

## 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

Families with Young Children

#### 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  
43 total new participant families



260 members of the Facebook group  
252 unique attendees

125

unique attendees  
87 unique attendees

15

"Super-users" cultivated who can become program ambassadors  
12 super-users cultivated who became program ambassadors



100 attendees at 3+ activities  
28 families attended 3+ events,  
12 families attended 5+ events

50

families sharing a Jewish ritual together at home  
no update

3

partnerships with other organizations  
6 partnerships with other organizations

**Due to COVID, it was difficult to accomplish families sharing in Jewish rituals together**

