

2020 VISION: A STRATEGIC PLAN TO IMPACT THE JEWISH FUTURE






Since it was founded in 1954, NCSY has been engaging Jewish teens and connecting them with their heritage. Through the decades, NCSY has evolved and found new ways to make Judaism relevant and exciting to teenagers.



NCSY connects with Jewish teens through innovative, cutting-edge social and recreational programming aimed at developing a positive Jewish identity. NCSY inspires Jewish teens through informal Jewish education, retreats and summer programs. NCSY empowers teens through leadership development and guidance to become passionate and committed leaders of the Jewish community as well as instruments for positive change.

Today, NCSY is in more places, connecting with more teens, in more ways than ever before.



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1 THE NORTH AMERICAN JEWISH CHALLENGE

2

THE NCSY SOLUTION

3

THE 2020 STRATEGIC VISION

MEET PETE

ONE NCSYER'S JOURNEY FROM PUBLIC SCHOOL TO JERUSALEM



When Peter Century stepped into his high school's Jewish culture club one afternoon, he wasn't expecting too much to come of it. In a public school with fewer than 40 Jewish students, Peter grew up with little knowledge of his Jewish heritage and did few traditional "Jewish" activities. Still, those monthly meetings were only for 20-30 minutes and it wasn't until the club teacher encouraged Peter to attend NCSY's The Jerusalem Journey (TJJ) summer program for public school students that Peter found true inspiration.

TJJ participants toured everywhere from the Golan Heights to Eilat. At the end of the four-week trip, the bus director presented Peter with a beautiful custom-made set of tefillin, for it was clear to everyone that Peter had experienced a transformative summer in Israel, one that would stay with him upon his return to school in the US.

After returning from Israel, Peter began putting on his tefillin every day, as well as wearing tzitzit and a kippah to school — where he is the only one to do so. He has also spent nearly every Shabbat with his bus director and his family. Later that year, Peter attended NCSY's International Yarchei Kallah in December and regularly participated in NCSY activities and learning sessions.

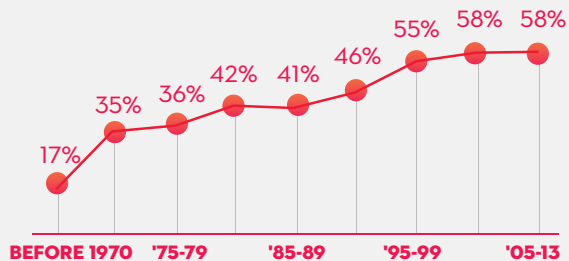
Peter is now spending a second year studying in Israel at Netiv Aryeh. "I think it's really important to get that solid foundation, which sets the tone for the rest of my life," he said.

Peter's mother Janet remarked, "It takes a village to raise a child, and for me and Peter, NCSY is that village, that support system that instills leadership skills and personal development in my son. I am just in awe of his complete transformation."

Photo credit: Janet Century Photography

NORTH AMERICAN JEWS ARE INCREASINGLY SECULAR AND UNENGAGED

INTERMARRIAGE RATES ARE AT AN ALL-TIME HIGH % OF JEWS WITH A NON-JEWISH SPOUSE



Source: Pew Research Center 2013 Survey of U.S. Jews, Feb. 20-June 13, 2013. Based on current, intact marriages.

An Epidemic of Jew Hatred at American Colleges

OBSERVER

April 17, 2015

- Intermarriage rates are at 58% of Jews intermarrying. Amongst non-Orthodox, the intermarriage rate is at a 71%
- The general Jewish population has become increasingly secular, with greater percentages of young Jews feeling disconnected from Shabbat, Israel, synagogue life and Torah study
- Large numbers of Orthodox youth and young adults are either leaving Orthodoxy or remaining in the community without feeling religiously connected or engaged

TEENS ARE LESS COMMITTED TO JEWISH IDENTITY



Source: Engaging Jewish Teens: A Study of New York Teens, Parents and Practitioners, Brandeis University Cohen Center for Modern Jewish Studies. November 2011 (pg. 40)

Poll Shows Major Shift in Identity of U.S. Jews

The New York Times

October 1, 2013

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A WEEK IN THE LIFE OF AN NCSYER



NCSY alumnus Ofir Afenzar became involved in NCSY as a junior in high school. As a senior, he became the Philadelphia NCSY chapter president. "Words can't describe how life-changing NCSY was for me," says Ofir, now a junior at Yeshiva University. "NCSY brought Judaism to life." Today, Ofir spends much of his free time giving back to NCSY as an advisor. Below was a typical week for Ofir when he was in high school.

MONDAY: PLANNING

Together with his city director, Ofir assisted in planning the week's two Latte & Learning sessions and upcoming events. An avid Facebook user, Ofir posted on the regional board Facebook group and helped spread the word about upcoming events.

"Unlike Latte & Learning in Lower Merion, the one in Huntington Valley was for public school kids. Often teens would ask me a lot of questions that I'd need to answer, or at least attempt to." Part of Ofir's strategy to answer some of the questions was to recruit them to one of NCSY's stellar summer programs in Israel.

TUESDAY: LATTE & LEARNING

Every week had a different relevant topic such as Judaism's perspective on interpersonal relationships. The teens ask honest questions in a safe environment for conversation.

FRIDAY: BUILDING COMMUNITY
If there wasn't a regional or a Shabbaton, Ofir would send a text message to NCSYers and personal friends. "I would also try to write an inspirational lesson to get people in the spirit of Shabbat."

WEDNESDAY: RECRUITING

"I tried to get people involved. I would constantly speak to friends and get them to sign up for various programs." As president, Ofir took an active role in helping the city director recruit public school teens who attend JSU clubs to higher level programming.

SATURDAY: THE SWEETNESS OF SHABBAT

After a busy week of activities, the NCSY city director opened his home to a swarm of teenagers who come just to hang out and experience an authentic Shabbat environment.

THURSDAY: LEADING HIS PEERS FROM STARBUCKS TO ISRAEL

SUNDAY: COMMUNITY SERVICE
Ofir spent part of his Sunday at an NCSY event packaging food for the Jewish Relief Agency.

NCSY HAS THE SCOPE, SCALE AND PLATFORM TO TACKLE THIS CHALLENGE



WITH 60 YEARS OF EXPERIENCE, NCSY IS THE INDUSTRY LEADER IN TEEN INSPIRATION:

- Wide footprint across North America with programming and staff presence in 200+ cities
- Growing population of NCSY participants, now at 16,000 teens per year
- Large network of over 600 staff and volunteer advisors that run programs and develop lasting relationships with teens
- Largest provider of teen trips to Israel with ~900 teens each summer touring and learning in the Holy Land
- Year-round programming that cater to Jewish teens of all different backgrounds and lead to enhanced levels of engagement

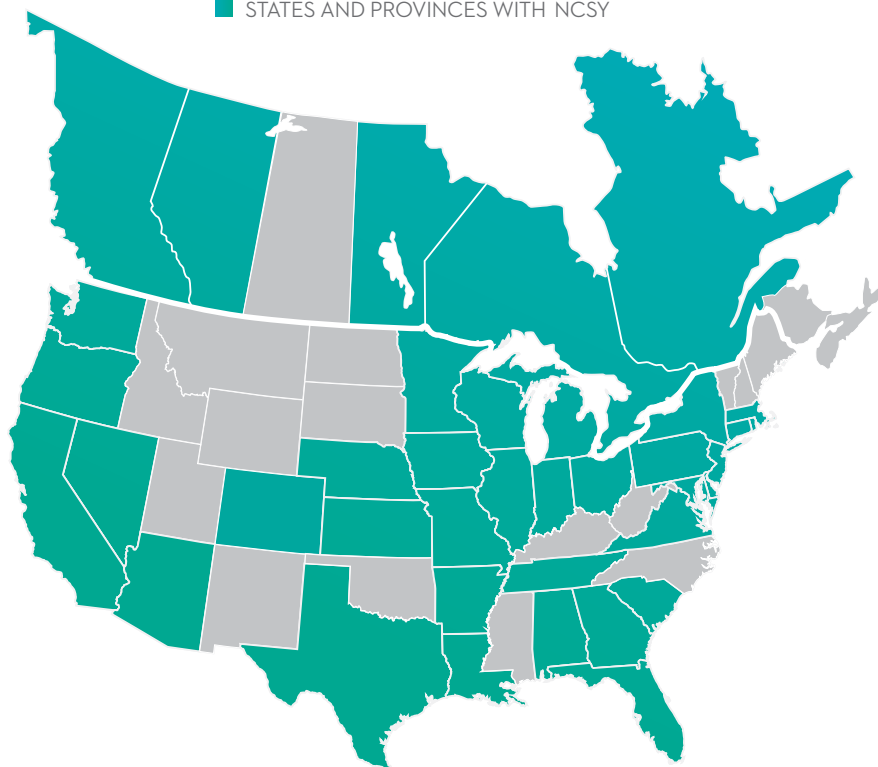


"Despite having gone to a Jewish day school for eight years, it wasn't until I got involved in NCSY that I was really able to connect to my Jewish identity. Starting a JSU at my school has helped many of my friends begin understanding what it means for them to be a Jew, and helped me see that even the smallest actions can make a huge impact."

JULIANNE SUBIA, DETROIT, MI

NCSY IS CURRENTLY IN OVER 200 CITIES ACROSS NORTH AMERICA

■ STATES AND PROVINCES WITH NCSY



REGIONAL LOCATIONS:

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

CHILE

Santiago

GREATER ATLANTA

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

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

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

NCSY provides activities for Jewish teens from across the religious spectrum. Be it social action programs helping cities recover from natural disasters, intense learning experiences over winter break or a summer leadership training program in Israel, NCSY ensures that teens from all over the world know they are an integral part of the Jewish future.

JEWISH STUDENT UNION (JSU)

NCSY runs more than 180 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.

SHABBATON WEEKEND CONVENTIONS

Shabbaton weekends inspire and educate teens in an atmosphere of Jewish pride and growth. They provide an opportunity for students from public school and yeshiva day school to interact together in a traditional Shabbat environment. Over the weekend, participants study Torah topics that speak directly to the high school mind. For many teens, these weekends are their first Shabbat experience.

SOCIAL ACTION MISSIONS

NCSY's social action experiences create the foundation for a life of service to the world. Whether it's 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 learn

Torah and Jewish values during their winter break. Students from across North America gather together for five days of profound Judaic study.

LATTE & LEARNING

Latte & Learning brings Judaism to local coffee shops and serves up Torah in a relaxed and fun setting. By meeting teens where they want to be, Latte & Learning is the place for teens to ask questions, voice their feelings and connect with each other.

JUMP

Jewish Unity Mentoring Program (JUMP) places student leadership front and center. Through several challenges that put teens in the driver's seat, students learn the skills they need to be a positive force in the Jewish community.

LEADERSHIP BOOT CAMP

Leadership Boot Camp (LBC) brings together the top teen leaders from around the country for four days of intense workshops and team building. By the time they leave, teens learn the skills they need to inspire and motivate others to make a difference.

YEAR ROUND PROGRAMMING



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. NCSY runs 12 unique summer programs in the US, Israel and Europe that cater to teens with different interests and backgrounds.

BILT

Boys Israel Leadership Training (BILT) is a leadership program for boys looking to challenge themselves and have an incredible adventure through the land of Israel.

CAMP SPORTS

Camp Sports, located in Baltimore, MD, focuses on recreational and highly competitive sports leagues.

EURO ICE

Euro ICE brings Jewish history to life by exploring Greece, a land full of rich Jewish culture and history. The trip culminates in Israel by visiting all the popular sites on this coed trip.

GIVE

Girls Israel Volunteer Experience (GIVE) is for exceptional high school girls looking to

experience Judaism through the art of giving back in Israel.

GIVE WEST

GIVE West provides a select group of girls a fun and meaningful summer by giving back to communities across the West Coast.

ICE ISRAEL

ICE Israel takes boys and girls on an inspirational and exhilarating journey through the land of Israel.

JOLT

Jewish Overseas Leadership Training (JOLT) is for teens who want to become leaders. Past participants have described their JOLT experience in Poland, Austria and Israel as having a transformational impact on their Jewish identity.

KOLLEL

NCSY Kollel is an unforgettable summer for boys in Israel with interactive learning, intense sports and great trips.

MICHLELET

Michlelet is an extraordinary program for teenage girls looking to spend their summer in a productive way by learning Torah and touring Israel.

TJJ - THE ANNE SAMSON JERUSALEM JOURNEY

The Anne Samson Jerusalem Journey (TJJ) is the most affordable Israel trip for public school teens. Teens tour Israel and develop an appreciation for its history.

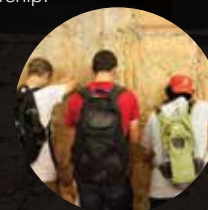
THE ANNE SAMSON TJJ AMBASSADORS

The Anne Samson TJJ Ambassadors combines

the best of touring with social action, political advocacy and Torah study in Israel for public school teens.

THE ANNE SAMSON TJJ AMBASSADORS POLAND

On The Anne Samson TJJ Ambassadors Poland (TJJ AP), public school teens spend a week in Poland before traveling to Israel and touring the land through the lens of Jewish thought, history and leadership.



NCSY FOSTERS DEEP CONNECTIONS BETWEEN TEENS AND ISRAEL

NCSY participants are uniquely equipped to confidently advocate on college campuses in the face of anti-Israel activity such as BDS. NCSY continues to develop new initiatives to educate high school students including annual trips to AIPAC, online education and lobbying missions.

IMMERSIVE ISRAEL EXPERIENCES

NCSY sends nearly 1,000 teens to Israel each summer. These four to six-week experiences create deep emotional bonds between the teens and Israel that serve as a catalyst for action when they return home.

AIPAC POLICY CONFERENCE

NCSYers from around the country gather at the annual AIPAC policy conference for three days of intense sessions, networking and lobbying. Additionally, teens attend the AIPAC Teen Conference and meet like-minded individuals from around the world.

JEWISH STUDENT UNION (JSU) CLUBS

NCSY's Jewish Student Union (JSU) clubs on nearly 200 high school campuses educate thousands of teens a year on the case for Israel. By providing them with the tools, knowledge and motivation, these teens become Israel advocates when they reach their college campuses.

ISRAEL ADVOCACY INITIATIVE

Israel Advocacy Initiative is a collaborative internship designed to engage the most influential Jewish teenagers and to empower them to become the next generation of passionate, articulate Israel Advocates. This is accomplished through a combination of frontal presentations, participation in annual conferences, online classes, and interactive meetings with congressmen and influential leaders throughout America, all under the mentorship of acclaimed Israel advocacy expert, Rabbi Uri Pilichowski.

ISRAEL SCHOLARS PROGRAM

Israel Scholars Program merges mentorship with education as influential community leaders in the fields of law, finance, government and the nonprofit sector speak to teens about relevant Israel topics. Many of the Israel Scholar Programs conclude with hands-on advocacy and leadership opportunities in Washington, D.C.

THE ANNE SAMSON JERUSALEM JOURNEY (TJJ): CREATING ISRAEL ADVOCATES ON CAMPUS OF TJJ ALUMNI:

- 92% feel emotionally attached to Israel
- 72% have participated in Israel programs on campus
- 18% indicated that they were leaders in Israel-related campus groups



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3 THE 2020 STRATEGIC VISION

A LEAGUE OF HER OWN

ONE NCSYER'S COMMITMENT TO GROWTH STANDS OUT ON AND OFF THE FIELD



Lieba Brownstein, a senior at Stern College for Women, encountered her first NCSY experience when she was a freshman at Grant High School in Portland, Oregon. Involved in Renewal Judaism growing up, Lieba went on her first NCSY Shabbaton not knowing what to expect.

"I remember sitting down with an advisor during the Shabbaton and crying, asking her to explain what this feeling was," she recalls. That feeling, as she later found out, was inspiration.

So buoyed by the Shabbaton, Lieba immersed herself in NCSY and learned as much as she could. She amassed learning partners and walked nine miles to the nearest shul in order to attend Shabbat services every week. She began to think of NCSY as a second family and could soon be found at many of the NCSY events in her region. Lieba was eventually elected chapter president, becoming more committed to NCSY and her Judaism.

After studying the concept of tzniut (modesty) in-depth for several years, Lieba decided to start wearing skirts every day. This presented one major problem: as an avid softball player, she was worried about the reaction of her coach and teammates. She relates, "When I approached my coach, she said to me, 'As long as it's black, as long as you can run in it, I don't care.' She really respected me and my desire to do this.

"We ask people to take small steps, be a little more committed to their Judaism, in whatever way they can or feel comfortable with," relates Lieba's NCSY advisor. "Lieba turned those small steps into tremendous strides." Following high school, Lieba continued her Jewish education studying at Tomer Devorah in Israel. Looking back on her experiences, Lieba reflects, "I know it's not a typical path for a public school teenager. And it wasn't ever really easy. But I just...I really wanted to do what was right."

NCSY WILL DOUBLE ITS IMPACT OVER THE NEXT FIVE YEARS

- NCSY has historically focused on reaching the greatest number of Jewish teens through a variety of programs
- NCSY is now shifting to focus on increasing the proportion of teens whose Judaism is deeply impacted by NCSY
- This will be accomplished through launching pilot projects in high-opportunity areas, expanding summer programs, strengthening follow up process, and assessing programmatic investments

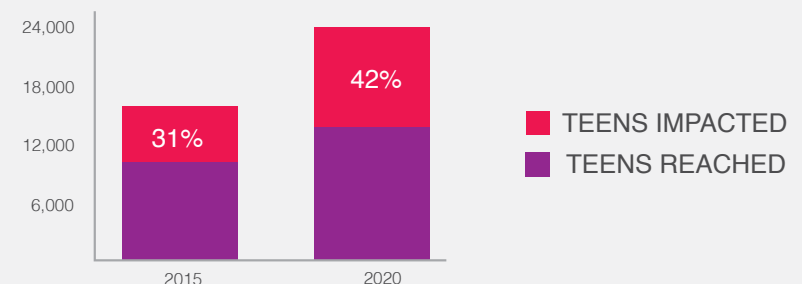
GOAL	2015	2020
Teens Reached	16,000	24,000
TEENS IMPACTED	5,000	10,000
Summer Programs	1,000	2,000
Public School Teens to Israel for the Summer	500	1,000
Public School Teens to Israel Gap Year	100	250

HOW WE MEASURE IMPACT

- Impact is defined by the NCSY teens themselves, who respond to research surveys and describe NCSY as "having impacted who they are as a Jew."
- Specific programmatic involvement corresponds closely to that statement:
 - Teens who attend level 3 or 4 programming report that those higher-intensity programs and the ensuing relationships with staff have had an impact on them as a Jew
 - Teens who attend frequently at levels 1 and 2 (10 or more times per year) report that the programs and relationships have impacted them

For a listing of levels and programs, please turn to next page.

INCREASING THE PERCENTAGE OF TEENS IMPACTED OVER THE NEXT 5 YEARS



NCSY PROGRAM LEVELS

Within NCSY there are four levels of programming. Each level is geared towards a different teen population based upon the teen's level of practice and commitment. Additionally, each level serves as a proverbial ladder to facilitate advancement into the next more engaging and substantive level of programming. As NCSYers reach new levels, their commitment to Torah and mitzvot also grow.

1

Entry-level events aimed at engaging as many Jewish teens as possible. Mostly socially-focused.

- Social Events: BBQ, Six Flags, etc.
- Chapter Meeting
- Day School Club
- Jewish Student Union Club (JSU)
- JUMP Club
- Entry-Level Holiday Events (Chanukah, Purim, Lag B'Omer)
- Virtual Class

2

Local Jewish learning and experiences for those looking to take the next step.

- Shabbat Oneg
- Shabbat Meal
- Immersive holiday events (Pesach Seder, Rosh Hashanah, Shavuot)
- Friday Night Lights
- Teen Philanthropy Movement
- Regular Torah Class (Latte & Learning, Torah High, Dinner and Learn)
- Jewish Scholars Program
- Israel Advocacy Training/ Experience
- Social Action/Chesed activity

3

Overnight trips and weekend conventions focused on inspiration, leadership or social action.

- Chapter Shabbaton
- Regional Convention/Shabbaton
- Leadership Boot Camp
- Social Action Mission

4

Immersive Jewish experiences over 1-6 weeks focused on Torah learning, connection to Israel and commitment to Jewish values.

- National Yarchei Kallah
- Regional Yarchei Kallah
- Summer Program for boys: Kolllel, BILT, Camp Sports
- Summer Program for girls: GIVE, Michlelet, GIVE USA
- Summer Program for boys/girls: JOLT, EURO ICE, ICE Israel
- TJJ – The Anne Samson Jerusalem Journey

5

Year-long, high-level, non-NCSY programs that strengthen Jewish identity post-high school.

- Post-high school year in Israel (yeshiva, seminary, university, IDF)
- Post-high school Judaic Studies program (Yeshiva University, Touro College)



"Even though NCSY is small in numbers in Dallas, I have learned so much while meeting new people from my city and from the rest of the country. The staff and advisors here allow NCSY to be so much more than a place to hang out with Jewish teens on a Wednesday night. They make learning fun."

DANIEL BUTBOL, PLANO, TEXAS



"NCSY was crucial in helping me build confidence in my identity as a Jew and my commitment to mitzvot in a world that was largely unfamiliar with Judaism. It was a community where I always felt comfortable, welcomed and loved, and where there were always great advisors to help me with personal challenges."

REBECCA HANDLIN, NCSY ALUMNUS - MONMOUTH COUNTY, NJ

HOW WE'RE INCREASING OUR IMPACT

High-Opportunity Pilot Projects

Our best ideas have always been the ones that come organically from our local staff and advisors. To help foster this creativity, NCSY will be investing annually in various pilot projects from across our regions. The projects will be two-year investments specifically targeted at populations with great potential to engage and impact large numbers of students, with the goal of scalability beyond the host community.

Our innovative and creative programming will target:

- Co-educational Orthodox Jewish high school students
- Single gender Orthodox Jewish high school students
- Public high schools with large Jewish populations
- Jewish populations underserved by NCSY (e.g. Israelis, Russians, etc.)
- Junior high students in existing NCSY communities

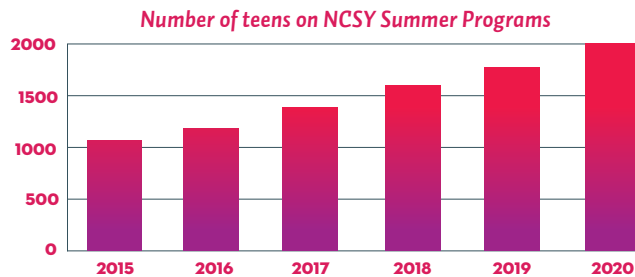
We also intend to further engage the local community and its organizations by tailoring programs to fit the needs of the population. What may begin as a local need will most likely be relevant to other community organizations, and with the help of the NCSY International Office, we will identify and expand the programs to other similar populations as well.

Assessing Our Programmatic Investments

Our ambition will be matched by comparable self-reflection. As we work towards our 2020 Vision, we will have many great ideas on top of our existing programming. We will ensure that every dollar is having its maximum possible impact on the Jewish people. Each of our programs will be carefully evaluated to make sure that it is reaching its maximum potential in terms of reach, scalability and impact.

Expanding Our Summer Programs

For NCSY, the summer is an opportunity to inspire and engage teens in transformational experiences over extended periods of time. We build micro-communities that otherwise would not form, and expose NCSYers to the potential beauty of a Jewish lifestyle. By 2020, our goal is to double the reach of our summer program participants from 1,000 to 2,000 annually. We will be creating new programs and initiatives that will serve niche groups of teens around their interests, in addition to expanding the capacity of our existing programs. We will also work to expand scholarship opportunities in order to make our programs as accessible as possible to every Jewish teen.



Strengthening Our Follow Up Process

In NCSY, our programs are a means to an end. We are dedicated to helping our teens make the very best Jewish life decisions for themselves and their future families. The focus of our programs is to inspire teens to feel empowered by their Jewish identity. The relationships with our staff and advisors are the central component of the NCSY experience. It is through those relationships that we push our teens to grapple with their questions about Judaism in hopes that they build their own strong Jewish identity.



CASE STUDY: FUNDED PILOT PROJECTS

BELOW ARE FOUR EXAMPLES FROM THE 19 PILOT PROJECTS THAT HAVE BEEN APPROVED*.

NEW ENGLAND NCSY EXTREME SHABBAT MAKEOVER

Target Audience: High school teens in both Jewish day school and public school.

Total Program Budget: \$30,000

Proposed Project: New England NCSY will take a select group of advisors and day school teens to select small communities for Shabbat. These advisors and teens will boost community spirit while attracting new local public school and yeshiva day school teens to shul for davening and Shabbat meals. The day school teens will be empowered by leading davening, giving d'verei Torah and taking a key role in uplifting the community.

SOUTHERN NCSY LATIN DIVISION

Target Audience: Latin American teenagers in grades 8-12. This includes teenagers who may have been born in North America, but have one or more parents of South American descent.

Total Program Budget: \$133,000

Proposed Project: The Jewish Latin American community, particularly in Aventura, Florida, was recently identified as the fastest growing demographic in Dade County, according to the University of Miami Center for Statistics. The community is traditional, community affiliated and very tight-knit, but also very concerned about their children growing up in a foreign culture and the impact it will have on their Jewish futures. By crafting programs uniquely catered to Latin Jewish teens by Spanish and Portuguese-speaking educators, Southern NCSY will connect, inspire and empower this critical and under-served population.

WEST COAST JSU LEADERSHIP INSTITUTE

Target Audience: Public school teens with an affinity towards leadership.

Total Program Budget: \$44,250

Proposed Project: JSU's Community Leadership Institute will train and empower student leaders to lead their weekly clubs. Students enrolled in the internship will be part of an all-inclusive leadership program and receive extensive training in how to run a club. These teens are most likely to advance into higher level NCSY programming, as they develop close relationships with their club facilitators. The student cohort from each of the local schools will physically or virtually meet with a JSU facilitator once a week, in order to ensure the necessary face-time for students to "move up the Jewish ladder." Thus, the JSU Leadership Institute is maintaining the positive Jewish growth amongst its participants, expanding the reach of JSU schools, and eliminating the need for costly food funds, reducing wasted hours of traffic and face-time with students that are less likely to move along the spectrum.

NEW YORK NCSY GREAT NECK CITY DIRECTOR

Target Audience: Persian high school students in Great Neck, NY.

Total Program Budget: \$205,000

Proposed Project: Great Neck, Long Island, has one of the highest Jewish population densities in North America. It is widely assumed that this is mirrored in the Jewish population of the various public high schools, including Great Neck North and South. This project will fund a Persian City Director to attract a new population of teens as he or she can better understand and address the unique cultural dynamics of the Persian teens.

*There are an additional 20+ programs that did not get approved due to lack of funding.

JOIN US

BE A PART OF IMPACTING THE JEWISH FUTURE

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