

*Our Great*  
**AMERICAN REVIVAL**



**PRAGERU**  
**2:25**  
**ANNUAL REPORT**

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## PRAGERU LEADERSHIP COUNCIL

For many years, we have worked closely with trusted voices who embody Dennis's values—producing meaningful content together and sharing the stage at our events. This year, we took a significant step forward by formally establishing the PragerU Leadership Council. This distinguished group provides moral and intellectual guidance to our Executive Team and Board of Directors, helping us navigate complex challenges and ensure that our decisions remain grounded in timeless principles.

### Council Members:



**Marissa  
STREIT**



**Allen  
ESTRIN**



**Ben  
SHAPIRO**



**Glenn  
BECK**



**Dave  
RUBIN**



**Larry  
ELDER**



**Heather  
MAC DONALD**



**Dinesh  
D'SOUZA**



**Victor  
DAVIS HANSON**



**Konstantin  
KISIN**



**Hugh  
HEWITT**



# MESSAGE FROM MARISSA STREIT

CEO of PragerU

## Dear Friend,

This may be the most important moment in PragerU's history.

We are doing more than ever before—not out of ambition, but out of conviction. We believe we are living through a time of spiritual revival in America. At PragerU, we feel deeply called to serve this moment, to meet its demands with faith, courage, and clarity.

It's no coincidence that America's 250th birthday is fast approaching. As this milestone draws near, we find ourselves presented with extraordinary opportunities to shape the hearts and minds of the next generation. And our response has been unwavering: Yes—yes to truth, yes to responsibility, yes to the future of this great country.

At times, the load we carry may feel heavy. Are we taking on too much? Perhaps. But when God calls us to act, we do not say no. We believe we are obligated to use every gift we've been given for the good

of our nation and the values that sustain it. We do so without hesitation and without regret.

This year's Annual Report has been the most difficult we've ever put together—because this has been one of the most difficult seasons we've ever known. Dennis, the heart and moral compass of PragerU, remains in the hospital recovering from his tragic injury. We've also endured the heartbreaking loss of our dear friend and fellow warrior for truth, Charlie Kirk.

And yet, even in the face of hardship, we've been entrusted with more opportunities to impact America than ever before. How do we capture all of this—pain, purpose, and progress—in one report?

We choose to focus on the miracles.

To hold God in our hearts is to take on the hard work—and then to witness His blessings. The doors that have opened, the people who have joined us, the



lives that have been changed through our content—these are not coincidences. They are miracles. This report is a testimony to those miracles and to the tireless work of the team that brings them to life.

As we approach the holiday season, we reflect with deep gratitude. Every success we've achieved has only been possible because of you—our growing community of supporters and fellow believers in truth, liberty, and the American ideal. Together, we are reaching more young people, more families, and more hearts than ever before.

To help us steward this great responsibility, we launched the PragerU Leadership Council—a group of wise thinkers and moral leaders who embody Dennis's timeless values. This council not only appears in our content but also advises us on critical matters and ensures

that PragerU remains guided by the same moral clarity that Dennis has always championed.

Looking ahead, we are preparing for a historic year—America's 250th birthday. With your support, and by the grace of God, PragerU will continue to bring American pride, wisdom, and joy to a generation that so desperately needs it.

We are honored to be on this journey with you.

With heartfelt gratitude,

Marissa Streit  
PragerU CEO



## Our Co-Founder **DENNIS PRAGER**

*As many of you know, Dennis has been sidelined this past year while recovering from a serious neck injury. We know how much you've missed seeing him in new Fireside Chats and hearing his voice on the radio. That's why, in this Annual Report, we want to share with you as much of Dennis's timeless wisdom, love of country, and contagious joy as possible.*

### Message from Dennis

I am a third-generation American—my parents and my maternal grandmother were born in Brooklyn, New York.

But I didn't know I loved America until my early twenties.

In my third year of college, I studied in England and began a life of travel that eventually took me to 130 countries.

That was when I began to understand how important America was to the world—and still is.

That was when I began to understand how unique America was—and still is.

That was when I began to appreciate

the decency of the American people.

Being away from America for a year, spending the Christmas season in Morocco, where there was no Christmas season, and ending the year with a month in the Soviet Union, where there was no freedom—this all had a life-changing impact on me. I realized how lucky I was to be an American.

I even realized how much I simply enjoyed being an American.

I'll explain:

*How important America is to the world.*

Without in any way diminishing the enormous sacrifices made by England and France, it was America's entry into World War I that made the defeat of Imperial Germany possible, and ended that horrible war.

It was America that made the Allied victory possible in World War II, and kept Western Europe free during the Cold War.

Thirty-seven thousand Americans died fighting the North Korean and Chinese communist regimes. Were it not for America, all of Korea would have no human rights and would endure the mass torture, starvation, and murder that have been routine in North Korea until today.

The next time you hear the lie that America fought in Vietnam for colonialist reasons, ask that person: Why did America fight in Korea? I'll tell you why: to stop the spread of communism, the greatest genocidal and totalitarian ideology in history, and thereby enable more than half of Korea to live in freedom.

Another 58,000 Americans died in Vietnam to enable the South Vietnamese to live in the same freedom America made possible for South Koreans. Neither Vietnam nor Korea had any natural resources that America wanted. Americans died in those two countries solely so that their people could be free.

And, without diminishing the role of the great British prime minister, Margaret Thatcher, and the great pope, John Paul II, it was America that ended communism in the Soviet Union, Poland, East Germany, Hungary, Czechoslovakia, Romania, and Bulgaria, and liberated, among other nations, Ukraine,

Azerbaijan, Latvia, Lithuania, and Estonia.

*America is unique.*

America is the only country that was founded not on a race, ethnicity, or nationality, but on an idea: limited government—because the founders of America believed, first and foremost, in liberty.

America became the freest country in world history, which is why France gave the Statue of Liberty to one country: America. And America has given more liberty and opportunity to more people from more nations than any country in world history. Yes, America allowed slavery in half of its states. But every society in the world practiced slavery. What rendered America unique is that Americans killed one another in its bloodiest war to abolish slavery, and that it eventually became the least racist multi-racial country in history.

It remains the only white-majority country to have ever elected a black leader. And Africans know how good America is, which is why, by the 1980s, more black Africans had come to America voluntarily as immigrants seeking freedom and opportunity than ever came as slaves.

*Americans are decent people.*

Ask visitors what they think of Americans, and they are likely to tell you how friendly Americans are.

There are mean and bad Americans, and there are kind and good people in every country. But having traveled abroad every year of my life since college, and to all fifty American states, and being sensitive to people's goodness and happiness, I have been continually amazed at the essential decency of most Americans.

I fell in love with America at the age of twenty, and given the freedom, the opportunities, and the religious tolerance I have experienced, I realize all these years later that America has loved me too.

Dennis Prager

Co-Founder of PragerU

# MORE WISDOM FROM DENNIS PRAGER

While visiting Dennis in the hospital, we asked him a few questions about the past year. We trust you'll find his answers inspiring.

**Q: Dennis, are you still grateful to be alive despite the physical challenges you've faced over the past year?**

**Dennis:**

You know I talk about everything with callers to my radio show. I don't remember how the subject came up, but about 15 or 20 years ago, some guy called in and said he'd rather be dead than a quadriplegic. And I, in a rare moment for me, sort of yelled at a caller, and I said, "You gotta be kidding. You have your mind and you can speak, and you'd rather be dead because you can't move your limbs?"

And irony of ironies, my theory was tested. That's exactly my condition, and I'm thrilled to be alive. I am. We are all in our minds and our ability to communicate. Would I wish I could move my limbs? I dream about moving my limbs almost every night. Of course, I would love it. But I'm alive, and I have my loved ones, and I have the public, and I think I could still make a difference. Would I rather be dead? It's inconceivable. Just, I love life, and I love so many people. Of course, I love my wife and my kids and my grandkids... Now, I will tell you one other interesting thing. I have a book on happiness. Twenty-six years ago, it was published by HarperCollins. *Happiness Is a*

*Serious Problem.* I would not change a word. That is how philosophically prepared I was for this terrible thing that I have encountered. I mean, when I wrote about expectations, and you know my motto: "If nothing's horrific, life is terrific." And I live by that. I never thought that anything horrific would happen to me.

**Q: You're living up to your values. Do you think America is living up to its values?**

**Dennis:**

Well, what is it? Was it [Benjamin] Franklin who said it? It's "a republic, if you can keep it." And it is only sustainable by a religious and moral population. That's correct. A moral and religious people. We think we can have secular wisdom. There are secular individuals with wisdom, but there are no secular institutions with wisdom. Wisdom begins with the fear of the Lord, it says in Psalms. And that's correct. There is religious wisdom, but there isn't secular wisdom. And wisdom is the root of goodness. Good intentions are not the root of goodness. Wisdom is. We're in trouble. We send our kids to universities—and especially prestigious universities—where they are taught by teachers with no wisdom. Hence moral confusion. And you can have any number of students and

professors marching on behalf of what is literally today's Nazis, the organization called Hamas. That's really something.

**Q: Has America been a force for good or has it been a force for ill in the world?**

**Dennis:**

That patriotic conservative Americans are asking these questions is nothing more than a sad example of how moral confusion has not only affected the left. Let's say there was no America in the twentieth century—would communism have been vanquished? No. Would the Nazis have been vanquished? No. Would Japan have been vanquished? The Japanese empire. The answer is no. Was America a force for good in the least-known major war America has ever fought—the Korean War?

That is as good an example—as clear an example as possible—of America serving as a force of goodness. We had absolutely no interest, no military-, no economic interest in Korea. I would venture to say that most of the 37,000 American men who died in the Korean War in the early '50s could not point to where Korea was on a map of the world. Yet they went. They fought. They died in large numbers to defend whatever part of the country could be defended from being taken over by communist totalitarianism. And if you want to know what South Korea would be like had Americans who fought in Korea and died in the dozens of thousands of numbers, just look at North Korea. That's what it would have been like. A nation of automatons created by communist, totalitarian puppet masters. And I, again, I emphasize, America gained nothing for itself by fighting in the Korean War...



**Scan for more Q&A  
with Dennis, or visit:**

<https://www.prageru.com/videos/dennis-pragers-first-public-appearance-since-his-injury>

# AMERICA NEEDS A JULY FOURTH SEDER



Perhaps the major reason Jews have been able to keep their national identity alive for 3,000 years—the last 2,000 of which were nearly all spent dispersed among other nations—is ritual. No national or cultural identity can survive without ritual, even if the group remains in its own country.

Americans knew this until the era of anti-wisdom was ushered in by the Baby Boomer generation in the 1960s and '70s. We always had national holidays that celebrated something meaningful.

When I was in elementary school, every year we would put on a play about Abraham Lincoln to commemorate Lincoln's birthday and a play about George Washington to commemorate Washington's birthday. Unfortunately, Congress made a particularly foolish decision to abolish

the two greatest presidents' birthdays as national holidays and substituted the meaningless Presidents Day. Beyond having a three-day weekend and department store sales, the day means nothing.

Columbus Day is rarely celebrated, since the European founding of European civilization on American soil is not politically correct.

Christmas has become less nationally meaningful as exemplified by the substitution of "Happy Holidays" for "Merry Christmas."

Memorial Day should be a solemn day on which Americans take time to honor those Americans who fought and died for America and for liberty. But, again, fewer and fewer Americans visit military cemeteries, just as fewer communities have Memorial Day festivities.



We come, finally, to the mother of American holidays, July Fourth, the day America was born. This day has a long history of vibrant and meaningful celebrations. But it, too, is rapidly losing its meaning. For example, look around—especially if you live in a large urban area—and see how few homes display the American flag. For most Americans, it appears that the Fourth has become merely a day to take off from work and enjoy hot dogs with friends.

Our national holidays were established to commemorate the most significant national events and individuals in our history; they now exist primarily to provide us with a day off. This was reinforced by the nation's decision to shift some of the holidays to a Monday—thereby losing the meaning of the specific date in order to give us a three-day weekend.

National memory dies without national ritual. And without a national memory, a nation dies. That is the secret at the heart of the Jewish people's survival that the American people must learn if they are to survive.

When Jews gather at the Passover Seder—and this is the most widely observed

Jewish holiday—they recount the exodus from Egypt, an event that occurred 3,200 years ago. We Americans have difficulty keeping alive the memory of events that happened less than 250 years ago.

How have the Jews accomplished this? By the ritual of the Passover Seder. Jews spend the evening recounting the exodus from Egypt—and as if it happened to them. In the words of the Passover Haggadah—the Passover Seder book—"every person is obligated to regard himself as if he himself left Egypt." The story is retold in detail, and it is told as if it happened to those present at the Seder, not only to those who lived it 3,200 years ago.

That has to be the motto of the July Fourth Seder. We all have to retell the story in as much detail as possible and to regard ourselves as if we, no matter when we or our ancestors came to America—were present at the nation's founding in 1776.

The Seder achieves the feat not only through detailed recitation of the story, but through engaging the interest of the youngest of those at the table (indeed, they are its primary focus), through special food,

through song, and through relevant prayer. Obviously, just as secular Jews tend to avoid the prayer part of the Haggadah, so, too, secular Americans are free to avoid the prayer part of an American Seder Book.

This is why PragerU created the July Fourth Seder—an Independence Day ceremony. We now have a generation of Americans who possess little American identity, precisely because they have been given little American memory. The nation whose Founders saw it as a Second Israel must now look to the First Israel for guidance on how a people sustains itself across generations.

With the help of our friends at the White House and the Department of Education, we have made this ceremony available for all Americans to observe. It is my deep hope that during America's 250th birthday, millions of Americans will take part in this profound ritual of remembrance and appreciation.

# PRAGERU AMERICA AT 250



## White House Ceremony and Founders Museum

In the summer of 2025, PragerU proudly partnered in the launch of the new Founders Museum and the Road to Liberty exhibit at the White House. This historic initiative educates Americans about the courage, vision, and enduring legacy of our nation's Founders.

PragerU was honored to participate in the museum's opening celebration—an event co-hosted by Second Lady Usha Vance, United States Secretary of Education Linda McMahon, and PragerU. The Road to Liberty exhibit, launched alongside the new Founders Museum, features portraits of all fifty-six

signers of the Declaration of Independence, six influential women of the Revolution, and featurettes covering nineteen pivotal events that shaped America's founding. To bring these stories to life, PragerU produced eighty-one original videos using cutting-edge AI animation and storytelling technology.

During the opening event, PragerU led an Independence Day Ceremony of our own design. Inspired by the structure of the Passover Seder, this interactive experience honors the bravery, sacrifice, and timeless values that built our nation. The ceremony offers a guided way to reflect on the meaning of American liberty—through storytelling, readings, and symbolic acts of remembrance.

To help families and communities across the country host their own ceremonies, PragerU created a family-friendly book featuring a ready-to-use script, detailed accounts of key Revolutionary War events and turning points, profiles of the Founding Fathers, and fun, educational activities for all ages.

PragerU's Road to Liberty videos are featured on the official White House website and PragerU.com, extending the exhibit's reach far beyond Washington. In addition, a free, downloadable version of the exhibit allows families, schools, and organizations nationwide to bring this powerful tribute to freedom into their own homes and communities.



Secretary of Education Linda McMahon addressing attendees of our White House Founders Museum

## More White House Commissions in the Works!

Recognized as a "doer" by the Administration, with the ability to quickly and efficiently create projects of high educational value, PragerU has been commissioned by the White House to deliver multiple projects—without government funding. We're thrilled to share a sneak peek into one of our biggest commissions from the White House yet—the America at 250 Mobile Museum!



# AMERICA 250 MOBILE MUSEUM

**P**raggerU is taking this historic mission on the road with the America at 250 Mobile Museum. In partnership with the White House, a fleet of custom-designed semi-trucks will crisscross the nation, engaging millions of Americans at major national events in the lead-up to our country's 250th anniversary.

The Mobile Museum interiors—conceptualized and designed by PragerU—will feature stunning multimedia exhibits, exclusive PragerU video content, and the debut

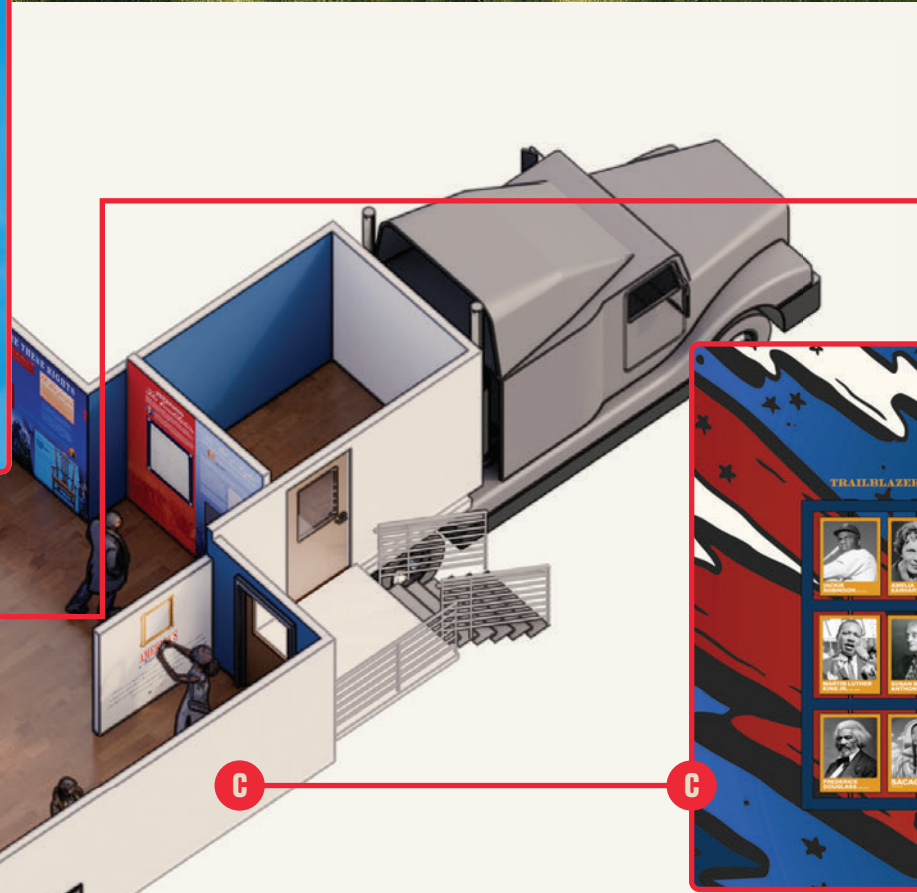
of our forthcoming America at 250 Magazine (now in development).

Visitors will enjoy an immersive learning experience, enhanced by interactive QR codes that link to additional digital resources—ensuring the educational journey continues well beyond the museum walls. Through this innovative mobile initiative, PragerU will reach millions of Americans—inspiring families, students, and citizens nationwide to rediscover the principles that make America unique.

And this is just the beginning. Stay tuned for upcoming projects—including National Celebrations at The Fair, Artwork in U.S. Embassies, and other White House commissions currently in Research and Development. Together, these exciting new ventures will open doors to entirely new audiences—expanding PragerU's reach well beyond the digital space.

# TAKE A SNEAK PEEK AT THE MOBILE MUSEUM

PragerU is bringing 1776 to 2026. In typical PragerU fashion, we're meeting Americans of all ages where they are—with an engaging, family-friendly Mobile Museum. Many Americans can't afford to travel or take time off to visit a major museum, so we're reaching the American public in the most innovative way possible. Through digital products and AI technology, we're bringing our proud history to life.





# THE GREAT AMERICAN VIRTUAL ARTIFACT VAULT

In partnership with Glenn Beck's American Journey Experience, historical artifacts from Glenn's remarkable vault will be featured in the exhibit. Artifacts range from George Washington's spectacles to original drafts of the Declaration of Independence to weaponry used during the Revolutionary War. Each display panel links to a virtual archive via a QR code. Guests can visit the Virtual Vault to learn even more about each item through videos and 3D rotatable experiences.

## WALL OF AMERICAN HEROES

IS & FREEDOM FIGHTERS    SERVICE & SACRIFICE    ARTISTIC & LITERARY GIANTS    CULTURAL ICONS    INNOVATORS & INDUSTRY TITANS



### OBJECT OF HISTORY

## PETER SALEM LETTER

This document bears the mark of Peter Salem, a formerly enslaved African American patriot who fought with extraordinary courage during the American Revolution. Because Salem was not formally educated and could not write his name, he signed this document with his mark—a common practice among those who with no formal education.

Peter Salem's story stands as a powerful testament to the American struggle for freedom. Enlisting in the Massachusetts militia after gaining his freedom, Salem fought at the Battle of Bunker Hill on June 17, 1775, where he is credited with firing the shot that mortally wounded British Major John Pitcairn. His bravery gave the Americans a critical tempo which allowed them to retreat with fewer casualties.

This simple mark—written by a man once enslaved—symbolizes the enduring fight for liberty and equality that shaped the very foundation of the United States of America.

SCAN HERE TO LEARN MORE

COURTESY OF AMERICAN JOURNEY EXPERIENCE



### OBJECT OF HISTORY

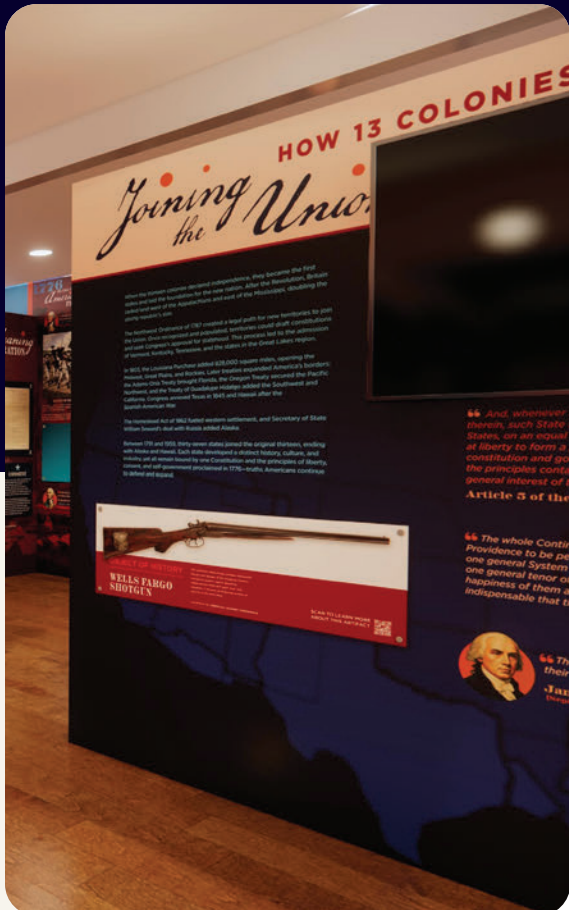
## WELLS FARGO SHOTGUN

This authentic Wells Fargo shotgun represents the grit and danger of the American frontier. Carried by express agents guarding stagecoaches filled with gold, mail, and valuables, it became an enduring symbol of security in the Wild West.

SCAN TO LEARN MORE ABOUT THIS ARTIFACT

COURTESY OF AMERICAN JOURNEY EXPERIENCE

# AMERICA 250 MOBILE MUSEUM INTERIOR RENDERS



## FROM THE VIRTUAL VAULT:

### OBJECTS OF HISTORY

### GEORGE WASHINGTON'S SPECTACLES

These brass-rimmed spectacles were worn by George Washington toward the end of his service as General of the Continental Army. They were eventually gifted to Alexander Hamilton.



SCAN TO UNLOCK MORE MYSTERIES ABOUT THIS ARTIFACT

COURTESY OF AMERICAN JOURNEY EXPERIENCE



Authentic historical artifacts and primary source documents anchor us in what is real and what is true. The Virtual Vault will feature rare items that will educate and illuminate America's founding, values, and legacy of liberty.



# CAN YOU PASS THE PRAGERU CIVICS TEST?

WE INVITE YOU TO PARTICIPATE IN THE AMERICAN FAMILY CHALLENGE BY TAKING OUR CIVICS TEST. JOIN MILLIONS OF AMERICANS BY SCANNING THE QR CODE.



Scan to take the test

SAMPLE QUESTION:

Why is it important to know and defend the Constitution?

- A Because it requires all citizens to take care of each other
- B Because it protects the rights and freedoms of the American people
- C Because it gives power to the executive branch, which protects the American people
- D Because it is the Supreme Law of the Land

# AMERICA 250 KIDS AND FAMILY

## Books, Games, and Products

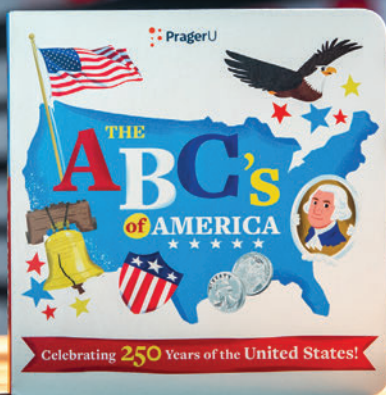
### Celebrate America Board Game

Get ready for a fun new family board game! Covering American history, civics, and timeless American values, this engaging trivia game is designed to entertain while it teaches. Coming soon to big-box retailers nationwide!



### ABCs of America

A new baby/toddler board book helps young children learn their letters while learning to love America.



### PragerU Book Fairs in a Box

We're proud to launch a wholesome, patriotic alternative to woke book fairs. Hundreds of schools will soon receive "Bookfairs-in-a-Box"—two beautifully designed bookcases stocked with an assortment of engaging, high-quality books for all readers, plus links to our free educational videos.



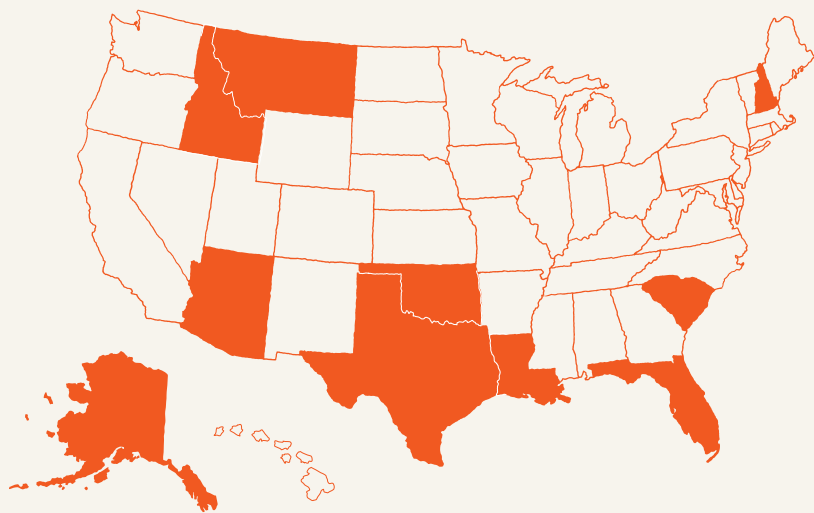
### The Signers

This new graphic novel educates tweens and teens about the key figures behind the signing of the Declaration of Independence, the reasons they signed, and the incredible impact it had on our nation.



# K-12 INITIATIVES

PragerU in Schools is rapidly expanding. Our educational materials are now syndicated in ten states and many large school districts (including Southern California!).



## America 250 Civics Education Coalition

PragerU is honored to stand alongside Hillsdale College as an official partner in the Administration's America 250 Civics Education Coalition—a nationwide initiative to restore excellence in civics education. Our contributions include our popular Street Smarts series and our new show, Citizenship 101, along with comprehensive lesson plans, worksheets, and classroom activities to engage and inspire the next generation of informed citizens.

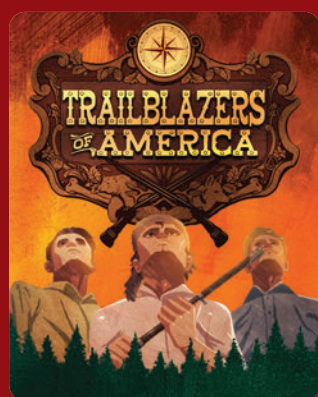
## PATRIOTISM FOR EVERY AGE

New content in the works to help kids learn about and love America!



### America's Favorite Music Show

Young children learn to love and appreciate America through a show covering classic Americana songs like "Oh, Susanna" and "Yankee Doodle."



### Trailblazers of America: Heroes of The Frontier

This action-packed animated show and accompanying 7-book series counters history viewed through the lens of "colonization" and celebrates founding American heroes like Davy Crockett, Bass Reeves, and more.



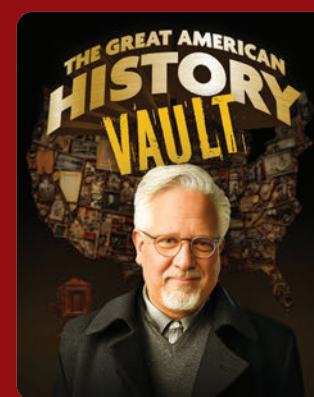
### History in 5: 5-Minute Video Series for Teens

PragerU's world-famous 5-Minute Videos will be adapted with younger presenters to engage tweens/teens about the U.S. Constitution in a fun new way.



### Citizenship 101 Show

This show will cover American history and government, and the rights, obligations, and civic duties of American citizens—helping kids ace the basic information on the naturalization test that most Americans, sadly, can't pass!



### Great American History Vault

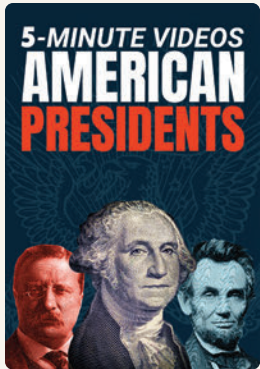
A new show featuring Glenn Beck and his legendary history collection will explore primary source documents and artifacts that tell the truth about America and the West—a great tool to prepare for the Advanced Placement History course and test.

## AMERICA 250

# YOUNG ADULT AND BEYOND

PragerU has been laying the groundwork for America's milestone birthday for years, developing the content necessary to help our nation recover from the fog of historical amnesia, undo ideological indoctrination, and joyously celebrate the greatest country the world has ever known.

We're committed to ensuring this historic occasion will be more than just another date on the calendar—it will spark a nationwide revival of American patriotism and ideals.



## American Presidents Series

Young people today simply aren't learning about American presidents in any truthful, substantive way—or worse, they're taught a distorted version of their backgrounds and achievements.

PragerU is changing that by producing 50+ videos covering the backgrounds, philosophies, and policies (good or bad) of every American president. From the most revered to the most

reviled, each president's journey reveals personal dramas and struggles, tragedies, and triumphs.



SCAN TO  
LEARN MORE



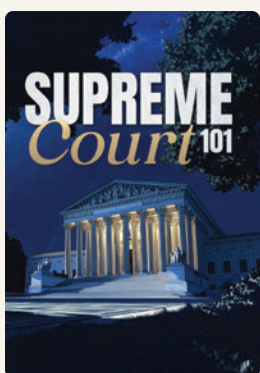
## The Honest Book of Presidents

Based on our acclaimed 5-Minute Video American Presidents series—expanded and compiled into a single beautiful volume—this 288-page book brings their stories to life with clarity, truth, and honesty.

*The Honest Book of Presidents: The Men Who Shaped America* is edited by PragerU Executive Director and Co-Founder Allen Estrin and published by HarperCollins.



SCAN TO  
LEARN MORE



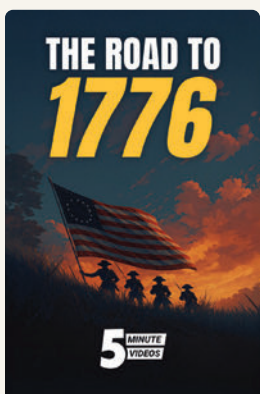
## U.S. Supreme Court Case Series

This 10-part series educates Americans on landmark U.S. Supreme Court cases—the cases that reflect the court's far-reaching influence in

nearly every aspect of American life—and its critical role as the ultimate referee of the U.S. Constitution.



SCAN TO  
LEARN MORE



## The Road to 1776

The American Revolution did not happen spontaneously. It was nearly two centuries in the making. How did the movement toward liberty evolve? That's the question we answer in this important new five-part series—The Road to 1776.

Hosted by renowned historian Professor Thomas Kidd, author of *American History, Volumes I and II*, the series explores Colonial America from the founding of Jamestown in 1607 through the French and Indian War (1754–1763).

COMING  
SOON



# MESSAGE FROM ALLEN ESTRIN

Co-Founder of PragerU

## Dear Friends,

America's 250th birthday is a golden opportunity to instill our young people with a renewed spirit of patriotism—and PragerU is taking full advantage of it.

Imagine millions of students learning that they have every reason to be proud of their country.

Well, you don't have to imagine it—it's happening.

In the past year, PragerU has:

1. Completed a monumental undertaking, our "American Presidents" series, biographies of each of the forty-five men who have occupied the White House. The best way to learn history is through biography—and the best way to learn American history is through the lives of our presidents. Every major event in our national story has, in one way or another, passed through the office of the chief executive.

2. Published our first book with HarperCollins—*The Honest Book of*

*Presidents*—a compilation of our 5-Minute Video Presidents transcripts. This marks a major validation of PragerU's quality and reach—and HarperCollins's belief in its broad appeal. Let's make it a bestseller!

3. Released "Ten Most Important Supreme Court Cases," a 10-part 5-Minute Video series. From *Marbury v. Madison* to *Roe v. Wade*, these are the decisions that shaped not only America's laws but its culture.

4. Planned our first college-credit course. Southeastern University in Florida is so impressed by our Presidents series and the new book that they are building a for-credit college course around it—one that will also be available to thirteen other colleges in their network nationwide.

As our nation celebrates its 250th birthday, PragerU will be there—leading, educating, and inspiring the next generation to love and defend America.

Join us in this mission. Together, we

can ensure that the next generation grows up proud of America's values, confident in her goodness, and ready to carry forward the torch of liberty.

Sincerely,

Allen Estrin

Co-Founder and Executive Director

# THE RUMORS ARE TRUE... WE ARE PUTTING THE “UNIVERSITY” INTO PRAGERU!

## “Not a Real University!?”

Now you can actually earn real college credit with PragerU—through an accredited institution.

Our new course, “American History through Presidential Biographies,” is what you hope to find at universities. Using our celebrated 5-Minute Videos as the foundation, this course brings together the wisdom of leading historians and commentators—Allen Guelzo, Wilfred McClay, Carol Swain, Michael Knowles, and others—to give you an honest and inspiring account of America’s story.

In Part 1 of this two-part course, you’ll see how the office of the presidency developed alongside the major events of our nation’s past—from the miracle of America’s Founding to the extraordinary growth of the Gilded Age. Part 2, which covers the Progressive Era through the present day, will be available in Summer 2026.

PragerU has always believed in giving people a serious, truthful, and values-based education. Now, that education carries official college credit.



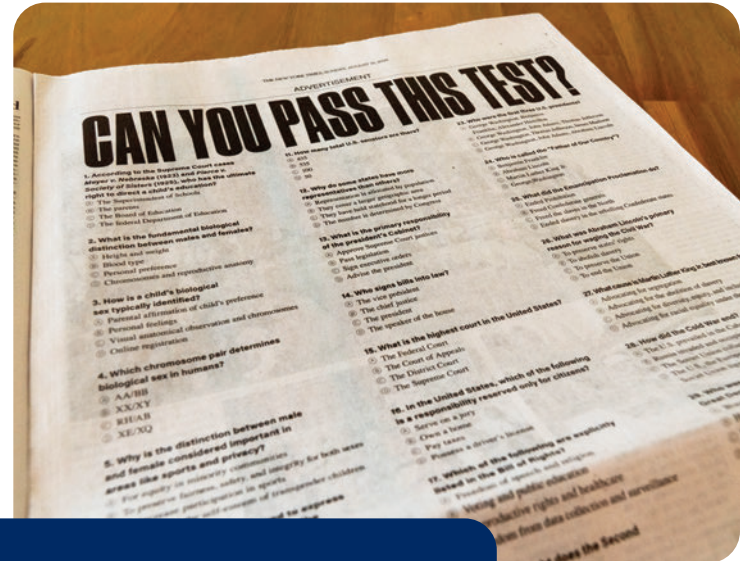
# THERE'S NO BAD PRESS!

## PragerU at the Center of the National Conversation

PragerU is once again at the center of a media firestorm. Two flashpoints dominated the headlines: claims that PragerU is becoming “the next PBS” and the launch of our groundbreaking Teacher Qualification Test.

The White House commissioning PragerU to deliver several major projects helped fuel the narrative, sparking waves of hand-wringing from the left about our growing influence. Meanwhile, our Teacher Qualification Test—designed to evaluate educators on knowledge of civics and understanding of key Supreme Court decisions affecting classrooms—captured nationwide attention. To amplify its reach, PragerU placed a front-page ad in *The New York Times*, prompting tens of thousands of Americans to take the test.

**Take the Teacher Qualification Test for yourself!**



Below is just a sampling of the massive time and resources major left-wing outlets devote to covering PragerU, recognizing our growing influence:



“Why critics are alarmed about the influence of PragerU’s educational videos.”

—PBS



“Oklahoma’s partnership with PragerU is a clear sign of the influence the company has gained in the US education system.”

—CNN



“How the right-wing network PragerU could fill the void left by the Corporation for Public Broadcasting’s defunding.”

—Vox



“That gives you a sense of how well-positioned PragerU is in the conservative movement’s propaganda and indoctrination plans...Move over PBS, and make way for PragerU.”

—MSNBC



“‘They have a 50-state strategy’: PragerU’s ‘insidious’ alternative to PBS hits U.S. classrooms.”

—MSNBC



“PragerU’s Plan to Red Pill Our Kids.”

—Hollywood Reporter



“‘Founders Museum’ from White House and PragerU blurs history, AI-generated fiction.”

—NPR



“Teachers from ‘progressive states’ will have to pass PragerU-backed ideology test.”

—The Oklahoman

# CONTENT IMPACT

Our library of truth, wisdom, and joy continues to grow—more than 1,000 pieces of content are available for free at PragerU.com, our free apps for phones, iPads, and TVs, and major social media channels.

With eleven shows for Gen Z+ and 12 kids shows, and many more in the works, PragerU content is reaching young minds with a variety of engaging formats for Americans of all ages, interests, and backgrounds.

## YOUNG ADULT AND BEYOND



5-Minute Videos

Episode Total Views

**440,000**



Real Talk  
with Marissa Streit

Episode Total Views

**1.8 million**



Fireside Chats  
with Dennis Prager

Episode Total Views

**530,000**



Stories of Us

Episode Total Views

**2.6 million**



Laughter on Lockdown

Documentary Total Views

**2.6 million**



The Book of Revelation:  
The Great Revival

Documentary Total Views

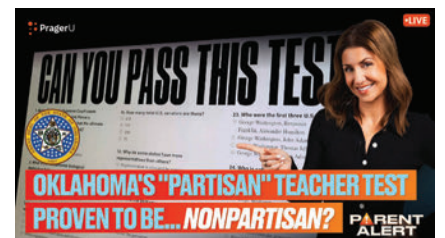
**1.3 million**



The Book Club

Episode Total Views

**512,000**



Parent Alerts  
with Jill Simonian

Show Lifetime Views

**860,000**

## GEN Z



**Respectfully, Xaviaer**  
(Launched in 2025)

Show Lifetime Views  
**1.4 million**



**The Brief with Shabbos**  
(Launched in 2025)

Show Lifetime Views  
**1.3 million**



**Man on the Street**

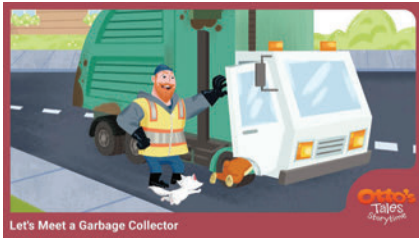
Show Lifetime Views  
**104.7 million**



**The Wrap Up**

Show Lifetime Views  
**13.9 million**

## KIDS



**Otto's Tales**

Show Lifetime Views  
**13.2 million**



**Craftory**

Show Lifetime Views  
**5 million**



**Unboxed, USA**

Show Lifetime Views  
**4 million**



**Leo and Layla's  
History Adventures**

Show Lifetime Views  
**11.3 million**



**Gues or Mess Game Show**

Show Lifetime Views  
**2.5 million**



**Street Smarts**

Show Lifetime Views  
**3.3 million**



**The Hustle**

Show Lifetime Views  
**12.9 million**



**Cash Course**

Show Lifetime Views  
**57.5 million**



**Around the World**

Show Lifetime Views  
**5.5 million**



**TBH History**

Show Lifetime Views  
**2.5 million**



**How To**

Show Lifetime Views  
**8.6 million**

# MARKETING IMPACT

For decades, the right ignored the culture war, focusing solely on politics. The left didn't make this mistake. Instead, they leveraged actors, athletes, and musicians to promote their ideology—silencing influential conservative voices through intimidation and the threat

of blacklisting. These woke influencers spread harmful ideas to millions of young people who see them as role models.

PragerU is fighting back by creating our own role models—incubating new, young voices who share our values for

a change! PragerU Personalities serve as key entry points into our content funnel, delivering the right message to the right audience at the right time. We are continually developing personalities to connect with specific demographics and expand our reach and impact.



## Xaviaer DuRousseau

Xaviaer used to march with BLM. While attempting to debunk PragerU videos, he accidentally “red-pilled” himself. He’s now the host of the PragerU show, *Respectfully, Xaviaer*, and uses his growing platforms to educate Gen Z viewers about conservatism, politics, and harmful ideologies infecting culture. This year, he was featured on the cover of *The New York Times*.



## Franklin Camargo

Franklin was born in Venezuela, where his family struggled to survive and prosper under socialism. After a family trip to the USA as a young boy, Franklin made it his goal to live in a capitalist society. Now a proud resident of the United States, he dedicates his life to speaking out against the policies that destroyed his home country. Franklin also spearheads our PragerU Español initiative.



## Shabbos Kestenbaum

Shabbos was the lead plaintiff against Harvard (his alma mater), alleging pervasive and systemic antisemitism. He’s also testified to the U.S. Congress. Since joining PragerU, Shabbos has had a massive national media impact, including *The New York Times* and *Piers Morgan Uncensored*. Now the host of PragerU’s *The Brief*, Shabbos is also working on a new show called *TheoLOGICal*, taking inspiration from Dennis’s groundbreaking show *Religion on the Line*.



## Jill Simonian

Director of Outreach and co-creator of PragerU Kids, Jill is a twenty-year media veteran known as the beloved on-camera host for a variety of kids’ content, including *Otto’s Tales* and *Craftory*, and served as the co-producer for *Guess or Mess* and *Unboxed, USA*. She also hosts *Parent Alert*—a livestream that delivers breaking news to families on education and parenting.



## Aaron Prager

As the son of Dennis Prager, Aaron was raised in a loving and values-driven home. But by his teens, Aaron was battling a serious addiction to drugs and alcohol. Through rehab, faith, and the support of family, Aaron rebuilt his life and shares his story to show others that hope is never out of reach. Aaron’s new show, *American Recovery*, is in development.



## Selina Lewis

Selina was raised in an apolitical home and thought she disagreed with conservative ideas, but had simply never been exposed to them before. After being shown a PragerU video—and discovering black conservatives like Thomas Sowell, Ben Carson, and Larry Elder—Selina’s mind was forever changed. That eye-opening moment shifted her perspective and sparked a journey of intellectual discovery. She now hosts a variety of content and works in our kids department.

# MARKETING IMPACT BY THE NUMBERS

**70%**

of minds are changed on at least one topic after watching

**1 IN 3**

Americans has watched at least one PragerU video

**60%**

of PragerU YouTube viewers are under age 35

**55%**

say their civic actions were influenced by a PragerU video

**85%**

use information from PragerU videos in ideological discussions

**25%**

of survey respondents identify as non-conservative

**5M**

5M views of PragerU content every day

**3,500+**

videos in PragerU's digital vault

**25M**

unique PragerU.com views this year (different people)

**40+**

pieces of original content released each week

**8.5M**

Total email subscribers

**16M**

social media followers

**1M**

text subscribers

**2M**

Kids subscribers—parents and educators

**2.6M**

unique mobile and TV app downloads

**12**

distinct kids' content lines (and counting)

**1,000+**

pieces of kids' content (shows, books, and educational resources) created to date

# DONOR IMPACT

## New Donors:

40K expected by year's-end

## Total Donors:

430K expected by year's-end

## Monthly Donors:

30K+ expected this year

## Legacy Society Members:

(gifts in wills/estate plans)

625+

Every gift makes a difference, helping to reach thousands, or even millions of young people!

\$100 = 5,000 views

\$500 = 25,000 views

\$5,000 = 250,000 views

\$25,000 = 1,250,000 views

\$100,000 = 5,000,000 views

## 2025 BUDGET

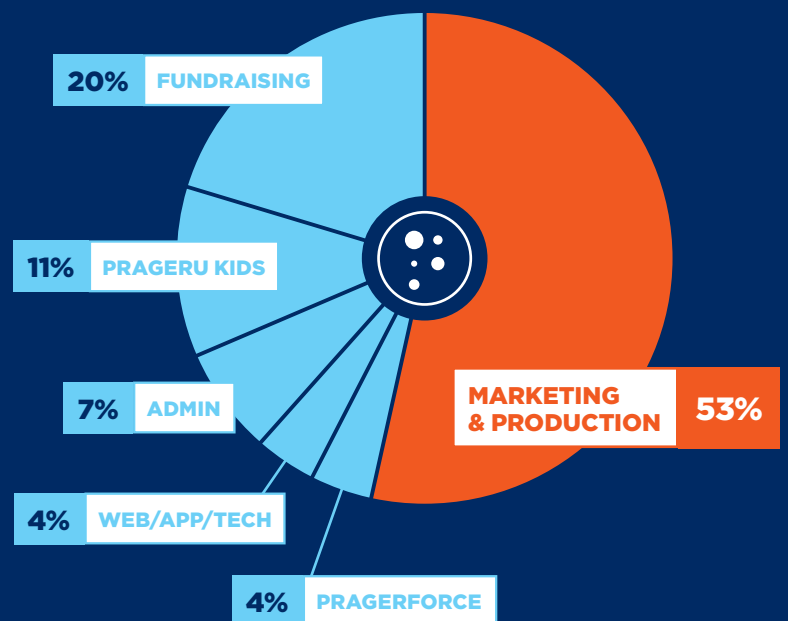
### \$70M fundraising (estimated year-end)

Contrary to claims by left-wing media, PragerU isn't funded solely by billionaire donors. We're funded by patriotic Americans who watch our videos and share our mission.

### Average Online Gift:

**\$49**

### ALLOCATION OF FUNDS:



# EVENTS

We want to see YOU at PragerU's events! Learn about your impact, help show support to our team, and connect with fellow patriots who love America as much as you do. From retreats with PragerU leadership to galas on both coasts and regional events featuring today's greatest minds, PragerU events support our shared mission.



## UPCOMING EVENTS



**Nashville,  
Tennessee**

February 21, 2026



**Orange County,  
California**

May 6, 2026



**West Coast Gala,  
Beverly Hills**

November 14, 2026



**Gala at Mar-a-Lago,  
South Florida**

December 1, 2026



**RESERVE YOUR SPOT**  
Visit [PragerU.com/Events](https://PragerU.com/Events)

For questions, please email [Events@PragerU.com](mailto:Events@PragerU.com)

# DONOR CLUBS

Members of PragerU's Donor Clubs give generously to help preserve America's history, principles, and values—for our children and grandchildren.

Through their commitment, members of our Donor Clubs provide about 70% of the resources needed to produce truth-telling, compelling content that reaches millions of young people and changes lives for the better.

By joining, you'll become part of a dedicated community of patriots ensuring that America's story and values endure for future generations. We invite you to stand with us—become a member today!



**Learn more about Donor Clubs.**

PragerU.com/donor-club  
or email club@PragerU.com

**Donor Club members enjoy the following benefits and experiences:**

	Club One	Benefactors	Micah	Influencers	Producers	Founders	
*	●	●	●	●	●	●	Commemorative Annual Pin
*	●	●	●	●	●	●	Dedicated PragerU Liaison
*	●	●	●	●	●	●	Invitation to Exclusive Donor Events
*	●	●	●	●	●	●	30% Discount to the PragerU Store
*		●	●	●	●	●	Monthly Impact Report
*			●	●	●	●	Quarterly Donor Insider
*				●	●	●	VIP Tour of the PragerU Headquarters
*					●	●	Attend a PragerU Filming
*						●	Invitation to Founders Retreat
	\$1,000	\$5,000	\$10,000	\$25,000	\$50,000	\$100,000	

# MONTHLY GIVING

## Club5

Donating \$5 per month (about 17¢ per day) helps PragerU reach 3,000+ people per year with our content! You also receive:

PragerU bumper sticker

5-Minute Video scripts e-book at the end of each year

Exclusive updates from the PragerU team

## PragerUnited

### *MOST POPULAR*

Donating \$35 per month (about \$1 per day) helps PragerU reach 20,000+ people per year with our content! You also receive:

All the benefits of Club5

A gratitude box of exclusive PragerU merch 4x per year, shipped right to your door!

Monthly updates, a membership sticker, and a PragerU store discount

## Club One

Donating \$100 per month (or \$1,000+ per year) helps PragerU reach 60,000+ people each year with our content! You also receive:

All the benefits of PragerUnited (if donating monthly)

Commemorative annual pin

Dedicated PragerU liaison

Invitations to exclusive donor events



**Learn more about our Monthly Giving clubs.**

PragerU.com/monthly-giving

# WAYS TO GIVE

## Smart, easy, tax-savvy giving.

Wondering when giving stock, real estate, or funds from an IRA, donor-advised fund, or a portion of the sale of a business is better than giving cash?

How do you protect your family, avoid unnecessary taxes, and help PragerU carry your values into the future?

PragerU offers valuable free resources to our generous donors. Learn about giving appreciated assets, create a free online will, download an Estate Planning Guide, request a consultation, join the PragerU Legacy Society, and much more at [PragerULegacy.com](https://PragerULegacy.com).

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



### DONATE NOW

Donate securely online and reduce processing costs knowing more of your gift funds mind-changing content. [PragerU.com/donate](https://PragerU.com/donate)



### MAIL OR PHONE

Make your check payable to Prager University Foundation (include your email and phone number so we may thank you) and mail it to our Florida office:

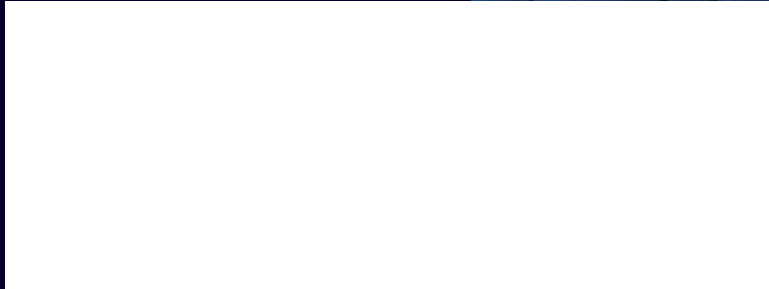
Prager University Foundation  
3389 Sheridan Street #293,  
Hollywood, FL 33021

Donate by phone: 833-PRAGERU



# TESTIMONIALS

## *On Patriotism & Joy*



"I was raised in a VERY left-wing household and often viewed my skin color as a glass ceiling. It wasn't until trying to debunk PragerU videos that I finally recognized how blessed I am to be an American. The values I've acquired since becoming a fan of PragerU have drastically improved my entire outlook on life as well as my self-image. The truth is liberating, and PragerU makes finding the truth accessible to everyone."

**XAVIAER DuROUSSEAU**

"America saved my life when I fled socialist Venezuela, giving me the most precious gift—freedom...I've learned that America's greatness lies in its ideas—what Dennis Prager calls the American Trinity: In God We Trust, E Pluribus Unum, and Liberty... PragerU stands as the best defense of these values, helping ensure that the greatest nation on earth remains strong, prosperous, and free."

**FRANKLIN CAMARGO**

"What brings me joy is knowing that PragerU Kids actively teaches children how to be grateful—for life itself and our nation. Unapologetic gratitude inevitably leads to joy, and America can't function without a deep and joyful appreciation for how our country started and how far we've come through our differences. Without ingrained gratitude, a joyful America is not possible. Not on our watch."

**JILL SIMONIAN**

"...the social contracts that have allowed us to flourish within the constitutional bounds are being bent in some cases and completely broken in others...That's where PragerU comes in. With the expressed goal of educating people who otherwise would be prime targets of the mass anti-American informational campaigns, we are pushing back stronger than ever...This brings me great joy. Not just for PragerU as a group and force for good, but for the future of America."

**AARON PRAGER**

"The United States of America is the only country that, from its inception, encouraged and celebrated religious freedom. I view myself as much American as I do Jewish. Rather than apologizing or acquiescing, PragerU celebrates the foundations of our country and continues in the tradition of advancing and securing Judeo-Christian values."

**SHABBOS KESTENBAUM**

"Working in PragerU Kids truly brings me joy because it reminds me daily why I love this country. It shares knowledge that's often overlooked and helps restore the values of freedom, faith, and family that mean so much to me. There's something special about seeing young Americans reconnect with what makes our nation beautiful. PragerU inspires me to love God, cherish family, and celebrate the blessings of living in America."

**SELINA LEWIS**

## CONTACT US

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