

## Temple B'nai Shalom

Educational Outreach • Impact Grant

Temple B'nai Shalom will expand Torah Tykes, a pre-K family program that provides parent-child learning and socialization. This program serves unaffiliated Jews in Northern Virginia and will be offered outside the Temple walls to under-served parts of southern Fairfax County and adjacent areas.

### Proposal

Educational Outreach: Torah Tykes

### Funding

\$15,000

### Category

NOVA-Impact

### Program Goals

1. Provide multiple opportunities for unaffiliated Jews with young families to meet and socialize with others in the NOVA area.
2. To encourage the unaffiliated to join Jewish institutions in the local area on an ongoing basis.

### Metrics



50 participants

**Q1:** 7 families attended one or both programs

**Q2:** 6 families attended one or both programs



50 participants who request continuation of the program beyond pilot offering

**Q1:** 2 returning families for second program of the year

**Q2:** 5 families were returning for a second time after participation earlier in the year

All families requested that the program continue.



Satisfaction surveys taken during each session A high rating is considered successful (on a high/medium/low scale).

**Q1&Q2:** Thus far, all participants ranked program quality as high



In tracking participation metrics, will measure repeat attendance, increase in non-member participation, number of new members, and distance people were willing to travel.

**Q1&Q2:** With only 2 exceptions (guests of local participants), all people traveled less than 10 miles to attend the session. All participants were new to the Temple B'nai Shalom community, no members participated.



Number of TBS members who participated

# 50%

Repeat attendees to subsequent sessions

