

CHABAD ON CAMPUS INTERNATIONAL FOUNDATION
ANNUAL REPORT 2011





WHO WE ARE

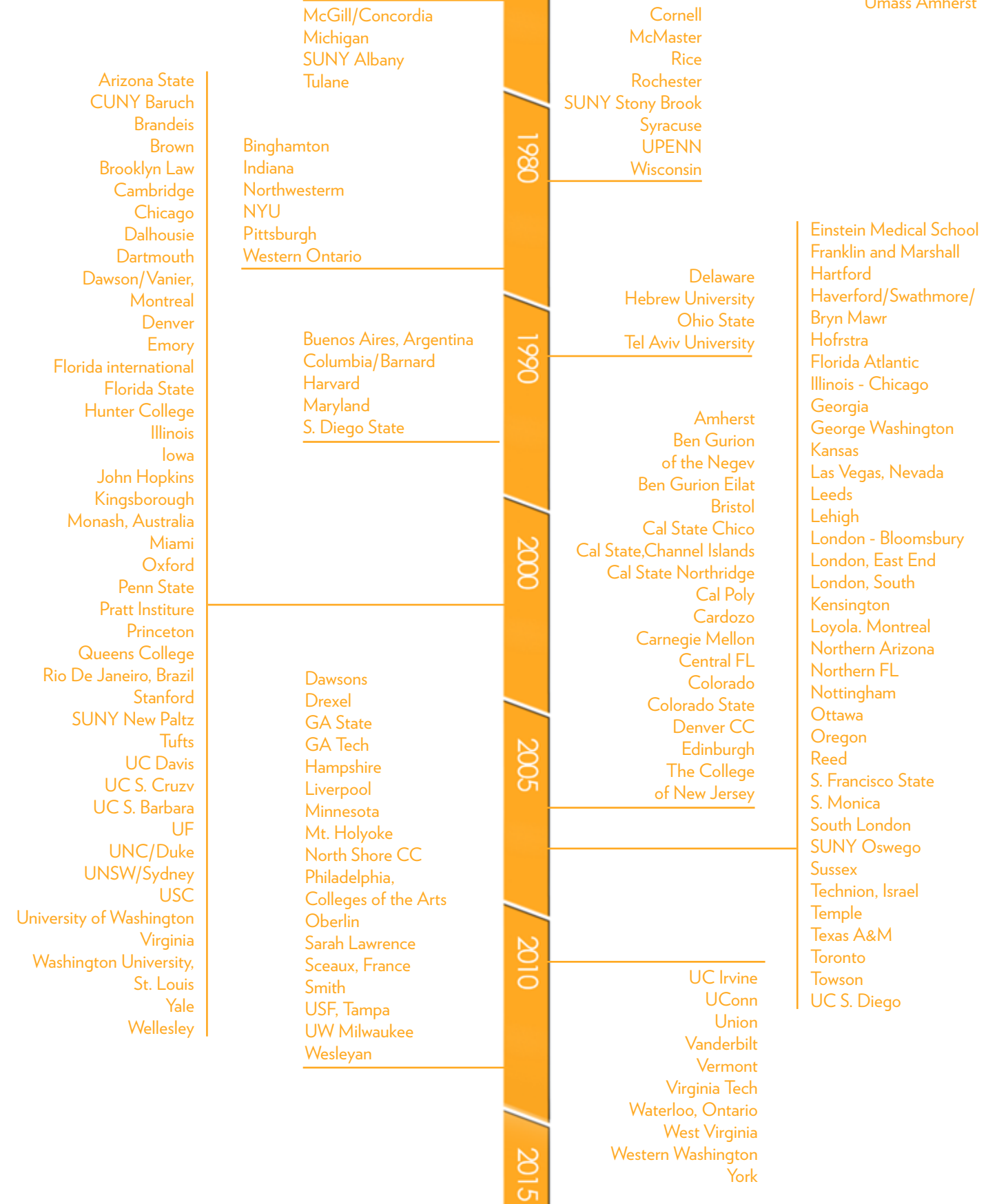
The Chabad on Campus International Foundation is the homebase for the network of Chabad Jewish Student Centers. A Chabad Jewish Student Center seeks to be a “home away from home” for Jews on campus and offers a wealth of social, educational and spiritual programs at campuses around the globe. At college, students are exposed to new ideas and experiences and Chabad on Campus seeks to ensure that students graduate as stronger and more empowered Jews than when they entered.

In the early 1950s, the Lubavitcher Rebbe, Rabbi Menachem M. Schneerson, of blessed memory, began sending rabbinical students to campuses to serve as a resource for students. In 1969, the first Chabad Jewish Student Center was opened on the UCLA campus with the blessings and encouragement of the Lubavitcher Rebbe. In the years since, 165 student centers have been opened by Chabad at universities and colleges around the world. Each year, new couples go out to campuses to establish new Chabad Jewish Student Centers. Chabad provides services for Jewish students at 200 additional campuses with the aid of regional Chabad Centers.

Since inception, Chabad Jewish Student Centers open their doors to every Jewish student regardless of background or level of observance. Programming always reflects tolerant, non-judgmental and open discussions, which is the hallmark of Chabad on Campus. A unique and critical aspect of a Chabad Jewish Student Center is the leadership provided by a dynamic couple called Shluchim (Emissaries) who create an atmosphere where students can feel safe and seek guidance on social, education and spiritual issues. These men and women and their children make the students part of the family.

Beyond campus, Chabad on Campus creates opportunities for students to have Jewish growth experiences through a host of programming and learning opportunities and leadership training. Chabad on Campus staff participate in an annual convention of campus Shluchim to strengthen leadership skills, share outreach strategies and prepare the next year’s programming.

CHRONOLOGY of Chabad on Campus



WHY CHABAD

We are on campus for one reason. Because we care. We care about the growth and success of our students because to us, they are our family.

Our commitment is forever. We aren't planning our next move or thinking about life after campus because we have learned that dedication is the best way to truly be part of the campus community and succeed in ensuring Jewish continuity.

What's our secret to success? It's because we strive to help one single person, many times over. The reason we say "one person" is because every individual is our priority. Though we host a wide array of programs and classes we strive to view each individual as just that, an individual.

THE BACKGROUND

Chabad on Campus acts as a "home away from home" for Jewish college students across America and around the globe.

Our philosophy is one of Jewish engagement through direct communal and personal experience. We involve undergraduate and graduate students from diverse backgrounds in a broad range of activities ranging from our hallmark Friday night Shabbat dinner to quality speakers, law school and business school classes on contemporary themes, services, holiday celebrations, workshops, individual counseling, volunteer service opportunities, and social events. Chabad on Campus reaches tens of thousands of students every year.

In 2000, Chabad on Campus, with the pioneering support of philanthropists George and Pamela Rohr, embarked on an ambitious initiative to redouble our efforts on campus. Since then more than 120 new centers have been opened on college campuses in North America, Europe, Australia and Israel. In 2006, with the aid of philanthropists David and Lara Slager, Chabad on Campus UK was created which presently serves 13 campuses across the United Kingdom with a full scale launch in Europe being rolled out this academic year.

Chabad on Campus now operates student centers at 165 college campuses worldwide. More than 9,000 students attend a Chabad event each week.

The role of Chabad on Campus International Foundation is to anticipate the needs of the Chabad on Campus emissaries and their families by endeavoring to ensure their personal and organizational wellbeing and success. This document articulates the facts and figures for the office of the Chabad on Campus International Foundation and our network of affiliate Chabad student centers.





AFFILIATE SUPPORT PILLAR

Strategic Initiative: Creates long-term financial, fundraising and **programming strategies** that ensure greater success and an increasingly higher level of excellence by utilizing cutting edge methods of strategic planning.

The main components of the Strategic Initiative are:

- Analytical tools to help our affiliates clarify their goals and vision, tailoring their programming and development efforts accordingly.
- Customized templates and tutorials allowing for robust evaluation of the viability and scope of operations.
- Direct access to expert lay leaders who are dedicated to ensuring the success of Chabad on Campus.
- Direct access to the development experts at the Chabad on Campus International Foundation.
- Targeted grants and loans used to invest in software systems and human resources that accelerate the realization of the Initiative's benefits.

The Strategic Initiative presently is funded by the **Jewish Continuity Fund**. The Jewish Continuity Fund seeks to ensure a strong and vibrant Jewish future by focusing on Jewish life on college campuses around the world.

Annual Conference: The annual Chabad on Campus International Conference of Shluchim convenes each summer to review the last year and plan the coming year of activities.

The Conference is an opportunity for the Chabad on Campus families to gain the inspiration and encouragement that comes from bonding with one's peers as well as the benefit of sharing successes and challenges for adults and children alike (The Conference day camp hosts over 500 children for four days of fun and joy.)

Chabad on Campus emissaries find themselves living in isolated communities serving their student communities. The Conference is an opportunity to recharge the batteries and get ready for the coming year and is a key ingredient for the successful implementation of the Strategic Initiative, as many of the ideas and tools are demonstrated in a series of seminars and workshops

Ashreinu Society for Shluchos: Each individual by herself can sometimes find her mission daunting. By joining together in support of one another, Chabad on Campus Shluchos can gather strength and techniques from each other.

Fundraising Tools: Professional fundraising materials are created periodically that can be easily customized to ensure better returns from direct mail and general fundraising efforts network wide.

Foundation staff provide case by case fundraising coaching. This fosters greater success in generating local support. Facilitated by the Foundation, Chabad on Campus emissaries utilize a network of communication to allow peer to peer consulting for improved fundraising results.

Social Media / Branding: In 2011, Chabad on Campus leapt forward into the digital universe, renewing our presence on **social media** networks and cementing connections with students and alumni all over the world. With a growing community on Facebook and a steady presence on Twitter, our digital networking capabilities are only increasing with these exciting new media. Since 2010, our Facebook fan base increased over 60%, with the growth rate consistently picking up speed.

Our flagship site, www.chabad.edu, continues to provide up-to-date news coverage on the events and activities of Campuses worldwide, with traffic increases due to the launch of our brand new **campus blog**, features news tidbits, pictures and video from campuses all over the world. The Chabad on Campus digital arena is growing strongly, with thousands of students reached as the new school year begins in 2011.

In 2012, the relaunch of our flagship site, www.chabad.edu, promises to become the ultimate source and guide for Jewish life on campus. In this ever-changing world and exciting new arena, Chabad on Campus promises to reach hundreds and thousands more students using the magic of social media

EXPERIENTIAL PILLAR

International Shabbaton | Shabbat Initiative: Off-campus events help lay the foundation for students' long-term **commitment to Jewish values**, the Jewish community and Israel. This

is facilitated by events where students remove themselves from the campus atmosphere and enjoy a period of time in a holistic environment with other Jewish students.

Utilizing the powerful tool of Jewish hospitality, the annual International Student Shabbaton answers the need for immersive Jewish experiences. Students leave the campus behind and experience an **authentic Shabbat weekend** with nearly one thousand like-minded proudly Jewish students from over 100 colleges worldwide. Throughout the weekend professors, scholars and lecturers lead discussions on Jewish thought and the interplay of Judaism and issues from science to environmentalism to volunteerism to feminism.

Regional Shabbatons: Regional Shabbatons are coordinated by student Centers throughout the United States, including the Midwest, Southeast, Texas, California, Pacific Northwest and the Rocky Mountain States.

Past annual participation exceeded 3,000 students. This year Chabad on Campus UK hosted a UK Shabbaton with over 500 participants.

Bring A Friend Shabbat: Bring A Friend Shabbat calls upon students worldwide to get their friend to join them for a Shabbat Dinner at their local Chabad Student Center. These Friday nights offer the regular Shabbat Chabad experience with dozens more students exposed to this timeless Jewish tradition.

4196 STUDENTS ENRICH THEIR KNOWLEDGE WEEKLY AT A CHABAD ON CAMPUS CLASS ON AVERAGE

60% INCREASE IN THE PAST YEAR OF PROGRAMMING FOCUSED ON JEWISH WOMEN

9 NEW JEWISH STUDENT CENTERS OPENED IN 2011

8095 STUDENTS JOINED CHABAD EACH WEEK FOR AN INSPIRING AND ENTERTAINING SHABBAT MEAL

5 YEARS OF ISRAELINKS



The Tefillin Bank: In effort to help defray the cost of tefillin for students who are committed to putting on Tefillin regularly (daily or weekly) but are unable to purchase their own pair because of financial constraints, Chabad on Campus has launched a Tefillin Bank. Students select a pair and Chabad on Campus covers up to 60% of the cost.

EDUCATIONAL PILLAR

Torah Initiative: Chabad on Campus emissaries juggle a rigorous schedule of student programming, learning classes and fundraising initiatives. JLearn is a **structured learning program** that provides a platform for students committed to semester-long study programs aimed at exploring new realms of Jewish thought and philosophy. Successful implementation of the program is creating a new generation of students informed about their Jewish heritage and prepared to become leaders in their Jewish communities.

jLearn contains the following components:

- A semester-long commitment from students and instructors to maintain a structured learning environment.
- A structured course outline to maintain **high educational standards** as well as ease preparation time for Campus emissaries.
- The appointment of student coordinators on each campus whose sole responsibility will

include recruitment, publicizing the course, and assistance with classes.

Israelinks: Cultivating Jewish leadership via an immersive educational experience

Where can one best understand the Jewish People and Israel? Where can one fully understand the truth about the legitimacy, morals and ethics of who we are? The answer, of course, is Israel. Our Land beckons. **The Land of Israel** was, is, and always will be the foremost place of holiness for the Jewish People. A place where body and soul finds their place. A home.

Israelinks, currently in its fifth year, engages students by trips to Israel every summer. Students spend their days learning and experiencing Israel with highly sought after scholars and seeing the “facts on the ground” as they relate to the Jewish People and Israel. Presently, our plans are to add a third trip for the winter break of academic 2011-2012.

As a result of Israelinks there are 278 alumni from 54 different schools who committed to thousands of positive **student resolutions** related to Israel, Israel Advocacy, Jewish outreach and Jewish pride and education.

Israelinks empowers students by emphasizing the connection of the Jewish People to the Land of Israel. This energizes them to speak

“DURING MY FRESHMAN YEAR, I WENT TO MY FIRST EVER SHABBATON. NOT ONLY HAD I NEVER BEEN TO THIS PART OF NEW YORK BUT HAD NO IDEA SUCH A RELIGIOUS AREA EXISTED. THE HOST FAMILY I STAYED WITH WAS AMAZING AND THE ENERGY I FELT WITH HUNDREDS OF OTHERS WAS LIKE NOTHING I HAD EVER EXPERIENCED. IT WAS THIS WEEKEND THAT FUELED THE FIRE INSIDE OF ME TO GROW AS A JEW.”

-ANDREW

“ISRAELINKS ALLOWED ME TO GROW AS A JEW THROUGH EXPERIENCING THE PATHS OF MY FOREBEARS. I NOT ONLY LEARNED TO LIVE AS A JEW BUT BEGAN TO THINK AS ONE. THERE IS SO MUCH JUDAISM HAS TO OFFER AND ISRAELINKS IS JUST THE START.”

-MEGAN

“SOME OF THE THINGS THAT COME TO MIND WHEN I THINK ABOUT CHABAD ON CAMPUS ARE GOOD FOOD, GREAT PEOPLE, GREAT TIME!”

-ALYSSA

“MY ISRAELINKS EXPERIENCE WAS BY FAR THE BEST EXPERIENCE I HAVE HAD AS A JEW. THE EDUCATION AND ACADEMICS WERE SUPERB AND I ENJOYED MEETING NEW PEOPLE AND TOURING ISRAEL.”

-JUSTIN

WHEN WE TALK ABOUT COLLEGE WITH OUR SON, CHABAD IS ALWAYS PART OF THE CONVERSATION. YOUR WARMTH, UNDERSTANDING AND INCLUSIVENESS ARE GREATLY APPRECIATED. WE ARE FOREVER GRATEFUL FOR ALL YOU DO ON CAMPUS.

-ETHAN'S PARENTS

out when faced with revisionist history or anti-Semitic/anti Israel rhetoric. Back on campus, Israelinks alumni spearhead Jewish Pride and Connection to the Land programming, online discussions and webinars to provide guidance and inspiration to their fellow students.

The Sinai Scholars Society is Chabad on Campus’ **premier educational program**. It encompasses text based and experiential Jewish learning, social activities and national

networking opportunities for students at 61 campuses. Sinai Scholars synthesizes the talents and resources of Chabad on Campus staff with a unique and effective semester-long curriculum prepared by the adult education professionals at the Rohr Jewish Learning Institute. The Sinai Scholars Society has shown consistent success in attracting new students, challenging them in an academically and socially successful Jewish setting.

CHABAD ON CAMPUS EXPANSION:

Chabad on Campus currently serves 165 campuses but **our work is not done yet**. Our expansion plan is now focusing on European campuses in addition to continuing our growth in North America. By providing seed funding for new

student centers, Chabad on Campus helps the family serving as Chabad emissaries to focus on becoming an organic part of the university community and network. In addition, Chabad on Campus is presently focusing on providing vibrant Jewish life on campuses with small Jewish populations.

BUDGET

The following budget reflects the scope of the programming of Chabad on Campus International foundation and its related foundations and divisions.

CHABAD ON CAMPUS INTERNATIONAL FOUNDATION

BUDGET	Affiliate Seed and Capital Grants	\$5,422,600
	Affiliate Programming Grants	\$1,297,800
	Operating Budget	\$1,237,400
	Total Foundation Budget	\$7,957,800

INCOME	Foundation and Corporations	\$6,971,900
	Personal Contributions	\$636,500
	Program Fees	\$105,700
	Total Foundation Income	\$7,714,100

LOCAL STUDENT CENTERS

\$28,844,176*

\$28,653,132*

*These numbers are projected and have not been audited.

IN APPRECIATION

CHABAD ON CAMPUS INTERNATIONAL FOUNDATION WOULD LIKE TO RECOGNIZE THE FOLLOWING CORPORATIONS, FOUNDATIONS AND INDIVIDUALS FOR THEIR SUPPORT.

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