

## PJ Library® in Greater Washington

### PJ Library | Impact Grant

This grant continues to make it possible to share PJ Library® (PJ, as in “pajamas”) with the entire community. This program of the Harold Grinspoon Foundation (HGF), as implemented by The Jewish Federation of Greater Washington, provides families raising Jewish children 6 months–8 years old with a free treasury of Jewish books and music. Every month, families enrolled in PJ Library receive expertly-selected and kid-tested Jewish books as a gift from the community. To support families on their Jewish journeys, we supplement the books with resources and events. PJ Library and Federation engage families through high-quality, fun events that focus on Jewish holidays, rituals, and values. We cosponsor over 200 virtual and in-person programs to meet the varied needs and interests across our region. In addition, we involve tweens through PJ Our Way™ (PJOW) chapter books and programs.

#### Proposal

PJ Library

#### Funding

\$38,000

#### Category

Renewal - Next Gen - Impact

#### Program Goals

1. Increase PJ Library subscriptions.
2. Have more families participate in quality family programming.
3. Have families make long-lasting connections to the Jewish community.
4. Create connections with other agencies to create partner programs.
5. Convene a Community of Practice for the JFamily Ambassadors to increase their utilization of relational engagement tactics. Delivered in partnership with GatherDC.

#### Metrics

## 1,000

new attendees

**Q1:** 500 new attendees  
**Q2:** 773 new attendees

## 50%

of PJ children aging out to enroll in PJ Our Way

**Q1:** 24% of PJ children aging out enrolled in PJ Our Way  
**Q2:** 13% of children aging out enrolled in PJ Our Way

## 500

unique attendees

**Q1:** 300 unique attendees  
**Q2:** 200 unique attendees



drive active engagement from 75% of PJ Library partners

**Q1:** 32% of PJ partners co-sponsored programming  
**Q2:** 38% of partners co-sponsored programs

## 350

new PJOW enrollments

**Q1:** 91 new PJOW enrollment  
**Q2:** 47 new PJOW enrollments



new children enrolled (1,550) and New families enrolled (1,025)

**Q1:** 283 new children enrolled from 195 families  
**Q2:** 354 PJ Library subscriptions from 236 families

## 50%

of families entered into the Federation database to be new to Federation

**Q1:** Approximately 50% percent of families entered into the Federation database are new to Federation  
**Q2:** 50% of new PJ Library families are new to Federation



100 attendees to multiple activities (if applicable)

**Q1:** 10 families attending multiple activities this quarter  
**Q2:** 10 families attending multiple programs this quarter

## Pozez JCC

### JFamily Ambassadors | Impact Grant

The JFamily Ambassador program at the Pozez JCC welcomes and integrates new families into the Northern Virginia Jewish Community by providing trained JFamily Ambassadors throughout our community. Ambassadors provide connection and enable new parents to find the support and encouragement needed to help them connect with other young families raising Jewish children in a way that is comfortable for them; and to continue strengthening these connections and relationships by providing additional meaningful experiences, leading them to make future Jewish choices and rich connections fostering ongoing involvement in Jewish life.

#### Proposal

JFamily Ambassadors

#### Funding

\$65,000

#### Category

Renewal – NextGen/NOVA Combined - Impact

#### Program Goals

1. To connect families to Jewish programming, Jewish resources and to each other through a one-on-one connection with a local ambassador (JFA), and virtual engagement with JFAs and other families.
2. To help bridge the gap between families who are connected and those are not yet connected to Jewish life in Northern Virginia.
3. To create “micro-communities” of Jewish families within the larger Northern Virginia landscape, both virtually by interest and locally by geography.
4. To facilitate navigation and familiarity of the larger Northern Jewish community through regular and engaging communication and information about local Jewish organizations and resources, both virtual and brick and mortar.

#### Metrics



60 new families enrolled in the JFA program

- Q1: 15 new families enrolled
- Q2: 14 new families enrolled



15 new JFamily Ambassador families participating in programs

- Q1: 15 new JFamily Ambassador families participating in programs
- Q2: no update

700

total number of families enrolled in the JFA program to date (filled out sign-up form)

- Q1: 672 families
- Q2: 686 families

2,300

families in the organizational database for the target population/geography

- Q1: 2,394 families in the organizational database for the target population/geography
- Q2: 2,383 in the organizational database

50

1:1 meetings

- Q1: 11 meetings
- Q2: 10 1:1 meetings



18 partnerships with other organizations

- Q1: no update
- Q2: no update

50

GJF programs (serving J-Families) held

- Q1: 34 programs held
- Q2: 42 programs

200

unique Attendees to GJF programs

- Q2: 105 unique attendees



## Sixth & I

### Sixth & Wee | Innovation Grant

Sixth & Wee connects young, unaffiliated families with low-cost, content-rich Jewish programming and local Jewish organizations in a welcoming, inclusive environment. While not ready to become members of a synagogue, this group still seeks meaningful opportunities to engage with Jewish life. However, they feel challenged to find a Jewish home for their families because they have never been affiliated with a synagogue or Jewish community center and the thought of membership feels intimidating and expensive.

Our FY22 iteration of the Sixth & Wee program seeks to connect this target audience to others within this demographic as well as the larger Jewish community by offering a number of engaging family programs produced in partnership with local Jewish organizations who offer exemplary programming for Jewish families with young children, such as the Micah Storefront Project, the EDCJCC, and others.

#### Proposal

Sixth & Wee

#### Funding

\$50,000

#### Category

New - NextGen - Innovation

#### Program Goals

1. Bring in families that otherwise would not engage in Jewish communal programming. Families who are not yet ready to join a traditional synagogue are welcome to experience Jewish programming here with no expectations of membership.
2. Build community among young Jewish and interfaith families in DC, providing a service that doesn't currently exist for unaffiliated families with children.
3. Connect families with Jewish organizations, clergy, and resources available in the Greater Washington Area designed to meet the spiritual needs of Jewish families with young children.

#### Metrics

75

new attendees

Q1: no update

Q2: no update



4 events serving Sixth & Wee families co-produced with program partners

Q1: no update

Q2: no update

600

unique attendees

Q1: no update

Q2: no update

200

families served

Q1: no update

Q2: no update

300

attendees to multiple activities (if applicable)

Q1: no update

Q2: no update



4 partnerships with other organizations

Q1: 4 partnerships with other organizations

Q2: no update

## Temple Micah

### *The Storefront Project* | Innovation Grant

The Micah Storefront Project draws from the Jewish toolbox to offer communal Jewish experiences in the spaces of the everyday — virtual or in-person — incorporating prayer, study, conversation and action.

We explore the intersection between Jewish traditions and the broader philosophical context of our world. We punctuate the calendar of people's lives and help to create sustained relationships. We celebrate Shabbat and holidays at natural points of gathering. We bring people together for relevant, highly accessible Jewish learning. We turn outward to share our community's greatest resources — its people, warmth, and spirit.

This ever-evolving, pop-up spiritual center, invites all seekers to explore the “why” of Judaism. In-person at coffee shops and local parks, or online on platforms like Zoom, YouTube, & Spotify — we ask life's fundamental question: How should I live? And a most immediate concern — in an emerging, still unknown new reality, how can I be part of a vibrant community of profundity and belonging?

#### Proposal

The Storefront Project

#### Funding

\$60,000

#### Category


Renewal - NextGen - Innovation

#### Program Goals


1. Engage young families without a synagogue.
2. Provide meaningful learning experiences and gatherings for 20s/30s.
3. Further develop community partnerships.
4. Identify leaders within our community and how our community can help sustain and grow what we do.
5. Build on learning from first two years of Storefront, including COVID-19 adaptations, and develop long-term strategies for the sustainability of our community.

#### Metrics

**25** new attendees  
**Q1:** 25 new attendees  
**Q2:** no update

 100 unique attendees  
**Q1:** no update  
**Q2:** no update

**357** individuals in database  
**Q1:** 1,500 website visitors, 200 Instagram followers, 330 on email list  
**Q2:** no update

 4 partnerships with other organizations  
**Q1:** 5 partnerships with other organizations  
**Q2:** no update

## the Den Collective

### Wisdom + Wellness: An Education and Empowerment Initiative | Innovation Grant

We have learned this fundamental truth: people yearn to discover themselves, to be seen by others, and to feel that they belong. Throughout this pandemic, so many continue to experience heightened levels of anxiety, depression, isolation, and grief. Integrating a mindfulness tradition from within Jewish wisdom into our classes, gatherings, and pastoral care sessions has been an incredible life-giving and comforting resource during a time people need it most. For some that has been intimate learning cohorts that join study with soul-exploration; for others a chance to explore prayer through collective singing; and for even more an experience of meditation that coalesces with our Jewish heritage, ancestral or chosen. Our classes and gatherings evolve with the learner's needs and interests, empowering them on their path of Jewish learning and exploration. Our Wisdom + Wellness: An Education and Empowerment Initiative brings together mind, body and spirit that reaches the core of the Jewish endeavor.

#### Proposal

Wisdom + Wellness: An Education and Empowerment Initiative

#### Funding

\$50,000

#### Category

New - Combined NextGen/NOVA - Innovation

#### Program Goals

1. Cultivate accessible spaces for NextGen members of the Jewish community - These spaces include classes and gatherings, learning cohorts, singing circles, and pastoral care sessions with members of the Den's clergy team.
2. Engage community members in a variety of spiritual and contemplative wellness practices, drawing from the wealth of resources within Jewish wisdom.
3. Help community members foster resilience and much needed support during these challenging times.
4. Strengthen community members' connection to themselves, their Jewish identity, and to their community.

#### Metrics



50 new attendees

**Q1:** 67 new attendees

**Q2:** 78 new attendees



2 partnerships with other organizations

**Q1:** 2 partnerships with other organizations

**Q2:** 1 new partnership

175

unique attendees

**Q1:** 195 unique attendees

**Q2:** 114 unique attendees



500 People in your organizational database by quarter for the target population/geography

**Q1:** 600 individuals in database

**Q2:** 600 individuals in database



40 new programs connected to Mindfulness Initiative

**Q1:** 60 new programs connected to Mindfulness Initiative

**Q2:** no update

1,200+

total at classes and gatherings

**Q1:** 248 total attendances

**Q2:** 214 total attendances



3 additional facilitators

**Q1:** 4 additional facilitators

**Q2:** no update