

GYE 2.0

Helping 120,000 Jews

5 Year Plan - \$18 Million Budget

**Personnel**
Year 1
(10k members)

Year 2
(20k members)

Year 3
(30k members)

Year 4
(30k members)

Year 5
(30k members)

Chief Executive Officer (Yechezkel)

\$130,000

\$130,000

\$130,000

\$130,000

\$130,000

Chief Operations Officer (Adam)

\$60,000

\$130,000

\$130,000

\$130,000

\$130,000

Platform Development Director (Mendy)

\$130,000

\$130,000

\$130,000

\$130,000

\$130,000

Director of Development (Yaakov)

\$130,000

\$130,000

\$130,000

\$130,000

\$130,000

Marketing Director

\$130,000

\$130,000

\$130,000

\$130,000

\$130,000

Digital Fundraising Director (Florin)

\$65,000

\$65,000

\$65,000

\$65,000

\$65,000

Secretary & CRM Management

\$60,000

\$60,000

\$60,000

\$60,000

\$60,000

Community Outreach Director (Chaim)

\$120,000

\$120,000

\$120,000

\$120,000

\$120,000

**Operations**

Print & Web Advertising

\$65,000

\$100,000

\$100,000

\$100,000

\$100,000

Video / Content Production

\$240,000

\$100,000

\$100,000

\$100,000

\$100,000

Programming, Design &
Web Development

\$230,000

\$210,000

\$180,000

\$180,000

\$100,000

Web Services & Licensing

\$50,000

\$60,000

\$60,000

\$60,000

\$60,000

**Support**

Support Staff (1 per 5k users)

\$200,000

\$600,000

\$600,000

\$600,000

\$600,000

Customer Service & Tech Support

\$100,000

\$180,000

\$180,000

\$180,000

\$180,000

Hotline Responders/Coordinator
(multiple people, part time)

\$120,000

\$200,000

\$200,000

\$200,000

\$200,000

**Other Languages (Small Teams)**

Hebrew Website

\$140,000

\$240,000

\$240,000

\$240,000

\$240,000

Yiddish Website

\$100,000

\$240,000

\$240,000

\$240,000

\$240,000

French & Spanish & Portuguese Websites

-

\$120,000

\$240,000

\$240,000

\$240,000

**Spouses Platform (Small Teams)**

English Website

\$60,000

\$120,000

\$120,000

\$120,000

\$120,000

Hebrew & Yiddish Websites

-

\$120,000

\$120,000

\$120,000

\$120,000

French & Spanish & Portuguese Websites

-

-

\$120,000

\$120,000

\$120,000

**Therapists Platform (Small Teams)**

English Website

-

\$120,000

\$180,000

\$180,000

\$180,000

Hebrew & Yiddish Websites

-

\$120,000

\$180,000

\$180,000

\$180,000

French & Spanish & Portuguese Websites

-

-

\$100,000

\$100,000

\$100,000

**General & Administrative**

\$120,000

\$210,000

\$210,000

\$210,000

\$210,000

Total

\$2,250,000

\$3,635,000

\$4,065,000

\$4,065,000

\$3,985,000