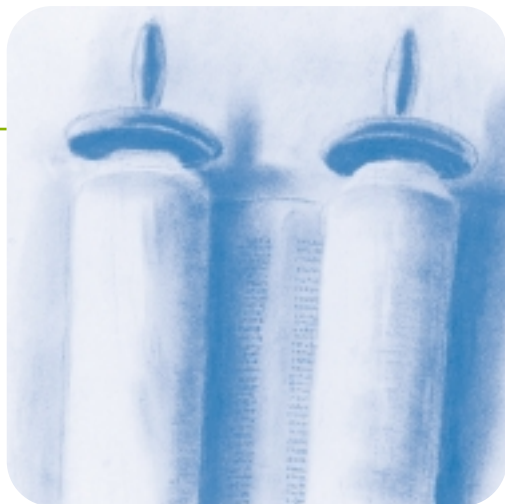


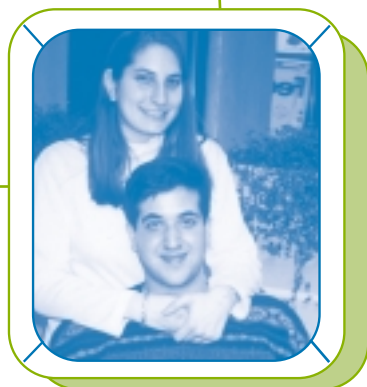
Imagine having an **impact** on the
Jewish lives of **millions** of people...



Celebrating
the First 5 Years of

Jewish Family & Life!

1996 - 2001
5756 - 5761



Boston

New York

Washington, D.C.

Jerusalem

www.JFLmedia.com

our partners

We wish to thank the foundations, organizations, individual donors, clients, partners and venture philanthropists who have supported Jewish Family & Life! (JFL) over the past five years. Together, your investments have strengthened our community by impacting Jewish life and ideas for millions of people. We are grateful for your trust, partnership, and generosity.

As of September 1, 2001

\$1,000,000 +

The AVI CHAI Foundation

\$750,000 +

The Nash Family Foundation

\$500,000 +

Anonymous

\$250,000 +

birthright israel*

The Andrea and Charles Bronfman
Philanthropies

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United Jewish Communities*

\$100,000 +

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The Hadassah Foundation

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The Kaminer Family Foundation

The Felix Posen Family Foundation
for Education and Arts*

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of the JCC in Manhattan*

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\$5,000 +

The Balmoral Foundation

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Obermayer Foundation, Inc.

The San Francisco Foundation

Nancy and Jeremy Scherer

Gifts under \$1,000 are listed on
pages 20–23.

Special thanks to Michael Bohnen of Nutter, McClennen & Fish for his legal counsel; GOJO Industries for guiding JFL through its transformation process; Gary and Irma Wallin for managing the *Sh'ma* subscription list; Bob Geller for his business plan consulting; and FJC, a Foundation of Donor Advised Funds.

* Contract

** Founding Angels

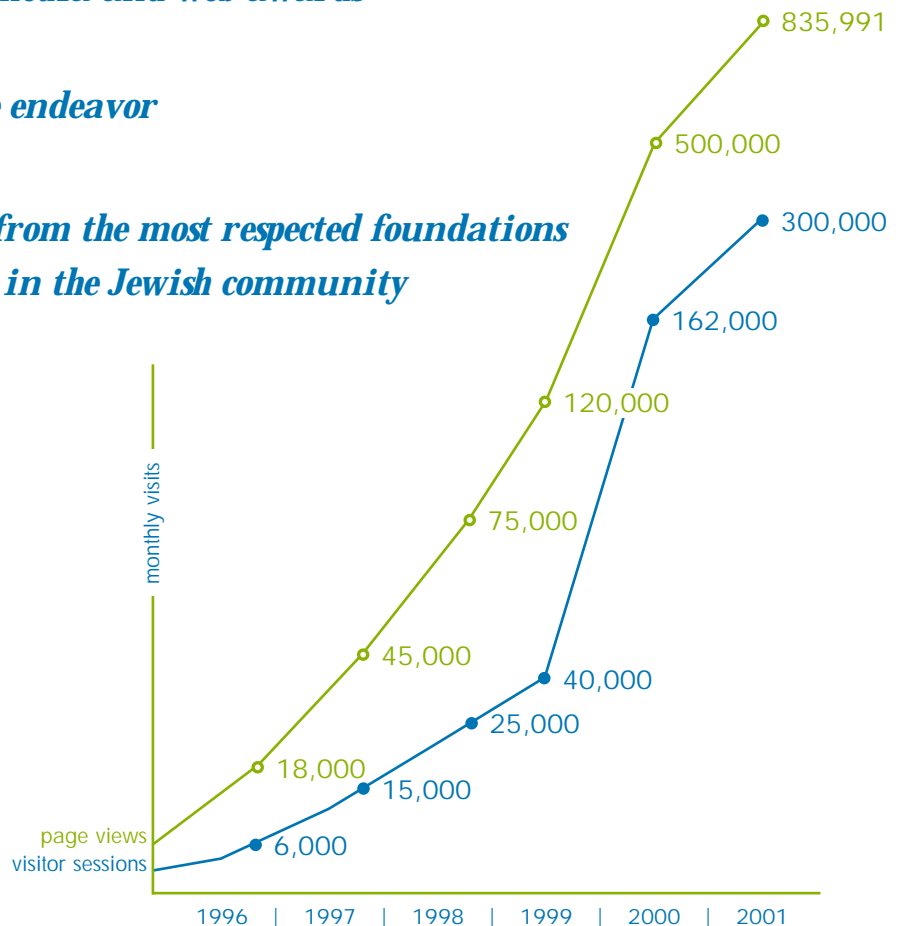
*** As part of the acquisition of the journal *Sh'ma*

We greatly appreciate the underwriting of this report by The Nathan Cummings Foundation.

The Impact of Jewish Family & Life!



- *More than five million user sessions**
- *The equivalent of nearly a century of continuous online learning***
- *The library of more than 5,000 original Jewish articles for the web is the world's largest*
- *Two dozen secular and Jewish media and web awards*
- *A professional, worldwide endeavor*
- *\$7 million+ raised from the most respected foundations and philanthropists in the Jewish community*



*Extrapolated from WebTrends and other reports

**At an average of ten minutes per session, equals 50 million minutes

imagine

- ... having an **impact** on the Jewish lives of *millions* of people.
- ... **welcoming** record numbers of *unaffiliated* Jews.
- ... **enriching** *Jewish education*.
- ... **informing** and **inspiring** the *next generation* of Jewish leaders.
- ... **engaging** a *team* of great thinkers, activists, educators, writers, editors, and techies to **create** a vibrant *Jewish organization*.

2

Jewish Family & Life! is the leading producer of Jewish educational multimedia offerings worldwide.

kids

BabagaNewz Magazine
 BabagaNewz.com
 Baba Bookz



college

birthrightisrael.com
 newvoices.org

teens

JVibe.com
 MzVibe.com
 JVibeAction.com
 JVibrations.com



twenty & thirty somethings

GenerationJ.com
IsraelExperience.com



families

JewishFamily.com
InterfaithFamily.com
Jewish Family & Life: Traditions, Holidays and Values for Today's Parents and Children
The Guide to Jewish Interfaith Family Life: An InterfaithFamily.com Handbook

leadership

SocialAction.com
The journal *Sh'ma*
Project Manna
The Everett JewishJobFinder.com
GA2K.org

education

JSkyway: The Jewish Learning Network
BabagaNewz Teachers' Guide



special interest

JewishSports.com
ritualwell.org
JewzNewz.com

books

JBooks.com
Life on The Fringes: A Feminist Journey Toward Traditional Rabbinic Ordination
Beyond Scandal: The Parents' Guide to Sex, Lies, and Leadership
Living Words: The Best High Holiday Sermons Series
The AVI CHAI Bookshelf
JFLBooks.com



["I am having a great time reading all the articles ... It brings me back to the days when I used to visit my "Bubbe.'" (October 2000 survey)]

JewZ.com

(A Partnership of JFL & the Jewish Television Network [JTN])
JewZ.com Store
JTN Shows
Alef...Bet...Blastoff!
New Jewish Cuisine
HomeStyles

our principles



Martin Kaminer
Founding Chair of the Board of Directors

4

Our achievements to date exceed what any of us imagined when we set out to use the new medium of the Internet to facilitate learning and understanding across our diverse Jewish community. We were surprised and encouraged by the immediate positive response from our audience and have been racing to respond to their challenge ever since. What is not surprising, however, is how we got to where we are today. We have remained true to the core precept that guided JFL from its birth: belief in the power of committed creative individuals to invigorate Judaism by infusing it with meaning and relevance.

JFL is an organization unique in the Jewish world and beyond — one that is not only mission-driven on the outside, but also maintains its values throughout the organization. We have built a dynamic, creative, forward-thinking enterprise by finding great people, believing in them, and setting them free to excel. Everyone involved with JFL, from our staff rabbi to webmasters and editors, is motivated by a belief that he or she is changing the world for the better

The staff and board of Jewish Family & Life! (JFL) are all tremendously proud of what we have been able to achieve in five short years. We have always believed that if given an independent platform and a wide audience, a small number of people working outside of traditional Jewish institutions could change the world. As I look back on how far we've come, I can clearly see that we've made our mark on Jewish life in North America and, increasingly, around the world.

every day. Our culture is open, collaborative, consensus-driven, supportive and attentive to the needs of individuals — all values we are proud to espouse in our work.

We believe strongly that being Jewish is not only about ritual observance or cultural solidarity; it is about the ethics we use to make decisions every day and the choices we make as a community. I am proud to see how this belief permeates every project and every article across the ever-expanding JFL network.

Even with our entrepreneurial zeal and boundless energy, our journey into the Jewish future would have come to an abrupt halt without the continuing support of our venture partners at every stage of our development. The AVI CHAI Foundation, The Andrea and Charles Bronfman Philanthropies, The Covenant Foundation, the Righteous Persons Foundation, United Jewish Communities, birthright israel, The Hadassah Foundation, The Kraft Family Foundation, The Walter and Elise Haas Fund, The Nash Family Foundation, Henry and Edith Everett, The

Samuel Bronfman Foundation, Edgar M. Bronfman, The Richard and Rhoda Goldman Fund and JESNA, are among the many fine institutions and individuals who have been there for us when we needed them most, and for that we are grateful beyond what words can convey. We have gained so much from each of these relationships. We feel most privileged to have participated with them in a new kind of partnership between foundations and the organizations they support.

So I invite all of our friends, partners and, most of all, the world to journey with us into the collective Jewish future. We look forward to the years ahead, which I know will take us again into realms of wonder beyond today's imagination. I can promise you that it will be an exciting and enriching voyage.

Sincerely,

Martin Kaminer
Founding Chair
Board of Director

letter from the CEO

When the history of 21st-Century Jewry is written, or, more likely, digitized, Jewish Family & Life! will be featured as the first major institution of a new era. Never an establishment institution, but always a catalyst and partner, JFL in five short years has already incubated dozens of innovative and influential projects. We are the media organization of the next generation.



Yosef I. Abramowitz
CEO

The mission of Jewish Family & Life! is to use the power of multi-media to inspire and nurture Jewish identities and build interactive Jewish communities.

At the core of Jewish Family & Life! is hope for the Jewish people and for the world. Ever since Abraham and Sarah sat in their open tent 4,000 years ago to spread their unique notion of a single and ethical God, followed by Moses delivering the Ten Commandments, the Jewish people have pioneered value-based communications. Two stone tablets, scrolls, rams' horns, and holy books were tools of communication to bring Jewish values and teachings to the people.

JFL is proud to have been the pioneer of the Jewish webzine — a community of online readers organized around a central focus such as parenting or social action. The first book ever to grow out of a website (secular or Jewish) was JewishFamily.com's *Jewish Family & Life: Tradition, Holidays and Values for Today's*

Parents and Children, published by Golden Books in 1997. We were the first-to-market with: a dozen webzines; an international cyberfestival; distance professional development for day school educators; and a four-pillar, integrated product line for Jewish middle school students that includes a print magazine, a webzine, curriculum guides and book club.

Our spirit of innovation is inspired by a fundamental and controversial belief that the world needs the Jewish people and Jewish ideas to thrive. Therefore, Jews and those interested in Jewish life need access to the rich and evolving heritage of our people.

Two community-organizing strategies have been key to our growth over the years. First, to have impact on the future, we set out to reach children in three ways: empowering parents Jewishly, improving the skill-sets of educators who teach our children, and reaching the children and teens themselves. The second strategy is to work both a bottom-up and top-down plan. We simultaneously

have unleashed a grassroots educational effort on the Internet and acquired *Sh'ma*, the community's leading journal. We also partner with a select number of influential Jewish organizations and foundations to help improve their media products and plans.

The Jewish future belongs to those who can answer the everyday informational needs of an increasingly diverse Jewish people while also maintaining a compelling vision of the future. Jewish Family & Life! is an independent, entrepreneurially-driven non-profit that is transdenominational in approach and platform-agnostic technologically. As philanthropist Michael Steinhardt recently observed in *Sh'ma*, "We have to get a more vibrant media that will attract our next generation."

While serving as a catalyst for inspired Jewish living, JFL itself has undergone a series of transformations: from an entrepreneurial startup to a professionally-managed operation; from a print publisher to a mul-

“JFL has a profound impact, engaging so many individuals in living Jewishly and serving significant Jewish institutions. Our relationship with JFL has been extremely rewarding. We are especially gratified to know our support of SocialAction.com enables a wide range of Jews to better participate in serious discussion of today’s most significant social issues, followed by creative actions.” ~Henry and Edith Everett

timedia provider; from a loose configuration of media properties to a highly disciplined and focused enterprise; and from a place of dreams and dreamers to a community of risk-takers and accomplishments. The first five years of Jewish Family & Life! have represented our start-up phase. We usually succeeded with our endeavors; sometimes we made mistakes, but we took pains to learn from each one.

During the next five years the focus of JFL will be to: build strategic partnerships, link virtual and face-to-face communities, create a global Jewish partnership, generate revenue from our products and services, integrate print properties, synergize wireless and broadband applications, and popularize distance learning in Jewish life. In this new era, we are undergoing an organizational transformation. We have created and are implementing a strategic plan to reflect our expanded core competencies while adhering to financial discipline.

The uniqueness of JFL’s leadership role in the community was crystallized in the aftermath of the horrific terrorist attacks in New York City and Washington, D.C. on September 11, 2001. As major Jewish organizations were understandably evacuating their offices, we instantly launched that same day a comprehensive, high-quality online crisis information center, JewzNewz.com. It features articles, discussion boards, safety tips, and curricula for families and educators to turn to for advice on dealing with the pain and confusion resulting from the catastrophe.

While Sue Laden and I can claim some credit for beginning JFL, the corpus of accomplishment is due to our diverse and excellent staff and a hard-working and wise management team. Needless to say, the support and direction of our board and the partnership and generosity of our sponsors were the main factors that nurtured our growth at a time when dot-coms, Jewish and secular, were closing their doors.

Our doors, like our minds, remain open. The next five years will be key. To solidify our record of accomplishment and expand our leadership role in the Jewish market, we will need to bring in additional partners, leaders, and funding. I offer my personal appreciation to those who have invested in our vision and believe in our values. We invite you to explore how working together with a more mature JFL can have even greater impact. I am also grateful to my entire family — especially my wife Susan and children Aliza, Hallel and Adar — who sustained and inspired me every step of the way. Jewish life for families and individuals everywhere is already vastly improved because of your love and generosity of spirit.

Blessings to us all for the future.



Yosef I. Abramowitz,
CEO

“Congratulations on this noteworthy anniversary. We have been most impressed by the breadth of interest, the entrepreneurial approach, and the innovative responses of Jewish Family & Life!”

~Richard Marker, Executive Vice President, The Samuel Bronfman Foundation



in the beginning

Jewish Family & Life! emerged from musings about how to affect the world by reaching record numbers of Jews, including those with little connection to organized Jewish life. A dynamic multimedia non-profit organization grew from the endeavor to fulfill this vision. JFL's roots are as unique as its success; after all, there are not many organizations that were founded over a *knish*.



“Jewish Family & Life! is an elegant and intelligent website, one of the few that, in my opinion, lives up to the potential of the World Wide Web. Its content is smart and thoughtful — a wise guide to the Jewish future. I’m proud of my association with it.”

~Anita Diamant, author of The Red Tent and the weekly JFL column “One Jewish Life”

The idea for JFL goes back to 1994, when Yosef I. Abramowitz, a prominent journalist and former student activist, and Susan Laden, the former publisher of *Moment Magazine*, met at a kosher deli to brainstorm how to reach the broadest audience of Jews and to encourage them to live their lives Jewishly.

By the time they'd finished the *knish*, the pair had co-founded the print magazine *Jewish Family & Life!*, which would focus on creative

parenting and other issues that affect Jews on a regular basis. The first issue was published in the spring of 1996 — reaching 200,000 households — and had everything from Hillary Clinton's guide on moral parenting to Steven Spielberg's *matzah brei* recipe and Dr. Ruth on Jewish sex. Several celebrities shared their Passover traditions, and Elie Wiesel penned the welcome letter.

As the magazine came off the press, the idea of online media publishing was at its infancy. JFL became a pio-

neer in the new medium and successfully launched the first webzine in Jewish history, JewishFamily.com, to coincide with the 1996 High Holidays. Golden Books' 1997 publication of *Jewish Family & Life*, by Yossi and his wife Rabbi Susan Silverman, gave JFL nationwide recognition and created a significant stream of new web traffic.



“We are working with JFL on two of our most ambitious projects, BabagaNewz and the AVI CHAI Bookshelf. We are delighted with the partnership and grateful to the people at JFL for the enthusiasm and creativity they bring to the fulfillment of our shared vision for the projects.”

~Yossi Prager, Executive Director for North America of the AVI CHAI Foundation

In the early days, JFL was Yossi maxing out his credit cards and working in an attic. It was not until Jo Ann and David Morrison, the Righteous Persons Foundation, and The Covenant Foundation invested in the dream that JFL began to thrive. The JFL team rapidly expanded. JFL also purchased the journal *Sh'ma* to go with the fifteen Jewish-themed webzines.

The JFL business goal was to create an enduring 21st-Century institution

with wide reach, maximum impact, and ongoing sustainability. We also strove to be the employer of choice in the Jewish community. As the projects attained increased recognition, several leading Jewish organizations approached JFL. The team recognized that it could further the mission of reaching a larger community with targeted content by partnering with select organizations. The Jewish community became a two-sided market for JFL, offering products and services focused on the

needs of Jewish institutions, as well as continuing to offer dynamic content and resources for individuals interested in Jewish life.

JFL's leadership role has allowed it to propose and implement programs that influence additional segments of the Jewish population. JFL has quickly become the partner of choice for funders and organizations wishing to implement multimedia educational programs for maximum impact on the future of Jewish life.

timeline

1996

MAR	<i>Jewish Family & Life!</i> print magazine launched
APR	<i>Boston Globe</i> profiled Yossi and the magazine
SEP	JewishFamily.com launched, 1st webzine in Jewish history
DEC	JFL reached 6,000 individual user sessions per month

1997

MAR	<i>Jewish Family & Life: Traditions, Holidays, And Values For Today's Parents And Children</i> published by Golden Books
DEC	JFL reached 15,000 individual user sessions per month

1998

JAN	JewishSports.com launched
FEB	JVibe.com launched; first Jewish Web Week (JWW.org)
MAY	<i>Beyond Scandal: The Parents' Guide To Sex, Lies & Leadership</i> guidebook published by JFL Books
SEP	<i>Sh'ma</i> officially acquired
NOV	InterfaithFamily.com launched; first JFL <i>Sh'ma</i> issue; Yossi's first appearance in <i>The Forward 50</i> ; New York office opened at JESNA
DEC	JFL reached 25,000 individual user sessions per month; Newsweek.com covered JewishFamily.com; <i>Sh'ma</i> School Vouchers issue

WHY USING THE WEB TO IMPACT THE JEWISH COMMUNITY WORKS:

An **Anonymous** forum is inviting to unaffiliated Jews. **Barrier-free** information brings in more curious seekers. **Constant availability** offers convenience to those always on the run. The web is **Designed** to reach a younger audience, the Net's largest market share. **Economies of scale** increase philanthropic impact. A **Focus of multiple points** of entry is attractive to a wide spectrum of people.

1999

J A N	JVibrations.com launched; <i>Sh'ma</i> Sacred Decisions issue
F E B	GenerationJ.com launched; second Jewish Web Week; <i>Sh'ma</i> Jewish Barbie dolls Purim issue
M A R	<i>The Wall Street Journal</i> covered JewishFamily.com; JFL at ten employees; <i>Sh'ma</i> Christian Seders issue
A P R	<i>Sh'ma</i> Pluralism issue
M A Y	<i>Sh'ma</i> Future of American Zionism issue
J U N	<i>Sh'ma's Living Words 5759</i> published; JFL received two American Jewish Press Association Awards; <i>Sh'ma</i> Kosovo issue
J U L	GenerationJ.com hosted first online Poetry Slam
A U G	JFL started co-producing <i>Moment Magazine's</i> Parenting Column
S E P	<i>Sh'ma</i> Synagogues' Future issue
O C T	<i>Sh'ma</i> Boundaries and Conversion issue
N O V	SocialAction.com launched and was a USAToday.com Hot Pick of the Week; Yossi appeared in second straight <i>The Forward 50</i> ; <i>Sh'ma</i> Technology issue
D E C	JVibeAction.com launched in conjunction with the Genesis Program; Washington, D.C. office opened; Yossi delivered keynote at Jewish Educational Technology conference in Beersheva, Israel; <i>Sh'ma</i> Jews and Special Needs issue; JFL reached 40,000 individual user sessions per month

2000

J A N	JSkyway offered first courses; <i>USA Today</i> covered Jewish Family.com; <i>Sh'ma</i> New Trends in Jewish Feminism issue
F E B	<i>Sh'ma</i> Why the Chicken Crossed the Road Purim issue
M A R	JFL Books published <i>Life on the Fringes: A Feminist Journey Toward Traditional Rabbinic Ordination</i> by Haviva Ner-David; <i>Sh'ma</i> United Jewish Communities: The Big Merger issue
A P R	JFL at 20 employees; <i>Sh'ma</i> Falas Mura issue
M A Y	<i>Sh'ma</i> Rethinking Jerusalem issue
J U N	<i>Sh'ma's Living Words 5760</i> published online; <i>Sh'ma</i> received American Jewish Press Association Award; <i>Sh'ma</i> Secular Judaism issue
J U L	United Jewish Community's General Assembly's website GA2K.org launched; Israel-based education director hired
A U G	Two day staff retreat
S E P	JewZ.com beta site launched in partnership with Jewish Television Network; <i>Sh'ma</i> Risk Taking issue; 162,000 individual user sessions per month
O C T	<i>Sh'ma</i> Day Schools issue
N O V	birthrightisrael.com launched; JBooks.com launched; <i>Sh'ma</i> Jewish Renaissance issue
D E C	MzVibe.com launched; third Jewish Web Week; Project Manna beta launched; Yossi profiled for third time as youngest of <i>The Forward 50</i> ; JFL author Ner-David featured on front page of <i>The New York Times</i> ; <i>Sh'ma</i> Israel in Crisis issue

2001

J A N	<i>Sh'ma</i> Letters to President Bush issue
F E B	<i>Ha'aretz</i> profiled JFL; <i>Sh'ma</i> Modern Orthodoxy issue
M A R	Gwyneth Paltrow picked JewZ.com as her favorite website in <i>InStyle Magazine</i> ; JFL at 30 employees; <i>Sh'ma</i> Separated at Bris Purim issue
A P R	ritualwell.org launched; <i>Sh'ma</i> Difficult Texts issue
M A Y	Two day staff retreat; <i>Sh'ma</i> Informal Education issue; JFL reached 300,000 individual user sessions per month
J U N	SocialAction.com won American Jewish Press Association Award; <i>Sh'ma</i> Jewish Museums issue
J U L	<i>Sh'ma's Living Words 5761</i> published
A U G	BabagaNewz.com and BabagaNewz magazine launched; AVI CHAI bookshelf launched to further birthright israel experience; birthrightisrael.com relaunched
S E P	<i>The Guide to Jewish Interfaith Family Life: An InterfaithFamily.com Handbook</i> published; The Everett JewishJobFinder.com launched; <i>Sh'ma</i> Holy Vessels issue; IsraelExperience.com launched; JewzNewz.com launched

Pioneering accessible, nonjudgmental Jewish educational online magazines and communities with a pluralistic approach has enabled JFL to attract an inclusive cross-section of the Jewish community. In 2001, JFL online offerings will attract three million users sessions per year, averaging ten minutes per visit according to WebTrends. With knowledge in hand, the JFL audience becomes more fully involved in many different aspects of Jewish life.



families

“JewishFamily.com is both refreshing and of particular interest to me because of its commitment to build new communities and not simply rely on those which already exist. Their willingness to take risks and learn from experience bodes well for the challenges of trying to provide content at a time of increasing choices in Jewish life.”

~Andrea M. Bronfman

10



JFL’s inaugural webzine, **JewishFamily.com**, trailblazed the concept of a webzine-based community. JewishFamily.com helps families incorporate Judaism into their lives by providing accessible articles about making holidays meaningful, incorporating Jewish values into lifecycle events, and talking to children about tough issues like God, freedom, prejudice, gossip, and friendship. Addressing a wide range of interests, JewishFamily.com also has sections devoted to film reviews, food, travel, and health. Written to appeal to Jews with different degrees of Jewish affiliation, the content covers a wide swath from lifestyle choices to information on the weekly Torah portion.

JewishFamily.com supporters have included The Covenant Foundation and the Righteous Persons Foundation.

“Jewish Family & Life is the one book I would recommend for young Jewish parents because it enriches as opposed to dictates and realistically applies egalitarian values.”

~Carolyn Starman Hessel, Executive Director of the Jewish Book Council

In 1997, ***Jewish Family & Life: Traditions, Holidays and Values for Today’s Parents and Children***, was published by Golden Books. Written to assist families striving to incorporate Jewish traditions into their lives, the book

includes extensive questions and answers on Jewish practices and short summaries of every Jewish holiday. Its welcoming, inclusive tone invites families to live Jewishly by demonstrating how engaging and fun Jewish life can be and empowers par-

ents to create a Jewish foundation for their children in personally meaningful traditions. *Jewish Family & Life* was Barnes & Noble’s top selling Jewish book on child rearing in 1998; about 50,000 copies have been sold since it first appeared.

“JewishFamily.com is valued by the respondents as a source of views and opinions not available or accessible elsewhere.” ~Mirele B. Goldsmith, Independent Evaluator

Leading contemporary voices contribute their thoughtful wisdom to JFL. Among the 500 authors and staff writers who have written for JFL are: **His Excellency King Abdullah**, Penina Adelman, Elizabeth Applebaum, Bradley Shavit Artson, Judith Baumann, Connie Benesch, **Yossi Beilin**, Andy Bender, Debra Berger, **Saul Berman**, Susan Berrin, Deborah Biskin, Judy Bolton-Fasman, **Eugene Borowitz**, Kathy Brodsky, Paula Brody, Steven Brown, Ronnie Caplane, Emily Cappel, **Nina Beth Cardin**, Edmund Case, **Mark Charendoff**, Barry Chazan, **Bill Clinton**, Hillary Rodham Clinton, Marci Cohen, Tamara Cohen, **Rachel Cowan**, Debra Darvick, Debra Dash Moore, Ivor Davis, Shira Dicker, **Anita Diamant**, Rob Dexter, Elliot Dorff,

Created to reach out to Jewish interfaith families, **InterfaithFamily.com** (IFF) offers a warm welcome to the Jewish community. The online magazine and community publishes first-hand accounts by members of interfaith families who share their experiences of holidays, choosing and creating lifecycle ceremonies, and negotiating relationships with extended families, synagogues, ex-spouses and stepfamilies. IFF also

includes articles from the perspectives of outreach professionals and online discussions, and connects readers to outreach programs and welcoming organizations in their local communities. IFF gently encourages Jewish choices and advocates for a welcoming attitude from the Jewish community. In 2001, Jewish Lights Publishing released *The Guide to Jewish Interfaith Family Life: An InterfaithFamily.com Handbook* with

a foreword by Anita Diamant and an introduction by Kerry Olitsky, Executive Director of the Jewish Outreach Institute. The book is filled with insights from more than 70 authors on interfaith family issues. *IFF supporters have included the Walter and Elise Haas Fund, the Richard and Rhoda Goldman Fund, Combined Jewish Philanthropies of Boston, and many individual supporters.*

teens

“Members feel JVibe.com is a common thread that ties Jewish teenagers together.” Lieberman Research Worldwide, Independent Evaluator

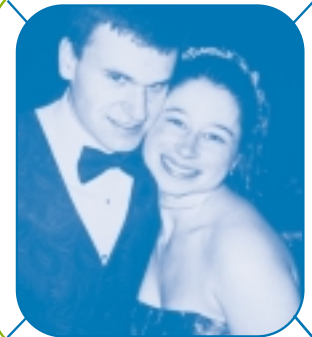
Both written and inspired by teens, **JVibe.com** is an “open space” where teens speak their minds about friendship, Israel, social action, sports, celebrities, dating, and more. JVibe.com connects Jewish teens from across the globe, hosting an online community that allows them to develop friendships regardless of geography or background. *JVibe.com supporters have included The Andrea and Charles Bronfman Philanthropies, the Richard and Rhoda Goldman Fund, and The Covenant Foundation.*

JVibe.com includes two special sections: **JVibrations.com** and **JVibeAction.com**. JVibrations.com provides a forum for Jewish teens to have candid conversations about sexuality and its place in Judaism. Teens speak anonymously about their experiences and explore rabbis’ views on various issues.

JVibeAction.com inspires teens to change their world and explore social action through *tikkun olam* (repairing the world). *The Covenant Foundation has supported JVibeAction.com, a joint project with the Genesis Program at Brandeis University and the Washington Institute for Jewish Leadership and Values.*

JVibe’s sister webzine, **MzVibe.com**, is an online community for Jewish teens with feminist values, where important issues such as independence, spiritual growth, inner beauty and confidence are discussed. *The Hadassah Foundation and The Boston Jewish Community Women’s Fund have supported MzVibe.com.*

JVIBE



MzVIBE

twenty & thirty somethings

GenerationJ.com, (GenJ) is an online community for 20- and 30-somethings seeking a connection to Jewish life and culture. The GenJ readership is out of college, climbing the career ladder, and navigating the dating world. Some readers are affiliated with the Jewish community, others are not, yet they share a desire to be heard and included. With its informative, spiritual, and entertaining content, GenJ engages as it teaches. Its personal musings, social action tips, celebrity profiles, and irreverent daily news present Jewish life as cool and relevant. GenJ sponsors poetry slams and other real-time events that bring readers together to socialize and network. In addition, JFL is proud to have distinguished partners participating in a planning process that all hope will lead to an enhanced web-based outreach initiative targeting 20-and 30-something demographic — a vital segment of the Jewish community. *Many thanks to the Charles and Lynn Schusterman Family Foundation and the Renaissance and Renewal Alliance as well as original seed funder UJC.*



generation J

SocialAction.com
Building Community, Inspiring the World

12

leadership Sh'ma

Considered a pillar of modern Jewish thought for more than 30 years, the journal *Sh'ma* provides a forum for contemporary Jewish issues that cross the social, religious, and political landscape. Acquired by JFL in 1998, *Sh'ma* (www.shma.com) continues to confront the cutting-edge issues facing North American Jews. By offering a wide range of viewpoints within a sacred and often heated conversation, *Sh'ma* serves as a public diary of the American Jewish experience. The *Sh'ma* Amitim/Fellows is a program for graduate students in Jewish studies that trains a future generation of innovative Jewish scholars. *Sh'ma* publishes *Living Words*, an annual collection of High Holiday sermons offering a variety of rabbinic insights into the

themes of the High Holy Days. *Individual issues of Sh'ma have been sponsored by the Koret Foundation, the Partnership for Excellence in Jewish Education, the Felix Posen Family Foundation for Education and Arts, the Dobkin Family Foundation, the Shoshana Cardin Family Foundation, the Kaminer Family Foundation, the Institute for Informal Jewish Education, and the Charles H. Revson Foundation. The AVI CHAI Foundation has supported Sh'ma efforts at building new readership.*

Involvement in social issues is a hallmark of the Jewish community including *tikkun olam* (repairing the world), *tzedek* (justice), *tzedakah* (best translated as “righteous giving”), and *hesed* (caring and

responsibility). **SocialAction.com** provides thought-provoking articles, connects activists and volunteers with methods for addressing social issues and injustices locally and globally, and demonstrates the link between these actions and Jewish life and values. This award-winning webzine offers profiles of changemakers, special issues for every major Jewish holiday, action opportunities, weekly Torah commentaries, book reviews and curricular material, off-site links, and suggestions for incorporating a social conscience into lifecycle celebrations. *SocialAction.com supporters have included The Nathan Cummings Foundation and Edith and Henry Everett.*

books



To many Jews, heaven is a gigantic library. Toward that end, **JBooks.com**, a cyberspace venture in Jewish letters, enhances and enriches book coverage, publishing reviews of and by dynamic, original voices addressing the interests of a diverse Jewish community. Book reviews by leading Jewish authors cover the entire spectrum of literature. Exclusive interviews with authors give a unique insight into the creative process. The monthly “Night Reading” column offers writers unique opportunities to riff on three or four books loosely linked in theme and Jewish content, intended to read like a literary letter to a friend. *JBooks.com is supported by The Samuel Bronfman Foundation.*

“Sh’ma offers more ideas per page than any other American Jewish periodical. In recent years, it has become must reading for anyone interested in the central issues facing American Jews.” ~Jonathan D. Sarna, Joseph H. & Belle R. Braun Professor of American Jewish History, Brandeis University



JFL Books (www.jflbooks.com) is a spunky, spiritually-inclined book imprint that looks to inspire a large and diverse cross-section of readers. Published books include the National

Jewish Book Award Finalist *Life on The Fringes: A Feminist Journey Toward Traditional Rabbinic Ordination*, by Haviva Ner-David; *Living Words: The Best High Holiday*

Sermons series published under the *Sh’ma* banner, and *Beyond Scandal: The Parents' Guide to Sex, Lies, and Leadership*, edited by Yosef I. Abramowitz.

13

sports

JewishSports.com

Answering the often-asked question, “Are there Jewish athletes other than Sandy Koufax, Mark Spitz, and Shawn Green?” **JewishSports.com** is the best site that keeps track of Jewish athletes around the world. JewishSports.com smashes stereotypes about Jews’ athletic abilities and highlights role models for Jewish athletes. *JewishSports.com is sponsored by Joshua Pines’ idealism and commitment.*

EDUCATION 

Nigel Savage, Aaron Schatz, Ray Schiendlin, **Susan Weidman Schneider**, Joni Schockett, Harold Schulweis, Alan Schwartz, Sid Schwarz, Gerry Serotta, Alice Shalvi, Carl Sheingold, Barry Shrage, Daniel Siegel, Hanna Tiferet Siegel, Susan Silverman, Gabi Soble, Steve Solender, **Jeffrey Solomon**, Ilene Springer, Molly Arost Staub, **Michael Steinhardt**, Yuli Tamir, Marlena Thompson, Caroline Tiger, **Gary Tobin**, Bonnie Trachtenberg, Lisa Traiger, Tidhar Wald, Andy Wallenstein, Arthur Waskow, Alice Waugh, Chaim Waxman, Avi Weiss, Jodi Werner, **Dr. Ruth Westheimer**, **Elie Wiesel**, **Jonathan Woocher**, Sara Wool, Paula Yablonsky, Pauline Yearwood, **Eric Yoffie**, Jeri Zeder, **David Zweibel**.

EDUCATION

Some of the most respected Jewish institutions and foundations have selected Jewish Family & Life! as a partner to help them implement multimedia strategies to accomplish their missions. JFL engages in select contracts that are in alignment with the JFL mission and help fulfill the JFL vision of offering substantive content to anyone searching to infuse their lives with Judaism.



education



The AVI CHAI Foundation awarded JFL a \$4.3 million grant to develop a four-pillar multimedia educational program consisting of a magazine, a teachers' curriculum guide, an interactive website, and a book club as a Jewish classroom resource for 4th–7th graders in Jewish day and congregational schools. In recognizing the extraordinary influence Jewish schools have on young people's future relationships with Judaism, AVI CHAI and JFL together created the educational and values-based **Babaganewsz** that teaches the timeless values of Jewish heritage and guides students to see how Judaism is relevant to every dimension of their lives. There are more than 20,000 paid subscriptions from across the religious spectrum at 550 schools when this report went to press.

14

“Babaganewsz is a lively, entertaining, information-packed magazine for Jewish students in grades 4-7. This is a publication I wish my kids had when they were growing up.” ~Dr. Jonathan Woocher, President, JESNA, Jewish Education Service of North America and Lead Professional, Jewish Renaissance and Renewal Pillar, United Jewish Communities

jskyway



JSkyway (www.JSkyway.com) is a bold and creative response to the challenges of shaping and maintaining excellent Jewish day schools. An initiative of JFL in partnership with the Jewish Education Service of North America (JESNA) and The Nash Family Foundation, JSkyway provides quality professional development courses for Jewish day school educators in order to equip them with the skills, resources, and enthusiasm necessary to inspire their students in the classroom. JSkyway leverages both time-tested and emerging distance-learning technologies to provide eight module courses that are grounded in the constructivist model of learners and that creates communities of practice. In the pilot academic year 2000-2001, there were 56 teachers in 24 schools, unbounded by geography, who learned from Master Teachers and developed their capabilities creating the best Jewish educators of the future. In year two, more courses and schools were added.



the jvibe essay and poetry contest

The JVibe Essay and Poetry Contest, sponsored by the Andrea and Charles Bronfman Philanthropies, brought Jewish values into the creative minds of teens around the world. The panel of celebrity judges and online teen voters selected the top seven of 300 original essays and poems answering the question, “What are the most important Jewish values to you?” The grand prize winner received a free trip to Israel.

“Thank you for taking the time to discuss this topic.” IFF

birthrightisrael.com

Birthright Israel is one of the most exciting new developments in the Jewish community. The program sends young Jewish adults who have never participated in an organized peer tour of Israel on an all-expenses paid trip to the country. After an international bidding process and search conducted by PricewaterhouseCoopers, JFL was chosen to create, design, and direct **birthrightisrael.com**, the pre- and post-Israel experience website that focuses on community-building and informal learning. Serving as a venue for birthright Israel participants’ voices, the site includes content of specific interest to alumni. Functionality includes an Alumni Directory, a Personals section for birthright Israel participants, and a virtual tour of Jerusalem.



15

“birthright israel searched for a partner to bring birthrightisrael.com to life. JFL impressed us with both their passion for the Jewish values underlying our reason for being as well as their practical ability to broadcast the message to our audience. Our relationship has been integral to fulfilling the birthright israel mission.”

~Marlene Post, Chairperson of birthright israel

IsraelExperience is the forerunner initiative to birthright Israel, offering a central information resource for teens and twenty-somethings interested in visiting Israel and wanting to explore all of their options. JFL re-designed and manages **Israel Experience.com**, a companion site to birthrightisrael.com, and provides an easy-to-use search mechanism enabling users to find exactly the right Israel program to meet their interests.

To ensure that the learning will not end after one birthright Israel experience, the AVI CHAI Foundation charged JFL to create the **AVI**

CHAI Bookshelf (www.avichai.birthrightisrael.com), which offers free books and periodicals to all birthright Israel alumni. The Bookshelf of 170 titles and 15 magazines was built after consulting with experts in Jewish thought, practice, history, and literature to create a far-reaching selection of Jewish literature. The webzine uses each issue to focus on a specific aspect of Jewish life, and contains the best in Jewish reading, the latest reviews, provocative columns, and discussions among alumni.

JFL recently teamed up with The Center for Adult Jewish Learning at

Hebrew College under a planning grant from Edgar M. Bronfman to create a central online resource for adult Jewish learning. We plan to present a transdenominational perspective covering the full breadth and scope of Jewish thought and practice. Visitors will be empowered to choose how to engage in Jewish knowledge by creating individualized lines of inquiry across the vast breadth of Jewish knowledge and practice. They will have options to explore progressively deeper levels of knowledge, at varying levels of seriousness as their learning continues.

the everett jewishjobfinder.com

The **Everett JewishJobFinder.com**, an initiative undertaken by JESNA and UJC in cooperation with more than a dozen Jewish organizations, is a much-needed response to the dearth of information about careers in the Jewish world and the lack of connections between opportunities and job seekers. JFL consults on and co-produces the site that provides a job board and resume posting service, in addition to practical advice for job seekers, career counseling from experts, and first-person accounts about satisfaction of professional Jewish careers. The site serves as a beacon and doorway to the next generation of Jewish professionals.



16

entertainment JewZ.com

JFL and the Jewish Television Network (JTN), the only producer and distributor of Jewish television programming in North America, teamed up to form **JewZ.com**. This partnership combines the largest library of innovative online Jewish content with the largest Jewish video catalogue, yielding a content-rich multimedia experience fully integrating education, community, and entertainment with commerce in a highly pluralistic setting. JewZ.com is promoted on television programming carried nationally over 70 public television stations reaching over 70% of the country, including most areas with considerable Jewish populations, and has become one of the most visited Jewish websites in existence. It is fast becoming the first Internet destination for Jews of all ages and from all religious backgrounds, as well as individuals with an interest in Jewish culture, issues, and ideas. As the strategic alliance moves forward, both JFL and JTN will create additional shared content for JewZ.com. This unique relationship has allowed both organizations to flourish and exponentially expand the reach of the pair's aligned missions.

"I like to visit JewZ.com. It's a site dedicated to Jews and all things having to do with being Jewish" ~ Gwyneth Paltrow

["Jewz.com is the product of two great minds and two great media-joining forces for the Jewish Community. Yosef I. Abramowitz, activist/educator/creator-of-websites-for-and-about-Jews (most notably JewishFamily.com), and Jay Sanderson, Jewish TV pioneer, brought together terrific, written content and titillating programming to the World Wide Web." ~The Jewish Monthly]



spiritual

ritualwell.org
ceremonies for jewish living



As the *Forward* keenly observed in its July 13, 2001 article entitled “Authors of New Rites See the Web As a Blessing,” the past decade has seen a revival of Jews from all denominations integrating rituals into their daily lives. In response to an ever-increasing number of individual requests for information, Kolot: The Center for Jewish Women’s and Gender Studies at the Reconstructionist Rabbinical College and Ma’yan: The Jewish Women’s Project of the Jewish Community Center in Manhattan, contracted JFL to create **ritualwell.org**, an interactive, dynamic repository of feminist rituals. By empowering Jews to creatively adapt rituals and ceremonies to mark individual lifecycle milestones and enrich celebrations of Jewish holidays, this site assists in the creation of more personally rewarding relationships with Judaism and expands the possibilities for Jewish practice.

17

jewish web week

jww.org

For the past three years, **Jewish Web Week** (www.jww.org) is an annual celebration of Jewish creativity and community, uniting hundreds of thousands of Jews from all over the world in a week of learning, living, and linking. Jewish Web Week is co-produced with JESNA by Martin Kaminer and Yossi

Abramowitz, with the support the Kaminer Family Foundation, the Charles H. Revson Foundation, and numerous other organizations and foundations.

United Jewish Communities of North America contracted with JFL to create and maintain **GA2K.org**,

the website for the 2000 General Assembly in Chicago. JFL created a virtual conference at GA2K.org to build interest and excitement for the face-to-face conference and build community among the GA2K delegates through the Internet.

Project Manna (www.socialaction.com/manna) is a beta experiment in cyber-activism nurtured by all of JFL and led by SocialAction.com. The goal of the initiative is to mobilize a large consumer base to influence the food industry to donate a percentage of their proceeds to help stamp out hunger in North America and around the world. Food companies that comply will be awarded the Project Manna symbol for their products, and then consumers will know that when they see the Project Manna symbol, their purchases will help end world hunger. *The idea was hatched by Aliza and Hallel Abramowitz-Silverman.*



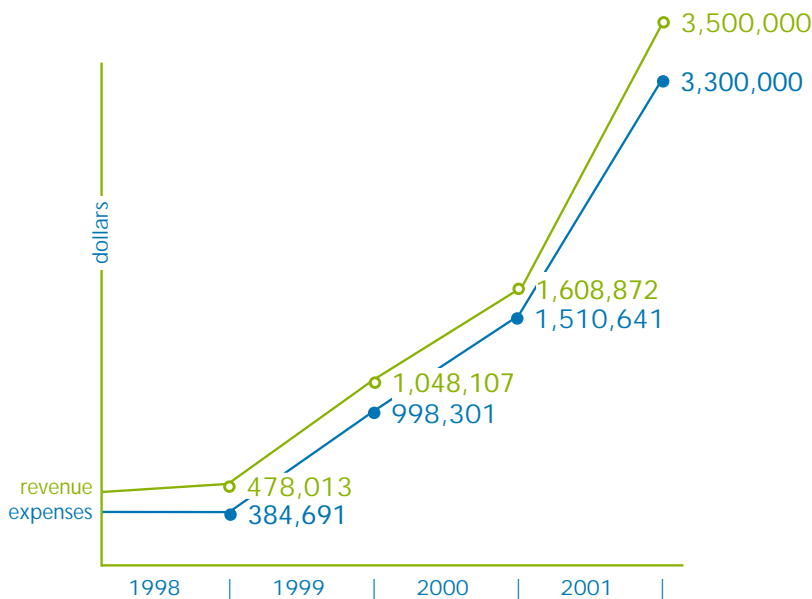
financials

Jewish Family & Life!, Inc.

STATEMENTS OF REVENUES, EXPENSES, AND OTHER CHANGES IN NET ASSETS

	1998	1999	2000*	2001**
UNRESTRICTED NET ASSETS				
Contributions	\$240,000	\$155,360	\$150,000	—
Revenues	86,852	373,359	371,603	—
Miscellaneous	1,085	545	138,598	—
TOTAL UNRESTRICTED REVENUES AND GAINS	327,937	529,264	660,201	—
Net assets released from donor restrictions	150,076	469,037	859,440	—
	478,013	998,301	1,519,641	\$3.5 million
EXPENSES				
Program Services	329,710	895,725	1,492,535	—
Management and General	54,981	152,382	116,337	—
TOTAL EXPENSES	384,691	1,048,107	1,608,872	\$3.3 million
Increase (decrease) in Unrestricted Net Assets	93,322	(49,806)	(89,231)	—
TEMPORARILY RESTRICTED NET ASSETS				
Contributions	260,000	389,000	1,382,902	—
Net assets released from donor restrictions	150,076	469,037	859,440	—
Increase (decrease) in Temporarily Restricted Net Assets	109,924	(80,037)	523,462	—
TOTAL INCREASE (DECREASE) IN NET ASSETS	203,246	(129,843)	434,231	—
NET ASSETS, BEGINNING OF YEAR	511	186,257	56,414	—
PRIOR PERIOD ADJUSTMENT	(17,500)	—	—	—
NET ASSETS, END OF YEAR	\$186,257	\$56,414	\$490,645	—

18



*Eleven month fiscal year
 **Actual for January 1 – June 30, 2001 with projections for remaining six months

JFL financial documents are audited by
 Abrams, Little-Gill, Loberfeld PC.

media recognition

“Yosef Abramowitz is the Gannett of the Jewish Internet.”

~Baltimore Jewish Times

“[JFL is a] Jewish juggernaut”

~Ha'aretz

“The Jewish Internet and Yossi Abramowitz have become synonymous.”

~Forward in its list of 50 people most likely to impact the Jewish community; Yossi has appeared in the list for three straight years

THE FOLLOWING MEDIA OUTLETS HAVE COVERED OR GIVEN AWARDS TO JFL

- | | | |
|----------------------------------|--------------------------|-----------------------------|
| The Wall Street Journal | The Boston Globe | ESPN Magazine |
| The Chronicle of
Philanthropy | Internet Cool Guide 2001 | Publisher's Weekly |
| The New York Times | Lilith Magazine | The O'Reilly Factor |
| Associated Press | Forward | The Jewish Monthly |
| Newsweek.com | Yahoo! | PlanetOut.com |
| Sports Illustrated | NY Jewish Week | Commentary Magazine |
| USA Today | FOXNews.com | Hadassah Magazine |
| Britannica.com | Moment Magazine | Jewish Advocate |
| NetGuide | InStyle Magazine | Jerusalem Post |
| Ha'aretz | CNN | <i>and dozens of others</i> |
| | CosmoGirl! | |

Our content has appeared in dozens of publications and media outlets, including:

- | | |
|------------------------------|----------------------------------------|
| AOL | United Jewish
Communities (UJC.org) |
| Beliefnet.com | |
| Moment Magazine | VirtualJerusalem.com |
| Jewish Telegraphic
Agency | Oxygen Network |

Gifts under \$1000

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 Anonymous 2
 Yossi Abramowitz
 Samuel Abramson
 Linda Adams
 Tamar Trolichstein-Appel
 Daniel I. Asia
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 Kurt Enslein
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 David Fass
 Melvin Fastow
 Ben Fialkoff
 David S. Fine
 Morris & Edith Fine
 Blanche Fingeroth

board of directors

The Board of Directors of Jewish Family & Life! consists of members from diverse Jewish and professional backgrounds, including educators, entrepreneurs, activists, journalists, thinkers, and business people. The Board elects its members and plans to double in size.

Martin Kaminer, *Chair*

Martin has been responsible for the creation of communities of learning that have served hundreds of thousands of people all over the world for over two decades. As a Director of the Kaminer Family Foundation, Martin has initiated a number of programs that have quickly become essential to the “new wave” of Jewish life, including the Distance Learning Center and Online Degree Program at the Jewish Theological Seminary; Jewish Web Week; and JEWEL, the Jewish Educators Electronic Toolkit developed by JESNA: Jewish Education Service of North America. He is a graduate student at the Jewish Theological Seminary of America. Martin is also Director of Instructional Systems.

Michael Chartock

Michael has held a number of volunteer leadership roles in Combined Jewish Philanthropies, Boston’s Jewish Federation. He currently serves on CJP’s Board and Executive Committee, and as Chair of the CJP Planning and Allocation Committee with oversight responsibility for local social service agencies and programmatic initiatives. He is a former Chair of CJP’s Young Leadership Division and a recipient of CJP’s Young Leadership Award. A lawyer by training, Michael is currently a Managing Director at Gordon Brothers Group, a Boston-based provider of capital solutions, asset management, and advisory services to retailers.

Carolyn Everett

Carolyn is a senior executive with twenty-five years experience in new media and television industries. An Emmy and Peabody award winner, she held positions with ABC News, ABC Sports, MTV Networks, Microsoft, and several media-related and Internet start-ups. Carolyn was named one of the top women in Silicon Alley by *AlleyCat News*. Carolyn is a Board Member of the American Jewish World Service, where she is co-chair of the PR and marketing committee, an officer of the Everett Foundation, and active in various alumni activities at Columbia Business School.

David Fishman

David was a Vice President for corporate finance at Citibank, served as Managing Director of Shamash, the Jewish Internet consortium, and was a founder of the Jewish Funders Network. He combines his background as a

["Thank you for inspiring me anew." - Sh'ma]

systems programmer with his interest in Jewish education in a variety of distance learning initiatives, while serving full-time as househusband to Mindy, and father to Akiva, Eliana, and Oren.

Hillel Levine

Hillel is Professor of Sociology and Religion at Boston University and President of the International Institute for Mediation and Historical Conciliation. The focus of his work has been on modern Jewish history, comparative historical sociology, the cultural roots of entrepreneurship, and ethnic relations and public policy. His writings include *Origins of Economic Antisemitism* and *In Search of Sugihara*. He is active in Jewish communal affairs and gave the landmark address at the 1969 General Assembly that outlined many of the changes of priorities that are being implemented as part of the Jewish renaissance today.

Jacob Ner-David

Jacob is the co-founder of 2bVentures.com. Currently, he serves as the Senior Vice President of Omnisky, which acquired NomadIQ, a wireless application development company founded by Jacob in January 2000. Jacob acts as a board member of Congruency and Taskmail. He also serves on the Advisory Board of I-Hatch, a New York based early stage VC fund. Prior to starting 2bVentures, Jacob was a co-founder of deltathree.com (NASDAQ:DDDC), Ambient (NASDAQ:BB: ABTG) and TTR Technologies (TTRE). He earned his law degree from Georgetown University, where he specialized in International Financial Transactions. He has a B.A. and B.S. degree from City College of New York. In 1989, he was an Issacs Scholar at Oxford University (Mansfield College).

Dan Perla

Dan is a securities analyst and Managing Director of Centurion Investment Group, a private investment fund with \$1 billion under management. He has been a securities analyst/portfolio manager since 1991 having spent four years with Soros Fund Management and approximately four years running a small hedge fund. Dan has a B.S. from New York University and an MBA from Wharton. He is the co-chair of the Camp Ramah in the Berkshires capital campaign and serves on the Solomon Schechter High School of New York Board of Directors. Dan is married with three children.

Michael Rukin

Michael is President of The Concord Hill Group Trust, a technology and real estate investment firm. His professional career has encompassed the fields of information technology and communications. In the last decade he has chaired the Boards of the Combined Jewish Philanthropies (Boston), Hillel: The Foundation for Jewish Campus Life, and The Jerusalem Center for Public Affairs. He has additionally held leadership positions in the UAHC, Jewish Agency for Israel, Council of Jewish Federations, The Jewish Funders Network, and HIAS. His avocations include the study of contemporary Japanese art, sailing and literature.

Coleman L. Finkel
Bernard Fischman
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Charles Fletcher
Susan Freiband
Harriet Freidenreich
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Myrna and Paul Fruitt
Ethel and Gary Furst
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Marvin Kleinberg
Barry A. Kenter
Murray Kohn
Rabbi Ira Korinow
Susan and Steven Korn
Judith Krell
Marlene Kuntz
(continued)

Gifts under \$1,000 (cont.)

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 Joan Larsen
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 Richard Lehmann
 Robert Leib
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 Samuel Levine
 Betsey and Frank Lewenberg
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 Paul S. Roheim
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 Cheryl Rosenstein
 Stephen Rosenthal
 Arthur Rosett
 Marilyn and Mitchell Ross
 Terry Chen and Joseph Rothchild
 Edith Rubino

Rabbi Rachel Sabath

Rabbi Rachel Sabath has served as a core member of the CLAL faculty for the past five years, including serving as its Director of Rabbinic Programs. In addition to teaching nationwide for CLAL, as well as Melitz, Rachel serves on the faculty of the Wexner Heritage Foundation, and the boards of the Skirball Center and Joshua Venture, a fellowship for Jewish social entrepreneurs. During the summer and High Holidays, she is the spiritual leader of Congregation Shirat HaYam in Nantucket, MA. Currently, Rachel is pursuing a Ph.D. in Modern Jewish Philosophy at the Jewish Theological Seminary at Columbia University. Rachel has co-authored *Preparing Your Heart for the High Holy Days* (JPS) and *Striving Toward Virtue: A Contemporary Guide for Jewish Ethical Behavior* (KTAV). She was ordained at Hebrew Union College-Jewish Institute of Religion in New York and is a Wexner Foundation Graduate Fellow alumna.

Elie Wurtman

Prior to starting 2bVentures.com, Elie co-founded deltathree.com and served as CEO until April 1999. He also served as Chairman of deltathree.com from April 1999 until successfully leading the company's IPO in November of 1999, raising over \$100 million. He also served as the Vice President of Emerging Technologies for RSL Communications. Elie is a founder of Ambient Corporation and served as a member of Ambient's Board of Directors. From January 1995 through November 1995, he was Vice President of Marketing for TTR Technologies, a software security company. He served in the Israeli Defense Forces as the Deputy Commander of the Allenby Bridge border crossing between Israel and Jordan. He has a B.A. from Columbia University.

Yosef I. Abramowitz

Yossi is a recognized leader in educational innovation and the World Wide Web, an expert on the Jewish youth market, a best-selling author, award-winning journalist and creator of dynamic new programs and institutions. The youngest of the *Forward* Top 50 Leaders, Yossi was hailed by *Moment Magazine* as "the most influential Jewish student leader of the 1980s." Yossi served as a member at the World Jewish Congress Executive as chairperson of the World Union of Jewish Students. In this position he coordinated and nurtured educational and activist projects in 40 countries, raised and managed more than \$2 million, and represented Jewish student interests to governments and the United Nations. Yossi is a Wexner Graduate Fellow alumnus with degrees in Jewish Public Policy from Boston University and Journalism from Columbia University. A veteran of the Israel Defense Forces, Yossi has lectured in 20 countries and 25 states, and is President of UCSJ: Union of Councils for Jews in the Former Soviet Union (www.FSUmonitor.com).

“In this free marketplace of ideas and lifestyles, Jewish values and traditions steadfastly celebrate and nurture life with unparalleled relevance.” ~Elie Wiesel, Nobel Peace Prize Laureate, from Professor Wiesel’s introduction for Jewish Family & Life! magazine.

honorary board members

Elie Wiesel

Professor Wiesel was awarded the Nobel Peace Prize, Congressional Gold Medal, Presidential Medal of Freedom, 85 honorary degrees, is one of the fifty great Americans in the 50th edition of *Who’s Who in America*, and has had more than 45 books written about him. Foremost an author and teacher, Elie has written more than 35 books, including *Night*, *The Gates of the Forest*, *The Town Beyond the Wall*, *Dawn* and *All Rivers Run to the Sea*. Wiesel is a Professor of Humanities at Boston University and served as Chairman of the United States Holocaust Memorial Council. He is married with one son.

Myra Kraft

Myra is President and Director of the New England Patriots Foundation, a Trustee of The Robert K. and Myra H. Kraft Foundation, Chair of the Boys & Girls Clubs of Boston and Vice Chair of the Brandeis University Board of Trustees. Myra also serves on the Board of Directors for the United Way of Massachusetts Bay, Facing History & Ourselves, Combined Jewish Philanthropies, Joint Distribution Committee, the American Repertory Theater and previously served as National Chair of the United Jewish Communities General Assembly 2000. Myra is married with four sons and six grandchildren.

Robert S. Malina

Bob is an independent investment banker specializing in mergers and acquisitions. He was formerly a partner of the partnership that controlled E. M. Warburg, Pincus and Co. Bob is a former Trustee and Secretary-Treasurer of the Grand Street Settlement and a member of the Board of Trustees of Congregation Shaare Zedek in New York City.

“JFL represents a unique creative force in Jewish life. By harnessing technology in conjunction with creative educational content you have created accessibility and communities of interest. At a time when the effectiveness of old modalities is questionable, you have created a new paradigm for building the Jewish future . . . from Generation J to ‘chronologically challenged.’ ”

*~ Michael B. Rukin, President,
Michael B. Rukin Charitable Foundation;
Past Chairman, Combined Jewish Philanthropies
(Boston); Past Chairman, Hillel: The Foundation
for Jewish Campus Life.*

Charlotte Salomon
Joseph Savage
Rabbi Arnold Scheinberg
Malka Scheinok
Susan L. Shevitz
Amy Sporer Schiff
Sheldon D. Schiffman
Jacob and Fran Schlitt
Les Shneider
Lawrence & Rachel Schonberger
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Amy Schuman
Ruth Schulman
Steve Schulman
Albert Schussler
Norman D. Schwartz
Rabbi Sidney Schwarz
Stephen Schwartz
Alan Shapiro
Shefa Fund
Barry Shrage
Candace Sidner
Chris Sieber
George A. Silver
Donald Silverman
Risa and Neil Silverston
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H.D. Uriel Smith
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Solomont Family Foundation
Rabbi Toba Spitzer
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“Judaism turned me into who I am today, and I definitely feel I live a very spiritual life. I got that from my parents.”

~Alicia Silverstone, From JVibe.com



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