



**BIRTHRIGHT ISRAEL
FOUNDATION**

One bus ticket can change a life ... and help transform the future.

November 21, 2016

Birthright Israel began with a simple idea – to offer young Jewish adults a life-changing trip to Israel and in doing so, transform the future of Judaism.

Thanks to generous donations to Birthright Israel Foundation, tens of thousands of young Jewish adults receive the gift of a free, 10-day journey to the Jewish homeland each year.

They have stood at the Western Wall in Jerusalem and contemplated their relationship to their Jewish heritage; climbed Masada and witnessed the beauty of the desert; and experienced a *"Mifgash"*, or encounter, with Israeli peers their own age in order to share their culture, along with their hopes and dreams.

Each of these young Jewish adults has returned home indelibly changed by the Birthright Israel experience.

Research proves the power of those 10 days: In a study by Brandeis University, participants confirm that the trip helped shape their attitudes about their Jewish identity, as well as create a connection to Israel and a commitment to living a life and building a family in the Jewish tradition.

One journey at a time ... one young Jewish adult at a time ... your gift to Birthright Israel Foundation will help create a stronger future for us all.

If we have guessed correctly, you are the kind of person who shares our commitment to Jewish continuity. We can not think of anything more important than helping the next generation to find their rightful place in the Jewish community.

There is nothing more important for our young people than to gain an appreciation of Israel and its people. **But we have a huge challenge ahead of us.**

Twice a year, thousands of young Jewish adults fill out their applications to participate in the Birthright Israel experience. They, too, want to fly to Israel and board a bus that will take them on a journey of self-discovery, solidarity, community and continuity. We must find a place for them all.

Will you help send one more young Jewish adult this year? We need your gift of \$36, \$50, or even as much as \$100 or more to ensure that every eligible

(over, please)

applicant has the opportunity to explore and learn from the gift of Birthright Israel.

Today, your gift can go three times as far because several generous Birthright Israel Foundation board members, who wish to remain anonymous, will triple every eligible gift up to \$1 million, so we hope you will be especially generous.

We know just how transformative a Birthright Israel trip can be. Every day, another participant shares an incredible personal story with us. One of these young people is a bright, energetic woman named Mary.

Birthright Israel was a revelation for Mary, who knew few Jews growing up. Through bonding with her tripmates, celebrating a meaningful Shabbat and exploring Israel's iconic sights, "*I experienced the greatest, most powerful spiritual awakening,*" she says.

Now, seven years later, Mary is married to the love of her life – a man she met on her trip. They are planting roots in a vibrant Jewish community and plan to raise a family. "*I'm looking forward to building a Jewish life with my husband,*" she says.

Birthright Israel is transforming the future for you, for me, and most importantly, for people like Mary. It all starts with helping the next generation discover their Jewish identity. **But we can only continue giving this opportunity to young Jewish adults if friends like you lend their support to Birthright Israel Foundation.**

Will you please help send one more young Jewish man or woman? Return the enclosed reply form with your gift of \$36, \$50, \$100 or more.

Your gift can make an incredible difference in a Jewish life – in all our lives. Thank you for ensuring that Birthright Israel is a promise kept for generations to come.

Sincerely,



Joshua Nash, Chair
Board of Directors
Birthright Israel Foundation

P.S. Be assured that the contribution you send to us today will be used wisely and well: **in fact, 90 cents of every dollar donated to Birthright Israel Foundation goes directly to programs that transform the lives of young Jewish adults. So please give with confidence, and give as generously as you can.**

The trip lasts 10 days... the impact lasts a lifetime



Birthright Israel: Building the Future, One Journey at a Time

Birthright Israel was founded on the belief that it is the *birthright* of all young Jews to visit their ancestral homeland. And that when they do, they will form a connection to their heritage and their community that can last a lifetime.

There is no doubt that the Birthright Israel experience transforms lives, as it has for the more than 500,000 young Jewish adults who have participated in this journey.

Step by step, one life at a time, we are helping build a certain future for the Jewish people.

"I just visited the Western Wall for the first time in my life. I whispered into the wall words I don't think I have ever said before: 'I am proud to be Jewish.' The experience was breathtaking."

—Jocelyn, Trip Participant

Success backed by research

In studies regarding the long-term effects of a Birthright Israel experience on trip participants, Brandeis University found that the impact of the trip is highly positive and life-changing.

Respondents confirm, in remarkable numbers, that the trip helped shape their attitudes about their Jewish identity, their connection to Israel and their commitment to living a life and building a family in the Jewish tradition.

Birthright Israel by the Numbers

MORE THAN
500 
THOUSAND

Number of young Jewish adults who have participated in the Birthright Israel experience since inception

 **66**

Number of countries from which Birthright Israel participants hail

80,000 

Number of *Milgash* participants—Israeli peers who join Diaspora participants for five to ten days of the trip

300,800,000 miles



Traveled in Israel

3,000
DOLLARS

Average cost to send one participant to Israel for 10 days

120 
THOUSAND
DOLLARS

Average cost per bus (including staff)

Help One More Applicant Board a Birthright Israel Bus

This year, thousands of young Jewish adults will board a Birthright Israel bus and embark on the journey of a lifetime.

Along with 40 of their peers, an expert guide, two local staff members and a bus driver, they will explore what being Jewish means in contemporary life, and learn about the roots of the Jewish people.

Many come back with new friends, new understanding, and new meaning in their lives.

Your gift today will help allow one more young Jewish adult to explore Israel and change one more life.



**BIRTHRIGHT ISRAEL
FOUNDATION**

P.O. Box 5892 • Hicksville, NY 11802-5802
www.birthrightisrael.foundation



“Had it not been for Birthright Israel I would not be where I am ... even who I am ... today.”

Shabbat of a Lifetime

We shared a special Shabbat with a rabbi. He was talking about our purpose on Birthright Israel, saying that this was a pivotal moment that would transcend



all others. I realized “This is where I’m supposed to be.”

Mifgash (“Encounter”)

I’m still friends on Facebook with the Israeli soldiers that accompanied us during the “Mifgash.” It was incredible to learn how different their lives are but how important and valuable their experiences are.



Sleeping under the Stars

We slept in a Bedouin tent where we were treated to traditional Bedouin hospitality. It was critical for us to have these one-on-one experiences with other cultures, to open our minds and to become informed.



“On my Birthright Israel trip, I experienced the greatest, most powerful spiritual awakening of my life.”

While I was growing up, the only Jewish people I knew were on my father’s side of the family. When I was with them, they welcomed me with open arms. To me, that spoke volumes.

A couple of my cousins went on Birthright Israel. They encouraged me to apply and Birthright Israel said yes. But I was afraid that I wouldn’t fit in. What would the other participants think of me? I wasn’t raised Jewish. They’re going to look at me strangely.

Once I was on my trip, all my fears disappeared. So many people were just like me! What I learned is that, on Birthright Israel, everyone has a different story. But everyone fits in.

Birthright Israel broadened my horizons at the perfect time in my life. I think it did the same for everyone on that trip. We were all in our 20’s – at that age, you’re eager to learn where you fit in, to broaden your horizons, and to develop a new outlook on life.



Mary participated in a Birthright Israel trip in March, 2008.

Passenger: One young Jewish adult
Travel Date: Winter 2016/2017
Purpose: A life-changing experience



Purchased by: [REDACTED]

DESTINATION: ROUND TRIP TO ISRAEL

Help send a young Jewish adult to Israel and create a stronger future for us all.

PLEASE REPLY BY:

12/31/16

Yes, I want to help send more young Jewish adults to Israel!

Joshua, I want to provide another seat on a Birthright Israel bus.
I want to take advantage of this great opportunity to have my gift go three times as far.

Enclosed is my gift of:

\$36 \$50 \$100 \$250 \$500 Other \$ _____

Your contribution is tax deductible.

- Credit Card: Please fill out and sign the reverse side of this form.
- Check: Please make payable to Birthright Israel Foundation.
- I wish my gift to be anonymous.

**YOUR GIFT TODAY
WILL BE TRIPLED**

Please make changes to your name and address.
Return this form (and check, if applicable) in the enclosed envelope, or send to Birthright Israel Foundation, P.O. Box 5892, Hicksville, NY 11802.

Donate online at www.birthrightisrael.foundation/trip



**BIRTHRIGHT ISRAEL
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Give young Jewish adults a ticket to a deeper appreciation of their heritage.

When participants board a Birthright Israel bus, they're receiving much more than transportation. The bus opens up a new world, introducing young Jewish men and women to the history, culture, traditions and people of Israel over 10 life-changing days. As Birthright Israel's winter season nears, we need your help to ensure that every young person who wants to make this journey of self-discovery can do so.

Birthright Israel was founded on the belief that it is the *birthright* of all young Jews to visit their ancestral homeland. Step by step, one transformed life at a time, we are helping to build a stronger future for the Jewish people.

Give to Birthright Israel Foundation today.

Your contribution makes a difference.

Your gift to Birthright Israel Foundation helps send young Jewish adults to Israel to strengthen their connection to the Jewish people, and to cultivate an increased commitment to Jewish values.

We're proud to tell you that 90 cents of every dollar you give to Birthright Israel Foundation goes directly to programs that change the lives of young Jewish adults.

Please charge my contribution to:

MasterCard VISA American Express Discover

Gift Amount: _____

Card Number: _____ Exp. Date: _____

Name on Card: _____

Signature: _____

Email: _____

- My company will match my gift. (Please obtain matching gift form and guidelines from your employer.)
- I would like to learn more about Birthright Israel Foundation's Planned Giving program.

Financial information about Birthright Israel Foundation can be obtained by contacting us at P.O. Box 5892, Hicksville, NY 11802-5892 or at foundation@birthrightisrael.org



Birthright Israel Foundation has earned the GuideStar Exchange Seal, demonstrating its commitment to transparency.



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P.O. Box 5892 • Hicksville, NY 11802

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FIRST-CLASS
STAMP
HERE

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