

Jewish Women International

Financial Fitness for Young Women in the Greater Washington Area • Impact Grant

JWI's Financial Literacy Cohort will tackle complicated financial concepts with the goal of giving our cohort a well-rounded financial education. The sessions will be led by established Jewish women speakers. We are aiming to have 30 young women from the Greater Washington area join the cohort, and hope to keep them engaged through each of the sessions by including more interactive aspects to the sessions, such as breakout rooms, the use of polls, and by providing printable resources for participants to follow along with speakers ahead of sessions. While the pandemic has led us to make significant changes in the program, we believe we will still be providing an extensive and engaging financial education to our cohort members.

Proposal

Financial Fitness for Young Women in the Greater Washington Area

Funding

\$15,000

Category

New - NextGen - Impact

Program Goals

1. Provide extensive financial education to young women in Greater Washington area.
2. Young women feeling more prepared and well-equipped for their financial futures.
3. Participants exposed to and interested in opportunities to become leaders in all partner organizations.

Metrics



30 unique attendees
Q1: 12 unique attendees
Q2: 32 unique attendees

90%

of participants reporting they have/will make at least one change to their financial practices as a result of the program
Q2: Thus far information about behavior changes is anecdotal. Program will be evaluated at the end.



85% of participants who say they feel connected to the DC Jewish Community
Q2: Metric to be updated upon completion of the program

75%

of respondents list "DC Jewish Community" among the top three priorities for philanthropy
Q2: Metric to be updated upon completion of the program

75%

of participants that regularly attend smaller sub-cohort sessions, including dinners before sessions officially begin
Q2: 80% of participants engaged in the pre-session networking opportunity



30 cohort members to multiple activities
Q2: 100% retention rate thus far



15 attendees who participated in another related activity not hosted by JWI

1,000

individuals in the organizational database by quarter for the target population/geography
Q1: 1,600 people in our database



3 partnerships with other organizations

