



# *Building the Jewish Future*

## ANNUAL REPORT 2016-17







## WHAT WE DO

ASU Hillel enriches the lives of Jewish undergraduate and graduate students so that they may enrich the Jewish people, Israel and the world.

## HOW WE DO IT

ASU Hillel is a dynamic center for pluralistic Jewish life and focuses on four central pillars:

- Appreciate Judaism's Centrality in Life
- Grow Knowledge and Connection to Jewish Life
- Have Strong Jewish Social Networks
- Engage with Israel

## THE RESULT

Through participation in ASU Hillel, students acquire the confidence, education and connections to develop their own mature Jewish and secular identities in a world of growing anti-semitism. Leaving ASU, our students are well-equipped to seamlessly weave Judaism into their lives, with commitment to their family, career and community.

# FROM THE LEADERSHIP



To our community of supporters, thank you! ASU Hillel is continuing to flourish and in this case, it really takes a village.

In the last year, you, the members of our community, have stepped up to help us participate in a national accelerator program, analyze our facility needs and launch a new professional development program for students.

You have engaged with students by attending our fundraiser and speaking at our weekly lunch club and other events.

You have witnessed the amazing artistic talent that Hillel is able to support through the Joan Frazer Memorial Award for Judaism and the Arts.

You have sponsored students' attendance at national conferences, broadening their

understanding of the Jewish world.

You have witnessed our vibrant, student-led Shabbat community at Family & Friends Shabbat.

You have introduced us to incoming students to ensure they have a smooth transition to Arizona State, and you have invited us to speak with your high school groups.

You have followed us on Facebook, checking out our almost daily events, meeting our student leaders, and virtually traveling with 54 students on Birthright Israel.



You have broadened your understanding of Hillel as we have broadened our offerings to include experiences such as leadership and Israel education classes and weekly Shmear

Society hangouts on the Tempe and Downtown campuses.

And of course, you have contributed your time and other resources.

We hear you. We thank you!

We know how fortunate we are to be so supported by our local community and look forward to working together as Hillel continues to grow.

Debbie Yunker Kail  
Executive Director

Steve Goldstein  
President



I must admit that I have no idea where I would be today without ASU's Hillel Jewish Student Center. When I first walked into Hillel as a freshman at ASU, I knew almost immediately that it would be my second home. Coming to ASU from Dallas, I was eager to get involved

and find my place in a community. When I came to Hillel, I was greeted by an incredible group of staff and students whom I now consider my close friends and community.

Hillel has continued to have a phenomenal impact on me both as a Jew and as a growing professional. When I first became involved as a marketing intern, the student board was just coming to fruition. Today, I am proud to call myself the President of a Hillel Student Board that has organically grown in size and impact. Going into the fall 2017 semester, we will have three Vice Presidents and 13 student interns running many parts of the show alongside Hillel's staff.

I've seen so much more growth at Hillel than just the student board. Engagement as a whole

has skyrocketed. Shabbats are now themed and student-led. Renovations have swayed students into spending much more time in the building—from studying to schmoozing, Hillel events occur almost EVERY weekday! Innovative Jewish learning and professional development classes have changed the way students are growing with Hillel for the better. Hillel's new networking program will launch soon, and its impact on students' professional futures will be invaluable.

I've personally watched Hillel grow and thrive over the past three years, and I can't be grateful enough for having the opportunity to be a part of it. I'm proud to call Hillel at ASU my home, and I can't wait to continue watching its growth for years to come.

Thank you for making it all possible!

Rachel Poulin  
President, Hillel Student Board

## Hillel at ASU Board of Directors 2016-17

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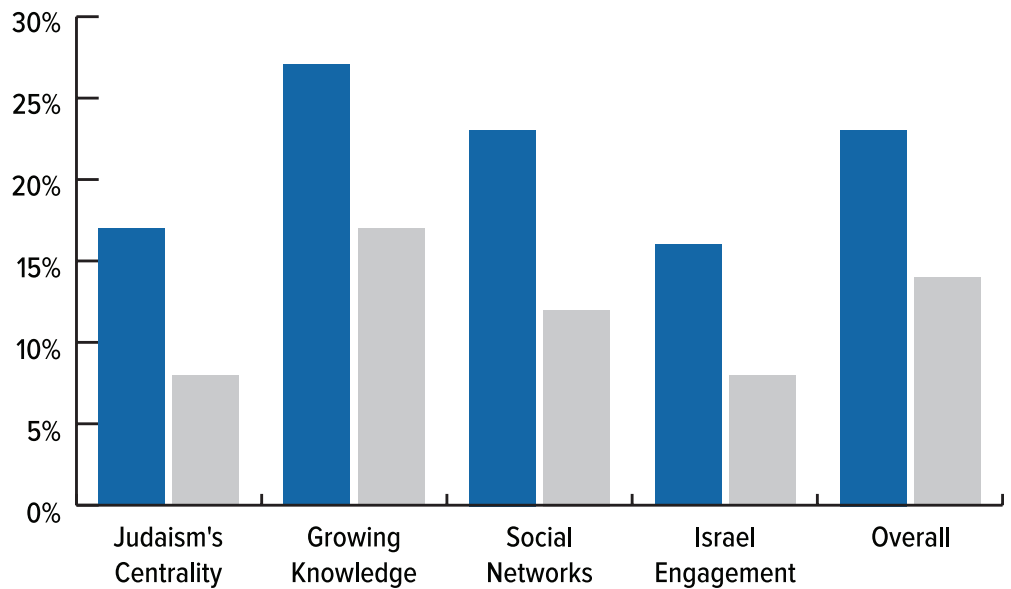
**Nancy Brooks**  
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**Veronica Lange**  
**Marc Lerner**  
**Shari Kanefsky**  
**Sari Roth-Roemer**

# THE HILLEL EFFECT

What happens when you survey over 13,000 students from 79 campuses across the United States? We can hold their demographic and Jewish background information constant and learn OUR impact on their Jewish identity and involvement!

This survey, conducted in February 2016, measured ASU Hillel's "effect" in four impact areas:  
 (1) Appreciating Judaism's Centrality in Life; (2) Growing Knowledge and Connection to Jewish Life; (3) Having Strong Jewish Social Networks; and (4) Engaging with Israel.

**ASU Hillel has a larger effect than the national aggregate on every measure!**



## OUR IMPACT



**30%**

engagement with Hillel pre-Birthright trips

**54**

students on two Birthright Israel trips

**90%**

engagement with Hillel post-Birthright trips

**57%**

increase in students attending at least 1 event



**42%**

increase in students attending 6 or more events

**806**

Shabbat meals served



**155**  
events



**34**

leaders



When I started at ASU from out of state, I knew two people. One of them convinced me to go to Hillel on the first Shabbat of the year, **and after that my life changed.** ASU Hillel has given me more than lifetime experiences and friendships. They have given me **a place to call home.**

*Sarah Balis '20 • Marketing Intern*



Serving on the board for Hillel has led me to realize **what being a leader truly means.** We don't have to be perfect, but we do have to show up for our community and do the best we can. Supporting five interns who were working on programs such as Casino Night, Hillel After Dark during finals, and the Hillel Happy Hour Series helped me learn how to stay **well-organized, well-informed, and flexible.** I know these lessons are transferable and will help me when I start my career in real estate.

*Levi Rubin '18 • VP of Programming*

I am so grateful that Hillel has opened the door to many opportunities for me. It all started when I made a lot of **lifelong friendships** with people I met on my Birthright Israel trip with Hillel. Through some of those friends, I was able to land my first teaching job at Pardes Jewish Day School as the song leader/rock band teacher. At this job I was able to **connect my love of music with Judaism more than ever before.** Teaching is now my career, and I made that shift in my plans after working at Pardes.

*Julian Weinstein '17 • Shabbat Song Leader*



# Thank You for Investing

*Hillel is dependent on the generosity of parents, alumni, and community members. We sincerely appreciate every individual who supports Jewish life on campus. Due to space limitations, contributions of \$100+ made between July 1, 2016 and June 30, 2017 are listed below. We apologize for any errors or omissions; please contact Jacob Ladin at Hillel with any corrections.*

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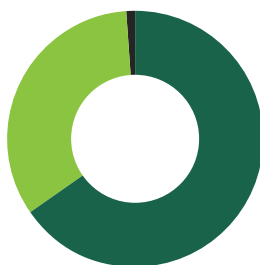
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**Total Income: \$513,105**

**65.5% Donations**

**33.5% Grants**

**1% Other**



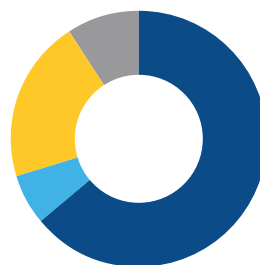
**Total Expenses: \$504,075**

**64% Student Programs/Support**

**20.5% Mgmt./General**

**9% Occupancy**

**6.5% Fundraising**



## The Impact of Your Investment

**\$180** supports a Birthright Israel reunion.

**\$2,500** supports our leadership retreat.

**\$500** supports a mentoring dinner.

**\$5,000** sponsors five Shabbat dinners.

Designed by Raymie Humbert  raymie.xyz





## Thank you to our Legacy Society

LIFE & LEGACY is a multi-year partnership program between the Jewish Community Foundation and the Harold Grinspoon Foundation that promotes end-of-lifetime giving to Jewish organizations.

For more information on how you can show your support for the long-term viability of Hillel's presence at ASU, contact Debbie Yunker Kail at [debbie@hillelasu.org](mailto:debbie@hillelasu.org).



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*\*of blessed memory*

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