Innovation & Impact Grants

Shaare Torah

*Meeting Young Jewish Families Where They Are* • Impact Grant

This program will serve young families in areas without Jewish life infrastructure, including Clarksburg and Damascus. The project will allow the synagogue to grow partnerships with JPlay and PJ Library® of Greater Washington to help fill a void in service and provide families in those areas with relationships, community, and programming.

**Proposal**

*Meeting Young Jewish Families Where They Are*

**Funding**

$18,000

**Category**

NextGen – Impact

**Program Goals**

1. To establish relationships with and among millennial adults and families in Upper Montgomery County.

2. To provide Jewish programming to families with young children who may have recently moved to suburbia and are looking to connect.

3. To take the work that PJ Library® has done with making Judaism accessible within the home and bringing it to life.

4. To ensure that as the Jewish community diversifies and this population of millennials with young children struggle to connect to Judaism, we are agile in our approach and help them find their own place in the Jewish world for their sake and their children.

**Metrics**

- **40 attendees per program**
  - Q1&2: Hosted a Hanukkah Block Party which drew close to 50 people, only 5 of whom were Shaare Torah members

- **6 repeat touches that lead to taking ownership of next steps**
  - Q1&2: 4 of the repeat participants have stepped up to help with planning and next steps

- **40 initial touches**
  - Q1&2: 20 coffee dates for more personal touches. Connected with over 40 individuals at the Block party.

- **20 repeat touches**
  - Q1&2: New engagement associate met with 15 people to start hearing their stories and their concerns as part of the planning process

- **Looking to gauge how far people are willing to travel for programming**

- **Q2: Interactions and conversations are proving convenience and distance greatly impact participation**

Learn more at shalomdc.org/innovationandimpact