

OF CONTENTS **ABLE**

"I have always agreed with Lincoln that America is the last best hope of Earth. And if the last best hope of Earth is destroyed, there is no more hope for Earth. It is not possible to overstate the importance of PragerU. We are fighting to save this country. And we cannot do it without your support."

Dennis Prager

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A MESSAGE FROM

DENNIS PRAGER



What is happening to our beloved **America?**

The economy is struggling. Inflation is out of control. There is a good chance you and your family are struggling too.

You might be thinking that this is the year to hold back a little on donations. Be more generous in future years. Be a little more careful this year. I understand this sentiment, but if we don't act, we are in imminent danger of losing the America we love, and our future could be much worse.

Do you think the left is scaling back? You know the answer. They will use our nation's problems to push for more government control. They are following the Marxist playbook we are well familiar with.

The left is a force for chaos. They will stop at nothing to convince the American people only big government will save them. And they will spend billions to do it.

The fight for truth has never been cheap. It's getting more expensive by the day. But PragerU isn't letting up. We are expanding. We are stretching ourselves in every area to make absolutely sure we did everything we possibly could to fight for good.

We can't do it alone. I ask you to stretch with us. Every dollar is needed for our fight. Every dollar is used with care. Every dollar helps us save another young mind.

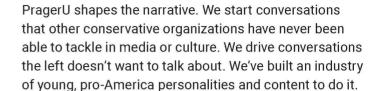
God bless you and your loved ones. And, bless you for fighting for America by supporting PragerU.

Mun-Brager

A MESSAGE FROM

MARISSA STREIT, CEO





It didn't happen overnight, but we have been working toward this goal for years. Dennis was, of course, famous on the radio long before PragerU existed. Allen Estrin (Executive Director of PragerU) wondered how he could get Dennis's message to young people. He thought short online videos were the answer. He was right.

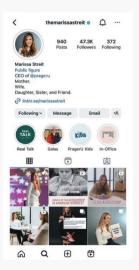
PragerU was born to reach millions through digital media and technology. With the Internet, we strapped a rocket to Dennis's wisdom. He became famous among Generation Z-now he can't go anywhere in the country without a twenty-something asking to take a selfie with him! If PragerU can make Dennis an online media sensation, why not create our own young conservative stars? So we did-from Candace Owens and Will Witt to Amala Ekpunobi and other new young stars in the making you will read more about in this report.

Now we have the personalities, content, and megaphone to shape culture. What do we do with this influence? We speak the truth and start conversations that the left doesn't want to address. Political and corporate elitesthe guardians of the left-don't like it. See our exposé on NewsGuard in the pages that follow. They want to control what you see, what you hear, and what you think. They know PragerU threatens their stronghold and they are trying to stop us.

We are proud to be creating the stars and content to be a force for good. We don't need to convert Hollywoodthat is a losing battle. We are building up our own personalities, strapping a rocket to the right messenger with the right message, and reaching millions of young people with the truth. With your continued support, we won't back down.

GET TO KNOW OUR CEO

Have you watched Real Talk with Marissa Streit? Garnering millions of views—mostly from parents who are concerned about America-Real Talk invites viewers into Marissa's office for candid discussions about education, business, and culture.









Follow her on Instagram () @TheMarissaStreit

出报纸用出出 GEN Z PERSONALITIES

PragerU is creating the next generation of young personalities—to reflect our values for a change! Young people are being indoctrinated by woke actors, athletes, and pop stars. With millions of impressionable followers on social media, the left enlists them to spread radical, left-wing messages to young people who idolize them.

WHAT'S THE SOLUTION?

Hollywood celebrities—even those who are pro-America—can't be the only voice. The left routinely blacklists conservative celebrities into silence. We have an opportunity to build our own industry.

Luckily, there are incredible young people who share our values and have the intellect, courage, and charisma to shape culture. PragerU finds them, gives them a massive platform, and builds them into messengers that change millions of young minds. Each personality is chosen to reach a specific Gen Z demographic that PragerU isn't yet reaching. The result is millions of new

diverse young people engaging with our ideas! PragerU's strong track record of star-making includes Candace Owens, who worked with PragerU, and is now a superstar. As well as with Will Witt, our young, original Man on the Street star, who garnered 500M+ views.

PragerU is excited to introduce you to our newest Gen Z Personalities. You probably already know Amala, but get ready to meet CJ, Aldo, and Xaviaer! They are bringing millions of young minds to the truth every day.









ALDO



XAVIAER



AMALA

Raised in a far-left activist household, Amala went online to find support for her leftist worldview. Instead, she found a PragerU video that challenged her beliefs and changed her mind. After posting videos about her new freedom-loving values, Amala caught the attention of PragerU, and she joined us as one of our in-house personalities. Fast forward two years later, and her followers have skyrocketed to nearly 2M!

As host of PragerU's Unapologetic, Amala provides daily commentary on news, politics, and culture, inspiring millions of young people to discover the truth, defend their values, and lead better lives. She also hosts PragerU's new short documentary, Unwoke Inc., about alternatives to the woke industrial complex.

Amala is reaching Millennial and Gen Z females in record numbers—many in the center or on the left. As a former leftwing activist, she can step out of the conservative bubble and reach young people who have never heard our ideas. Amala is a sought-after speaker, featured on varied shows including Dr. Phil, Jordan Peterson's podcast, Black News Tonight, Fox News, and is a weekly guest on The Ingraham Angle.





CJ

Raised in a left-leaning household in Georgia, CJ began blogging conservative commentary at age eight. In 2020, CJ became one of our youngest 5-Minute Video presenters in history with "What Happened on 9/11."

With only three semesters left before graduating from the University of Alabama, CJ dropped out of college to

Alabama, CJ dropped out of college to transfer to PragerU in 2022! CJ now has 600K+ followers, and has been featured on national media outlets including Fox News and the New York Post.

As host of PragerU's new weekly show,

As nost of PragerU's new weekly show, The Wrap Up, CJ summarizes the week's top five stories that young people need to know about. Today's youth are bombarded with biased information all day long and are turning to The Wrap Up for truth.

CJ is also hosting a new PragerU show in the works called Left vs. Right that defines the ideological divide. This show is a primer for teens to recognize the chasm between conservative and left-wing worldviews. The show will give teens the courage to defend pro-American values.







(athecjpearson



Raised in a conservative, faith-based family, Aldo was attending Michigan State University when he escaped the COVID lockdowns by moving to Texas. He became a freelance reporter, and went viral when he exposed "familyfriendly" drag show brunches in Dallaswhich caught PragerU's attention!

A talented interviewer, Aldo hosts PragerU's wildly popular Man on the Street series. He has several new PragerU projects in the hopper, including a new series to reignite America's entrepreneurial spirit among young people, and a short documentary on masculinity.

Aldo's viewers are mostly young males, a demographic challenged by a society obsessed with concepts like toxic masculinity. Giving young people intellectual ammunition to stay true to their beliefs, Aldo encourages his viewers with messages of opportunity and hope.





XAVIAER

Meet Xaviaer, an ex-BLM activist who is our newest Gen Z personality!

Raised in a house that viewed life through the lens of skin color, Xaviaer used to march with BLM, and was cast for a Netflix reality TV show as a social justice warrior. While attempting to debunk PragerU videos, he was "redpilled" instead, withdrew from filming the show, and joined PragerU!

He's now the host of PragerU Kids' Guess or Mess-a fun game show for elementary students based on PragerU Kids biographical magazines—where children enjoy learning about U.S. presidents and important historical figures who reflect American values.



Be sure to check out his Stories of Us video!

@aldobuttazzoni



PragerU's short documentaries are powerful vehicles that catapult PragerU's personalities while capturing new young audiences. Our short docs have positioned PragerU as a major player in the documentary space, competing with left-leaning media outlets like PBS and Vox. Short docs are one of our most impactful ventures, bringing millions of new viewers clarity and truth.



COMING

UNWOKE INC.

Presented by Amala Ekpunobi

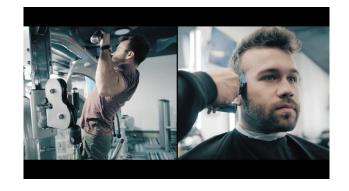
Why is everyone and everything "woke" these days, and how can we push back against it? Join Amala Ekpunobi on a cross-country journey to speak with leaders and entrepreneurs about why wokeism has infiltrated our culture, and how they are fighting back by innovating and creating non-woke products that are good for society and America.



MASCULINITY

Presented by Aldo Buttazzoni

This documentary will explore the question: Why are boys and young men being emasculated and how is this cultural trend hurting society? Aldo headlines this project that uncovers the damage being done by today's "toxic masculinity" trend—and what we can do about it.



DETRANSITION

Currently in pre-production

Detransition focuses on the devastating impacts of encouraging gender confusion among young people. This project gives a voice to individuals who transitioned to another gender, deeply regretted it, and endured painful detransitioning.

STAY TUNED!

for more short docs in the pipeline on topics such as:

- Finding Meaning. Why are teenagers at such high risk of anxiety and depression—and what can they do to avoid falling into this trap?
- ➤ The Forgotten Children: The Real Impact of the Defund the Police Movement. How inner city children are impacted by criminal justice reform and the weakening of police.



Young people aren't being taught the truth about our nation's history. The left twists the past to serve their agenda. It's our job to fix that. Education got us into this mess, and education is the only thing that will get us out.

This year, PragerU launched our American Presidents series and has committed to producing a 5-Minute Video on every U.S. president. Why? The best way to learn about history is through biographies—and the best way to learn American history is through the biographies of our American presidents.

Another series I'm excited about is our 10-part series on the U.S. Constitution. You would hope that most young people today have a basic grasp of America's founding document—but, sadly, they do not. It's on us to remedy this. PragerU's U.S. Constitution series will be part of a special campaign reaching millions leading up to the Fourth of July.

We have enlisted some of the best historians and constitutional scholars in America for these series—people like Allen Guelzo from Princeton, Bradley Thompson from Clemson, John Yoo from UC Berkeley, and Sherif Girgis from Notre Dame. It's an all-star group of scholars.

Young Americans need to learn our history. PragerU has become the fastest and easiest way to accomplish this task.

AlleSsti







Five-Minute Videos

The best ideas from the best minds distilled into five focused minutes.







U.S. Presidents

Meet the men who shaped American history.







U.S. Constitution

A primer on one of the greatest documents of all time.

NEW & COMING SOON!

PragerU is launching seven new shows in 2023! New kids shows are created to inoculate children against the woke and anti-American leftist narrative taught in most schools, while enriching students with a fun, engaging education. Our Gen Z series for young adults (and beyond) are attracting millions of new viewers to PragerU. Our content serving ages 4-104 is helping young people to become informed, productive, and grateful Americans.

UNBOXED

(K-2ND GRADE)

Kids unwrap clues to learn the history and unique contributions of the 50 diverse states that make up America and are introduced to big concepts like federalism, the Electoral College, and bicameral representation.



STREET SMARTS

(3RD-5TH GRADE)

In this fast-paced game show for elementary kids, Uncle Sam quizzes young people on the street about America's founding documents and history, inspiring a love and understanding of U.S. civics.



SKETCH

(3RD-5TH GRADE)

Elementary kids discover classic stories, Greek myths, and great events from the canon of Western Civilization through fun and interactive drawing lessons.



THE HUSTLE

(6TH GRADE & UP)

Hosted by Aldo Buttazzoni, The Hustle aims to shine a light on the next generation of young entrepreneurs and the amazing opportunities that free-market capitalism provides.entertaining



LEFT VS. RIGHT

(6TH GRADE & UP)

Young people are bombarded by leftist ideology-and often don't even realize it. Host CJ Pearson shines a light on the differences between conservative and left-wing thinkingfrom the role of government to doing good versus feeling good.



MYTH MASH

(6TH GRADE & UP)

Our new series for middle and high school students smashes the anti-American, leftist lies infecting classrooms, and inoculates young minds with truthful history, told in PragerU's uniquely colorful, entertaining style.



THE WRAP UP

(YOUNG ADULT & BEYOND)

Gen Z wants to stay informed, but they often don't read beyond headlines. This series with CJ Pearson wraps up the top stories of the week in under 10 minutes, offering a recap of the latest on politics, sports, pop culture, and international events. entertaining



THE FULL LINEUP

NEW!

K-2nd Grade





"Let's Visit" series explores America's monuments and unique destinations!

3rd-5th Grade





U.S. presidents magazines

6th Grade & Up





Character building and life lessons

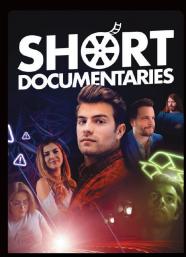


Complex issues explored in-depth

Young Adults & Beyond



The best ideas from the best minds



Truth and clarity on important issues



Weekly insights by Dennis





Fun activity pages about virtues



Animated time-traveling show



Biographical magazines on historic figures

NEW!



Worksheets on U.S. civics

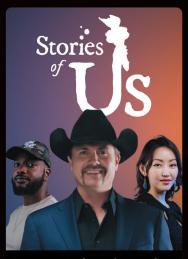


Animated show on geopolitical topics





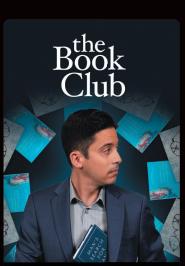
Fast, fun financial literacy for tweens/teens



Personal stories and love of American values



Commentary on culture & politics



Books that shaped Western Civilization







Kids discover America's 50 unique states



Kids are quizzed on American civics

NEW!



Drawing and stories that celebrate Western Civilization!

NEW!



Sports legends magazines



Myth-busting history show

NEW!



Inspiring young entrepreneurs

NEW!



Recognizing the differences between left vs. right thinking



Entertaining interviews with today's youth



Issues concerning American families

NEW!

Weekly news for Generation Z

THE POLITICAL ELITE'S TOOL FOR CENSORSHIP

PragerU is a clear and present danger to those who want to control what Americans see and hear-the proof is our fight with NewsGuard.

NewsGuard—one of the largest and most influential "fact-checkers" employed by Big Tech-continues to target PragerU. Labeling us as misinformation, NewsGuard encourages tech platforms to cancel us, damages our reputation, and is costing us hundreds of thousands-if not millions-of dollars.

Political and corporate elites empower online factcheckers like NewsGuard to censor companies that dare not comply with their narrative while awarding leftist media outlets like the New York Times and CNN near-perfect "credibility" ratings. NewsGuard is partnering with wealthy elites, Big Tech, Big Pharma, unions, and government agencies to suppress

information. They want to control the narrative on everything from climate change and COVID-19 to elections! NewsGuard wanted us to remove content from our own website and to provide them with the names of PragerU staff who approve our videos! Of course, we will never do this!

PragerU has been busy exposing NewsGuard to bring public awareness to their dangerous agenda. Our video exposés, online campaigns, ads, press releases, and petitions have educated millions. We will continue to take the lead in America's fight to preserve free speech.





GAINING MOMENTUM ON PUBLIC AWARENESS

- Media outlets from The Daily Wire to The Federalist are reporting on NewsGuard's censorship and intimidation tactics.
- "Twitter Files" (internal Twitter documents leaked by Elon Musk to journalists) confirm what PragerU has been saying all along-Big Tech is colluding with Big Government via fact-checkers like NewsGuard!
- Congressional hearings were held by the "House Subcommittee on the Weaponization of the Federal Government" on this matter.
- Journalists Michael Shellenberger (who starred in several PragerU videos) and Matt Taibbi testified in these hearings and have been attacked for exposing this collusion—our own government is threatening journalists who are telling the truth!
- State of Florida CFO Jimmy Patronis has been warning businesses about NewsGuard's nefarious tactics.
- Word has been spreading like wildfire online... millions now know that our government does not allow dissent and is using taxpayer dollars (The Department of Defense paid NewsGuard \$750K in 2021) to censor The American People!
- Americans are starting to awaken to the frightening truth: Our own government is working with Big Tech to use "fact-checkers" like NewsGuard to slap a "misinformation" label on things they disagree with and "redirect" people to government-approved websites to be reeducated with the "correct" information.

Who is behind NewsGuard? Partnered with Big Tech companies (like Microsoft)

- Funded by Big Pharma (like Publicis, a PR firm for Pfizer)
- Contracted by government agencies (like the Department of Defense, which paid \$750,000 to NewsGuard)
- Colludes with public sector unions (like the American Federation of Teachers) "to combat disinformation, especially around COVID-19 and elections" according to the World **Economic Forum**

Who NewsGuard Rates Good or Bad:



PragerU is proud to defend America's Freedom of Speech. There is much more to be done. Learn more at PragerU.com/newsguard.

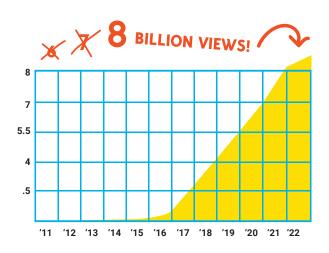


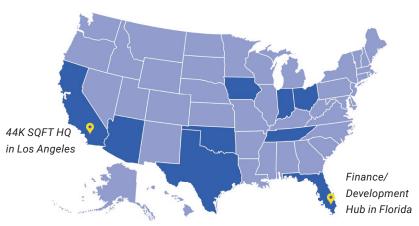
& MEDIA

Everywhere you look, the media are featuring PragerU! Visit PragerU.com/in-the-news for the latest hits.



IMPACT REPORT





- Over 8B lifetime views—1.9B+ views in 2022 alone!
- PragerU has 120+ employees in 9 states across the country!



of our Youtube viewers are under the age of 35



Americans has watched at least one PragerU Video



use information from PragerU videos for ideological discussions



of minds were changed on at least one topic after watching



say their civic actions were influenced by PragerU videos

5M

PragerU content is watched 5M times every day.

26M+

unique visits (different people) to PragerU.com in 2022

shows for young adults and beyond

1M÷

households have downloaded the PragerU app

33M+

PragerU Kids content has been watched or read 33M+ times

kids shows

6M÷

have subscribed to our email list

70K+

kids books and magazines have been sold

original pieces of content released every week

UPCOMING DONOR EVENTS

From galas with the movement's best thinkers and exclusive retreats with Dennis and PragerU leadership to virtual town halls you can enjoy from home, PragerU events give you the opportunity to support our work and connect with kindred spirits.











Q3 VIRTUAL TOWN HALL:

FRIDAY SEPTEMBER 1ST, 2023

Town Halls are open to all members of PragerUnited, the Donor Club, or the Legacy Society. These live virtual events feature PragerU leadership sharing breaking insider information.

FOUNDERS RETREAT:

SEPTEMBER 7TH-9TH, 2023

Join us in Nashville for an exclusive three-day experience with our innermost circle of supporters. Special guests include Dennis Prager, Ben Shapiro, and additional personalities from The Daily Wire. This trip is open to Donor Club members at the Founders level (total annual giving of \$100K or more).

BEVERLY HILLS GALA:

SATURDAY NOVEMBER 11TH, 2023

Join Dennis Prager and renowned military historian Victor Davis Hanson as we honor our nation's veterans at our biggest fundraiser of the year!

Q4 VIRTUAL TOWN HALL:

FRIDAY DECEMBER 1ST, 2023

Our culminating event of the year with an impact report from our leadership team, plus our big plans for the year ahead.

PALM BEACH GALA:

THURSDAY MARCH 14TH, 2024

Please join Dennis Prager and other special guests for our East Coast Gala to learn about PragerU's most important initiatives to protect and strengthen America.

Interested in attending a PragerU event? Learn more at PragerU.com/events or email events@PragerU.com.

INVITES YOU TO THE



HONORING ALL WHO SERVED



FEATURING



DENNIS PRAGER



VICTOR DAVIS HANSON

SATURDAY NOVEMBER 11TH 2023

BEVERLY HILLS, CALIFORNIA

GENERAL RECEPTION: 5:30PM PROGRAM: 6:30PM

TO PURCHASE TICKETS PLEASE VISIT: PRAGERU.COM/GALA23

PLEASE RSVP BY MONDAY, OCTOBER 16TH

FOR QUESTIONS PLEASE EMAIL:

EVENTS@PRAGERU.COM

DONOR GLUB

Donor Club members form the foundation of PragerU's work—fueling the mind-changing videos watched 5 million times every day. Through generous annual gifts of \$1,000 or more, Donor Club members are strong partners in PragerU's fight for America. Standing beside us year after year, they provide vital support to reach millions of young people, and help them become informed and grateful Americans.

To show our gratitude to Donor Club members, we offer an array of special benefits and experiences. Visit PragerU.com/donor-club or contact club@PragerU.com.

	Club One	Benefactors	Micah	Influencers	Producers	Founders	
*	•	•	•	•		•	Commemorative Annual Pin
*	•	•	•	•	•	•	Dedicated PragerU Liaison
*	•	•	•	•	•		Invitation to Exclusive Donor Events
*	•		•	•	•		Quarterly Virtual Town Hall Events
*	•		•	•	•		30% Discount to the PragerU Store
*			•	•	•		Monthly Impact Report
*			•	•	•		Quarterly Donor Insider
*				•	•		VIP Tour of the PragerU Headquarters
*					•		Attend The Dennis Prager Radio Show
*							Invitation to Founders Retreat
	\$1,000	\$5,000	\$10,000	\$25,000	\$50,000	\$100,000	

You're invited to join this committed group of donors helping to save America!





WAYS TO GIVE

Mail or Phone

Please make your check payable to Prager University Foundation and mail to:

3389 Sheridan Street #293 Hollywood, FL 33021

Prefer to give by phone? Call 833-PRAGERU



Online

Your secure online donation makes a greater impact by reducing gift processing expenses. Donate today by visiting PragerU.com/donate or scanning this QR code.

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

PragerUnited

Join PragerUnited with a monthly donation of \$35 or more (about \$1 per day), get exclusive benefits, including free quarterly PragerU merchandise to show your love of America, and, most importantly, help keep our videos free and reaching millions.

To learn more visit **PragerU.com/united**.



Give Creatively

Looking for tax-savvy ways to make an impact? PragerU gratefully accepts:

- Stock or Cryptocurrency
- Donor-Advised Fund
- IRA Charitable Rollover

To learn more, visit PragerU.com/ways-to-give

PragerU Legacy Society

- Interested in creating a free online Will?
- · Want to receive a free Estate Planning Guide?
- Ready to join the PragerU Legacy Society?

Visit PragerU.com/legacy for incredible free estate planning resources we offer to our supporters to help plan their legacies, and to provide for PragerU's future with a gift of any size through their Will or estate plan. You may also request a free one-on-one consultation with Jenny Nohelty, Director of Legacy and Special Gifts, at legacy@PragerU.com.



Club5

Join Club5 with a gift of \$5 per month (just 17¢ per day) and help save America by contributing to our next wave of mind-changing videos. Club5 members receive a free PDF e-book of 5-Minute Video scripts at the end of each year!

To learn more visit PragerU.com/club5.



NON-PROFIT ORG US POSTAGE PAID PERMIT NO. 1844 VAN NUYS, CA

Every year, we receive tens of thousands of testimonials thanking PragerU for our free, life-changing videos.

Here are just a few:

"I just wanted to thank you for these kids shows and magazines. They are such a valuable, wholesome, and EDIFYING option and they have been an enormous blessing to us. Keep 'em coming." —M. Wiggins

"I am a psychologist who refers to and shares PragerU videos with my clients. They are a great aid in becoming mature and developing a healthy physiological perspective. If more people watched and absorbed the material presented by PragerU, I would have to find another line of work." —Daniel C.

"I seriously love PragerU...My dad has always loved listening to Dennis and was always mentioning PragerU but I kind of brushed it aside and didn't think anything of it. Now I watch most of your content and our kids watch the wonderful kids content...we are big fans of PragerU in this house! We appreciate everything you do!" —Lacy

"So my 8-year-old daughter is doing testing to gauge her education level, which also determines her scholarship amount for her private school. She scored very high in social studies and I asked her, 'Was it that easy?' She answered, 'I knew most of the answers because I learned them from Otto's Tales.""—Delsy G.

"I put a PragerU sticker on my car's bumper. Instead of getting a rock through my window as expected, other drivers have given me a thumbs up. Keep doing what you do. The army is awakening." —Anonymous

"Never in a million years did I think I would be emailing PragerU, but here I am, eating crow. I've been a leftist for as long as I can remember. I still do hold some left-leaning policy ideals, but...I've been watching Amala (among others, but mostly Amala) and my mind has been changed. I have misunderstood the conservative movement. I strongly believed y'all were all racists, fascists, close-minded, people-hating bigots. I don't think I have ever been this wrong before. Anyway, in the midst of what I assume is a lot of hate mail, I wanted to give props to Amala, and everyone else." —Karyssa N.

"I was able to pair PragerU with my education and combat what I was being taught in the classroom. I openly debated my professors using the knowledge PragerU gave me and even changed the minds of some of my left-wing peers." —Ava

"Way to go PragerU!!! Love the Street Smart Quiz show. Have forwarded it to my grandchild and offered to pay her winnings. Thank you for this and your many creative and effective ways to reach the children (and adults) with knowledge about our country and its government."—S. Starnes