

Bender JCC

JFamily Ambassadors/Wandering J • Innovation Grant

Through J Family Ambassadors (JFA), the Bender JCC welcomes young Jewish families residing in Montgomery County, focusing on those minimally connected to the Jewish community. The JFA program builds on the success of PJ Library by offering opportunities to connect to community in a comfortable and accessible way.

During the coronavirus pandemic, the Wandering J has become a food collection and delivery vehicle in this time of need for Montgomery Partners including Manna and others. In addition, the Wandering J has transformed into a vehicle to deliver supplies to families which correspond to virtual programming (such as Apples and Honey, and monthly Bimbam bags).

Proposal

JFamily Ambassadors/Wandering J

Funding

\$87,500

Category

Renewal - NextGen - Innovation

Program Goals

1. Expanding the roles of the five ambassadors.
2. 55 families will become active in the program.
3. Each ambassador has a goal of hosting one program per month in addition to small group coffees and playdates, in order to create multiple touchpoints with each participating family.
4. Each ambassador will also work to incorporate the Wandering J into their work, using the vehicle on average once per month.

Metrics



80 new attendees
Q1: 27 new attendees
Q2: 23 new attendees



700 individuals in the organizational database by quarter for the target population/geography
Q1: 500 new leads
Q2: 591 new leads

50

unique attendees
Q1: 32 unique attendees
Q2: 119 unique families



15 partnerships with other organizations
Q2: 15 partnerships



20 attendees to multiple activities
Q1: 20 attendees to multiple activities
Q2: 40 attendees to multiple activities

15

socially responsible activities
Q2: On pace to meet this metric

