

Presentense Year in Preview 5772 (2011-2012)

Executive Summary

The Presentense Group is a global, enterprising nonprofit driven to help the Jewish People and residents of the State of Israel realize their collective potential in the 21st century. It does so through providing communities worldwide with the programs, tools and pedagogy they need to exponentially engage young adults ages 22-40: developing programmatic vehicles for social engagement that gather community members together, bridging grassroots and local institutions, and leveraging the talents and expertise of community members of all ages towards projects of mutual benefit.

This year is a year of consolidation for Presentense, and preparation for exponential growth in the years to come. In the year 5772 (October 2011 – September 2012), Presentense will simultaneously help communities accelerate as many ventures as it has launched in the past five years combined (152 projected, versus 155 since 2007), all while refining its programs and services, doubling down on its highest impact programs. The highlights of this year include:

1. During the program year 5772, Presentense and its Israeli subsidiary company, PTLogistical Services (PTL), will be supporting and in three cases managing 11 Community Entrepreneur Partnerships (CEPs) in ten cities around the world, and our global Institute during the summer. These CEPs will directly engage an estimated 720 volunteers, and launch a projected 152 new ventures that will engage, leverage and inspire the Jewish People to fix the world.
2. During this program year, Presentense will take a step back from its magazine, and take a year to rethink how it engages its community members in conversations about the present and future. In September 2011, Presentense froze its magazine division, following a declining base on subscriptions and advertising.
3. After two years of building a base in Israel for independent programs under PTL, Presentense has hired a CEO for its wholly-owned Israeli subsidiary company. During this coming year, the new CEO, Nurit Tsur, will lead the local staff in expanding PTL's reach into Israeli society and adapting Presentense's tools, pedagogy and programs to local needs.
4. Presentense has hired a new Director of Training, Naomi Korb Weiss, to grow the set of programs and services Presentense can offer to existing organizations, under the PTSchool division. This expansion of programs is expected to generate sufficient revenue to enable the organization hit breakeven by the next program year, so that program revenue will cover operational expenses by 5773 (not including investment capital we intend to use for research and development, amounting to 10% of our operating budget).
5. Presentense's partnership with the JDC in Moscow, through PTL, will expand the range of Presentense's curricula and pedagogy to new cultural horizons, and provide the organization for an adaption template to be applied for future expansion into Western Europe and South America.

To remind you, only a year ago in 5771, Presentense partnered with only five communities worldwide in addition to managing its global Institute, mainly in North America and Israel. This phenomenal growth (120% growth, more than doubling our reach), was due to the success of Presentense's franchise model, that enables communities seeking new models for young adult engagement to adopt our turnkey approach, the CEP. To support this massive growth, Presentense has expanded and strengthened its staff by the following hires and advancements:

- a. Presentense has confirmed an independent board of directors for the Israeli subsidiary company, PTL, and that board has hired Nurit Tsur to serve as the CEO of PTL, the Israeli entity. She will be overseeing the growth of the for-profit company across Israel as a key provider of education for social enterprises and not-for-profits, and a partner for Municipalities as they engage young Jewish adults in their constituencies.
- b. Brian Meister, a JD and CPA, has been hired to serve as Presentense Group's CFO/COO. His previous background was as a tax accountant at Ernst & Young, and he served in the DC Federation on their board and in their young leadership committees.
- c. Naomi Korb Weiss, who has her MBA and MPA from NYU, was hired as Presentense's Director of Training. Her previous background is in training trainers at Kaplan, and working in the Jewish world at organizations such as the Foundation for Jewish Camp and JEXNET.
- d. Daniel Bloom, whose background managing communications for Hazon, was hired as Presentense's New York City Coordinator, and will also be putting significant time into improving Presentense's online tools and capabilities. Daniel's web development background will be crucial as we adapt our curriculum to the online environment to expand our impact beyond geographic limitations.
- e. Michael Podberezin, a Moscow-born professional who was a Global Fellow in 2009, was hired by PTL to be the Eurasia Program Director. The startup he founded after his 2009 Fellowship was successfully merged into an Israeli Knesset webservice, shituf.gov.il
- f. Brachie Sprung, previously the Global Fellowship Coordinator, was promoted by PTL to become the Israel Programs Director, to ensure continuity of vision and quality and expand our Israel fellowships from 3 to 5 in the coming year.
- g. Shelby Zitelman, previously our New York City Coordinator and Venture Resources Director, was promoted to be the North American Program Director. Shelby's background in entrepreneurial management complements her hands-on experience co-coordinating the NYC fellowship last year.

Presentense continues to invest in new platforms for fluid knowledge management, increased capacity in remote education and assessment, and tracking metrics on engagement and venture success using a Constituent Relationship Manager built on the Salesforce platform. Presentense is refining its business plan to enable the raising of significant revenue for the purpose of R&D.

Our goal in 5772 is to build on our existing platform to serve even more communities, and expand our reach beyond the constraints of geography through online platforms. By year-end, Presentense plans to be unrivaled in its reach and depth of data on young Jewish adults and their interests, enabling exponential engagement in the largest cities where young Jewish adults live, work and pursue their future and the future of their communities.

Presentense Year in Preview 5772: Main Body

Introduction:

The Year in Preview was developed by Presentense to provide robust information to our constituency about what we do to leverage their time and money for social impact. As a nonprofit organization, Presentense sees itself as a public emissary in the broadest sense of the term: owned and accountable to the public, and operating on behalf of the public's interest. Through this Year in Preview, we hope to provide the public sufficient information to provide informed guidance and critique to Group management as we grow our impact and push ahead towards our goal of realizing the Jewish People's collective potential in the 21st century.

Presentense began its strategic planning process this year in June, and ran three seminars for staff where the coming year was envisioned, then planned for, and then reflected upon. The workplans and budgets resulting from those days were compiled, and a budget and high-level workplan was sent to our board for approval. This introduction, and the full grouping of Program Previews provided as an appendix, was created for public consumption: shorter, more focused summaries as opposed to the longer texts of years past. We hope you'll like this new format, and look forward to your thoughts. Comments can be sent to yearinpreview@presentense.org, or posted on blogs or wikis (but please share the link with us by email, or post it to twitter with the information [@presentense.org](https://twitter.com/presentense) #yearinpreview as part of the tweet).

Last, Presentense exists thanks to the partnership of its volunteers, investors and clients. Thanks to the Combined Jewish Philanthropies of Greater Boston, the Jewish Federation of Greater Philadelphia, the Jewish Federation of Cleveland, The Jewish Federation of Greater Washington DC, The JCC Chicago, and New York investors such as the AVI CHAI Foundation, PELIE, the UJA-Federation of New York, and the Natan Fund, among others, Presentense is able to operate its North American Community Entrepreneur Partnerships. Thanks to investors such as the Charles and Lynn Schusterman Foundation, The Wohl Family Foundation, the Morningstar Foundation, the Lippman Kanfer Family Foundation, the support of board members including Benita Lebow and Mark Chess, and the support of individuals such as Virginia Bayer and Rabbi Hirt, Presentense is able to invest in its infrastructure and grow its capabilities for the years to come. Please see our website (<http://presentense.org/about/our-partners>) to see the rest of our investor community that has supported Presentense as it works towards fulfilling its mission.

Summary of Operational Structures:

Presentense's consolidation has focused our energies on two main program areas: to support communities in their outreach through Community Entrepreneur Partnerships (CEPs), and to support organizations internally through new skills and strategies that will help them thrive in the 21st century through PTSchool. Seeing as how the logistical elements of our operation were the least reviewed from years, past, our current Year in Preview will only include the program-focused summaries in its appendix.

All of this is made possible by a set of initiatives that have been crucial to training those individuals who are the front-line of our program provision:

1. **Coordinator Training:** Individuals, often employees of our partner organizations such as Federations, JCCs or the JDC, who are trained in a ten-day coordinator course in Jerusalem to operate and manage the Community Entrepreneur Partnership and all of its parts. It is due to the franchise-like model of the CEP that Presentense has been able to serve so many individuals in so many communities across the world: the CEP enables the

local community to fully own the program, integrate it with its other programs, and adapt it to local needs, all processes that Presentense supports and encourages. Coordinators are the lynchpin of this strategy, and providing a supportive infrastructure to the coordinators has become the mission of the Regional Directors and other Presentense support staff.

2. **SocialStart Training:** Individuals who are not formal employees of the Presentense Group who are trained by Presentense in its workshop content and pedagogy. Each CEP includes 12 individual workshop components, and as Presentense grows through its franchises, we have decided to externalize our training component as well. 22 SocialStarters were trained in Israel and North America in 5771 over a six-month period, and that number is expected to double over 5772 as additional demand increases our need for trainers. In addition, since the CEP seminars are concentrated in a period of time (January through May) and limited in their frequency, PTSchool intends to take advantage of the excess capacity of SocialStart trainer time to leverage these skilled trainers on behalf of organizations and companies. These in-organization trainings will increase the spread of skills, as well as earn extra revenue for Presentense.

To support these two fundamental resources, Presentense will continue to invest in its information systems infrastructure, as well as innovations in training and engagement that it can integrate into its curriculum. One major hope for this coming year is a logistics backbone that will enable Presentense to focus its program personnel on programming, and free certified trainers to focus on what they do best.

Year Calendar in Brief:

Month	Main Public Milestones	Main Internal Milestones
Oct 2011	Launch of Applications for CEPs around the world	New application infrastructure integrated
Nov 2011	Sales for 5773 CEPs begin at JFNA/GA	Million Minutes Campaign focuses on raising sponsored time for volunteers
Dec 2011	Acceptance of Fellows in 11 communities around the world (Boston, Philadelphia, New York, Chicago, DC, Cleveland, WCJCC locations, Tel Aviv, Jerusalem and Moscow).	Closing on sponsored fellowship slots for NYC and Jerusalem fellowships
Jan 2012	Kick-off of local seminars for CEPs	R&D on European and South American expansion
Feb 2012	Next round of SocialStart Trainers certified	Recruiting of Global fellows
Mar 2012	Closing on sponsored fellowships (“chairs”) for Global Fellowship	Final discussions and negotiations with partners at new sites for CEPs
Apr 2012	Announcement of new locations for CEPs in 5773 (2012/2013)	Compilation of Fellow Yearbook for 2010/2011 Local Fellowships
May 2012	Launch Nights for 11 CEPs	/

Jun 2012	Launch of 2012 Global Fellowship (6 th cohort)	/
Jul 2011	Coordinator Course for coordinators from cities new and old	Beta for eFellowship online
Aug 2011	/	Strategic planning process for 5773
Sept 2011	Launch of Community Building for CEP in sites around the world	Review of strategic plan for 5773, along with budget documents, by board.

Introduction to the Budget:

Presentense is a not-for-profit corporation, recognized by the IRS of the United States of America as having tax-exempt status under 501(c)(3). Presentense applied for this status because it sees itself as an expression of the public good, and hopes to educate communities to unleash their creativity and solve social challenges facing the Jewish People and the World. Presentense’s fiscal operations, however, reflect the strategic decision by the organization to operate as a social enterprise – focusing on earned revenue as opposed to purely philanthropic income, from the perspective that a community should demand the products and services Presentense offers and express such demand by its willingness to pay a price.

When we priced our products and services we recognized that the community Federations and organizations we seek to partner with have limited resources – but also that we could not in good faith ask national philanthropies to overly subsidize programs that benefit a local community which has resources of its own to tap. We ended up picking a price point that we found to be reasonable, and which should lead us to fiscally sustainable operations, without philanthropic investment, at 18 local programs around the world. We hope to achieve that goal by the Fall of 2013.

The budget appended to this document reflects this understanding, allocating resources according to type of product or service, and allocating expenses according to both the actual program expense, as well as the cost of sale. Recognizing that we are an organization where nearly every staff member is involved in every type of program or service, what is sometimes categorized as ‘overhead’ in other budgets is spread out here according to time allocation to projects, and invested in Research and Development, which enables us to deepen quality and increase quantity.

One large element missing from the budget published with this document is a full picture of PTLogistical Services (PTL), Presentense’s wholly-owned subsidiary company that operates in Israel and around the world. PTL provides back-office services to the Presentense Group and its clients, and those costs are reflected in the PTG budget as expenses. PTL, however, has a number of other clients, including the JDC, the Tel Aviv Municipality’s Global City, etc., which have enabled PTL to drive towards profit. While we have not yet been able to compile consolidated financials, we believe we will be able to do so within the year, and apologize that the attached budget does not reflect the full assets and liabilities of the full group.

Finally, we think it is important for public organizations to share the salary information of top management. To give context, the co-directors of the Presentense Group, Aharon Horwitz and Ariel Beery, divide their time as employees for the Presentense Group in North America, and the Israeli subsidiary company which runs Presentense in Israel, PTLogistical Services. As a benchmark, in FY2008-2009, Beery and Horwitz were each compensated in aggregate \$46,500, and in FY2009-2010, Beery and Horwitz earned an aggregate of \$55,500. In FY2010-2011, Beery and Horwitz will earn \$43,325.88/year for their work for the North American

Presentense Group, and for their services for PTL in research and development, Beery and Horwitz will earn approximately \$39,000. This number will not change in the coming year (5772). In total, this means Beery and Horwitz will be compensated approximately \$82,326 in 5772 (2011/2012), before taxes are deducted from both countries. This increase is in line with the Presentense Group's desire to compensate its employees on par with comparable organizations and positions (while still representing a significant negative deviation from median compensation as found by the Nonprofit Coordinating Committee of New York in June 2010).

Looking Ahead to 5773:

After beating its own projections made in the 5771 Year in Preview, Presentense will continue its focus on consolidation and strategic expansion in 5773 (2012/2013). With the majority of its staffing plan completed, and with presence in 9 of the top 20 cities for young Jews around the world, Presentense can now focus on streamlining its services, and developing a number of lower cost products for smaller communities around the world. It will also be able to focus on innovating its core product into an online course, to enable the 80% of applicants to the Fellowship component of the CEP who cannot be accommodated to pursue their passion.

The most exciting thing to look forward to in 5773 is the internationalization of the Presentense Group, as new Steering Committees and new volunteers build the organization into something far beyond what its founders could envision. Just as the Israeli operation grew so large as to deserve its own CEO, Presentense and its board will have to determine what the right leadership structures are for Presentense's other national bodies. This expansion of leadership, already evident in this year's operations, will become more exciting and build more potential as the year moves on.

Conclusion:

The year 5772 will prove to the greater community the opportunities inherent in Presentense's franchise model. If the year goes according to plan, Presentense will finish this year with 152 new fellows, backed by over a thousand volunteers committed to making their visions come to life. If trends remain true, this means another 200,000 individuals will participate in a venture accelerated by the Presentense community in the next two years, all due to the energies of community partners Presentense is blessed to work with.

This element of exponential engagement makes Presentense the exciting organization it is, drawing people to it and its projects from around the world. In an age in which the Jewish People are facing some of the biggest challenges of our history – widespread assimilation and indifference, the growing Israel-Diaspora divide – it is our belief that system-wide solutions are needed, and to find those we need to think big and start small. We look forward to this year, its risks, and its potential rewards.