

Shaare Torah

Meeting Young Jewish Families Where They Are • Impact Grant

This program will serve young families in areas without Jewish life infrastructure, including Clarksburg and Damascus. The project will allow the synagogue to grow partnerships with JPlay and PJ Library® of Greater Washington to help fill a void in service and provide families in those areas with relationships, community, and programming.

Proposal

Meeting Young Jewish Families
Where They Are

Funding

\$18,000

Category

NextGen - Impact

Program Goals

1. To establish relationships with and among millennial adults and families in Upper Montgomery County.
2. To provide Jewish programming to families with young children who may have recently moved to suburbia and are looking to connect.
3. To take the work that PJ Library® has done with making Judaism accessible within the home and bringing it to life.
4. To ensure that as the Jewish community diversifies and this population of millennials with young children struggle to connect to Judaism, we are agile in our approach and help them find their own place in the Jewish world for their sake and their children.

Metrics: Year-End Reporting



40 attendees per program

Q2: Hosted a Hanukkah Block Party which drew close to 50 people, only 5 of whom were Shaare Torah members

6

repeat touches that lead to taking ownership of next steps

Q1&2: 4 of the repeat participants have stepped up to help with planning and next steps

40

initial touches

Q1&2: 20 coffee dates for more personal touches. Connected with over 40 individuals at the Block party.



Looking to gauge how far people are willing to travel for programming

Q2: Interactions and conversations are proving convenience and distance greatly impact participation

20

repeat touches

Q1&2: New engagement associate met with 15 people to start hearing their stories and their concerns as part of the planning process

