

## Bender JCC

### JFamily Ambassadors/Wandering J | Innovation Grant

Through J Family Ambassadors (JFA), the Bender JCC welcomes young Jewish families residing in Montgomery County, focusing on those minimally connected to the Jewish community. The JFA program builds on the success of PJ Library by offering opportunities to connect to community in a comfortable and accessible way.

The JFA program engages the entire Jewish community in new ways, at new locations. The Wandering J, our dynamic Center on wheels, eliminates space and location as a barrier. The Wandering J becomes the perfect complement to the program by rolling into these public spaces and attracting disconnected individuals to participate in Jewish programming.

#### Proposal

JFamily Ambassadors/Wandering J

#### Funding

\$75,000

#### Category

Renewal - Families with Young Children

#### Program Goals

1. Expanding the roles of the four ambassadors.
2. 50 families will become active in the program.
3. Each ambassador has a goal of hosting one program per month in addition to small group coffees and playdates, in order to create multiple touchpoints with each participating family.
4. Each ambassador will also work to incorporate the Wandering J into their work, using the vehicle on average once per month.

#### Metrics



100 new attendees per quarter  
344 new attendees in total



1,800 people in your organizational database by quarter for the target population/geography  
1923 people in organizational database

80

unique attendees  
459 total unique attendees

50

1:1 meetings  
97 1:1 meetings



50 new families  
153 new families in total

12

new families participating in JFamily Ambassador programs this quarter  
153 new families participating in JFamily Ambassador Programs in total

15

partnerships with other organizations  
no update