

GatherDC - NOVA Engagement

NOVA Engagement Impact • Innovation Grant

GatherDC will hire a NOVA engagement staff person to help form relationships among hundreds of Jewish young adults in Northern Virginia, and develop a grassroots network of thousands of young adults as a pipeline to existing programmatic offerings.

Proposal

NOVA Engagement

Funding

\$78,600

Category

NOVA/NextGen Combined - Innovation

Program Goals

1. Establish a culture of collaboration and connectivity.
2. Support existing offerings by promoting the work of local institutions, groups, and synagogues.
3. Unify Jewish NOVA by building a centralized, easily accessible platform that fosters information sharing.
4. Gain a better understanding of Jewish NOVA life, offerings, challenges, and opportunities through on-the-ground and online research efforts.

Metrics: Year-End Reporting



75-100 coffee meetings with participants who attended GatherDC and GatherDC programs hosted in the NOVA area in the past year, as well as peer-led and joint programming

Held 119 coffee meetings: 86 in-person and 33 virtual



5 new experiences run by GatherDC or supported/hosted with lay leaders and partners

Held 2 happy hours and hosted 6 virtual "pods"

10

NOVA partners who report a positive impact from partnership with GatherDC

Created 7 organizational partnerships in NOVA, but did not formally survey them due to COVID priorities

50

Jewish adults who live or work in NOVA and select "Yes" on a survey that they feel more connected to the community at the end of the fiscal year

No update



Community mapping report with information on the partners, people, and opportunities that currently exist or are developing in Jewish NOVA

Survey was conducted to gather information on the wider NOVA community however the process was disrupted by COVID



Looking to add 200 new names to the database who live or work in NOVA

Added 141 new names of individuals working or living in NOVA to CRM system

COVID Impact: As we settled into the pandemic's long-haul, it seemed as though where one lived no longer mattered, and we started asking questions about how to best serve Jewish NOVA. But as we started getting into the warmer weather and started to see the easing of restrictions, we knew that location very much still mattered, and that strengthening the NOVA ecosystem was more important than ever, when people were feeling more cut off from DC--and their normal lives--than ever before.

