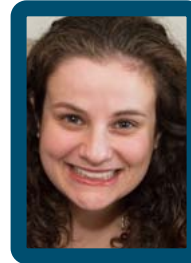




MyJewishLearning, Inc.

2013

ANNUAL REPORT



DEAR FRIENDS,

As MyJewishLearning enters its second decade, we can look back at our accomplishments with pride while challenging ourselves to continue expanding the possibilities for online Jewish engagement.

MyJewishLearning.com, Kveller.com, and our other sites demonstrate the power, value and impact of virtual communities. Our sites connect readers to one another, to our traditions and to Jewish knowledge to help further spiritual and intellectual growth. Our readers find answers to pressing questions, engage in thought-provoking discussions, and find comfort and support in times of need.

With your partnership and support, we have been able to reach more than 705,000 people each month – connecting with them on their own time, at their own level, and in line with their values.

This is what sets us apart.

Warmly,



Meredith Lewis

2013 Highlights

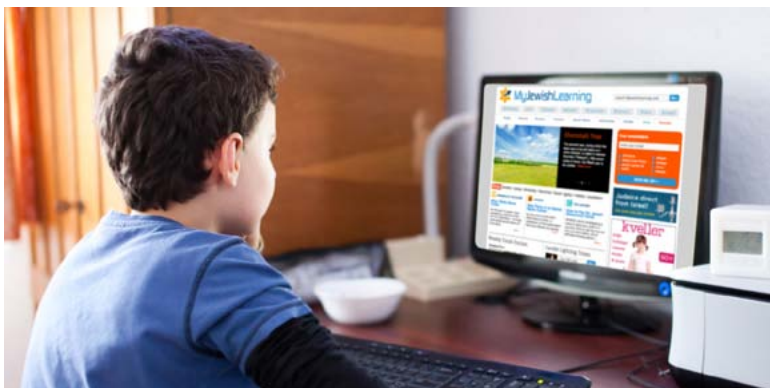


AWARDS AND RECOGNITION

For the fifth 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 selection committee recognized our "cutting-edge, influential work" as well as our ability to "do so much with a relatively small budget and staff." MyJewishLearning, they wrote, "remains an organization uniquely positioned to educate, challenge, and expand the Jewish community in North America and worldwide."

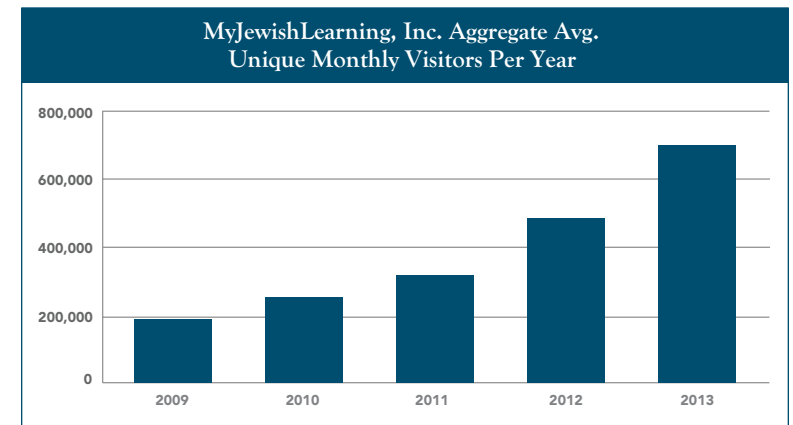
Kveller.com was named to the first-ever Slingshot supplement highlighting organizations impacting the lives of women and girls. Evaluators recognized that "Kveller.com reaches out to Jewish mothers and meets their needs in a crucial way," noting that the organization is "leading the conversation, not just following it. Kveller.com has created a relevant and innovative online community, bold on women's issues, tackling topics and themes that are rarely discussed in a public forum."

MJL also won the Rockower Award from the American Jewish Press Association for Most Outstanding Website for the third time in four years.



AUDIENCE

MyJewishLearning, Inc.'s aggregate unique visitors grew 45% in 2013, from an average of 487,000 per month to approximately 705,000 per month. Traffic on MyJewishLearning.com now averages 370,000 unique visits per month, representing a 19% increase from last year. Kveller.com experienced a tremendous growth in traffic in 2013, going from an average of 137,000 individual visitors to 293,000, an increase of 113%. TheJewiverse.com experienced an 18% increase in the number of subscribers to its email newsletter, from 17,000 at the end of 2012 to 20,000 at the end of 2013.



“MyJewishLearning is a one-stop Jewish education on a high level. It’s like going to college and taking courses in topics that interest me.”



MyJewishLearning.com is the leading transdenominational website for Jewish information and education. Offering articles, blogs, and resources on all aspects of Judaism and Jewish life, the site is geared toward adults of all ages and backgrounds, from the casual reader looking for interesting insights, to non-Jews searching for a better understanding of Jewish culture, to experienced learners wishing to delve deeper into specific topic areas.

CONTENT AND FEATURES

A NEW LOOK AND FEEL

In February 2013, MyJewishLearning.com launched its newly redesigned site. Informed by usability studies, the new site provides a cleaner design, as well as streamlined navigation and landing pages. The redesign also features a fresher color palate and highlights popular content such as blogs, quizzes and recipes.

TIMELINE

MyJewishLearning.com created an interactive timeline of Jewish history. With contributions from and vetted by scholars in a variety of disciplines, the timeline features 50 key events that provide a narrative of Jewish history from the Exodus to modern times. Readers are able to browse the events and take a virtual trip through Jewish history. The core events are supported by more than 200 additional historical events to provide greater context and value to the user experience.

NEW AND EXPANDED BLOGS

In 2013, MyJewishLearning added three new blogs to its site: *The Canteen*, *The Torch*, and *Jewish&*.

The Canteen, in partnership with the Foundation for Jewish Camp, is written by campers, alumni, parents and camp professionals. It is a place to talk about parenting, education and identity in a way that highlights one of the fastest-growing forms of Jewish engagement.

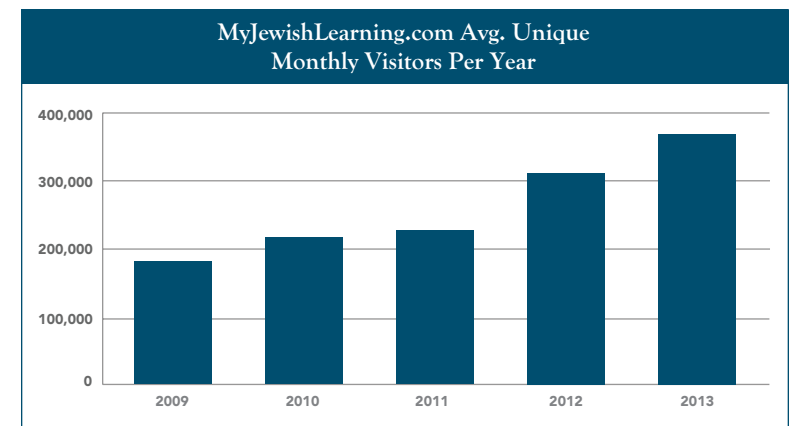


The Torch explores gender and religion in the Jewish community. Named for Deborah the prophetess, "the woman of torches," the blog features insights and personal reflections of women and men seeking to create a more gender-equitable Jewish world. The Torch is produced with JOFA, the Jewish Orthodox Feminist Alliance.



Jewish&, a blog created with Be'chol Lashon, gives voice to the racial, ethnic, and cultural diversity of Jewish identity and experience. The values of globalism and inclusion have become key components in making choices about engagement in Jewish life today, and Jewish& provides readers with a forum for personal reflection, discussion, and debate on this subject.

These blogs, together with expanded content on The Nosh, Rabbis Without Borders, Keshet, Southern & Jewish and Members of the Scribe continue to reinvigorate 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 about the most pressing topics in Jewish life today.



JEWNIVERSE

Jewniverse continues to highlight Jewish cultural endeavors from the highbrow to the kitsch, all in the name of expanding the world of Judaism. We have expanded the core of writers contributing content to the daily newsletter and website and have seen significant growth in the number of email subscribers, from 17,000 at the end of 2012 to 20,000 at the end of 2013, an increase of 18%.



As seen on Jewniverse:

A Polish Nun Finds Her Jewish Roots
Beatboxing for Passover
Discover the Promised Land...in Lake Erie
Is Chutzpah Dead?
The Lesbian Flick Banned by the Nazis

kveller.com

A JEWISH TWIST ON PARENTING

Kveller.com is home to the most active and engaged community of Jewish parents on the web. In addition to hosting hundreds of informational articles, the real heart of Kveller is found in our blogs, Raising Kvell & Mayim's Blog. From tackling tough topics such as infertility to hilarious accounts of the realities of day-to-day parenting, women continually return to connect with other parents and feel a part of the rich and active online community Kveller has created. Kveller was launched with the generous support of UJA-Federation of New York.

BLOG GROWTH

Kveller had two blog posts go viral this year, significantly increasing our audience and exposure online. "We Need to Quit Telling Lies on Facebook," a blog post about why we should stop painting overly rosy pictures of our lives on Facebook, has been seen by more than 700,000 unique visitors, liked by more than 174,000 people, and has received more than 1,900 comments -- and more people are visiting it every day. It has been reprinted in Ladies Home Journal and Time.com, and was included in a new anthology, "The Good Mother Myth."

The blog post "Tell a Friend: You are a Good Mama," accompanied by the hashtag #YouAreAGoodMama, has been liked by over 80,000 people and was featured prominently across the mom blogosphere. The creative use of hashtags related to both of these posts significantly expanded their reach across social media outlets.

JEWISH LEARNING

Kveller's new Torah MOMentary series focusing on the weekly Torah portion through the eyes of a new parent marked Kveller's entry into the realm of text study. Relating the stories in the parashah to the parenting experience is providing readers with an accessible entree to Torah study.

LOCAL

Kveller launched a regional initiative bringing enhanced experiences to readers in Baltimore and Long Island by providing geo-targeted homepages featuring local events calendars and resource directories. The goal of these sites is to encourage readers to connect with programs and resources in their local Jewish communities. The program has met with early success and plans are in the works to expand in the coming year into additional communities. It is our hope that these sites will provide communities with new tools to engage families while also serving as a central meeting place and information provider for all Jewish families in the area.

PJ LIBRARY

Kveller continued its partnership with PJ Library in 2013, offering parents in the New York metropolitan area the opportunity to receive free age-appropriate books in the mail for children ages 6 months through 8 years. We reached our target goal of 1,000 subscribers in July 2013. Kveller maintains ongoing contact with our PJ Library subscribers through an e-newsletter sent out every two weeks featuring events in the New York Jewish community as well as links to Kveller content.

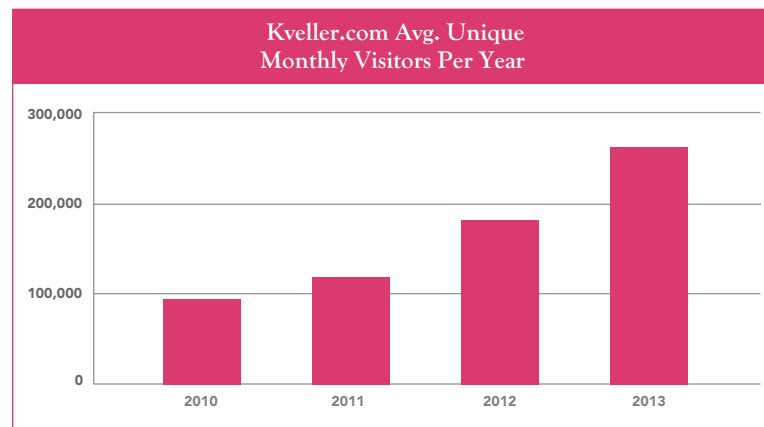
LABA EVENT

Kveller co-sponsored a sold-out event with LABA: A Laboratory for Jewish Culture at the 14th Street Y in downtown Manhattan. The event, "What's the Matter? A night of storytelling with your favorite Jewish Mamas," featured 10 modern-day Jewish mothers providing real and unvarnished perspectives on Jewish motherhood today. Among the featured speakers were four of Kveller's contributing editors: Jordana Horn, Carla Naumberg, Tamara Reese and Adina Kay-Gross.

“Kveller’s articles on parenting are fresh and relevant, whether you’re Jewish or not.”

MAYIM BIALIK

Emmy-nominated actress Mayim Bialik's blog on Kveller continues to grow in exposure and popularity, enabling us to reach new audiences, many of whom to become loyal Kveller followers. Mayim provides an honest look into her life as a Jewish parent and a celebrity. In 2013, she wrote a month-long series on the Jewish aspects of divorce, chronicling her own experiences navigating the divorce process. Mayim's articles about her trip to Israel with her two sons also were widely read and shared across the web.



Daniel Septimus, MJL's longtime CEO, left after eight successful years of leadership and organizational growth. During the transition process, veteran staff members have expanded their roles to maintain everyday operations and ensure our continued growth and success. The Board continues to provide invaluable support and guidance as we embark upon our next chapter as an organization.

In 2013, MJL mourned the passing of our founder and most loyal supporter, Edgar M. Bronfman. Edgar was a giant among Jewish leaders, a legendary visionary and a mentor and friend to all who knew him. We at MJL would not exist without his forward-thinking vision and continued support of our work. We are proud to help carry on his legacy through the mission and activities of our organization



	2013 ACTUALS *
REVENUE	
TOTAL REVENUE	1,074,863
EXPENSES	
Personnel	681,945
Accounting/Legal Fees	21,087
Evaluation Fees	0
Graphic Design/Technology Fees	58,928
Marketing	26,682
Professional Fees	24,962
Office Rent/Utilities	94,505
Office Equipment/Supplies	14,335
Other Office Expenses	18,570
Insurance	9,046
Website Content	64,495
PJ Library Subscriptions	18,778
Web Hosting	33,269
Travel/Conferences	6,968
Income Tax	(3,579)
Miscellaneous	2,603
Contingency	0
TOTAL EXPENSES	1,077,594
SURPLUS	(2731)

* Note: Pre-audit final projections

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



MEREDITH LEWIS
Director of Operations
and Transition Manager



DEBORAH KOLBEN
Editor
(Kveller)



JON MADOF
Director of Design & Technology



MOLLY TOLSKY
Associate Editor
(Kveller)



LAURA WILSON
Business Administrator



RACHEL SILBERSTEIN
Editorial Assistant
(Kveller)



ILANA SICHEL
Editor
(MyJewishLearning/Jewiverse)



JENNIFER MODLINGER
Regional Coordinator
(Kveller)



SHEVY BASKIN
Editorial Assistant
(MyJewishLearning/Jewiverse)

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SHEREEN RUTMAN

FRED CLAAR

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SHERI GUROCK

NANCY WARSHOFSKY

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A JEWISH TWIST ON PARENTING



JEWNIVERSE



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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.