

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: Year-End Reporting

1,200

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

1,620 in-person communal participations;
670 virtual communal participations with 572 unique participants



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

Collected stories of 74 people who have changed their Jewish lifestyle in a significant way, gained over 55 new members to the Den since the onset of the pandemic

1,400

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

1,121 1:1 interactions with community rabbi;
348 unique individuals connecting

COVID Impact: All of our meetings, classes, pastoral support happen online and Rabbi Aderet Drucker is able to hold classes “in NOVA” or have NOVA community members join her in her home virtually for virtual Shabbat and holiday gatherings, classes, and other virtual programs. We have created new spaces for mindfulness and meditation, all online, which has become a lifeline for an increasing number of our community members both directly associated with the Den and brand new to our community.

