## 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**

### 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.

### Funding

$12,000

### Category

Families with Young Children

### Metrics

- **75 total new attendees**
- **43 total new participant families**

- **125 unique attendees**
- **87 unique attendees**

- **260 members of the Facebook group**
- **252 unique attendees**

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

- **“Super-users” cultivated who can become program ambassadors**
- **12 super-users cultivated who became program ambassadors**

- **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*

Learn more at shalomdc.org/innovationandimpact