



Taglit-Birthright Israel: The Gift of a Lifetime

PROGRAM BRIEF

JULY 2008





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EXECUTIVE SUMMARY

Taglit-Birthright Israel provides the gift of first time, peer group, educational trips to Israel for Jewish young adults aged 18 to 26. Taglit-Birthright Israel was founded to send thousands of young Jewish adults from all over the world to Israel as a gift - in order to diminish the growing division between Israel and Jewish communities around the world; to strengthen the sense of solidarity among world Jewry, and to strengthen participants' personal Jewish identity and connection to the Jewish people.

Jewish educators, communal workers, and lay leaders agree that spending even a short period of time in Israel is an essential element in the formation of a strong Jewish self identity among youth and young adults. Being in Israel, together with other Jews of the same age, in an educational framework, and becoming acquainted with the diversity of Israeli society, is instrumental in reinforcing the bond between the individual Jew, his or her historic homeland, and the Jewish People. Surveys of past participants of Taglit-Birthright Israel demonstrate the enduring impact of this program in terms of enhanced communal affiliation, financial support for Jewish communal institutions, repeat visits to Israel, and substantially reduced rates of intermarriage and assimilation.

To ensure that the next generation of Jews deeply identify with their vast culture and history, we must provide innovative programs that encourage young Jews to connect with their Jewish roots and identity, in a manner that is meaningful to them.

Taglit-Birthright Israel does just that.

Your investment of \$1,500 will sponsor one young Jewish adult, between the ages of 18-26 and living in the Diaspora, to visit Israel for the first time and connect to their Jewish identity through the experience of a lifetime. Due to the overwhelming and practically endless demand, you can sponsor an unlimited amount of participants.