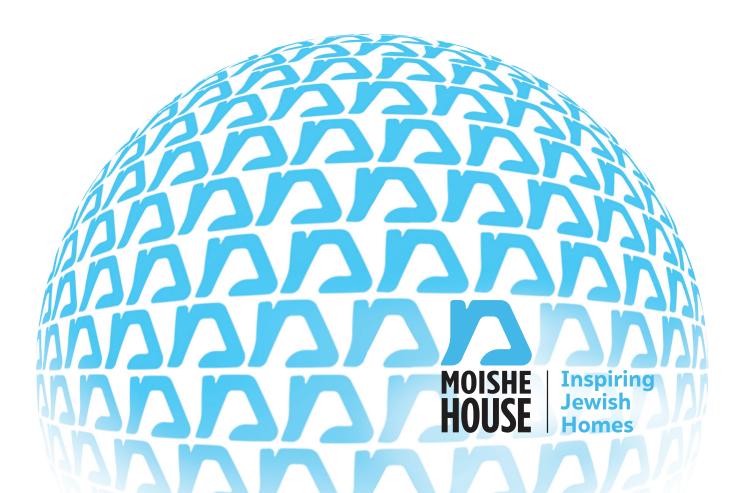
## A World of Opportunities

MOISHE HOUSE 2017 ANNUAL REPORT





### 2017: A Year of Firsts

2017 marked a year of "firsts" for Moishe House. Over a decade young, we surpassed 100 Moishe Houses, expanded our reach in nine new cities globally and continued to innovate with the launch of Camp Nai Nai Nai and our first Open Dor Project cohort. As we've grown, our commitment to making Jewish life more accessible, appealing and relevant for Jewish young adults has not changed and we are as dedicated as ever to strengthening Jewish life for today's emerging leaders. We are listening to Moishe House residents, hosts, participants and community members, and we continue to adapt our strategy to evolve to meet the needs and demands of millennials across six continents. We look forward to the opportunities ahead for Jewish young adult life and we are grateful you are joining us on this journey in building a stronger Jewish world.

- /

DAVID CYGIELMAN Founder & Chief Executive Officer



### Building Momentum Across Six Continents

Moishe House's increased reach is playing a role in changing the future of the Jewish community worldwide. In 2017, Moishe House's leaders engaged 58,486 unique young adults through dynamic peer-led programming, a 15% increase from 2016. Moishe House has grown in all aspects, including its flagship Moishe House model; Moishe House Without Walls (MHWOW – the geographically limitless alumni engagement tool); and immersive Jewish learning opportunities. Innovation continues to drive Moishe House's successes and impact, with input and feedback from Jewish young adults playing a critical role in decision-making and risk-taking, which leads to new ideas, programs and initiatives. We continue to support our young adult leaders as they build strong and accessible Jewish communities around the world. 10,457 Programs

26

Countries

58,486 Unique Participants

161,488
Total Attendance

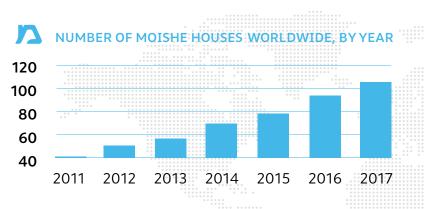
Empowered Community Builders

77 Jewish Learning Retreats



### Our Foundation is Strong

Moishe Houses are more diverse and cover more programmatic and geographic areas than ever before: with houses in 26 countries, including new locations in Spain, Brazil, Sweden, Uruguay and Israel, we now have communities in nearly every major city with a Jewish emerging adult population of ~1,500+. In March 2017, Moishe House Atlanta - Buckhead opened as our 100th house. We have seen an increase in creative niche programs for specific audiences, including a deepened investment in programs geared toward the Russian Speaking Jewish (RSJ) young adult community.



#### MOISHE HOUSE INTERNATIONAL FUND

The Moishe House International Fund helps ensure that Jewish young adults outside of North America have the training, resources, and professional guidance to deepen their connections to their heritage while opening pathways to Jewish life for their peers. Moishe House continues to see significant demand from young Jewish adults who are creating inclusive and pluralistic Jewish spaces for their peers, a concept unique in many of these communities. In Europe, South America and beyond, Moishe House is presenting new ways for young adults to observe, celebrate, and be Jewish, especially for those who did not have access to Jewish life or knew little about their Jewish heritage in their formative years. For these young leaders and the community participants, Moishe House provides transformative, identity-building experiences. After raising \$421,000 in 2017, our goal of collective support totaling \$1M annually in 2020 will ultimately double our capacity across the globe.

of Moishe House programs and houses are located outside of North America



MOISHE HOUSE PORTO ALEGRE 1st Moishe House in Brazil

MOISHE HOUSE NYC - FOOTSTEPS 1st Moishe House Footsteps Partnership





MOISHE HOUSE ISRAEL TEL AVIV - RSJ 1st Russian Speaking Jewish (RSJ) Moishe House in Israel



MOISHE HOUSE ATLANTA - BUCKHEAD 100th Moishe House



#### **RESIDENT TRAINING EXCHANGE**

With the support of UJA-Federation of New York, Moishe House launched a resident training exchange, enabling 37 leaders from across the globe to experience an immersive Jewish training outside of their home region. The exchange brought Moishe House residents and alumni to the 2017 North American Resident Training Conference, the 2017 International Resident Training Conference, Jewish Learning Retreats in the US and the 2017 Russian Speaking Jewish Resident Training Conference.

### Ensuring a Legacy Moishe House Without Walls

Moishe House Without Walls (MHWOW) continues to gain traction with Jewish young adults as the alumni engagement mechanism for Moishe House and other Jewish young adult organizations, including JDC Entwine Global Jewish Service Corps, Pardes and Urban Adamah. Supported by MHWOW, hosts create their vision of their ideal Jewish community by leading Moishe House-style programming from their own homes. In 2017, we put a new emphasis on encouraging MHWOW hosts to be "highly active" and lead a minimum of four programs annually, as prior evaluations have shown that frequency of leading and participating in programs has a direct influence on impact.

Number of MHWOW Highly Active Hosts



"Discovering MHWOW was the best thing that happened to me as a young person. It made me more confident in myself as a leader, and as a Jewish leader. I got re-inspired to continue the grassroots dialogue work I had tried to do previously. [MHWOW] also enabled me to be a connector and bridge builder in the community. I'm so grateful for all of the support [Moishe House has] given me, financially and otherwise."

- Cheryl, 31, MHWOW host, Washington, DC



300

250

200

150

"MHWOW has been an incredible leadership and engagement opportunity for our yearlong Jewish Service Corps (JSC) Fellows. The impact has been far reaching in over eight communities around the world and has enabled JSC Fellows to engage young Jews in celebrating their identities. The Fellows have shared that this partnership

has given them an opportunity to gain strong leadership skills, engage with communities they may not have otherwise been exposed to, and learn new ways of thinking about Jewish diversity...We are incredibly grateful to MHWOW and this partnership."

- Andrew Belinfante, Director, Engagement for JDC Entwine

100 - (35% of all hosts) 0 2016 2017

171



<

ARI, 25, MHWOW HOST, BERKELEY

Kabbalat Shabbat





KATERYNA, 31, MHWOW HOST, ISRAEL

Rosh Hashanah on the Shores of the Kineret

KEVIN, 28, MHWOW HOST, ANN ARBOR

Ann Arbor Summer Festival



**3,⇔87** MHWOW Programs



### **Broadening Horizons** Jewish Learning

Based on steady, continuous demand from Jewish young adults for immersive learning experiences, and the visionary funding and partnership of the Maimonides Fund, coupled with several other regional supporters, we've pushed the boundaries of what is possible in the realm of young adult Jewish education. Altogether, the 77 Jewish Learning Retreats held in 2017 collectively engaged and trained 1,948 attendees while focusing on a variety of relevant topics, such as Jewish mindfulness, Shabbat innovations, Passover spirituality, Shavuot, Shabbat and the creative arts, and more.

In 2017, we welcomed three Regional Jewish Educators into the Moishe House network to meet the growing and diverse needs of our Moishe House community. Our robust Jewish education staff is now able to consult with residents of each house and help them shape their individual Jewish learning and teaching skills.

#### JEWISH EDUCATORS SUPPORTING **OUR COMMUNITY BUILDERS**



RABBI BRAD GREENSTEIN FAUSTINE SIGAL Senior Director of Jewish Education



International Director of Jewish Education



OLYA ELSHANSKY **RSJ** Director of Jewish Education



HADAR COHEN West Coast Regional Jewish Educator



LOREN BERMAN East Coast/Mid Atlantic Regional Jewish Educator



SARAH WOLF Midwest/Southern Regional Jewish Educator











**⊉** 1,100+

Jewish Learning Programs In Addition to Shabbat Dinners and Holiday Celebrations







### A Framework for Innovation Immersive Experiences

#### **PEER-LED RETREATS**

In 2017, we began to build out the Peer-Led Retreats pilot in a major way. Emerging leaders around the globe hosted 60 Peer-Led Retreats (PLRs) – an increase of more than 100% from 2016. Fueled by this growth, we offered three Retreatology trainings in 2017 – specialized Learning Retreats to train PLR facilitators – significantly increasing the number of potential leaders of PLRs. With the demand-based growth, we have seen that this model resonates with our emerging leaders and that there is a place in Moishe House for both staff-led and peer-led Jewish learning experiences.

#### **Retreatology Impact**

RETREATOLOGY • FEB. 2017 FALLS VILLAGE, CT



Yom K'Purim • Jewish Values for Conscious Relationships • Tree of Life Retreat A Workshop in the Intersections of Antisemitism and Racism Building a Community Story(telling)time: A Shabbat Retreat Connecting the Wisdom of Judaism and Permaculture • Jewish Plant Magic Personal Jewish Journey and Community Shabbaton • Jews at Sea! • Wine for the Wise: A Study of Wine & Judaism • Creating and Sharing Jewish Rituals and Traditions Mindfulness Retreat Garden of Eating • Jews Who Climb

"Learning about something so important and meaningful from someone who is not just my peer, but someone I consider a friend, was a gift and exceptional experience, one I will treasure for years to come."

- Roman, participant, RSJ Chanukah -Bringing Light into Darkness, New York

100th Peer-Led Retreat RSJ CHANUKAH-BRINGING LIGHT INTO DARKNESS



# EXPERIENCES

#### **CAMP NAI NAI NAI**

Building off the interest in our Retreats model, together with the emergence of the young adult summer camp model, we piloted Camp Nai Nai Nai for 127 young adults. From the momentum generated by the first Camp Nai Nai Nai in May 2017, two different camps are planned in 2018 for more than 300 campers.

#### **OPEN DOR PROJECT**

The Open Dor Project is designed to further the creation and development of emerging Jewish spiritual communities in North America. Our first cohort, launched in 2017, is made up of four entrepreneurial Jewish clergy leaders from across the country. They will address the most pressing needs of spiritual startup leaders and will be supported in their vision for Jewish spiritual life.

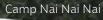


#### 1st year of Camp Nai Nai Nai



1st cohort with the Open Dor Project







Camp Nai Nai Nai



Open Dor Project Year One Cohort (pictured left to right)

Rabbi Ari Moffic - CoHere Rabbi Adina Allen - Studio Am Rabbi Dan Ain - Because Jewish Rabbi Dan Horwitz - The Well

### **Global Communities Respond**

#### **DISASTER RELIEF**

Throughout 2017, Moishe House residents utilized the Moishe House network to respond as their communities faced natural disasters. From earthquakes to hurricanes to wildfires, residents and community members stepped up to participate in and lead relief efforts, even as they themselves were sometimes the victims of these events. "We want to express our deepest thanks to... Moishe House...for being so awesome during the dark times our dear Mexico City was through the past three months. After the earthquake, with their unconditional love and support, we were able to find a new home in which we are once again welcoming our community."

- Jaime, 29, and Miriam, 32, Moishe House Mexico City residents



#### **HOUSTON FLOODING**

Hurricane Harvey flooded Houston in August while all Moishe House Houston residents were attending the North American Resident Training Conference. They remained in the Midwest until planes were able to land safely in Houston. As the city continues to rebuild, Moishe House Houston is organizing a park restoration to encourage the community to come together and clean up one of their favorite outdoor spaces.



#### MEXICO CITY EARTHQUAKE

September was a difficult time for the Moishe House Mexico City residents, whose home was condemned as a result of damage inflicted by the powerful earthquake. With all residents safe, they immediately jumped in to help with the recovery efforts. Working around the clock, they volunteered with Cadena, a Jewish nonprofit committed to disaster relief, and helped rescue survivors from the rubble.



#### **CALIFORNIA WILDFIRES**

The October fires that devastated Sonoma left many without homes and food in the Bay Area. Residents from Moishe House San Francisco - NOPA created a pop-up program to cook food and gathered volunteers to help serve and clean at a Shabbat organized by the Jewish Community Federation of San Francisco, The Peninsula, Marin and Sonoma Counties. The Shabbat gathering, held at Shomrei Torah, welcomed people, a third of them homeless, to their first home-cooked meal since the fires.

### Young Adults Give Back

#### THE WE ARE CAMPAIGN

Our annual resident-driven fundraiser – the WE ARE Campaign – took place in fall 2017, and raised more than \$107,000 through 1,900+ individual donations. Many of these donors are directly involved with Moishe House as residents, participants, MHWOW hosts and community members. This campaign provides an opportunity for millennials to demonstrate their commitment to philanthropy and the Moishe House model of building Jewish community.

# **WE ARE** 2017

**\$107,698** Raised (60% growth from 2016)

> 96% of Current Residents Donated

193 Alumni/MHWOW Hosts Donated

1,925+

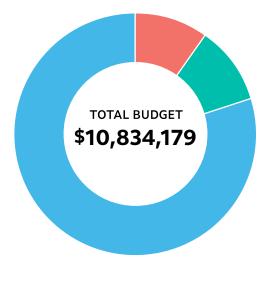
**Individual Donations** 



"Words cannot even describe how much Moishe House means to me. When I first moved to NYC barely knowing anyone, Moishe House was there for me to meet other amazing people and explore what it means to be a young professional living in a big city. This past May, I had the absolute honor of becoming the newest resident of the Williamsburg house, where I can now not only participate, but create, lead, and foster these experiences for so many more amazing individuals. I hope that you all will join me in donating to our house so that we can continue to have an incredible and vibrant young Jewish community for many more years to come!"

- Brandon, 25, Moishe House NYC - Williamsburg resident, *excerpt from Williamsburg residents' WE ARE page* 

### Maximizing Every Contribution



Unaudited 2017 Actuals

#### MOISHE HOUSE CORE OPERATING COSTS

\$1,197,443
\$1,310,016
\$8,326,720

General Operating

**16** Fundraising/Marketing

26,720 Programming



We pride ourselves on being accountable to the young adults we empower every day, and the people who make it possible, by placing a high value on financial transparency and fiscal responsibility.



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MORRIS B SQUIRE Z"L Founder & Honorary Board Member

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(as of December 2017)

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TRACIE OLCHA Melbourne, Australia

<mark>JOSH PERLMAN</mark> Harrison, NY FERNANDO RUBIN Buenos Aires, Argentina

MARINA YUDBOROVSKY New York, NY

\*Act as ambassadors championing the work of Moishe House internationally by serving as liaisons and local experts on the ground.

In 2017, we received **1,946** individual contributions between **\$1-\$999** 

# Donors: \$25,000–\$1.5 Million

#### \$100,000-\$1.5 MILLION

Anonymous (4)

American Jewish Joint Distribution Committee (JDC)

**Crown Family Philanthropies** 

William Davidson Foundation

Emanuel J. Friedman Philanthropies

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UJA-Federation of New York

#### \$25,000-\$99,999

Anonymous (2)

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Shalom

The Solelim Fund of UJA-Federation of New York

The Alvin and Fanny B. Thalheimer Foundation

Joe and Tina Wolf

Approximately **50%** of our individual donors were **under the age of 35** 

### Donors: \$1,000-\$24,999

Anonymous (8) Stuart and Karen Adler The Alon and Shari Friendship Foundation, Inc. American Associates, Ben-Gurion University of the Negev (AABGU) The Australian Jewish Funders Sharon and Ron Baruch Jarrod and Shiva Beck Dottie Bennett Gil Berkovich Donald H. and Barbara K. Bernstein Family Foundation Jill and Jav Bernstein Family Foundation Austin and Nani Beutel Daniel Blaser Fredric and Jane Bobroff David Bramzon Michael Braun The Bridging Trust Lewis Brunswick and Rebecca Matoff Foundation The David Burstin Philanthropic Fund of the Jewish Federation of Greater Pittsburgh Jack Chester Foundation Sir Trevor Chinn John and Noeleen Cohen Philip H. Cohen and Suzi Rudd Cohen Hannah S. and Samuel A. Cohn Memorial Foundation Sandy and Jean Colen The Community Legacy Fund of the Jewish Community Foundation of Greater Kansas City The Covenant Foundation Mona Crandel Morton and Beth Crane The Curtiss-Lusher Family Laura and Mike Cutler David and Myka Cygielman Ann and Ari Deshe Susan and Ion Diamond Dnepropetrovsk Kehillah Project Eugene and Elaine Driker Adam and Shelley Ducker Aaron and Valerie Edelheit Robert and Susan Epstein Ionathan Falik Catherine and John Farahi David and Eve Farber Herbert and Sandi Feinberg Joseph and Sherry Felson Family Foundation of The Jewish Community Foundation of the East Bay Richard Fiedotin Philanthropic Fund **Fine Foundation** Michael and Bonnie Fishel Stacev and David Fisher Laura Gurwin Flug Family Foundation Fondation du Judaïsme Français Fondation pour la Mémoire de la Shoah The Sharna and Irvin Frank Foundation Jeremy and Judith Freedman

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Yanna Begelman Zvi Bellin Jaymy Bengio Jenna Berinsky Isaac Bernstein Jason Boschan Michael Braun Elli Brodsky Yoni Buckman Jake Campbell James Casen

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\*Moishe House's alumni giving group who have committed to making an annual contribution of at least \$180.

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# <sup>2017</sup> Moishe House Residents

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Emanuel Banakh Roni Bar Michelle Brener Gabrielle Hodge Laivi Frankel Jayden Myer Ariel Singer

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Ari Boris Rebecca Boroda Chelsea Bradford-Hall Yitzhak Bronstein Ariel Brotman Yael Brown Linda Bucay Emma Burke Margaret Butler James Casen Andrew Casper Nathan Cera Melissa Cetlin Dani Chernobylsky **CB** Chernomorets Yitzy Childress Alyssa Chircus Julia Cinnamon Catherine Cleveland Andrew Cohen Taylor Cohen Abby Cohen Herschel Colbert Emily Colman Nick Contino Rachel Corcos Ginge Cox Hanah Cytron Eric Czubiak Lauren Dahar Benjamin Dana Danielle Dankner Andrew Davidov Gabriel Davidson Shelby Dawkins-Law Rachel Dechowitz Galve Deleste Carmel Diamant Lance Diamond Natalie Dibo Lawrence Dreyfuss Averyl Edwards Mava Efrati Sarah "Rose" Eilenberg Linor Elya Mati Engel Ellie Epstein Seth Esquenazi Hadar Farkash Deborah Faynshteyn Hana Feiner Michael Fingerman Tanya Fink Samuel Fisher Rebecca Fishman Matthew Frankel Sam Frapart Michele Freed Sarah Freyman Michaela Fried Jessica Friedman Sydney Friedman Alex Friedman Ilya Friedman Zoe Garber

Residents hosted 7,370 Programs

#### Engaging **39,865** Unique Participants

Aryeh Gelfand Steven Gerchen Joe Gettinger Rafi Ginsburg Lauren Glazin David Glickstein Amanda Glucklich Mia Goetz Matt Goldberg Daniele Goldberg Bryan Goldstein Sydney Goldstein Mark Goldstein Izajah Gordon Adam Gordon Amit Goren David Granberg Rachel Greenberg Suzanne Greene Benjamin Greenfield Stefanie Groner Yael Gross Matt Guilis Ashlev Gunsteens Sam Gutin Rebecca Haas Becca Habalow Talia Halfon Haley Halstead Samantha Hamlin Rachel Harif Tatiana Hasson Aviva Herr-Welber Dahlia Herzog Mike Higer Kayla Higgins Simon Hirschhorn Matt Hirschl Michal Hodadad Greg Hoffman Jonathan Hornstein Alexis Humphrey Daniel Huvard Roni Hyam Joshua Isaacs Uri Ish-Shalom Samuel Itin Becca Jaffe Todd Jelken Shelby Jirikils Courtney Johnson Marisa Jones Talia Kahan Saul Kahn Miranda Kalman Heather Kantrowitz Jen Kaplan Carol Kaplan Danielle Kaplan Roxanne Kaplan Sara Karol Danielle Kasoff Jeremy Katz Melissa Katz Simon Kaufman Sam Kaufman

Aaron Kaufman Daniel Kay Asher Kaye Lena Kellv Jakob Khazanovich Renna Khuner-Haber Alex Kislov Mendel Klar Brett Krasner Valentine Kravets Gregory Kravit Rayanne Kruse Liora Kulik Kara Kurland Jillian Lansey Sarah Lashinsky Ricky Lekakh Suzanne Lepselter Jeremy Levin Joseph Levin-Manning Micah Levine Shira Levine Rebecca Levine Gershon Levy David Lewin-Rowen Allegra Lewison Jared Light Ben Livni Nancy Londin Annie-Rose London Analucia Lopezrevoredo Ellie Lotan Joel Lowinger Michael Makara Eliza Mandel Sammantha Marks Emily Mathae Jillian Maxwell lacob Mehari Nessa Melnick Emily Menase Carson Merenbloom Anatoliy Mershon Yevgeniy Mershon Orly Michaeli Rebecca Michelson Jess Migler Sophie Miller Emily Mogavero Esther Mohadeb Amanda Monto Shmuel Morgenstein Dan Morris Emily Moses Robert Murstein Zachary Nelson Arielle Nissenblatt Lisa Oldfield Sitomer Darienne Orlansky Aidan Orly Shula Ornstein Ben Pagliaro Aaron Parker lordan Pelavin Aryeh Perlman Hershel Perlmutter

Zoe Pinter Flana Polan Becca Pollak Ari Pomerantz Michael Portman Elena Potek Alli Prace Marina Privorotsky Chana Prus Elan Raffel Taylor Rainbow Amy Randel Chelsea Rapoport Lev Raslin Yoni Razin Adam Reich Nadya Reshetova Andrew Roan Benjamin Robinson Chaim Romano Carly Rosen Shari Rosen Millie Rosen Sammy Rosenbaum Amanda Rosenthal Adina Roth Dania Rothenberg Abby Rubin Chad Rubin Gabe Rubin Samuel Rubinstein Hannah Sachs Shira Sacks Nathan Sacks Hayley Sakwa Suzy Salgan Ariel Samsell Zachary Sapinsley Jessica Savitz Alan Schachter Eliza Scheffler Ionathan Scheiner Benjamin Scheiner Hannah Schlacter Rafi Schraer Ariav Schraer Jake Schrager Beth Schuck Brandon Schuster Kaila Schwartz Rochelle Schwartz Brooke Schwartzman Kimberly Schwartzman Emily Sellman Gil Shefer Adam Sheinman Sean Sherry Samantha Shevgert Jason Shiel Ethan Siegel Michael Siegel **Emily Siegler** Becca Sigal Shayna Sigman Alyssa Silva Shana Silver

Lauren Simon Jason Sitomer Shane Skikne Noah Slovin Melissa Smith Stephanie Snell Jordan Snyder Daniel Snyder Zach Snyder Kyla Sokoll-Ward Tehila Solomon Rebecca Sonin Guillaume Soria Jacqueline Soria Ariella Sosis Linoy Spon Matt Spruchman Jordyn Steifman Hattie Stein Miriam Steinberg Megan Steron Meredith Stoner Daniel Storrow Melanie Studnicka Jake Sullivan Elizabeth Superstine Ben Suster Ike Swetlitz Isadora Tabachnick Elizabeth "Lizzy" Temkin Alex Temple Lisa Tencer Benjamin Tillis Angie Tozer Josh Traulsen Micah Tuttle Ben Varhula Michael Varshavsky Irvin Vaysburg Erin Vaystub Jessica Waldman Aaron Wallach Brian Washington Nathan Wasserman Yehudah Webster Shai Weener Amir Weg Danny Wein Gabriel Weiner Jonathan Weiss Erica Wilens Elizabeth Willens Joe Winner Shani Winston Shira Winter Jennifer Wishnie Jill Wolfson Moses Wosk Zoey Wyn Nelson Jennifer Wyron Mor Yahalom Eugene Zeleny Leah Zilberman Katie Zolot

### Top Active MHWOW Hosts\*

Joelle Abramowitz Madelvn Abrams Stephanie Ackerman Luanna Azulay Hannah Barg Jon Basha Emma Beck Stephen Berchin Hilary Bernstein Becky Tahel Bordo Michael Braun Stephen Brenner Georgina Bye Talia Chain Sydnee Chavis Andrew Cohen Hadar Cohen Marlon Danilewitz Avi Dell Errin Edelstein Andrew Einbinder Daniel Engel Dion Esterman Sean Ference Eta Elamholz Arielle Fleisher Josh Foster Chaim Frenkel Ellie Gertler Regina Gitelman Julie Griner Ophir Haberer Daniel Haboucha Dammara Hall Tatiana Hasson

Naomi Izen Zoe lick Leah Kasmenn Benjamin Kramarz Josh Krame Michelle Kuchinsky Mandy Kwait Rebecca Lantry Irina Makovetskaya Tova Markowitz Wendy McCreary Elad Medan Isabella Morrison Irina Moyseyenko Alissa Mroz Emily Muskin Tiferet Nashman Mark Nathanson Kirill Nefyodov Josh Neirman Emily Oren Leslie Rogoff Rachel Rosenbluth Michael Rutenberg Schoenberg Galina Rvbchak Ben Sattin David Schoenholtz Daniel Shibley Ruben Shimonov Jason Sitomer Beniamin Sokol Celeste Tannenbaum Anna Vaksman Michael Wilkins Aaron Zelikovich

\*Top 10% of active MHWOW hosts

Over 600 MHWOW Hosts Engaged 18,621 Unique Participants Through 3,087 Programs





Sarah Simmons

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