

Edlavitch JCC – j.family Ambassadors

j.family Ambassadors • Impact Grant

Based on the success of the first year of the j.family Ambassador program in DC, the Edlavitch DCJCC 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. Make the DC Jewish community more welcoming and accessible.
2. Connect families to Jewish programming, resources, and each other.
3. Engage new parents and parents-to-be.
4. Advocate for a broad community that joins under a single umbrella with Jewish values and family engagement in the forefront.

Metrics

48 events per year
Q1: 28 events held with 141 families attending
Q2: 15 events held with 83 families attending



8 collaborative programs with other local Jewish providers

Q1: 3 collaborative events were held with other local Jewish providers

Q2: 8 collaborative events were held with other local Jewish providers

5 touchpoints per ambassador per year
Q1&2: the 6 ambassadors have met with 110 families with an average of 18 touchpoints per ambassador

50% of acquired families will attend more than one event

Q1&2: -50% of families attended more than one event.

10 new families acquired
Q1: 180 families completed J Family Survey
Q2: 11 families completed the Survey