

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. This population trend has created the opportunity for Jewish community-building, as well as increased demand for young family programming. In 2020, Agudas Achim Congregation received an Impact Grant to hire a part-time Director of Young Family Engagement (DYFE) who executed a wide range of engaging, virtual and socially-distanced programs this past year. Looking forward, Agudas Achim Congregation will continue this impactful role with a focus on small group, in-person programming with a goal of establishing Jewish connections and friendships.

Proposal

Young Families Outreach Initiative

Funding

\$12,000

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
Q1: 25 new participant families



260 members of the Facebook group
Q1: 245 members

125

unique families
Q1: 62 unique families

15

"Super-users" cultivated who can become program ambassadors
Q1: 9 "super-users"



100 families at 3+ activities
Q1: 15 families attended 3+ events

50

families sharing a Jewish ritual together at home
Q1: no update

3

partnerships with other organizations
Q1: 3 partnerships with other organizations

