

MESSAGE FROM DENNIS PRAGER

Dear friends,

t's my pleasure to share with you that PragerU had another incredible year with exponential growth on all fronts. Viewers and subscribers have exploded. Content is now available for all ages, including children as young as three years old. America needs PragerU now more than ever.

This entire year, people across the country and around the world have been asking me whether I'm optimistic or pessimistic about the direction in which the country is headed. My answer is always the same. I'm neither. Being optimistic or pessimistic isn't helpful in any way.

If you're optimistic, you think everything is going to be fine and end up doing little to change things. If you're pessimistic, you feel nothing you do is going to make a difference. Either way, you end up doing nothing.

I'm not optimistic or pessimistic. I simply have to fight for good. PragerU is fighting for good and gives all of us the opportunity to join in the fight. As a PragerU supporter, you supply the troops to fight for the future of America's soul. We couldn't do our work without you.

The team at PragerU is incredibly grateful for your generous support. We wish you and your families a very Merry Christmas and pledge to stand beside you in the battle for goodness in the New Year.

Thank you for all you do.

Alun Grager

Dennis

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EXECUTIVE DIRECTOR, ALLEN ESTRIN

"Let's greet this special time of year with love, determination, and gratitude."

Dear PragerU Family,

Il give you the other side's strategy in one word–despair.

They want you to throw in your cards and walk away from the table. You can't win. So why not just give up?

Are you ready to do that? Because we're not at PragerU. No sir. No ma'am. No how. No way.

As a matter of fact, this year we doubled down.

We've created a whole new division, PragerU Kids, to reach children as young as three with new positive, America-affirming content.

Our flagship 5-Minute Videos are reaching more high school and college kids than ever.

Dennis's incomparable Fireside Chat is watched all over the world.

Will Witt and our sensational new personality, Amala Ekpunobi, are recruiting a fresh army of young patriots with each new podcast.

No quit here.

And, knowing our supporters as I think I do, that goes for you, too.

So, as we head into the holiday season, my message is two-fold:

1) Buckle up and get ready for a very energetic, very education-filled new year from PragerU. Great stuff is coming.

2) While we may all be feeling a little battered and bruised, we're still standing. So, let's greet this special time of year with love, determination, and gratitude.

We all have so much to be thankful for. Next year, we'll have even more.

From one fighter to another, I wish you a Merry Christmas, Happy Hannukah, and a joyous New Year.

God bless you all,

Alle Esti

Allen



"Edu-Tainment—the intersection of education, entertainment, and online media—is essential to shaping culture."

MESSAGE FROM CEO, MARISSA STREIT

ragerU is making big moves thanks to you. Just 10 years ago, PragerU was essentially a YouTube channel and Facebook page. Now its own media network—PragerU is redefining how people think about media, education, and impact.

Edu-Tainment—the intersection of education, entertainment, and online media—is essential to shaping culture. The left has fully embraced this powerful model, infiltrating society well beyond traditional education.

Young people are online 10 hours a day, every day. They have an insatiable appetite for content that engages their sensibilities in different ways. PragerU must now counter the left wherever it is dominating from universities and K-12 to Cartoon Network, YouTube, and PBS Kids.

Similar to companies like Netflix and Amazon, we now have an opportunity to create our own streaming media network. Millions of people can download the PragerU app on their phones, TV, and tablets. An antidote to PBS (and PBS Kids), PragerU is the nonprofit organization producing pro-America content for all ages.

We appreciate all that you have done to help make PragerU possible. Only with your continued generosity will it continue to grow.

Marissa





<u>2011</u>

- Prager University first website goes live
- First 5-Minute Video launched!



<u> 2012 - 2013</u>

- Benefactor Donor Club and Advisory Board launched
- Other presenters, in addition to Dennis Prager, featured in 5-Minute Videos



decade-thanks to

our generous donors!

<u>2014</u>

- Ten Commandments video series released
- Major focus on PragerU marketing



<u>2015</u>

• Rebranded as PragerU with new logo and new website



2016

- First video to reach 50M views
- PragerFORCE student group launches



<u>2017</u>

- Google/YouTube lawsuit filed
- Fireside Chat launches
- PragerU reaches 1B views



• Will Witt's top funnel show, Man on the Street, debuts

2018



- The Candace Owens Show launches
- Mobile app launches



2020

- Content explodes: The Book Club, Americanos, Stories of Us, and short documentaries
- PragerU is featured on a front-page article in *The New York Times* and in other mainstream media outlets



2022

• PragerU is a network with OTT streaming for the entire family!

2021

- PragerU Kids launches with shows for K-12th graders
- Amala Ekpunobi, young Gen-Z influencer, comes aboard with daily show
- 5.5B+ lifetime views!

BAGED UNIVERSITY

KIDS EDU-TAINSKENT

IN THIS SECTION

Early childhood shows and books

Character development for young learners

History shows for tweens & teens

Educational magazines for all

Future shows



ragerU is battling woke education and media companies warping young minds from kindergarten to post-grad.

In addition to countering the left in traditional educational settings, PragerU is competing with organizations ranging from Nickelodeon, Disney, and Scholastic News to Vox, AJ+, and Buzzfeed.

With an unmatched track record of influencing collegeage minds—70% of them consistently changed after watching—PragerU is now rapidly creating content for ever-younger ages to tip the ideological weight in our favor.

EARLY **CHILDHOOD**

BEHIND THE SCENES Jill and Otto on the set of Otto's Tales

Storytime.

More Early Childhood Series



Craftory (Crafts + History = Craftory!)

In this DIY series, children learn to make easy, familyfriendly crafts and projects that celebrate our American values...with a dash of history. Kids have hands-on fun while connecting with their families making pro-America projects.



Digital Magazines

Early learners are introduced to American values and history through activitiesbased digital magazines. Coloring sheets, mazes, and brain teasers focus on Virtues such as Knowledge, Courage, Hard Work, Patriotism, and Freedom.

story, I think to myself how awesome they are and how much I love how they promote integrity, courage, and always standing up for truth! Thank you, PragerU!!!"

This stylish series serves

young families looking

for fun, pro-America

content to weave into

their busy lives. Each

personality or special

Bulldog often makes a

storybook is paired with a

show featuring a PragerU

celebrity guest-Otto the

mischievous appearance!



Toni S.

Otto's Tales Storybook and **Storytime Show**

oung children can now enjoy a special storytime show paired with a beautifully illustrated monthly storybook series—with multiple #1 Amazon Best Sellers!

Otto's Tales features young Dennis Prager and his best friend, Otto the Bulldog, as they travel through time to witness important events, meet pivotal figures, and learn about the holidays and traditions at the core of our American identity.

#1 BEST SELLER



Look for storybooks on

MLK, Jr. Day, Presidents'

more coming in 2022!

Otto's Tales claimed

the #1 Amazon Best

TODAY IS COLUMBUS DAY

Seller spot in ALL

children's books!

Day, Independence Day, and

"My kids and I love listening to Otto's Tales and other kids' videos as we carpool to school! After every

TODAY IS

1

ELEMENTARY

Leo & Layla History **Adventures**

eo & Layla's History Adventures is PragerU's first fullyanimated show just for kids!

Brother and sister duo Leo & Layla use their timetraveling mobile app to meet influential figures and witness societyshaping events-from the birth of democracy in ancient Athens to Paul Revere's ride

Using humor and animation PragerU Kids content is similar to BrainPop or the

Magic School Bus series, the show educates and delights audiences of all ages. Leo & Layla discover the brave, virtuous people whose ideas, policies, and actions contributed to America and The West's unparalleled success.

The first Leo & Layla episode had 115K unique views!

Total viewership of all 6M+ and counting!



DID YOU KNOW?

Since launching PragerU Kids, PragerU has increased its female viewers by 5% (3M new women are now following PragerU). Reaching moms is a key metric that shows the importance of the PragerU Kids program!

Digital **Magazines**

igital magazines for elementary students counter left-leaning publications like Scholastic News by focusing on great leaders and geo-political issues told through the eyes of children.

Our first magazine series featured Women of Valor (often demonized by the left) such as Abigail Adams, and global issues like Venezuela's transformation from a prosperous society into a Communist nightmare.

Kids self-quiz with activities like crosswords-and a future game show is in the works!

Our digital magazines compete with Scholastic, Highlights, and National Geographic, while offering a new modern way of learning through online game shows and virtual fun!









Rita H.

"My grandkids ask to watch 'Jill' or 'Leo and Layla' every time they are over. I like them watching because it is a great starting point for conversation. They are in public school now and I worry about them...they are learning things to combat false information that they may encounter."



KIDS EDU-TAINMENT

TBH History

this new monthly series competes with content like CrashCourse, which twists history to fit

today's left-wing agenda.

Offering a balanced take on

game-changing events and

counteracts the revisionist

key figures, TBH History

teachings by leftist

sing the Gen-Z acronym for "To Be Honest,"

TWEENS & TEENS

BEHIND THE SCENES The creative team behind our TBH History and How To Videos



How To Videos

ildly popular with tweens and teens, How To Videos cover life skills that set young people up for success—from character-building to model citizenship. Young people are actively searching for these practical (and comical) real world lessons.



Teens are hungry for more!

How to Videos are routinely drawing 300K+ views, the majority of which are organic!

A monthly financial literacy series just for middle and high schoolers will launch in 2022!

Scientific Revolution

TBH History total views: 650,000



historians like Howard Zinn

TBH History is a hilarious

teens laughing, learning-

historical events that leaves

and Ibram X. Kendi.

romp through major



and wanting more. The

including the Scientific,

Industrial, and Russian

shaping revolutions,

American, French,

Revolutions.

first series features world-

history

"My daughter has watched every kids' video multiple times. She absolutely loves them. We also have a lot of fun doing the 'Craftory' projects. As a parent, I love the life lessons in the 'How To' videos. You guys teach with a non-lecturing style that she really enjoys and learns from!"



Kim S.

COMING SOON!

THIRK BETTER. LIVE BETTER.

IN THIS SECTION

5-Minute Videos Fireside Chat The Book Club Candace Owens



DID YOU KNOW?

PragerU's 5-Minute Video by Mark Mills was used by Utah's lawmakers to successfully make the case for fossil fuels!

5-Minute Videos

ragerU's signature videos offer intellectual, fact-based lessons on topics ranging from free speech and capitalism to happiness and religion.

5-Minute Videos continue changing millions of young minds and are the original product behind our groundbreaking 5.5 billion+ lifetime video views.

PragerU's 5-Minute Videos now number 500+ in our digital library. Access them all on our website and mobile app!





















"Though I grew up in a strong conservative home, it wasn't until the tyranny of 2020 that I woke up to the critical importance of upholding conservative policies and values... I could no longer avoid politics for fear of people disagreeing with me. Now I can navigate the world, news, and conversations with truth instead of confusion."



Selah Cosentino Marketing & Communications Professional, Arizona

5-Minute Video Spotlight:



Making **America Series**

Author, scholar, and awardwinning filmmaker, Dinesh D'Souza explores the contributions of American Founders in this special 5-part series presenting a cohesive understanding of the American miracle.









NOURISH YOUR MIND.

Fireside Chat with Dennis Prager

nscripted and coming to you from his home study, Dennis shares his weekly thoughts while taking audience questions

by a roaring fire. Today's toughest topics are broken down by Dennis to help you make sense of it all.







The Book Club with Michael **Knowles**

oin host Michael Knowles from The Daily Wire's The Michael Knowles Show and special guests as they celebrate the classics that all Americans need to know about.

Whether or not you've read the entire book, you won't want to miss Michael's monthly conversations on the great works of literature often under attack by the left.







Candace **Owens**

andace Owens continues disrupting black America's victimhood narrative by

partnering with PragerU and presenting multiple new videos for all ages.



"I discovered PragerU in college. At the time, I was being bombarded with radical leftist conceptualizations... Luckily, I had PragerU as my relief valve. It affirmed that I wasn't alone in my thinking, or my plight."



Andrew Mount Young Professional, Alaska



DID YOU KNOW?

Will & Amala LIVE engages Gen Z with half a million views EVERY WEEK!

COMEDYAND ENTERIARMENT

Will & Amala LIVE

his live and interactive daily breakdown of news and culture stars PragerU personalities Will Witt and Amala Ekpunobi. The hottest trending topics of the day are covered as they unfold.

Man on the Street

ill Witt pounds the pavement to uncover perspectives on life, relationships, and politics using his trademark interview style. Will's humor and questions disarm and challenge young people to think deeper.

Will Witt's book is a national best-seller! Released in late 2021, *How to Win Friends and Influence Enemies* equips young people with the tools to defend their beliefs and change minds.







Influencing Gen-Z



Will Witt Co-Host of Will & Amala LIVE, host of Man on the Street, and author of How to Win Friends & Influence Enemies



Amala Ekpunobi Co-Host of Will & Amala LIVE, and popular social media influencer



Taylor Trandahl Co-Host and Producer of Will & Amala LIVE

"I love Will & Amala LIVE! It is my daily dose of common sense and humor. And because I don't like to watch the news, it lets me know what is going on in the United States. Thank you Amala and Will for this wonderful show!"



Hayden L. Will & Amala LIVE listener

Hear Our Stories



Gina Bontempo Learn how an atheist Harvard-graduate rediscovered truth and learned to love America.



Adam Carolla Comedian and podcast host, Adam Carolla, explains why it's time to be brave and stand up to cancel culture.



Rogan O'Handley Find out why Rogan left a successful career in entertainment law to become the popular social media influencer, DC Draino.

STORYTELLING AND EMOTIONS





Stories of Us



IMPACT:

Stories of Us is our most popular show in terms of organic reach—look for more frequent future releases!







"...the narrative Hollywood has been selling to black people is the same one the media has been selling—that our lives are in danger every day just by living in this country. They see me as a black man and they automatically frame me as either a victim or criminal...I've been an actor in L.A. for about sixteen years...Hollywood is probably the most racist place I've ever experienced...here is a call to action for anyone in Hollywood...Ask yourself what really matters in your heart...Your strength will again give strength to others..."



To hear more of Siaka's story, watch Stories of Us: Siaka Massaquoi

SEEINC IS BELIEVIC

SHORT DOCUMENTARIES

ragerU's short documentaries tackle the biggest issues of the day in search of truth.

Subject matter experts and industry insiders share what's really going on behind the scenes—awakening Americans to the facts on topics ranging from the value of trade schools to Big Tech censorship.

Three new short docs were released in 2021, attracting millions of viewers brand new to PragerU's ideas.



DID YOU KNOW?

PragerU has now released five short documentaries garnering over 15 million views!



Fleeing California March 11, 2020



Religion of Green September 25, 2020



Miseducated: The Decline of America's Schools September 15, 2021



Restricted: How Big Tech is Stealing Your Freedom September 29, 2021



Trading Up: Our Case for Trade Schools October 13, 2021

IMPACT:

- 20% of *Trading Up* viewers said they had never seen a PragerU video before watching the doc.
- 10% of Fleeing California and Religion of Green viewers were brand new to PragerU.

EXPOSÉS

ragerU's hard-hitting exposés are revealing the truth about the media and organizations intent on remaking America as we know it.

Projects include exposing the lies and censorship behind "fact-checker" NewsGuard, mainstream media's CNN, online "encyclopedia" Wikipedia, and *The New York Times*—all colluding to destroy Freedom of Speech, Freedom of the Press, and Freedom of Information.

What is NewsGuard?

Corporations, social media companies, and even libraries pay third-party, selfappointed "fact-checkers" like NewsGuard to label anything the left disagrees with as "fake news." Hiding behind these factcheckers, they have been deplatforming and censoring PragerU, as well as many other news media companies that are right-of-center. Proceed with caution: This website fails to adhere to several basic journalistic standards.

How Do We Make Society Better? Left vs. Right #5 How do you want to improve America? By focusing on improving and refining yourself? Or by transforming society? The answer to that question will reveal ... & prageru.com

Tweet

▲ NEWSGUARD

Biased fact-checker rates PragerU as not credible.

IN THE WORKS

PragerU is releasing new 5-Minute Videos presented by experts on the issue of mainstream media bias.



"...I discovered them [PragerU videos] last year with the race issues happening in America, I wanted to learn about white privilege and stumbled upon a video from PragerU. I also saw their video about socialism vs. capitalism after I discovered that BLM is a Marxist organization, and that Marxism is the father of socialism/ communism...I would highly recommend PragerU to anyone interested in politics in any way!"



Anonymous rating on Apple Podcast



MUST WATCH ·

Alex Marlow, Editor-in-Chief of Breitbart joins Will Witt and Marissa Streit to discuss biased "fact-checkers" on Will & Amala LIVE.





atriots must not feel alone. They need communities to find fellowship and take action. PragerU has created communities for people to hold tight to their beliefs and thrive in groups that share their values.

PragerU's PragerFORCE and PREP (PragerU Resources for Educators and Parents) digital communities are now hosted on PragerU's website and mobile app. Members securely create profiles and communicate free of social media censorship.

Donor Club Members such as PragerUnited, ClubOne, and Benefactors+ are the lifeblood of our organization. We offer varied opportunities for them to connect virtually and in person at exclusive events.

"PragerU and more specifically PragerFORCE helped me own what I believed and why I believed it. Growing up I always considered myself a conservative, but it was not until I discovered PragerU that I could explain why the electoral college was essential and defend other key American institutions. Once I learned from what I believed PragerFORCE equipped me to share my beliefs and influence the beliefs of others."



Grant May High Schooler, Texas



BUILDING COMMUNITIES

PragerFORCE members attend a local get-together at the beach



Get notified directly to your phone whenever someone posts to your community with the PragerU app

PragerFORCE

PragerFORCE is the world's largest digital movement nearly 20,000 strong of students and young professionals working to protect pro-America, procapitalism, and pro-family values.

High schoolers, college students, and working professionals under 35 connect on PragerFORCE's new community feature on the PragerU app and website. Members chat, post ideas, and problem solve with like-minded young people all over the world.

prageru.com/pragerforce

PragerU Resources for Educators and Parents (PREP)

PREP—PragerU Kids membership program—is nearly 20,000 members strong! Parents, grandparents, and educators are invited to join the PREP community promoting pro-America education while protecting children from leftist indoctrination in schools.

Connect with PREP's committed volunteers through the PragerU app and website to share ideas, solutions, and take grassroots action.

IMPACT:

More than 20% of PREP survey respondents are educators!

prageru.com/prep

PragerUnited

We invite all of our viewers to become PragerUnited members with a recurring monthly donation of just \$35! Thousands of donors joined this powerful movement of people who sustain us all year. Members are also rewarded with special PragerU Gratitude Boxes every quarter to celebrate our joint mission.

prageru.com/united

Donor Clubs

Through generous annual gifts of \$1,000+, Donor Club Members ensure PragerU's continued impact on millions of young people. To honor the devoted donors who support us year in and year out, we offer exclusive experiences, benefits, and the chance to meet patriots who share your philanthropic passions. Join us!

prageru.com/donor-clubs

"As the world becomes more divided, I have been blessed to find PragerFORCE...Being a conservative Latina in a liberal state, it can be easy to be disconnected from other like-minded individuals...The ability to challenge each other's views and support each other's efforts has made my life a bit fuller. It has also allowed me to express myself and grow. I'm so glad I decided to sign up!"



Trinity Grau Young Professional, California

IMPACT

PragerU is garnering 35M unique viewers every quarter—that's more than 10% of the entire United States population!

MARKETING TO THE MASSES

or two generations, young people were rarely exposed to pro-liberty, pro-freedom, limited government ideas. PragerU changed this. As the production and marketing arm of the pro-America movement, PragerU straps a rocket to the best ideas and the best messengers across the Internet.

Here's how we do it:

• Viewers (1B per year)

IN THIS SECTION

Marketing Funnel

New Technologies

PragerU crafts custom micro-content for casual viewers on each social media platform. PragerU personalities like Will Witt, Amala Ekpunobi, and funny skits promote the content, drawing viewers toward full videos.

• Followers & Subscribers (15M+)

PragerU's marketing inspires casual viewers to subscribe. Now part of their daily feed, a succession of engaging content—petitions, questionaires, and subscription drives—encourages them to watch on our website and mobile app.

Communities (300,000 members)

Subscribers become committed and want to do more than watch. PragerU's communities offer different ways to make a greater personal impact. Students, young professionals, parents, educators, and donors are all members of PragerU's communities!



"...I found out about PragerU videos while I was searching up videos for one of my class discussions online...After immediately watching one video I couldn't stop, the cartoons and the graphics helped a lot... I feel more comfortable about speaking up about my beliefs knowing that I am not alone..."



Jessica Bogans Sacramento State University, California



DID YOU KNOW?

PragerU has nearly 1M mobile app downloads!

Download the PragerU app on your phone, TV, and tablet today!





Free Videos

Free Minds

STRATEGIC MOVES

Ê VELOPING NEW TECH

ragerU constantly innovates to counter the left, get around censorship, and offer the best digital experiences.

PragerU's new website, mobile app, podcasts, and streaming TV channels help people discover or retain traditional American values in new ways.

Viewers flip through Netflix-like carousels, binge-watch pro-America videos with autoplay, explore kids-only digital spaces, and find kindred spirits.

Developing our own infrastructure and diversifying our platforms provides greater independence, former website! helping PragerU remain the

megaphone for patriotic voices.

> PragerU's next stage is rapidly scaling our media network. Website visitors are spending DOUBLE the amount of time on PragerU's new website and browsing through twice as many pages as the

Juan Otero Miami Dade College, Florida

"I first heard about PragerU this past summer. As a young conservative, the short informational videos really solidified my political beliefs and emboldened me to share them with others. I soon realized that few within my close circle of friends truly shared my political beliefs. That's when I heard about PragerFORCE...I immediately joined and it's been such an incredible experience. Getting to meet like-minded individuals, discuss current events, and creating great friendships have really been the highlight of my year!"



35(0)[®]

of overall funds raised this year help build our Endowment/Reserves and R&D. This "war chest" enables

PragerU to develop new initiatives, capitalize on emerging opportunities, and provides a balance of stability and increasing impact on an annual basis.



PragerU's work is made possible by its 300,000 donors. Small online donations account for nearly 40% of PragerU's income—fueled by viewers just like you who love our ideas and want to keep our videos free for everyone.

PragerU has the formula for success. To effectively fight, we need to unleash it on a widereaching, massive scale. Our generous donors are the key to making this possible.

PragerU is a 501(c)(3) nonprofit. Our tax ID is 27-1763901. Contributions are fully taxdeductible in the USA.

Online

Your secure online donation makes a greater impact by reducing gift processing expenses.

Donate today at PragerU.com/donate

By Mail or Phone

Please make your check payable to Prager University Foundation and mail to 15021 Ventura Boulevard #552, Sherman Oaks, CA 91403. Please include your email and phone number so we may thank you! If you prefer to donate by phone, please call 833-PRAGERU.

PragerUnited

Join our monthly donor club (\$35+/month) and enjoy quarterly Gratitude Boxes with PragerU merchandise and insider updates.

Vist PragerU.com/united for more information.

Other Smart Ways to Give

Gifts of stocks, donor-advised funds, and cryptocurrency are tax-savvy ways to support PragerU—you can also give anonymously! Double your impact with workplace matching gifts or engage your network to support our work. Explore easy, creative ways to give:

PragerU.com/ways-to-give

Contact donate@prageru.com for more information.

PragerU Legacy Society

Ensure future generations learn about the values that made America great with a gift through your Will. The Legacy Society welcomes gifts of any size and recognizes donors of all ages who provide for PragerU in their estate plan.

Visit PragerU.com/legacy to learn more.



Foundation Mailing Address 15021 Ventura Blvd. #552 Sherman Oaks, CA 91403

Foundation Main Office (833) 772-4378

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PragerU is too big to be described in an Annual Report. Freedom-loving people around the globe are invited to discover, share, connect, and take action by visiting **PragerU.com** and downloading the mobile app.