In just six years since it was founded, Jewish Interactive (Ji) has grown into a global educational force. Ji has developed apps, games and activities on Judaism, Hebrew and Israel. Our online tools have been used by over half a million children in over 100 countries around the globe, including 250,000 in the US alone. We are working with Jewish and non-Jewish day schools, synagogues, community centers, camps and families. Parents and teachers regularly thank Ji for offering tools and training to help them excite children about Israel and Jewish learning.

In 2019, in recognition of its groundbreaking work, Ji was awarded a significant grant to develop a proprietary Jewish edtech platform, which will enable us to provide even more tailored, sophisticated services to parents, educators and children.

Jewish Interactive makes joyful Jewish education. It makes sure it is relevant, inspiring and accessible for ALL CHILDREN. ANYWHERE. ANYTIME.
EXECUTIVE SUMMARY

2019-2020 was a year of investment for Ji’s strategic growth and expansion. The preceding years had been ones of exponential growth at a breakneck speed. 2019 was a time to assess both our achievements and opportunities, and invest accordingly into growth and capacity building. The criteria for the next stage of investment would enable us to make a significant impact in the global Jewish educational world.

It was clear that as an organization we had to invest in the right people to get us to the next growth stage and significant senior level hires and additional board members were added to the team. Could we have possibly imagined when we stopped to take stock, evaluate, assess and execute, how necessary those decisions would be for early 2020?

It was because we invested in our organization, set clear goals and refined our focus so it was razor sharp, that we were able to meet the needs of the Jewish educational world effectively and efficiently when the Covid crisis hit. The decisions made almost two years ago are what made us who we are today. Expanding the team both in the USA and globally has allowed us to significantly grow in all areas, not only in numbers but also in the quality of services and content we are providing.

We invite you to join us in exploring some of our key moments from the past year in this report. We have developed the infrastructure and framework to continue to explore, innovate and adapt to the next generation’s needs as we help them build Jewish educational experiences that inspire, connect and motivate the next generation. We are determined to keep asking questions, engineer solutions and provide the tools and resources our users want, and need, to fulfill their roles in educating and inspiring the next generation. Covid has been such a significant part of our lives in recent times that we felt it necessary to include an additional 6-month report this year.

I thank you for being an important part of this journey with us, and invite you to continue venturing nearer towards our end goal as a community, together.

Chana Kanzen
CEO

MESSAGE FROM THE BOARD CHAIR

It has truly been a year unlike any other for Jewish interactive and the focus of our mission couldn’t be stronger. Like many organizations we have adapted, and ensured that the work continues against the backdrop of unprecedented demand and global uncertainty. Ji has had a pivotal year with more children, schools, geographies and partners engaging than ever before. Highlights have included the sourcing of the funding for a new platform, more core collaboration partnerships with the likes of PJ Library and Hop! TV and of course the wave of uptake as online learning was thrust into the foreground during the pandemic.

It has not been an easy year either and the charity has faced many challenges. Without the determination and passion of the staff, the input of the board and of course the support of our donors we wouldn’t have delivered key educational services at the moment that it mattered.

From the ingenuity of Ji Bytes to the importance of the chagim holiday programming, I have been immensely proud of all of our work and the team that delivered it. We cannot predict what the future holds but we have always known for the Jewish people to secure it, we must educate, and that will continue to be our mission.

David Bloom
Board Chair
I use so many technology tools, but Ji Tap is by far one of the best tools I have seen. It is awesome and amazing!

Merav Anafi
(Bialik Hebrew Day School Canada)
GLOBAL TRAINING & CONFERENCES

ISRAEL
- Ministry of Education - 200 Special Education teachers trained
- HOP! TV - Alef Bet series production
- Israeli American Council partnership
- National Library of Israel partnership
- iKONNECT platform partnership

SOUTH AFRICA
Training sessions in 4 schools in:
- Umhlanga
- Durban
- Johannesburg

EUROPE
Pincus Educator Innovator Cohort Conference in Amsterdam:
- Over 50+ teachers from over 20 countries trained

I wanted to say you inspired me so much, and you’ve changed my mindset. You saved my life. And it means a lot.
Yulisa Figueroa (PEIC Graduate)

FRANCE
- Partnerships established with:

ITALY
- Ji Tap Training: 6 teachers

I can now take the children to the next generation, to the next level of their education. They can really love being Jewish, through fun, through the tools which they know how to use, much more than just listening to me speak and just working from worksheets which is in the dark ages now.
Daniella Broder (United Kingdom)

UNITED KINGDOM
- Naima Prime School Partnership: over 250 games created
- Board Of Deputies conference
- Digital Health sessions
- Teacher trainings PaJeS
- Eizeh Kef program launched with Leo Baeck College
- London School of Jewish Studies National JS Conference

ISRAEL
- Ministry of Education - 200 Special Education teachers trained
- HOP! TV - Alef Bet series production
- Israeli American Council partnership
- National Library of Israel partnership
- iKONNECT platform partnership

SAUDI
- Ministry of Education - 200 Special Education teachers trained
- HOP! TV - Alef Bet series production
- Israeli American Council partnership
- National Library of Israel partnership
- iKONNECT platform partnership

SOUTH AFRICA
Training sessions in 4 schools in:
- Umhlanga
- Durban
- Johannesburg

EUROPE
Pincus Educator Innovator Cohort Conference in Amsterdam:
- Over 50+ teachers from over 20 countries trained

I wanted to say you inspired me so much, and you’ve changed my mindset. You saved my life. And it means a lot.
Yulisa Figueroa (PEIC Graduate)

FRANCE
- Partnerships established with:

ITALY
- Ji Tap Training: 6 teachers

I can now take the children to the next generation, to the next level of their education. They can really love being Jewish, through fun, through the tools which they know how to use, much more than just listening to me speak and just working from worksheets which is in the dark ages now.
Daniella Broder (United Kingdom)

UNITED KINGDOM
- Naima Prime School Partnership: over 250 games created
- Board Of Deputies conference
- Digital Health sessions
- Teacher trainings PaJeS
- Eizeh Kef program launched with Leo Baeck College
- London School of Jewish Studies National JS Conference
UNITED STATES EXPANSION

In 2018-2019, we established a core goal to expand Ji in the USA

899 teachers trained

MAR 2019 - FEB 2020

SPECIAL PROJECTS & PARTNERSHIPS

UNITED STATES

LATIN AMERICA

UNIT.ED takes Ji to Latin America
286 teachers in 15 Jewish schools in 3 countries in Latin America; Brazil, Uruguay and Argentina, reaching over 10,000 learners

EDUCATION AGENCY TRAININGS

- BJE LA Training
- JCC of Manhattan
- UJA Toronto Trainings

Ji Tap brings to life what the kids are learning...and gives the kids an opportunity to be active learners.
Rabbi Dani Rockoff (Denver Academy of Torah)

SPECIAL PROJECTS & GAME CREATION

- HATC partnership for game creation
- Matok series game creation

LATIN AMERICA

UNITED STATES

SPECIAL PROJECTS & PARTNERSHIPS

PHILADELPHIA

Kellman Brown Academy Ji Prime Hackathon event and first US Prime School partnership

PORTLAND OREGON

NewCAJE conference partnership and started a Jed-Tech Certificate program, including a Gameathon

Baltimore

Aseret Partnership and game creation in Baltimore (and Israel)

CALIFORNIA

SoCal Ji Training at the Hive in Encinitas, CA

SAN DIEGO

San Diego Federation in Israel Fest Project

NEW YORK

Jewish Education Project in NYC: teacher trainings

J-STEAM lab and stream at Prizmah Conference in Atlanta with over 1000 Jewish day school professionals

ATLANTA

J-STEAM lab and stream at Prizmah Conference in Atlanta with over 1000 Jewish day school professionals

EDUCATION AGENCY TRAININGS

- BJE LA Training
- JCC of Manhattan
- UJA Toronto Trainings

PARTNERSHIPS & GAME CREATION

- HATC partnership for game creation
- Matok series game creation

San Diego Federation in Israel Fest Project

Jewish Education Project in NYC: teacher trainings

SoCal Ji Training at the Hive in Encinitas, CA

J-STEAM lab and stream at Prizmah Conference in Atlanta with over 1000 Jewish day school professionals

ARJE Conference for Reform Educators

ISTE Jewish Ed Tech Conference: 75 Jewish Ed Tech leaders gather in the Jewish National History Museum in Philadelphia for a half day conference on Jewish Ed Tech innovation in partnership with Prizmah

Jell Tap brings to life what the kids are learning...and gives the kids an opportunity to be active learners.
Rabbi Dani Rockoff (Denver Academy of Torah)
CONTENT DEVELOPMENT

Israel’s Ministry of Diaspora Affairs is pleased to announce the launch of "Ivrit Misaviv La’Olam" - a new interactive Hebrew language program for young learners ages 3-7 throughout the Jewish world. "Ivrit Misaviv La’Olam" allows every child, family and teacher to learn, teach and engage in Hebrew whether from home, face-to-face, or in a formal Jewish setting. The Ministry of Diaspora Affairs sees Hebrew as a key pillar in building Jewish identity and strengthening the connection between world Jewry and Israel. We are proud to launch this important initiative, which will strengthen the Hebrew language in Jewish communities around the world.

Omer Yankelevitch

Ministry of Diaspora Affairs

Ji Alef Bet Series 2 continues the learning journey taking students from initial phonics to initial reading fluency. This much loved program has been designed in partnership with the Michael Goulston Foundation incorporating expertise from leading teachers, Hebrew reading experts and animators to provide the highest quality interactive learning experience that is being used by 1000’s of students around the world.

Ji Alef-Bet: Hebrew Reading Course: Stage 2

Hebrew 101: Vocabulary Series

A fun and interactive beginners’ spoken Hebrew language curriculum for independent learning.

Shalom Learning has utilized the Ji platform to create hundreds of digital gaming interactions to help with their supplementary school program.

Ji Alef-Bet Series 2

SpaceIL, The iCenter and Jewish Interactive partnered to create this series of games about the moon, space exploration and Israel’s Beresheet lunar challenge mission.

Eizeh Kef

A topic based Hebrew curriculum for young learners learning in supplementary schools.

Jewish Values Adventure Series

Based on the fantastic Shaboom! series from Bimbam, Ji added virtual interactions and gaming elements to create a values-based adventure experience which has been extremely popular.

Hebrew Play & Learn Series

Adam and Hippo are moving to Israel and need to learn how to communicate with their new friends. Join them in their learning!

WZO Department of Education: Important People in History

A series of games exploring the lives of prominent characters in Israeli and Jewish history.

Ji Alef Bet: Hebrew Reading Course: Stage 2

Beresheet With Space IL and The iCenter

SpaceIL, The iCenter and Jewish Interactive partnered to create this series of games about the moon, space exploration and Israel’s Beresheet lunar challenge mission.

Ji Alef-Bet Series 2

SpaceIL, The iCenter and Jewish Interactive partnered to create this series of games about the moon, space exploration and Israel’s Beresheet lunar challenge mission.

Eizeh Kef

A topic based Hebrew curriculum for young learners learning in supplementary schools.

Jewish Values Adventure Series

Based on the fantastic Shaboom! series from Bimbam, Ji added virtual interactions and gaming elements to create a values-based adventure experience which has been extremely popular.

Hebrew Play & Learn Series

Adam and Hippo are moving to Israel and need to learn how to communicate with their new friends. Join them in their learning!

WZO Department of Education: Important People in History

A series of games exploring the lives of prominent characters in Israeli and Jewish history.

Ji Alef-Bet Series 2

SpaceIL, The iCenter and Jewish Interactive partnered to create this series of games about the moon, space exploration and Israel’s Beresheet lunar challenge mission.

Eizeh Kef

A topic based Hebrew curriculum for young learners learning in supplementary schools.

Jewish Values Adventure Series

Based on the fantastic Shaboom! series from Bimbam, Ji added virtual interactions and gaming elements to create a values-based adventure experience which has been extremely popular.

Hebrew Play & Learn Series

Adam and Hippo are moving to Israel and need to learn how to communicate with their new friends. Join them in their learning!

WZO Department of Education: Important People in History

A series of games exploring the lives of prominent characters in Israeli and Jewish history.

Ji Alef-Bet Series 2

SpaceIL, The iCenter and Jewish Interactive partnered to create this series of games about the moon, space exploration and Israel’s Beresheet lunar challenge mission.

Eizeh Kef

A topic based Hebrew curriculum for young learners learning in supplementary schools.

Jewish Values Adventure Series

Based on the fantastic Shaboom! series from Bimbam, Ji added virtual interactions and gaming elements to create a values-based adventure experience which has been extremely popular.

Hebrew Play & Learn Series

Adam and Hippo are moving to Israel and need to learn how to communicate with their new friends. Join them in their learning!

WZO Department of Education: Important People in History

A series of games exploring the lives of prominent characters in Israeli and Jewish history.

Ji Alef-Bet Series 2

SpaceIL, The iCenter and Jewish Interactive partnered to create this series of games about the moon, space exploration and Israel’s Beresheet lunar challenge mission.

Eizeh Kef

A topic based Hebrew curriculum for young learners learning in supplementary schools.

Jewish Values Adventure Series

Based on the fantastic Shaboom! series from Bimbam, Ji added virtual interactions and gaming elements to create a values-based adventure experience which has been extremely popular.

Hebrew Play & Learn Series

Adam and Hippo are moving to Israel and need to learn how to communicate with their new friends. Join them in their learning!

WZO Department of Education: Important People in History

A series of games exploring the lives of prominent characters in Israeli and Jewish history.

Ji Alef-Bet Series 2

SpaceIL, The iCenter and Jewish Interactive partnered to create this series of games about the moon, space exploration and Israel’s Beresheet lunar challenge mission.

Eizeh Kef

A topic based Hebrew curriculum for young learners learning in supplementary schools.

Jewish Values Adventure Series

Based on the fantastic Shaboom! series from Bimbam, Ji added virtual interactions and gaming elements to create a values-based adventure experience which has been extremely popular.

Hebrew Play & Learn Series

Adam and Hippo are moving to Israel and need to learn how to communicate with their new friends. Join them in their learning!

WZO Department of Education: Important People in History

A series of games exploring the lives of prominent characters in Israeli and Jewish history.
SNEAK PEEK AT THE FUTURE

In 2019 Ji secured a significant investment to build a new platform for the Jewish educational world. The platform will be open source, so any nonprofit can use it and contribute. It is considered a community project powered by Ji.

The new platform is based on our 5 C’s:

CONTENTS - We pride ourselves on providing a huge array of content for Hebrew and Judaic studies and will focus on improving this experience so that in 3 clicks you can find the exact content you are looking for.

CREATION - We believe when you create you learn. Creation is the highest form of engagement and we are on a mission to transform all learners - both young and old into creators (with a bit of help from our experts)!

CUSTOMIZATION - We know that identity is important - it’s those little differences that make us unique and we want to ensure our teaching and learning reflect what is really important to us - which is why every part of our platform and content can be changed to make it just right for you.

COMMUNITY - We all work better together. When we are open and share, we all benefit - Ji will be providing an area for teachers to build online, sharing communities so we can both survive and thrive!

CLASSROOM MANAGEMENT - We want to make life that bit easier for teachers and will provide simple communication and management systems so you may be able to make that yoga class you truly deserve after exhaustively trying to just do your job and teach.

In early 2020 Ji secured an exceptional in-house development team and is currently 6 months into production. With the input of over 100 teachers around the world and expert developers, our new and improved Ji platform is due to be launched in 2021.

FUTURE GOALS 2020-2021

• To continue to focus on US expansion
• Launch of new platform
• Focus on Hebrew and Israel content development.
• Expansion to families and non-day school users

“...to incorporate Ji’s tools into their curriculum...I would encourage schools around the world to incorporate Ji’s tools into their curriculum. It enhances the school and home teaching and learning experience, and takes the Jewish studies class to uncharted territory.”

Craig Kacev  
(South African Board of Jewish Education)
FINANCIALS

Income 2019 - 2020 $1,363,713

Expenditure 2019 - 2020 $1,309,076

- Technology 36%
- Fundraising & Marketing 16%
- Operations 31%
- Programming 17%

Grant Income 84%

Apple Revenue < 1%
Private Donors/Events 9%
Content Partnerships 1%
Ji Tap Subscriptions 1%
Training Services 2%
Ji Prime 3%
EMERGENCY COVID RESPONSE

KEY NUMBERS

Emergency Conferences and Hybrid learning webinars in partnership with:
- The Lauder e-Learning Community
- The World Zionist Organisation
- NewCAJE
- Jewish Education Project (JEP)
- PaJeS
- Jewish Educators Association of Orange County (JEA)

Covid-19 Monthly Comparison

<table>
<thead>
<tr>
<th>Month</th>
<th>Users</th>
<th>Page Views</th>
<th>Sessions</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 20</td>
<td>133,332</td>
<td>2,036,142</td>
<td>293,972</td>
<td>106</td>
</tr>
<tr>
<td>Mar 19</td>
<td>45,152</td>
<td>476,089</td>
<td>86,343</td>
<td>51</td>
</tr>
</tbody>
</table>

GROWTH:
- Users: 195%
- Page Views: 328%
- Sessions: 240%
- Countries: 107%

300% increase in subscribers since last year

2019-2020 Comparisons

<table>
<thead>
<tr>
<th>Category</th>
<th>Mar - Sept 2019</th>
<th>Mar - Sept 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Accounts</td>
<td>3,950</td>
<td>24,129</td>
</tr>
<tr>
<td>New &amp; Renewed Schools</td>
<td>52</td>
<td>181</td>
</tr>
<tr>
<td>New Synagogues / Supplementary Schools</td>
<td>39</td>
<td>193</td>
</tr>
<tr>
<td>Total Schools</td>
<td>404</td>
<td>619</td>
</tr>
<tr>
<td>New Family Accounts</td>
<td>33</td>
<td>216</td>
</tr>
<tr>
<td>Paid Schools</td>
<td>86</td>
<td>175</td>
</tr>
<tr>
<td>Monthly Subscriptions</td>
<td>497</td>
<td>689</td>
</tr>
<tr>
<td>Teachers Trained</td>
<td>173</td>
<td>1,367</td>
</tr>
</tbody>
</table>
EMERGENCY COVID RESPONSE CONTENT

JI HOME LEARNING NEW HUB

We knew parents and teachers needed to be able to access digital content quickly and easily and so we created our home learning hub.

Since March 2020 we have had 60,815 pageviews

JI BYTES

Explore a wide range of topics for the month of Tishrei, the holidays of Shavuot, Passover, as well as activities to learn about Israel.

PJ LIBRARY PARTNERSHIP

Ji is partnering with PJ Library to digitize some of their most well-loved titles and make them available for online use with added gamification elements.

Since Ji BYTES was launched we have had 16,521 unique users using and engaging with its content.

We are all in this together and joined forces with the following partners to respond to the crisis:
MAJOR SUPPORTERS

We are grateful to our major supporters who have contributed to Ji’s success and impact. These include (in alphabetical order):

- Diane and Guilford Glazer Philanthropies (US)
  Jewish Community Foundation of Los Angeles
- Gruss Life Monument Funds (US)
- Lauffer Family Charitable Trust (UK)
- Michael Goulston Educational Foundation (UK)
- The AviChai Foundation (US)
- The Charles Wolfson Charitable Trust (UK)
- The Glatt Charitable Trust (SA)
- The Robert W. Wilson Charitable Trust (US)
- The Max Barney Estate (UK)
- The Pears Foundation (UK)
- The Pincus Fund for Jewish Education (Israel)
- The Rachel Charitable Trust (UK)
- The Vivienne and Maurice Wohl Foundation (UK)
- The William Davidson Foundation (US)
- Yad Mordechai (UK)
- UNIT.ED (Israel)
- Zekelman Family Trust (USA)

We are also sincerely grateful to our many private donors from around the world who have contributed to Ji’s success and impact.

Jewish Interactive is a registered 501(c)(3) in the US with tax ID 46-1331618

The Jewish interactive Educational Trust is a Section 18A (1)(a) in South Africa (Registration IT36/2012) (PBO 930 038 343)

Jewish Interactive is a registered charity in the UK (Charity Number 1151408)
Ji Tap Global Accounts
Valley Beth Shalom (Synagogue)  
Valley Outreach Synagogue  
West End Synagogue - Nashville  
West Hills Torah Center  
Westchester Jewish Center (WJC)  
Westchester Reform Temple  
Yachad Religious School  
YM & YWHA Washington Heights Federation  
Columbia Jewish Federation  
Jewish Federation of Greater Atlanta  
Jewish Federation of Greater Chattanooga  
Jewish Federation of Greater MetroWest NJ  
Jewish Federation of Greater New Haven  
Jewish Federation of Greater Orange County  
Jewish Federation of Metropolitan Detroit  
Jewish Federation of Omaha  
Jewish Federation of South Palm Beach County  
Jewish Federation of Tulsa  
Milwaukee Jewish Federation  
The Jewish Federation of the Bluegrass  
UJA-Federation of NY  
Jewish Community Center East Northpoint, Jewish Center  
JCA-Jewish Community of Amherst  
JCC Association  
JCC Manhattan  
Jewish Community Alliance (JCA) - Jacksonville  
Jewish Community Center Of Dallas  
Levine JCC Charlotte  
Michael-Ann Russell Jewish Community Center  
Midway Jewish Center  
Ozman Family JCC (Palo Alto)  
Pelham Jewish Center  
Penney Z Davis Development Center (Omaha JCC)  
Shalom Austin  
Shelter Rock Jewish Center  
University of Arizona  
University of California - Davis  
University of Delaware  
University of Wisconsin - Madison  
Virginia Commonwealth University  
Wesleyan University  
Yale University  

Bradley University  
Concordia College New York  
Eastern Michigan University  
Emory University  
Michigan State University  
New York University (NYU)  
Seton Hall University  
Southern Illinois University Edwardsville  
Teachers College - Columbia University  
Touro College  
Tulane University  
University of Arizona  
University of California - Davis  
University of Delaware  
University of Wisconsin - Madison  
Virginia Commonwealth University  
Wesleyan University  
Yale University  

MBA School  
Harv Bask - Venezuela