Innovation & Impact Grants

Agudas Achim

Young Families Outreach Initiative • Impact Grant

The number of young Jewish families in the Arlington/Alexandria area has increased significantly in recent years, and further growth is expected with the arrival of Amazon's HQ2. This population growth has created the opportunity for Jewish community-building, as well as increased demand for young family programming. Agudas Achim Congregation has responded to the demand with a wide range of engaging programs. Agudas Achim Congregation will hire a part-time Director of Young Family Engagement (DYFE) to focus on this year’s programming, which is a combination of virtual events, in-person outdoor small gatherings, and resources for asynchronous activities (online and activity kits).

Proposal
Young Families Outreach Initiative

Funding
$15,000

Category
New - NOVA/NextGen Combined – Impact

Program Goals
1. Cultivate relationships among families with young children through Jewish programming and content.
2. Create a portal of entry into the community of Jewish families with young children.
3. Expand our reach, capacity, and capabilities.

Metrics

75 total new participant families
127 new participant families

2020-2021

“Super-users” cultivated who can become program ambassadors
9 “super-users”

125 unique attendees

15 families sharing a Jewish ritual together through independent meet-ups and official Young Family events

75 attendees at 3+ activities
53 attendees at 3+ activities
81 attendees at 2+ activities

260 members of the Facebook group
240 members

29 families participating in Chavurah groups

Learn more at shalomdc.org/innovationandimpact