



IMPACT REPORT 2023

Helping Christians make sense of the roots of their faith.
Helping the Jewish people make sense of Jesus.

THEJEWISHROAD.COM



THE DILEMMA:

Misidentification

No one, Jews and Christians alike, sees Jesus for who He really is. Jesus, or Yeshua, is often misunderstood, stripped of his Jewishness by Christians, and disregarded by Jews.

This results in a distorted picture, a Messiah unrecognized, a story half told. As believers, our understanding of Jesus's identity is integral to our faith journey.

When half the story is missing, living out a full faith is impossible for the Jewish people and fragmented for Christians.



THE LOST CONNECTION:

Roots of Faith

Over the centuries, we've lost the plot. The story that began with a chosen people - the Jewish people - has been forgotten. The significance of Israel and its people in God's redemptive plan has been overlooked.



This disconnect from our roots has led to a faith that is, at times, unbalanced, missing the full richness and depth that comes from understanding our Jewish heritage.

THE URGENCY

Of the Hour

We live in a crucial time where faith's landscape is shifting dramatically. This season calls for clarity, understanding, and a restoration of the roots of faith.

The Jewish Road, born for such a time as this, is not merely a quote from a bygone era - it's a divine mandate that renews with each generation. The relevance and need for this ministry have never been more urgent or necessary.



**The stakes are high
and the time is now.**

Wilderness Voices

PREPARING THE PATH AHEAD

John the Baptist, a man who could have taken his place among the priests in Jerusalem's grand temple, instead chose a different path. John was drawn to the wilderness, fulfilling a prophetic mission as a herald for what was to come. He was the voice preparing the way in the wilderness, awakening hearts to the first coming of the Lord.

It is with this same spirit, the heart of The Jewish Road is to make the way straight in this generation for the second coming of the Messiah.

**“A voice of one calling in the wilderness, ‘Prepare the way for the Lord, make straight paths for him.’”
- Matthew 3:3**

LIGHTING THE WAY

Our Ministry

The Jewish Road is compelled to tell this story in every way - through a number of platforms - and every place, in person and digitally.



Podcast



Articles



**Trips to
Israel**



Books



**Speaking
Training
Gathering**



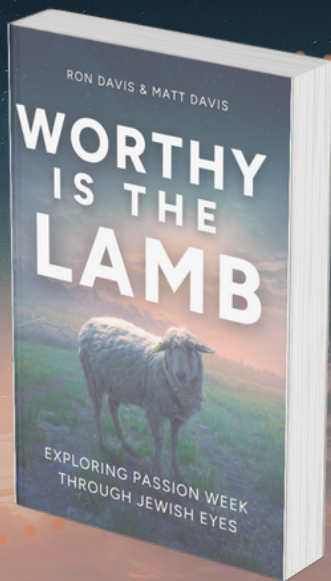
**YouVersion
Bible App**

**Unveiling the Jewish
Jesus to the world.**

THE PASSION WEEK: *A Jewish Perspective*

Imagine discovering a missing piece of a story you thought you knew well. "Worthy is the Lamb" offers just that – a complete picture of Jesus' entrance into Jerusalem, intricately aligned with the Passover lamb selection in Exodus.

On the 10th of Nisan, not only did households choose a lamb, but Jesus also made His sovereign entrance. As the Passover lambs faced scrutiny, so did Jesus, our Messiah, the Lamb without blemish. This book is your invitation to grasp the full, profound narrative of Passion Week.



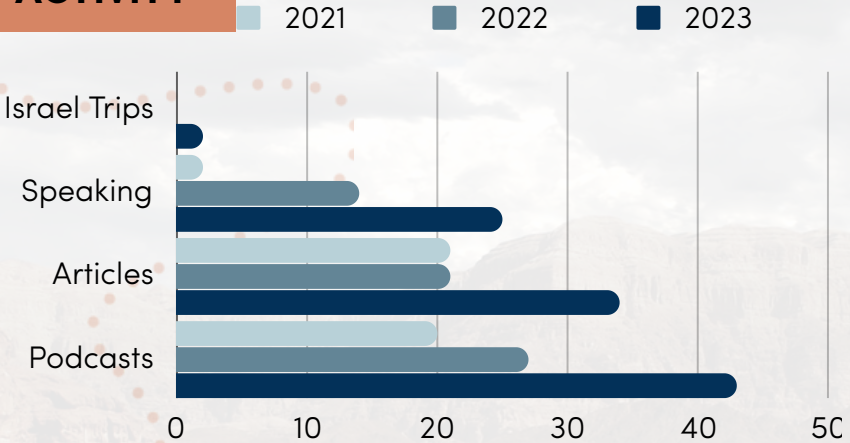
COMING SPRING 2024

**THE
JEWISH
ROAD**

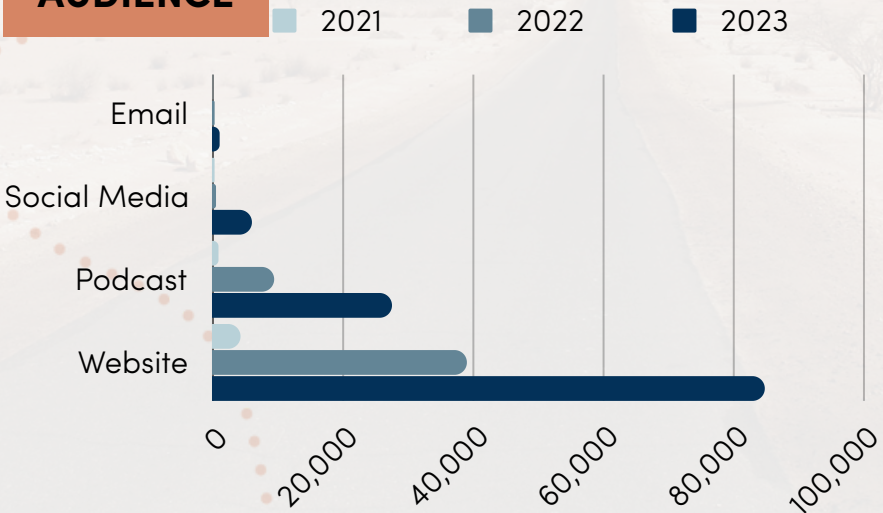
Since we hit the road, there has been continued growth in reaching our audience.

IMPACT
2023

ACTIVITY



AUDIENCE



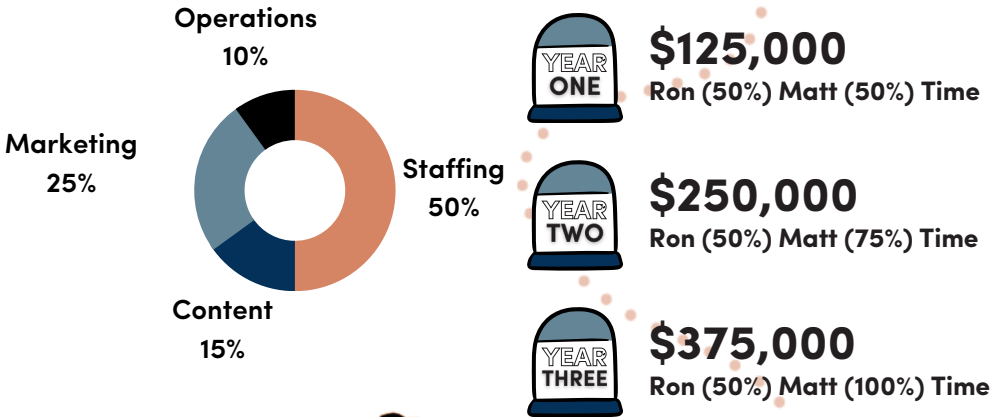
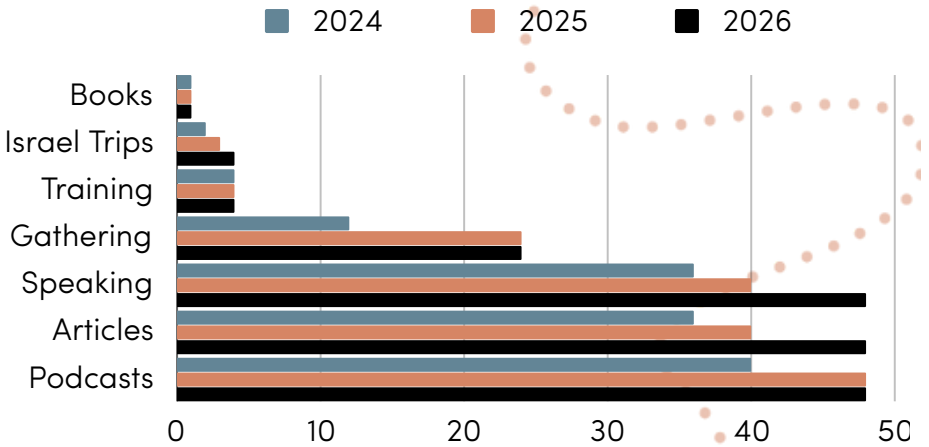
2023 Jewish Road Giving YTD - \$17,888

2023 Israel Project Bulletproof/Shield YTD - \$31,942

GROWTH & SUSTAINABILITY

A 3-Year Vision

2024
2025
2026



STORIES OF IMPACT

Transformation

From podcast listeners who have gained a new understanding of their faith, to travelers who have experienced Israel in a unique way, these testimonials are a testament to our mission.



“I once thought that in order to face Jesus I had to turn my back on my heritage, my Jewish people. Or, in order to face my Jewish people, I had to turn my back to Jesus. Now I know I can face both.” - Leonore

“The Jewish Road has fought for the full story of God, the first and second act, while loving the Church where they are at and boldly inviting them into what’s next...fuller...better. Matt and Ron are creating curiosity around the deeper places of the Church’s story through experiences and teaching.” - Zach



“It started with going to The Jewish Road and accepting Jesus as my Savior, which was difficult for me, but now it is easy. Jesus was a Jew who died for our sins. Everyone on that Jewish Road helped me.” - Sam

We will not forget...

THE FIGHT IN - AND FOR - ISRAEL

"I wanted to say thank you to you and the whole community who have supported us. It is quite amazing. We purchased very important equipment to allow us to maneuver under fire and allow us to succeed in our mission. Your donation is appreciated by our unit. Please, try to be involved and pray the world will allow us to hit our goals and not stop until all the prisoners, hostages, and casualties will be returned to Israel. Thank you very much."

- Amir, IDF



**And the King will answer them,
'Truly, I say to you, as you did it
to one of the least of these my
brothers, you did it to me.'**

- Matthew 25:40

SUPPORT THE JEWISH ROAD

Give Life

עם ישראל חי

As a 501(c)(3) crowdfunded nonprofit ministry, we rely on the generosity and support of those who believe in our mission.

You might recall from one of our favorite movies, "Fiddler on the Roof," a song, "L'Chaim!" In Hebrew, "chai" means life, and every time we say L'Chaim, we're celebrating not just survival, but the joy and hope of living. Remember, Jesus said I came that you might have life, and have it abundantly.

When you give to The Jewish Road, you GIVE LIFE, (l'chaim!) not only to our partnerships on the ground in Israel, but by bringing the light of Jesus to the world.

The Jewish Road
P.O. Box 151
Georgetown, KY 40324



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