

Our Vision:

A World Committed
to Life, Liberty and the
Pursuit of Happiness.



PragerU's reach and influence exponentially exploded in 2020 – from new shows to new audiences.

As Americans were forced to spend more time online during quarantines and shutdowns, they flocked to our content like never before. Amidst multiple national crises and tumultuous events, young Americans searched for truth, meaning, and common sense. They found PragerU.

Our social media rocketed to **9 million followers**. During the lockdown, **over 35 million different people** viewed our content on YouTube alone – more than 10% of the entire US population.

PragerU content flew past **4 billion lifetime views** this year!

Despite 2020's significant logistical and financial challenges, PragerU is ahead in every metric. This is due, in no small part, to your support. We are delighted to share the details of your impact in this Annual Report.

Thank you for your continued partnership.

Dennis Prager



Table of Contents

Impact & Influence	3
5-Minute Videos	5
Shows	7
Digital Shorts	9
Digital Campaigns.....	10
PREP.....	11
PragerFORCE.....	12
Technology	13
Budget	14
Ways to Give.....	15
Testimonials	17

Our Impact

PragerU content has garnered over 4 billion lifetime views and has changed millions of lives.

PragerU videos receive about 4,000,000 views every day*

**recently spiking to 7 million!*



In 2020 alone, our videos were viewed over 1 BILLION times

1 out of 3 Americans has seen at least one PragerU video



40%
of PragerU funding is raised online

60%
of our YouTube audience is under age 35

10,000 PragerFORCE members share our content with their combined 7.5 million followers on social media

Our free mobile app has over 200,000 downloads

We have more than 2,000,000 active email subscribers

Our Influence

PragerU aims to change millions of young minds, and our post-video surveys show we are doing just that.

How many videos does it take to change a mind?

58%

of viewers changed their mind on at least 1 issue after watching 11-50 PragerU videos

71%

of viewers changed their mind on at least 1 issue after watching 50+ PragerU videos

How many videos do viewers watch on average?

66%

of viewers have watched more than 10 of our videos

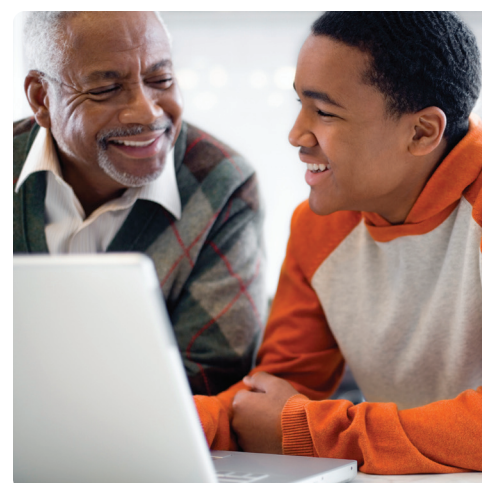


85%

of viewers are using our videos in ideological discussions

86%

of viewers learned something new from our content



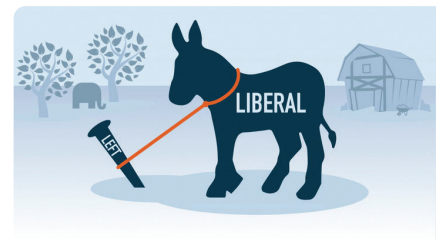
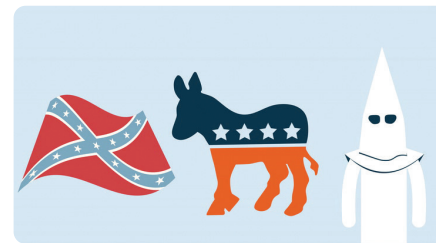
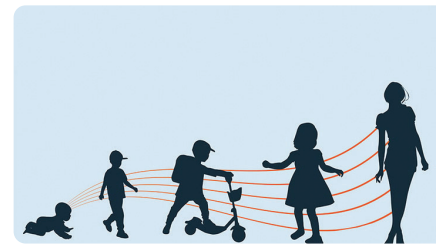
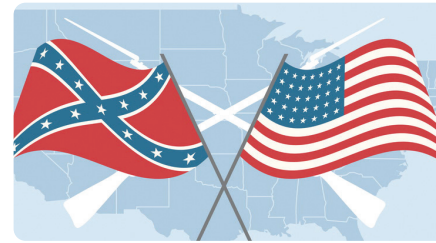
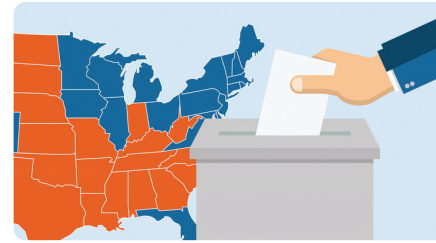
5-Minute Videos

5-Minute Video courses made PragerU the largest, most influential, and fastest-growing online promoter of American values.

Released every Monday, this flagship content features contemporary issues, historical topics, and stories illustrating why America is the freest, most prosperous country in the history of the world. Esteemed and influential presenters deliver timeless messages perfectly packaged for our social media followers to watch and share.

Our Most Popular Titles

1	Do You Understand the Electoral College?	Tara Ross	64.9M views
2	Was the Civil War About Slavery?	Ty Seidule	32.3M views
3	War on Boys	Christina Hoff Sommers	28.5M views
4	Why I Left the Left	Dave Rubin	28.5M views
5	The Inconvenient Truth About the Democratic Party	Carol Swain	27.9M views
6	The Progressive Income Tax: A Tale of Three Brothers	Kip Hagopian	25.1M views
7	Left or Liberal?	Dennis Prager	22.4M views
8	How Socialism Ruined My Country	Felipe Moura Brasil	22.3M views



*We've been
busy!*

2020's New 5-Minute Videos:

Niall Ferguson – Margaret Thatcher: The Woman Who Saved Great Britain • **Daniel Hannan** – What is “Fair”? • **Brandon Tatum** – How To End White Privilege • **James S. Robbins** – Is The National Anthem Racist? • **Andy Puzder** – The Market Will Set You Free • **Lauren Chen** – Dating: Don’t Waste Your Time • **Niall Ferguson** – Why the West Won • **Eric Eggers** – Is Voter Fraud Real? • **Dennis Prager** – Why Are So Many Young People Unhappy? • **Alain Lambert** – The Truth About Canadian Healthcare • **Greg Koukl** – The Intolerance of Tolerance • **Allen Guelzo** – What Was Revolutionary About the American Revolution? • **Michael Knowles** – Conservatives Are the Real Environmentalists • **Rafael A. Mangual** – Why Are So Many Americans in Prison? • **Dave Rubin** – The Bravery Deficit • **Allie Stuckey** – Social Justice Isn’t Justice • **Sebastian Cevallos** – Lies About Israel Lead to Lies About Everything • **Jocko Willink** – The Fallen Soldier • **John C. Eastman** – What Does Separation of Church and State Mean? • **Dennis Prager** – Graduation 2020: The Covid Class • **Derryck Green** – Who Is Booker T. Washington? • **Will Witt** – Who’s More Radical: The Left or the Right? • **Larry Elder** – The Ferguson Lie • **Dennis Prager** – Why I Love America • **Cecilia Iglesias** – Mother Knows Best: Why I Fight for School Choice • **Simone Barron** – Minimum Wage Cost Me My Job • **Ben Shapiro** – If We Lose John Locke, We Lose America • **Karlyn Borysenko** – The Rally that Changed My Mind • **Jeremy Boreing** – Does College = Success? • **Michael Shellenberger** – Do We Have to Destroy the Earth to Save It? • **Stephen Marmer** – It’s Time to Grow Up • **John Kobylt** – Is California Going Up in Flames? • **Heather Mac Donald** – Police Go Where the Crime Is • **CJ Pearson** – What Happened on 9/11 • **Mark Mills** – What’s Wrong with Wind and Solar? • **Nestride Yumga** – I Love America Too Much to Stay Silent • **Paris Dennard** – Never Apologize to the Mob • **Michael Knowles** – Celebrating Columbus • **Steve Moore** – Where Do You Want to Live: Red State or Blue State? • **Eric Eggers** – How to Steal an Election: Mail-In Ballots • **Debbie D’Souza** – They Say Scandinavia But They Mean Venezuela • **Patrice Onwuka** – Free the Freelancers • **Dinesh D’Souza** – Why Capitalism is More Democratic than Socialism • **Eugene Volokh** – Defining Liberty • **Michael Shellenberger** – Abundant, Clean, and Safe • **Selina Soule** – The End of Women’s Sports • **Kelly Shackelford** – You Can’t Be Free Without This • **Wilfred Reilly** – What’s Wrong with the 1619 Project • **Dennis Prager** – How the Left Divides the World • **Will Bruhn** – What Does Healthcare Cost?

Our Shows

The success of our free 5-Minute Videos fueled new content to reach new audiences. In the past two years, we've added longer-form shows, podcasts, short documentaries, and more. PragerU is now a destination channel for daily viewer visits.

Fireside Chat with Dennis Prager

Dennis invites you to join him each week in his home study. Unscripted, and responding to trending topics, Dennis offers a rational, balanced, intellectual framework to make sense of the barrage of cultural issues that matter to you and your family.



Dennis discusses the state of the world in *Coronavirus: Panic or Pandemic?*

The Candace Owens Show

This extremely popular and outspoken influencer is charting a new ideological course for the black community. Interviewing fascinating guests from around the globe, Candace explores timely topics while reaching new audiences – and changing the black community's mind about conservatism in the process.



Candace Owens interviews Marc Lamont Hill

The Book Club with Michael Knowles

The left increasingly tries to rob young minds of great literature. *The Daily Wire's* Michael Knowles and special guests battle this intellectual theft by introducing young people to the classic books that shaped Western Civilization.



Michael Knowles & Ben Shapiro discuss *The Federalist Papers*

PragerU content continues to grow in variety, style, and reach.

Americanos

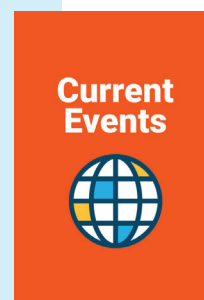
Liberty-loving Latinos take full advantage of America's limitless opportunities and want to tell the world about it. *Americanos* features Latinos sharing their stories of success and discussing issues close to their hearts – from overregulation of family businesses and the state of our schools to traditional values and faith.



Pilot episode features
Anna Paulina Luna

Current Events Series

Our *Current Events Series* covers trending topics such as the response to coronavirus and lockdowns, Black Lives Matter protests, looting, riots, and general nationwide upheaval. PragerU's Will Witt interviews experts and frontliners in an effort to counter the left's disinformation campaign and make sure our side is a leading player in the national discourse on topical issues.



Will Witt interviews Dr. Reed Wilson in
What You Need To Know About Coronavirus

Stories of Us

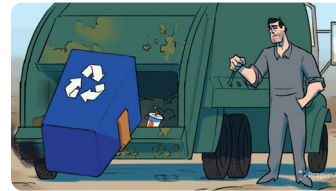
Americans from all walks of life are discovering the truth about the left. *Stories of Us* highlights people who've discovered the left's real agenda and refuse to be manipulated. Instead, they'll expose these lies for millions to see. This documentary-style series explores their life experiences, how they learned the truth, and what it was like to embrace conservative ideology.



Featuring guests such as Brandon Straka,
Brandon Tatum, Gina Florio, and Amir Odom

Digital Shorts

PragerU embarked on a new program this year, releasing two groundbreaking short documentaries featuring our in-house influencer, Will Witt. These informative videos take a deep dive into many complex issues, including Californians “voting with their feet” and the left’s obsessive and ineffective environmental religiosity. Wildly impactful, the two shorts drew millions of views – with many viewers brand new to PragerU. On the heels of these successful releases, three more short documentaries are slated for production in 2021.



Fleeing California

Why are millions of people leaving California and moving to other states? What do those states have that California doesn't? PragerU's first short documentary explores the root causes of this mass exodus from the Golden State. "Fleeing California" sheds light on one of the most significant but underreported stories of our time.

FEATURING: Senator Ted Cruz (R-TX), conservative commentator Tomi Lahren, restaurant owner Richard Florczak, California State Senator Brian Dahle (R), classic-car restorer Neal Polan, Hoover Institution Senior Fellow and Stanford professor Dr. Joshua Rauh, and VP of National Initiatives at the Texas Public Policy Foundation and former California Assemblyman Chuck Devore.

Religion of Green

Has environmentalism become more than just a good faith effort to protect the Earth? Is it now tantamount to a religion? And if it is, is that a good thing or a bad thing? PragerU's latest short documentary explores the origins, agenda, and motives of today's environmental movement. Will Witt discovers some challenging questions for anyone who sincerely cares about the future of the planet.

FEATURING: Senior Fellow at the Texas Public Policy Foundation Jacki Deason, founder of Environmental Progress Michael Shellenberger, and founder of the Center for Industrial Progress Alex Epstein.

Digital Awareness Campaigns

For too long, conservatives did not focus on marketing our ideas to young people. Our values are simply better – America’s unparalleled success is proof – but young people don’t hear them enough. PragerU is changing that. As the conservative movement’s marketing powerhouse, PragerU is working with countless individuals and organizations on digital campaigns to advance life, liberty and the pursuit of happiness.

Fighting Censorship

PragerU’s content continues to be shadowbanned, restricted, or removed. Social media companies have temporarily locked us out of our accounts. As the leading online conservative voice, we are proud to lead the fight against Big Tech censorship both online and in court (two parallel cases in the federal and California state courts). But, we need your help to stop the left from hijacking the narrative and burying dissenting opinions. Visit prageru.com/petitions to call for an end to censorship.



Back the Blue

Police are under attack. Protesters claim all officers are racist and corrupt – while the media, corporate America, and politicians cheer efforts to defund departments. PragerU’s *Back the Blue* campaign lets officers know we have their backs. Thank You cards and goodies were delivered to police stations by PragerFORCE members, a social media storm supported our Heroes in Blue, and we flooded the Internet with pro-police content. Visit prageru.com/defend-the-police to show your support.



Conservatives Love the Earth

The left would have you think conservatives hate the Earth – that all we care about is profit, and we are willing to destroy our home to line our own pockets. The *Conservatives Love the Earth* initiative counters this ridiculous narrative by exposing the left’s environmental hypocrisy and outright lies while offering common-sense solutions to conserve the planet and our way of life. Watch for more from this initiative in 2021.



PREP

The largest online community of conservative parents and educators is here.



PREP launched with more than 1500 members joining in just the 1st week!

Distance learning forced parents to take a closer look at what their children were learning. From "BLM/1619 Project" curriculum to alarmist "environmental studies" and disturbing "sex ed," parents are now fighting back with PREP: PragerU Resources for Educators and Parents.

PREP is a new program using the power of crowdsourcing to help parents and educators teach students pro-America values. A hive of activity, the PREP discussion forum connects members online to share ideas, resources, and best practices. Members are finding the fellowship and support necessary to inoculate children against the left's educational brainwashing.

Thank you to those who have already joined!
Visit prageru.com/prep to learn more.

What are our members saying?



SARAH V.

"An answer to prayer as I navigate through all the propaganda that the state is mandating be taught."

MARY L.

"Can't wait to connect with more like-minded parents! Thank you PragerU for being brave and taking a stand against the left! Our family appreciates all that you do!"

MERRILEE Z.

"God bless you for providing this wonderful content... They learn so much incorrect, biased, inappropriate messaging from their friends and apps like TikTok... Make conservatism and patriotism cool again! Thank you all!"

LYDIA S.

"I am so glad you are taking this on. We are shocked how they have taught public school children to have no respect for our country, police, and choose not to respect the President and leaders of our country."

PragerFORCE

The world's most influential online army of conservative students and young professionals working to protect America's freedoms and values by spreading PragerU content.



10,000 members strong, PragerFORCE operates in all 50 states and 40 different countries!

Our ambassadors share PragerU content directly with their 7.5M social media followers, acting as our sales force to help reach new young audiences while helping our content to go viral and get around Big Tech's censorship. This strategy also offers the critical "social proof" necessary for young people to consider different points of view by hearing conservative ideas directly from other young people.

When activated, the PragerFORCE "Swarm" shows up en masse to battle leftist bullies, and to defend common sense, truth, traditional values, and each other – in the digital realm.

PragerFORCE members gain valuable leadership and professional skills by joining our committees. Our most effective influencers attend retreats at PragerU HQ to learn from our best-in-class staff, and focus on issues they care about the most.

Visit prageru.com/pragerforce to learn more.



ABOVE: This year, members reached out to senior PragerU viewers who needed a few words of encouragement during the quarantine.

Technology

PragerU is constantly evolving. In 2020, we added more programs and developed new technologies to reach audiences while gaining greater tech independence. We are building and refining our own cutting edge digital streaming infrastructure to reach our millions of followers directly.

PragerU.com is now the movement's go-to destination for conservative ideas in fresh, varied formats. Ever-changing content gives visitors a reason to come back again and again, helping young people learn the truth, explore different points of view, and think critically for themselves.



Streaming TV Channel

Enjoy PragerU on the big screen from the comfort of your living room. Available on Apple TV and Roku, coming soon to Android TV and Amazon Fire TV.

Website

Watch your favorite videos, choose a new playlist, sign a petition, shop for PragerU merch, or discover a film to watch from the curated list of *Movies We Love*.

Mobile App

Stream and share PragerU's entire library, customize watchlists, save favorites, and receive breaking push notifications. Available now on the Apple App Store and Google Play.

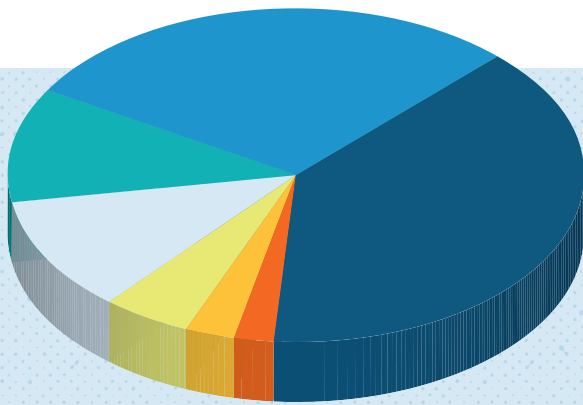
Podcasts

Your favorite PragerU shows are now available as popular and convenient podcasts. Subscribe now on Apple Podcasts, Spotify, Google Podcasts, or through your favorite podcast provider.

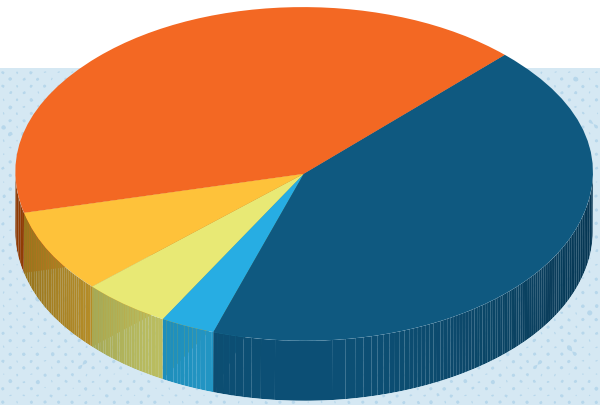
Budget

Your dollars are hard at work.
Every donation you make helps further our mission.

*2021 Stretch
goal budget:
\$35M!*



**2020
Estimated
Expenses: \$28M**



**2020
Estimated
Revenue: \$28M**

EXPENSES BREAKDOWN:

○ Marketing	39%
● Technology.....	2%
● Production.....	11%
● PragerFORCE.....	3%
● Fundraising	11%
● Research, Development & Reserves.....	29%
● Administration	5%

REVENUE BREAKDOWN:

○ Donor Clubs.....	43%
● PragerUnited.....	5%
● Online Donations	41%
● Other Donations.....	8%
● Other Income.....	3%

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

Ways to Give

Discover all the ways you can support PragerU at PragerU.com/ways-to-give

Online

The easiest way to donate to PragerU is through our website. 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 checks payable to Prager University Foundation and mail to 15021 Ventura Boulevard #552, Sherman Oaks, CA 91403. Please include your email address and phone number so we can update you on the impact of your gift.

If you prefer to pay by phone, please call 833-PRAGERU



Other Smart Ways to Give

Consider a donation via stocks, wire transfers, donor-advised funds, workplace matching gifts, and peer-to-peer fundraising.

Email donate@prageru.com for more information.



Donor Clubs

Our club members make an annual donation to ensure PragerU's continued impact on millions of Americans and people around the world.

To honor devoted donors who support us year in and year out, we offer exclusive experiences and benefits. From visits with Dennis to underwriting videos, club members are offered behind-the-scenes guest access unique to each giving level. Contact lucyw@prageru.com for more information.



PragerU Legacy Society

You can ensure future generations learn about the values which have 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.



"We have no doubt that PragerU is one of the most powerful organizations on earth, and we are proud to have our legacies knit together."



The Eddy Family LEGACY SOCIETY MEMBERS

What Are People Saying About Us?

BENJAMIN G.

"PragerU is literally the best thing I have ever watched, anywhere. Thank you for your endless supply of truth, and for making every video top quality."

FAN ON FACEBOOK

"I just found Dennis' Fireside Chats and am bingeing from Episode 1. Amazing how apropos ... that first episode still is in light of today's current affairs. Good ideas and truth are certainly timeless. Mr. Prager, I so much appreciate your clarity of thought and principled ideas. A breath of fresh sanity in an increasingly insane world. God bless you and keep up the good work. Thank you."

SAUL V.

"PragerU is always at the front lines of the digital warfare. God bless this organization."

NICKY K.

"Currently watching episode 5 of Will Witt Live... just wanted to say thank you for this podcast. I starting watching PragerU videos about two months ago, especially [Will Witt's] videos and they're so refreshing from the things I see on social media, so thanks for being a voice for those who don't have one."

RASE C.

"I have binge-watched a lot of your content and other PragerU videos. Honestly you have enlightened and changed my mind on certain political issues, growing up on the Navajo reservation, yes socialism and free services do not work. Instead [they] suppress and create dependency."

FAN ON INSTAGRAM

"@prageru love everything you do. Following this page was one of the best decisions I made."

BROOKLYN V.

"I have grown up in a mostly conservative household but have never had an interest in politics until I found Prager University. My beliefs have been strengthened by this organization and I want to share that with others. I have such a passion and a love for this country. PragerU has changed my life and I want to thank you for that."

JADE G.

"...up until March I was a hardcore liberal living in LA. I started educating myself and would say I've done a huge 180 when it comes to my political views. I've been watching your videos on PragerU & appreciate you so much!!! Thank you for everything you're doing!!!"

PragerUnited

Support PragerU all year long.

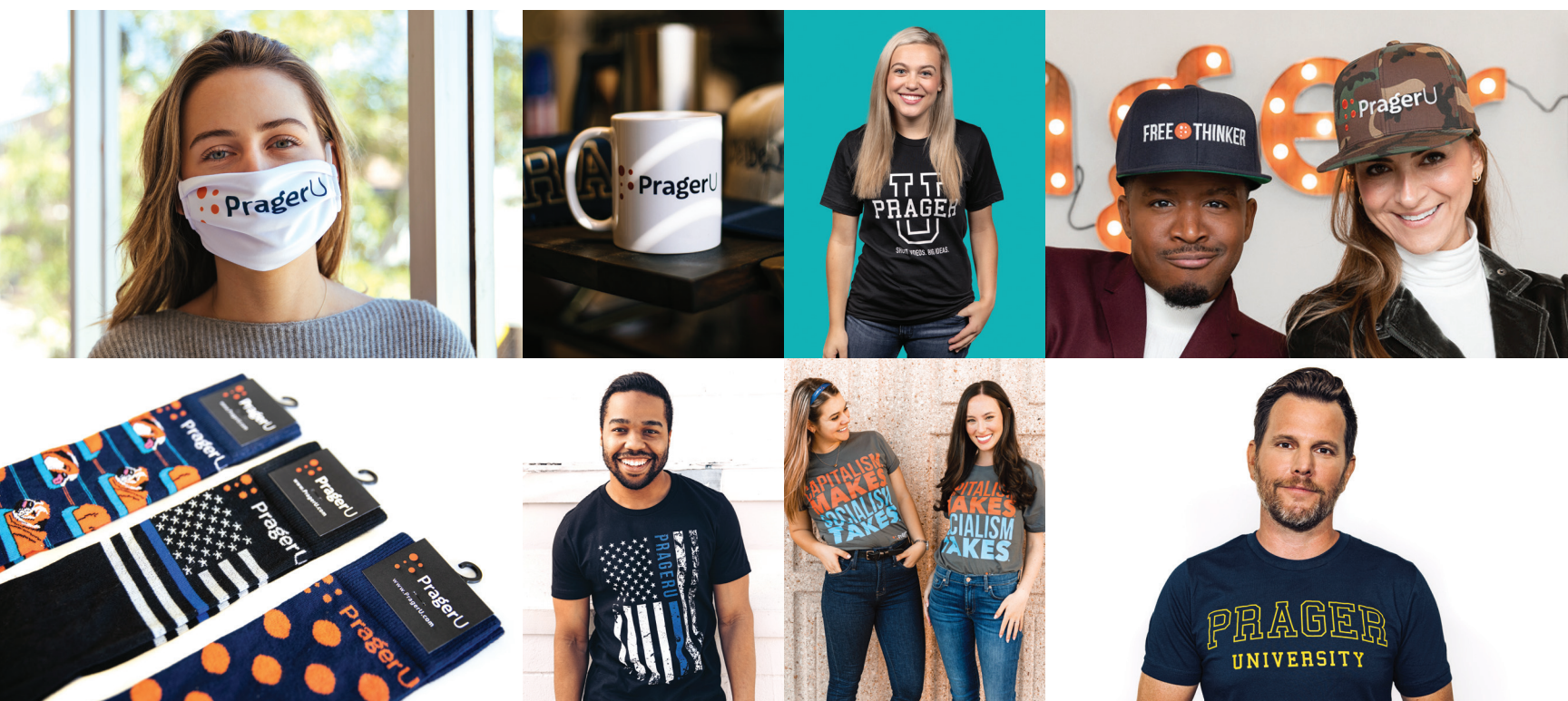
Your monthly gift to PragerU ensures that we have the steady resources we need to plan ahead, innovate, and continue to win young minds. When you make an automatic monthly donation of at least \$35 you will enjoy special perks!

Visit prageru.com/united for more information.



Shop PragerU!

Visit shop.prageru.com for the latest in freedom-loving attire and accessories. From t-shirts and beanies to mugs and masks, make your outlook known with exclusive PragerU merchandise.





Prager University Foundation
15021 Ventura Boulevard #552
Sherman Oaks, CA 91403
(833) 772-4378

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



What is PragerU?

Prager University is the world's leading educational nonprofit focused on changing minds through the creative use of digital media. Taking full advantage of today's technology and social media, we educate millions of Americans and young people about the values that make America great.

Follow @prageru on social media

