

Bender JCC of Greater Washington

Wandering J • Impact Grant

The Bender JCC will create a mobile space for building Jewish connections and a community environment beyond the Bender JCC campus. Through a branded vehicle, the JCC will expand service to areas with a lower density of PJ Library® subscribers, including Prince Georges' and Upper Montgomery counties.

Proposal

Wandering J

Funding

\$70,000

Category

NextGen - Impact

Program Goals

1. Purchase a vehicle, customize the inside as a multipurpose program space, and wrap the outside in branded graphics.
2. Deepen participants' understanding of Jewish life, wisdom, and values and bridge the gap to programming and membership at the Bender JCC or other Jewish organizations or synagogues.

Metrics

80

participants attend more than one Wandering J program or event

Q1: In October 2019, Bender JCC purchased a 2018 Ford Transit van with a high roof

Q2: Bus has been wrapped and outfitted and hosted it's first program in January



Will plan 3 collaborative programs during the year

Q2: 4 synagogues interested in planning collaborative events including the Purim Party Hop (Beth Ami, Beth El, Ohr Kodesh, Shaare Torah)



45 participants to form friendships and connections through Wandering J programming



30 participants to invite a friend to a Wandering J event or program



300 participants to live in the target geographical area and have attended one event (planning 12 off-site events in the first year)

Q2: Over 300 people attended the first event—programming just began in January, 2020 with 10 initial programs for the Wandering J scheduled.

30

participants to be interested in exploring programming or membership at the Bender JCC

