



Vibe Israel USA

2022 Annual Report





From the Founder

When I founded Vibe Israel in 2011 with the goal of sharing Israel's positive, authentic story with the Next Generation, it was clear to me that we – the Jewish people – were desperately in need of a new approach to engage new generations positively with our homeland. I wanted to share the Israel that I know and love, which was NOT the Israel represented on traditional or the then rather nascent social media. As an Israeli citizen, I looked at the non-Jewish Next Gen and was concerned for the future of my country's global reputation if these were the leaders of tomorrow, and their understanding of Israel was so limited and skewed. As a Jew, in the years that followed, my concern was amplified every time a young Jewish person actively distanced themselves from Israel. Recognizing that digital engagement was the future, especially for the Next Gen, I decided the best path to Vibe's goal was working with the very people who create and share content online – digital influencers.

Fast forward to 2023, and so much about the digital world – and the world in general! – is different. Young adults are increasingly online and get most of their information from social media, even the news. To millennials and Gen Z, social media is just media – and it permeates every part of their lives. Where we used to bring bloggers to Israel, now we bring YouTuber's, TikToker's and Instagrammers. And the everyone is slowly adjusting to life with Covid – it's a brave new world!

But one thing remains very much the same – we still need to focus on digital as the best way to share Israel's story with the Next Generation. In fact, it's time to double down on this channel, which offers the greatest opportunity to turn the tide when it comes to Next Gen Israel-engagement. In 2022, Vibe Israel decided to laser-focus on our flagship program as of 2023, Vibe Tours. We spent the last quarter of the



Joanna Landau
Founder & Chair of the Board

year recruiting a new CEO, and Romi Barak joined us informally in December, and officially as of January 1st, 2023 – welcome, Romi! This is a major decision I took as founder, because I felt it was time to bring on a fresh perspective and energy to Vibe. I am staying on as Chair of the Board, to mentor the team and support the strategic direction of the organization that remains my greatest passion (other than my husband and children!). And with the encouragement of both existing and new funders who share our passion for Israel, we are full steam ahead with relaunching Vibe Tours in early 2023.

With great excitement for 2023 and beyond and deep gratitude to our Vibe family and friends,

Joanna



From the Chair of the Board of Vibe Israel USA

When I wrote my first annual report letter as the inaugural Chair of the Board of Vibe Israel USA, I could never have predicted where the organization – and the world – would be just five years later. It has been quite a roller coaster!



Richard N. Bernstein

Chair of the Board, Vibe Israel USA

Now that I have become the ONLY Chair Emeritus of Vibe Israel USA, it's a wonder to reflect back on all that has happened in these five years. We worked to establish Vibe Israel USA as a 501(c)3 organization to support the extraordinary work of Vibe Israel, and recruited an amazing group of leaders to join our Board. We hired a new CEO in late 2019 and expanded the offerings of Vibe Israel USA to work with the North American Jewish community, in addition to Vibe Israel's work in shaping young adult opinions of Israel through social media and digital influencers.

Then, of course, the world changed in March 2020. Over the course of the past three years, I am proud to reflect on how our Board members and organizational leadership truly came together to serve Vibe Israel. From the early days of panicked weekly Board calls trying to navigate an entirely unfamiliar landscape, to the past year of realizing the sector-wide changes that have resulted, our leadership team has been loyal, dedicated, and pragmatic in service to Vibe Israel's ultimate mission – improving the way the Next Gen thinks about Israel. I truly believe in this mission and that Vibe Israel has a unique approach that is necessary to our future.

In 2022, our Board, together with Vibe Israel Founder & CEO, Joanna Landau, and Vibe Israel USA CEO Becca Hurowitz, made the decision to close Vibe Israel USA, so the organization can devote all resources to the critical work being done in Israel. I am proud to have led Vibe Israel USA through this tumultuous time, and grateful for the support of my fellow Board members. Most importantly, I am optimistic about the impact that Vibe Israel will continue to have going forward, and I look forward to many successes for Vibe Israel in the future.

With gratitude to my fellow Board members and hope for the future,

Richard N. Bernstein

Vibe Israel USA Board Members:

Richard N. Bernstein
Ariel Halevi
Joanna Landau
Alicia Oberman

Ori Raphael
Mark Reisbaum
Harper Spero

Sam Swartz
Jane Weitzman
Justine Zwerling

Vibe Tours Are Back!

12 years ago, Vibe Israel set out to tell Israel's story, one digital influencer at a time. In our first decade, our influencers and those who follow them mentioned Israel positively over a BILLION times! Now that the world has returned to travel after Covid shutdowns, we're back and excited to generate the next billion positive mentions.



Photo by Shani Sadicario

In 2022, as Covid was still limiting our ability to bring our highly select, intimate, groups, our focus was all about creating the foundation to relaunch, and scale up, Vibe Tours. We are proud to have brought on several new donors, as well as maintaining

funding from many of our most long-term partners, to whom we are so appreciative. We also onboarded two new staff to get the ball rolling – our new CEO, Romi, as well as Bar Damti, a beloved former Vibe Tours manager who has rejoined to help with our relaunch. Due to Bar's existing knowledge, and with Joanna's guidance, the plan was that Romi would hit the ground running in the first quarter of 2023, to rebuild Vibe Tours and get new tours off the ground.

We will continue to share Israel's inspiring story through the eyes of influencers with millions of followers scrolling social media every day. We know this is the fastest and most effective way to counter the negative narrative online against Israel.



Digital Campus Campaigns: Molding Young Minds About Israel

In March 2022, we undertook a critical research project to confirm and Vibe Israel's foundational Theory of Change: that if young adults are exposed to positive Israel messaging online about topics they care about, their opinions of Israel *as a whole* will improve dramatically.

We first deployed a survey to discover how progressive Black & Latine Gen Z college students in Atlanta, Miami and the Bay Area feel about Israel. We then conducted a 3-week digital advertising campaign using existing Vibe Israel content and a modest advertising budget. Finally, we re-surveyed the same group as the initial survey.

The results were shocking – in a good way!

Yes. Exposure to a targeted brand campaign dramatically shifted the perceptions of these college-aged students in just three weeks. Those already favorable reported higher levels of favorability. Neutral audiences moved towards positivity. Unfavorable opinions decreased. **This project solidified the concept that Vibe Israel was built on – we CAN change the minds of young adults about Israel, using digital media.**

For an executive summary of the project, click [here](#).



Photos by Shani Sadicario and Or Kaplan



Unboxing Israel

Unboxing Israel is a FREE platform with practical tools and professional guidance on how to become an effective Israel storyteller. The platform includes videos, articles, photos, infographics, and more that can be used to engage a variety of audiences.

Unboxing Israel is intended to be an evergreen resource to the Jewish community, so in 2022 we continued to add new content and update links to ensure it remains a valuable resource. This toolbox was established in part from a generous grant from the Genesis Prize.

To explore the Unboxing Israel platform, visit www.unboxing-israel.com.

Start UNBOXING



Photos

Professional stock photos of Israel



Videos

Videos showcasing Israel at its best



Infographics & Rankings

Designs you can use in presentations and on social media



Useful Links

Links to platforms with great Israel content



Influencer Stories

Posts and articles by digital influencers



Israel Icons

Show the world how proud you are to be Made-in-Israel with a variety of Israel Icons

Sharing the Story

Throughout 2022, Vibe Israel leadership were invited to speak about branding and marketing Israel to the Next Gen. Highlights included Joanna Landau participating in a panel at WZO's Celebration of the 125th Anniversary of the First Zionist Congress in Basel, Switzerland, called "The Everyday Battle – Fighting the Disinformation".

Joanna also shared the theory of *Ethical Tribing* (her new book, published in January, 2023) at the Jewish Funders Network Annual Conference. Additional speaking engagements included the American Jewish University, the Israeli Press Office's Jewish and Christian Media Summits, Reichman University, Tel Aviv University, Radio Tel Aviv, and a variety of other podcasts and conferences.



Joanna speaking at WZO's 125th Anniversary of the First Zionist Congress in Basel, August 29, 2022.

Vibe Israel also received press coverage in the Jerusalem Post, Times of Israel, Jewish News Syndicate, and more.



Joanna speaking at the 2022 Jewish Media Summit.



Joanna in Basel, Switzerland.

Welcome to Romi!



Romi Barak
CEO

As we renew our focus on Vibe Tours, we are thrilled to introduce our new CEO in Israel, Romi Barak. Joanna Landau, Vibe's Founder, will remain our strategic leader as active Chair of the Board. Becca Hurowitz, Vibe's Chief Development Officer, will continue to represent the organization in North America.

Romi brings to her role as Vibe Israel's CEO over twelve years of extensive international operations and management experience in the thriving and fast-paced advertising, marketing, and digital healthcare startup industries. Romi has always felt passionate about Israel's global reputation and actively promotes it, on- and off-line.

Romi holds a BA in Communications and Management, and served as an HR coordinator in the Intelligence Corps of the IDF, working with elite units. She is an intrepid traveler an avid recommendations-lists creator, and lives in Tel Aviv with her husband, their six-year-old daughter and spirited puppy.

Join us in welcoming Romi to the Vibe family!

Hamsa Aleinu Exhibition Results

In 2021, we launched the Hamsa Aleinu Exhibition, a unique photography exhibition created jointly by Vibe Israel and former President Rivlin's office that was featured in Ben Gurion Airport throughout 2021. The exhibition shone a light on the strength of the partnerships between different groups in Israel's society, and with the Diaspora, and it brought to life remarkable, true stories of people and projects that shattered prejudices and broke down barriers. At Vibe Israel, we are always thinking digital in anything we do, so we also did a digital campaign, so that many more people could experience the campaign than those who passed through Ben Gurion Airport during the pandemic-filled 2021. In 2022, we received the final results that **almost 30 million people participated in the digital campaign, and 7 million viewed it in person.** We are proud to share the results of this exhibit and campaign!

To learn more about the project results, click [here](#).



Thanks To Our Supporters

We are immensely grateful to our partners* for their support of Vibe Israel and the Vibe Tours program:



Wendy & Elliot Eisen



The Koum Family Foundation



Frieze Family Foundation



Jarvis Foundation



Rowan Family Foundation Inc.

Shear Family Foundation

KORET FOUNDATION



*Additional funders not listed.



Support Our Work

Vibe Israel's work would not be made possible without the generous support of people who believe in us and our mission. We invite you to join the Vibe Israel family!

Donate in the US:

If you wish to make a tax-deductible contribution to Vibe Israel, please send a check payable to "PEF Israel Endowment Funds, Inc." and note in the memo portion of the check, or include in a separate note, your recommendation to make a contribution to "Vibe Israel A.R.". Please include the ID Number (58-0584241) for Vibe Israel as well.

Please do not include any other words (such as the name of the charity) on the payee line of the check. Please be sure to provide your name and mailing address so that we can acknowledge your contribution.

Please mail your check and recommendation to:

PEF Israel Endowment Funds, Inc.
630 Third Ave, 15th Floor
New York, NY 10017

Donate in Israel:

Vibe Israel is a registered Amuta with 46A tax status in Israel. To make a tax-deductible donation in Israel, please contact Becca Hurowitz, our Chief Development Officer, or send your check made out to "Vibe Israel" to:

Vibe Israel
P.O.Box 10467,
Tel Aviv, Israel 6993319

For detailed financial information, [click here](#) for our latest Report 990.

**For more information, please contact Becca Hurowitz
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