

INVESTING IN INNOVATION & IMPACT

“When we get people together to collaborate, listen, experiment, and stay the course, something great is going to happen. We are activists in a future that will be of our collective making.”

—DAVID SELDEN
CHAIR, FEDERATION'S NORTHERN VIRGINIA TASK FORCE

Federation's Strategic Plan articulates a clear vision for our community and an updated mission for our work.

With a renewed focus on identifying issues that need attention and on mobilizing our community towards effective action, we outlined three new strategic priority areas: **Adult Jewish Learning, Engaging the Next Generation in Jewish Life**, and **Strengthening Jewish Life in Northern Virginia**.

The generosity of donors made it possible for us to focus on these strategic priorities, and empowered us to innovate and invest in the future of Jewish Greater Washington.

In early 2019, looking to leverage the talented organizations and individuals working to engage the next generation in Jewish life and strengthen Jewish life in Northern Virginia, we put out a Request for Proposals (RFP).

The answers came swiftly and in unprecedented numbers from a community eager for innovation and impact, with **49 unique organizations submitting 68 inspiring ideas**. They came from established institutions, synagogues, new startups, and everything in between. They came from local organizations as well as national entities who have never worked in our community before.

We wanted to know:

- What could we do to expand existing programming for new populations or regions?
- What innovative ideas could bring about significant change?
- What could we learn that would enable long-term change and success?
- What could we do to drive sustainable investment in the community?



“This process has been so inspiring. We could have approached this with the status quo, reading words on a grant application. But we decided to meet with the people behind these incredible projects, and engage with their energy and hopes for the future.”

—JAMIE POSLOSKY
CO-CHAIR, FEDERATION'S NEXT GEN TASK FORCE

THE PROCESS: BY THE NUMBERS

25

proposals from organizations Federation has not worked with before.



32 proposals for Engaging the Next Generation in Jewish Life.



17 proposals from synagogues.



19 proposals for Strengthening Jewish Life in NOVA.

REAL-TIME COLLABORATION

In late February, **47 of these organizations** brought their proposals to life for an engaged and eager audience at Federation’s first-ever Pitch Night. Together, we witnessed the power of collaboration at its finest, as local leaders connected—some for the first time—and began to identify how they might address the critical issues facing our community.



13 new partnerships/collaborative initiatives were formed between community agencies and organizations.

47 organizations brought proposals to life for an engaged and eager audience at Pitch Night.



\$1.1 MILLION+

was approved by Federation’s Board of Directors to invest in this important work.

31

organizations have received funding, and are making strides to strengthen, connect, and build our community for the future.

MAKING THE INVESTMENT

On May 14, 2019, Federation’s Board of Directors approved more than \$1 million in funding for 31 proposals, infusing our community with some of the most innovative and impactful programming, initiatives, and offerings ever implemented in Jewish Greater Washington.

Some of the selected ideas will help successful models grow into new regions. Others will reimagine the way institutions currently connect with the Jewish community, changing historical boundaries between members and non-members. Still others seek to create new organizations that can build community in distinct locations and in new ways. Across them all, the goal is to learn and expand over time.

24

programs Federation has never funded before.



16 current programs funded for expansion.

18

new or expanded programs funded to serve NOVA.



10 new or non-traditional venues for engagement.

LOOKING AHEAD

We are eager to see new initiatives take root, and excited to cultivate new partnerships and increase collaboration between our communal organizations. **We are committed to supporting leaders in exchanging ideas and working together** to meet crucial communal needs. In changing times, we want to do everything we can to **leverage innovation and impact to the benefit of Jewish Greater Washington.**

The initial RFP and grant process laid the groundwork for our community’s growth and investment. The innovation and impact will continue with a new RFP process in late 2019 and early 2020.

» **STAY TUNED!**
Learn more and sign up to receive updates at shalomdc.org/innovationandimpact.

INNOVATION & IMPACT: A CLOSER LOOK



In the 21st century, Jewish communal life is changing in ways large and small. At the same time, we have a historic, enduring aspiration to build a vibrant and resilient Jewish community of meaning, purpose, and connection. Guided by this goal, Federation convened leaders from across the DMV to source and invest in innovation and impact. Today, more than **\$1.1 million** in funding from our comprehensive, collaborative, and Task Force-driven grant process is powering **31 new or expanded initiatives**. Read on for reflections from five organizations about the process and the impact they are making in our community.

Avodah

Avodah, one of Federations' newest partner agencies, will expand their Alumni Justice Ambassador (AJA) program through an impact grant in Northern Virginia communities. **The AJA program pairs Avodah fellowship alumni with opportunities to become teachers for communities** seeking to engage in meaningful social justice learning, strengthen their Jewish identity, learn skills to confront hate and bias, challenge anti-Semitic myths with facts, and explore the history of anti-Semitism.

“Our community is blessed with vibrant, welcoming congregations and organizations offering opportunities to positively impact Jewish life, and Federation is at the center of it all. Avodah was eager to participate in the grant process and find our place in the greater matrix of institutions making change. This funding will strengthen our ability to grow the leadership skills of young Jewish people and bring vital learning into communities where it might not otherwise be available. We are ecstatic to partner with Federation to turn our values into impact in ways we could not achieve alone.”



—JILL HERTZLER
DIRECTOR OF INDIVIDUAL GIVING, AVODAH

The Den Collective

The Den is a collective of people creating a Judaism that is relevant, accessible, and deeply rooted in tradition throughout Greater Washington. Through this project, Rabbi Aderet Drucker and Rabbi Rami Schwartzer seek to build spaces of meaning that invite people to deepen their connection to Judaism, feel part of a community, and enrich their lives. Impact grant funding from **Federation will provide support for The Den to increase its work in Northern Virginia.**

“Federation’s request for proposal celebrated and emphasized community building and collaboration, two values that guide our work. We are grateful and honored to have received funding. We feel even more connected to the greater Jewish community knowing we are all looking to harness this energy and collaborative spirit as we work together to build a more vibrant and relevant future for the Jewish community in Greater Washington.”

—RABBI ADERET DRUCKER
CO-DIRECTOR THE DEN COLLECTIVE
(PICTURED AT LEFT WITH CO-DIRECTOR
RABBI RAMI SCHWARTZER)



GatherDC

GatherDC helps thousands of DC-area residents in their 20s and 30s find their people and place in our Jewish community. Federation has proudly invested in GatherDC's work with grants for both innovation and impact. This funding will empower GatherDC to:

- Expand their 30s Engagement Impact program to connect individuals in their 30s with peers and Jewish communal partner organizations, and develop dedicated learning and leadership experiences.
- **Support a training series for lay leaders and Jewish communal professionals** about how to engage peripherally involved Jewish young adults.
- Hire a staff person to form relationships with hundreds of Jewish young adults in Northern Virginia, and develop a grassroots network as a pipeline to existing programmatic offerings.

“GatherDC is excited by Federation’s willingness to try something new to welcome more diverse audiences into Jewish life. This experience inspired us to think outside the box and dream up creative ways to reach uninvolved Jews.

Moreover, it opened our eyes to the extraordinary possibilities that can unfold when our community works together, as one healthy ecosystem, dedicated to lifting one another up.”



—RACHEL GILDINER
EXECUTIVE DIRECTOR, GATHERDC



OneTable

OneTable empowers those in their 20s and 30s who do not have a consistent Shabbat dinner practice to build one that feels authentic, sustainable, and valuable. Through an innovation grant from Federation, the organization will bring on a **new Northern Virginia Field Fellow** to engage Northern Virginia’s young adults to deepen their personal Jewish involvement as they mature. Additional dollars will fund a OneTable/Sixth & I Field Fellow to work within both organizations to **create and implement co-branded events, and ensure continuity of conversation** and topical discussions across the community.



“OneTable was thrilled to partner with Federation through this wonderful opportunity. It was a valuable process to think about gaps and opportunities in our programming where we might be able to grow and make significant change for the better. The multifaceted and multimodal application process allowed us to look internally at opportunities for growth. We valued being a part of the initial roundtable conversations and enjoyed the opportunity to collaborate with partner organizations and dream big about what could be throughout the process.”

—SARA FATELL, DIRECTOR OF FIELD OPERATIONS, ONETABLE



Temple Micah

DC’s Temple Micah is a congregation at the forefront of communal innovation. With grant funding from Federation, The Micah Storefront Project provides **inclusive Jewish experiences in spaces of the everyday**—coffee shops, rooftops, and around open tables.



The project aims to shape and build community through prayer, study, conversation, and action, by reducing the barriers to entry to the formal Jewish community and bringing together individuals who may not be otherwise engaged for relevant, highly-accessible Jewish learning.

“Temple Micah wants to build a new kind of synagogue for 21st-century American Jews, and we believe part of that effort must involve moving the Jewish conversation from inside the walls of the synagogue into the public square. The funding, energy, and ongoing confidence provided by Federation will allow us to begin this important work of assuming a new outward-facing posture. The Micah Storefront Project is about opening the Jewish conversation to anyone who wants to participate.”

—RABBI JOSH BERAHA
ASSOCIATE RABBI, TEMPLE MICAH

INNOVATION & IMPACT

GRANT RECIPIENTS AT A GLANCE

These 31 funded initiatives have already begun to infuse our community with some of the most innovative and impactful programming and offerings ever implemented in Jewish Greater Washington. For a data-driven look at how these grant recipients will measure success, visit shalomdc.org/innovationandimpact.

- **ADL**
Empowering Parents and Young People to Confront Anti-Semitism
 - **EDLAVITCH DCJCC**
j.family Ambassadors
 - **ISRAELI AMERICAN COUNCIL DC**
Gvanim Limmud
 - ▲ **ONETABLE/SIXTH & I**
OneTable/Sixth & I Field Fellow
 - **AVODAH**
Avodah DC Alumni Leading our Communities in Jewish Social Justice Learning
 - ▲ **EDLAVITCH DCJCC**
Jewish Cooking Mastered, EntryPoint-DC, and NOVA Tribe Series
 - **ISRAELI AMERICAN COUNCIL DC**
L'Chaim
 - **SHAARE TORAH**
Meeting Young Jewish Families Where They Are
 - **BBYO**
NOVA Expansion
 - **GATHERDC**
30s Engagement
 - **JCC OF NORTHERN VIRGINIA**
j.family Ambassadors—NOVA Expansion
 - **TEMPLE B'NAI SHALOM**
Educational Outreach: Torah Tykes
 - **BENDER JCC OF GREATER WASHINGTON**
j.family Ambassadors
 - ▲ **GATHERDC**
NOVA Engagement
 - **THE JEWISH FEDERATION OF GREATER WASHINGTON**
Israel Leadership Mission
 - ▲ **TEMPLE MICAH**
The Micah Storefront Project
 - **BENDER JCC OF GREATER WASHINGTON**
J on Wheels
 - **GESHER JEWISH DAY SCHOOL**
Transportation Expansion in NOVA
 - **THE JEWISH FEDERATION OF GREATER WASHINGTON**
PJ Library in Greater Washington
 - **TEMPLE RODEF SHALOM**
Mother's Circle: New and Improved
 - ▲ **CHARLES E. SMITH JEWISH DAY SCHOOL**
The Hand-Off to Jewish Education
 - **HADAR**
Hadar in Washington DC—Engaging Young Adults
 - **MESORAH DC**
Café Nite Extra
 - ▲ **TEMPLE RODEF SHALOM**
NOVA Coworking Space
 - **CONGREGATION OLAM TIKVAH**
Olam Tikvah Young Families
 - **HILL HAVURAH**
Hill Havurah New Parents' Gathering
 - **MOISHE HOUSE**
Sustaining Jewish Life in Fairfax Through Moishe House
 - **THE DEN COLLECTIVE**
Growth & Sustainability Positioning
 - **HONEYMOON ISRAEL**
Honeymoon Israel Follow-Up
 - ▲ **ONETABLE**
NOVA Field Fellow
-
- Impact Grant
 - ▲ Innovation Grant