

Thank you! On behalf of the Board and staff of Reboot, it is my pleasure to extend our deep and abiding appreciation to the Andrea and Charles Bronfman Philanthropies for your many years of genuine partnership and galvanizing support.


Reboot's very creation was a bold experiment in Jewish invention and forward-thinking – an experiment the foundation led and helped to nurture. The Andrea and Charles Bronfman Philanthropies and Reboot dove headfirst into creating a network of young, Jewishly-unconnected cultural creatives -- innovators for whom the questions of Jewish identity, community and meaning were first just a spark of interest, and then, through our novel open space engagement, has grown increasingly important. For more than a decade, the Bronfman Philanthropies have stood alongside and behind Reboot's efforts to support and leverage the imagination of that network to dramatically reinvent and refresh modern approaches to Jewish life.

Among the fruits of Reboot's work have been new celebrations and explorations of Jewish ritual and tradition -- the ritual reinvention of *Sukkah City, Dawn* (an all-night festival celebrating Shavuot), *10Q* (a digital period of reflection between Rosh Hashanah and Yom Kippur), the *National Day of Unplugging* (a modern approach to Shabbat), the *Idelsohn Society for Music Preservation* (a group dedicated to celebrating and preserving Jewish musical heritage), *East Side Jews* (a self-sustaining community on the East Side of Los Angeles), *Six Word Memoirs on Jewish Life* (a project of literary reflection on identity), *Beyond Bubbie* (a communal, intergenerational cookbook) and *UNDO* (a curated list of what to do when unplugged from technology). Each was invented by a Rebooter or Rebooter team, incubated, activated and spread as important inroads to Jewish experience for a largely unaffiliated audience and each has had the critical support of ACBP. Through a combination of imaginative in-person events, the expansive use of social media, earned media and DIY endeavors with now more than 400 community partners, Reboot has engaged more than 700,000 people in new conversations and experiences of Jewishness. And we continue to invent and to foment new kinds of Jewish conversation with such endeavors as ReBar, a start-up re-examination of the b'nai mitvah experience a decade or two later, and *Unscrolled*, a unique Torah commentary as retold by 54 of America's most notable authors, humorists, screenwriters and journalists.

ACBP has been a foundation for Reboot in every actual and metaphoric way: as a thought partner when ours was a start up with a shoestring budget and no full-time staff, to the days when a few staff members called the ACBP offices home, to this moment, with our \$1.8 million budget and full-time staff of eight, a growing network and growing impact. Reboot would not have come into being or passed our decade mark without the risk-taking, largesse, and the mentoring, wisdom, guidance and support of Andrea and Charles Bronfman and the Bronfman family, Jeffrey Solomon and the multi-talented staff of ACBP.

For the Andrea and Charles Bronfman Philanthropies' generosity, which has totaled more than \$3 million and includes hundreds of hours of guidance over the years, Reboot is joyfully mindful and tremendously appreciative.

With kind regards, continuing,



Robin M. Kramer
Executive Director