

## 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: Year-End Reporting

**48** events per year  
56 in-person events; 43 virtual events



8 collaborative programs with other local Jewish providers

10 collaborative programs with other local Jewish providers

**5** touchpoints per ambassador per year  
7 virtual touchpoints per ambassador

**50%**

of acquired families will attend more than one event

More than 50% of acquired families attended more than one event

**10** new families acquired  
210 new families acquired

**COVID Impact:** All JFamily Ambassadors program continued to be held on Zoom this quarter due to the pandemic. We shifted away from neighborhood-based Zoom gatherings (which we had tried earlier in this period) in favor of including all families throughout the region so that each program would attract a critical mass of attendees.

