

## Bender JCC of Greater Washington

### *j.family* Ambassadors • Impact Grant

Based on the success of the first year of the *j.family* Ambassador program in Montgomery County, the Bender JCC will continue to provide neighborhood-based *j.family* ambassadors to connect new parents to each other and to the community through one-on-one meetings with parents of children ages 0-3. The ambassadors will welcome parents to the Jewish community and connect them to others and to Jewish life.

#### Proposal

*j.family* Ambassadors

#### Funding

\$87,500

#### Category

NextGen - Impact

#### Program Goals

1. Provide an opportunity to deepen one's understanding of Jewish life, wisdom, and values.
2. Increase levels of sustainable participation in the Jewish community.
3. Expand Jewish friendships and networks across the community.

#### Metrics



Host 1 event per month per ambassador



Track number of families attending multiple events (comparative with pilot year)

50

touchpoints per ambassador per year

12

Unique programs or events the second half of our pilot year



Host 2 collaborative events per year with Jewish partners in the community (synagogues/camps, others)



3+ collaboration programs with other local Jewish providers

75%

of families in program sign up for Facebook group (each ambassador has a group)