

Bender JCC of Greater Washington

Wandering J • Impact Grant

The Bender JCC will create a mobile space for building Jewish connections and a community environment beyond the Bender JCC campus. Through a branded vehicle, the JCC will expand service to areas with a lower density of PJ Library® subscribers, including Prince Georges' and Upper Montgomery counties.

Proposal

Wandering J

Funding

\$70,000

Category

NextGen - Impact

Program Goals

1. Purchase a vehicle, customize the inside as a multipurpose program space, and wrap the outside in branded graphics.
2. Deepen participants' understanding of Jewish life, wisdom, and values and bridge the gap to programming and membership at the Bender JCC or other Jewish organizations or synagogues.

Metrics: Year-End Reporting

80

participants attend more than one Wandering J program or event

No update



45 participants to form friendships and connections through Wandering J programming

Canceled due to COVID



300 participants to live in the target geographical area and have attended one event (planning 12 off-site events in the first year)

Over 300 people attended the first event—programming just began in January, 2020 with 10 initial programs for the Wandering J scheduled.

Canceled due to COVID



Will plan 3 collaborative programs during the year

4 synagogues interested in planning collaborative events including the Purim Party Hop

Pivoted into an emergency response vehicle and formed collaborations with Nourish Now, So What Else, SEEC, and possibly Mazon and the American Red Cross



30 participants to invite a friend to a Wandering J event or program

No update

30

participants to be interested in exploring programming or membership at the Bender JCC

Over 50% of Purim event families expressed interest in programming

COVID Impact: In October 2019, the Bender JCC purchased a 2018 Ford Transit van which was wrapped in Wandering J branding. The first program was hosted in January 2019. However, Wandering J changed its course of action and the priorities of its use. Rather than sit dormant in the Bender JCC parking lot, we used the branded van as a method for service. We began transporting food to various sites for those who were in need of meals during the closures and delivered extra food inventory to places in need. At the same time, worked to raise awareness in the Bender JCC community and ran collection drives for baby products. In addition, some teachers used the van to deliver items that remained in the preschool since the March closure or to say hello to families.

