



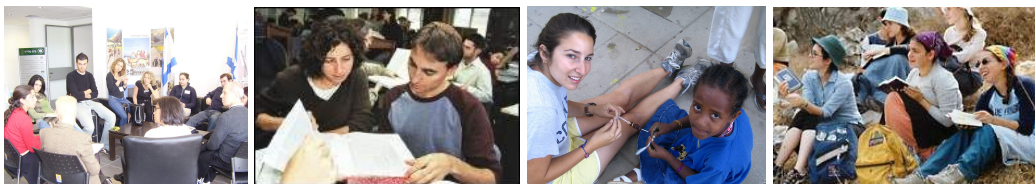
Connecting the Next Generation:

MASA: Israel Journey for Jews from the United States

PROGRAM BRIEF

JULY 2008





Connecting the Next Generation:

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EXECUTIVE SUMMARY

A radically different Jewish future for the next generation is possible.

Imagine what Jewish life would look and feel like fifteen years from now if there were exponentially increasing numbers of young Jews who had experienced a semester or a year in Israel. By providing young Jews from the Diaspora with the opportunity to experience Israel as "insiders," rather than as outsiders looking in, **MASA bridges the widening gap between young Israelis and their Jewish peers throughout the United States, helping them build a life-long relationship with Israel and a firm commitment to Jewish life.**

Since 2003, MASA has been a catalyst in developing new and exiting quality programs which express the multi-faceted experience of Israel. There are over 160 MASA programs that encompass everything between a semester or year spent at an Israeli university to participation in a work-study or volunteer program. MASA is able to offer scholarships to young adults worldwide who enroll in long-term programs in Israel - which provide meaningful Jewish education and Hebrew language instruction, leadership development, volunteer activities, field trips and encounters with Israeli peers.

This proposal is an invitation to join with the Jewish Agency and the State of Israel in the MASA initiative. **Matched dollar for dollar by the Israeli Government, all philanthropic funds invested in MASA are worth twice their face value.**

With your support, we will ensure that young Jewish adults from the United States can participate in long-term programs in Israel, thereby nurturing their capacity to identify with and contribute to the Jewish people.

Your investment of \$1,500 per person will sponsor young adults from the United States to participate in MASA. Their participation will jumpstart a life-long relationship with Israel and significantly strengthens each participant's Jewish Identity.