

THE IMPACT OF UJIA ISRAEL EXPERIENCE ISRAEL TOURS

We send more than 50% of our 16 year-olds to Israel with the UK youth movements every year – almost the highest percentage in the world. This is a remarkably high level of engagement, and Israel Experience is a great example of experiential learning. This research project explored the outcomes of this remarkable phenomenon in developing compelling expressions of Jewish identity, and Israel's place in Diaspora Jewish life.



What is the outcome of Israel Experience on a young person's Jewish identity and relationship to Israel?

- For the overwhelming majority of respondents, Israel Tour is an extremely positive experience.
- Over 80% of respondents state that their youth movement experiences have had a positive degree of importance in shaping their Jewish lives.
- Israel Tour has had a stronger impact on participants than previous family trips.
- As a direct result of going on Tour, the majority of respondents stated that they would be more likely to engage in activities and life choices which further develop their Jewish identity and their relationship with Israel.
- Almost 60% of respondents have returned to Israel at least once since Israel Tour.



Research led by **Dr Helena Miller**
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 UJIA Director of Community Israel Engagement
 Recipient of the 2012 Max Fisher Prize for Outstanding Contribution to Jewish Education in the Diaspora

THE CONCLUSION DRAWN FROM OUR RESEARCH

From both the survey and the interviews, it is absolutely clear that for the vast majority, participants have a wonderful experience on Israel Tour. The outcomes of Tour relate to knowledge and understanding of the country and friendships formed. Israel Tour relies on the youth movements and in turn, the youth movements rely on the participants to become further involved as a result of Tour. Most importantly, Israel Tour is the springboard for many to develop a strong, warm, abiding relationship with the country and the people of Israel. It is also, for many, an influence on that young person's Jewish journey.

UJIA is proud to provide bursaries to **1 IN 4** Israel Tour participants

...Thanks UJIA for such a fabulous, special and memorable experience.

Female, 16

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For full UJIA definitions please visit www.ujia.org/definitions



UJIA Israel Experience programmes are organised by the Jewish Agency for Israel and are supported by UJIA.



Israel Tour:
 evaluating our impact

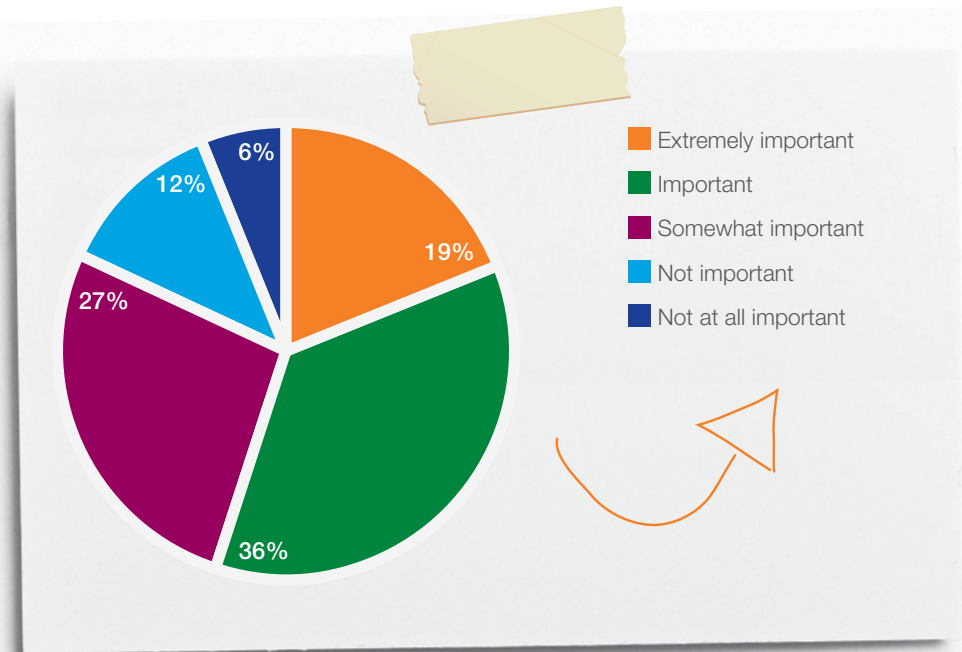


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THE IMPORTANCE OF ISRAEL TOUR IN SHAPING JEWISH LIFE

The relationship to Israel changes as a result of going on Israel Tour. More than half of respondents say that Israel is 'important' or 'extremely important' to them now as compared to less than a quarter before Tour. More than 80% of all respondents stated that Israel Tour has contributed to shaping their Jewish lives.

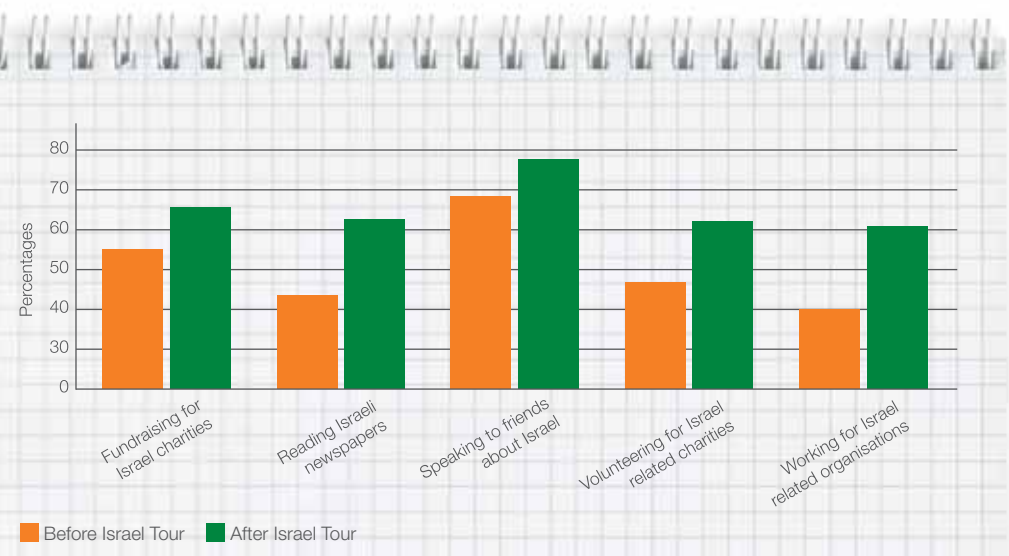


Tour at 16 was incredible. I returned to lead Tour four years later and am privileged to have seen it from both perspectives – to learn and to educate. Education is a powerful tool in connecting young people to their heritage and modern Israel.
Male, 23

I have learnt more about Israel these past few weeks than ever before. I now feel passionate about what Israel means to me and I will never forget my tour experience in shaping my Jewish and Israel identity.
Female, 16

THE ENGAGEMENT WITH ISRAEL BEFORE AND AFTER TOUR

We looked at how respondents' engagement with Israel was changed by going on Israel Tour. In every single category identified, respondents' engagement had increased after going on Israel Tour. The most noticeable areas of impact were in being more interested in Israel in the media: reading about Israel, Israeli news and watching Israeli films.



61% are more likely to attend Jewish programmes or social events

51% are more likely to fundraise for Israel

32% are more likely to take Israel advocacy courses

42% are more likely to learn Hebrew

54% are more likely to take a leadership role in the Jewish community

55% are more likely to have Jewish friends

45% say they are more likely to marry someone Jewish (26% of these are 'much more likely')

Israel Tour gives participants the opportunity to develop a family relationship with Israel into a personal and individual relationship of the young person with Israel.

Respondents stated that Israel Tour has had a stronger impact on them than their previous visits to Israel. Their relationship to Israel changes after Israel Tour. Almost 50% of respondents said that Israel is "extremely important" to them now as compared to 32% who maintain that Israel had been extremely important to them before Israel Tour.

As a direct result of going on Israel Tour, the majority of respondents stated that they would be more likely to engage in activities and life choices which further develop their Jewish identity, as well as their relationship with Israel.

