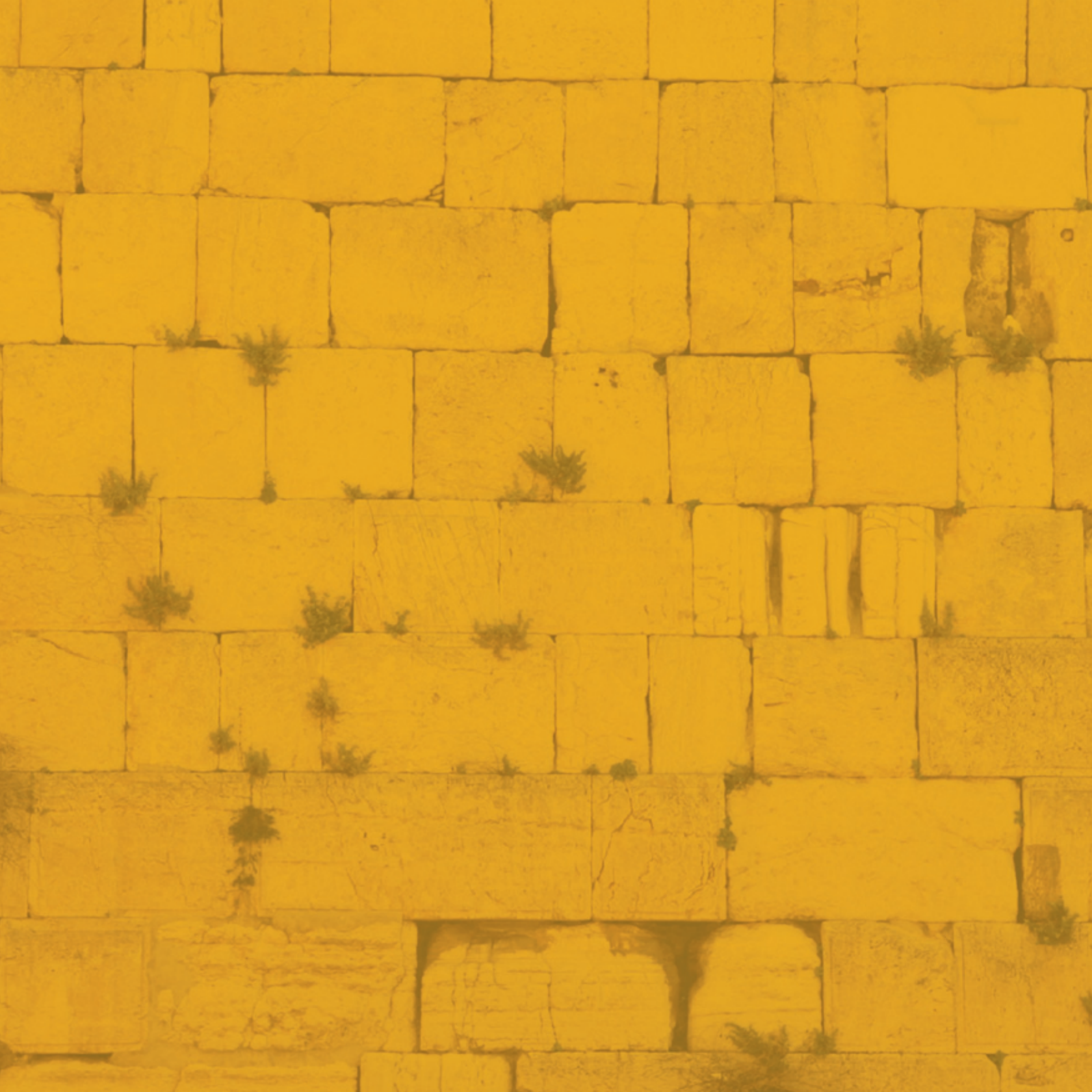


# MY ISRAEL

BRING IT HOME



## Dear Friend,

When we think of Israel, it often conjures a mix of feelings. On the one hand, we feel inspiration about our connection to the Holy Land, the birthplace of our nation and the homeland of our forefathers. We are proud of its pioneering spirit and what is being accomplished there today. On the other hand, there is pain as we witness Israel's esteem sinking lower and lower among the community of nations and the general population we live among, and as a result in the hearts and minds of our own children and grandchildren.

As proud Jews and lovers of Zion, we desperately want to do something about the distorted lens through which Israel is viewed, and the outright lies and libels perpetrated against it. But we feel lost, helpless, powerless. We are not in control.

But what if we could be? What if we could take control of the situation, and reframe the narrative from a positive perspective, choose what to focus on, and empower an entire generation to see the real Israel? Imagine if we could create a reality where Israel is beautiful and meaningful on a personal level, and use that as a springboard for strengthening Jewish discovery and identity.

This is the vision of **myIsrael**, a dynamic, interactive, state-of-the-art experiential center where Israel comes to life. It couldn't come at a more crucial time, at this critical juncture in the history of Israel and the Jewish people. We are not helpless. We are not powerless. Like our brethren in Israel, let's use our resources and ingenuity to make a difference.

**myIsrael** promises to be a game changer in how the landscape of connectedness to Israel and Jewish identity forms for the next generation. We invite you to join us in building an inspiring public symbol and powerful educational tool, to invest in the future of our land and our people, and to bring Israel home.

With Blessings,

Rabbi Ruvi New, Director





# The Dream

**Student:** “Rebbe, I dream of going to live in Israel. But it’s not feasible.”

**Rebbe:** “For some it is. For the rest of us, we have to bring Israel here.”

There is no place like Israel.

Homeland of the Jewish people.

Birthplace of civilizations and cultures spanning history.

A source of identity and inspiration for millions around the world.

For millennia, we longed to return, to make it ours once again.

Now that it is, we dream of Israel being not only a place we can dream about and visit,  
But something more tangible:

Something we can:

be proud of;  
**hold onto** as a pillar of our identity in the diaspora;  
**pass on to** our children;  
something our grandchildren will **connect with** and relate to.

But challenges abound...



# The Challenge

Everywhere we look, Israel is under attack:

In the news, on Facebook and Twitter and YouTube,  
in the UN and parliaments around the world,  
on college campuses and in the streets,  
Israel-bashing is the new Antisemitism.

**And our children are being exposed to it wherever they go.**

Some **fight back** with vocal activism.

Some **respond** with quiet but determined strength.

Some are **ashamed** and simply hide their Jewishness.

Some want to **run away** from it altogether.

Almost all are **confused** and **traumatized** by the attack on their land and their people,

wondering why,  
in the land of freedom,  
does Israel face such persecution and injustice?





# The Answer

To many, Israel is foreign, distant, misunderstood, maligned, disconnected from our reality...

So let's tell the real story of Israel.

Let's take control of the narrative and define its legacy and what it means to us.  
Let's teach our children and anyone who wants to know:

The **beauty** of the land and its people.

The **richness** of its history and heritage.

The **wisdom** of its sages and intellectuals.

The **sanctity** of its place as a light unto the nations.

The **miracle** of its existence and flourishing in the desert.

And let's make it **personal**.

Let's make it **interactive**.

Let's make it a **soulful experience**.

Let's make it **my Israel**.





An innovative, interactive, immersive experience.



In partnership with



State-of-the-art exhibits designed by Orpan Group Imagineering  
Authentic architecture by Vander Ploeg and Associates

**Innovation Lab | Explorium | Interactive exhibits | Time Capsule  
Augmented Reality | Parliament of Opinion | Spark - Spiritual Park**



## Prologue Hall

### Main Lobby

The first impression visitors will have upon entering myIsrael is a hall where they are surrounded by stunning digital imagery of Israel and a foretaste of the tour ahead. The inviting and dramatic architecture is both engaging and awe-inspiring, preparing visitors for the exciting, interactive experience that awaits.



## Main Square

This is the central plaza, a public space designed for congregating that facilitates conversation. Visitors meet one another and gather their groups as they enjoy interactive, informative terminals that serve as conversation starters to encourage discussion and reflection.

## Inspiration Hall

Welcome to myIsrael's interactive educational hall, our "senate," where visitors learn about and debate some of the most vexing dilemmas of Israel's history. Using interactive remotes to cast their votes, visitors imagine themselves at different times in history and relive the debates and experience the challenges first-hand. Step into the sandals of Abraham and Isaac at Mount Moriah, confront the conspiracy of the ten spies, relive the challenges facing Joshua during the conquest of Israel, delve into the challenges of living under foreign rule, and more. Participants forge a deeper connection to the stories, while gaining a deeper appreciation of Jewish wisdom and how it applies to different circumstances.







## Interactive Hall

This is where it gets personal, with two exhibits that allow individualized exploration, allowing for each individual or group to tailor their experience to match their interests.



## The Explorium

Visitors can walk around freely and choose from dozens of interactive tabletop computers, touchscreen displays, smartbooks, audio stations, and media drawers, spending as little or as much time at each station as they like.



## Virtual Reality Theatre

Choose your setting and your character, put on your augmented reality headset, and begin exploring unlimited new worlds, enhanced by unbelievable 3D landscapes and captivating surround sound.



## Mini Israel

Step into a mesmerizing 3D model of Israel, featuring its dramatic geographical diversity and its most famous cities. The display is interactive and complimented by video art that adds information and ambiance.



## The Spark Outdoor Playground

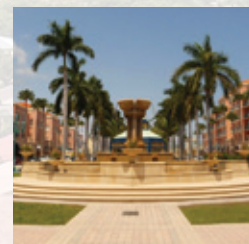
A play space where each component is designed for maximum fun, while also being educational, featuring large-scale Jewish symbols and toys. Climb aboard Noah's ark, scale the walls of Jericho, and cross the Jordan river.



## Epilogue Hall

Part of myIsrael's goal is that visitors should take Israel with them, in their memories, their hearts and their actions. Before leaving, they can record their reflections in our recording booths, watch the reflections of other visitors, and learn about resources to continue their Israel connection.





## Why Boca Raton?

myIsrael will be situated on the new, .87-acre Harry and Celia Litwak Chabad Center, adjacent to a new synagogue and community center just off I-95 in East Boca Raton, in one of the fastest-growing Jewish regions anywhere.



Sadly, only **20% of American Jews** believe that Israel is an important part of Jewish Identity, and only 37% think it is important to care about Israel.

**64% of American Jews** have never been to Israel.  
(Jewish Values in 2012, Public Religion Research Institute)

But, according to numerous studies and the experience of programs like Birthright and Masa, the impact of Israel on the Jewish connection of those it touches is actually huge:

- +42% more likely to feel very much connected to Israel
- +22% more likely to feel confident in explaining the current situation in Israel
- +45% more likely to marry someone Jewish

“Educational travel between Israel and its diasporas, in greater numbers and at earlier ages, is likely to contribute to... the continuity of the Jewish peoplehood to which modern Jews widely aspire.”

– Professor David Mittelberg, *Jewish Continuity and Israel Visits*

“Although Israel has always been part of Jewish education, in recent years there has been a move by some to describe their work as Israel education rather than teaching about Israel. This new phrasing hints at a significant shift, most notably the emergence of an effort to more deeply and explicitly weave present-day Israel into the enterprise of American Jewish education... Israel education is a response to the fact that the socialization of young American Jews into a deep and meaningful connection with present-day Israel is not as self-evident or as ‘natural’ as it was 40-60 years ago.”

– Bethamie Horowitz, Ph.D., *Defining Israel Education*

“As a Jew, I need Israel. More precisely: I can live as a Jew outside Israel, but not without Israel.”

– Elie Weisel

“Israel was just a word; something you said in prayer, a foreign, biblical place which had no real significance in my personal life. I didn’t truly feel a connection, until I went to see it with my own eyes... Every Jew should visit Israel once in their lifetime. How is one supposed to get a sense of their homeland from what they see on the news? To many young Jews, Israel is an amalgam of violent images. That’s why it is so important to visit and experience Israel first-hand. Israel is where the Bible comes alive, where we can all connect to our Jewish heritage on a higher level, and our best bet at fostering pride of our homeland for future generations.”

Alicia Post, *Taglit-Birthright Israel Volunteer*

## Impact

There is no place like Israel, and there is no place on earth like **myIsrael**.

For those who have not yet visited Israel, **myIsrael** will serve as their first link.

For those who have visited, **myIsrael** will provide a deeper and more personal experience. For all of us, it will bring Israel home.



# Project Budget

A comprehensive business plan and budget is available upon request.

1.Total amount of funds sought for venture:	\$6,200,000
2.Total annual operational expenses:	\$372,450
3.Total amount of projected average monthly expenses:	\$ 31,000
4.Total annual projected income:	\$225,600
5.Total amount of projected average monthly revenue:	\$18,800
6. Annual anticipated budget deficit:	\$146,850

## CAPITAL CAMPAIGN PROSPECT

	ANTICIPATED GIFT (\$)
Grants through various Endowments	\$350,000
Private Benefactors	\$5,284,020
Israel Education in Diaspora Fund	\$250,000
Support Israel Education Fund Raising Events	\$315,980
	<b>\$6,200,000</b>
Phase one objective	\$5,000,000
Phase two objective	\$1,200,000

## ANNUAL MEMBERSHIP

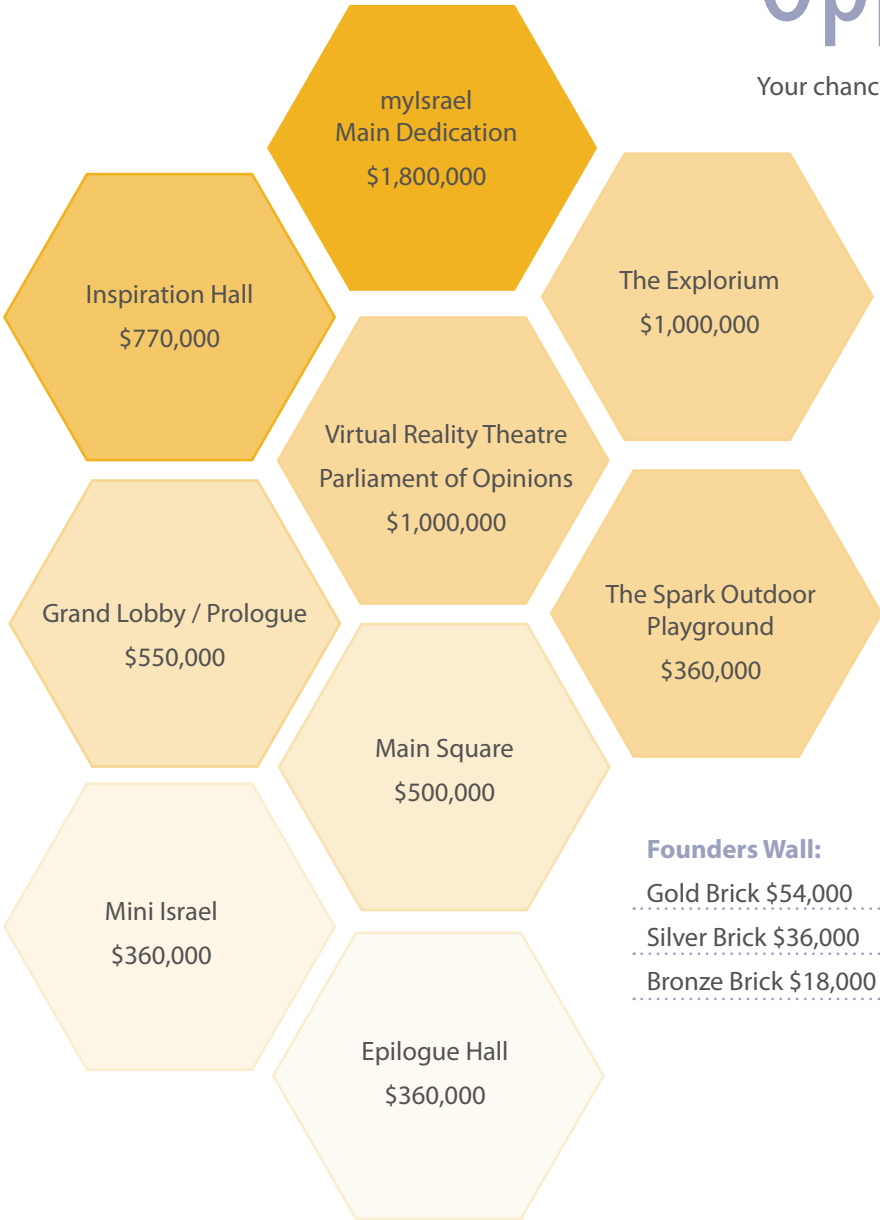
	Amount	Anticipated Participants
Jerusalem Jewels	\$18,000 lifetime	100 over the course of 3 years
Tzfat Tzadikim	\$1800 p/a	50 annual members
Chevron Chaveirim	\$1000 p/a	75 annual members
Tiberias Tomchim	\$180 p/a	100 annual members

## VISITORS

Initial year 200 visitors per month as follows	
Individual Adults	\$12.50
Individual Senior	\$9.50
Individual Child (under 13)	\$6.00
Student (HS/College with ID)	\$7.50
Groups (schools or other with more than 10)	\$5.00

# Dedication Opportunities

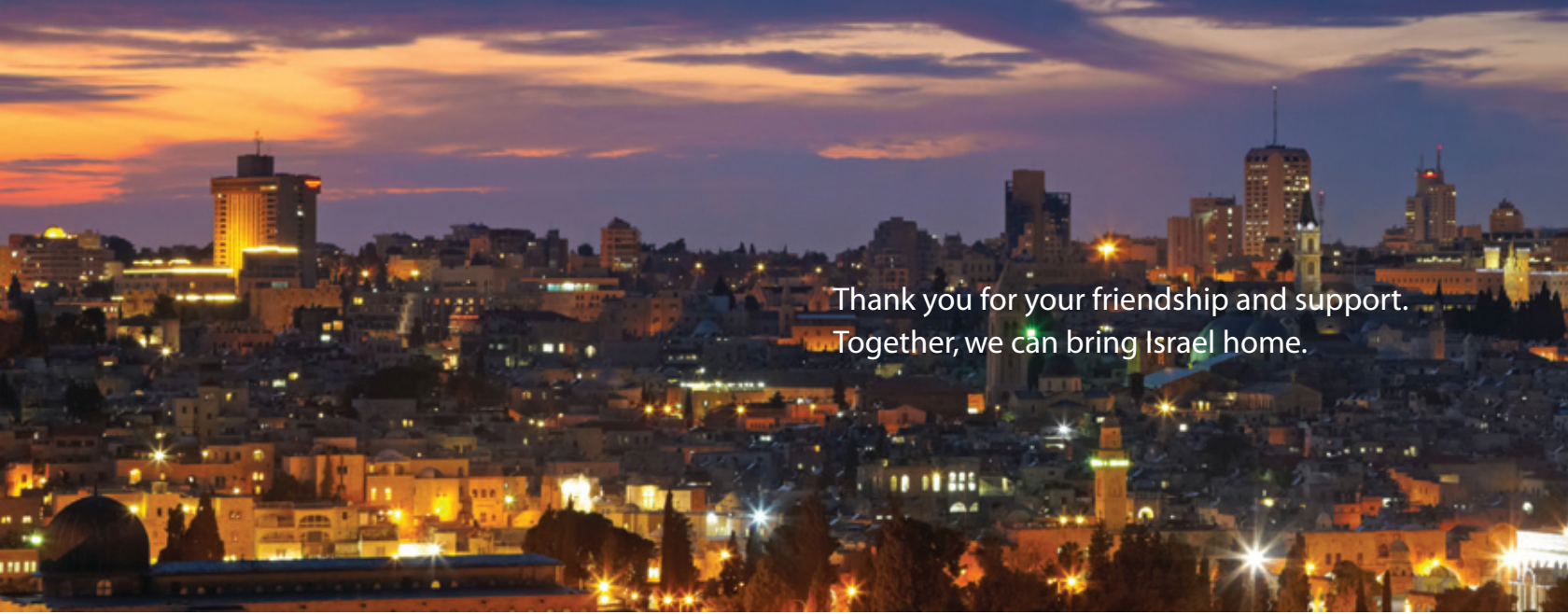
Your chance to create an eternal legacy at **myIsrael**



## Founders Wall:

- Gold Brick \$54,000
- Silver Brick \$36,000
- Bronze Brick \$18,000





Thank you for your friendship and support.  
Together, we can bring Israel home.

**Honorary Chairman**

Senator Joseph Lieberman

**Honorary Rabbinic Chairman**

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Efrat Israel

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David Feldan  
Ariel Shapira

**Director**

Rabbi Ruvi New

**OUR MISSION**

To provide an unforgettable, engaging experience that brings Israel into the minds and hearts of visitors in a positive, long-lasting way

To create an open, honest and healthy environment for exploring and discussing the past, present and future of Israel and the Jewish people

To be a highly professional, technologically advanced, inspiring center for Israel education, and a source of pride for the Jewish community

To discuss sponsorships and dedication opportunities, please contact:

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