BBYO NOVA Council

**NOVA Expansion | Impact Grant**

BBYO NoVA Council serves the Northern Virginia community by meeting teens where they are, both geographically and thematically, with programming and events. Central to NoVA Council's programming is a focus on leadership development, Jewish identity-building, and community building for Jewish teens in Northern Virginia. BBYO has emerged as the premier platform to engage teens in 8th through 12th grades. With continued support, NoVA Council BBYO will be able to recruit more members, start new chapters, and provide more meaningful Jewish experiences to teens and families in Northern Virginia.

**Proposal**

NOVA Expansion

**Funding**

$15,000

**Category**

Renewal - Impact

---

**Program Goals**

1. Increase NOVA BBYO membership.
2. Increase participation in immersive (overnight) experiences — local and national.
3. Elevate regional and chapter events and programming to engage more teens in Northern Virginia.
4. Utilize volunteer advisors’ networks and skills to enhance programming.
5. Engage the wider Northern Virginia Jewish community in BBYO programming and events.

---

**Metrics**

- **Attendees at BBYO summer camp programs**
  - 50 attendees
- **Unique attendees**
  - 240 unique attendees
  - 204 unique attendees
- **Attendees at multiple activities**
  - 175 attendees
  - 156 attendees
- **Partnerships with other organizations**
  - 10 partnerships
  - 7 partnerships
- **Unique attendees at regional immersive events**
  - 85 unique attendees
- **400 individuals in organizational database by quarter for the target population/geography**
  - An average of 325 individuals in organizational database per quarter

---

Learn more at shalomdc.org/innovationandimpact