marking a first-time milestone for the program.

A Voice from the Experience

"If I had to sum up my experience in one sentence, it would be that my Birthright trip was the most significant, profound, patriotic, and Jewish experience I have ever had in my life, particularly during my military service."

Gilad, 10-Day Classic Birthright Trip, Israeli participant

Lasting Impact

For Diaspora participants, Mifgash transforms Birthright from a tour into an immersive, real-world experience, fostering deep, personal connections. This year, participants described traveling alongside Israeli peers as enabling them to see Israel through their eyes, making them feel more like locals, as opposed to tourists. In addition, they found the trip to be authentic and revealing, offering first-hand insight into Israeli life and a stronger ability to understand and advocate for Israel. Many also expressed a profound sense of safety, belonging, and newfound friendship, calling it a life-changing experience.

For Israeli participants, Mifgash was equally transformative. Engaging with their peers from abroad strengthened their Israeli identity and pride, while offering new perspective on Jewish life outside of Israel – especially post-October 7. They described gaining a sense of mutual understanding and responsibility, as representatives of Israel, with many feeling a newfound motivation to serve in the IDF, thanks to the unwavering support of their Birthright peers.

2024 in Numbers

3,100 Israeli Participants

81% Active IDF Soldiers

7% Combat Soldiers

229 IDF Units

1 Officers' Delegation Abroad



Powerful Encounters

The 2024 program introduced meaningful Mifgash enhancements, bringing participants closer to Israeli culture, society, and contemporary realities. Among them were:

- **Personal stories of resilience:** A meeting with a grandmother of a fellow Israeli participant. A resident of Moshav Ein HaBesor, Yael's grandmother shared how their local guards prevented terrorists from infiltrating the moshav on October 7. As an artist, she helped create the red clay anemones displayed at the Nova site, where participants visited during their tour.
- **Home hospitality:** Participants were welcomed into the homes of their Israeli peers, where they prepared traditional Israeli meals together.
- **Hands-on volunteering:** A joint volunteering day took place at Netiv HaAsara, where officers from the Tactical Command College also shared their wartime experiences.
- **Hannukah at an IDF Base:** After volunteering together, participants visited the officers' base where they lit Hannukah candles together – a deeply moving moment in which they saw their new Israeli friends in uniform for the very first time.

Looking Ahead

In 2025, Mifgash will continue to evolve and expand, further enhancing the depth, impact, and structure of Israeli-Diaspora encounters. By fostering shared experiences and meaningful dialogue, we will continue to ensure that Jewish young adults – both in Israel and abroad – develop relationships that last a lifetime.

Building on last year's refinements, this year's focus will include broadening the Israeli participant profile, deepening dialogue-based experiences, and introducing new discussion formats to foster a greater sense of agency in participants. In addition, Birthright facilitators and guides will be further equipped to lead meaningful, thought-provoking engagement. These enhancements align with Taglit Birthright Israel's overall educational vision, ensuring that Mifgash remains a transformative pillar of the experience.

Our 2025 Goals:

260 Israeli Participants in Onward

4,650 Israeli Participants in Classic 10-Day Trip

830 Israel Participants in Volunteer

80 Israeli Participants in Excel

Greening Taglit Birthright Israel

Building a Culture of Sustainability

At Taglit Birthright Israel, sustainability is a core value woven into our educational approach and operations. Through our Greening Initiative, participants engage with environmental responsibility while we work to reduce the ecological footprint of our operations.

Sustainability took on even greater significance in 2024, reinforcing our commitment to greening while deepening our long-standing support for Israel's periphery. In the wake of October 7, as the urgency to strengthen and rebuild Israel's southern communities grew, these two priorities came together in action.

Participants played a direct role in revitalizing southern communities, helping to create climate forests in the Gaza Envelope, planting thousands of trees, and developing therapeutic gardens to foster healing, resilience, and renewal.



The impact was tangible:

6,000 participants on **229** trips & **900** Onward participants in **35** groups engaged in green education

350 trip educators & **200** international staff trained in sustainability programming

10,000 agricultural volunteers supported Israeli farmers

4,000 trees planted

7 climate forests established

70 therapeutic gardens developed

Reducing Carbon Emissions

Taglit Birthright Israel's comprehensive carbon audit established a baseline of 4 tCO_2e per participant, totaling 136,688 tCO_2e annually. Committed to measurable carbon footprint reduction, we aim for a 30% reduction by 2030 in alignment with the Paris Agreement. To achieve this, we are implementing zero-plastic-waste and zero-food-waste policies across all conferences and events, while encouraging supply chain partners to do the same. In addition, we have launched various carbon offsetting initiatives.

Establishing Climate Forests

This past year, Taglit Birthright Israel established 7 community climate forests in the Gaza Envelope, planting 4,000 trees to strengthen local resilience and advance sustainability in the region. These forests sequester 0.7 tons of carbon per tree, prevent soil erosion, absorb pollutant particles, reduce urban heat islands, and create overall healthier environments.

Cultivating Therapeutic Gardens

In 2024, participants created 70 therapeutic gardens, revitalizing 22,000 m^2 of urban land. Each garden serves as a "green lung," sequestering 15–40 tons of carbon, providing shade, cleaner air, and much-needed greenery. Beyond their ecological impact, these gardens strengthen connections between Birthright participants and local communities, creating spaces where people can engage, reflect, and connect.

Creating The Sderot Rooftop Nursery

As thousands of trees were planted across the southern region, Taglit Birthright Israel recognized the need for an educational and logistical hub to support this activity. In response, we launched a regional tree nursery on the rooftop of Sderot's educational farm.

Once fully operational, the nursery will produce 4,000 seedlings annually for planting in climate forests throughout the region. Participants will take part in hands-on planting, workshops, and educational activities in a dedicated space. In addition, the nursery will provide shade for classrooms, reducing the farm's energy consumption.

Inspiring a Greener Future: Sustainability in 2025

The Greening Birthright Israel Initiative is redefining sustainability within educational tourism, while fostering environmental stewardship among our participants. With the progress made in 2024, and as part of our 5–year strategic plan, we are on track to achieve a 30% reduction in our carbon footprint by 2030. Looking ahead to 2025, we aim to:

- **Expand the Climate Forest Initiative**
- **Establish the Sderot rooftop & northern nurseries**
- **Increase therapeutic gardens**
- **Reduce our carbon footprint per participant**
- **Rehabilitate the Gaza Envelope, northern communities, and nature reserves**

Birthright Israel is deeply grateful to The Claudine & Stephen Bronfman Family Foundation and The Bronfman Hauptman Foundation for their generous support of our Greening Initiative. This partnership enables young Jews to engage with critical environmental issues while embracing Jewish and Zionist values.

Training Institute

Advancing Professional Development

The Taglit Birthright Israel Training Institute enhances the skills and knowledge of Birthright's tour educators through specialized training, seminars, and educational resources designed to ensure participants engage meaningfully with Jewish identity and Israel.

This past year, the Institute focused on developing diverse, relevant training programs, particularly surrounding the Gaza Envelope. These sessions emphasized navigating difficult conversations, addressing moral and ethical questions during wartime, and reinforcing Taglit Birthright Israel's core educational principles.

In 2024, the Institute delivered a range of training programs tailored to educators from across the globe, including:

- **10-day seminar for new tour educators,** focused on learner-centered and values-based education, global Jewry, facilitating balanced discussions, and storytelling.
- **Training day on diversity in Israeli society,** held for the first time in Haifa in collaboration with the Inter-Agency Task Force for Israel and Arab Issues.
- **15 training days for tour educators** addressing Jewish-Zionist education post-October 7, featuring visits to Re'im, Tkumah, and Sderot, along with tree-planting activities.
- **Greening training at the Sustainability Center** in Dizengoff, equipping educators with tools to integrate environmental awareness into the Birthright experience. The Green Booklet, a comprehensive guide on incorporating sustainability throughout the tour, was introduced.
- **3 week-long educator forums for North American staff and Israeli educators,** focusing on Jewish identity, tours of the Gaza Envelope, and preparing for the unique challenges facing 2024 participants.
- **4-day seminars for educational staff** from Russian- and Ukrainian-speaking countries, as well as France, Italy, Germany, Netherlands, Denmark, Finland, Hungary, and the Czech Republic, tailored to the unique needs of each region's staff and participants.
- **3 training days at Mt. Herzl** addressing the evolving context and sensitivity of guiding Israeli and international participants in the wake of October 7.

ONWARD & Volunteer Staff Training

In 2024, the Institute expanded its training for Onward and Volunteer in Israel staff, implementing:

- **Two-day Onward staff training** at Tzuba Hotel.
- **Four training days for Volunteer in Israel program staff** in partnership with Repair the World and Yahel.
- **Two training days for Onward staff** at ANU Museum.
- **Virtual training** for Onward volunteer group staff.



Educational Resources & Continuous Engagement

To streamline and enrich the educational experience, the Institute developed several key resources for the benefit of its educators and worldwide staff:

- **Educational kit** available in multiple languages, incorporating new pedagogies and post-October 7 discussion frameworks.
- **David Cards** designed to facilitate meaningful discussions about Jewish identity.
- Zoom meeting on recent developments in Syria and their implications, titled **"Neighbors Across the Border: Opportunities and Challenges in the Post-Assad Era,"** and led by Lt. Col. (Res.) Eyal Dror.
- **Monthly online newsletter** featuring updates and fostering continued engagement with tour educators worldwide.

Looking Ahead: Expanding Training and Resources in 2025

In 2025, the Institute is eager to further its mission of empowering educators and enriching educational staff, through new initiatives including:

- **Extended two-day training seminars for tour educators**, offered four times a year.
- **Four Greening Birthright training days** focusing on integrating sustainability practices into the Birthright experience.
- **Additional training** focused on **Jewish-Zionist education** post-October 7.
- **A standardized curriculum for geopolitical lecturers** to ensure consistency and relevance.
- **An online resource portal** for tour educators to access materials, updates, and collaborative tools.
- **North America-based training sessions** conducted through trip organizers or a dedicated training team.
- **Continued development of existing initiatives** such as Onward and Volunteer in Israel staff training seminars, and a monthly newsletter for our global tour educator community.

While these plans are our key focus, the Institute remains committed to maintaining flexibility and adapting to changes as needed.

BEYOND: Alumni Community

BEYOND is a dedicated digital alumni network within the Taglit Birthright Israel app, designed to extend Taglit Birthright Israel's impact by fostering ongoing connections among alumni worldwide. Through innovative digital tools and strategic partnerships with local Jewish organizations, the platform provides a familiar and safe space for alumni to engage and continue their Jewish journey. Alumni can connect with one another through the BEYOND app, attend Shabbat dinners, learn Hebrew, receive newsletters, and revisit Israel, ensuring a lasting relationship with Taglit Birthright Israel and its global Jewish network. BEYOND helps deepen alumni ties to Israel, empowering them to become lifelong ambassadors for Israel and the Jewish people, while advancing a sustainable Jewish future.



2024 Achievements

Since its soft launch in May 2024, BEYOND has demonstrated strong engagement and early success:

7,500
new BEYOND users

10,000
participants in BEYOND programming

300,000
global recipients of the BEYOND newsletter (25% open rate)

4
new strategic partnerships (OneTable, Repair the World, JDC-Entwine, IAC-Ofek)

Alumni Voices

"I never thought that, 15 years after my trip, Birthright would still be connecting me to new people. The new BEYOND alumni app is pretty awesome. It helps me meet new people and connect with the local Jewish community in a new city, and it's just really great for anybody looking to network or make new connections wherever you go."

Mya, New York

"Living in a remote location means having a tight-knit local community, but also a small one. Thanks to Taglit and now BEYOND, I'm able to connect with people from all over. It almost feels like our own group chat, as if we all lived next door to each other. I highly recommend it and hope every alum joins ASAP to help it grow into what it's meant to be – a way to keep us just a message away from each other."

Beto, Finland

Looking Ahead: Scaling and Expanding Impact in 2025

As we prepare for the full-scale launch of the BEYOND app in May 2025, our goal is to welcome 20,000 new members by the year's end. We will focus on personalized experiences, increased user engagement, and long-term sustainability through several key initiatives:

- **Personalized Program Registration:** Seamless, customized registration for Israel-based programs, catering to both alumni and future participants.
- **Enhanced Community Features:** New tools and features that enable users to connect based on their location, shared interests, and personal intentions, fostering a safe and vibrant space for our community.
- **Exclusive Offers & Discounts:** Expanded benefits for alumni while in Israel, including discounts on services and exclusive post-program opportunities such as alumni events, educational content, community programs, and courses.
- **Data-Driven, Long-Term Engagement:** Advanced data analytics to enhance user engagement, track behavioral trends, and anticipate alumni needs, enabling long-term sustainability. In addition, data enrichment strategies will further strengthen these lasting connections, converting active alumni into potential future donors.
- **Taglit Birthright Israel Alumni Reunion (June 2025):** Marking 25 years of Birthright Israel, hundreds of alumni from around the globe will reunite for a week-long program packed with memorable experiences and volunteering, fostering engagement and inspiring a renewed connection to Israel and the Birthright journey.

OUR PROGRAMS

Classic
10-Day Trip

Birthright Israel
Volunteer

Birthright Israel
Onward

Birthright Israel
Excel

Classic 10-Day Trip

Taglit Birthright Israel's Classic 10-day trip offers Jewish young adults a transformative encounter with Israel. Designed to educate and inspire, the program facilitates meaningful exploration of Israel's rich history, cultural achievements, and innovative spirit, while addressing its current realities and challenges. For most, it's an unparalleled experience - with 80% of participants describing the trip as life-changing. It fosters authentic connections to Jewish identity and community, deepens understanding of Jewish heritage, and creates a lasting bond with Israel.

2024 Achievements

2024 marked a unique chapter in Taglit Birthright Israel's story - a testament to our resilience, adaptability, and innovation in the face of significant challenges. Amid tremendous uncertainty posed by the ongoing war, the program successfully resumed its operations in January 2024, reviving our vital mission.

Nearly **1,000** participants joined the program in the first quarter alone, from January through March, despite intense fighting in the south. The summer season welcomed an additional **7,600** participants, and December trips brought together another **1,200** young Jews. These accomplishments, achieved under constant threat of broader escalation, underscore the program's ability to navigate turbulent times while delivering impactful experiences to Jewish young adults who seek them now more than ever.

The events of October 7 have undeniably had a profound impact on Jewish communities worldwide. As their needs evolve in the face of this new reality, Taglit Birthright Israel has risen to the challenge, making thoughtful adaptations to our educational programming.

This year's participants attended powerful testimony sessions, hearing firsthand accounts from Israelis affected by the war – including stories of heroism and tragedy and the stories of the hostages and the struggle to bring them home. They engaged in thought-provoking discussions, deepening their understanding of the events of October 7, the ensuing war, and the broader significance of Jewish identity in today's world. Encounters with Israeli civic organizations at the forefront of the crisis offered both insight and inspiration, showcasing their remarkable achievements. Additionally, participants took part in diverse volunteer activities that fostered a sense of solidarity and unity, reinforcing their connection to Jewish identity and values - core pillars of our mission.

Sustainability was central to our 2024 trips, reflecting our commitment to environmental responsibility. Participants explored Israel's environmental innovations, took part in local, sustainability-focused volunteer activities, and enjoyed eco-conscious programming aimed at minimizing our operational footprint.





Looking Ahead: Scaling Impact and Innovation for 2025

As Taglit Birthright Israel looks to 2025, we are poised for growth, innovation and resilience in addressing the challenges ahead and safeguarding the program's continued success and impact. Plans include gradually restoring large-scale, pre-war trip participation, with a focus on rebuilding key tourism infrastructure and partnerships impacted by the war - hotels, guides, and local tourism providers. At the heart of these efforts is a renewed commitment to ensuring that every trip remains engaging, impactful, and relevant for participants from diverse backgrounds.

Taglit Birthright Israel has set an ambitious goal for our 2025 program: to welcome **23,000** participants from around the globe to Israel. Achieving this milestone will reinforce the transformative power of Taglit Birthright Israel in strengthening Jewish identity and connections to Israel.

However, significant challenges remain. Lingering safety concerns in light of the war, societal pressures discouraging travel to Israel, and a reduced word-of-mouth presence - once vital to our recruitment efforts - all pose obstacles. To address these hurdles and strengthen our recruitment, Taglit Birthright Israel is launching an on-the-ground recruiter initiative. The program aims to directly engage potential participants and cultivate a network of advocates to share the program's transformative impact.

As Taglit Birthright Israel celebrates its 25th anniversary, our vision for the future remains clear. By scaling our impact, overcoming recruitment challenges, and delivering increasingly relevant, transformative experiences, the program reaffirms our enduring mission: to enrich the lives of tens of thousands of Jewish young adults by deepening their connection to Israel, to their communities, and to their Jewish identity.

Birthright Israel **Volunteer**

Launched in the immediate wake of October 7, the Volunteer in Israel initiative began as part of Birthright Israel Onward and quickly expanded into a separate core program. By the end of 2024, it had engaged more than 8,000 participants, partnered with hundreds of organizations, and provided thousands of impactful volunteer placements across Israel.

Rooted in a deep sense of Jewish mutual responsibility, the program was inspired by the wave of volunteerism that swept through Israeli society at large. It provided young Jews with a meaningful, tangible, and immediate way to support Israel during its time of crisis. Birthright volunteers contributed to critical areas, including:

- **Food Security:** Supporting Israeli agriculture
- **Logistics Centers:** Distributing aid to vulnerable populations
- **Social Solidarity:** Helping displaced families and supporting soldiers

While participants arrived to help Israel, they themselves left transformed. Through their experiences, they found their voice, formed a community, and left rededicated to their core Jewish and Zionist identity.

Evolving to Meet the Moment

What began as a month-long model quickly adapted to include 8-day and 14-day options, allowing for greater accessibility. By the year's end, all Birthright organizers had incorporated volunteer programs into their offerings and expanded eligibility criteria to welcome thousands of new participants into the Birthright Israel family.

For alumni, this initiative provided a unique opportunity to return to Israel – not just as visitors, but as active contributors. Throughout 2024, participant evaluations remained consistently high, with volunteers finding the experience deeply meaningful. The program's educational and social framework further enhanced their understanding of contemporary Israel at this critical moment in history.





Looking Ahead: Scaling and Expanding Impact in 2025

In 2025, we aim to expand both participation and impact, bringing between **8,000** and **10,000** volunteers to Israel. As the country shifts toward long-term rebuilding efforts, the program will focus on key regions, particularly in the South and, if possible, in the North.

To broaden engagement, we will explore new models of volunteering, balancing hands-on work with deeper connections to local communities and populations. One such initiative will focus on improving English proficiency among Israeli children, reinforcing the program's long-term social impact.

Volunteering has now become a core Birthright value, integrated across all of our programs while also standing as a new pillar of engagement in its own right. Through service, we are not only supporting Israel in its hour of need, but also forging lifelong bonds between young Jews and the Jewish State.

Birthright Israel **Onward**

Strengthening Connections Through Experience

Amidst a year of significant security challenges and instability, Birthright Israel Onward successfully engaged 1,500 participants in 2024 through a diverse range of internship, fellowship, and remote work opportunities.

Registration opened in mid-November, just one month after October 7, continuing throughout the year at approximately 50% of our peak 2023 levels. Many participants viewed interning at an Israeli company as a meaningful way to support Israel in its time of need. Others embraced the opportunity to immerse themselves in modern Israeli culture and society while deepening their understanding of the tragic events of the last year.

Participant evaluations for summer 2024 reached an all-time high, including record satisfaction levels among employers hosting interns. Many participants underscored the significance of spending extended time in Israel, particularly this year.

2024 Achievements

Leadership Initiatives

Over the years, extended stays in Israel have been shown to deepen participants' knowledge about Israel, build confidence, and drive long-term, post-program engagement. In 2024, we introduced two targeted initiatives to enhance alumni impact in educating, engaging, and advocating for Israel:

- The **Geo-Politics and Public Diplomacy Fellowship**, developed in collaboration with Reichman University, offered an intensive four-week experience covering topics such as geo-politics, counter-terrorism, communication, public diplomacy, and social media. The program culminated in mentor-led, pro-Israel campaign development.
- The **Back to Campus Forum** provided Onward interns with additional content, networking, and leadership training, strengthening their ability to effectively advocate for Israel on campus.

Given the success of these two initiatives, we plan to expand both in 2025.

3,334 Applicants

1,508 Participants

1,098 Internships

362 Fellowships

48 Remote Work



Platform Enhancements

This year also marked the full integration of Onward into the Birthright Israel organizational structure. The launch of a new house of brands, an updated Onward website, and the implementation of a streamlined registration process through a single participant account reflect Taglit Birthright Israel's evolution into a multi-program platform, designed to create and sustain long-term engagement of young Jewish people with Israel and Jewish identity.

Looking Ahead: Scaling and Expanding Impact for 2025

In 2025, as regional security tensions hopefully ease, we aim to restore Onward's scale by targeting **2,200** participants. We will continue expanding our fellowship and remote work portfolios, offering diverse programs in AI, bartending, surfing, water safety, first aid and trauma response, and culinary arts. In addition, all Onward programs will include volunteer opportunities, allowing participants to actively contribute to Israel's rebuilding efforts.

The 2024 pilots (Geo-Politics Fellowship and Back to Campus Forum), along with a new impact incubator program, will evolve into a strategic initiative called Storytellers. Designed to cultivate a community of young Jewish influencers, this initiative will empower participants—on social media and through on-the-ground activity—to effectively integrate Jewish and Israel-related content into their work, expanding the reach and impact of these narratives.

As we look ahead, Birthright Israel Onward remains committed to delivering increasingly meaningful, immersive experiences that deepen participants' connections to Israel and their Jewish identities, ensuring lasting engagement.

Birthright Israel **Excel**

Designed for exceptional Jewish young adults with a passion for business and entrepreneurship, Birthright Israel Excel is a prestigious fellowship that cultivates top Jewish talent through high-impact business internships, mentorship, and lifelong networking opportunities. Fellows gain hands-on experience at leading companies, guided by industry mentors who support their growth. Our aim is to build a global community committed to shaping the future of Jewish business leadership.

2024 Achievements

Expanded Reach and Recognition

This past year saw a significant increase in global engagement, applications, and participation, furthering Excel as a premier global leadership development program. **Applications increased by 28%**, driven by digital marketing, virtual info sessions, and strategic content partnerships. Our 2025 cohort will be the largest yet, with **80 Fellows from 13 countries**, and first-time participants from Belgium, Hong Kong, and Russia.

Summer 2024

This past summer, **64 global Fellows and 64 Israeli counterparts** – including a new cohort of combat officers from the Air Force, Navy, and Yahalom – completed a **10-week immersive program**. Fellows completed **internships at top global firms** and participated in active community work through our **new partnership with Kibbutz Re'im**. In addition, the program featured **meetings with inspiring figures**, including Moran Stella Yanay, a returned hostage, and Masab Youssef Hassan, known as the "Son of Hamas".

128
New Fellows
64 in Israel
64 U.S./ International

16
Countries of Origin

100+
Universities

100+
Community Events 2024
400 Fellows attended the Excel Summit in NYC
130 Companies
95 Mentors/Advisors

1,400
Excel Fellows Alumni



A Thriving Global Community

Global Alumni Engagement:

41 Shabbat dinners across **15** cities

100+ Fellows & parents joined post-Oct. 7 virtual event

150 Fellows attended holiday gathering with **9** high-profile speakers

Career Coaching launched with BetterUp

In 2024, our community-driven initiatives reached new heights, strengthening Fellow connections worldwide

Annual Summit:

400+ attendees from **10** countries (largest summit yet!)

Mission Trips:

Homecoming trip for **30** Fellows & **100** Israelis

Solidarity mission for **23** Fellows & parents

Looking Ahead: Expanding the Excel Legacy in 2025

Building on our momentum, 2025 will be a year of growth, innovation, and deeper impact:

Mid-Career Fellowship:
Launching a 6-8-month program for mid-career professionals, focused on philanthropic and Jewish leadership development.

Parent and Family Engagement:
Expanding the Excel Parent Committee with regional events, increased fundraising involvement, and family-oriented initiatives.

Annual Summits in NYC and Israel:
Featuring cross-generational workshops, thought leadership panels, and programming to foster high-impact collaborations.

Philanthropic and Leadership Development:
Encouraging Fellows to donate, support Jewish causes, and sit on Jewish nonprofit boards.

RESEARCH & EVALUATION

Research

Assessing Taglit Birthright Israel's Long-Term Impact

Since its inception, Taglit Birthright Israel has sponsored independent research to assess its long-term impact on participants. The research is conducted by the Maurice and Marilyn Cohen Center for Modern Jewish Studies (CMJS) at Brandeis University, under the leadership of Professor Leonard Saxe. Evidence from the Brandeis studies indicates that participation in Taglit Birthright Israel positively alters participants' trajectory of Jewish engagement.

The Jewish Futures Project, CMJS's long-term research study, measures Birthright's significant impact – even more than 20 years after participation.

The latest findings reveal that Birthright alumni feel a deeper connection to Israel and are more likely to hold leadership roles in Jewish organizations and actively raise their children Jewish, compared to their peers who did not participate. This measured impact on the next generation further confirms Taglit Birthright Israel's extraordinary role in shaping Jewish continuity and leadership.

Given the magnitude of the program, and the vast evidence that participation produces meaningful change in Jewish engagement, it is one of the few Jewish initiatives with the potential to transform the course of Jewish life for generations to come.

Connection to Israel and Jewish Identity

100% higher likelihood of feeling "very connected" to Israel

53% higher likelihood of having mostly Jewish friends

35% of Birthright Israel participants have returned to Israel

49% higher likelihood of having a Jewish spouse

Involvement and Leadership in the Jewish Community

150% higher likelihood of being an officer on a board of a Jewish organization

100% higher likelihood of having chaired a Jewish event

42% higher likelihood of having a special Shabbat meal

Influencing the Next Generation

84% of Birthright Israel participants are raising their children exclusively Jewish no matter to whom they are married

122% higher likelihood of their children celebrating a Bar/Bat Mitzvah

42% higher likelihood of providing their children with informal Jewish experiences

* The statistics are compared to non-participants

** Source: Cohen Center for Modern Jewish Studies, "Jewish Futures Project. L'Dor vDor: Birthright Israel's Impact Across Generations", January 2025

Evaluation

Measuring Taglit Birthright Israel's Impact

The evaluation of all Taglit Birthright Israel programs is a core pillar of our educational mission, ensuring that our programs consistently deliver meaningful, lasting impact. Through ongoing collaboration with the Henrietta Szold Institute (responsible for program evaluation), and the Maurice and Marilyn Cohen Center for Modern Jewish Studies (CMJS) at Brandeis University (oversees long-term research), we have developed comprehensive assessment tools to measure program effectiveness both in the short- and long-term.

Key Findings from 2024 Evaluations

Over the past year, a new evaluation project with the Henrietta Szold Institute revealed compelling insights into what participants perceive as personal growth at the end of the program. The findings demonstrated a remarkable impact on multiple dimensions of participant development, with particularly strong results in five key areas:

Strengthening Israel Engagement

90% of participants feel better equipped to engage in meaningful discussions about Israel

Building Confidence & Resilience

80% report greater confidence in navigating challenges on campus and in their communities

Deepening Jewish Identity

90+% Over 90% feel more self-assured in expressing their Jewish identity on campus and in their communities

Volunteering Impact

92% say volunteering enhanced their experience

58% feel it added meaning and fulfillment

Israeli Participants

93% note that interaction with international peers deepened their understanding of Jewish life beyond Israel

These results underscore the program's transformative impact and success in achieving its educational and identity-building objectives, particularly in preparing Jewish young adults to serve as confident and knowledgeable representatives of their heritage in various social contexts.

PERSONAL STORIES

Elias Gibson



I never planned to go on Taglit. I barely knew anything about Israel and wasn't particularly interested. But when a college friend mentioned it was free – I figured, why not? I had no idea how this decision would change my life.

During the trip, I befriended two Israeli soldiers – Roi, a parachuting instructor, and Yael, a sniper instructor. Their roles seemed cool, but I never imagined that just a few years later, I would become a paratrooper and sniper in the IDF.

That trip remains one of the most memorable and meaningful experiences of my life – but it didn't end there. After Birthright, I returned for a semester abroad at Tel Aviv University, but COVID forced me to leave early. Back in the U.S., I knew I had to return. In August 2021, I made Aliyah through Garin Tzabar, moved to Kibbutz Erez, and enlisted in the IDF Paratroopers' 202nd Battalion.

Being a lone soldier came with challenges – the language barrier, adjusting to life on my own, and even simple things like doing my laundry. But being a lone soldier didn't mean being lonely. My Taglit friends, my host family, and my unit became my support system.

On October 7, I woke up to sirens in Tel Aviv. Within hours, I was back on base, and soon deployed to Sderot, Kibbutz Alumim, and eventually Gaza, where I remained for months.

Without Taglit, I wouldn't have returned to Israel, wouldn't have enlisted, or made Aliyah. Today, I'm living in Herzliya, pursuing my master's degree in Education – a journey that started with one trip that changed my life.



Rebecca Starr & Benjy Katz



For Rebecca Starr and Benjy Katz, Jewish identity and a deep love for Israel have always been central to their lives. Benjy, from Boston, attended Maimonides High School, spent a gap year in Israel, and earned his B.A. from Drexel University. Rebecca grew up in Montreal, attended Herzliya High School and was active in Young Judaea. She joined her first Birthright Israel trip in 2017 while at Concordia University.

This past year, their individual journeys led them to the same place, at the same time – a Birthright Israel Volunteer trip that changed everything.

On October 6, 2023, I got a call from Birthright Israel inviting me to staff a winter trip. I was thrilled, but the very next morning, we woke up to the horrific events of October 7, and it was clear the trip wouldn't happen.

A month later, I received an email from Birthright Israel Onward about volunteering in Israel. After October 7, I felt so helpless; I needed to do something meaningful. The volunteering dates matched exactly with the trip I was supposed to staff, and I felt an undeniable pull to join.

That's how Benjy and I met, on a Birthright Israel Volunteer trip. We hit it off instantly, bonding over our shared love of hockey (despite our rival teams!). We were both placed at Pitchon Lev, an organization supporting displaced families and soldiers on the front. That first day, we packed over 300 boxes.

Later, I met up with my Israeli friend, Omer, who had been serving in Gaza. When he told me their food came from Pitchon Lev, it suddenly hit me – I was making a real difference.

Our cohort included participants from Denmark, England, France, Canada, the U.S., and more. Hearing everyone's stories reminded me that we're not alone, and we quickly formed our own little community.

The trip ended, but for Benjy and I, it was just the beginning. Back home, we navigated a long-distance relationship until I relocated to Miami (where Benjy lives), and began teaching at a Jewish Day School.

In December 2024, we returned to Israel together for another two weeks of volunteering. We reconnected with friends from our 2023 cohort, some of whom have since made Aliyah, and experienced that same incredible sense of purpose and community.

When we signed up to volunteer through Birthright Israel, we never imagined it would lead us to each other. Now, we're engaged and can't wait to celebrate our wedding this summer!



The Audry Family Journey



For the Audry siblings, Judaism was something unspoken. Their grandmother, a Holocaust survivor, never talked about her past, and they were raised in France without Jewish traditions, community, or connection. But that began to change when Perle, the eldest sister, joined a Taglit Birthright Israeli trip. What started as her personal journey set a chain of discovery in motion, inspiring her younger sister Isis and their older brother Dorian to explore the missing pieces of their own Jewish identities. Through Taglit, they gained a deeper understanding of their heritage, strengthened their connection to Israel, and discovered a sense of communal belonging for the very first time. But Taglit wasn't just about discovering their Jewish identity – it was about reclaiming it, together.

Perle Audry

I didn't always know I was Jewish. I discovered it thanks to a history lesson at school. Learning about the Holocaust, I broke down in tears. When I got home and asked my mother why, she simply said, "It's normal that you're crying. This is our story." That's when I learned that my grandmother had been hidden during the war. She never spoke about it – fear and survival had shaped our family's relationship with Judaism.

Years later, I moved to Paris for work. My mother encouraged me to connect with the Jewish community. I had no idea how to do that – I'd never been part of one. That's when I discovered Taglit. In August 2021, I joined a Taglit trip, and for the first time, I felt part of something bigger. I've decided to move to Israel next year, study Hebrew, and continue this journey.





Isis Audry

When my sister Perle came back from Israel, she was excited, inspired, and full of dreams. I saw the change in her and I wanted to understand it. Perle became a madricha (counsellor) for Taglit and encouraged me to join a trip. I finally planned my year around it, arriving in August to Israel and staying on after the trip to immerse myself even further.

Growing up, I always felt our family was different, but could never explain it. Being in Israel helped me understand this difference – my family's lost connection. It feels like a missing piece of my identity has fallen into place.

Dorian Francois

I'm the older brother. I was raised by our grandmother who always warned me "Never tell anyone you are Jewish. It's dangerous." So, I never explored my Jewish roots. When Perle decided to go on Taglit, I was skeptical and afraid. But when she came back, her stories challenged everything I thought I knew, making me curious instead of fearful.

In 2024 I took the leap and joined a Taglit volunteer trip. Even before I left, I could feel something shifting inside me, and once I arrived, I felt immediately at home. Being at the Kotel, and putting on tefillin for the first time, these experiences were so powerful. That day was one of the most beautiful days of my life. I'll never forget it.

2025 GOALS

2025 Goals

38,000+
Participants Total

8,000
Volunteers

23,000
Global Participants in 10-Day Trips

2,200
Onward Participants

4,650
Israeli Participants

160
Excel Fellows



Celebrating 25 Years of Taglit Birthright Israel

As Taglit Birthright Israel enters its 25th anniversary year, 2025 will be marked by a series of extraordinary events and missions that celebrate the program's transformative impact on the global Jewish community.

Main Events

Guardians Society Mission
(May 18–22, 2025)

An exclusive, high-level experience for major donors who commit a minimum gift of $100,000 in 2025. This select mission will offer participants direct engagement with some of Israel's most prominent leaders, meaningful interactions with participants, and unique programming that showcases Birthright Israel's lasting impact over the past 25 years.

Taglit Birthright Israel Alumni Reunion
(June 2025)

A week-long immersive experience convening hundreds of Taglit Birthright Israel alumni from around the globe. Packed with memorable experiences and volunteering opportunities, the reunion will foster engagement and inspire a renewed connection to Israel and the Birthright journey.

International 25th Anniversary Mission
(June 18–24, 2025)

A global gathering bringing together Birthright Israel supporters, leaders, and alumni to celebrate the program's legacy and future. The mission will culminate in the Taglit Mega Event on June 23, one of the most anticipated events of the year.

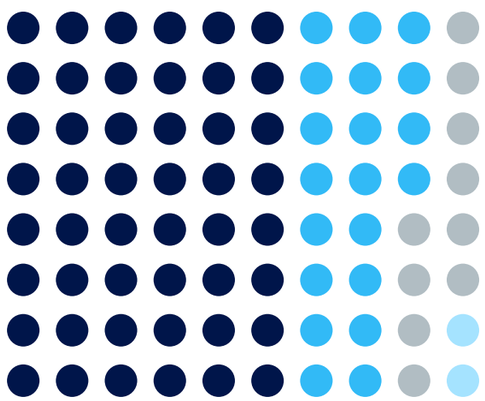
Taglit Mega Event: Celebrating 25 Years
(June 23, 2025)

A grand celebration uniting supporters, alumni, and global participants from across all Birthright Israel programs, honoring 25 years of Taglit Birthright Israel and its transformative role in strengthening the Jewish community worldwide.

FINANCIALS

2024
Financial Summary

Funding Sources



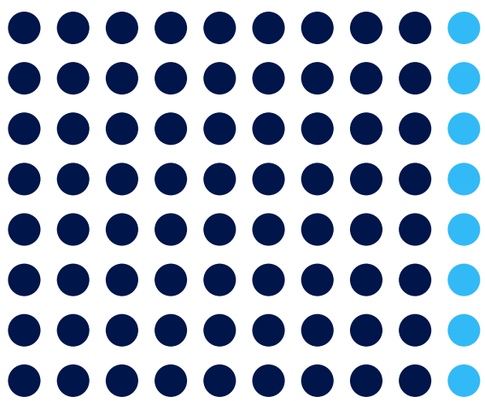
59% US Philanthropists

25% Government of Israel

12% Communities and Worldwide Donors

4% Partners and Program Fees

Expenses

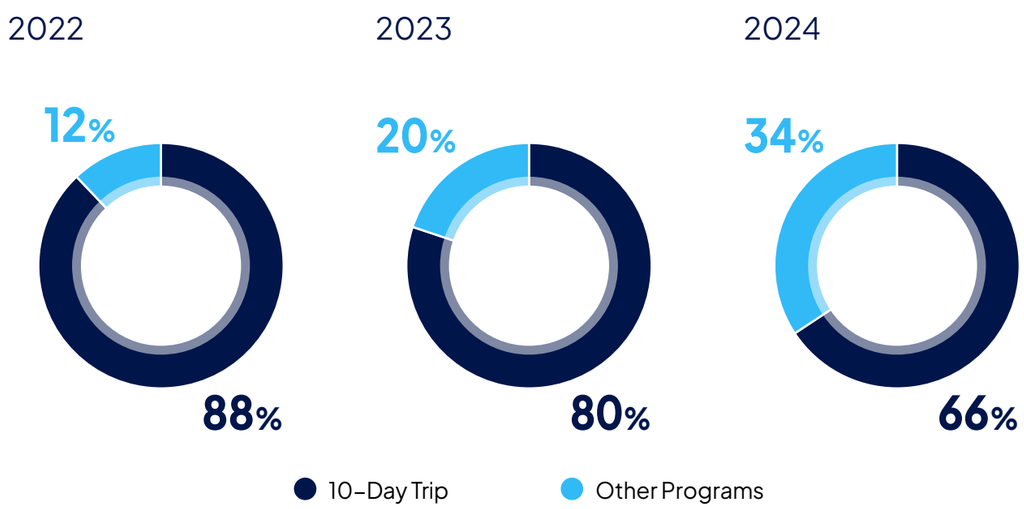


90% Programatic Expenses

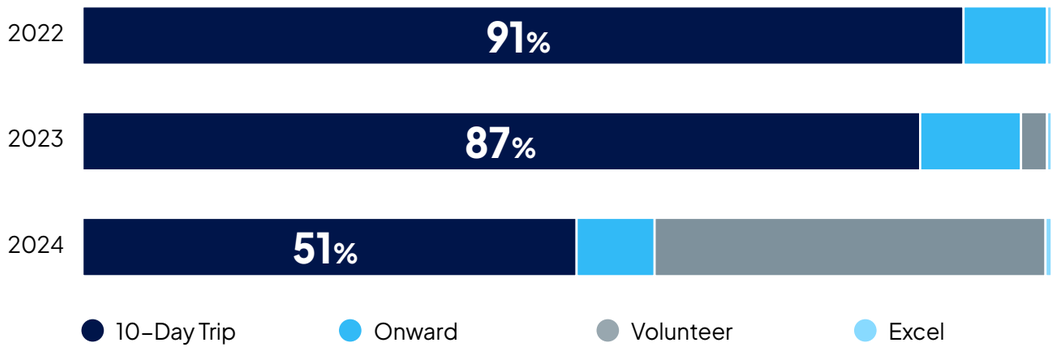
10% Other Expenses

In a year marked by complexity, the enduring partnership between Taglit Birthright Israel, the Israeli government, and the people of Israel remained vital. The financial support provided constituted approximately 25% of Taglit's 2024 budget, helping sustain our mission during this pivotal time. Equally essential was the steadfast commitment of our U.S.-based Birthright Israel Foundation, along with dedicated supporters from around the world, whose unwavering generosity ensured the continuity of our programs—even through global and regional challenges.

Budget Allocation by Program



Participants by Program



In the wake of COVID-19 and the war in Israel that shook the Jewish world, overall participant numbers declined. Yet Taglit Birthright Israel responded with agility, expanding our program portfolio and introducing new offerings tailored to the evolving reality. The accompanying graphs illustrate a significant rise in participation across these diversified programs in 2024, reflecting our ability to adapt in the face of these challenges.

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