

// 2024



RICHARD

When I consider all the amazing things God has accomplished through Fusion Global in the last year, I find myself echoing the words of King David: “Oh, how great is Your goodness!”

As grateful as I am for God’s great goodness to our ministry, I am also convinced that we haven’t even “scratched the surface” of this tremendous Kingdom assignment. We’re standing in a pivotal moment, preparing ourselves to step into God’s awesome future, one filled with supernatural power, transformation, and glory in Yeshua’s name!



FUSIONGLOBAL.ORG

“THERE IS MORE...”

Here is a compelling vista—a reflection on the profound advances we’ve made for the Kingdom and a vision of the strategic opportunities that await us.

But of course —as Rabbi Jason Sobel often says— “there’s more..!”



// 2024

CREATED FOR CONNECTION

In this “Digital Age”—when people are sinking deeper into the despair of isolation and loneliness—Rabbi Jason is boldly reminding us that we were created for connection. This life-giving truth is the heartbeat of Fusion Global. Our awareness of this connection (and engagement with it!) forms our identity which propels us towards our destiny in God.



5784 THE “YEAR OF OPEN DOOR”

At our Rosh Hoshana celebration in the fall of 2024, Rabbi Jason prophetically declared that we were entering the “year of the open door.” The door of past hurt and pain was closing, and a new door of freedom and possibility was opening before us. We are standing in a divine season of dreams and opportunities! This is a year of elevation and promotion for the people of God.





MEDIA

Our world is growing noisier each day, cluttered with voices that clamor for our attention. In the midst of this, Rabbi Jason stands out as a man of sincerity and authority. His authentic Jewish upbringing and solid theological education distinguish him from the mere noisemakers, and position him to offer rich teaching content and prophetic hope to the world.

Publishing

The major release of *Signs and Secrets of the Messiah* supported by multiple appearances on major networks and a wide array of media platforms, earning millions of views. Additionally, our trailblazing titles like *Mysteries of the Messiah* and *Aligning with God's Appointed Times* continue to increase in sales for Fusion Global.

Fusion Global Resources

We have created several seasons of inspiring Bible study curricula (video-based) to support the launch of our groundbreaking small group ministry, Fusion Tribes. We've also expanded our Teaching Library with exclusive video courses, publish a weekly digital Bible study magazine (52 issues annually), and so much more!



In The News

Following the atrocities of October 7th, Rabbi Jason immediately took a public stand in support of Israel. He emerged as an authoritative, reliable spiritual voice, guiding millions of people who were trying to comprehend what was happening and how to respond. Rabbi Jason's qualified insights helped people think and pray faithfully in such a dark moment.

Social Media Growth

These facets of the media “net” are all linked together by social media outlets like Facebook, Instagram, and YouTube. Our past efforts laid the essential groundwork that made exponential growth possible. This technical detail matters, not because of metrics, but because of what those numbers represent: individual souls being exposed to the truth of God's Word.

TBN Partnership

the **second season** of *God's Appointed Times* released (Spring 2024) in conjunction with our exclusive *Live Passover Special*. This informative yet beautifully-produced Passover presentation was, once again, one of TBN's highest-rated programs, re-**airing FIVE times in 2024!** Another production—*Signs and Secrets of the Messiah*— was **shot on location in Israel** and will be released in June 2024.



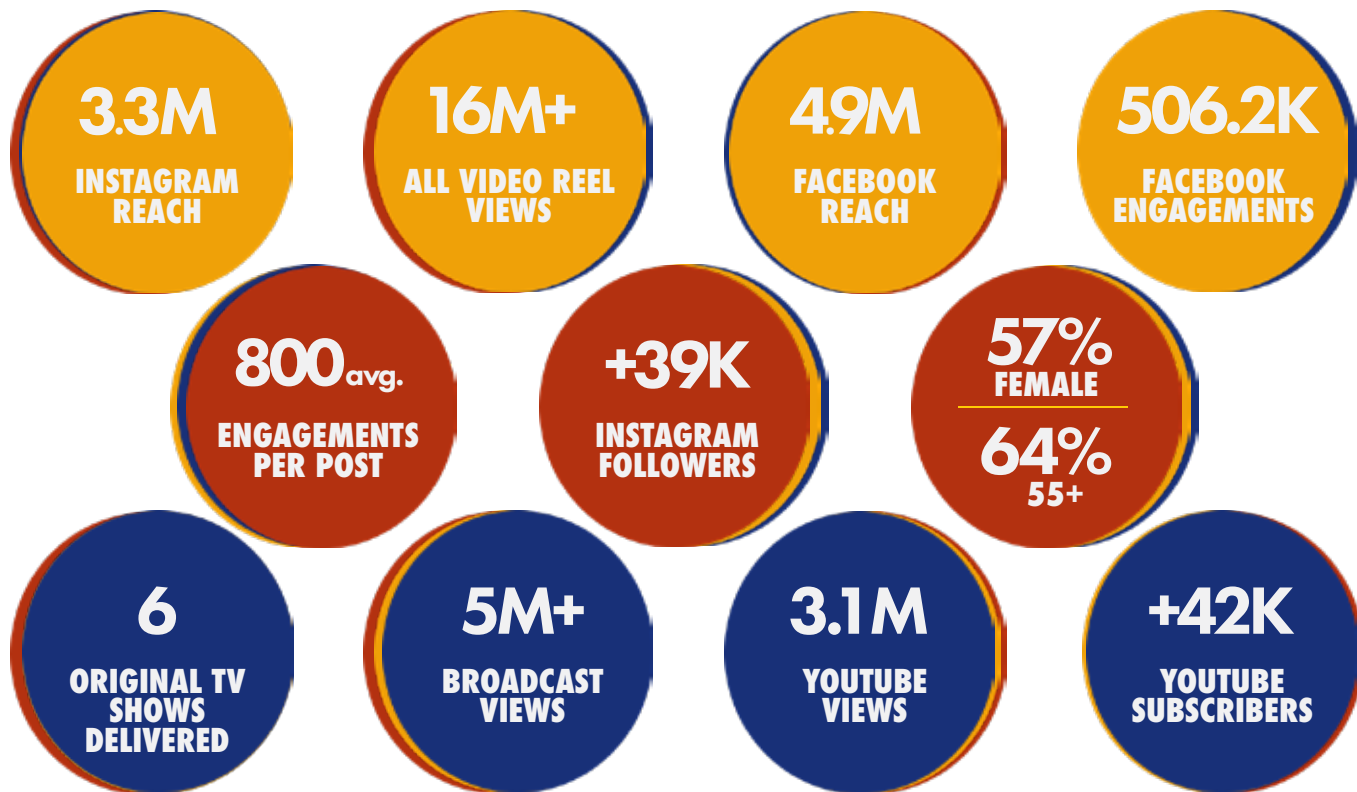
MEDIA GROWTH

The prophetic image of capitalizing on media as a “last days net,” bursting with “fish”—much like *Yeshua’s* disciples in Galilee—is coming to fruition! Our media venture is a true three-fold cord. Consider *Signs and Secrets of the Messiah*.

- On the **publishing** front, this Thomas Nelson release (and its study guide) rocketed to the top of several categories on Amazon’s best-seller lists.
- We also created a **television** series based on this book—*shot on location in Israel!*— that is currently airing on TBN.
- Our team has been able to create **social media** content promoting the book that has led to millions of views (thanks to influencer re-posts).

These three media “cords” come together strategically, enabling us to support and promote Fusion’s message on a truly global scale. We currently have 52 weeks’ worth of broadcast content on the schedule through June 2025 (TBN) and *this is only the beginning!*





Stats from June 2023 - June 2024
Broadcast views based on 100K+ views per week on TBN

ISRAEL

You know that people have plenty of options when it comes to tours of Israel. But you also know that there truly is nothing like the revolutionary experience of a Rock Road Rabbi Tour with Rabbi Jason! You know firsthand that his personal warmth, combined with his Messianic perspective and sensitivity to the Holy Spirit, make Rabbi Jason a one-of-a-kind guide through the Holy Land. This winning combination led to our largest tour ever in the spring of 2023. As our team has expanded, we're now able to **expand our opportunities** in 2024/25. Not only will we be back in our beloved Israel this year, but Greece as well.





NEW PLACES

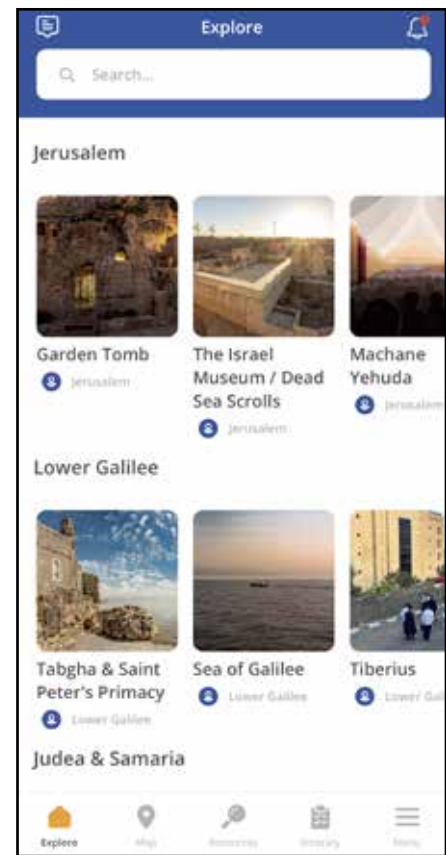
Greece Tours Beginning Sept. 2024

Next to Yeshua, few biblical characters have had the far-reaching impact on human history as Paul the Apostle. His “mission to the Gentiles” was expressed in three major missionary trips, with many of his key stops being in the land of Greece. This is why we are elated to announce our inaugural tour of Greece in the fall of 2024: The Footsteps of Paul (already sold out!). This exciting expansion of our tours is a logical “next step” that keeps attendees of our Israel tours engaged with the ministry on a deeply personal level.

Rock Road Rabbi App

When Rabbi Jason expanded the Fusion team, creating an “Israel app” was a top priority. Our insistence that Israel plays a crucial role in energizing believers’ faith drove us to not only bring people to Israel, but bring Israel to the people. Whether used to elevate one’s experience on a Rock Road Rabbi Tour OR helping those who are currently unable to make the trip get a taste of the Holy Land, our innovative app offers a dynamic and immersive experience that will not just inform the user, it will inspire them!





OCTOBER 7

The day that Hamas terrorists brutally violated Israel's sovereign borders was the day the world was reset. Everything changed. The shameful sentiments and expressions of antisemitism that many of us assumed had been subdued by the horrors of the Holocaust suddenly re-emerged in our "enlightened" society.

Rabbi Jason called this phenomenon out for what it is: a demonic assault on God's Chosen People. Ultimately, this tragedy was not a political one. This conflict was not merely a matter of borders, but God's covenantal promises to Abraham and his descendants. And not only did Rabbi Jason lead the charge that exposed and confronted this hellish assault, Fusion Global mobilized the people of God into action, offering support to our Jewish brothers and sisters in a time of crisis.





ISRAEL
UNDER FIRE

GLOBAL

One of the casualties of the “global pandemic”—and the shutdown it precipitated—was Rabbi Jason’s live ministry events. Much like our trips to Israel, people connect with Rabbi Jason and Fusion Global in deep and lasting ways when they have the chance to personally experience this ministry’s anointing.

After an unfortunate hiatus, we were thrilled to officially “jump start” our in-person gatherings in June 2024. These events will offer a wide array of ministry experiences—from *Shabbat* services that feature deeply-moving Jewish and Messianic songs and prayers, to anointed praise and worship, to Rabbi Jason’s profound and inspiring teaching. These events also give attendees an opportunity to connect with like-minded believers, expanding and





Dallas, TX • Nashville, TN • Los Angeles, CA • Detroit, MI • Jerusalem

TRIBES

Being on the bestseller lists is amazing and an opportunity to transform lives. In reality, lasting change does not happen in vacuum—it emerges in community (we were “created for connection”!). This passion for genuine transformation was the catalyst for Fusion Tribes.

By utilizing the latest technology and community networks, we have been able to bring Rabbi Jason’s message into homes and coffee shops across the nation and around the world. With nearly 40 states represented and students in countries like Norway, South Africa, and China, Fusion Tribes is a truly global endeavor.

At its core, Tribes is a cutting-edge small group discipleship ministry because of its accessibility. And we’re not just talking about the internet... People of ALL walks of life—from homemakers and young adults to blue collar folks and college professors—are joining the movement and loving it! We offer exclusive, structured video content in a highly-relational, discussion-based format. In both ease of use and eye-opening content, Fusion Tribes is poised for explosive growth.







DISCIPLESHIP

A man with a grey beard and a black hat is leaning against a wooden post. He is wearing a black suit jacket over a black shirt. The background is a rustic setting with stone walls and wooden structures. The lighting is warm and golden, suggesting a sunset or sunrise.

There is no higher form of worship than learning.

We see this fundamental truth revealed in Yeshua's ministry which featured Him as the Rabbi (Teacher) and the Twelve as "disciples" (*talmidim* / students). The "Great Commission" in Matthew 28 cemented discipleship as central to the life of faith for all believers and this is why we have created the Teaching Library. It is the hub for...

- Rabbi Jason's unique and insightful teaching on the Torah portions
- A genuinely unprecedented *Hebrew Letters & Numbers* video curriculum
- Access to our catalogue of 4+ years of Weekly Torah Portion Guides
- And so much more!

MAJOR MEDIA INITIATIVES

\$250K

We are steadfast in our commitment to producing innovative content that engages a global audience with the transformational message of authentic unity in Yeshua our Messiah.

- *Mysteries of the Messiah* television series filmed on location in Israel
- *Passover Live Experience* — special on TBN (+ multiple re-airings)
- *The Chosen Unveiled* (season 2) + Roundtable Discussions for The Chosen (season 3)
- *Biblical Holidays* (spring, fall and minor holiday seasons) with special guests on TBN
- *Shavuot/Pentecost Live*—special from Israel
- Publishing Books and Dialogue translated into Spanish in 2025/26
- Media Opportunities in Israel
- Special TBN Appearances - Erick Stakelbeck, Praise, Sheila Walsh, Panels discussions

TEACHING LIBRARY - MEDIA DEVELOPMENT

\$50K

We currently offer more than 250 videos across 16 courses, in addition to study guides. We have at least SIX new course planned for 2024. Primary opportunity areas include:

- Pre-production – concept development + content creation; production logistics (crew, tech, etc.).
- Post-production – video editing; supporting copy content; member moderation/support

EVENTS

\$100K

These invigorating gatherings are strategically designed to create opportunities for people to experience Rabbi Jason's revelatory teaching and sensitivity to the Holy Spirit. These include...

- Speaking at major churches: Radiant, Victory World Church, Believe LA, UPPERROOM Dallas, and more!
- Shabbat Weekend Retreat (approx. 250 attendees) following Fall Holidays
- Major Weekend Partner Gatherings throughout 24/25
- Special Events for The Chosen series throughout the year
- Friday-Saturday events that offer an immersive Shabbat experience + Torah teaching



FUSION TRIBES

\$50K

This robust, cutting-edge discipleship ministry is focused on developing people, as individuals and members of a learning community. We're accomplishing these goals through guided study involving 4-12 adults who gather around a video teaching from Rabbi Jason. Each "season" is eight weeks/sessions long.

- Sessions are dynamic and conversational, cultivating growth in knowledge AND love.
- Trimester schedule (people register for Winter, Spring, and Fall seasons) eliminates long-term commitments, increasing participation
- GOAL: 500 tribes globally; scalable systems to serve thousands.

// 2024 - 2025

ISRAEL EXPERIENCES

\$150K

Giving life-changing information for people to connect with Israel in transformational ways. Two trips are already scheduled in the new year with 150 participating!

- Tour Sponsorship /—enable pastors and ministry-cultural leaders, the network of those unity in Messiah who will return from Israel and impact others.
- Tour Scholarship / to aid believers who need financial support in their effort to go to tour with Rabbi Jason.

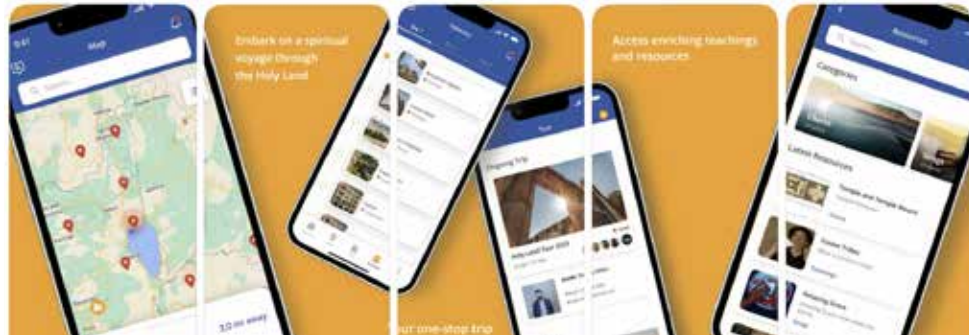


ROCK ROAD RABBI APP

\$25K

Bringing the wonder of the Holy Land to the masses.

- Amplify Rock Road Rabbi Tour attendees with an immersive, interactive, and personal connection to the Holy Land with more than 80 locations, studies, and feeds.
- Extend the reach and impact of past attendees' Israel experience (regardless of tour organization used) by offering deeper study and story-telling connection...with Rabbi Jason as their guide.
- A globally accessible and indelible resource for those who cannot visit the Holy Land in person which also serves as a multimedia Bible study tool.



Total Request Amount: \$625

// 2024

