

The Den Collective

Project Growth and Sustainability Positioning • Impact Grant

The Den is a collective of people creating a Judaism that is relevant, accessible, and deeply rooted in tradition throughout the greater DC area. Through this project, Rabbi Aderet Drucker and Rabbi Rami Schwartz seek to build spaces of meaning that invite people to deepen their connection to Judaism, feel part of a community, and enrich their lives. This funding will provide support for The Den to increase its work in Northern Virginia, and to develop a strategic communication plan and infrastructure for long-term sustainability.

Proposal

Project Growth and Sustainability Positioning

Funding

\$70,000

Category

NOVA/NextGen Combined – Impact

Program Goals

1. Increase exploration/community building in NOVA to deepen our impact in the region.
2. Develop a strategic communication/marketing plan to broaden our reach to more unaffiliated segments of our community.
3. Design a financial structure for long-term financial sustainability and philanthropic development.

Metrics



Track total number of participants who report changing attitudes, practices, or involvement

1,200

total communal participations (learning, ritual, Shabbat/holiday, etc.) with 170 unique participants for the year

Q1&2: 1,106 communal participants including 152 people who gathered for intimate singing circles and Torah learning from our rabbis

1,400

1:1 interactions with community rabbi with 250 unique individuals connecting

Q1: 427 interactions with 145 unique individuals and have seen 433 attendances through 42 gatherings of learning, life cycle, prayer, and Shabbat/holiday observance

Q1&2: 729 interactions with 211 participants

