

## 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: Year-End Reporting



50 participants

Unique attendees: 19 families, 26 children



50 participants who request continuation of the program beyond pilot offering

13 families came to more than one session



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

19 of 19 participants rated the program high level of satisfaction



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

19 of 19 participants requested program continue past pilot



Number of TBS members who participated

No TBS Members participated. The program was only lightly advertised as the target audience was the unaffiliated Jewish residents of NOVA.

# 50%

Repeat attendees to subsequent sessions

No update

**COVID Impact:** COVID-19 effectively ended the ability for TBS to offer the program. We tried recreating B'nai Play as an online experience but it did not gain traction. The advertising expense in February was aimed at the March and April sessions, which were canceled. We included advertising in an effort to create an online experience but no one attended.

