



Building the Jewish Future

ANNUAL REPORT 2017-18



One of our two JLF classes this year, taught by Rabbi Elana Kanter



On campus for Israel Day



Student Leadership Retreat



Students, staff and donors with Hillel International CEO Eric Fingerhut



President Crow and Dr. Sybil Francis at Shabbat



The mission of ASU Hillel is to enrich the lives of Jewish undergraduate and graduate students so they may enrich the Jewish people, Israel and the world.

Miss Israel 2013 Titi Aynaw visits ASU



Student programming team



Havdallah and Hike on A Mountain



A performance at the reception for Joan Frazer Award winners



Our Summer 2018 Birthright Israel trip





We met Alex in August 2017 while tabling at ASU's CultureFest. He quickly became a regular at Shabbat after finding out he didn't have to know any of the prayers to participate. He also started coming for our weekly Lunch Club and Shmear Society events and soon applied for the Montefiore Freshmen Leadership Class. During a one-on-one conversation with staff it became clear that he was at Hillel to learn more about Judaism and Shabbat in particular. When told about our new Shabbat Scholars program, a fellowship for students to study about Shabbat with local rabbis and then craft new Shabbat experiences at Hillel, Alex's eyes lit up. He said, "I don't know what I can bring to Shabbat because I don't know much, but I would love to learn." Through his interview, we learned that Alex's grandfather had changed his name to hide his Jewish identity, and his family subsequently had little connection to Judaism. While Alex knew of his Jewish heritage, he never practiced or learned anything about it. This past summer, Alex

went to Israel the first time on a Birthright Israel trip with ASU Hillel. He is now a Shabbat Scholar, taking an active role in preparing Shabbat for the Hillel community.

Alex is an example of a story that we hear often: students who did not have a prior opportunity to participate in Jewish community, but who unexpectedly learn of Hillel, dip their toe in by coming to a weekly event or taking a class with us, and ultimately feel so welcome in this community that they become the leaders welcoming others!

And so we thank you for your support, which makes it possible to impact Alex and hundreds of other students' lives.

With deep appreciation,

Debbie Yunker Kail
Executive Director

Steve Goldstein
Chairman of the Board



Without the dedication and support of Hillel, my dream of having the national Jewish sorority Alpha Epsilon Phi at Arizona State would not have been made possible. Having AEPHi at ASU will enhance the Jewish community and give Jewish women a place to express themselves within the Greek community as well.

Yael Domb '19 • Started Alpha Epsilon Phi at ASU

**AEPHi
is coming
to ASU!**

Increasing Our Reach through Education

This year, 196 students attended 6 or more events, a 41% increase from last year! The reason? Our expanding educational program provides the depth students are seeking. We launched Hillel International's Jewish Learning Fellowship class, "Life's Big Questions." With double the student response anticipated, we rushed to raise more funds and were able to accept 27 students to this 10-week course.

Our Freshmen Leadership and Engage Israel classes provide more niche opportunities. These classes are complemented by monthly Woman to Woman events and weekly Lunch Club events that feature prominent local guests at each event.



"Every week at JLF, I was inspired and educated about so much I didn't know. From the entire program, I was able to have a whole new outlook on Judaism." **ELIANA MURPHY '21 • PEORIA, AZ**

A New Campus for Jewish Life

When a real estate agent knocked on our door in April 2017 to tell us that the property directly to the south of Hillel was for sale, we quietly jumped for joy. While we loved owning and operating our own 3,678-square-foot facility, the layout and size of our 1012 S. Mill Avenue home were also inadequate. We were constantly searching for extra space for more frequent meetings and programs, increased attendance, and a robust Shabbat experience with simultaneous Reform and traditional services.

Led by Barry Zemel, we were able to quietly raise funds in private donations and private loans to purchase 1020 S. Mill Avenue in September 2017,

adding another 3,225 square feet to our space and doubling our footprint to .5 acres. Thanks are in order to our building donors: The Molly Blank Fund of the Arthur M. Blank Family Foundation, Andrew & Amy Cohn, Deeann Jo Griebel, The William S. and Ina Levine Foundation, and Barry & Barbara Zemel.

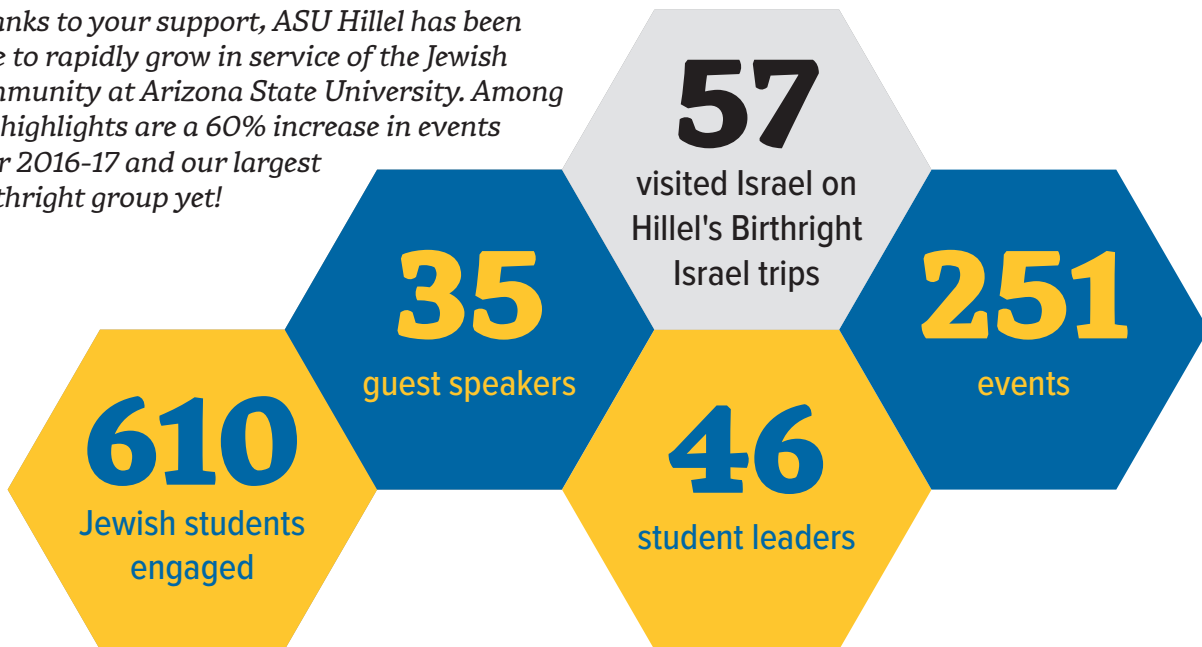
While maintaining the tenants in our new property, we spent the last year reviewing our needs and working on plans to meet the demands of our growing community. We have finalized those plans and intend to spend the next school year raising the funds needed to build a campus for Jewish life here at ASU.

Hillel overflowing at weekly Shabbat services



See How We've Grown!

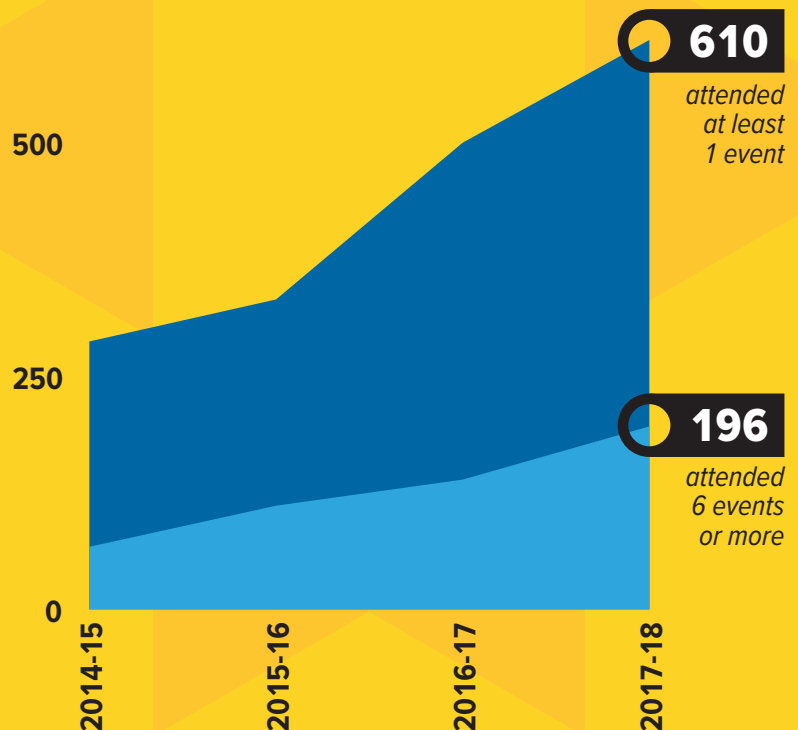
Thanks to your support, ASU Hillel has been able to rapidly grow in service of the Jewish community at Arizona State University. Among the highlights are a 60% increase in events over 2016-17 and our largest Birthright group yet!



Reaching Beyond

Equally impressive is our four-year growth. In 2017-18, 610 students attended at least one ASU Hillel event – a 22% increase from 2016-17 and nearly double our total reach just two short years ago!

196 of those students showed up to six or more events, a 41% jump from last year. For comparison, our annual total reach in 2014-15 was 287. We're excited to not only be reaching more students than ever before but engaging them *repeatedly*, thereby keeping them connected to Jewish life, living and learning.



Thank You!

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, 2017 and June 30, 2018 are listed below. We apologize for any errors or omissions; please contact Sara Schack at Hillel with any corrections.

\$125,000+

Molly Blank Fund of the Arthur M. Blank Family Foundation
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\$2,500–\$4,999

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Gerald Weiner

Parents' Club

"We are so grateful that Hillel provides a Jewish 'home away from home' at ASU for our daughters, where they have customized their experience to their own needs and personalities."

WENDY AND DAVID CARRIERE

Join today

hillelasu.org/parents-club

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**of blessed memory*

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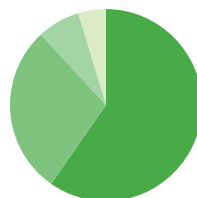
LIFE & LEGACY is a multi-year partnership program between the Jewish Community Foundation and the Harold Grinspoon Foundation that promotes end-of-lifetime giving to Jewish organizations.

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.



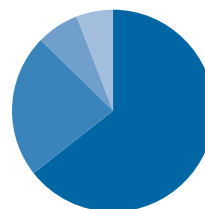
Total Income: \$536,362

Donations 59.7%
 Grants 28.4%
 Rental 7.2%
 Other 4.7%



Total Expenses: \$564,566

64.4% Student Programs
 20.5% Management/General
 6.8% Fundraising
 5.9% Occupancy

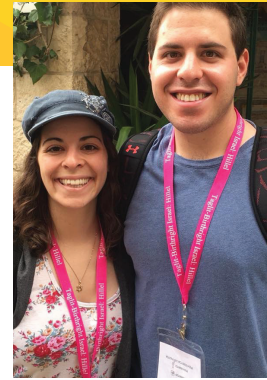


1020 S. Mill Avenue | **Purchase Price: \$1,082,000**

**Donations
 \$541,000**

**Private Loans
 \$551,819**

Birthright was an amazing experience for us to explore our Jewish heritage. Being able to go with each other as twins made it that much more special. Growing up, we were best friends and did a lot of activities together. In college, we became busy and didn't get to spend as much time together. Going on this trip together really gave us a chance to bond as twin siblings and experience something so meaningful for the both of us. 30 years from now, when we have families of our own, we can talk about our Birthright experience with our children to get them to go on Birthright with Hillel too. It was also an amazing bonding experience with the other 38 ASU students on the trip, with whom we created some great friendships.



Over the past four years at ASU, we have made great memories and friends through our involvement with Hillel. We knew Birthright with Hillel would bring us more unforgettable moments and friendships, and it did not disappoint. Birthright gave us the opportunity to embrace the culture and be completely open-minded. We are so grateful for having had this opportunity and for all that we learned along the way.

Jessica & Justin Babani '19
Birthright Israel alumni, summer 2018

