VISION
URJ Kesher is a ten-day compelling Taglit-Birthright Israel experience where young adults become active members of a Reform Jewish community of peers. Birthright is an entry point or a step forward to continuous engagement in Jewish communal life, personal Jewish exploration and with Israel. Through participation, North American and Israeli participants find meaning and engage in Jewish living and form relationships that will strengthen their engagement with the Jewish people and Israel.

MISSION
- URJ Kesher recognizes that peer Israel experiences are vital and enriching to Jewish identity-building, particularly for young adults.
- URJ Kesher presents a unique opportunity to form reciprocal, continuous relationships between the Reform Movement and young adults.
- URJ Kesher inspires and supports participants in becoming change agents in the Jewish community.
Objectives
Taglit-Birthright Israel aims to change the course of Jewish history and ensure the continuity of the Jewish people by strengthening Jewish identity, Jewish communities, and solidarity with Israel via an educational trip to Israel for Jewish young adults around the world.

A Bond between Israel and Jewish Communities Worldwide
We aim to foster participants’ understanding and identification with Israel, and through the “mifgash” program, strengthen the solidarity of Israeli young adults with their Jewish peers abroad and develop the Jewish identity of individuals in both groups.

A Lasting Impact on Jewish Life
Our hope is that our trips motivate young people to continue to explore their Jewish identity, support for Israel, and to maintain long-lasting connections with Israelis after their trip has ended. We encourage our alumni to take active roles in Jewish organizations and to participate in follow-up activities worldwide.

NEXT: A Division of Birthright Israel Foundation connects Birthright Israel trip alumni and their peers with meaningful Jewish living and learning opportunities nationally, locally and in Israel. We also work to create a Jewish community that is ready to receive alumni, who possess diverse needs, interests and inclinations. By investing in and convening those who work with young Jewish adults, as well as offering resources and thought-leadership, we catalyze growth and stimulate opportunities for engagement.