



What is IsraelNow?

IsraelNow is an educational program designed to give 8th graders an immersive, emotional and memorable taste of Israel and their Jewish heritage through a week-long, “hands-on” experience.

2022–2023 Alumni Impact Outcomes Summary

IsraelNow commissioned Rosov Consulting to conduct a mixed-methods retrospective study of the program’s current high school-aged alumni—including a comparison group of local teens—to explore the longer-term impact produced by the trip.

Their findings showed that IsraelNow ...

- *fosters an attachment and relationship to Israel.*
- *increases engagement in Jewish life during high school.*
- *results in greater social capital through stronger Jewish social networks.*

“**I came back with a different connection to Israel. For me, and for many of the people I know who [went on the trip,] Israel became more important.**”

—IsraelNow high school alumna, 11th grade



ATTACHMENT TO ISRAEL

100% desire to return to Israel; one out of five have already returned through an organized high school trip.

75% of alumni feel comfortable talking about Israel with peers.



ENGAGEMENT IN JEWISH LIFE

30% feel connected to the Jewish community both locally and beyond.

65% are participating in something Jewish at least once a month.



STRONG SOCIAL NETWORKS

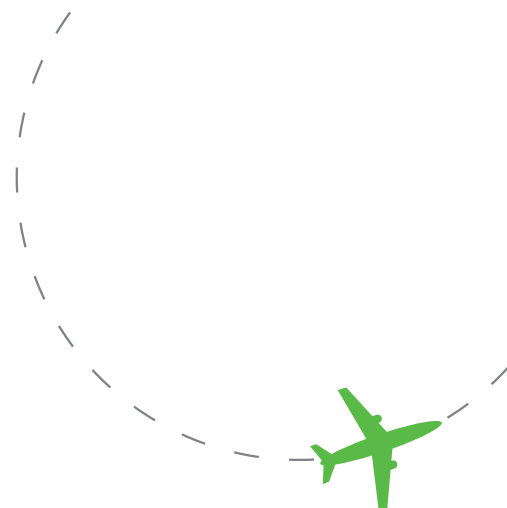
90% appreciate diversity as part of their Jewish identity.

71% have Jewish friends with backgrounds different from their own.

To learn more about IsraelNow opportunities, visit IsraelNowTrip.org.

Why IsraelNow?

The research is clear: IsraelNow serves as a launching pad for Jewish 8th graders to establish a relationship with Israel, build a local Jewish community and engage themselves in Jewish life throughout their high school years and beyond. IsraelNow builds a foundation for students to make informed decisions about Israel and its intricacies beyond the high school years.



“Our research leads me to conclude that bringing young Jews to Israel prior to high school is the single most important step we can take to ensure that they have the necessary context to understand Israeli society. Importantly, it is this context that will enable them to better appreciate the State of Israel and the Israeli people and can strengthen their ties to Judaism and the Jewish people.”

*—Fern Oppenheim,
Brand Israel Group*

“ In 8th grade, I was probably the only Jew in my school. [On IsraelNow,] I felt a strong connection being with Jews from around the Chicago area. I felt that I had a new Jewish community in my life.”

—IsraelNow high school alumnus, 12th grade

