



MyJewishLearning, Inc.

2012

ANNUAL REPORT



DEAR FRIENDS:

Five years ago, I agreed to take on an executive role at MyJewishLearning because I thought we had a unique opportunity to both increase our educational offerings and impact thousands—if not millions—of more people. Our funders at the time, particularly Edgar and Adam Bronfman and the team at the Samuel Bronfman Foundation, agreed and we set out on a path to expand the possibilities of online Jewish engagement.

In the years since, we have redesigned MyJewishLearning, developed numerous email newsletters that now have a combined 90,000 subscribers, launched several social media channels, created Jewniverse—a popular daily email—and of course, created Kveller.com, an online community for parents that is, quite simply, one of the most vibrant and interesting websites you will ever come across.

The world has noticed.

In 2006, MyJewishLearning.com educated and engaged 125,000 people each month. In 2012, our websites educated and engaged nearly four times that, impacting close to 500,000 people each month.

Of course, our audience growth presents new and unique opportunities. We are always looking for new ways to connect people to Jewish life and learning—both online and off. With your support and partnership we look forward to seizing these opportunities for many years to come.

Warmly,



Daniel Septimus
Chief Executive Officer

2012 Highlights



AWARDS AND RECOGNITION

For the fourth consecutive year, MyJewishLearning, Inc. ("MJL") was listed in *Slingshot: A Resource Guide to Jewish Innovation*, an annual compilation of the 50 most inspiring and innovative organizations in the North American Jewish Community. The guide notes that "MyJewishLearning is maturing into the supplier of the most popular Jewish content on the web." Evaluators were impressed by the vast scope of our reach and the way in which we track and record data about our users and work.

MyJewishLearning's leadership was also recognized in 2012. CEO Daniel Septimus received the JCSA Young Professional Award, which is given annually to young professionals who have distinguished themselves through exemplary service in their communities.

BOARD DEVELOPMENT AND STRATEGIC PLANNING

In 2012, MJL continued to expand and develop its Board of Directors adding three new members: Gail Binderman, Sheri Gurock, and Peter Sheft. This came on the heels of a 2011 Board restructuring, which added five new board members.

FUNDRAISING

In 2012, MJL focused on soliciting multi-year gifts—an effort bolstered by a matching grant from Edgar M. Bronfman. This push resulted in five multi-year commitments of \$7,500 or more. MJL also received seven first-time gifts greater than \$1,000.

REVENUE GENERATION

In 2012, we engaged a business development consultant to work with us on earned revenue streams. The consultant recommended a three-pronged approach: maximizing ad revenue, maximizing user donations, and integrating e-commerce.

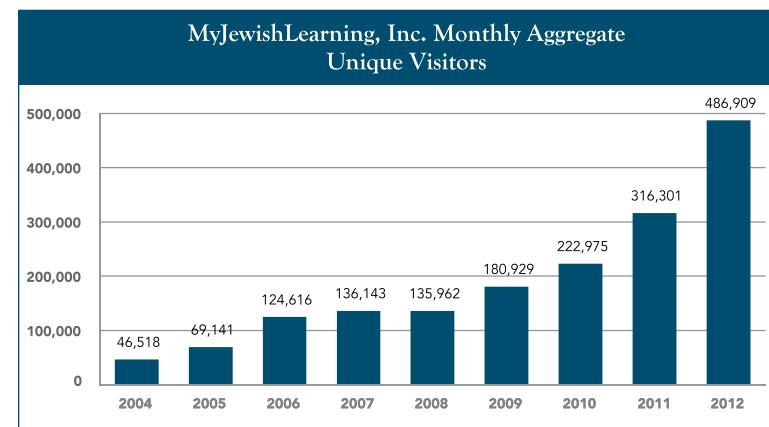
The latter was relatively new for MJL. Previously we earned a small amount of money from incidental links to Amazon.com. This year we established affiliate programs with ModernTribe and World of Judaica, and continued to promote Amazon. We had our initial e-commerce launch around the High Holidays, with more comprehensive implementation during Hanukkah.

MyJewishLearning, Inc's visitors in 2012 grew 54% compared to 2011

In addition to increasing revenue for MJL, these affiliate programs allow users who are learning about holidays and Jewish practice to acquire tangible objects and tools to celebrate and observe. To this end, we created gift guides and other practical articles to feature products from the affiliated stores.

AUDIENCE

MyJewishLearning, Inc's average aggregate unique visitors in 2012 grew 54% compared to 2011, growing from 316,000 per month to about 487,000.





The internet is the frontline for Jewish exploration and information. When people have questions about Judaism and Jewish life, they will go online before doing anything else. Thus, as a community, we need to ask: When people go online seeking out Jewish information, what do we want them to find?

MyJewishLearning.com presents these seekers with a thoughtful, pluralistic, intellectually rigorous, fun, and aesthetically pleasing online experience. MyJewishLearning.com offers thousands of articles on everything from holidays to history to theology. MyJewishLearning also features recipes, quizzes, videos, and several blogs.

CONTENT AND FEATURES

UPDATING OUR LIFECYCLE SECTION

While much of the content on MyJewishLearning.com is evergreen, it is important that we make sure that it remains up-to-date. In 2012, we reviewed our Lifecycle section to determine what changes were necessary to keep it optimally useful and reliable.

The core information about Jewish observances remains constant. However, the ways in which Jewish milestones are celebrated has evolved in the past decade. We looked particularly at the impact of egalitarianism, individuality, and technology in this area and ended up updating existing articles and writing some new content to feature on the site.

ONLINE CLASSES

In 2012, MyJewishLearning launched a pilot series of online classes, making a Jewish classroom available to students around the world. Four teachers taught a total of nine classes, on topics ranging from gratitude and blessing to more defined areas such as Hanukkah and the meaning of the shofar. Classes were held in interactive online classrooms

that allowed students to see live video of the teacher and chat with the teacher and the rest of the class. Some of these classes were offered in partnership with Mechon Hadar. We are using data collected from our experiences to evaluate our offerings and improve the program in the coming years.

AMERICA'S REAL TOP RABBI

On the heels of the Newsweek/Daily Beast list of America's Top Rabbis, we created our own Top Rabbis competition that encouraged readers to nominate local rabbis who have inspired them. We received more than 230 nominations from around the country. We selected 20 finalists, based on the most compelling submissions and asked our readers to vote. The competition garnered more than 5,100 votes. We used the Facebook Like button as a voting tool, which helped spread this campaign quickly through social media.

NEW AND EXPANDED BLOGS



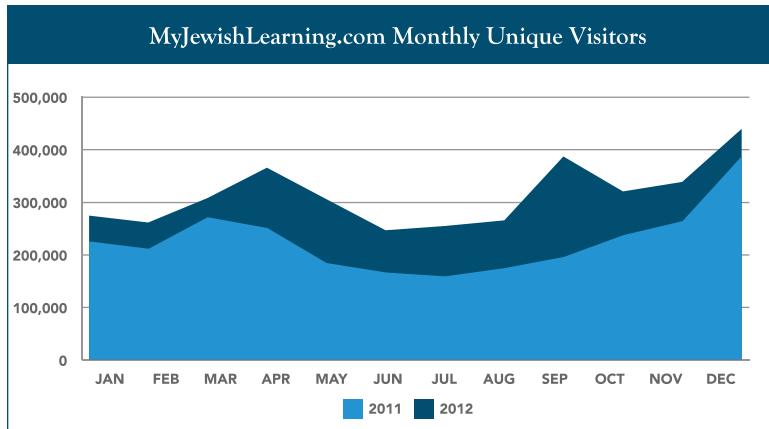
In 2012, MyJewishLearning added two new blogs to its site, *Keshet* and *Southern & Jewish*. The first, in partnership with the Jewish organization of the same name, covers the intersection of Judaism and the LGBT community. Posts include first-person reflections, interviews, and Torah commentaries, among other features.



Southern & Jewish, published in partnership with the Goldring/Woldenberg Institute of Southern Jewish Life, highlights Jewish life, culture, community, and history in the South. These blogs, together with expanded content on *The Nosh*, *Rabbis Without Borders*, and *Members of the Scribe*, have reinvigorated MyJewishLearning.com with new, daily content. We are seeing traffic steadily grow on these blogs and are working with our partners to transform the MyJewishLearning.com blogs into a destination where users come to actively engage in meaningful discussion.

AUDIENCE GROWTH

Traffic for MyJewishLearning.com increased 37% from 227,000 per month to about 311,000.



JEWNIVERSE

In the summer of 2012, we launched TheJewniverse.com, a web presence for our popular daily e-letter. All previous Jewniverses are catalogued on the new site, which has an easy-to-navigate tagging system to find related topics. The website also makes sharing Jewniverse content on Facebook and other forms of social media much easier. As the number of Jewniverse subscribers grows, we are continuing to brainstorm new ways to take advantage of this site, drive traffic to it, and develop it.

TheJewniverse.com received an average of 6,000 unique visitors per month in its first few months of operation.

kveller.com

A JEWISH TWIST ON PARENTING

Kveller.com, MJL's parenting website, launched in late 2010 with generous support from UJA-Federation of New York.

Kveller.com provides parents raising Jewish children with a non-judgmental, accessible, fun entrée into Jewish life. Speaking the language of today's diverse Jewish families, Kveller meets parents where they are: online—providing tips, activities, information, and opportunities for productive conversation.

“Kveller is an awesome take on modern Jewish parenting.”

Kveller.com features parenting articles on everything from pre-conception through preschool—that means information on Jewish genetic diseases, circumcision, Jewish kiddie music, and much more. Kveller

also has a Jewish baby name bank, multiple bloggers (including actress Mayim Bialik), and first-person ruminations. Kveller also works to connect parents to events and activities in their communities, both through its New York area resources and its partnerships with family web portals in other cities.

BLOG GROWTH

In 2012, Kveller published more than 900 blog posts. We now have about 150 writers who have contributed to the group blog and receive submissions nearly every day from new writers who are interested in joining our community.

In addition to our regular blog posts, Kveller ran a number of special blog series this year. “Dude Week” published pieces exclusively by men. We also launched our Kveller Book Club, which chooses books written by Jewish women, ranging from novels to the new Jewish parenting classic *The Blessings of a Skinned Knee*. Each book club has culminated with

a Twitter chat with the author, allowing our readers to interact and ask questions. Toward the end of the year, we ran a series supported by The Jewish Women’s Foundation of New York called “Women, Work & Money.” For a month, we featured a daily post devoted to this topic—covering issues like paying nanny taxes, starting college savings funds for your kids, and the reality of working outside the home while parenting young children.

MAYIM BIALIK



Emmy-nominated actress Mayim Bialik started blogging for Kveller when we launched more than two years ago. Her popularity on our site has only grown, and beginning in 2012, we launched her own blog on Kveller. So far we have published more than 160 blog posts by Mayim, averaging two per week.

PUBLICITY

Many Kveller blog posts were referenced and linked to by major newspapers and websites, including *The New York Times*. Mayim also mentioned Kveller.com in her red carpet interview with E!

Two of our contributors were invited to speak on NPR’s program “Tell Me More” in response to blog posts they published on Kveller. Sarah Tuttle-Singer spoke candidly about her piece “My Jewish Abortion” and Alina Adams addressed her family’s heritage based on “When to Hide Your Race and Religion.”

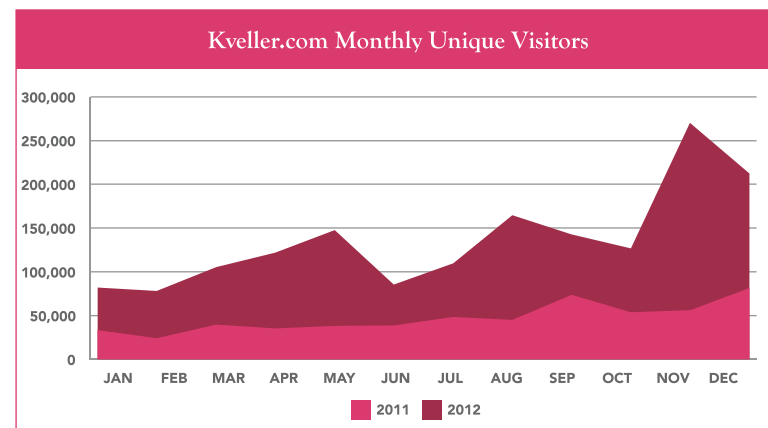
PJ LIBRARY AND NEW YORK OUTREACH

In conjunction with PJ Library and UJA-Federation of NY, we launched a calendar of family events for the New York metro area, including the five boroughs, Long Island, and Westchester. Event coordinators can easily submit their events to the calendar such as tot Shabbats, parenting classes, meet-ups, and PJ Library programs. Kveller readers can search for activities using a number of criteria including neighborhood, cost, and age of participants.

In September, Kveller launched as a PJ Library community, offering subscriptions to families in the New York metro area. From our first three active months, we successfully enrolled nearly 500 families. We continue to feature PJ Library books and content in our blog posts and on social media.

AUDIENCE

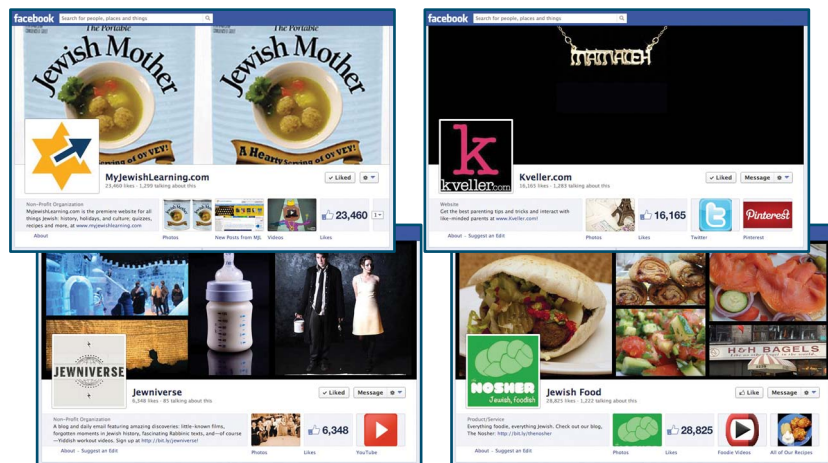
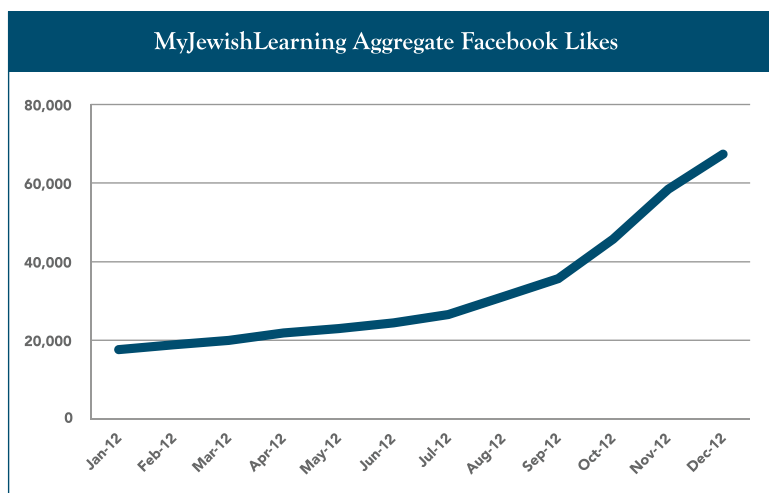
Kveller’s audience grew more than 190% when compared to 2011—from 47,000 people per month to 137,000 people per month. During the last six months of 2012, Kveller engaged 170,000 people per month.



“ I have become a better parent by reading the articles on Kveller.



Our major marketing focus in 2012 was growing our Facebook Likes. We did this through paid advertisements, as well as making Facebook more prominent on our websites. MJL's aggregate Likes grew more than 200% from just under 19,000 to 68,000.



	2012 END OF YEAR PROJECTIONS*	2013 PROJECTIONS
REVENUE		
TOTAL REVENUE	1,408,410	1,168,140
EXPENSES		
Personnel	657,911	752,317
Accounting/Legal Fees	17,748	20,500
Evaluation Fees	11,299	23,000
Graphic Design/Technology Fees	86,776	98,700
Marketing	60,799	92,000
Professional Fees	61,840	24,000
Office Rent/Utilities	88,832	92,000
Office Equipment/Supplies	17,308	12,925
Other Office Expenses	17,099	20,800
Insurance	15,842	18,613
Website Content	58,217	93,750
PJ Library Subscriptions	7,332	44,668
Web Hosting	36,468	33,500
Travel/Conferences	8,276	15,250
Income Tax	2,051	5,884
Miscellaneous	7,571	4,000
Contingency		67,435
TOTAL EXPENSES	1,155,369	1,419,342
SURPLUS (TO BE RAISED)	253,041	(251,202)

* Note: Pre-audit projections

MyJewishLearning, Inc. has eight full-time employees and one part-time employee. The staff includes:



DANIEL SEPTIMUS
Chief Executive Officer



MEREDITH LEWIS
Director of Operations



JON MADOF
Director of Design & Technology



LAURA WILSON
Business Administrator



ILANA SICHEL
Editor
(MyJewishLearning/Jewniverse)



SHEVY BASKIN
Editorial Assistant
(MyJewishLearning/Jewniverse)



DEBORAH KOLBEN
Editor
(Kveller)



MOLLY TOLSKY
Associate Editor
(Kveller)



JENNIFER MODLINGER
Regional Coordinator
(Kveller)

BOARD OF DIRECTORS

GAIL BINDERMAN

ADAM BRONFMAN

FRED CLAAR

DAVID GEDZELMAN

DANIEL GORLIN

SHERI GUROCK

DANA RAUCHER

PETER SHEFT

NANCY WARSHOFSKY

As of December 31, 2012, major philanthropic support for MyJewishLearning, Inc. has been provided by:

\$4 MILLION+

Edgar M. Bronfman/The Samuel Bronfman Foundation

\$1 MILLION-\$1.9 MILLION

Michael Steinhardt/The Steinhardt Foundation for Jewish Life

\$100,000-\$999,999

The Abramson Family Foundation
Joyce & Irving Goldman Family Foundation
The Joseph and Harvey Meyerhoff Family Charitable Funds
Charles and Lynn Schusterman Family Foundation
UJA-Federation of New York

\$50,000-\$99,999

Richard and Rhoda Goldman Fund
The Robert P. and Arlene R. Kogod Family Foundation

\$25,000-\$49,999

Anonymous
Gail Binderman/Norman E. Alexander Family Foundation Fund
Jewish New Media Innovation Fund
Lippman Kanfer Family Foundation
The Manuel D. and Rhoda Mayerson Foundation
The Morningstar Foundation
Skirball Foundation
Diane and Howard Wohl

\$10,000-\$24,999

Anonymous
Beker Foundation
The Jacob and Hilda Blaustein Foundation
Charles & Andrea Bronfman Fund at Brandeis University
Crown Family Philanthropies
Dobkin Family Foundation
The Gorlin Family Foundation
Harold Grinspoon Foundation
Randall R. Kaplan Family Foundation
Ben and Esther Rosenbloom Foundation
Nina & Julian Sandler Charitable Trust

\$5,000-\$9,999

The Herbert Bearman Foundation
Fred and Joyce Claar
Jewish Community Endowment Fund of San Francisco
Jewish Women's Foundation of New York
The Lucius N. Littauer Foundation
Marcus Foundation



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MyJewishLearning, Inc. is primarily making this annual report available online in order to cut down on the creation of paper waste.