

**TORAH, TRADITION & CONTINUITY:
DREAMING BIG FOR
THE JEWISH FUTURE**



IMPACT REPORT 2016



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IN JUNE OF 1898, DR. HENRY PEREIRA MENDES, MINISTER OF CONGREGATION SHEARITH ISRAEL, CALLED 100 ORTHODOX JEWISH COMMUNITY LEADERS TOGETHER, TO ADDRESS A NUMBER OF PRESSING NEEDS WITHIN THE COMMUNITY AND TO UNITE A DIVERSE AND INCREASINGLY FRAGMENTED JEWISH COMMUNITY.

IT WAS AT THAT MEETING THAT THE OU WAS ESTABLISHED.

Henry Mendes was what we now call a social entrepreneur. He recognized challenges to problems and applied practical, innovative and sustainable approaches to meeting them. Able to see what few others could, he was a visionary. Many of today's enduring institutions owe their existence to him.

Inside these pages, you'll not only find a snapshot of the fully realized dreams of Dr. Mendes, but you'll also see the vehicle that will help actualize the hopes and aspirations of our community for the next 100 years.

“THIS PAST YEAR 65% OF THE FUNDING OF OU PROGRAMS HAS COME FROM DONATIONS, PROGRAM FEES, AND PARTNER ORGANIZATIONS.”

Today, the OU is a vast network of community services and programming: From our sophisticated kosher certification service, operating in over 80 countries, and certifying over 1,000,000 products and ingredients, to our NCSY youth programs in over 200 cities, to our innovative government advocacy (this year alone bringing in over \$380 million in grants to our shuls and schools), to our family and vocational services for individuals with disabilities, to our Israel programming that touches tens of thousands; our worldwide reach and impact has been enormous.

We could not be more proud of our accomplishments. But above all, we are profoundly gratified by your vote of confidence. As our programs and services rapidly grow to meet the demand, so too has the community's support. This past year 65% of the funding of OU programs has come from donations, program fees, and partner organizations.

The legacy of Henry Mendes' inspired leadership is in the very DNA of the Orthodox Union. And with your help we'll continue to build, to refine and adapt our programming to meet today's complex needs; and to look to the future, to improve the quality of Jewish life in our community and beyond.

We invite you to read our impact report – and consider being a part of what we do.

Because we've got big dreams for the Jewish future. Join us in dreaming — and building — together.

Join us.



MARTIN NACHIMSON
President, OU

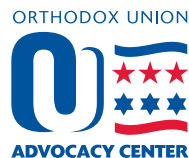


ALLEN FAGIN
Executive Vice President, OU





**TORAH, TRADITION & CONTINUITY:
DREAMING BIG FOR
THE JEWISH FUTURE**





KOSHER

OU KOSHER

Take a walk down the aisle of any supermarket, and you'll see that **the OU kosher symbol appears on close to 70% of America's kosher certified food.**

Called a **“coveted seal of approval”** by the *New York Times*, the OU is one of the world's best-known trademarks. Thanks to our 600 rabbinic field representatives, located across North America and throughout the world — from Europe to Australia, from China to South Africa — we combine our expertise in Jewish law with proficiency in modern food production and processes.

Our New York headquarters staff consists of over 50 rabbinic coordinators who serve as account executives for OU-certified companies, supplemented by a roster of ingredient specialists, flavor analysts and other support staff. A state-of-the-art computer system stores and tracks product information and ingredients, **cataloging information on more than 250,000 food ingredients.**



1,000,000+

Products and ingredients are OU certified, in **8,622 facilities**, in over **80 countries**



1,507

Kosher recipes on **OUKosher.org**



90,126

Downloads of the **OU Kosher app**



ASK OU

The Harry H. Beren ASK (Advanced Seminars on Kashrut) OU offers numerous kashrut educational programs for the benefit of the public, bringing OU Kosher experts to schools and communities throughout North America, as well as offering online kashrut shiurim for communities worldwide.

ASK OU Internships

ASK OU offers a three-week internship for advanced semicha students interested in furthering their kashrut knowledge. The program combines the cutting edge of modern-day food technology with the timelessness of Jewish law.

"The OU positively influenced my life when I began to see some food products with the seal of the OU. **Which motivated me to find kosher food and live a life as a function of kashrut. The OU taught me that despite being in a country where there are few Jews, it is possible to eat kosher.**"

— DIDIER BIVAS, COLOMBIA

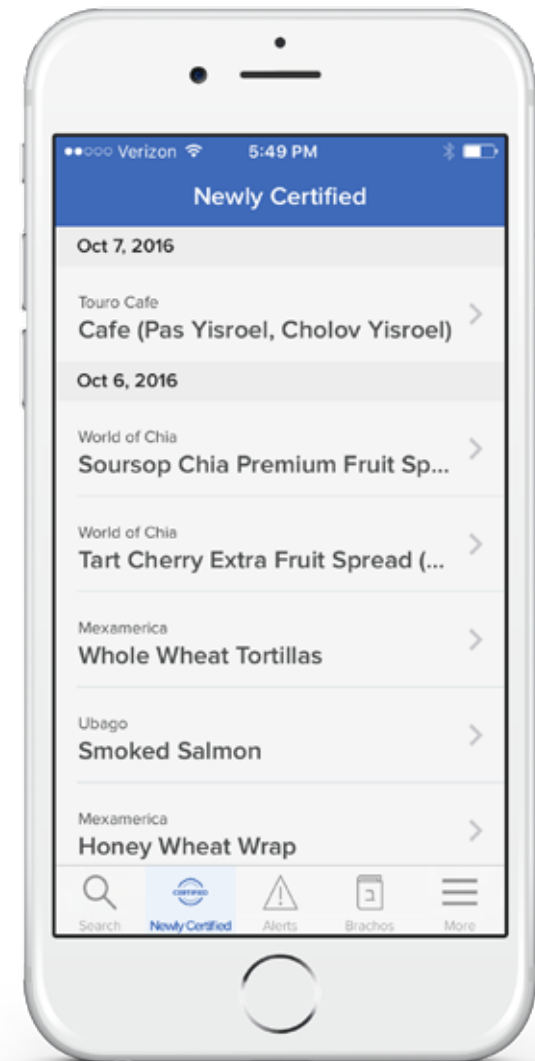
OU Kosher App

The OU Kosher app is an interactive guide to products certified by the OU, featuring product alerts, a Passover product guide, and a general information hotline for immediate answers to all your kosher questions.

"I participated in the ASK OU program organized by Rabbi Yosef Grossman of the kashrut department. As a rabbinical student in the Hildesheimer Rabbinical Seminary in Berlin, it was a life changing experience.

Throughout the seminar Yoreh De'ah came alive, which helps in my rabbinical work in Leipzig up until today. I remain truly thankful for the endeavours of the OU, to *mezake es harabim*, not only in America."

— ZSOLT BALLA, LEIPZIG, GERMANY





Inspiring the Jewish Future

“NCSY GIVE not only taught me the importance of doing chesed, but it enabled me **to realize how much I truly love doing it!**”

— TEHILA A., WEST HEMPSTEAD, NY

Running a camp for the children of Sderot, soup kitchens, and medical clowning: NCSY's Camp GIVE for girls is the ultimate experience of giving back to the land and people of Israel.

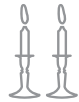


NCSY is an international youth movement dedicated to connecting, inspiring and empowering Jewish teens and encouraging passionate Judaism through Torah and tradition. For decades, NCSY has been at the cutting edge of outreach innovation, finding new ways to make Judaism relevant and exciting to teenagers.



24,457

Teens were engaged by NCSY this past year



9,066

Teens participated in 208 NCSY Shabbatonim in 2016

Jewish Student Union (JSU) Clubs

NCSY runs 241 Jewish Student Union (JSU) clubs on public high school campuses. The clubs provide Jewish teens with programs that strengthen their Jewish identity and connection to Israel.



1,227

Teens inspired on NCSY summer trips in summer 2016



3,361

Participants inspired at Latte & Learning in 101 different locations

Shabbaton Weekend Conventions

Shabbaton weekends inspire and educate teens in an atmosphere of Jewish pride and growth. For many teens, these weekends are their first Shabbat experience.

NCSY Summer Programs

NCSY Summer is more than just a few weeks away from home. It is one of the most meaningful and memorable experiences of a teenager's life. In 2016, NCSY ran 14 unique summer programs in the US, Israel and Europe that catered to teens with different interests and backgrounds.

Social Action Missions

NCSY's social action experiences create the foundation for a life of service to the world. Whether responding to natural disasters, delivering food to the poor or running local toy drives, NCSYers gain valuable lessons in giving back to their local and global communities.

National Yarchei Kallah

National Yarchei Kallah provides public school teens with the opportunity to study Torah and Jewish values during their winter break. Students from across North America gather together for five days of profound Judaic study.



NCSY Social Action missions have sent hundreds of students to help victims of natural disasters throughout Minnesota, Louisiana and Texas.

WHAT NCSY MEANS TO ME



Britain Pilott from Burlington, Kentucky, grew up in the only Jewish family in her town. She never had the opportunity to have a bat mitzvah, never attended a Pesach Seder, never experienced Shabbat – until one day, when her mother was in the hospital recovering from surgery, and a young woman showed up at her door with home-cooked meals, wearing a shirt that said 'NCSY'.

"What's NCSY?" Britain asked her. That question changed her life. The young woman who brought her soup, Leora Balk, became her NCSY advisor and biggest role model.

In November 2014, Britain spent her winter break at NCSY's Yarchei Kallah, a week-long learning program for public school kids. "Who could have known that I would spend my winter break studying Torah when a week before I didn't know what Torah was?" she reflects now. "After my first taste of Torah, I couldn't get enough." She spent any free time she had reading books and asking as many questions as she could fit on a sheet of paper.

"Afterwards, whenever anything would happen in my life, good or bad, I started turning to Hashem. That winter, my friend committed suicide. I lost my best friend, but I gained faith. I turned my anger into my fuel for learning, and turned my life around." That spring, Britain took a Hebrew name in a ceremony at NCSY Spring Regional – she decided on Esther Ariella, 'Esther' inspired by the biblical heroine.

This past summer, Britain was on one of the 25 NCSY buses of teens in Israel, on The Anne Samson Jerusalem Journey (TJJ) program. Upon returning to the States, she enrolled in Columbus Torah Academy. "The Columbus, OH community has been incredible to me," she says. "The teachers here have welcomed me into their hearts and homes. I'm finally catching up on 15 years of lost connection to my heritage, thanks to NCSY."

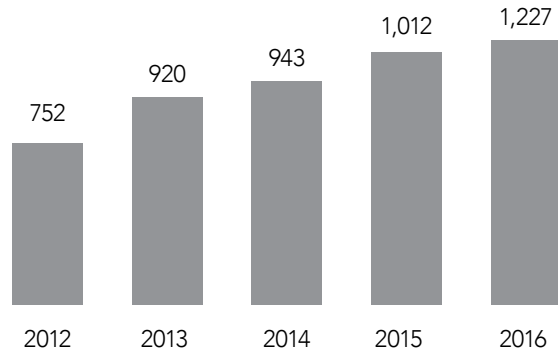
"Despite having gone to a Jewish day school for eight years, it wasn't until I got involved in NCSY that I was really able to connect to my Jewish identity."

— JULIANNE SUBIA, DETROIT, MI



NCSY Shabbatons inspire thousands of teens every year and are opportunities to create lifetime bonds.

Number of Teens on NCSY Summer Trips



TJJ - The Anne Samson Jerusalem Journey: Jewishly Inspired Alumni

The Anne Samson Jerusalem Journey (TJJ) is a life-changing Israel trip for public school teens. A 2015 study of TJJ alumni found that:

98%
Deem it important
to raise kids with a
Jewish identity

95%
Deem it important
to marry a Jew

92%
Attended a Passover
Seder annually

Based on a study of TJJ alumni from 2007-2013 by Professor Steven Cohen and Dr. Ezra Kopelowitz

Prayer in Hebron: The Anne Samson Jerusalem Journey (TJJ) participants visit Maarat HaMachpela.





After a week of studying Torah at Yarchei Kallah, teens are imbued with a deep passion for learning more about their heritage.

NCSY Summer Programs

- BILT
- Bnos Kanfei
- Camp Maor
- Camp Sports
- Euro ICE
- GIVE
- GIVE West
- JOLT
- JOLT Israel
- Kollel
- Michlelet
- The Anne Samson Jerusalem Journey (TJJ)
- The Anne Samson Jerusalem Journey Ambassadors Poland
- The Anne Samson Jerusalem Journey Ambassadors

“NCSY Kollel presented me with an environment to grow in and realize that I can accomplish so much more than I thought I was capable of.”

— Zvi K., Teaneck, NJ

NCSY Regions & Cities

ATLANTIC SEABOARD

Baltimore, MD
Columbia, MD
Germantown, MD
Gaithersburg, MD
Olney, MD
Potomac, MD
Sandy Spring, MD
Silver Spring, MD
Towson, MD
Cherry Hill, NJ
Allentown, PA
Ambler, PA
Harrisburg, PA
Huntingdon Valley, PA
Lancaster, PA
Lower Merion, PA
Philadelphia, PA
Wilkes-Barre, PA
Norfolk, VA
Richmond, VA
Virginia Beach, VA

CANADA

Calgary, AB
Edmonton, AB
Vancouver, BC
Victoria, BC
Winnipeg, MB
Hamilton, ON
Kitchener-Waterloo, ON
King City, ON
Kingston, ON
London, ON
Ottawa, ON
Toronto, ON
Montreal, QC

CENTRAL EAST

Ann Arbor, MI
Bloomfield Hills, MI
Farmington Hills, MI
Huntington Woods, MI
Oak Park, MI
Southfield, MI
West Bloomfield, MI
Akron, OH
Canton, OH

Cincinnati, OH
Cleveland, OH
Columbus, OH
Dayton, OH
Solon, OH
Toledo, OH
Youngstown, OH
Windsor, ON
Pittsburgh, PA

GREATER ATLANTA

Atlanta, GA
Alpharetta, GA
Dunwoody, GA
Johns Creek, GA
Marietta, GA
Sandy Springs, GA

ISRAEL

Beit Shemesh
Chashmanoim
Efrat
Elazar
Jerusalem
Kfar Saba
Maalei Adumim
Modiin
Neve Daniel
Nof Ayalon
Ramat Beit Shemesh

MIDWEST

Des Moines, IA
Buffalo Grove, IL
Chicago, IL
Glenview, IL
Northbrook, IL
Skokie, IL
Indianapolis, IN
South Bend, IN
Kansas City, KS
Overland Park, KS
St. Louis, MO
Winnipeg, MB
Minneapolis, MN
Omaha, NE
Memphis, TN
Milwaukee, WI

NEW ENGLAND

New Haven, CT
Stamford, CT
West Hartford, CT
Brookline, MA
Framingham, MA
Lexington, MA
Marlborough, MA
Newton, MA
Sharon, MA
Waltham, MA
Providence, RI

NEW JERSEY

East Brunswick, NJ
Englishtown, NJ
Fair Lawn, NJ
Freehold, NJ
Freehold Boro, NJ
Hackensack, NJ
Highland Park, NJ
Hightstown, NJ
Livingston, NJ
Marlboro, NJ
Manalapan, NJ
Millburn, NJ
Montclair, NJ
Northern Highlands, NJ
Randolph, NJ
Teaneck, NJ
Twin Rivers, NJ
West Orange, NJ

NEW YORK

Bronx, NY
Brooklyn, NY
Cedarhurst, NY
Commack, NY
East Meadow, NY
Great Neck, NY
Hewlett, NY
Inwood, NY
Lawrence, NY
Long Beach, NY
Manhattan, NY
Merrick, NY
Oceanside, NY
Plainview, NY

Port Washington, NY
Queens, NY
Roslyn, NY
Staten Island, NY
Stony Brook, NY
Westchester, NY
West Hempstead, NY
Woodmere, NY

SOUTH AMERICA

Buenos Aires, Argentina
Santiago, Chile

SOUTHERN

Little Rock, AK
Birmingham, AL
Aventura, FL
Boca Raton, FL
Coral Springs, FL
Hollywood, FL
Jacksonville, FL
Kendall, FL
Miami Beach, FL
North Miami Beach, FL
Palm Beach, FL
Parkland, FL
Savannah, GA
New Orleans, LA
Charleston, SC
Myrtle Beach, SC
Nashville, TN

SOUTHWEST

Austin, TX
Dallas, TX
Fort Worth, TX
Houston, TX
McKinney, TX
Richardson, TX
San Antonio, TX

UPSTATE NEW YORK

Albany, NY
Binghamton, NY
Buffalo, NY
Catskills District, NY
Mount Kisco, NY
Rochester, NY

Schenectady, NY
Syracuse, NY

WEST COAST

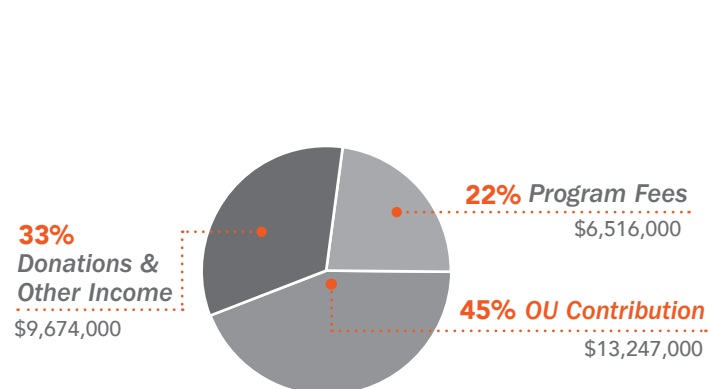
Phoenix, AZ
Scottsdale, AZ
Berkeley, CA
Beverly Hills, CA
Calabasas, CA
Cupertino, CA
Irvine, CA
La Jolla, CA
Los Angeles, CA
North Hollywood, CA
Oakland, CA
Palo Alto, CA
Piedmont, CA
Sacramento, CA
San Diego, CA
San Francisco, CA
San Jose, CA
San Mateo, CA
Santa Monica, CA
Saratoga, CA
Sunnyvale, CA
Thousand Oaks, CA
West Hills, CA
Woodland Hills, CA
Woodside, CA
Denver, CO
Las Vegas, NV
Eugene, OR
Portland, OR
El Paso, TX
Seattle, WA

With many public school teens more comfortable at a coffeehouse than a synagogue, the Latte & Learning program is a microcosm of what NCSY is all about: using creative means to reach and inspire teens.

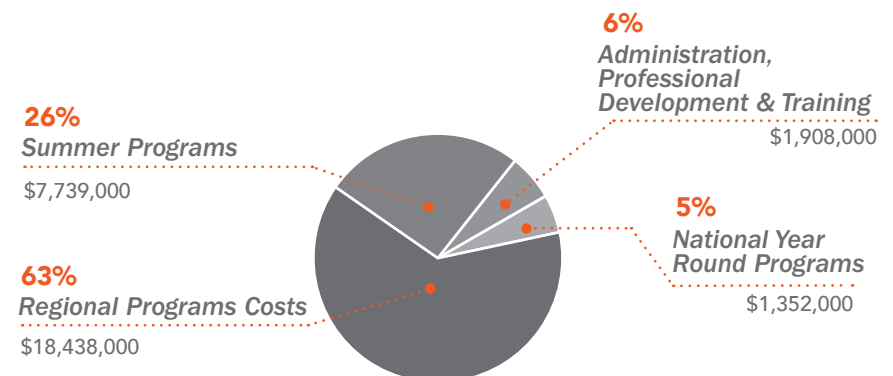


NCSY Financials

Funding Sources



Expenses



The financial information here includes the total communal impact of OU programs worldwide. In addition, the OU provides significant support for all of its programs through facilities, management and administrative services, e.g. IT, Finance, HR and Communications. Those expenses are not reflected in the program's financials.



SYNAGOGUE & COMMUNITY SERVICES

"Thanks to the advice and guidance of the Synagogue Services staff over the past few years, our membership has grown by 40%. **Their investment of time and effort has helped us create an environment that is welcoming and attractive to young families.** This success is in no small measure to the good counsel of the Synagogue Services staff."

— Rabbi Etan Tokayer, Kingsway Jewish Center, Brooklyn, NY

OU Synagogue Services' New York Regional Director Rabbi Dovid Cohen meets with Rabbi Yechiel Shaffer, Assistant Rabbi at Congregation Ohab Zedek in New York's Upper West Side.

OU SYNAGOGUE & COMMUNITY SERVICES

OU Synagogue & Community Services provides vision and support to Orthodox congregations throughout North America, helping synagogues grow and sustain their communities. We've developed a network of innovative and experienced rabbis, executive directors, youth directors and business experts to share best practices and successful program models.



423

Synagogue consultations to assist shuls with their programming and operations



20,347

Synagogue members impacted by programs either run by or facilitated by Synagogue & Community Services

Jewish Communities Home, Job & Relocation Fair

Our biennial fair attracts over 1,500 people looking for affordable Jewish communities. We provide an array of support services to communities seeking to grow and attract new members.

Leadership Consulting

We provide consulting services to rabbis, as well as to professional and lay leaders of our member synagogues. Leaders in communities both large and small seek support in expanding their communities, improving youth programming, and engaging in strategic planning.



402

Participants in educational conferences for rebbetzins



25

Rabbis from southeastern communities who attended inaugural three day rabbinic retreat



Rabbi Steven Weil, Senior Managing Director, is one of today's most sought-after lecturers on Judaism, serving as a scholar-in-residence, both nationally and internationally, and as a passionate advocate for Israel and Jewish education.

Scholars-in-Residence

This past year, the OU organized 65 scholar-in-residence programs across the country. Geopolitics of the Middle East, Origins of Tefilla, Shidduch Crisis and Reaching Millennials were a few of the topics addressed by our scholars-in-residence this past year. We are constantly expanding our cadre of speakers thanks to the breadth of the OU network.

Regional Director Program

Our regional directors provide localized support to synagogues in strategic planning, leadership training, strengthening youth departments and membership growth. The regional directors serve as the liaison between our network of synagogues and the programs and services of the Orthodox Union.

“Your guidance to our congregation as we navigated the overhaul of our board, and headed toward redrafting our bylaws, was invaluable.”

— RABBI Y. MENDELSON AND MARK PLAINE,
CONGREGATION MACHANE CHODOSH
OF FOREST HILLS, NY



The Jewish Communities Home, Job & Relocation Fair provides support to communities seeking to grow and attract new members.

National Synagogue Executive Directors Conference

The OU National Synagogue Executive Directors Conference (EDC) is the professional development and networking summit for Synagogue Executive Directors from across North America, focusing on ever-changing synagogue and community environments, and how their roles help shape synagogue policies.

Nusach HaTefillah

The OU's newly launched cantorial program, Nusach HaTefillah, offers an online database of chazanut recordings and lectures by world-famous cantors, ensuring that the melodies are accessible to both professional cantors and *baalei tefillah* globally.



YACHAD

**BECAUSE EVERYONE
BELONGS**

“During the Yachad Family Shabbaton, we witnessed our children with special needs make new friends, have fun and be warmly welcomed as full members of the Jewish community.”

Yachad Shabbatons provide respite in a warm and inclusive environment for Yachad members and their families.

Yachad, the National Jewish Council for Disabilities, is a global movement dedicated to addressing the needs of all Jewish individuals with disabilities and ensuring their inclusion in every aspect of Jewish life. Our passionate staff educates and advocates for greater understanding, acceptance, outreach, and a pro-disability attitude.



704

Social/recreational events with thousands of participants were held in 2016



593

Yachad campers had an inclusive Jewish summer experience through its 23 programs

Inclusion Programs

Across the country, our Yachad Shabbatons bring Yachad members together with community members for prayer and Shabbat meals, while our school programs facilitate inclusive programs in countless Jewish day schools.



35,874

Hours 290 advisors volunteered with Yachad



5,035

Students Yachad provided sensitivity training for in 2016

Summer Programs

Yachad is the largest provider of Jewish camping opportunities for individuals with disabilities, offering a wide variety of programs catered to each person's needs, from Yad B'Yad's tour of Israel to dozens of inclusive sleepaway camp programs.



From Miami to Jerusalem to Las Vegas, thousands of people have run in our Team Yachad marathons to raise critical funds to directly help individuals with disabilities.

YACHAD INSPIRES FOR LIFE



As a high school student, Mitch Rottenstreich attended several Yachad Shabbatons, his first experience working with individuals with special needs. But it wasn't until a summer program a few years later—Yachad's Yad B'Yad

Israel touring experience, which brings together high school students and recent graduates with Yachad members—that he saw how this kind of work could become a meaningful career.

“What really sold me was the integration I witnessed firsthand on Yad B'Yad,” explained Mitch. “It was integration, not just inclusion. I loved how Yachad works to incorporate people with special needs into mainstream society, and I think it's critical to successfully working with this population.”


Thanks to Yachad, Mitch went on to get his social work degree from The Wurzweiler School of Social Work at Yeshiva University, and today serves as the director of operations at JESPY House, a community-based organization for adults with developmental disabilities.

Vocational Services

One of Yachad's key programs is its vocational services for the disabled. From counseling and job coaching to job placement services, our vocational department seeks not only to train and place Yachad members in the workplace, but also to help them find jobs that are at once meaningful and integrative into wider society.

“I arrived at the Yachad Shabbaton hopeful, dragging along my skeptical husband and reluctant teenage son. **My husband's skepticism melted away within our first two hours,** tears and all, as he witnessed the connection between the young adult advisors and their Yachad companions at Friday night services.”

– YACHAD MOTHER FROM CHERRY HILL, NJ

A photograph of two young women smiling and embracing each other outdoors. The woman on the left has dark hair pulled back and is wearing a blue top. The woman on the right has dark curly hair, wears glasses, and a pink hoodie. They are both smiling broadly, showing their teeth. The background is a soft-focus green foliage.

The inclusive nature of the Yachad Shabbaton allows Yachad members to interact with a peer group in an accessible environment.

Individualized Vocational Development Unit (IVDU)

Yachad's Individualized Vocational Development Unit (IVDU) Schools, located in Brooklyn, New York, offer Jewish students with special needs (ages 5 to 21) a comprehensive and nurturing educational environment. At IVDU, we provide the core academic, social, and life skills needed by our students to achieve their highest potential and develop into productive citizens in their communities.

Yachad Regions & Cities

- Baltimore
- Chicago
- Cleveland
- Dallas
- Detroit
- Houston
- Los Angeles
- New England
- New Jersey
- New York
- South Florida
- Toronto
- Israel



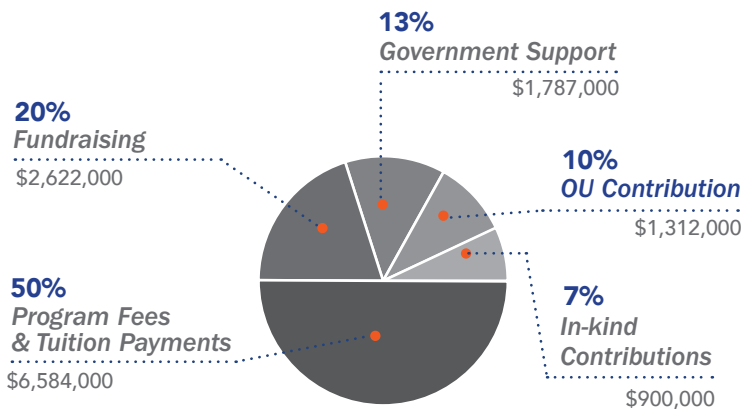
Yachad ranks among the nation's most prestigious social work placement opportunities, with hundreds of talented applicants competing for five positions in our Summer Social Work program.

Yachad is the only international organization promoting inclusion for children and adults with disabilities in the broader Jewish community.



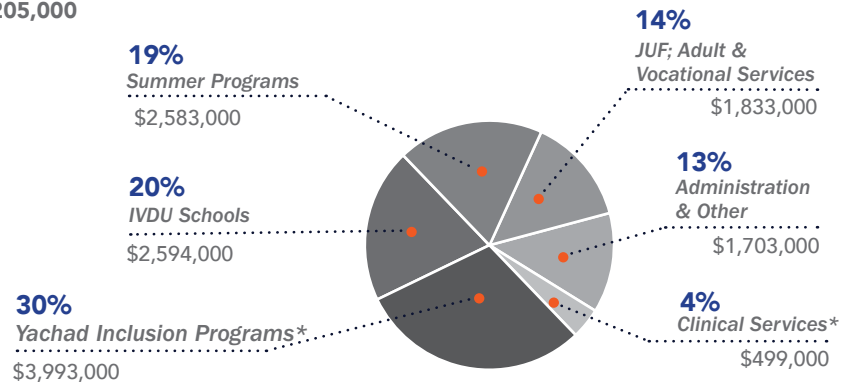
Yachad Financials

Funding Sources



Total Funds
\$13,205,000

Expenses



* Yachad Inclusion Programs includes \$750,000 of in-kind expenses; Clinical Services includes \$150,000 of in-kind expenses

The financial information here includes the total communal impact of OU programs worldwide. In addition, the OU provides significant support for all of its programs through facilities, management and administrative services, e.g. IT, Finance, HR and Communications. Those expenses are not reflected in the program's financials.



**Jewish
Learning
Initiative
on Campus**



*JLIC is an OU program
in partnership with Hillel*

“As a Kahal/Heart to Heart fellow this past year, I am so grateful to the OU for supporting me and my Orthodox community at my secular college campus.

It was a privilege to be able to work with the OU team on programming for my peers, and to know that I had both moral and financial support when I needed it.”

– TALIA WEISBERG, HARVARD UNIVERSITY

OU-JLIC and OU Israel teamed up this summer to give 47 students the chance to live, learn and work in Jerusalem.

The OU's JLIC (Jewish Learning Initiative on Campus) is a network of Torah educators spread across 23 campuses in North America, working to enable, encourage and advance the Torah education and commitment of Orthodox students at secular universities, and to provide a spiritual home for Jewish students from all backgrounds.



4,021

Students on 23 campuses served by OU-JLIC in 2016



1,478

Jewish students have attended Heart to Heart Shabbat dinners, across 52 campuses in 2016

The Seif Jewish Learning Initiative on Campus (OU-JLIC)

The OU Seif Jewish Learning Initiative on Campus (OU-JLIC) was created to help young men and women thrive in a campus environment and helps Jewish students observe key aspects of Orthodox Jewish life, such as tefillah, kashrut, Shabbat, and chagim, inspired by our educator couples placed on 23 university campuses in North America.



20,652

Students on 23 campuses have been served by OU-JLIC over the last 10 years



170

Students went on OU-JLIC-led community service trips to Germany, Thailand and Israel in 2016

Heart to Heart

Heart to Heart is a network of hundreds of Jewish students sharing meaningful experiences and relationships with their Jewish peers on campus including weekly Shabbat meals.



Torah learning doesn't stop when you graduate day school: Our campus beit midrash and chavruta programs take Torah learning to the next level.

INSPIRING YOUNG LEADERS



When New York University sophomore Adina Lichtman was distributing sandwiches to the homeless, she was approached by one regular in her neighborhood who thanked her and then said: “You know what the homeless really need

during the winter? Socks.” Adina knocked on a few doors in her dorm building asking for donated socks— by the next morning, she had 60 pairs to distribute.

From there, her initiative, dubbed Knock Knock Give a Sock, grew quickly to other college campuses and corporations like JPMorgan

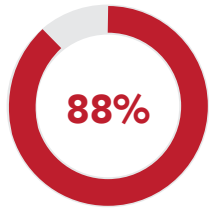
and Toyota. Rabbi Joe Wolfson, NYU’s OU-JLIC rabbi, helped lead a Matanot L’evyonim march on Purim, which distributed 500 pairs of socks to residents of a local shelter.

The OU-JLIC experience, with its Torah learning and warm community, has been central in forming and inspiring Adina's work.

“OU-JLIC has been instrumental in helping me get the word out to campuses,” said Adina. “Rabbi Gideon Black and the entire OU-JLIC family have been a big network of support and partnership. It’s been wonderful to have the backing of a network like OU-JLIC to help me achieve my goals.”

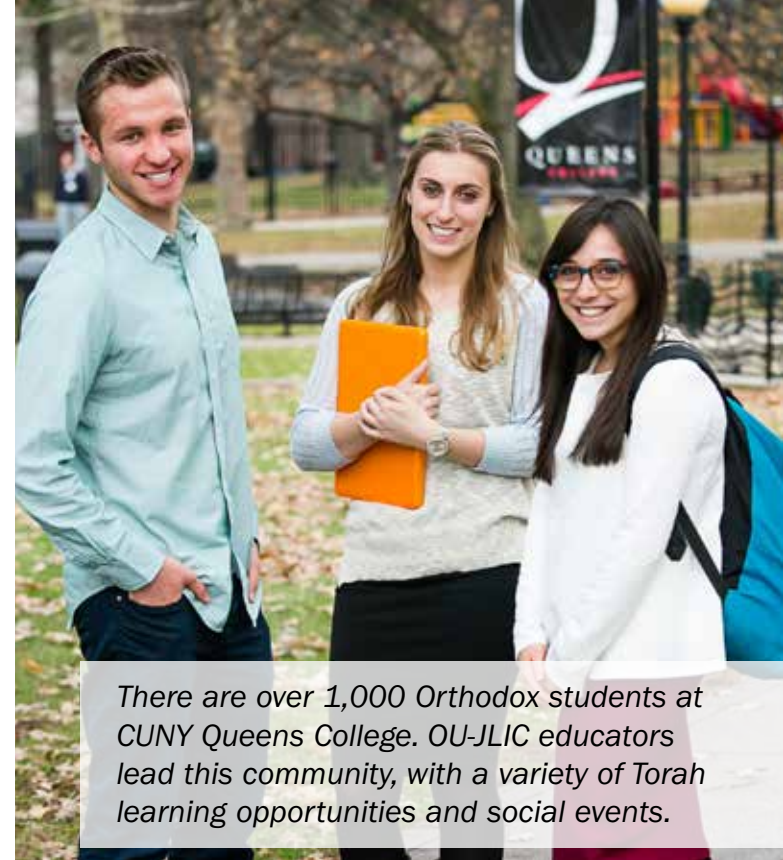
Kahal Fellows

The Kahal Fellowship empowers religious students on campuses with small Jewish communities to take a leadership role in order to stay connected to their Judaism and to help strengthen their Jewish community.



88% of participants feel **OU-JLIC** made a **positive impact** on their Jewish growth at university

Based on a 2015 survey of 2,067 participants



There are over 1,000 Orthodox students at CUNY Queens College. OU-JLIC educators lead this community, with a variety of Torah learning opportunities and social events.

OU-JLIC Campuses

- Binghamton University
- Boston University
- Brandeis University
- Brooklyn College
- California State University at Northridge
- Columbia University/
Barnard College
- Cornell University
- Drexel University
- Greater Toronto
- Johns Hopkins University
- McGill University
- New York University
- Princeton University
- Queens College
- Rutgers University
- Santa Monica College
- UCLA
- University of Chicago
- University of Illinois
- University of Maryland
- University of Massachusetts
- University of Pennsylvania
- Yale University

Colleges with Participants Hosting Heart to Heart Shabbat Dinners

- Acadia University In Nova Scotia
- Boston University
- Brandeis University
- Brown University
- Carnegie Mellon University
- Chapman University
- Clark University
- College of William and Mary
- Columbia University
- CUNY Baruch College
- CUNY City College
- CUNY College of Staten Island
- CUNY Hunter College
- CUNY Medgar Evers College
- CUNY Queens College
- Drexel University
- Durham University
- Florida International University
- George Mason University
- George Washington University
- Harvard University
- Imperial College
- Ithaca College
- Johns Hopkins University
- Johnson & Wales University-Providence
- Leeds
- LIU Brooklyn
- MaCalester College
- McGill University
- McMaster University
- New York University
- Northeastern University
- Northwestern University
- Nova Southeastern University
- Ohio State University
- Parsons - The New School for Design
- Pennsylvania State University
- Princeton University
- Queen's University
- Rochester Institute of Technology
- Rowan University
- Rutgers University - New Brunswick
- St. John's College
- SUNY - Binghamton
- SUNY - Buffalo
- SUNY - Geneseo
- Syracuse University
- Towson University
- Tufts University
- Universite de Montreal
- University of British Columbia
- University of California - Los Angeles
- University of California - San Diego
- University of Chicago
- University of Delaware
- University of Florida
- University of Kansas
- University of King's College
- University of Maryland - Baltimore County
- University of Maryland - College Park
- University of Michigan - Ann Arbor
- University of North Carolina at Chapel Hill
- University of Pennsylvania
- University of Toronto
- University of Virginia
- University of Western Ontario
- Washington University in St. Louis
- William Paterson University of New Jersey
- Yale University
- Yeshiva University



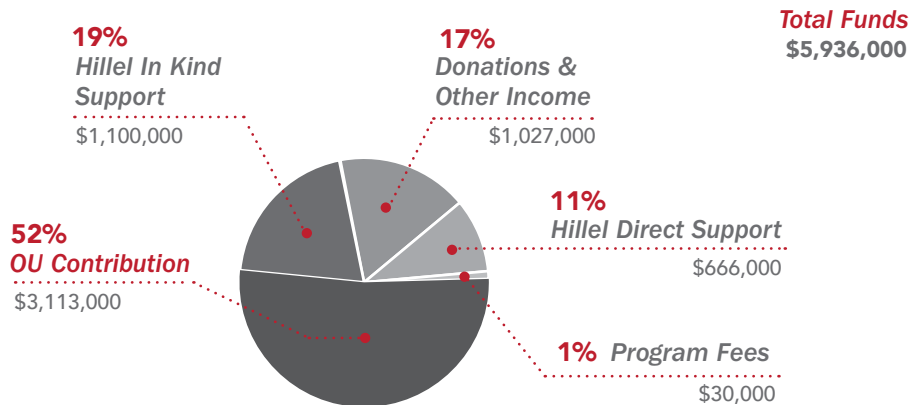
OU-JLIC arranges regular minyanim on campuses across America, ensuring that students can maintain their religious observance throughout their university years.

Kahal Fellows Campuses

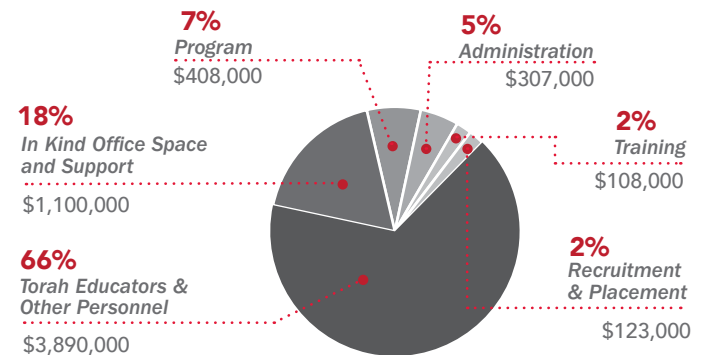
- Cal State Northridge (CSUN)
- College of Staten Island
- Emory University
- Franklin & Marshall College
- George Washington University
- Harvard University
- Queen's University
- Stony Brook University
- The College of New Jersey
- UC San Diego
- University of California Riverside
- University of Hartford
- University of Kansas
- University of Michigan
- Washington University in St. Louis

OU-JLIC Financials

Funding Sources



Expenses



The financial information here includes the total communal impact of OU programs worldwide. In addition, the OU provides significant support for all of its programs through facilities, management and administrative services, e.g. IT, Finance, HR and Communications. Those expenses are not reflected in the program's financials.



**“I went on Israel Free Spirit
expecting just a free trip to Israel.
What I got was the experience
of a lifetime.”**

— TARA Y.

*Israel Free Spirit provides 10-day
life changing trips to Israel for
thousands of college students
and young professionals.*

Israel Free Spirit's mission is to help keep the global Jewish community relevant, vibrant and growing. Beginning with a 10-day Birthright Israel trip, the Israel Free Spirit experience continues after the trip through Jewish learning opportunities that connect trip participants with their Jewish heritage.



2,318

Participants inspired on Israel Free Spirit in 2016 alone



110

Campus and community partners



1,018

Participants hosted Friday night meals on campuses for their Jewish friends



530

Internships in Israel for Israel Free Spirit alumni

Israel Free Spirit – Birthright Israel Trip

Israel Free Spirit is a leading trip provider for Birthright Israel. Every year, Israel Free Spirit provides 10-day life changing trips to Israel for thousands of college students and young professionals.

Post-Trip Extensions

Israel Free Spirit offers numerous post-trip extension options, including classes on basic Judaism, unique tours, and housing in the Old City of Jerusalem, with facilities that cater specifically to post-Israel Free Spirit travelers.

Birthright Follow Up

BRING ISRAEL HOME

Bring Israel Home is a post-trip program for participants to engage in countless Jewish activities, forge relationships with local Jewish organizations and personalities, remain actively in touch with their Jewish social network, and continue to strengthen their ties with Israel and Judaism. Groups that fulfill the requirements together are awarded a sponsored reunion and a special visit from the Israeli soldiers that joined them on their Birthright Israel trip.

Since 2015, 1,584 participants of Birthright Israel trips engaged in Bring Israel Home's post-trip programs and events.

Partners in Torah is a one-on-one learning fellowship through weekly phone calls with a professional in the participant's intended profession.

Bring Back Shabbat is a program in which Birthright alumni host Shabbat meals for their peers on college campuses.



“...Bring Israel Home underscore[s] the appeal of empowering young people to engage their peers in ways that fit their lifestyle, utilizing social media and technology trends.”

—Gary Rosenblatt
Editor, The Jewish Week



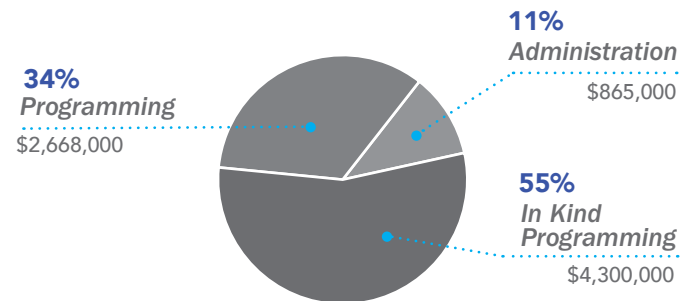
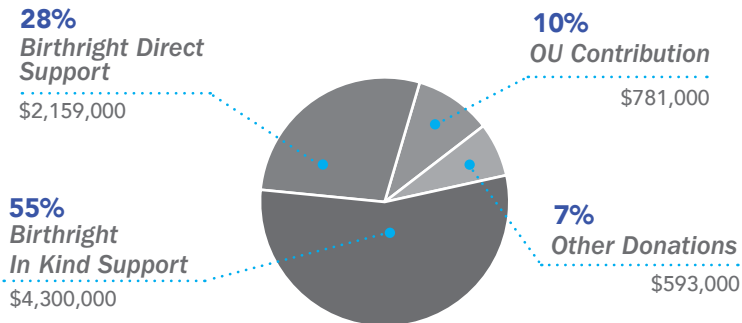
A core part of Birthright Israel is the peer interaction with Israeli soldiers who join the group for five days — allowing American and Israeli Jews to build friendships that often last long after the trip ends.

Israel Free Spirit and Birthright Follow Up Financials

Funding Sources

Expenses

Total Funds
\$7,833,000



The financial information here includes the total communal impact of OU programs worldwide. In addition, the OU provides significant support for all of its programs through facilities, management and administrative services, e.g. IT, Finance, HR and Communications. Those expenses are not reflected in the program's financials.

NYC councilmembers Mark Levine and David Greenfield on the steps of City Hall speaking in favor of Local Law 2, which provides Jewish and other non-public schools with city-funded security guards.

ORTHODOX UNION



ADVOCACY CENTER

ORTHODOX UNION



ADVOCACY CENTER



"Whether it's promoting Israel's welfare, ensuring the security of our shuls and schools, defending religious liberty for people of all faiths and more – **the Orthodox Union is leading and succeeding in shaping public policy for the benefit of our community and American society at large.**"

– US SENATOR JOE LIEBERMAN

The **OU Advocacy Center** is the **non-partisan public policy arm of the OU** and works to advance the interests and values of our community in Washington, DC and state capitals. Through its innovative and proactive work, **OU Advocacy has made our schools more affordable**, our synagogues safer, bolstered the security of Israel and protected the religious freedom of American Jews.



\$345 million

Amount Teach NYS helped secure for New York's non-public schools



\$175 million

In federal security grants for shuls, schools and other non-profits have been awarded since 2007

Day School Affordability

OU Advocacy and its Teach network initiatives work to obtain allocations of government funds to support Jewish day schools and yeshivas to reduce costs and make Jewish education more affordable.



\$28.5 million

Secured by Teach NYS towards security funding for New York's non-public schools



\$224

Per student will be received for students in NJ Jewish day schools, the greatest amount of per-pupil funding for non-public school students in NJ's history

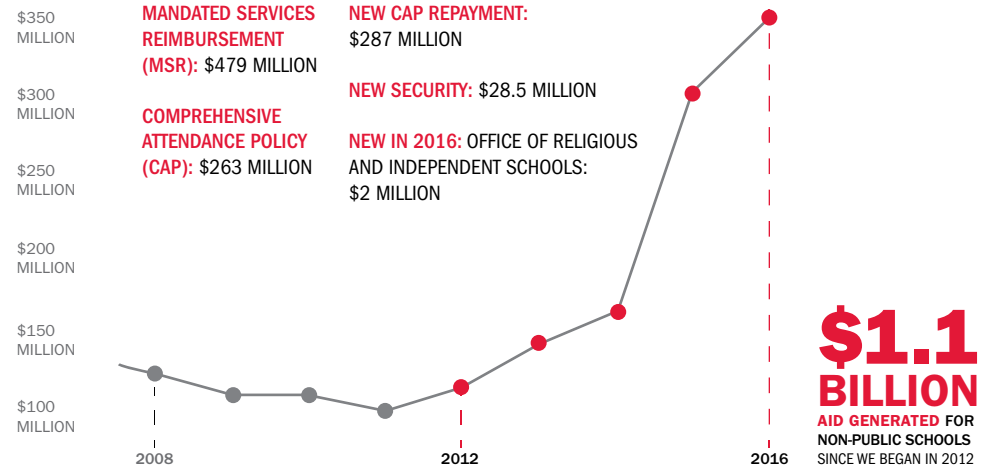
Community Security

OU Advocacy works with federal policymakers to fund and implement the Nonprofit Security Grant Program which is currently providing \$20 million per year to synagogues, schools and other community institutions to ensure their facilities are safe and secure.

Affordable Jewish education is key to ensuring a robust Jewish future.

In 2012, we launched OU-Teach NYS, a project of the Orthodox Union to unite the Jewish community to advocate for resources for our schools and make yeshiva education more affordable.

Since then, we have secured over a billion dollars to aid non-public schools, and we currently operate in five states across the Eastern coast.



Students at Shulamith School for Girls on Long Island at an assembly with NY Senate Majority Leader John Flanagan during a visit arranged by OU Advocacy's Teach NYS.

Teach NYS Member Schools

- Barkai Yeshiva
- Hebrew Academy of the Five Towns & Rockaway
- Hebrew Academy of Long Beach
- Luria Academy of Brooklyn
- Magen David Yeshiva
- Manhattan Day School
- North Shore Hebrew Academy
- Ramaz
- SAR Academy
- Shulamith School for Girls
- Solomon Schechter Day School of Nassau County
- Solomon Schechter School of Manhattan
- Solomon Schechter School of Queens
- Solomon Schechter of Westchester
- Westchester Day School
- Yeshiva of Flatbush
- Yeshivat Darche Eres
- Yeshiva of Central Queens

Teach NJS Member Schools

- Ben Porat Yosef Yeshiva Day School
- The Frisch School
- Hillel Yeshiva
- Kellman Brown Academy
- Lubavitch on the Palisades
- Ma'ayanot Yeshiva High School for Girls
- Moriah School
- Netivot - The Montessori Yeshiva
- Politz Day School of Cherry Hill
- Rabbi Pesach Raymon Yeshiva
- Rosenbaum Yeshiva of North Jersey
- Shalom Torah Academy of Western Monmouth County
- Solomon Schechter Day School of Bergen County
- Solomon Schechter Day School, Marlboro
- Torah Academy of Bergen County
- Yavneh Academy
- Yeshiva Bais Hillel
- Yeshivat He'Atid
- Yeshivat Noam
- Yeshiva of the Jersey Shore

State-Level Advocacy by the Numbers

- **NEW YORK:** **\$345 million in state funding** secured in total for non-public schools in New York City.
- **NEW JERSEY:** In 2011-2012, Teach NJS secured \$118 per student (total approximately \$3.3 million). **Four years later, we've brought that number up to \$224 per student – a total of \$9.3 million.**
- **PENNSYLVANIA:** Working with state legislators in Pennsylvania to include non-public schools in its Safe Schools Act, OU Advocacy and the Foundation for Jewish Day Schools **raised \$7.5 million in tax credits for non-public schools.**
- **FLORIDA:** We've worked to ensure an average scholarship of \$5,700 per student for the 2015-2016 academic year in Florida — **total of \$11.7 million to children attending Jewish day schools.**
- **MARYLAND:** OU Advocacy lobbied for **\$250,000 for the Talmudical Academy of Baltimore, and another \$200,000 for The Torah School of Greater Washington in Silver Spring, MD.**

Israel Advocacy

OU Advocacy works with the mainstream pro-Israel community to defend the security of the State of Israel and promote her welfare. This important work leverages our unique relationships with policymakers ranging from the President and Secretary of State to Congressional leaders and the Prime Minister of Israel.

Religious Liberty

The constitutional protection of religious liberty is the foundation upon which American Jewry has thrived. OU Advocacy works in Congress by proactively shaping key legislation and on cases before the U.S. Supreme Court through the submission of legal briefs to defend this essential freedom.

“OU Teach NYS has been a critical advocate for non-public schools, articulating the role that they play in the state’s education system. I am proud to say that this budget will strengthen non-public schools across the state.”

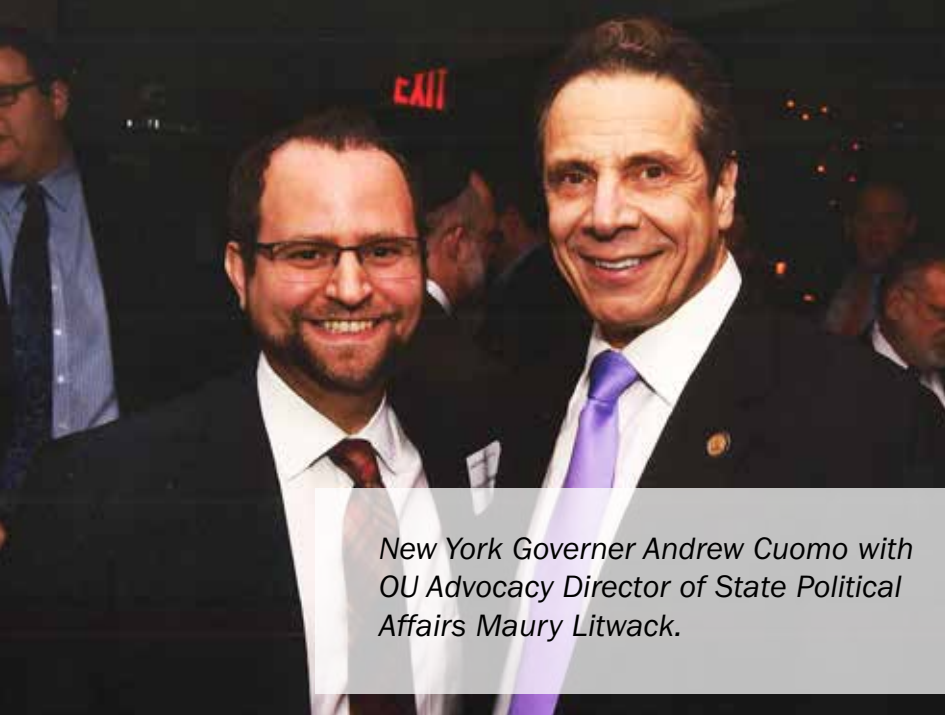
– NY SENATE MAJORITY LEADER JOHN FLANAGAN



Israeli Prime Minister Benjamin Netanyahu meets with OU Executive Vice President Allen Fagin, OU Advocacy Executive Director Nathan Diament and OU President Martin Nachimson in Jerusalem.



US Senator Lindsey Graham is one of many national leaders to address OU Advocacy’s annual Leadership Mission to Washington



New York Governor Andrew Cuomo with OU Advocacy Director of State Political Affairs Maury Litwack.



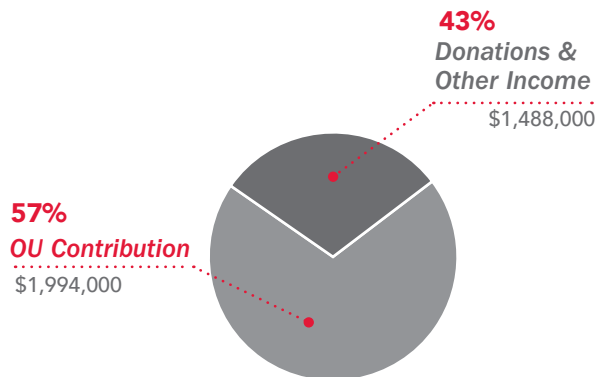
President Barack Obama meets with OU Executive Vice President Allen Fagin and other religious leaders at the White House.

OU Advocacy Center Financials

Funding Sources

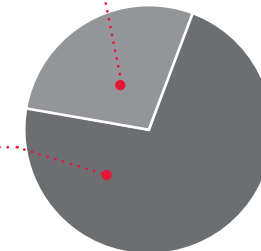
Expenses

Total Funds
\$3,482,000



28%
National Advocacy
\$991,000

72%
State Advocacy
\$2,491,000



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In the course of our Mashiv HaRuach educational seminars, soldiers connect to their Homeland, their identity and their heritage, which enables them to protect our Nation.

טו
טו ישראל

“From its work with children and teenagers to its enrichment programs for adults, **the OU Israel Center has made a significant contribution to improving life in Israel.** I commend you on your important work and wish you many years of continued success.”

- PRIME MINISTER BENJAMIN NETANYAHU

The OU Israel Center, based in the heart of Jerusalem, is a community center, serving as a hub of Torah study, Jewish culture and spiritual growth. Our work services three distinct populations – Anglo Olim and tourists, IDF soldiers, and at-risk Israeli youth and young adults in disadvantaged neighborhoods throughout Israel.



85,000

Visits to the OU Israel Center for shiurim, special events and trips



10,000

IDF soldiers participated in OU Israel's Mashiv HaRuach program

OU Israel Center

The Seymour J. Abrams Jerusalem World Center, known as the OU Israel Center, provides a warm and welcoming environment, spiritual inspiration, and a familiar social framework for English speakers of all ages.



500,000

Torah Tidbits newsletters distributed annually to 400 communities



2,570

Youth participate in meaningful weekly programming in 30 cities throughout Israel

OU Israel Youth Centers

OU Israel operates 22 Youth Centers, primarily in development communities, throughout Israel, from Kiryat Shmona to Yerucham. Our flagship programs: The Jack E. Gindi Oraita Program, Makom Balev and The Pearl & Harold Jacobs Zula Outreach Center instill at-risk youth with Jewish values and skills to become givers instead of receivers.



For many Israeli teens, the Oraita Club is a second home. This is where they spend their leisure time, make friendships, and explore their Jewish heritage.

Mashiv HaRuach

In partnership with the IDF Education Corps and the IDF Rabbinate, OU Israel's Mashiv HaRuach program is a seminar series that instills a love of the Land in Israel's young soldiers through exploring Israel's biblical roots and Jewish heritage.

"It's my family. The OU Israel Center's programs are superb. Its classes are challenging and enjoyable."

- VERNA G., OU ISRAEL CENTER PARTICIPANT

OU Israel Program Locations

Akko

Ariel

Beit Shemesh

Chashmonaim

Chatzor

Cholon

Dimona

Efrat

Elazar

Kfar Saba

Kiryat Gat

Kiryat Malachi

Kiryat Shmona

Maaleh Adumim

Modiin

Nahariya

Nazareth Illit

Netanya

Neve Daniel

Nof Ayalon

Ofakim

Raanana

Ramat Beit Shemesh

Ramat HaSharon

Rehovot

Sderot

Tel Aviv - Yaffo

Tiveria

Yerucham

Yerushalayim



OU Israel's Jack E. Gindi Oraita Program teens gather for a special pre-Rosh Hashana Selichot event in Yerushalayim.



Makom Balev youth participate in an educational Bat Mitzvah program atop Masada.

THE ZULA CENTER INSTILLS PRECIOUS VALUES



Since the age of 12 when she left her religious family, Levana spent all her free time in the streets of downtown Jerusalem – late night bars and basement parties with other teens.

At 16, she refused to go home, and began to sleep in the street.

“Of course being out on the street usually leads to drugs,” she reflects now. “You start taking drugs at night, and then you start taking them for breakfast, and then for lunch, until you forget your own name.”

One night, someone invited Levana to come to The Zula. She entered the room, and was shocked with what she saw. “Everybody was smiling to each other, saying hello to me as if they knew me,” she says. “I saw people sitting together in a circle, guitars playing, candles flickering. One of the counselors greeted me, so I asked him to play a song for me. He played every song I asked him to play – he realized that I needed to hear that music. It made me feel good. So I kept coming back.”

Until that moment, everyone in Levana’s life told her she wasn’t going to succeed in school or life. “But when I got here, my counselors at The Zula gave me the confidence in myself. They believed in me. After I came here, I said OK, I can take the bagrut (matriculation) exam, I can succeed.”

Levana is in university now, studying informal youth education – planning to work with at-risk teenagers, to help those dealing with the struggles she went through. “It was here, at The Zula, that I began to believe in myself.”



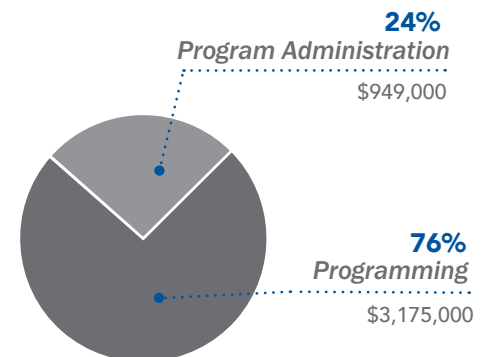
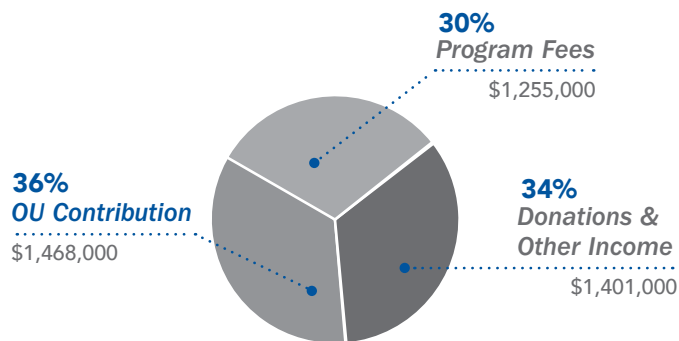
At OU Israel's Camp Dror, campers come from diverse backgrounds: Israeli homes, Anglo homes in Israel and abroad.

OU Israel Financials

Funding Sources

Expenses

Total Funds
\$4,124,000



The financial information here includes the total communal impact of OU programs worldwide. In addition, the OU provides significant support for all of its programs through facilities, management and administrative services, e.g. IT, Finance, HR and Communications. Those expenses are not reflected in the program's financials.

Books
of Jewish
thought
&
prayer

that educate
inspire, enrich
and enlighten



OU
OU PRESS

**OU Press has
published 68 books
since its inception
in 2009**

OU Press, the publishing division of the Orthodox Union, is an emerging leader in publishing high-quality works of Jewish thought and Torah scholarship.

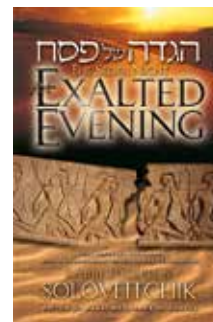
OU Press was established in 2009, and has since published 68 books by the works of great Orthodox Jewish thinkers including **Rabbi Joseph B. Soloveitchik, Rabbi Lord Jonathan Sacks, Rabbi Dr. Norman Lamm, Rabbi Israel Meir Lau and Dr. Erica Brown.**

Popular OU Press Books



Chumash Mesoras HaRav

The groundbreaking Chumash Mesoras HaRav adapts the writings and teachings of Rabbi Joseph B. Soloveitchik to form a seamless commentary on the Chumash.



The Seder Night: An Exalted Evening

The Haggada consists of Rabbi Joseph B. Soloveitchik's thoughts on the Haggada and features his unique blend of the experiential and intellectual, the philosophical and halachic.



Jewish Action

The Magazine of the Orthodox Union

Our award-winning magazine is a conversation piece at Shabbat tables nationwide, addressing current important issues in the community.



1.2 million

Unique visitors explore OU.org annually



180,000

People read our award-winning Jewish Action magazine



91,000

Passover Guides were distributed across North America in 2016



50,630

People receive our weekly Shabbat Shalom newsletter

We take the ‘People of the Book’ tagline seriously. Whether it’s our critically acclaimed Jewish Action magazine, our prominent Passover Guide to kosher products or our buzzing Torah website — **the Orthodox Union is at the heart of modern Jewish learning and thought.**

OU.org and OU Torah

OU.org, including OUTorah, is a world-renowned resource site for Torah and Jewish thought materials. Tens of thousands visit our sites daily to listen to our popular audio shiurim, and to read our Torah and life articles, featuring popular speakers such as Rabbi Shalom Rosner, Rabbi Moshe Elefant, Rabbi Tzvi Hersh Weinreb, and Mrs. Shira Smiles.

NCSY Bencher

This year, the NCSY Bencher, a household staple in Jewish homes across the world (with over 2.5 million copies printed), became an app. Launched by Samuel Waller, the app allows for those unfamiliar with the liturgy of Shabbat and holidays to study the songs and text, and feel at home with Jewish observance.

OU Passover Guide

The OU Passover Guide has been the American Jews’ bible to celebrating a kosher Passover since the 1950s, with its essential index of kosher-certified foods, guide to kashering one’s kitchen for Passover, as well as FAQ’s on the intricacies of Passover ritual and halachic requirements.

Jewish Action

Since 1985, Jewish Action magazine has been stoking the national conversation in the Orthodox Jewish community through its features and opinion pieces, and has won several major awards for its journalism.

THANK YOU FROM THE OU FAMILY



The incredible accomplishments of the programs you have read about in this impact report could not have been achieved without the support of the members of our Benefactor Circle.

Our **Benefactor Circle** Members form the bedrock of OU support. Their generosity leads the way in enabling and inspiring our programs. We applaud all of our Benefactors, both those who have agreed to be listed and to serve as a philanthropic example for Klal Yisrael, as well as those who have chosen to remain anonymous. We celebrate their dedication and commitment, and invite all to join them in making a real difference to Jewish life.

OU.ORG/BENEFACTOR

To learn more about the OU Benefactor Circle or to become a member, please call Arnold Gerson, Chief Institutional Advancement Officer, at 212.613-8313 or email agerson@ou.org.

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\$100,000 & over

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