



The Jewish Federation of Greater Washington Request for Proposals (RFP) **Seeking Initiatives to Engage and Support Families with Young Children**

Our Commitment to Strengthening Family Engagement in Greater Washington

Federation seeks to grow and sustain a vibrant Jewish community where Families with Young Children (0-8) connect and engage meaningfully with Jewish life and with each other throughout the earliest years of their children's lives. We envision a Greater Washington community where Jewish families feel connected to one another; engage with Jewish teachings and practice; build community ties in their lives; and make Jewish choices for their children's educational, recreational and socio-emotional development. In the long term we envision a Greater Washington where Jewish families are committed to ongoing Jewish identity exploration and are more connected to their Jewish communities and Israel.

We believe parents make numerous decisions within the first eight years of a child's life that determine long-term Jewish identity trajectories. We seek to identify those decision points, understand what influences them, and invest in the programs and partnerships that shift them toward immersive Jewish choices at scale. Our goal is to enable the Greater Washington Jewish ecosystem to engage young families in meaningful Jewish life from the earliest stages.

What we know: Families are eager to engage in high quality programs that have low barriers to entry, geographic and scheduling convenience reflective of the needs of young children and provide meaningful connections to both institutions and other families.

What we seek to learn: We want to know what shapes a family's Jewish journey from different touchpoints: what is the impact of the PJ Library book received, a monthly Tot Shabbat program attended, or a home-based holiday gathering on the Jewish trajectory. We want to learn what works and what doesn't, what can be scaled up and what should be kept hyper-local to the specific community it serves. We are open to pilots, proof of concept, as well as existing programs ready to scale up. By pairing data-driven insight with our ongoing commitment to lowering barriers to participation, we aim to ensure that every family in our community has opportunities to connect deeply, grow in confidence, and strengthen their Jewish identity.

What We Are Seeking to Fund

We welcome proposals for programs that incorporate the latest data on Jewish families and best practices in family engagement, rooted in organizational experience and institutional expertise. We seek proposals that either (1) seek to scale up proven strategies for what works well for parents with young children based on previous experience and learning, or (2) proposals that will test "proof of concept" activities to determine how parents like to engage and grow in their Jewish journey. Potential programs can focus on any aspect of the Jewish lived experience – from holiday celebrations to family-based service opportunities. Program collaboration across the community and organizations is strongly encouraged and will be weighted favorably in the evaluation process.



While the awards will be made for an initial one-year period of performance, grantees with demonstrated success will have priority consideration in the following year's application cycle or may be extended for additional periods of performance.

Federation should not be the sole source of program support, and Federation's contribution should never exceed 75% of the funding for any program at any given time. Applicants may quantify in-kind contributions in the budget submission. Award amounts will vary depending on proposed activities, with an anticipated individual award limit of \$40,000

Eligibility Requirements for Applying Organizations

- Must be a tax-exempt organization or individuals affiliated with a fiscal sponsor
- Willingness to submit financial documentation
- Must offer programs that are welcoming, inclusive, and reflect Jewish values
- By submitting an application, organizations agree to:
 - Identify on all funded-program marketing materials (including print, digital, and other collateral) that, "This program was made possible by a grant from The Jewish Federation of Greater Washington"
 - Promote programs and offerings of Federation and other grantees to your participants

Federation's grant review committee will use the following decision-making framework to rank recommend proposals for the upcoming grant cycle:

Alignment with Federation Mission, Vision, and Strategy and potential impact on the following:

- Programs that build Jewish families' commitment to ongoing Jewish identity exploration and connections to Jewish communities
- Geographical coverage
- Sub-sets of targeted population – i.e. programs tailored for 4–6-year-olds
- Engagement
- Organizational capacity
- Cross-organization collaboration

Business Impact:

- Clear "Theory of Change" identified, with corresponding measurable goals and metrics
- Potential for scalability over multiple years
- Risk factors identified
- Financial and governance considered
- Commitment to Diversity, Equity, Inclusion, and Belonging



Application Submission Process:

Submission Deadline: Wednesday, April 15, 2026, at

Application will only be accepted via the Federation's online application system. Please use this link: [Families With Young Children Application for FY 2027 Fund Cycle.](#)

Federation will review applications and contact potential partners as part of its due diligence process for in-person or virtual discussions. Federation anticipates conducting due diligence reviews in late April and early May. Organizations will be notified by email of the Federation's final decision by July 1, 2026. Approved grants will be for a 12-month period starting in August 2026.

CONTACT US

We strongly encourage applying organizations to speak with a Federation professional before completing your proposal to ensure that your intended proposal is compliant with the RFP criteria and intent. Please contact Dinah Zeltser at Dinah.Zeltser@shalomdc.org for an individual consultation.

On March 17, 2026, 10:00 – 11:00 AM Federation will host a virtual office hour for potential applicants. Please RSVP with Dinah.Zeltser@shalomdc.org to receive the Zoom link for the office hour.