“This is one of the most innovative ways of engaging and re-engaging teens—and securing the future of the Jewish community—that I’ve ever seen.”

Skip Vichness
Chair, Hillel International

“We are thrilled that our 14-year-old daughter has found her online home with Lost Tribe Esports. Sara competes in tournaments, but also, more importantly, has made a number of Jewish friends from around the country. As parents, we feel secure knowing that Lost Tribe is a safe, non-toxic, moderated community where Sara can compete on a high level and then socialize with a peer group of like minded teens.”

Dave and Stefanie Levenson
Parents, Cape Elizabeth, Maine

“This is a smart brand...dialed-in and based on relevance to today’s teens. Lost Tribe is creating a positive, Jewish environment online, and paving the way in the esports space by empowering girls as well as boys.”

Donna Orender
Former President/Commissioner, WNBA; Founder, Generation W & Generation WOW

“This is the kind of progressive concept that can scale our Jewish community in the modern era. This is where our Future lives and plays—for Generation Z...and beyond.”

Jeff Solomon
CEO, Cowen

How does it work?
Lost Tribe connects with teens by holding online game nights, tournaments, and livestreams every week, as well as programming like Intro to Music Making, Intro to Coding, and How to Be a Content Creator. We work with influencers to deliver content that goes well beyond gaming—tapping into culture, fashion, music, comedy, and more, to engage a broad range of Jewish youth.

We partner with a wide range of Jewish organizations to bring people together at the local, national, and international levels.

What’s Jewish about it?
Lost Tribe engages both affiliated and disaffiliated Jewish youth by tapping into their passion for video games, new media, and youth culture.

We meet the next generation where they already are and connect them to Jewish peers around the world, deepening Jewish connections and social engagement.

Lost Tribe incorporates Jewish values and customs including Tzedakah, engagement with Israel, and the Jewish holidays into gaming experiences that have engaged thousands of youth in North America, Israel, and beyond.

When teens participate in Lost Tribe, they discover a safe, vibrant home base, where they connect with Jewish peers, build a new appreciation for the Jewish community, and cultivate a life-long relationship with Judaism that resonates with their passions.

LOST TRIBE ESPORTS IS A GLOBAL, YEAR-ROUND ENGAGEMENT INITIATIVE, CONNECTING THE NEXT GENERATION TO JEWISH LIFE AND identity THROUGH DIGITAL MEDIA AND THE COMMUNITY OF GAMING.
These events are FREE and open to all skill levels!
We reached 6,000 participants within 18 months of launching. The next 6,000 took just six months.

Since June 2020, Lost Tribe has significantly accelerated our acquisition of new teen participants. This expansion comes at a time when most nonprofit organizations serving teens are experiencing drops in participation due to pandemic-related challenges.

From zero to 12,000 participants in less than two years — few Jewish nonprofit organizations have ever grown so fast.

**Unique Participants, 2019-20**

![Unique Participation Graph]

**Total participation, (non-unique), 2019-20**

![Total Participation Graph]

Total as of January 1, 2021: **12,166**  
Total as of January 1, 2021: **28,855**

**Participation includes:**  
Online tournaments; game nights; Minecraft servers and Mini-Camps; Lost Tribe Discord server (24/7 social & gaming hub); Twitch livestreams; and in-person events.
Exceeding expectations: 12-month goals surpassed (with 4 months to go)

Eight months into our program year, we have eclipsed all of the outcome goals we set in June.

<table>
<thead>
<tr>
<th>OUTCOME</th>
<th>GOAL</th>
<th>STATUS AS OF 3/1/2021*</th>
<th>PROGRESS AT 8-MONTH POINT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Build a critical mass of participants</strong></td>
<td>15,000</td>
<td>15,558</td>
<td>104%</td>
</tr>
<tr>
<td>Measured by: Total # teen and young adults engaged</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2. Build a broader community</strong></td>
<td>5,000</td>
<td>13,471</td>
<td>269%</td>
</tr>
<tr>
<td>Measured by: Social media followers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3. Create/Foster relationships among Jewish teens</strong></td>
<td>30,000 text messages</td>
<td>252,152</td>
<td>840%</td>
</tr>
<tr>
<td>Measured by: Communication on Lost Tribe Discord server and Twitch channel</td>
<td>250 hours audio chat</td>
<td>3,951 hours</td>
<td>1,580%</td>
</tr>
<tr>
<td><strong>4. Grow organizational partnerships</strong></td>
<td>5 continental (new)</td>
<td>6</td>
<td>120%</td>
</tr>
<tr>
<td>Measured by: Number of <strong>new</strong> continental and local Jewish organizations participating</td>
<td>120 local</td>
<td>142</td>
<td>118%</td>
</tr>
<tr>
<td><strong>5. Extend our reach to a significant new market: synagogues</strong></td>
<td>18</td>
<td>28</td>
<td>155%</td>
</tr>
<tr>
<td>Measured by: Partnerships with local synagogue partners</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*and still growing!
Generation Z is constantly dialed in to social media.

Our robust social media outreach is a cost-effective means of reaching a wide audience and finding disengaged Jewish youth.

Lost Tribe’s 2020 social media performance:

1.6 Million TOTAL IMPRESSIONS
“Impressions” indicates how many times our posts were seen in 2020.

156,136 “ENGAGEMENTS”
An “engagement” is any interaction with a post — likes, shares, or clicks.

9.5% ENGAGEMENT RATE
The typical engagement rate for social media ranges from 1-3%. Our phenomenal rate indicates our messaging is reaching the right audience.

REACHING A DIVERSE AUDIENCE
As this dashboard from our analytics shows, Lost Tribe has 4,836 followers on TikTok—nearly half are female.

<table>
<thead>
<tr>
<th>Followers</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,836</td>
<td>✔️</td>
</tr>
</tbody>
</table>

49.9% Female | 50.1% Male
Lost Tribe Esports: Partner Organizations

Lost Tribe Esports is working with the following organizations in North America and Israel, to help them connect with and engage their communities and with the next generation.

Our Partners (as of March 1, 2021):

- bbyo
- JCC Association of North America
- Jewish Camp
- JSU Jewish Student Union
- JCC Maccabi
- Maccabi USA
- Maccabi Canada
- MEXICO
- Hillel International
- Taglit Birthright Israel
- Honeymoon Israel
- It’s about the journey
- AEPi Developing Leadership for the Jewish Community
- Young Judaea
- JCC Global
- Jewish Camp at Home
- JDCN
- HSI
- Jewish National Fund USA
- The Jewish Education Project
- #BIGIDEA
- ClicktoCamp
- Mosaic United
- JumpSpark
- The iCenter for Israel Education