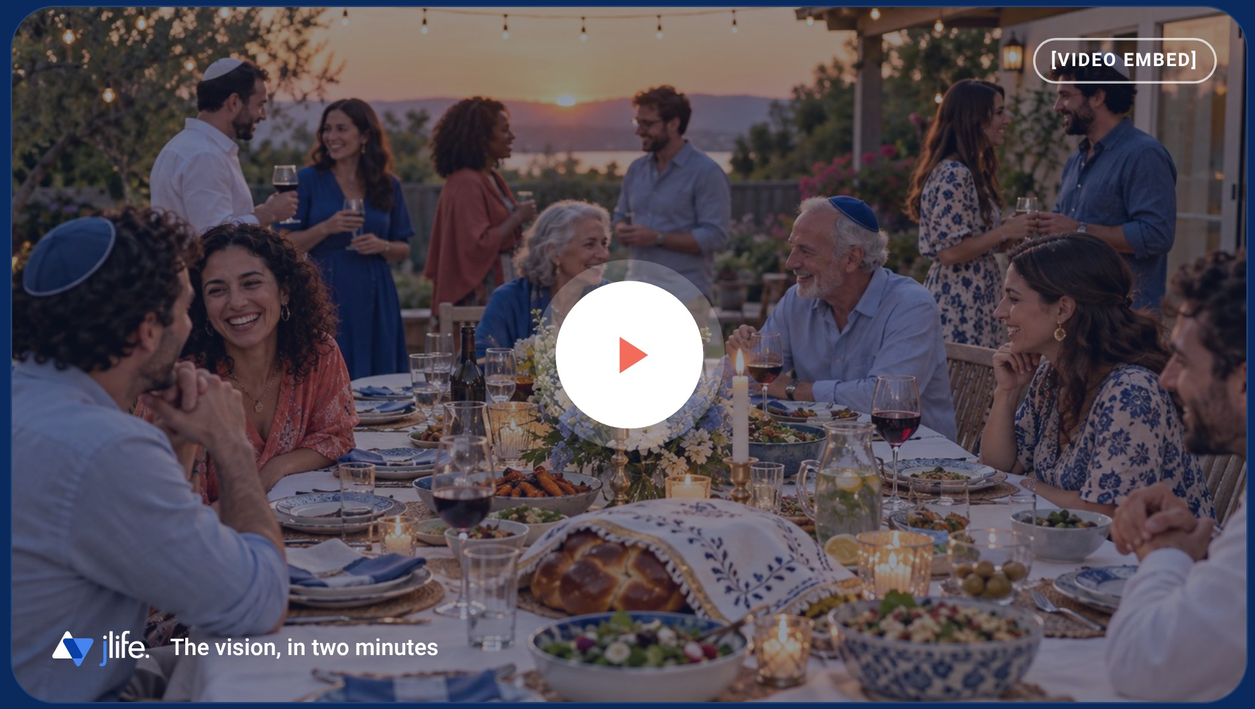
Funders have heard a hundred versions of “engage the next generation.”

Finally, the big idea the Jewish world has been waiting for.

JLife is the Jewish world’s missing infrastructure. Not another program or campaign, but one personalized home for Jewish life.

Start a conversation

Watch the video



Jewish pride is strong.
Participation is not.



The surge is fading 01

The post–October 7 surge in engagement is already fading, fastest among the least connected.



Outdated delivery 02

Young Jews aren't rejecting Judaism. They're rejecting how it reaches them.

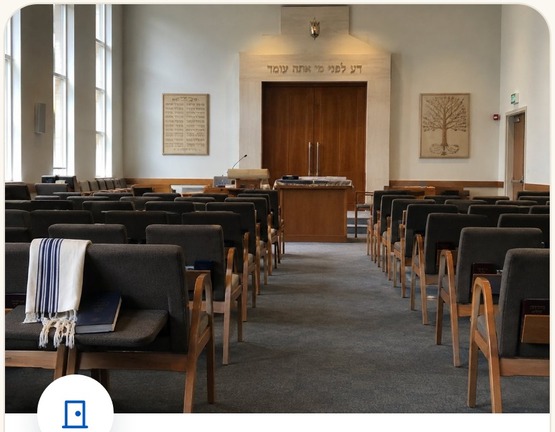
79% rarely or never take part in Jewish life

Jim Joseph Foundation research



Defense over celebration 03

Antisemitism is pulling the community's energy toward defense instead of celebration.



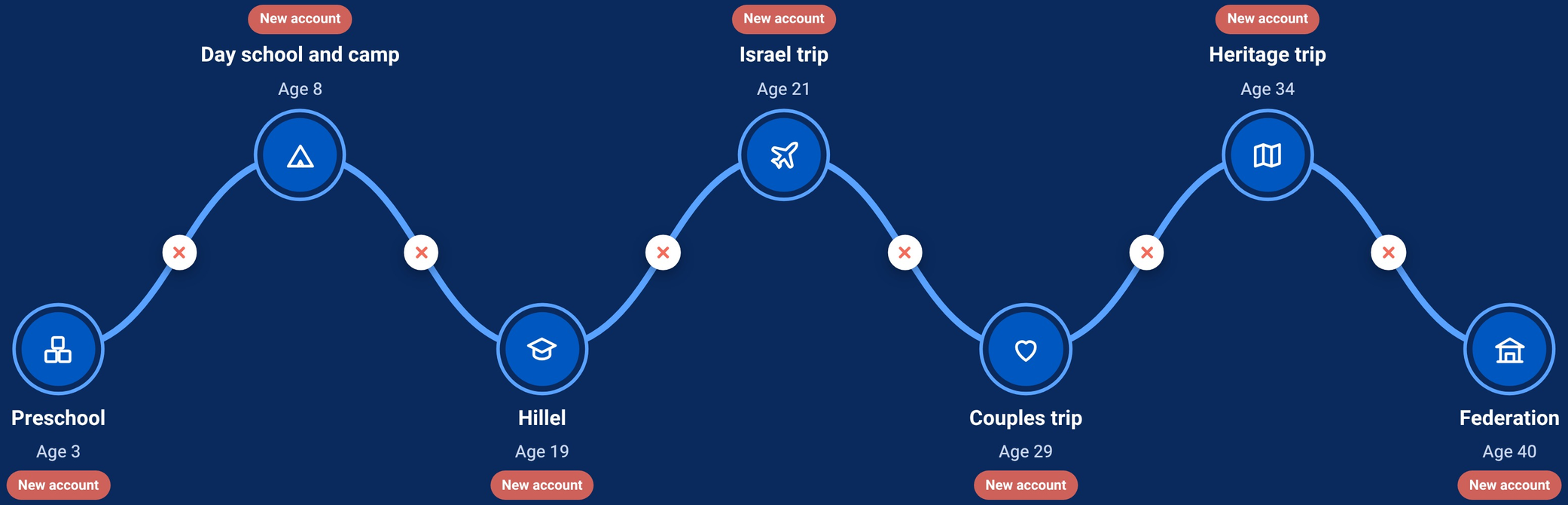
Membership matters less 04

Formal membership matters less than it used to. Cost, location and membership expectations keep people out.

THE DATA IS SILOED

The Jewish journey, disconnected.

Every stage starts over with a new account, and nobody hands you on to the next. Each organization holds its own piece of the story, and none of them can see the whole person.



No visibility

No hand-offs

Starting over

UP CLOSE

The hand-off that never happens.

When Maya moves from Hillel to her Israel trip, nothing comes with her. She starts from zero.

Hillel
Member record



Maya Rosen
Member since 2019

Shabbat dinners	**12**
Leadership program	**Completed**
Interests	**Israel, community**

Her data

Israel trip
New applicant

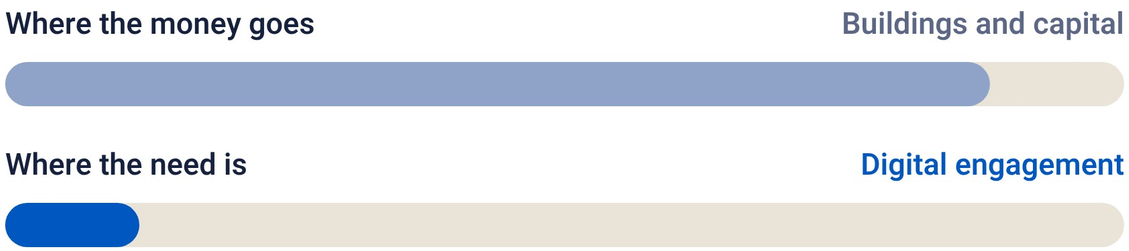
Who is this?
No history, no context

Full name

Email

Starting from zero

Most funding goes to buildings. The need is digital.



Illustrative proportions.

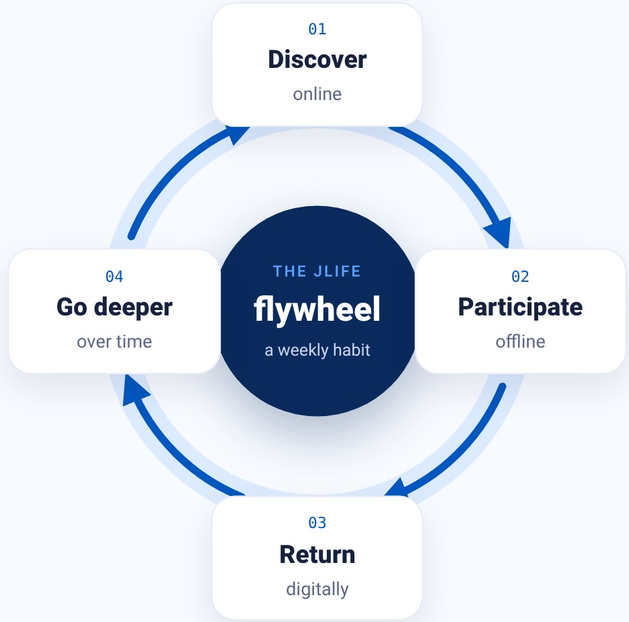
> **A building with no one in it is a monument, not a community.**
>
> **Robert Kasirer**, The Kasirer Foundation

The Jewish world's missing infrastructure. Not another program.

Content
Israel
Community
Giving
Events
Prayer
Learning



One home for Jewish life, and a flywheel that builds a weekly habit.



THE ANSWER

One identity that connects the whole community.

Login with JLife Passport: one tap into any partner.

No one starts over.

Learn more about JLife Passport →



YOUR DATA

Data flows both ways, only with user consent

You decide what moves, in either direction, and can revoke it anytime.

JLife → Org

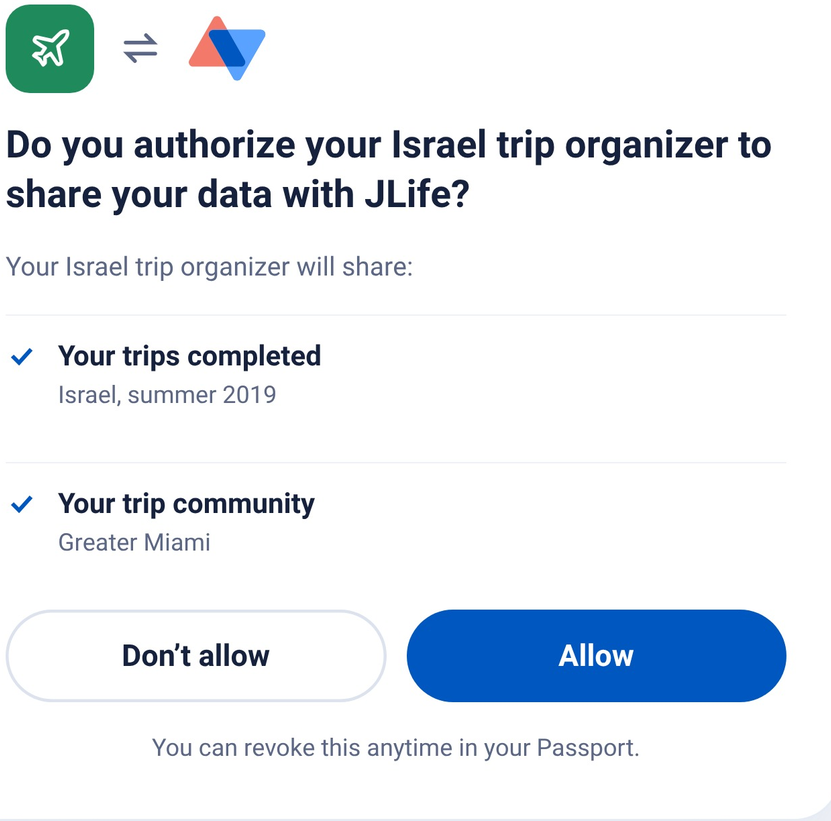
Your profile

What you choose to share when you sign in.

Org → JLife

Your activity and milestones

Trips, programs completed, Jewish moments.



JLife strengthens by tightening the bonds between organizations and individuals.



Today

Connected in name, not in practice



On platform

Organizations and people begin to link



Tightened

One structure, holding under pressure

No other platform tracks what people *actually* do.

WHAT THEY ARE DOING

What they watch
Videos, reels and lectures.

What they listen to
Music and podcasts.

What they attend
Events, classes and gatherings.

What they learn
Journeys, modules and texts.

How they pray
Siddur, Tefilah and Capsules.

Milestones they reach
Bar and bat mitzvahs, trips, programs completed.

Shared by JLife Passport partners

AND WHO IS DOING IT

Community & organization · Age & life stage · Observance · Geography · New vs. returning

THE SIGNALS — Discovering · Participating · Sharing · Trending

Anonymized and secure.

Every insight is reported at the group level, never about an individual. Personal data stays private and protected.

Group-level only · No individual profiles · Securely stored

JLife Community Intelligence

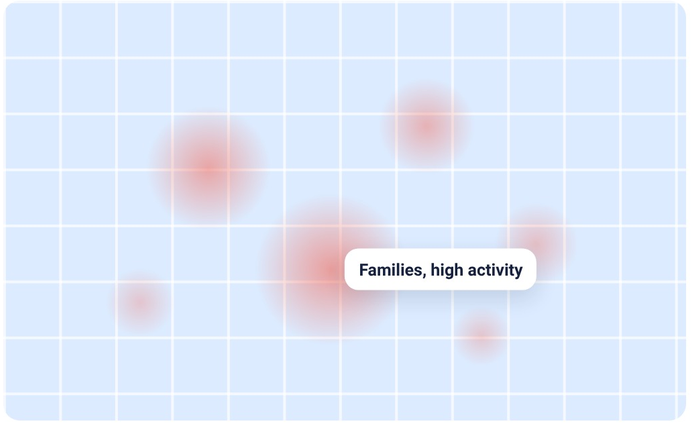
Community overview

Last 90 days · All organizations · Illustrative data

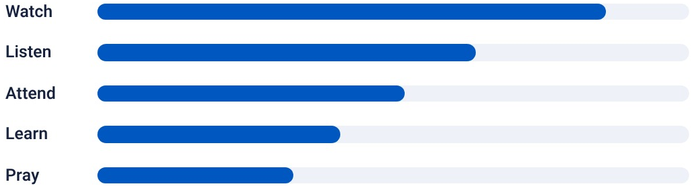
Active participants	Returning	New people reached	Organizations
24,180	61%	3,420	128

The first map of Jewish life

Anonymized · group level, never individuals



What they're doing



Who is doing it: age and life stage





New vs. returning

61% returning · 25% new this quarter

Signals

- **TRENDING** — Purim content is up this week
- **DISCOVERING** — "What is Shabbat?" searches rising
- **PARTICIPATING** — Family events filling fastest
- **SHARING** — "Challah in 60 seconds" shared most

Every dollar, traceable.

See exactly how your funding moves from infrastructure to engagement to stronger Jewish identity, and reduced drift.

Infrastructure

One shared platform for the whole community

Engagement

People discovering, participating and returning

Stronger identity

Deeper Jewish identity and reduced drift

QUARTERLY REPORT

Every quarter

What funders receive

- ✓ Participation
- ✓ Reach
- ✓ Retention
- ✓ New people reached

Including whether new people are being reached.

JLife Community has already proven market-scale adoption.

370k	100k	11k	$4.7M
Event registrations	Unique registrants	Events hosted	Transaction volume

Across seven live markets today, each a community now positioned to receive **JLife for free**.

Live in seven markets, and growing.

Every live community gets the full JLife platform free.

LIVE TODAY

Ann Arbor · Cincinnati · Detroit · Miami · Montreal · Stamford · Washington DC

COMING SOON

Columbus · Broward

LOGO Every market is a **Jewish Federation**, a trusted, established hub for its community.



FLAGSHIP MARKET

LOGO **Greater Miami Jewish Federation**

130k+
Jewish people served

#1
Fastest-growing communities

CEO **Scott Kaufman** is committed to full adoption of JLife & JLife Community, a model for other large cities to follow.

30
content partners live
25 more coming

400+
artists and creators on the platform

PARTNERING WITH

Jewish Student Union (JSU) · **Elevate**

Join The Kasirer Foundation as a lead funder.

A multi-year commitment to the Jewish world's missing infrastructure. Choose the role that matches your mandate.

Core

The global view

Fund the platform and the network as a whole.

Local

Your own community

Bring JLife to the community you care about most.

Initiative

One area of the mission

Focus on the part of the mission that fits your mandate.

Let's talk about where you fit.

Write to us at info@jlife.app

Start a conversation