

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



260 members of the Facebook group
240 members

125

unique attendees

15

"Super-users" cultivated who can become program ambassadors
9 "super-users"



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

50

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

29

families participating in Chavurah groups

