Innovation & Impact Grants

Temple B’naï Shalom

*Educational Outreach • Impact Grant*

Temple B’naï 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.

Repeat attendees to subsequent sessions

50%

No update

**COVID Impact:** COVID-19 effectively ended the ability for TBS to offer the program. We tried recreating B’naï 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.