

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 attendees

Q1: 25 new participant families
Q2: 35 new attendees



260 members of the Facebook group

Q1: 245 members
Q2: no update

125

unique attendees

Q1: 62 unique attendees
Q2: 77 Unique attendees

15

"Super-users" cultivated who can become program ambassadors

Q1: 9 "super-users"
Q2: no update



100 attendees at 3+ activities

Q1: 15 attendees attended 3+ events
Q2: 20 attendees at 3+ events

50

families sharing a Jewish ritual together at home

Q1: no update
Q2: 29 families sharing a Jewish ritual together at home

3

partnerships with other organizations

Q1: 3 partnerships with other organizations
Q2: no update