

## GatherDC – NOVA

### NOVA Impact/Relational Engagement | Impact Grant

GatherDC has hired an exceptional full-time professional to focus exclusively on Jewish NoVA engagement, developed a GatherNoVA brand, webpage, regular experiences for this population, and forged fruitful partnerships with NoVA partners. In the coming year, we will use this strong foundation to serve thousands of NoVA young adults craving a deeper connection to Jewish life.

#### Proposal

NOVA Impact/Relational Engagement

#### Funding

\$75,000

#### Category

Renewal - NOVA/NextGen  
Combined - Impact

#### Program Goals

1. Help Jewish 20s/30s based in NOVA form lasting relationships with one another, find meaningful ways to connect to the Jewish community, and explore their Jewish identity as an adult.
2. Build a centralized, easily accessible platform to foster information sharing across the geographically decentralized Jewish community of NOVA.
3. Serve as a go-to resource to help young adults navigate Jewish life across NOVA.
4. Establish a relational culture of collaboration and connectivity across the NOVA Jewish community.
5. Support existing offerings in Jewish NOVA by promoting the work of local institutions, groups, and synagogues to our audience of thousands of young adults.

#### Metrics



80 new relationships

**Q1:** no update

**Q2:** 23 new relationships

10

NOVA experiences

**Q1:** 2 NOVA experiences

**Q2:** 5 NOVA experiences



100 \*new\* individuals in the organizational database by quarter for the target population/geography

**Q1:** 9 new individuals added to database

**Q2:** 22 new individuals added to the database



35 deepened relationships

**Q1:** no update

**Q2:** 32 deepened relationships

100

unique experience attendees

**Q1:** 106 unique experience attendees

**Q2:** 93 unique experience attendees



25 Gather NOVA Connects

**Q1:** 20 Gather NOVA Connects

**Q2:** no update



120 1:1 relationships

**Q1:** 21 1:1 relationships

**Q2:** 43 1:1 relationships



5 partnerships with other organizations

**Q1:** no update

**Q2:** no update