

## Edlavitch DCJCC and NOVA Tribe

*Jewish Cooking Mastered, EntryPointDC and NOVA Tribe Series* • Innovation Grant

Edlavitch DCJCC will pilot Jewish Cooking Mastered, a joint project of EntryPointDC and NOVA Tribe Series, including a cooking class series and a peer-to-peer holiday meals program in Northern VA and DC. Jewish young professionals will learn from popular local and national chefs and bloggers how to craft traditional dishes with a modern twist (e.g., a farm-to-table Passover seder) and learn the Jewish history and rituals of each dish.

### Proposal

EntryPoint DC -  
Jewish Cooking Mastered

### Funding

\$25,000

### Category

NOVA/NextGen Combined - Innovation

### Metrics

Launch 3 cohorts with 10-12 people in each cohort



24 community meals hosted  
(3 meals for each holiday:  
Passover; Rosh Hashanah;

Yom Kippur) by 2-3 participants from each cohort for community members not directly involved with program



200+ young adults  
engaged with holiday meals



Will track number of individuals who transition from participants to hosts



Will track number of individuals who attend an additional program (or increase participation)

### Program Goals

The EDCJCC's Jewish Cooking Mastered Program will bring cohorts of 10-12 young adults, comprised of different age groups (i.e., twenties, thirties, and couples), together in a fun and collaborative environment to learn about Jewish food and culture, while connecting with one another, the Jewish Community Center (JCC), and other cultural institutions. The goals of the EDCJCC's program are to:

1. Provide a place to come together to learn about Jewish food, rituals, and traditions.
2. Retain young adults within Jewish programming—at the JCC and at other institutions.
3. Transition individuals from participants to hosts of community meals.
4. Generate a model that is replicable/scalable by other institutions.

An expected timeline of program activities is as follows:

- **Fall 2019:** A part-time program coordinator will facilitate community engagement, recruit participants to the program, and coordinate program activities.
- **Fall - Winter 2019:** Program coordinator recruits and enrolls participants into three cohorts for a winter cooking series.
- **January, February, March 2020:** Cohorts participate in four cooking classes that feature traditional and modern dishes, Sephardic, Ashkenazi, and international cuisine.
- **April 2020:** Passover Holiday Dinner provided by cohort hosts for community.
- **April - September 2020:** Cohort groups invited to special behind-the-scene kitchen tastings with featured chefs, foodie events, OneTable Shabbat dinners, etc., as well as to relevant EDCJCC events to keep the groups active between classes and holiday meals.
- **September 2020:** Rosh Hashanah Holiday Meal provided by cohort hosts for community.\*
- **September 2020:** Yom Kippur Break-Fast Holiday Meal provided by cohort hosts for community.\*

\*Please note, hosts will be given gift cards to help cover holiday meal expenses. All gift cards will be purchased and distributed by the EDCJCC in FY20.