



AMPLIFY. ENGAGE. UNITE.



WHO WE ARE

ISRAEL-is is transforming how the world sees Israel. Founded in 2017, this young, dynamic NGO tackles the urgent challenge of combating rising antisemitism through authentic, people-to-people engagement.

Since our founding, ISRAEL-is has trained over 150,000 ambassadors, whose direct engagements enrich the global conversation about Israel, and advance the imperative of Jewish continuity.

In a world where antisemitism and misinformation are surging, ISRAEL-is' innovative approach stands out within youth-led advocacy. From IDF soldiers and reservists to underrepresented voices and college students, ISRAEL-is is cultivating a generation of young ambassadors dedicated to amplifying Israel's story on the global stage.

CORE PROGRAMS

Ambassador Training – ISRAEL-is empowers IDF soldiers, students, backpackers, and more through specialized workshops that equip them with practical tools to reshape conversations about Israel. By honing personal storytelling and advocacy skills, participants become dynamic representatives, ready to engage and inform worldwide.

Social Media Influencer Academy – This innovative initiative cultivates a force of dedicated content creators who authentically share their experiences of Israel online. The academy offers programs such as the Creator Lab, a five-month journey for emerging influencers; SpeakUp, a platform empowering reservists and diverse groups as digital advocates with unique perspectives; and Allstars, a year-long fellowship for top influencers seeking to grow their impact. Coming soon: the CreatorZ youth program!

Survived to Tell Visitor Center – Newly opened in Sderot, this state-of-the-art center preserves the truth of October 7th through powerful first-hand accounts, immersive VR experiences, and compelling interactive displays. The first of its kind, the center delivers a profound educational experience, combating misinformation and Oct. 7th denial by exposing the raw, personal stories of survivors. More than a museum, it stands as a living tribute to courage, resilience, and the enduring power of memory.

Global Delegations – ISRAEL-is brings Oct. 7th survivors, reservists, and diverse young Israelis to engage with Jewish and non-Jewish communities, university students, and opinion leaders worldwide. Combining personal interaction with innovative tools such as VR experiences and AI-powered survivor Q&A, these delegations foster dialogue and understanding, changing hearts and minds about Israel. In the coming year, we will uplift minority voices—from Druze leaders to Abraham Accords country activists—highlighting Israel's resilience to inspire connection, empathy, and action.

Each initiative plays a crucial role in building bridges that strengthen Israel and the Jewish people worldwide.

ISRAEL-IS IMPACT

ISRAEL-is has become the foremost organization leading citizen diplomacy and **people-to-people advocacy for Israel.**



150,000

ambassadors trained



380M+

influencer content views generated



15,000+

VR viewers empowered



11

countries visited by delegations

Contact Us



info@israel-is.org



[israel.is.you](https://www.instagram.com/israel.is.you)



www.israel-is.org



[ISRAELis ישראלis](#)

Join the ISRAEL-is impact!