TAGLIT
BIRTHRIGHT
ISRAEL

CEO REPORT
2025



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OUR VISION

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

OUR MISSION

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



Message from the CEO



Growing a Young Generation of Active Jews

Looking back on 2025, it is clear that Taglit Birthright Israel has entered a new phase defined by momentum and growth. Around the world, a rising generation of young Jewish adults is seeking meaning, belonging, and connection to their heritage. Birthright is meeting that call by expanding its reach, launching new programs, and engaging more young Jewish adults than ever before.

In 2025, we welcomed **32,000** participants across our programs. **14,600** participated in our **Classic 10-Day** trips, including **3,000** Israelis. **12,200** took part in **Volunteer** initiatives, standing shoulder to shoulder with Israeli communities and contributing directly to the rebuilding and resilience of the country.

Our **Birthright Israel Onward** program welcomed **2,000** participants, reaching a **63% peak level of interest** since 2022 and continuing to provide young Jewish professionals with meaningful opportunities to live, work, and grow in Israel. Through our **Storytelling Fellowship**, participants amplified powerful narratives of Jewish strength, unity, and connection to Israel across digital platforms and global audiences.

At the same time, our **Birthright Israel Excel** program continued to flourish, cultivating exceptional young leaders who carry Jewish values, professional excellence, and global vision into every arena they enter. Across each initiative, we strengthened connections and reinforced a shared sense of purpose among young Jews around the world.

Over more than two decades, Birthright Israel has become the most far-reaching initiative in contemporary Jewish life, a **living bridge** between Israel and world Jewry.

As Birthright Israel approaches the milestone of one million participants, its influence is evident across Jewish communities worldwide. **Hundreds of thousands** of young Jews have experienced Israel firsthand, returning home with a deeper understanding of the country, a stronger connection to Jewish identity, and a renewed sense of belonging to the global Jewish people—carrying these experiences forward into campuses, communities, and professional life.

Our vision for the years ahead is bold. Over the next five years, we aim to bring **200,000 additional young Jewish adults to Israel** through our programs, opening the door for even more young Jews to experience Israel firsthand and discover their place within the global Jewish story.

This vision is made possible by the unwavering commitment of our partners, donors, and participants around the world. Together, we continue to deepen the connection between Israel and world Jewry, building on our achievements and moving from strength to strength toward a future that is vibrant, resilient, and full of possibility.

Thank you for your lasting partnership.

Am Yisrael Chai,

Gidi Mark
International CEO,
Taglit Birthright Israel



GLOBAL IMPACT

Message from the VP of Resource Development



The strength of Taglit Birthright Israel has always rested on a simple but powerful idea: when young Jews experience Israel together, connections are formed that last a lifetime.

For more than twenty-five years, Taglit Birthright Israel has served as one of the most significant bridges linking young Jewish adults around the world to their history, their people, and the State of Israel. What begins as a journey across a small country often becomes something much larger: a journey of identity, belonging, and responsibility.

The past year has reminded us that Jewish identity cannot be taken for granted. At a time when Jewish communities in many parts of the world are facing uncertainty, rising antisemitism, and difficult public conversations about Israel, strengthening the connection between young Jews and their heritage is not simply meaningful. It is essential.

Every participant who steps off the plane in Israel arrives with curiosity. They return home with something far more powerful: pride. Pride in who they are, pride in their story, and pride in being part of the Jewish people.

When young Jews walk through the streets of Jerusalem, meet Israeli peers their own age, and witness the resilience and creativity of Israeli society, something changes. Israel stops being an abstract idea and becomes part of their personal story.

These young people are the living bridge between Israel and Jewish communities around the world. They become ambassadors, leaders, and voices of connection in their communities.

Looking ahead, our vision is both clear and ambitious. In the coming five years, we aim to bring an additional 200,000 young Jewish adults to Israel. Each one represents not just another participant, but another life transformed, another family connected, and another voice that strengthens our global Jewish community.

None of this would be possible without the extraordinary commitment of our global family of donors, partners, and supporters. Across continents and communities, you share a belief in the power of this experience and in the importance of investing in the next generation. Your partnership allows us to transform possibility into reality for hundreds of thousands of young Jews.

Theodor Herzl once wrote, “If you will it, it is no dream.” That spirit continues to guide our work today. The dream of a connected, confident, and proud Jewish generation is not abstract. It is something we build together, one journey, one participant, and one community at a time.

As we look ahead, we do so with optimism and determination. Together, we will ensure that many more young Jews experience Israel, discover their place in the story of the Jewish people, and carry that connection forward into the future.

Thank you for being our partners in this mission.

With deep appreciation,

Ethy Levy

2025 Achievements

32,000 PARTICIPANTS

14,600 Participants in Classic 10-Day trips

12,200 Volunteers

2,000 Onward Participants

160 Excel Fellows

+3,000 Israeli Participants

80% of participants describe the trip as life-changing

70 Countries

12,200 VOLUNTEERS

60,000 Days of Volunteering

300,000 Hours of Volunteering



26 YEARS OF IMPACT

932,000 PARTICIPANTS

22,000 Volunteers

27,500 Onward Participants

1,560 Excel Fellows

885,000 Worldwide Participants in Classic 10-Day trips including **132,900** Israeli Participants

$2.6B Contributed to the Israeli Economy

70 Countries

Birthright Israel'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



26
Years

932,000
Participants

70
Countries

Our Global Fundraising Team

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

- Participants' Countries of Origin
- Regional Fundraising Offices

RESEARCH & EVALUATION

Research

Shaping Jewish Lives Around the World

Birthright Israel does more than influence identity. It shapes the choices participants make for decades.

Assessing Taglit Birthright Israel's Impact

Since its inception, Taglit Birthright Israel has sponsored independent research conducted by the Maurice and Marilyn Cohen Center for Modern Jewish Studies (CMJS) at Brandeis University. Across the globe, alumni translate their experience into action, by seeking Jewish community, engaging more actively in Jewish life, and making choices that reflect a stronger sense of identity and belonging. Findings consistently show that participation strengthens Jewish identity, deepens connection to Israel, and drives sustained engagement in Jewish life. The impact is both immediate and long-term, shaping not only participants, but future generations.

Scale and Reach

Since 1999, over 932,000 participants have experienced the life-changing journey of Taglit Birthright Israel. Now, at 26 years, the program is approaching 1,000,000 participants, a milestone that highlights its sustained impact on young Jewish identity and connection worldwide.

Immediate & Transformative Impact

A Defining Experience

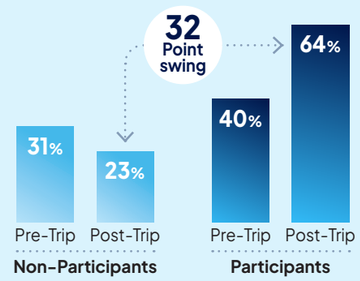
Birthright Israel creates an immediate shift in identity and connection:

80%
of participants rate the trip as one of the best experience of their lives

74%
of participants feel strongly connected to Israel shortly after their trip

↑46%
increase in participants who say being Jewish is "extremely important" to their identity

Among **liberal young Jews,** strong connection to Israel increased from 40% to **64%** after Birthright — while it declined among nonparticipants. That's a 32-point swing attributable to participation.



Long-Term & Generational Impact

Sustained Impact Over Time

Birthright Israel's influence continues for decades:

X2
Even 15-23 years later, participants are **twice as likely** to feel strongly connected to Israel

64%
report feeling somewhat or very connected to Israel, compared to 42% of nonparticipants

35%
of participants return to Israel, demonstrating ongoing engagement

Building Jewish Life and Leadership

Participants translate connection into long-term engagement:

150% more likely to serve in leadership roles in Jewish organizations

100% more likely to have chaired a Jewish event

Influencing the Next Generation

Birthright Israel's impact extends into family life and Jewish continuity:

84%
of participants are raising their children exclusively Jewish regardless of whom they married

122%
more likely to celebrate a bar/bat mitzvah for their children

114%
more likely to send children to Jewish day school

* The statistics are compared to non-participants
** SOURCES:
1. Cohen Center for Modern Jewish Studies (CMJS), Birthright Israel Participant Survey, Summer 2025
2. CMJS, A Summer of Uncertainty: The Impact on Birthright Israel's Summer 2025 Cohort, March 2026
3. CMJS, L'Dor v'Dor: Birthright Israel's Impact Across Generations, January 2025

Evaluation

Measuring Taglit Birthright Israel's Impact

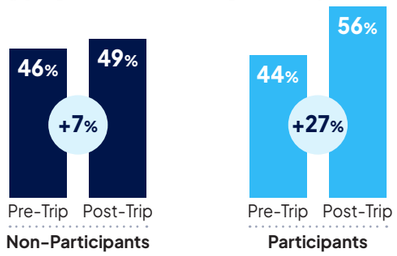
Evaluation is a central component of Taglit Birthright Israel's educational mission, ensuring that every program continues to deliver meaningful and lasting impact. Through ongoing collaboration with the **Henrietta Szold Institute**, responsible for program evaluation, and the **Cohen Center for Modern Jewish Studies at Brandeis University**, which oversees long-term research, Birthright Israel continuously assesses participant experiences and outcomes.

Mutual Responsibility

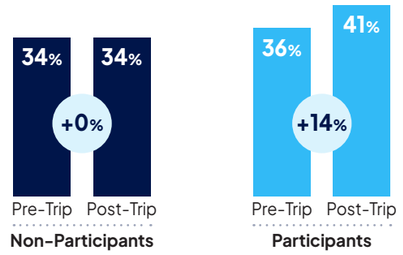
Findings from the Summer 2025 surveys conducted by the Cohen Center for Modern Jewish Studies indicate that Birthright participants experienced significantly greater increases in their sense of **mutual responsibility** than comparable young Jewish adults who did not attend the program. Following the experience, participants reported stronger feelings of responsibility toward fellow Jews and toward Israel.

Survey findings show that the share of participants who strongly agree that Jews have a responsibility to help one another **increased by 27%**, four times the increase observed among non-participants. Participants also showed a **14% increase** in the belief that Jews have a responsibility to contribute to Israel's future, while non-participants showed no increase.

Strongly Agree that Jews Ought to Help Other Jews



Strongly Agree Jews have a Responsibility to Contribute to the Betterment of Israel



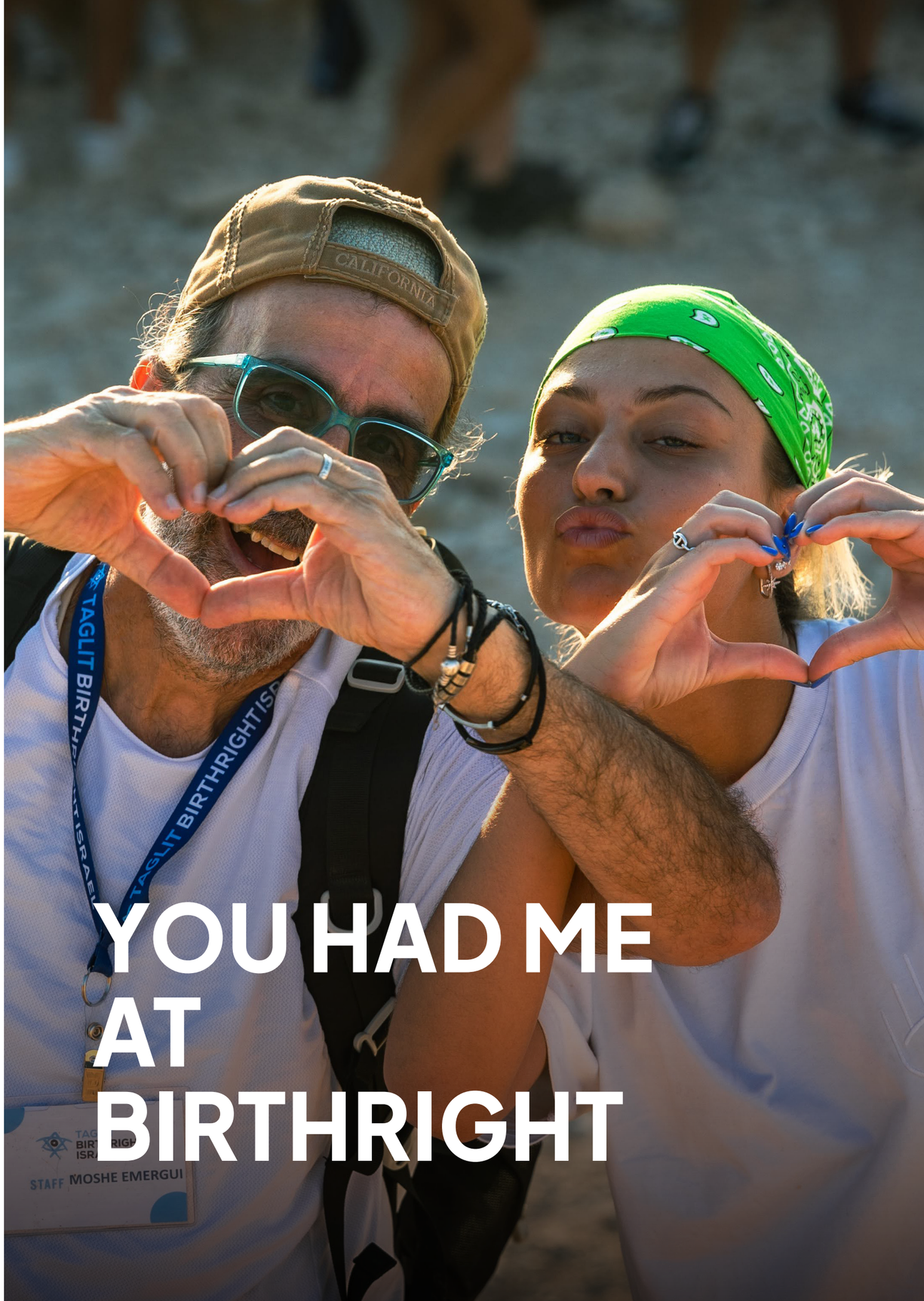
Togetherness and Connection

Evaluation findings from the Henrietta Szold Institute highlight the growing importance of shared experiences that foster a sense of **togetherness** among participants. Since the outbreak of the war, elements such as group programming, Shabbat celebrations, and the Mifgash encounters between Israelis and participants from abroad have taken on even greater significance in shaping the experience.

Participants consistently identified these moments of shared learning, conversation, and celebration as central to their sense of **connection** to one another and to the broader Jewish community.

These insights reinforce Birthright Israel's role not only as an educational journey, but as a powerful platform for strengthening a sense of shared responsibility and belonging among young Jews around the world.

> *"A sense of community and home. I come from a town with no Jews and had never been anywhere surrounded by Jewish people. I watched friends visit places their families came from, something I never felt I could relate to—until now. For the first time, I feel connected to my ancestry and that there is a place in the world where I belong."*
>
> Summer 2025 Participant



Eitan Silberstein & Michelle Brukman



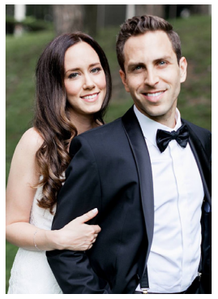




Argentina
Taglit Birthright Israel Alumni, 2010

Eitan and Michelle met on Birthright in 2010. They married in November 2018 and are now the proud parents of two children: Lara, born in December 2019, and Ilan, born in June 2023.

Mathew & Emily Pottens







Canada
Taglit Birthright Israel Alumni, 2008

Mathew and Emily met on Birthright in 2008. They later married and are now the proud parents of two children: Jack, who is turning six in March, and Theo, who turned four in December.

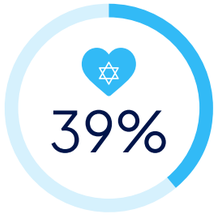
Oxana & Gaston Kirsman





Israel & Argentina
Taglit Birthright Israel Alumni, 2012

Oxana and Gaston met on Birthright in 2012, when Oxana joined Gaston's group as a Mifgash soldier. They married in 2021 and welcomed their daughter, Aluma, in 2024.



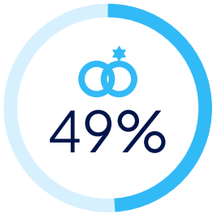
Birthright alumni are more than twice as likely to have a Jewish spouse (**39%** vs. 15%).

2020 Pew Study of the Jewish population in the United States.



84% of Birthright participants raising children are raising them exclusively Jewish.

Cohen Center for Modern Jewish Studies, Jewish Futures Project. L'Dor vDor: Birthright Israel's Impact Across Generations, January 2025, p. 8.



Birthright participants are **49%** more likely to marry a Jewish spouse than non-participants (55% vs. 37%).

Saxe, L., Wright, G. & S. Hecht. The Reach and Impact of Birthright Israel: What We Can Learn from Pew's "Jewish Americans in 2020." Contemporary Jewry., Fall 2022.

DRIVEN BY VALUES

Education at Birthright Israel

The Education Department plays a central role in shaping the experiences at the heart of Birthright Israel programs. Working closely with trip organizers and educators, the team designs and guides the pedagogical framework that enables participants to engage deeply with Israel, Jewish identity, and the global Jewish story. Through ongoing mentorship, oversight, and program evaluation, the department continually refines the educational journey to remain relevant and responsive to the evolving needs of young Jewish adults.

Achievements in 2025: Strengthening Community, Identity, and Resilience

In 2025, the Education Department focused on stabilizing and strengthening the program, following the profound challenges that reshaped Israel and Jewish communities worldwide. Educational components introduced in response to the events of October 7 have now become fully integrated pillars of the Birthright Israel experience.

An emphasis on **togetherness and belonging** now shapes programs across the 10-Day Classic trips, Volunteer initiatives, and Onward internships. Birthright Israel participants seek connection—to one another, to Israeli society, and to the broader Jewish story. Shared experiences such as Shabbat, Mifgash (encounters with Israelis), and group dialogue are central to the journey and create spaces for community, solidarity, and collective reflection.

Within this framework, Shabbat has taken on renewed significance as an anchor of **Jewish identity and joy**. Around the Shabbat table, through song, conversation, and shared reflection, participants experience a sense of belonging and renewed Jewish pride.

Resilience has also emerged as a defining dimension of the educational journey. Participants leave not only with lasting friendships and memories, but with greater confidence navigating complex conversations about Israel and Jewish identity on campus and within their communities. Encounters with individuals and communities across Israel who continue to innovate, rebuild, and remain hopeful help to deepen participants' understanding of perseverance and collective responsibility.

In this way, resilience is not framed as a reaction to crisis, but as an expression of Jewish strength, pride, and joy. Cultivating this spirit—rooted in identity, community, responsibility, and optimism—will remain central to Birthright Israel's educational vision.





Looking Ahead: Strengthening the Educational Framework in 2026

Looking ahead, the Education Department will continue strengthening the educational foundations of Birthright Israel programs while supporting new areas of growth.

A central priority is developing a cohesive educational framework for Volunteer In Israel programs. As volunteering becomes an increasingly significant part of the Birthright platform, the team is articulating a shared pedagogical language centered on community, solidarity, responsibility, and active participation.

This framework positions volunteering not only as service, but as a formative educational experience that strengthens identity and deepens connections between global Jewish communities and Israeli society. Emphasizing partnership and mutual learning, the framework moves beyond a one-directional service model and highlights how Diaspora participants and Israeli communities contribute together to shared goals and collective responsibility.

By establishing a clear educational approach, Birthright Israel aims to ensure that volunteering serves as both a meaningful experience in Israel and a gateway to continued, long-term engagement. Together, these efforts will reinforce Birthright Israel's vision of nurturing young Jewish adults who feel connected to their identity, to Israel, and to one another.

The “Mifgash”

The “Mifgash” is a defining element of the Taglit-Birthright Israel experience, bringing young Israelis together with Jewish participants from across the globe for an intensive, 5-day encounter. Through shared experiences, cultural exchanges, and deep conversations, “Mifgash” strengthens Jewish identity, understanding, and a sense of connection and belonging. In just five days, the magic of “Mifgash” transforms strangers into lifelong friends—and that magic goes both ways, impacting Israeli participants just as deeply as those from abroad.

In 2025, despite the challenges of wartime, nearly 3,000 Israeli participants joined Birthright groups, representing a wide range of backgrounds across Israeli society. Among them were active IDF soldiers and participants from more than 170 military units.

Lasting Impact

For our participants from around the world, the “Mifgash” transforms the journey into something deeply personal. Conversations about identity, service, and daily life during wartime offer a nuanced understanding of Israel, revealing not only moments of hardship but also the resilience and vitality of everyday life. Many describe the experience as life-changing, strengthening their sense of belonging and their confidence in advocating for Israel.

Israeli participants benefit just as much. Meeting their peers from around the globe offers insight into the realities faced by young Jews, including the rise in antisemitism and the challenges many experienced after October 7. In the intimate setting of the “Mifgash,” Israelis find a safe space to share their own experiences more openly, deepening mutual understanding and connection.



2025 “Mifgash” in Numbers

2,992 Israeli Participants

74% Active IDF Soldiers

24% Combat Soldiers

170 IDF Units

2 Officers’ Delegations to the United States



Mifgash Enhancements

Throughout the journey, the “Mifgash” creates moments that bring participants face to face with the human stories behind Israeli society, through exposure to the lives and perspectives of their Israeli peers in the group. Going far beyond simply sharing a seat on a bus, these encounters embody the heart of the “Mifgash” experience.

2025 highlights included:

- **Personal stories of resilience:** At a kibbutz in the Gaza Envelope, participants were hosted in the home of Yaniv. He shared his personal story of October 7 and the loss of his father, offering a deeply human perspective on the events of that tragic day.
- **Home Hospitality:** Participants were hosted in the home of Amichai, one of their Israeli peers in the group. Together, they prepared a traditional Israeli meal—falafel, eggplant salad, and hummus—and enjoyed an informal conversation with Amichai’s family.

A Mifgash Beyond Israel’s Borders

In 2025, Birthright Israel expanded the “Mifgash” experience beyond Israel, sending two delegations of IDF officers (Birthright alumni) to the United States for a “reverse Birthright journey.” The officers met with Jewish communities, educational institutions, and Birthright alumni, gaining deeper insight into Jewish life in the Diaspora. They also visited a military base, where they met with senior American military commanders and held engaging discussions with their American counterparts. For the officers, the experience deepened their connection to the American Jewish community while reinforcing their role as representatives of Israel and the IDF.

> *“Today we met with fifteen Holocaust survivors in a synagogue. One of them, a 95-year-old man who served in the U.S. Air Force in 1948, hugged me for nearly an hour. I felt deeply moved, as if we are the continuation of their story, the enduring story of the Jewish people.”*
>
> **Delegation Participant**

Looking Ahead: Deepening the “Mifgash” in 2026

In 2026, the “Mifgash” will continue to grow as a central pillar of the Taglit Birthright Israel experience, cultivating meaningful encounters between young Jews from around the world and their Israeli peers. Efforts will focus on expanding the diversity of Israeli participants, fostering rich and open dialogue, and nurturing lasting friendships between Israelis and participants from abroad, thereby strengthening the vital bridge between Israel and the Diaspora.

Greening Birthright Israel

Support from Ellen Bronfman Hauptman and Andrew Hauptman, together with the Claudine & Stephen Bronfman Family Foundation, has been instrumental in advancing the Greening Birthright Israel initiative. Their partnership has enabled meaningful progress in environmental restoration, strengthened community resilience, and helped embed sustainability more deeply into Taglit Birthright Israel's organizational mission.

Now in its third year, Greening Birthright Israel positions the organization as a leader in climate responsibility within the Jewish and Israeli landscape while creating meaningful, hands-on opportunities for Jewish young adults. To further scale this work, Birthright Israel leadership strategically integrated sustainability initiatives across the organization, enabling additional philanthropic dollars to advance the initiative's broader goals. Notably, three new donors joined in supporting the Greening Birthright Israel initiative this year.

Triple Impact Strategy

In the aftermath of the war, Israel remains focused on recovery and renewal. Taglit Birthright Israel's Triple Impact Strategy responds with a comprehensive sustainability approach built on three integrated pillars:

1 | **Strengthening communities affected by the war** through green spaces and environmental rehabilitation, with a focus on areas near the Lebanon border and the Gaza Envelope.

2 | **Delivering meaningful environmental impact** by planting hundreds of thousands of trees and regenerating damaged ecosystems.

3 | **Empowering young Jewish adults worldwide** through hands-on participation in sustainability and resilience projects.



2025 Achievements: Participant Engagement and Environmental Action

20,000
participants engaged in educational activities on sustainability and the environment

11,500
participants took part in sustainability-focused Triple Impact activities generating measurable carbon offsets

1,500
saplings grown in the Taglit-Sderot Tree Nursery were planted in Gaza Envelope communities

Tens of thousands
of plants and over **5,000** trees were planted across Israel

Advancing Carbon Reduction

Taglit Birthright Israel aims to reduce its carbon footprint by **30% by 2030.**

In 2025, the organization achieved a **9% reduction,** remaining on track through measurable, scalable sustainability actions.



Birthright Israel Training Institute

The Birthright Israel Training Institute plays a critical role in ensuring the quality, relevance, and impact of the educational experience delivered to participants worldwide. In 2025, the Institute expanded its focus on educator resilience, pedagogical excellence, and contextual readiness, equipping staff to meet the evolving needs of young adults engaging with Israel during a complex time.

Across its programs, the Institute strengthened educators' capacity to foster meaningful connection to Israel, integrate emerging themes such as sustainability and volunteerism, and address rapidly changing geopolitical realities. These efforts ensure that participants continue to benefit from relevant and impactful educational experiences throughout their journey.

2025 Achievements: Strengthening Educational Excellence

Resilience Training equipped 200 educators in 4 overnight seminars with wellness tools and enhanced their ability to convey Birthright's spirit through a workshop-based format. *Our Voice* was introduced, framing Birthright as a personal identity journey and a call to collective responsibility.

Greening Birthright Israel introduced sustainability as a core Birthright theme, exploring the connection between people, land, and society while equipping educators with tools to integrate sustainability into daily touring.

Otef Training prepared educators to guide in Israel's southern border region, emphasizing emotional readiness and educational framing to help participants process and engage with the post-October 7 reality.

Onward Staff Training focused on educational management of long-term internship groups, equipping staff to build community, highlight key learning moments, and address the unique dynamics of young international adults living in Israel.

Volunteer Staff Training enhanced the volunteer experience by highlighting themes of mutual responsibility and *Tikkun Olam*, equipping educators to frame volunteering as a powerful vehicle for Jewish identity building.

Geopolitical Trainings prepared 60 Birthright lecturers to address current events with accuracy, balance, and relevance, in ways that are both accessible and engaging for young adults from across the globe.

The **North American Madrichim Training Seminar,** offered in partnership with the Shalom Hartman Institute, equipped madrichim with the pedagogical tools to address challenges facing the Jewish people and deliver high-impact educational experiences.

The **Worldwide Madrichim Seminar** provided international madrichim with comprehensive training in Israel, combining site visits in Jerusalem and Tel Aviv, practice tours, and facilitation simulations to boost their skills and confidence.



2025 Birthright Israel Training in Numbers

750
Total Educators and Staff Trained Across All Programs

4
Greening Level 1 Trainings
200 Educators

3
Otef Trainings
80 Educators

1
Overnight Onward Training | **60** Staff and **35** Internship Coordinators

5
Volunteer Trainings
150 Educators and Staff

150
Trained in the Worldwide Madrichim Seminar (**48** France | **60** FSU | **42** Europe)

Looking Ahead: Expanding Educator Capacity and Readiness in 2026

The Institute will reach approximately 1,085 educators and staff in 2026, while advancing professional development through the following initiatives:

- **Resilience Training:** Strengthening wellbeing and advancing the Our Voice framework
- **Greening – Level 2:** Deepening environmental and social responsibility
- **12-Day Tour Educator Seminar:** Preparing new global educators for the journey
- **Northern Supplementary Training:** Equipping 100 staff with context-sensitive tools
- **Onward Staff Trainings (new 2-Day format):** Focusing on group management and community
- **Volunteer Staff Training:** Supporting northern programming and community resilience
- **Worldwide Madrichim Seminar:** Providing international staff training in Israel
- **North American Madrichim Training Seminar:** Training 300+ madrichim



OPERATIONAL EXCELLENCE



The safety and well-being of our participants remain our highest priorities. Each year, Taglit Birthright Israel successfully operates programs for thousands of participants across the country, including during peak seasons when many groups are traveling simultaneously. To ensure their safety, the organization maintains comprehensive emergency protocols and works in close coordination with Israeli authorities and security agencies.

In times of crisis, these systems enable rapid and decisive action. Taglit Birthright Israel has consistently been the first organization to take action and safely evacuate its participants when security conditions require it. During the escalation of the Iran conflict in 2025, the organization activated its emergency response framework, relocating participants to protected locations and coordinating complex sea and air evacuations.

These efforts demonstrated Birthright Israel's ability to operate at scale while responding swiftly, responsibly, and effectively under challenging circumstances. Thousands of participants were brought safely home, and many have since chosen to return to Israel.



OUR PROGRAMS

Classic
10-Day Trip

Volunteer
in Israel

Birthright Israel
Onward

Birthright Israel
Excel

Classic 10-Day Trip

Taglit Birthright Israel's Classic 10-Day Trip offers young Jewish adults an immersive journey of discovery while deepening their connection to Jewish identity, the global Jewish community, and the State of Israel. At a time when many young Jews around the world are grappling with questions of belonging, identity, and connection to Israel, this experience provides a powerful opportunity to engage directly with Israeli society and the broader Jewish story. Through shared experiences, encounters with Israeli peers, and exploration across the country, participants gain a deeper understanding of Israel and their place within the global Jewish people. For most, the impact is profound — **80% of participants describe the trip as life-changing.**

2025 Achievements: Growth and Resilience Amid Complexity

Despite unprecedented challenges, 2025 marked a year of significant growth for the Classic 10-Day program.

The year began with strong momentum, welcoming approximately **2,700 participants in the first quarter**, nearly **three times the number from the same period in 2024**, even amid ongoing security challenges, rising antisemitism, and increased anti-Israel sentiment worldwide.

The **summer season brought approximately 10,000 participants**, nearly double the number from summer 2024. During this period, Birthright Israel faced an extraordinary operational challenge during the 12-day conflict with Iran, requiring the rapid relocation of participants to safe areas and the coordinated evacuation of thousands by sea to Cyprus before returning them to their home countries. Through this complex operation, all participants returned home safely.

Trips resumed successfully for the remainder of the year, including **2,000 additional participants in December**, bringing the **2025 total to nearly 15,000** participants.

Throughout 2025, Birthright Israel also worked to reintroduce visits to regions that had previously been closed due to security concerns, including Israel's northern communities and the western Negev, areas deeply affected by the events and the aftermath of October 7. These visits allowed participants to witness firsthand the resilience and rebuilding efforts taking place across the country.

Sustainability also remained a key focus of the 2025 program. Participants engaged with Israel's environmental innovations, took part in sustainability-focused volunteer activities, and experienced eco-conscious programming designed to reduce the program's environmental footprint.

In a time of heightened challenge for the Jewish people, the Taglit Birthright Israel Classic 10-Day Trip continues to strengthen identity and belonging for a new generation. Participants return home with deeper understanding, stronger connections to Israel, and the confidence to engage with the complex realities facing Jewish communities around the globe.





Looking Ahead: Expanding Participation in 2026

Building on the momentum of 2025, Birthright Israel is preparing for continued growth in 2026.

A new on-the-ground alumni recruiter program launched in 2025 is already showing strong promise, mobilizing thousands of Birthright alumni—particularly on college campuses—to encourage the next generation of participants to join the experience.

Early signs point to continued growth, with winter 2026 participation already surpassing the previous year and strong interest anticipated for the summer season. To meet this demand, Birthright Israel is expanding partnerships with hotels, guides, and tourism providers across Israel to ensure that every trip remains engaging, impactful, and high-quality.

Looking ahead, Birthright Israel has set an ambitious goal: welcoming 24,000 participants from around the world in 2026. Achieving this milestone will further strengthen the program's role in deepening Jewish identity and connection to Israel for a new generation.

At the same time, Birthright Israel remains attentive to the realities many young Jews face when considering travel to Israel. Ensuring participant safety while maintaining meaningful and inspiring experiences will remain central as the program continues to grow.

Volunteer In Israel

Volunteer in Israel offers young Jewish adults the opportunity to contribute directly to Israeli communities while deepening their connection to the Jewish people and Israel. Through hands-on service and meaningful encounters, participants experience Israel not only as visitors but as active partners in Israel's rebuilding. At a time when the bond between Israel and world Jewry carries renewed significance, the program provides a powerful outlet for shared responsibility and long-term engagement.

2025 Achievements: Expanding Impact Nationwide

Now in its third year, Volunteer in Israel has evolved from a post-October 7 emergency response initiative into a core pillar of Taglit Birthright Israel's global platform. Volunteer opportunities are now fully integrated across the Birthright ecosystem, including Classic 10-Day Trips, Onward programs, and alumni pathways.

During 2025, **12,200 volunteers from around the world** participated in programs across Israel, with a particular focus on communities in the Gaza Envelope and northern border regions.

This nationwide deployment model marked a transition from short-term crisis response to coordinated rebuilding engagement. Participants worked alongside municipalities, NGOs, and local leadership, contributing to a range of efforts, including:

Food Security
Supporting Israeli agriculture and reinforcing food supply chains.

Logistics & Emergency Infrastructure
Distributing aid, reinforcing community resilience, and assisting vulnerable populations.

Community Rehabilitation & Social Solidarity
Supporting displaced families, strengthening frontline communities, and assisting soldiers and reservists' families.

Therapeutic Community Gardens & Environmental Restoration
Creating therapeutic gardens for displaced communities and educational institutions, revitalizing urban spaces.

Volunteer in Numbers | 2025

12,200 Volunteers

60,000 Days of Volunteering

300,000 Volunteering Hours

40+ Communities Supported



A Transformational Experience

By combining hands-on service in rehabilitating communities with guided dialogue and reflection, Volunteer in Israel transforms acts of service into moments of learning, solidarity, and shared purpose.

Evaluations from 2025 show exceptionally high satisfaction, with volunteers reporting:

- Stronger connections to Israel
- Renewed sense of Jewish and Zionist identity
- Deeper bonds with local communities and fellow Jewish peers
- Greater sense of personal agency and responsibility

Looking Ahead: Sustaining Long-Term Engagement

As Israel continues its long-term recovery and rebuilding, Volunteer in Israel will serve as a key platform for high-impact engagement between Israel and young Jews worldwide. Building on the 2025 integration of our Triple Impact strategy, the program is centered on three pillars: meaningful participant experiences, measurable community impact, and a reduced carbon footprint.

In 2026, we will focus on several key initiatives:

- **Targeted Regional Recovery:** Expanding volunteer opportunities in the North and the Gaza Envelope.
- **Expanded Volunteer Participation:** 8,000–10,000 volunteer program participants will contribute an estimated 50,000 days of service, alongside 25,000 Classic 10–Day participants contributing 25,000 additional volunteer days.
- **Enhanced Training Standards:** All Volunteer program guides will be required to hold a license from Israel's Ministry of Tourism and complete the Birthright Israel Institute training program.
- **Impact Measurement:** Developing a new evaluation mechanism and scoring system for trip organizers, aligned with Greening and Volunteer goals.
- **Global-Local Resource Alignment:** Launching a matching-funds model that combines international support (BRIF) with partnerships across Israeli municipalities, businesses, and government calls for proposals.

Birthright Israel **Onward**

Advancing Long-Term Engagement Through Professional Development

Birthright Israel Onward serves as the organization's platform for immersive, longer-term engagement in Israel, acting as a critical bridge between the Birthright Israel experience and sustained personal and professional connection to the country. Through internships, fellowships, and remote work opportunities, Onward enables participants to live, work, and contribute in Israel.

In 2025, the program demonstrated renewed momentum, growing significantly from 2024 levels while providing young Jewish adults with meaningful professional, cultural, and volunteer experiences during a period of ongoing regional complexity. The program also expanded specialized tracks to further align participants' career interests with hands-on experience across Israeli industries and communities.

2025 Achievements: Renewed Growth and Program Innovation

In 2025, Birthright Israel Onward saw strong demand across internships, fellowships, and remote work opportunities. The program expanded both its scale and professional breadth, reaching new audiences while responding to evolving participant interests. Record winter participation and the continued growth of the Storytellers Initiative reinforce Onward's role as a key driver of extended engagement with Israel through meaningful professional and creative pathways.

Birthright Israel Onward in Numbers | 2025

- **6,817** Applications received
- **1,984** Total participants (**63%** of peak 2022 levels)
- **1,402** Interns
- **511** Fellows
- **71** Remote participants
- **738** Participants joined after July program renewal
- **466** Winter participants (largest winter season with **~40%** growth)
- **3** Storytellers cohorts
  61 creators
- **6** New fellowship tracks (Water Sports, Hebrew, AI & Digital Marketing, Culinary Arts, Bartending, Paramedical with MDA)



Storytellers Fellowships

Onward's Storytellers initiative includes two tracks: a 2- or 4-week fellowship at Reichman University in Herzliya, and a 9-day Storytellers Impact Incubator journey through Israel. Both empower Jewish creators and digital influencers to shape how the Jewish story and Israeli culture are shared online. Through expert-led workshops on storytelling, media strategy, Jewish history, and geopolitics, participants develop creative content, campaigns, and collaborations that expand both their personal platforms and their Jewish voice.

Launched in 2025 with 3 cohorts and 61 participants, the initiative has already established a growing digital alumni community, introduced a KPI tracking system measuring audience growth and Jewish- and Israel-related content, and awarded Content Creator Grants supporting more than 15 projects.

In 2026, the program is expanding to 6 cohorts—two Reichman Fellowships and four quarterly Storytellers Impact Incubators—reaching approximately 140 participants, alongside the launch of mentorship cohorts and a growth in Content Creator Grants. Alumni in Latin America are leading initiatives of their own, including organizing Classic 10-Day groups.

Looking Ahead: Scaling Participation and Professional Pathways in 2026

In 2026, Birthright Israel Onward will continue to focus on expanding scale, diversifying professional tracks, and strengthening re-engagement pathways for alumni.

Key priorities include:

- Bringing **3,200 participants** in 2026, including the **largest winter season to date**.
- Expanding the **Storytellers Initiative** to **140 participants annually**.
- Resuming the **Back to Campus Forum** to prepare student leaders for effective campus engagement.
- Launching new fellowship tracks in **flag football, photography, and surfing**.
- **Increasing the number of Israeli companies** hosting interns through proactive engagement with current mentors.
- Exploring **new frameworks to bring post-college Birthright alumni back** to Israel for professional development and immersive living experiences following their Classic 10-Day experience.

Birthright Israel **Excel**

Designed for exceptional young Jewish adults with a passion for business and entrepreneurship, Birthright Israel Excel is a prestigious business fellowship that cultivates top Jewish talent through high-impact internships and lifelong professional networks. Alongside their placements, Fellows participate in seminars, leadership training, and structured mentorship connecting them with senior figures across the global business community.

Following the summer program, Fellows join the global Excel Fellowship network, gaining access to ongoing mentorship, professional development, and leadership opportunities. Through this growing international community, Birthright Israel Excel is cultivating a generation of Jewish leaders who will shape the future of business, technology, and innovation while maintaining lasting ties to Israel and the broader Jewish world.

2025 Achievements: Milestones in Leadership Development and Community Growth

Summer Program: When the war with Iran began this summer, the program's 80 global Excel Fellows were temporarily evacuated to Cyprus. Despite the disruption, 78 returned to Israel and completed the program, demonstrating a strong commitment to the experience and to Israel.

Executive Cohort Launch: Birthright Israel Excel launched its first-ever Executive Cohort, welcoming 20 accomplished business leaders in their 30s and 40s into the Excel community. The cohort completed a six-month onboarding process, including a trip to Israel.

Chapter Leadership Structure: The program transitioned the former City Captain role into a formal Chapter President structure across eight cities. Chapter Presidents now lead local community-building efforts, serving as a key component of Excel's leadership structure.

Parent Engagement: Birthright Israel Excel has significantly deepened parent engagement in its community. Parents have been invited to participate in the Excel Summit, have hosted Shabbat dinners, and have begun assuming leadership roles, including the first Parent Chapter President in London.

Senior Fellow Retreat: The program launched its first Senior Fellow Retreat, bringing together 60 senior Fellows for a leadership gathering. Following overwhelmingly positive feedback, with all participants indicating they would attend again, the retreat will become an annual Excel community initiative.





Excel in Numbers | 2025

Annual Summit: **450+** attendees from **19** countries (largest summit yet)

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

160 New Fellows
(**80** Israeli | **80** U.S./International)

20 Countries of origin

100+ Universities represented

100+ Community events

130 Companies
95 Mentors/Advisors

1,500 Alumni

Over **1M$** donated by Excelers and families

Looking Ahead: Expanding the Excel Legacy in 2026

Building on our momentum, 2026 will be a year of continued growth, innovation, and impact:

- **Chai Club (חי):** Launching Excel's philanthropic giving framework to encourage Fellow participation and long-term, annual investment in the Excel community, strengthening a culture of giving across the global network.
- **Global Excel Volunteer Trip:** Introducing a global Excel volunteer mission to Israel, bringing Fellows from across cohorts together for hands-on service and community engagement.
- **Executive Cohort:** Welcoming the second Executive Cohort of 20 accomplished professionals in their 30s and 40s into the Excel community.
- **Philanthropic and Leadership Development:** Encouraging Fellows to support Jewish causes, contribute philanthropically, and serve on Jewish nonprofit organization boards.
- **Founders' Club:** Expanding a growing sub-community of more than 100 tech founders within the Excel network, fostering collaboration with venture capital partners and providing dedicated programming to support founder growth.
- **Excel Forum:** Continuing the annual Excel Forum in Israel, where Fellows across generations gather to explore technology, capital, and public policy while building partnerships and advancing Jewish-Israeli innovation.

REFLECTIONS FROM THE JOURNEY

David Leven



Before my Birthright trip, my Jewish identity was something I carried. But by the end of Birthright, it felt like something that carries me.

Meeting the Israeli soldiers during the Mifgash was an experience that changed me. After several days together, they stopped feeling like strangers and became friends. They were our age, yet they carried a responsibility most Americans never do. Through their stories and their actions, I saw how the values we talk about in theory — courage, responsibility, compassion — are something they live by, every day anew.

On our last night together in Tel Aviv, one of the soldiers asked me: "David, what did you learn from us?" I said I wished more Americans carried the qualities I saw in them, passion without fanaticism, patriotism without arrogance, kindness without naivety, and a deep understanding of their history. I know we still stay in touch, and whenever I return to Israel, I will have friends there to spend Shabbat with.

Throughout the trip, I kept returning to a metaphor our guide shared. Each of us is a link in a chain of Jews stretching across time, connecting our past and our future. The strength of that chain depends on each link holding firm.

The spark I found in Israel came home with me. Since returning, I've felt more present, more grateful, and more connected to my Judaism and to Israel. I find myself studying Hebrew, listening to Israeli music, and learning more about Jewish history and identity.

Birthright didn't feel like a vacation. It felt more like a return. I arrived at a place I had never been to, yet somehow felt like I had come home to somewhere I had always been from. I discovered a sense of belonging that I still can't wrap my head around. I left with lifelong friendships, a deeper connection to Israel, and a renewed commitment to live my Judaism and my Zionism with purpose and courage.

David Leven
Classic 10-Day Trip Participant





Aviv Acco



I didn't think I would write anything after Birthright, but this past week made me realize just how much the experience affected me. As someone who works in this field, I simply wanted to say thank you.

Israel's story is part of my daily life—not only because I grew up here (and also abroad), but because of my work. Yet during that week, Birthright pulled me out of the routine I'm used to. Instead of explaining Israel to journalists, I found myself speaking with people who genuinely wanted to understand, to belong, and to ask questions openly.

Those conversations led me to ask questions of my own. When someone from the outside asks "Why?", it pushes you to revisit your own answers with renewed clarity.

For me, this wasn't just a trip. It was an experience that touched both heart and mind, opening honest conversations about identity, politics, Judaism, the army, and small cultural differences that inspired big discussions. They learned a great deal, but so did I. Perhaps even more.

There was one moment I'll never forget. During a conversation with one of the participants, she paused and said: "I don't know how you carry all of this on your shoulders, but now I feel like a little of it rests on mine, too." That stayed with me.

So, thank you, Birthright, for the meaningful role you play. Your spirit was deeply felt. In the way the story was told, in the care with which bridges were built, and in the sense of responsibility that sprouts in someone who suddenly feels they belong.

As a result of this experience, I feel more connected, determined, and at peace with the choice to be here, to stay here, and to tell the story of our beloved country.

Aviv Acco
10-Day Classic Trip, Israeli Participant



Levi Preger



I grew up in the Netherlands as a Christian. We celebrated Christmas and Easter, and I went to church with my grandmother. When I was 17, I learned that my grandmother had been Jewish all along. After surviving the Holocaust, she had kept her identity hidden.

When I discovered the truth, I couldn't help feeling that something in my life had always been missing. I began learning about Judaism, celebrated my Bar Mitzvah, and came to Israel on a Birthright trip. That journey changed everything.

The moment I arrived, I knew I didn't want to leave. I felt connected to the Jewish people and to Israel, and I wanted to be part of something bigger than myself. With the help of Nefesh B'Nefesh and the Jewish Agency, I made aliyah, studied Hebrew, and enlisted in the IDF, serving in a combat unit in the Nahal Reconnaissance Battalion.

After completing my service, I returned to the Netherlands for a visit, before beginning my B.A. studies in Israel. On October 7, when I saw the news, I immediately told my parents I was returning to Israel.

Within days I was back with my reserve unit, responsible for evacuating and rescuing the wounded. Since then, I have served more than 300 days of reserve duty alongside my university studies. During the war, I appeared before the Knesset Immigration and Absorption Committee to advocate for greater support for lone soldiers in Israel, drawing on my own experience. I've also been active with Growing Wings for four years, working to advance legislation to benefit lone soldiers.

Looking back, my Birthright trip was the turning point that set this entire path in motion. It helped me discover who I am, where I belong, and what I want to stand for.

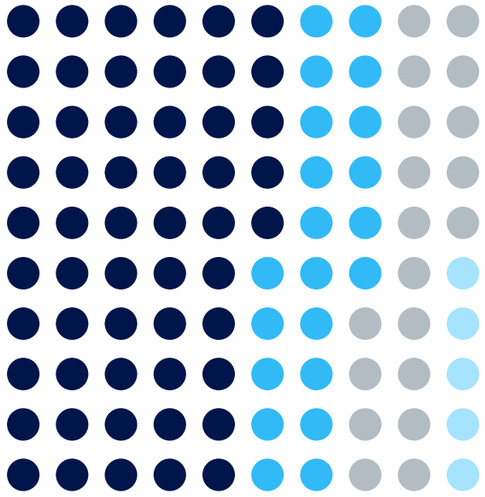
Levi Preger
Classic 10-Day Trip Participant
Lone Soldier, Nahal Reconnaissance Battalion



FINANCIALS

2025 Financial Summary

Income



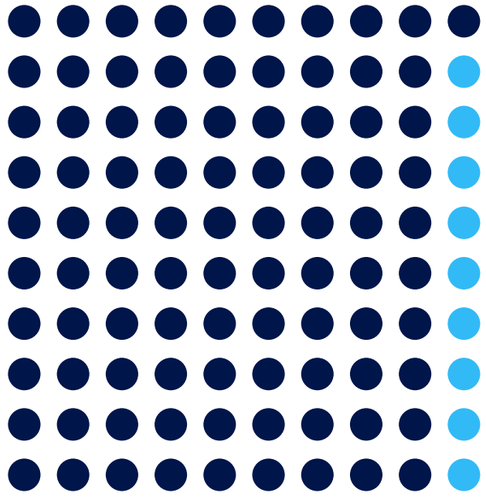
55% US Philanthropists

21% Government of Israel

19% Communities and Worldwide Donors

5% Partners and Program Fees

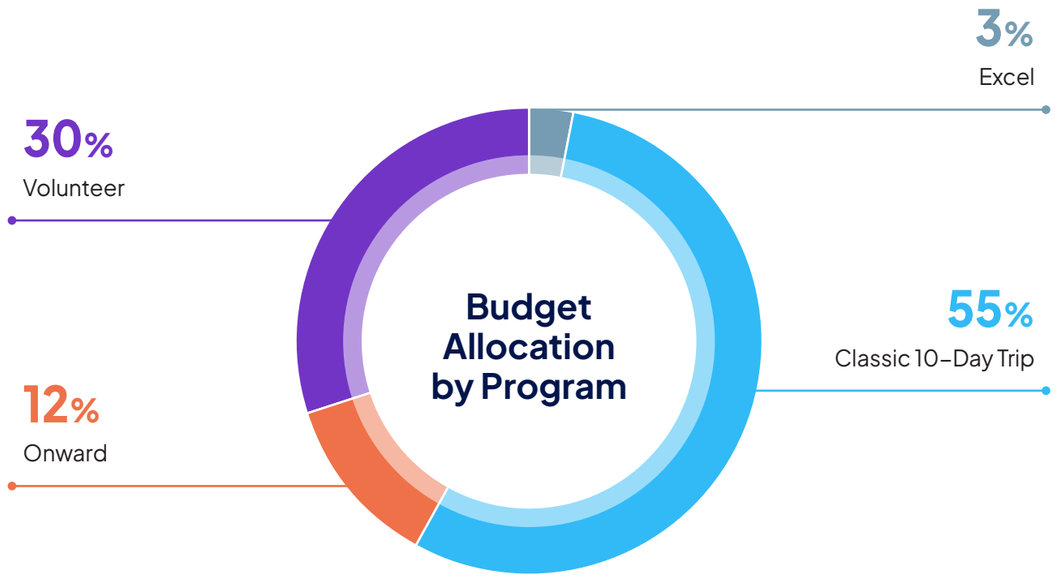
Expenses

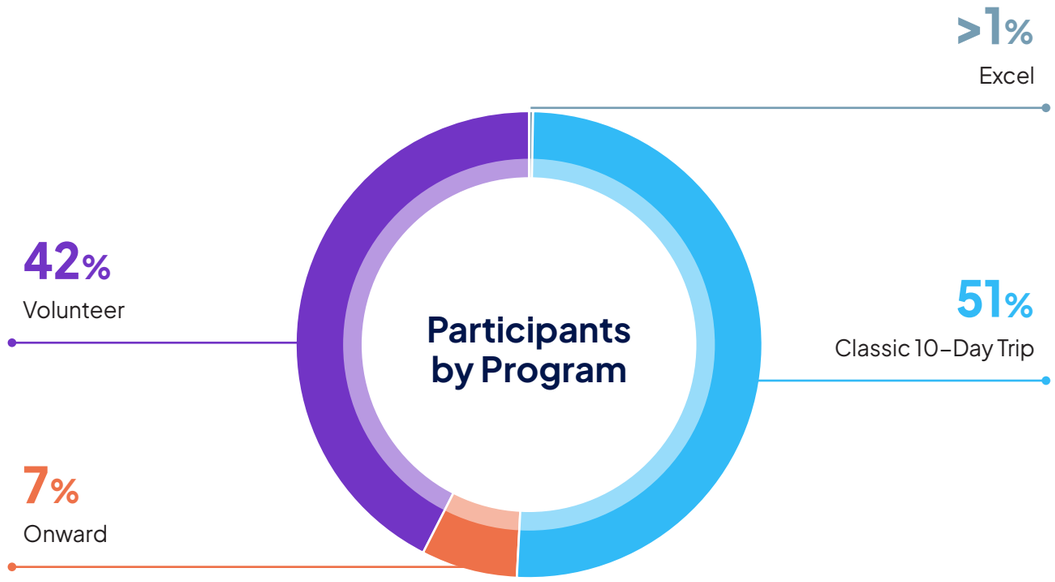


91% Programatic Expenses

9% Other Expenses

Financial data is unaudited.





2026 GOALS & MAIN EVENTS

2026 Goals

44,700
Participants Total

27,800
Global Participants in Classic 10–Day trips

8,000
Volunteers

5,500
Israeli Participants

3,200
Onward Participants

160
Excel Fellows

One Trip Changes Everything

Your Support Makes That Happen

Main Events for 2026

In 2026, we look forward to bringing our global community together to celebrate our historic 25th anniversary milestone. These gatherings will offer a meaningful opportunity to recognize the enduring partnership and commitment of our supporters, alumni, and friends around the world, while reaffirming our shared vision for the future of Taglit Birthright Israel and the Jewish people.

Taglit Global Business Summit

The inaugural Taglit Global Business Summit will bring together approximately **350 global philanthropists, entrepreneurs, and business leaders.** This three-day gathering will combine a celebratory gala, high-level discussions with leaders from Israel's innovation ecosystem, and curated field visits across the country.

The Summit will strengthen global partnerships, foster strategic dialogue, and highlight the shared commitment of Taglit's international network to shaping the future of Israel and the Jewish world.

Taglit Mega Event

The Taglit Mega Event will serve as a flagship celebration bringing together supporters, alumni, and participants from across the Birthright Israel global community.

This large-scale gathering will honor **25 years of transformative impact,** recognizing Taglit Birthright Israel's role in strengthening Jewish identity, deepening connections to Israel, and building a vibrant global network of alumni and partners.

2026 Donor Mission

The 2026 Donor Mission will mark more than 25 years of impact by Taglit Birthright Israel, offering global supporters and partners an immersive opportunity to experience the organization's transformative work firsthand.

The mission will include encounters with Israeli leaders and changemakers, a visit to a military base highlighting Birthright's longstanding partnership with the IDF, and a shared Shabbat celebration with Birthright participants at the Western Wall.

Participants will travel alongside young adults in four flagship programs—the Classic 10–Day Trip, Onward, Excel, and Volunteer—witnessing the lasting influence of Birthright Israel on participants and Jewish communities worldwide.

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