Innovation & Impact Grants

Bender JCC of Greater Washington

*j.family Ambassadors* • Impact Grant

Based on the success of the first year of the *j.family* Ambassador program in Montgomery County, the Bender JCC 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

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**Program Goals**

1. Provide an opportunity to deepen one’s understanding of Jewish life, wisdom, and values.
2. Increase levels of sustainable participation in the Jewish community.
3. Expand Jewish friendships and networks across the community.

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**Metrics: Year-End Reporting**

- Host 1 event per month per ambassador
  - With the exception of March and April, ambassadors were able to average 1 event per month
- 50 touchpoints per ambassador per year
  - Each ambassador hit 50 touchpoints during the year
- Host 3+ collaborative events with other local Jewish partners
  - Collaborative virtual events began in April

**COVID Impact:** The program pivoted to becoming completely virtual. Initially, the *JFamily* Ambassador program was a vertical branch in the Family Engagement department and operated as such. With all programs running virtually, the need for individual neighborhood offerings was no longer critical and the department was able to merge with the Center’s Family Engagement Department.

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Learn more at shalomdc.org/innovationandimpact