



# Birthright Israel Foundation

New research tells the story:  
Birthright Israel changes lives.

Please help give this gift  
to the thousands of Jewish  
young adults who are waiting.

Every dollar you give in 2009  
will be matched with two more!

<<Title, Name>>  
<<Address Line 1>>  
<<Address Line 2>>  
<<City, State ZIP>>

Dear <<Salutation, Name>>,

Have you seen the recent Birthright Israel press coverage? We've heard the stories from alumni over and over for ten years, but now I have research to share with you. The Birthright Israel program transforms Jewish lives!

*"On my Birthright Israel trip, I had my first Shabbat dinner, lit Chanukah candles with my peers, went to my first Shabbat morning service, and attended my first bar mitzvah. My life will never be the same."* —Sophie Ambrose, Los Angeles, CA

The media have reported extensively on a new Brandeis University study of the first Birthright Israel participants. The findings show unequivocally that the trips have positive, long-term effects:

- 73% of participants describe the trip as life-changing.
- Participants were 50% more likely than non-participants to report feeling very confident in their abilities as advocates of Israel.
- Participants were 24% more likely than non-participants to have a strong sense of connection to the Jewish people.
- Participants were 57% more likely than non-participants to be married to Jews.
- Participants were 30% more likely than non-participants to view raising Jewish children as very important.

I'm asking for your contribution today because the Birthright Israel Foundation would like to make this gift of a free, 10-day educational trip available to every eligible Jewish young adult who applies. This winter, we have 10,000 names on the waiting list. We've taken 220,000 Jewish young adults to Israel in the ten years since our founding, but for lack of funds we still leave behind more eligible applicants than we take!

You can help us move names off the waiting list and onto planes by giving before the end of the year and making your donation go further! This is the last chance for your contribution to be stretched by a generous challenge grant from the Adelson Family Foundation: **every dollar you send will be matched in 2009 with two more!\***

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Birthright Israel participants bring home wonderful memories—celebrating Shabbat in Jerusalem among a new community of peers, camping out under the stars in the Negev, touching the Western Wall for the first time—that translate into more meaningful lives.

*“Quite simply, this new study, conducted by Brandeis University’s Cohen Center for Modern Jewish Studies, shows that the Birthright Israel program represents a truly effective way to change the course of Jewish history.”* —JTA, the Jewish Telegraphic Agency

As a donor, you can take pride in the study’s findings, in knowing that your contributions have a profound effect on Jewish life here and around the world, and in the joy of Jewish families.

I have enclosed the story of Sophie Ambrose, a Birthright Israel participant from the early groups studied by Brandeis.

**When you have read Sophie’s story, we hope you won’t miss the opportunity to transform the lives of other young Jews.** When applicants are turned away from Birthright Israel trips—because we lack funds—fewer than half reapply. Those young people lose a significant opportunity to explore their Jewish identity. **Won’t you give this gift of a lifetime to the next generation?**

Please give today and help us say “yes” to thousands more young Jews who want to claim their *birthright*. Thank you for your continued support.

Sincere thanks,



Robert P. Aronson  
President, The Birthright Israel Foundation

**P.S. This is the last chance to have each dollar of your gift matched** with two more through a generous grant from the Adelson Family Foundation.\* Your gift of \$250 will be matched with an additional \$500 to help cover food and lodging for one person. Your gift of \$1,000 will be matched with an additional \$2,000, altogether enough to send one young person to Israel. **Thank you for sending your gift today!**

\*Subject to limits on major gifts.