JEWISHCOLUMBUS

JEWISHCOLUMBUS YOUTH FOUNDATION
GRANT APPLICATION 2025
Funding Priority:

**"The mission of the 2024-25 JCYF cohort is to support
combatting antisemitism, including promoting
community security and safety for Jewish spaces as well
as for increased education in facing antisemitism."**

Proposals may not request general operating dollars.
Deadline: on or before 5:00 pm EST, February 7, 2025
Submit this form to jordan@jewishcolumbus.org

Organization: JewishColumbus

Name:
Ori
Katzav

Website:

Contact email: Ori@jewishcolumbus.org

Project Name: Digital Tribe

Total Project Expenses:

$50K

Requested Amount:

$10k

Project Dates (must be completed between July 1, 2025 - June 30, 2026):

January 1, 2026-June 1, 2026

Project Description (Brief):
In 25 words or less, describe the project and its purpose. What will you do?

Digital Tribe is a year-long program empowering Columbus youth with digital tools to combat modern antisemitism and anti-Zionism, focusing on education, social media engagement, and digital advocacy.

PROJECT OVERVIEW

Project Description (Full) (300 words)

Explain the project in full: who, what, where, why, when, how, etc. Please include outcomes you hope to achieve and who the program will serve directly and/ or indirectly. Up to 300 words.

Digital Tribe is a year-long program designed to equip Columbus youth with the digital tools and knowledge needed to combat modern antisemitism and anti-Zionism. The program aims to create a new generation of advocates who can use social media and digital platforms to promote Jewish identity, combat misinformation, and educate others on the history of Judaism and Zionism.

The program is structured around four main workshops:

1. **Jewish Roots Workshop** – A virtual workshop that provides an overview of Jewish history, focusing on the evolution of antisemitism from biblical exile to modern-day challenges. Participants will engage with lectures from history specialists and present their own research, fostering a deeper understanding of Jewish heritage and the roots of contemporary antisemitism.
2. **Zionism Workshop** – This workshop delves into the history of the Zionist movement and Israel's development. Professional lectures will complement participant-prepared presentations, allowing students to engage critically with Zionism's role in shaping modern Jewish identity and Israel.
3. **"Post-Truth" Era Workshop** – Focused on the challenges posed by digital misinformation, this workshop teaches participants tools for navigating and responding to online misinformation campaigns. It will include strategies for effective digital debates, how to penetrate social media algorithm silos, and insights from "Hasbara stars" who are active in digital advocacy.
4. **Ambassadors of Peace Workshop** (post-program) – Participants will work together to generate social media content aimed at educating the public on Jewish identity, Israel, and combating antisemitism. Selected participants will also create a four-episode podcast sharing their program experiences and insights.

The program's success will be measured through engagement metrics, participant surveys, and reflection logs. Recruitment will leverage local school relationships, social media campaigns, and interviews to select 7-10 participants, ensuring diverse participation.

What is the size of and who is the target population?

High school students

How does this project serve a Jewish population?

(up to 30 words)

Digital Tribe empowers Jewish youth to combat antisemitism and anti-Zionism through digital literacy, education, and advocacy, fostering a proactive generation of advocates who defend Jewish identity and Israel in the digital space.

DELIVERY AND EXECUTION

How will the project be executed? What activities or programs will be delivered?
(up to 100 words)

Be as specific as possible.

Digital Tribe will be executed through a series of four virtual workshops over the course of one year. The Jewish Roots Workshop will provide historical context on antisemitism, while the Zionism Workshop will explore the development of the Zionist movement and Israel. The "Post-Truth" Era Workshop will teach participants how to counter misinformation online and engage in digital debates. Finally, the Ambassadors of Peace Workshop will guide students to create social media content and produce a podcast about their experiences. Recruitment will target both Jewish and non-Jewish students, utilizing local school partnerships, social media, and interviews to select participants.

GOALS AND MEASURES OF SUCCESS

What are the project goals and how will you measure success?
(up to 150 words)
Be certain that the answer(s) to this question can and will be measured.

Program Goals:
1. **Empower Youth:** Equip Columbus youth with digital tools and knowledge to combat antisemitism and anti-Zionism.
2. **Educate on Jewish History:** Deepen participants' understanding of Jewish history, including antisemitism and Zionism.
3. **Counter Digital Misinformation:** Teach strategies to identify and respond to misinformation about Jews and Israel online.
4. **Foster Advocacy Skills:** Develop skills to advocate for Jewish identity and Israel in digital spaces.
5. **Create a Community of Advocates:** Build a network of proactive young advocates who combat hate and promote positive discourse.
6. **Promote Jewish Values:** Engage participants in creating content that educates others on Jewish identity and combating hate.
7. **Develop Leadership:** Encourage leadership roles through social media and podcasting.

8. **Track Impact:**
   - **Engagement Metrics:** Track social media posts, views, and shares.
   - **Participant Feedback:** Analyze surveys and reflections at multiple points.
   - **Program Growth:** Monitor applicants and participation across iterations for growth and effectiveness.

If JCYF does not grant your full request, what are the implications?
Be as specific as possible, e.g., will reduce number of programs, increase fundraising effort or limit number served. Will your organization still run the program if only part of your request is granted?

If we don't get the grant the program will most likely not come to fruition. Students will have less knowledge on the social media front, and they will feel less engaged with JewishColumbus goals and objectives.

ADDITIONAL COMMENTS

Add information you deem important for the reviewers to consider. (up to 300 words)

The social media front is crucial for advancing the objectives of the Jewish community, particularly in addressing key challenges such as combating antisemitism, advocating for Israel, and fostering a sense of security. In today's digital age, social media platforms have become the primary channels for communication, information dissemination, and public discourse. These platforms allow individuals and organizations to shape narratives, share experiences, and influence opinions on a global scale.

First, combating antisemitism has become a pressing concern on social media, where harmful stereotypes, conspiracy theories, and hate speech can spread rapidly. The Jewish community faces the challenge of countering misinformation, and social media provides an essential space for advocacy and education. By equipping individuals with digital tools and promoting positive, accurate information about Jewish history, culture, and values, the Jewish community can effectively challenge antisemitic rhetoric and counter negative stereotypes.

Second, in times of crisis, such as the ongoing war in Israel, social media plays a critical role in shaping public perception and mobilizing support. The rise of misinformation and biased narratives about Israel often dominates online conversations. Jewish advocates can use social media to present balanced viewpoints, provide updates, and educate the public on Israel's right to exist and defend itself. Social media allows the Jewish community to reach a global audience, engage with diverse groups, and counter the misrepresentation of Israel's actions and policies.

Finally, a strong social media presence is vital for maintaining a sense of security for the Jewish community. In an era of rising hate crimes and attacks, the ability to quickly mobilize support, raise awareness, and advocate for policy changes is essential. Social media offers a platform for solidarity, enabling the community to feel united, informed, and empowered in the face of adversity.

To expand these efforts, it's essential to break through the algorithmic silos of social media platforms. These algorithms often reinforce echo chambers, limiting exposure to new perspectives. By creating content that resonates beyond traditional boundaries, the Jewish community can reach a broader audience, including those who may be less supportive or unaware of Jewish issues. This strategy ensures that the positive narratives of Jewish identity, combating antisemitism, and supporting Israel reach individuals who need to hear them the most.
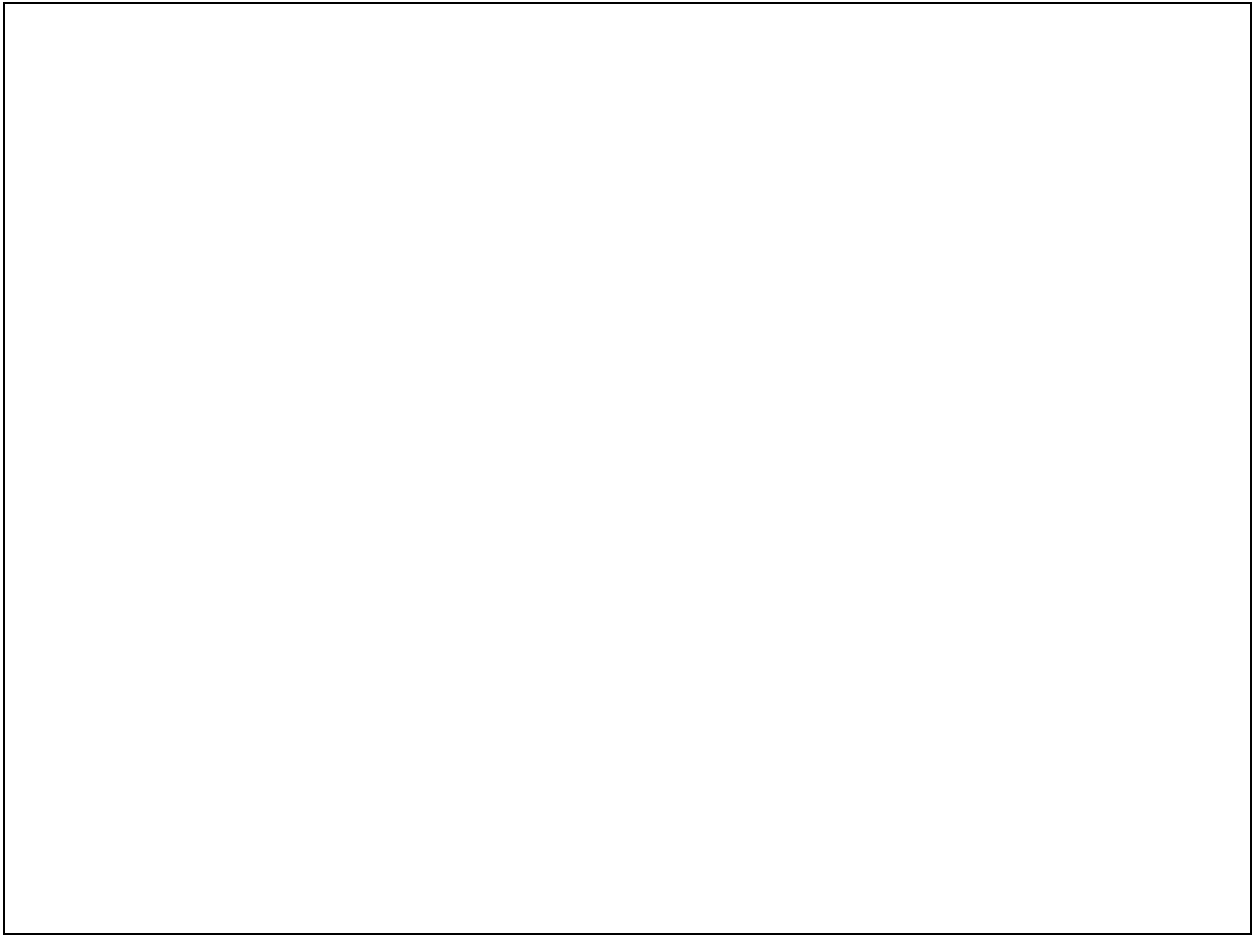
<u>REQUIRED</u> ATTACHMENT (Included in this document. Scroll down.)

Please format your text to keep documents to one page.

    Project budget sheet

Required Documents for New Applicants:

- Mission Statement
- IRS verification w9

JewishColumbus Youth Foundation		
2025 GRANT APPLICATION BUDGET FORM		
"We seek to fund the people and statehood of Israel by providing relief and resources to civilians in need of mental, physical, medical and monetary aid and by helping to reconstruct cities."		
Project Name: Digital Tribe		
Applicant Organization Name: JewishColumbus		
	Proposed Budget	Comments
<mark>Income</mark>	**(whole dollars)**	
Request to JewishColumbus Youth Foundation	10K$	
Your Organization	0	
Participating Partners	10K	
Fund Raising	20k	
Government Funding	0	
Program Fees/Tuition	0	
JewishColumbus	10K	
United Way	0	
(Other)		
(Other)		
Total Income	50k	
<mark>Expenses</mark>		
Professional Salaries	0	
Supplemental Programming Staffing		
Staff Development		
Marketing/Postage	3k	
Program Materials, Direct Expenses	1k	
Conference Fees		
Conference Travel		
Speaker Fees	30k	
Speaker Travel	6k	
Speaker Hotel/Meals/Misc. Expense	3k	
Food	500	
(Other)	7k social media expenses	
Total Expenses	50K	
A ONE-PAGE BALANCED BUDGET MUST BE SUBMITTED		