

October 2023

Dear Admissions Officer,

As you begin to receive applications in the coming weeks, you are likely to see participation in BBYO recurring on your prospective students' materials. BBYO is a faith-based, youth-serving organization which brings together tens of thousands of Jewish teens across more than 60 countries with a focus on character, leadership skills, and community building.

Not only is our reach expansive throughout the globe, it also spans far back in history as well. This year BBYO is celebrating our Centennial, and every member is being engaged in this milestone. This includes opportunities for individual growth and learning, projects which strengthen local communities, and the chance to impact those in need with an organization-wide pledge to complete 100,000 hours of community service.

At this moment, BBYO sits at an exciting nexus between nurturing our enduring legacy and innovating to meet young leaders where they are and supporting their interests in this current moment. Our founders were 14 teens who created a place where Jewish youth could gather (not a given in all spaces in 1924) to make change and grow their abilities while doing so. The unbroken line from them to the young students you are now encountering as applicants is clear—our alumni throughout the generations have emerged as leaders in every walk of life. It is with the confidence of a century of organizational experience that I tell you they will continue to do so.

As we look toward the next 100 years, what emerges is all the things our members will contribute on campuses, in communities, and beyond, as the next generation of change makers. An academic setting represents a space wherein forward-thinking innovation, respectful dialogue, and problem solving are paramount; those joining your student ranks in the coming year who have experience in BBYO have already been part of an environment where those things are taught and valued.

From 1924 to 2024, BBYO members have been thriving in leadership positions, and I know they will make wonderful additions to your campus community. Should you have any questions about BBYO or about a specific applicant, please do not hesitate to contact me at 202-857-6580 or [mgrossman@bbyo.org](mailto:mgrossman@bbyo.org).

Sincerely,



Matthew Grossman  
Chief Executive Officer