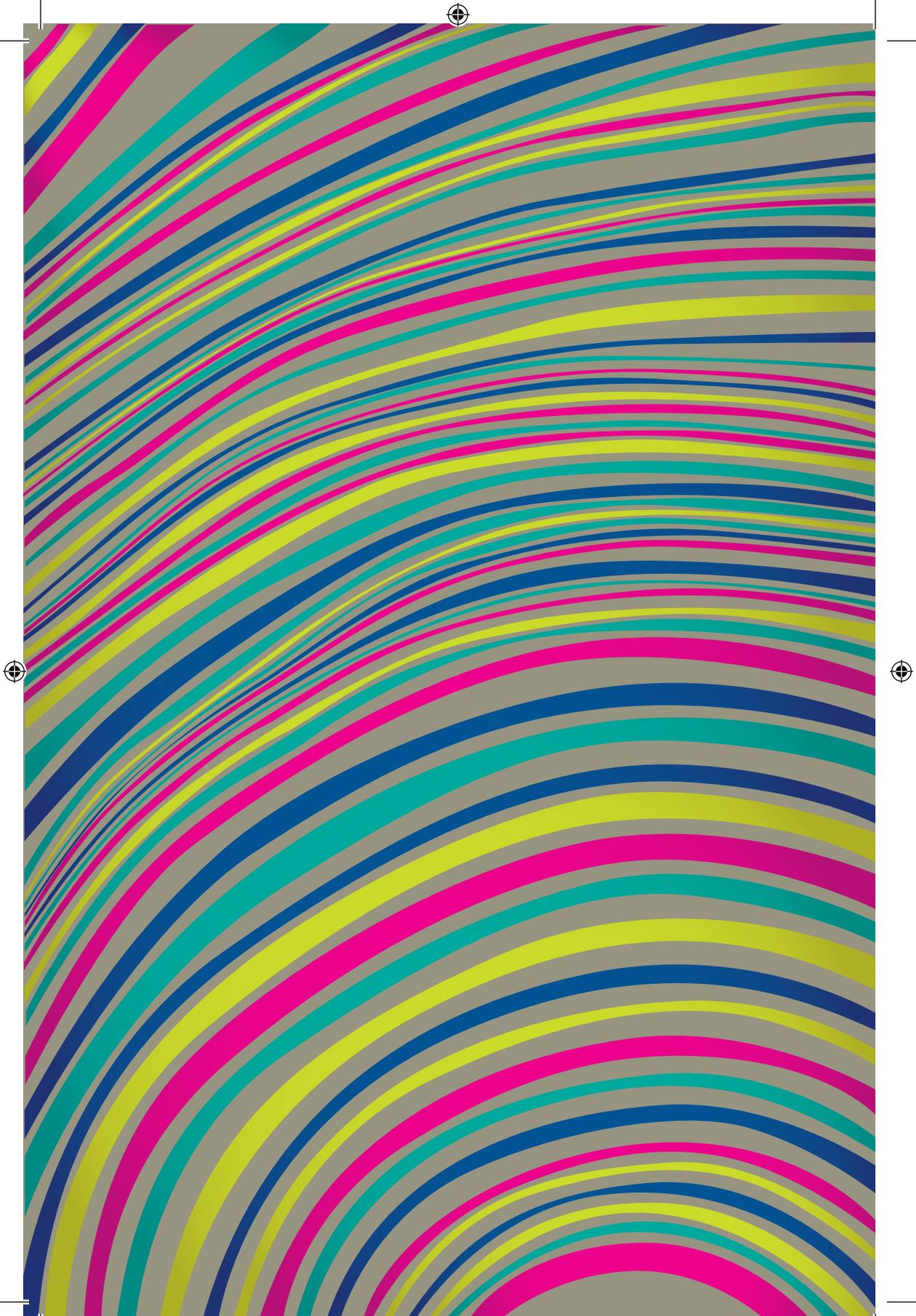


SLINGSHOT

PRODUCED BY
21/64

08
|
09



SLINGSHOT

A RESOURCE GUIDE
FOR JEWISH INNOVATION

ABOUT THE DESIGN

This year's *Slingshot* design is inspired by nature. Dendrochronology to be exact. The magical world of tree-ring dating. A science studying how the old is always augmented, yet not replaced, by the new. Everything is connected and the combined effect is to allow for constant growth. In this spirit, we hope the book helps every funder find something new to add to their existing portfolio.

The background of the page is a detailed, high-resolution image of a wood grain. The grain is composed of numerous concentric, wavy rings that curve from the top towards the bottom, creating a sense of depth and movement. The color palette is monochromatic, ranging from light beige to dark brown. The word "Welcome" is centered in the upper half of the page, rendered in a clean, black, sans-serif font.

Welcome

WELCOME TO SLINGSHOT, our guide to some of today's most inspiring and innovative organizations, projects, leaders and visionaries in the North American Jewish community. In its fourth year of production, what started as a guide has also become a Fund. We are delighted by the evolution of the project and are aware that the vacuum it fills is more crucial than ever.

The idea for *Slingshot* originated with Grand Street, a network of 18- to 28-year-olds who are in the process of becoming involved in their families' philanthropy. Unable to navigate the complex map of Jewish institutions needing support, Grand Street members proposed developing a Zagat-style resource guide. They mobilized the wisdom and experience of foundation professionals across the country to help create the book you hold in your hands today.

The Slingshot Fund has been a natural outgrowth of the guide, responding to users' requests to highlight, encourage and provide support for a subset of the organizations in *Slingshot* that resonate with their peers. Beginning its third year of operation, the Slingshot Fund is becoming both a source of support for the undercapitalized organizations within these pages and a community for like-minded, next generation funders.

While many organizations that are nominated for *Slingshot* have been able to find start-up capital, most require years of income to help reach a tipping point of sustainability. The Slingshot Fund is ironically one of the only wells of second-stage funding available in the field. Given

the demand for that kind of investment, we'd like to thank the Richard and Rhoda Goldman Fund, which has provided an operating grant to hire a *Slingshot* Director this coming year. If you would like to learn how to become involved with the Fund or to support this vehicle for Jewish continuity, please don't hesitate to be in touch.

We are also grateful to our colleagues in the funding community who similarly value Jewish innovation and the next generation of Jewish leaders and ideas represented by *Slingshot*. Each year, they help us review nominations, providing the filter that determines the 50 featured within. To those 25 colleagues who volunteered to be evaluators this year, we thank you.

Ultimately, *Slingshot* aims to spread the word about those groups that are providing solutions for next generation engagement in Jewish life and yet remain underfunded. We hope you will read through your copy, follow up with those organizations that move you and send family members, friends or colleagues copies of *Slingshot* '08-'09 to utilize as well.

Lastly, we want to thank those individuals who have devoted their lives to creating the vibrant Jewish options that fill these pages. Your vision and determination inspire us all. May *Slingshot* help you to grow from strength to strength.

**ROGER BENNETT, SHARNA GOLDSEKER,
ALLISON SOLE & BARBARA TAYLOR**

NEW YORK, 2008

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NEW DEVELOPMENTS THIS YEAR

It's amazing what you can learn about the state of Jewish life by reading hundreds of nominations for *Slingshot*, seeing what gets submitted, from where and by whom. Here is what we see bubbling up from the grassroots this year:

NEW TRENDS THIS YEAR

MAKING THE OLD, NEW: While many skeptics worry that “innovation” signifies hip and Jewish-lite, this year it's clear to us that Jewish history, language and literary culture, and ritual are more important than ever. As the next generation of Jews has access to almost anything American society has to offer—a reality unheard of for Jews in America only a generation ago—finding meaning among a myriad of contemporary choices is critical.

HISTORY: A subset of finalists focuses on creating new meaning out of Holocaust experiences, including Centropa, Four Seasons Project and Jewish Partisan Educational Foundation.

LANGUAGE, LITERATURE AND CULTURE:

Many finalists embrace our language, literature and multi-faceted cultural heritage, including Be'chol Lashon, Foundation for Jewish Culture, Jewish Book Council, National Yiddish Book Center, Nextbook, The PJ Library, Reboot, Six Points Fellowship and Yiddishkayt LA.

RITUAL: Another subset of new and returning finalists embraces ritual blended with education, contemplation, media and social justice, including DAWN, Hadar, IKAR, Institute for Jewish Spirituality, Jewish Milestones, Mayyim Hayyim, Moving Traditions and Storahtelling.

In addition to embedding themselves in tradition, we also see members of these next generation wrestling with modern challenges of the day. As citizens of North America, relatively more prosperous and included in the universal society than previous generations, *Slingshot's* next generation audiences want to know how they, as Jews, can contribute to broader concerns.

DOMESTIC ISSUES: A subset of finalists focuses on domestic social, economic and political issues, including Etgar 36, Jewish Funds for Justice, Progressive Jewish Alliance and Project Chessed.

GLOBAL ISSUES: Another subset of finalists mobilizes Jews around global issues, including American Jewish World Service, Encounter, Jewish World Watch, Just Vision, KIVUNIM and Seeking Common Ground.

MONITORING OUR PERFORMANCE

For the second year in a row, we have contracted with Maura Rampolla, MPH, and an external evaluator to survey the 50 organizations included in the previous year's guide and learn how being featured in *Slingshot* impacted the organizations on a variety of measures. The benefit of asking organizations to send in their completed evaluation surveys with their Slingshot Fund proposals is that it drew a high response rate of 88%. In addition to measuring funding from being featured in *Slingshot*, the evaluator captured other types of impact measures finalists experienced from being in *Slingshot*: Here are some of the evaluation highlights:

- 98% leveraged their presence in *Slingshot* in their promotional materials, e-mail signatures or websites, or mentioned it when applying for funding.
- 93% of respondents reported they "Strongly Agree" or "Agree" that *Slingshot* is a useful tool for their organization.
- 86% collaborated with other *Slingshot* organizations; approximately half of that number attributes the collaboration to participation in *Slingshot*.
- 62% received media coverage because of their presence in *Slingshot*.
- 62% picked up new board members, participants or volunteers because of their appearance in *Slingshot*, up from 45% last year.

We also received a number of qualitative comments about *Slingshot* itself and how the network of featured organizations and readers use the guide. We plan to implement a number of the suggestions we received on how the guide and its rollout can be even better utilized in the year ahead.

THE SLINGSHOT FUND

Perhaps the largest "impact" to be measured since the inception of *Slingshot* is the Slingshot Fund, initiated by funders in their 20s and 30s. After foundation professionals vetted the final 50 organizations for *Slingshot* '07-'08, Slingshot Fund members, with support from funders across the country, allocated ten grants to organizations in the book. In doing so, they invested in their own education about Jewish philanthropy and the needs of the community, and also in Jewish life that is meaningful for their generation.

To learn more about the grantees of the Slingshot Fund, visit www.slingshotfund.org. And don't hesitate to be in touch if you and/or members of your family or foundation are interested in participating in the Fund.

All of the organizations featured in *Slingshot* '08-'09 will automatically be invited to apply to the Slingshot Fund this coming year.

In the process of developing *Slingshot* '08-'09, we read more than 500 evaluation forms from 25 colleagues, conducted due diligence on 70 semi-finalists, reviewed strategic plans, brochures and publications, and studied websites, budgets and DVDs to understand and analyze the quantity, quality and diversity of North American Jewish life today. Following is the step-by-step methodological process we undertook.

In the first phase, we invited anyone and everyone to download a Nominations Form from www.slingshotfund.org and answer 18 questions to nominate their own or someone else's organization. The Nominations Form encouraged nominators not only to recommend their favorite non-profit, but more importantly, to nominate organizations that reflected *Slingshot's* four criteria: innovation, impact, strong leadership and organizational effectiveness.

In the second phase, we invited 25 foundation professionals with expertise in funding Jewish life to vet nominations. Each nominee was reviewed by four evaluators. Where we could, we asked evaluators with geographic proximity or a particular programmatic expertise to evaluate nominees in those areas. We also found it helpful to have some evaluators assigned to nominees they did not know.

Both the insiders' and first-timers' views on a nominee gave us a well-rounded perspective.

The evaluators reviewed each nominee against the four criteria: innovation, impact, strong leadership and organizational effectiveness. Within the criteria, certain questions were inherent:

INNOVATION: How creative, inventive, pioneering or groundbreaking is the organization in responding to the changing needs of the Jewish community and the world around it?

IMPACT: Does the organization reach a critical mass of people? Is it affecting the attitudes and behaviors of its constituents and the Jewish community?

STRONG LEADERSHIP: Is there someone or some team at the helm who brings character, vision and guidance? Is this person or team paving a new path in the Jewish community? Is this person or team seen as a strong leader(s) by the organization and by the field?

ORGANIZATIONAL EFFECTIVENESS: Is the organization sound? Is it strategic in the way it does business? Is it efficient and responsible about how it raises and spends money?

In the third phase, with evaluation scores and feedback from our peers, we conducted additional due diligence on 70 semi-finalists. By reviewing nominations, organizational documents, publications, budgets, strategic plans, films and music, and by consulting nominees' references, we arrived at the final 50. While we are grateful to our colleagues for their input in the development of this book, 21/64 takes full responsibility for its contents.

This guide summarizes each finalist with an attempt to include information about its origin, mission, strategy and impact, as well as some details about the unique character of each organization. We have included comments from evaluators, unattributed, and have highlighted elements of the 50 that you might want to explore more fully. Complete Nominations Forms are posted at www.slingshotfund.org in the menu under "Guide" for those who want to delve deeper.

While the guide is organized alphabetically, we have also asked each organization to provide its annual operating budget, year of inception and other factors to help readers compare. If you prefer, the Index at the back of the book can also help you sort by program area and population served. Some readers may prefer to fund organizations of the same size and type while others may prefer a portfolio approach, supporting some large cap and some small cap or taking on a range of risk. If you like to pick individual stocks, don't hesitate to contact the organization directly, or if you're a mutual fund type of investor, check out the Slingshot Fund to learn how next generation managers are selecting their investments. Whatever your approach, we hope the final 50 will be a resource for you.

Please don't hesitate to e-mail with any questions about the methodology used in developing *Slingshot '08-'09*, to nominate an organization for *Slingshot '09-'10*, or to visit us at www.slingshotfund.org.





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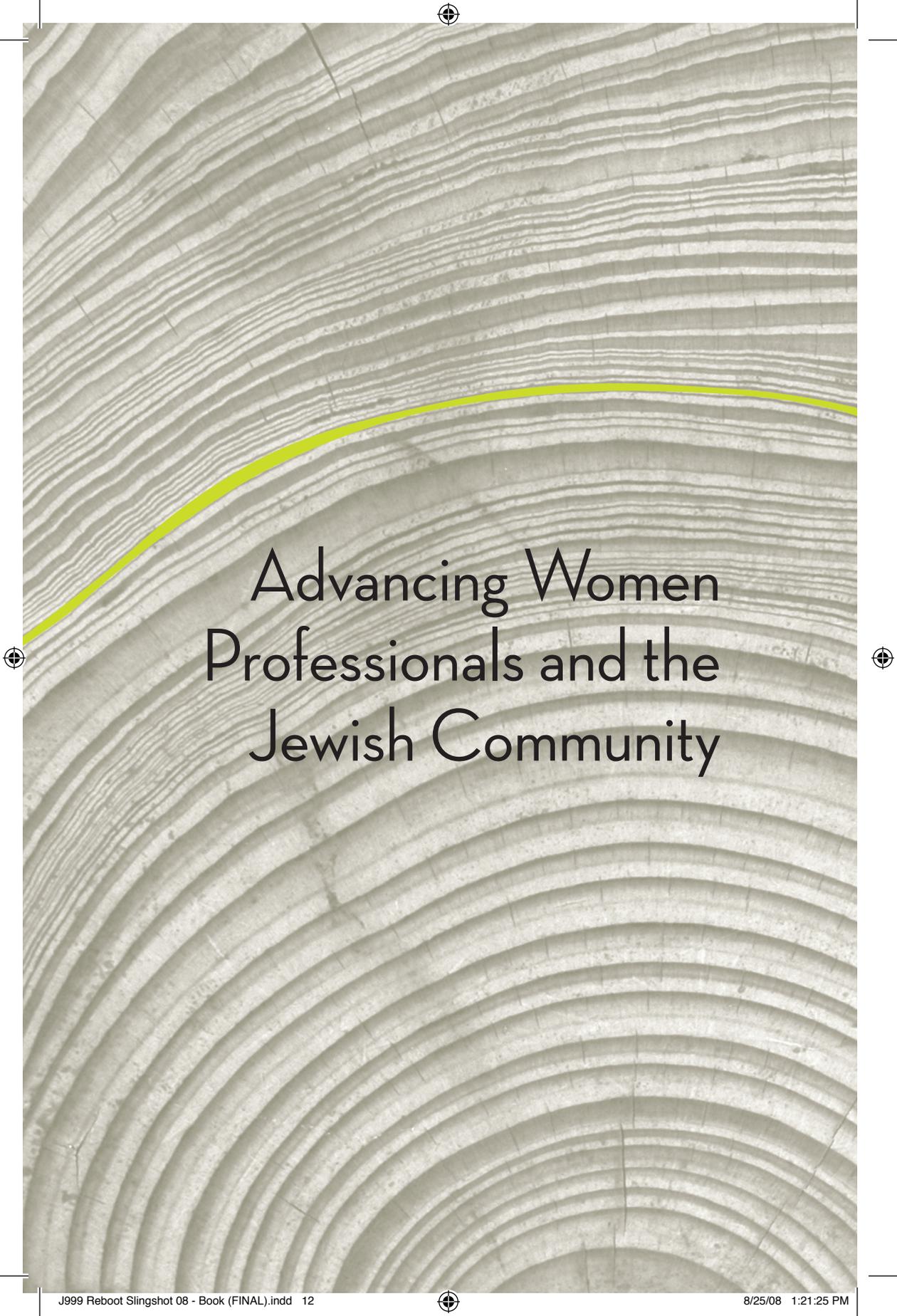
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Advancing Women Professionals and the Jewish Community

01

Advancing Women Professionals and the Jewish Community

www.advancingwomen.org

Strategies to address gender inequity have been devised for fields such as law, medicine, business, politics and academia, and although women continue to be underrepresented in such areas, they have nonetheless made progress at its highest levels. While Jewish women have also advanced in these secular fields, in the Jewish communal world and its public arena they remain largely excluded from leadership roles. Advancing Women Professionals (AWP) seeks to address this disparity by altering the ways that women and women's leadership are perceived so that both are valued and recognized.

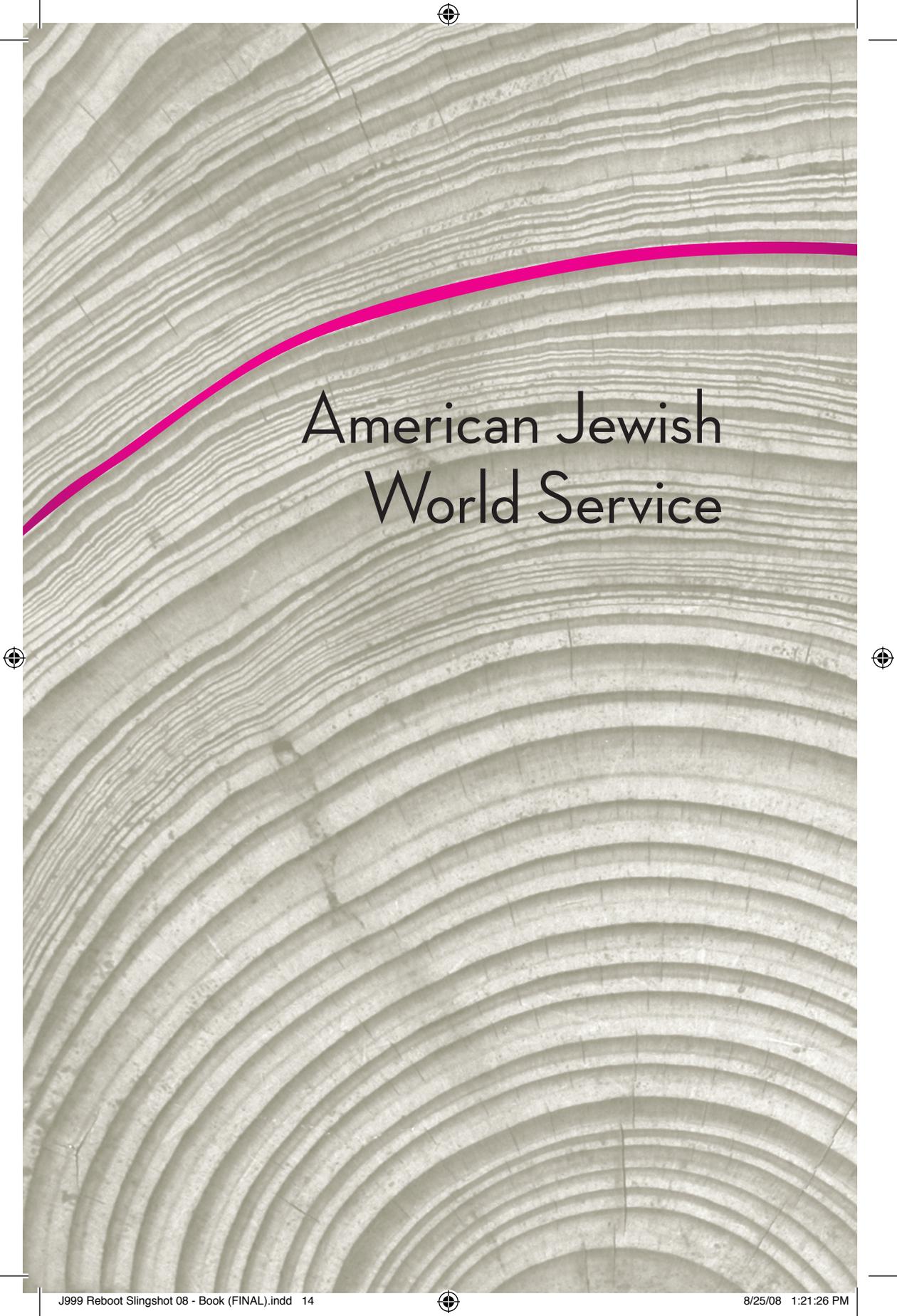
Through its ideas and advocacy, AWP inspires and enables Jewish organizations to launch their own women-advancing initiatives. For example, AWP annually publishes and distributes research reports such as *Cultivating Talent*, which contains recommendations for organizations engaging in leadership development, and *Leveling the Playing Field*, a much-publicized guide to creating grassroots efforts to help women succeed in Jewish organizations. The latter was published earlier this year with an accompanying conversation guide and, pending additional funding, will be rolled out with a series of workshops and presentations around the country. By 2010, AWP aims to have influenced 100 Jewish organizations, encouraging each to practice more enlightened approaches toward work-life balance as well as organizational effectiveness. Later this year, in response to the dearth of women panelists and plenary lecturers, AWP will launch an online database that includes comprehensive listings and profiles of women speakers organized by areas of expertise and professional achievement. Known as Keynote, this online database will include video clips of speakers in action and will also function as a social networking site for women within and across professional fields and disciplines.

Founding leader Shifra Bronznick "is extraordinary, having already accomplished a great deal" along with "her volunteer brain trust" in a culture that has been slow to change. In the words of one funder, "She is using the pursuit of gender equity as a laboratory for the transformation of the Jewish community."

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BOARD CHAIR CINDY CHAZAN + AUDREY WEINER
BUDGET \$362,055
INCEPTION 2001

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American Jewish World Service

O2

American Jewish World Service

www.ajws.org

American Jewish World Service (AJWS) was established in 1985 with the goal of encouraging American Jews to extend their charitable giving beyond the U.S. and Israel. Today, in addition to providing financial assistance to nearly 350 non-governmental organizations (NGOs) in 36 countries, AJWS provides volunteer service opportunities for nearly 500 students and professionals each year, along with other activities for service program alumni. Within the North American Jewish community, AJWS is now “the largest purveyor of young adult trips to developing countries.”

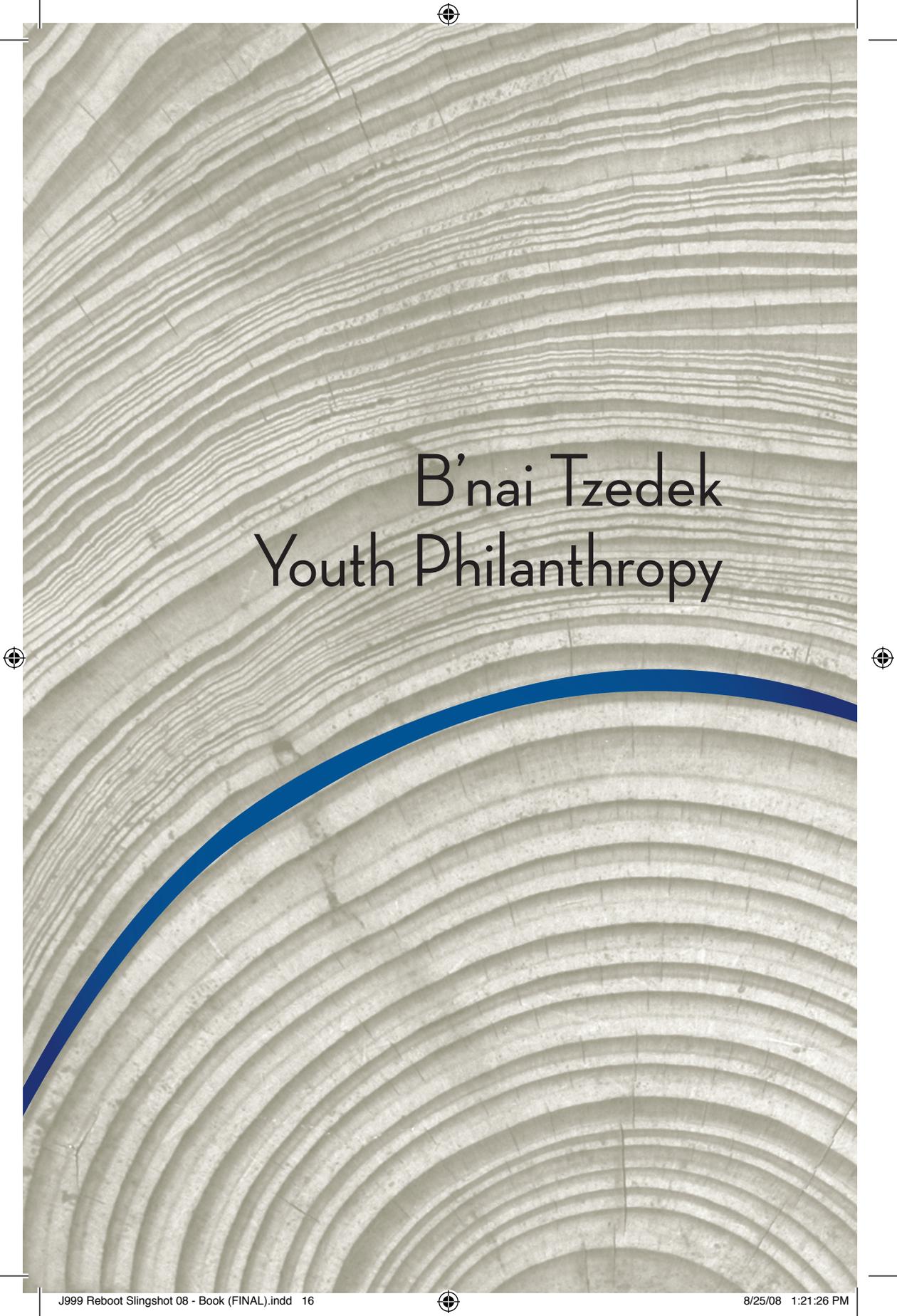
AJWS simultaneously galvanizes the Jewish community to advocate for issues such as HIV/AIDS, debt relief, fair trade, the genocide in Darfur and universal access to education, while at the same time creating educational materials that link Jewish texts, values and traditions to such global needs. Its advocacy efforts influence policy and government appropriations so that its work can make a difference within the Jewish community and beyond. Due to its advocacy on Sudan divestment, for example, Congress recently passed a bill on this measure, making AJWS a leader within and on behalf of the Jewish community.

With a staff that now exceeds 80 employees, AJWS is “one of the most desirable places to work,” especially among 20-something Jews. Despite its size, it still manages to “maintain a boutique-style commitment to program quality and personal service” and remain “nimble” in order to respond to newly emerging disasters around the world. One evaluator comments, “Keep it in the *Slingshot* guide forever!”

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BOARD CHAIR JIM MEIER
BUDGET \$35,000,000
INCEPTION 1985

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B'nai Tzedek Youth Philanthropy

03

B'nai Tzedek Youth Philanthropy

www.hgf.org/teen_philanthropy

While traditional donors to Jewish institutions can typically be described as “older and wealthy,” B'nai Tzedek seeks to prove our perceptions wrong. Initiated by the Harold Grinspoon Foundation (HGF), B'nai Tzedek Youth Philanthropy is a multi-faceted approach to engaging teens in Jewish philanthropy that has taken off in 40 communities across North America. The program's core component creates opportunities for post-Bar and Bat Mitzvah teens to open individual endowment accounts with their own money. Local funders incentivize interested participants by offering matching support, working toward the ultimate goal of exposing the next generation to the power of philanthropy and financial literacy.

After teens have operated their own accounts for a year or two, local B'nai Tzedek directors are encouraged to build youth foundations where groups of teens pool their resources, which are then matched by a local funder before the teens make allocation decisions together. In the process, participants learn how to develop a mission statement, create grant guidelines and make collective allocation decisions. Evaluators attest that this opportunity has taught participants to speak out publicly for causes about which they feel passionately and to move beyond their youth foundation experiences, taking on leadership roles in their college and young adult communities.

HGF supports funders around North America who replicate the B'nai Tzedek model in their local communities. Currently, 10 of the 40 communities involved have matching support from HGF—and as this edition of *Slingshot* goes to print, there are six matching grants still available for interested readers. Furthermore, HGF works with the Jewish Funders Network's Jewish Teen Funders Network to help promote the field of youth philanthropy. While the work has been slowly evolving these past 10 years, B'nai Tzedek has steadily engaged thousands of teen philanthropists, and Jewish organizations have started receiving grants from a new generation of funders.

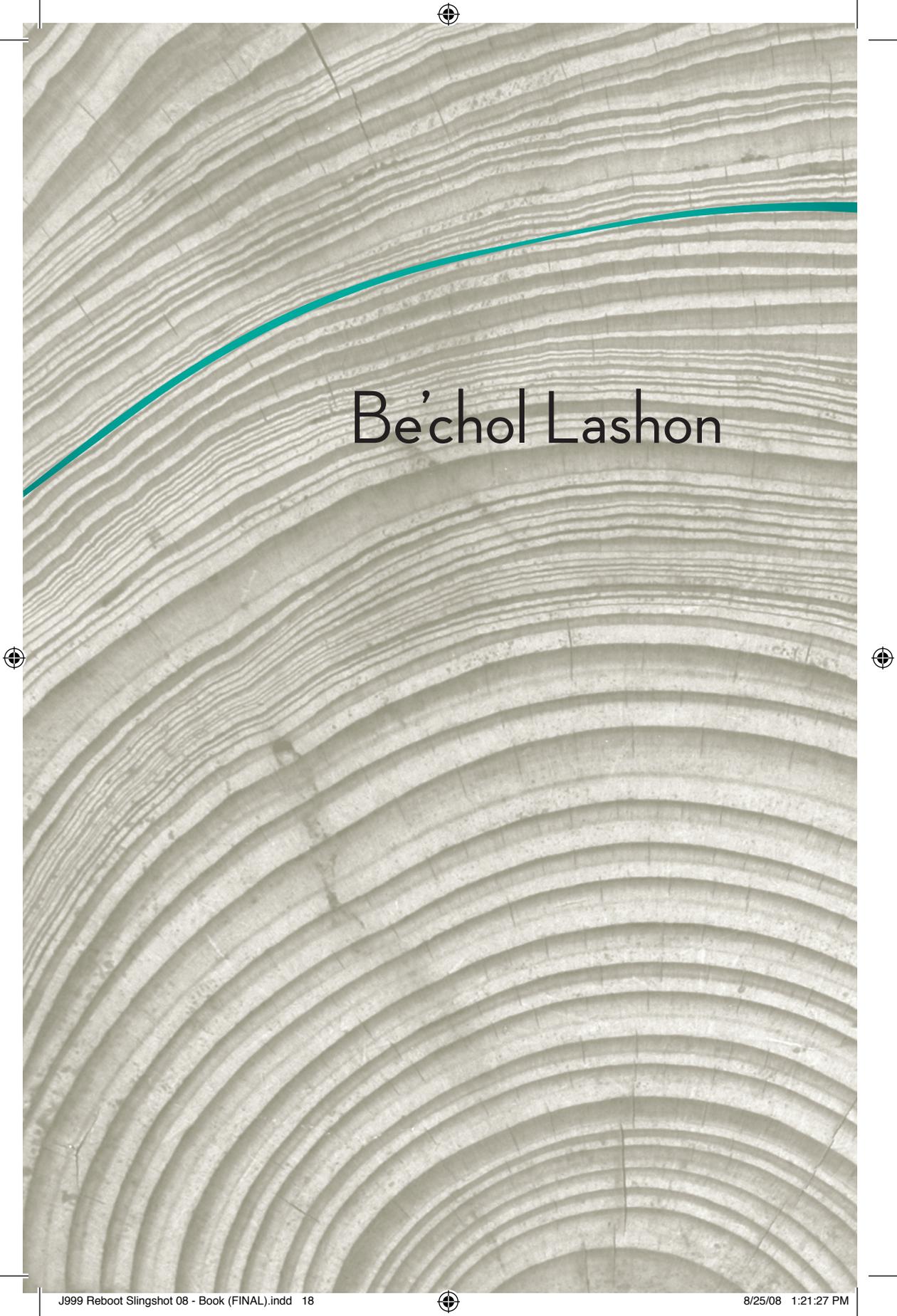
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BOARD CHAIR HAROLD GRINSPOON

BUDGET \$122,876

INCEPTION 1997

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Be'chol Lashon

04

Be'chol Lashon

www.bechollashon.org

As mobility, intermarriage, conversion and adoption increase the complex identity of American Jewry, Be'chol Lashon (meaning "In Every Tongue" in Hebrew) strives to meet the needs of a growing, ethnically and racially diverse Jewish population and to help connect next generation and unaffiliated Jews who want to belong to a more global Jewish community. As an initiative of the Institute for Jewish and Community Research, Be'chol Lashon promotes its demographic and qualitative research findings through conferences, workshops, publications and technical assistance, raising up these issues of inclusion and serving diverse Jews who feel marginalized and disenfranchised from Judaism.

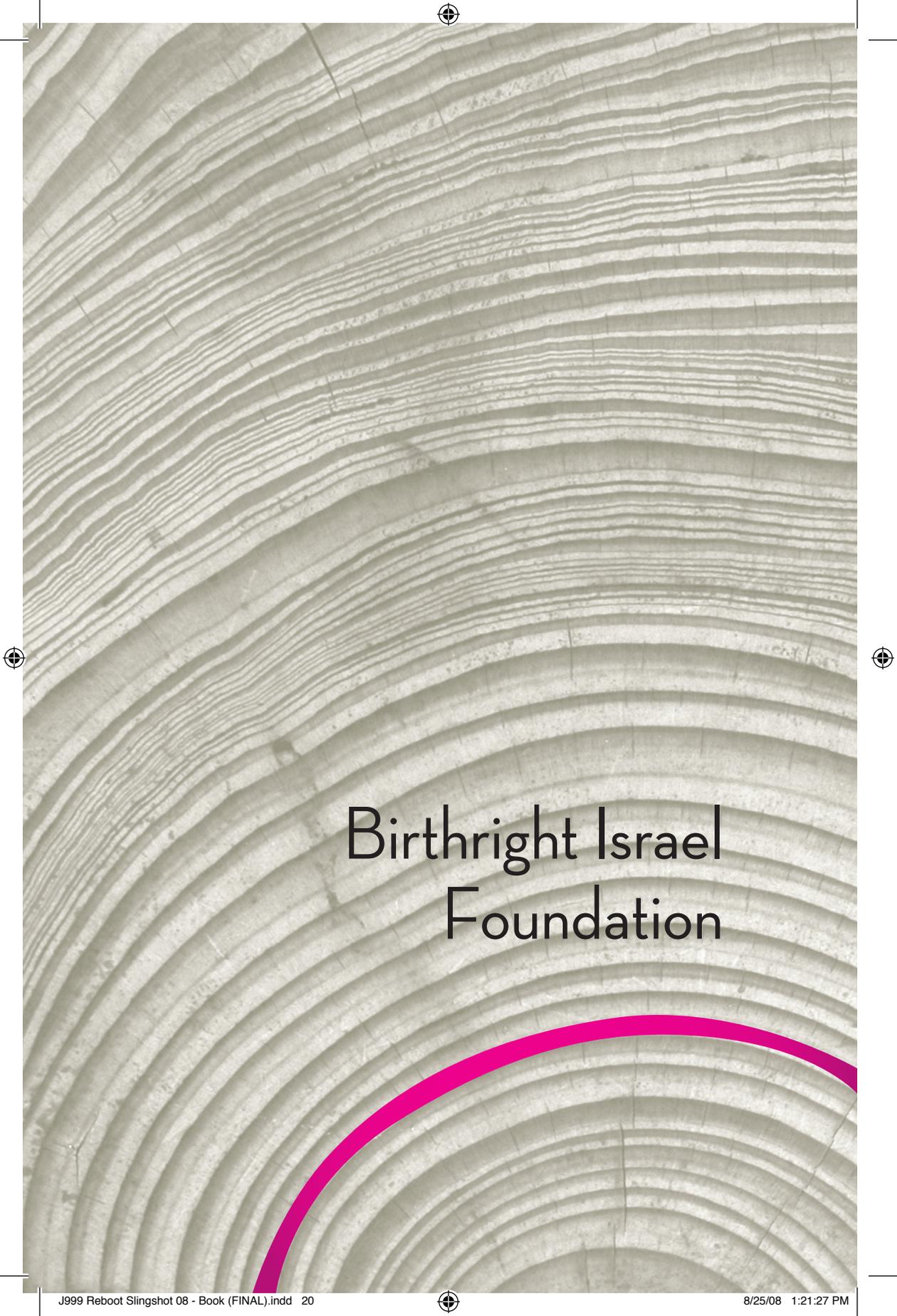
In May, Be'chol Lashon hosted its annual International Think Tank for racially and ethnically diverse Jewish leaders from all over the Jewish world. Following the Think Tank, staff works year-round with a core group of 20 leaders in African American, Asian, Latino and mixed-race Jewish communities to strengthen each leader's capabilities and to help grow the communities. For example, next generation leader Lacey Schwartz has begun working with Be'chol Lashon to build a social networking site that promotes racial and ethnic diversity in the Jewish community. To complement those partnerships, Be'chol Lashon hosts community building holiday events in the San Francisco Bay Area—usually co-sponsored by some 50 organizations—which attract over 400 participants.

After 10 years, Be'chol Lashon has established and fine-tuned its innovative model and is replicating, beginning with new offices in Chicago and New York. "Diane Tobin has years of experience on this issue and has been a leader in the field." The organization is "stepping out in front to do the research," convene the events and raise the profile of racially and ethnically diverse Jews in the United States and around the world. Certainly "other communities can learn from [these] goals and activities, which are meaningful for the whole Jewish community."

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BOARD CHAIR DIANE TOBIN
BUDGET \$2,200,000
INCEPTION 1999

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Birthright Israel Foundation

05

Birthright Israel Foundation

www.birthrightisrael.org

While Birthright Israel certainly has scaled up, reaching 190,000 18 to 26 year-olds since inception, evaluators still herald the organization as one of the boldest innovations of the decade. Charles Bronfman and Michael Steinhardt founded Birthright to provide every eligible young Jewish adult with the gift of their birthright. Translated, Birthright Israel offers a 10-day intensive trip for young, unaffiliated Jews “to catalyze their involvement in Jewish communities, to form permanent connections with Israel and to begin a deeper exploration of their Jewish identities.”

But the founders and board members believe Birthright Israel has more work to do. This summer alone, more than 40,000 people applied for only 24,000 available spots. The Adelson Family Foundation has contributed significant resources to help take eligible applicants off the waiting list, and staff is working to increase capacity while also maintaining the high quality standards for which the trips are known. This year, with Steinhardt and the Jim Joseph Foundation’s leadership, Birthright Israel will also focus its attention on Birthright Israel NEXT, an effort to engage the thousands of alumni returning to North American Jewish communities through volunteerism, arts and culture and sporting events, social networking and Jewish learning.

A “paradigmatic innovative program,” Birthright Israel continues to innovate to meet the needs of Generation Y Jews and continues to have an impact, as it engaged more young Jews in 2007 than those who became a Bar or Bat Mitzvah that year. While “it’s no longer a pilot,” fans of all ages and all giving levels enjoy supporting the program because they can see that even \$2,600 for the per person trip cost can change the course of one young Jew’s life.

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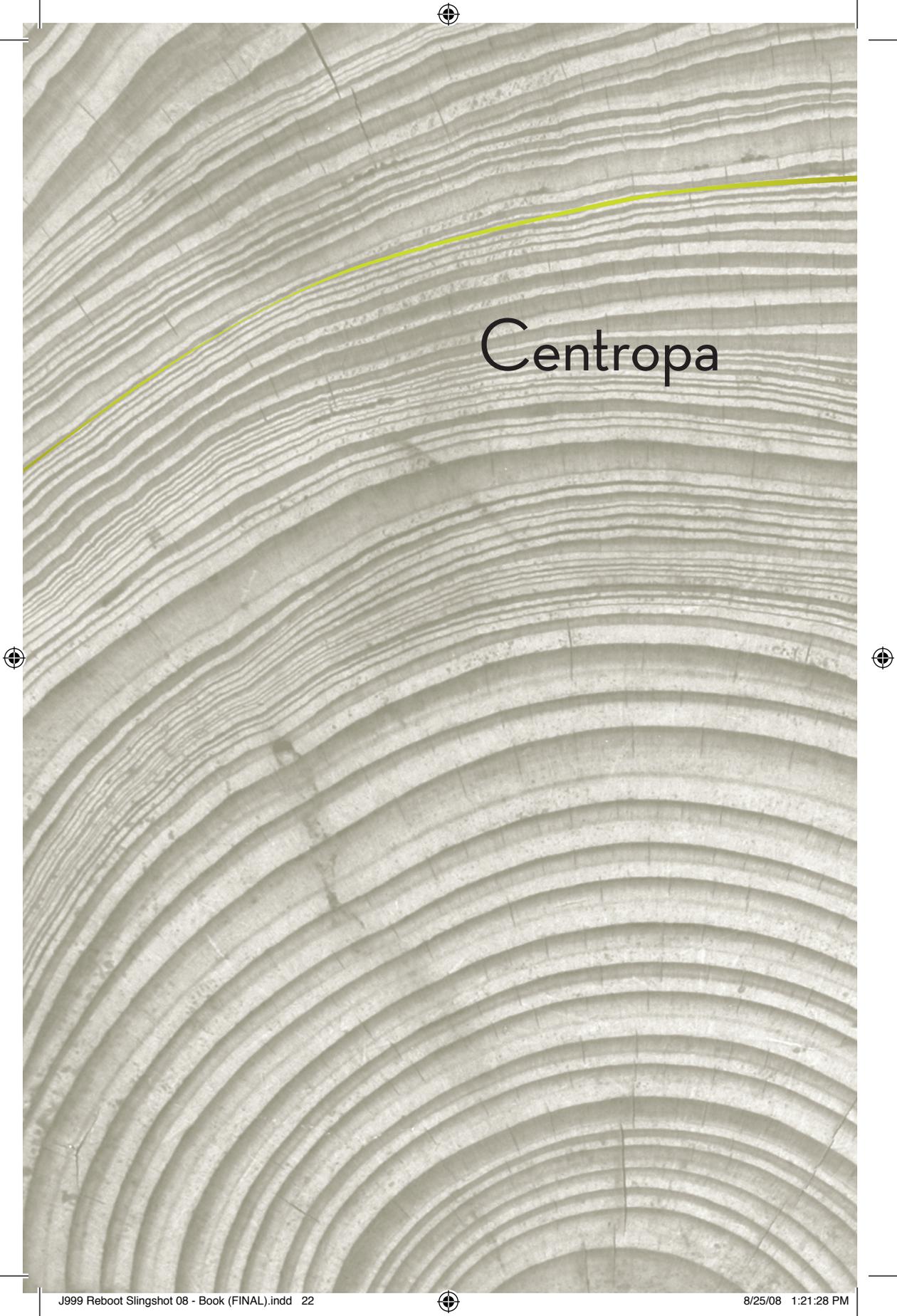
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BOARD CHAIR DANIEL OCH

BUDGET \$104,000,000

INCEPTION 1999

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Centropa

06

Centropa

www.centropa.org

Centropa has captured the oral histories of 1,400 elderly Jewish Holocaust survivors spread across 15 countries between the Baltic and Aegean Seas and made more than 25,000 of their old family snapshots available through the click of a mouse. In developing its digital archive of stories and photographs, Centropa's model represents a new approach to preserving the memories of lives lived during the Shoah. To disseminate this treasure trove, Centropa has gone on to develop curricula for Jewish and non-sectarian schools, synagogues and community groups throughout Europe and has now started to venture into the United States.

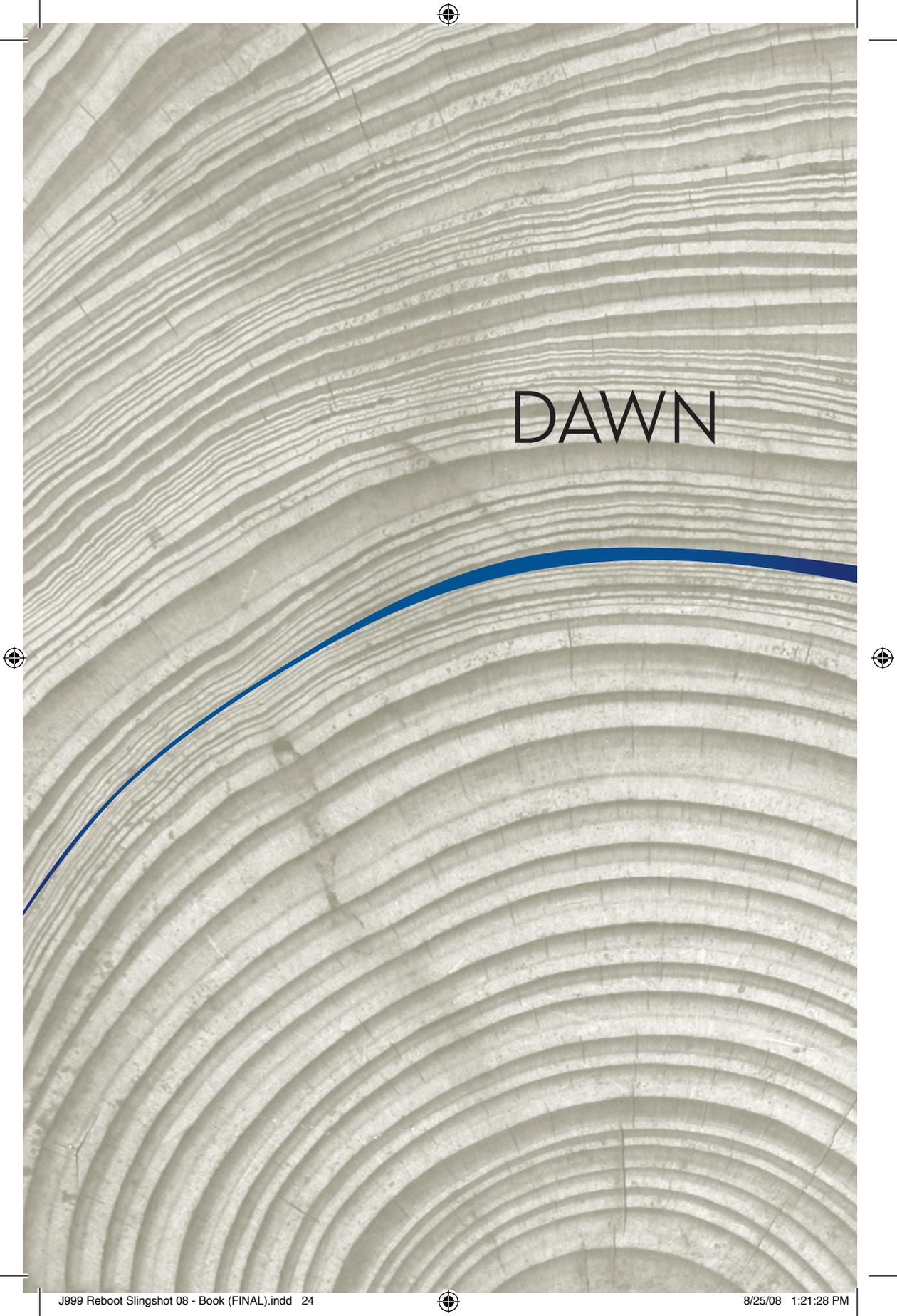
In this next phase, Centropa is spreading its educational programs of short films, contained in the interactive Library of Rescued Memories, and online study guides to high schools in the U.S. Developed with a core group of history teachers from nine U.S. schools, the programs have thus far involved over 1,000 students in its pilot program and recently recruited two educational consultants to work with the teachers to finalize the curriculum. Centropa's newest effort, Border Jumping, represents a bridge, as it facilitates interaction between European and American young people. This online program will enable students in Jewish schools, congregational schools and youth clubs worldwide to upload old family photographs, include data about their families' origins and communicate with others who have similar backgrounds. Centropa is also partnering with Birthright NEXT to implement a program for Birthright alumni who travel to Eastern Europe to participate in synagogue revitalization and cemetery restoration.

Edward Serotta's "brainchild," Centropa has emerged following 15 years spent in Eastern Europe, three books and four films, including a documentary for ABC News Nightline on Jewish life. He and his "transcontinental team" are not just preserving a world but bringing it to life in unprecedented and innovative ways.

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BOARD CHAIR CEDRIC SUZMAN
BUDGET \$915,000
INCEPTION 1999

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DAWN

07

DAWN

www.dawn2008.org

Shavuot, the day the Torah was given to the Jewish people at Mount Sinai, is one of the most important holidays on the Jewish calendar. However, for the majority of young Jews who do not attend synagogue services, there has not been a contemporary way to celebrate the holiday, until DAWN. Founded in 2004 by David Katznelson, Amy Tobin and other San Francisco residents after attending their first Reboot summit, DAWN creators imagined a modern twist on this ancient ritual. "Instead of staying up all night and studying Torah," DAWN uses "a multi-media platform to inspire learning and conversation [within] an all-night structure to appeal to the young adult generation."

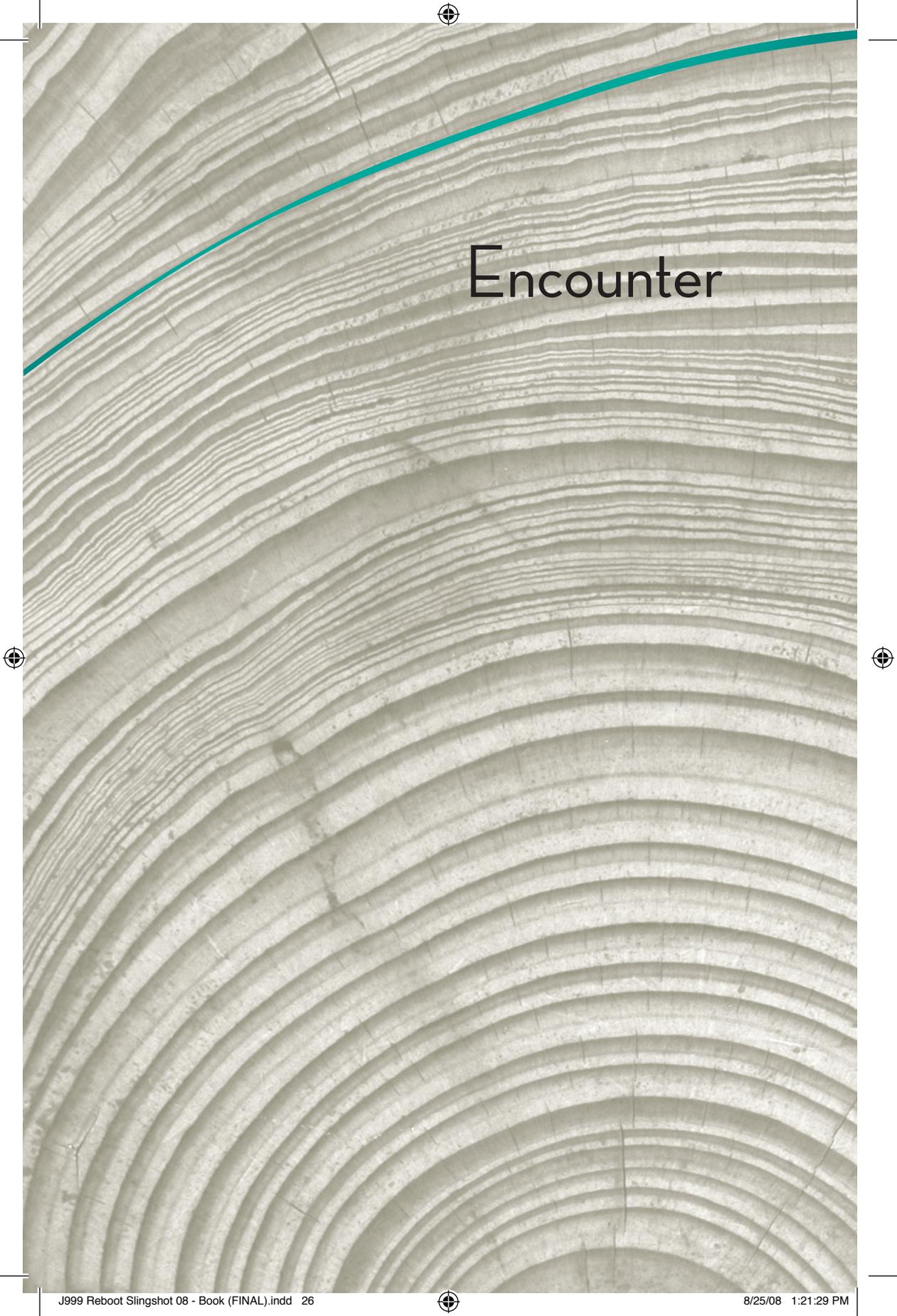
This year, DAWN has become one of the most significant Jewish festivals on the West Coast. In partnership with the new San Francisco Contemporary Jewish Museum, DAWN ran from 8 p.m. to 3 a.m., mixing the internationally-popular band Dengue Fever and bestselling author Jonathan Safran Foer with rabbinical teach-ins, theatrical performances, film screenings, visual arts, dancing, DJs, lectures, comedy, readings and open-space discussion forums. With 3,500 in attendance and 1,000 turned away due to lack of space this year, DAWN continues to gain momentum, attracting thousands of young Jews in San Francisco on an annual basis.

Evaluators agree that DAWN "houses a huge amount of talent" and "has had a strong lay leadership" that is "more than equipped to pull this off." Some also believe that with additional funding, a full-time staff person could make this "old-new ritual a permanent fixture in San Francisco Jewish life" and perhaps help other cities replicate the model.

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BOARD CHAIR SCOTT BELSKY
BUDGET \$150,000
INCEPTION 2004

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Encounter



Encounter

www.encounterprograms.org

Founded in 2005 by young Rabbis Melissa Weintraub and Miriam Margles, Encounter aims to cultivate Jewish leaders who can confront the Israeli-Palestinian conflict in a nuanced and informed manner. In partnership with Palestinian organizations, Encounter has brought nearly 400 Jewish leaders—from Federation executives to deans of rabbinic seminaries—to Bethlehem and Hebron, giving them direct access to the complexities on the ground. Once back home, these “ambassadors” are equipped to dialogue with a range of audiences that includes young, progressive Jews who opt out of the organized Jewish community because of its positions on Israel and those seeking to engage with Jews or Palestinians in search of productive partnerships on both sides.

Since inception, Encounter has doubled its Israel programming and its budget in an attempt to keep pace with increased demand. The founders are looking forward to augmenting this year’s trips with a North America-based program of events, including peace-building trainings, educational programs and alumni-driven projects.

While some wonder about excessive “hype” for this relatively new endeavor, participants laud the program, calling the Israel trips “eye-opening” and “life-changing.” Not only do immediate evaluation responses show attitude changes, but most participants also report a medium-term change in behavior, conducting subsequent presentations in their pulpits, classrooms and yeshivas. Anyone who has met Rabbi Weintraub feels her “exuding passion,” and early investors continue to believe in Encounter’s potential to grow to scale.

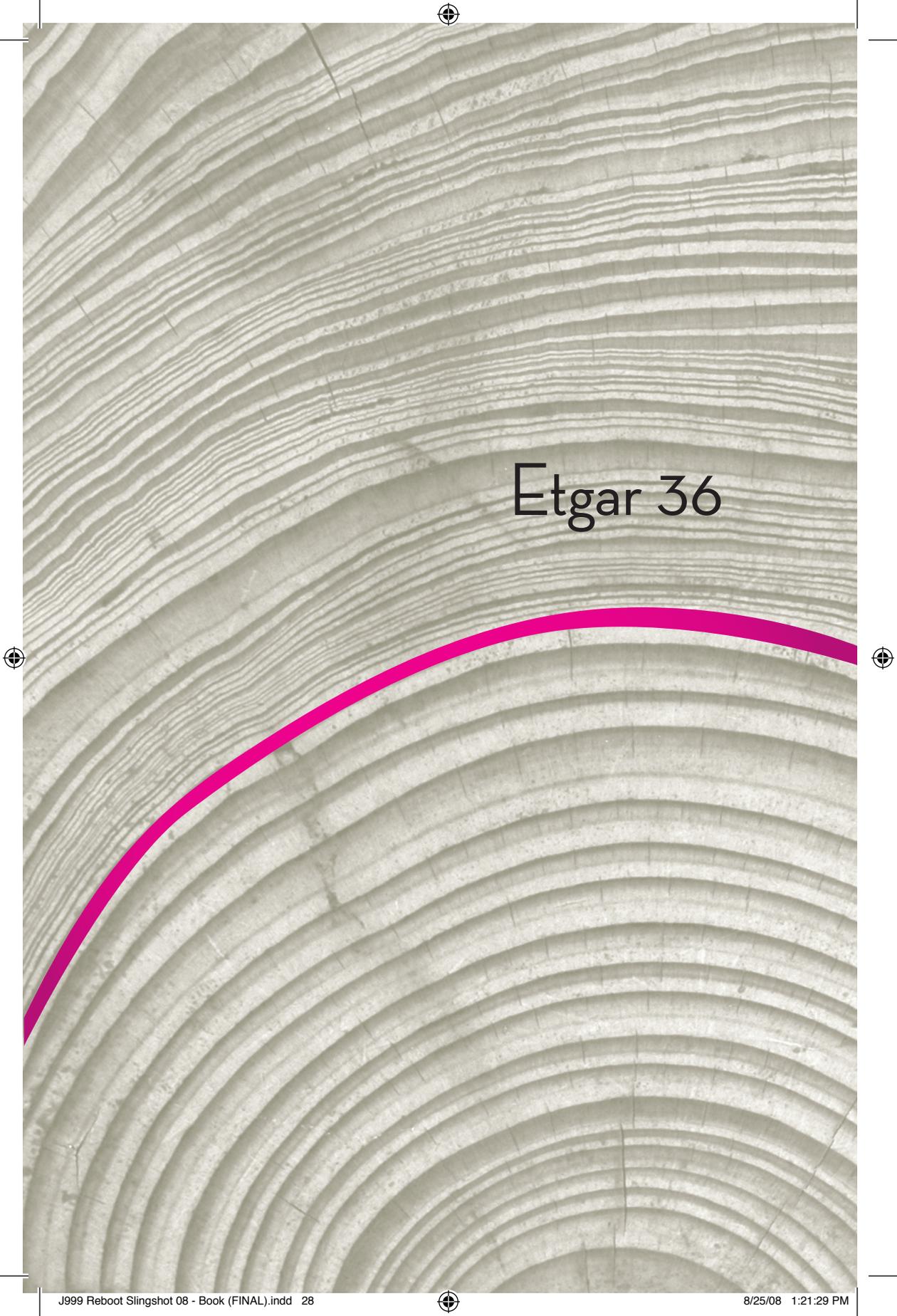
111 8TH AVENUE
11TH FLOOR
NEW YORK, NY 10011

C RABBI MELISSA WEINTRAUB
P 212.284.6776

E MELISSA@ENCOUNTERPROGRAMS.ORG

BOARD CHAIR RABBI MIRIAM MARGLES + SHANA TABAK
BUDGET \$600,000

INCEPTION 2005

The background of the page is a grayscale image of wood grain, showing concentric growth rings that curve from the top towards the bottom. A thick, vibrant magenta curve is overlaid on the wood grain, starting from the left edge and curving upwards and then downwards towards the right edge. The text 'Etgar 36' is centered in the upper half of the page.

Etgar 36



Etgar 36

www.etgar.org

Etgar 36 is a cross-country journey for Jewish teens that exposes them to history, politics and activism in order to develop a passion to create change in America. For 22 or 36 days during the summer, Jews ages 14 to 18 travel on a coach bus across the United States. Instead of visiting water slides and amusement parks, Etgar 36 exposes them to issues such as immigration, health care and gay marriage in a non-partisan and non-denominational manner. By hearing multiple sides of an issue, teens begin to develop their own opinions and analyses and return home with a desire to become involved in Jewish, American and world events.

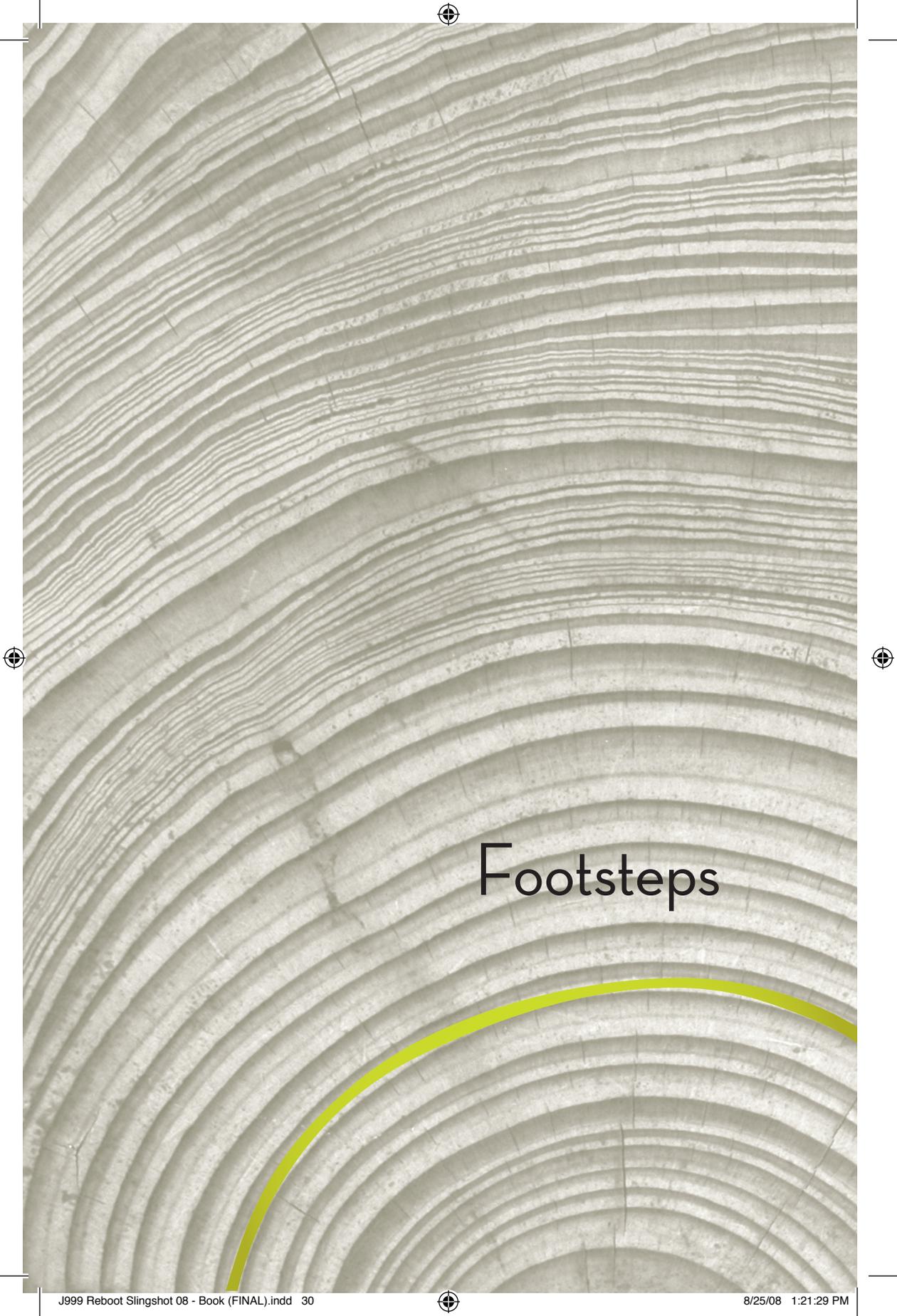
As an example of a typical summer journey, participants might meet with a father in Colorado whose son was killed in the Columbine shootings to hear him advocate for gun control, followed by a meeting with a representative from the National Rifle Association at its headquarters in Dallas. Then they might visit Operation Rescue, a pro-life non-profit in Dallas, and travel to Washington, D.C. to hear a pro-choice take from NARAL. The summer journeys have been so popular with teens that 25 day schools, confirmation classes and synagogue youth groups have begun contracting with Etgar 36 for three- and four-day programs during the school year to explore civil rights in the Southeast or Presidential campaigns in D.C. After six years in operation, Etgar 36 is also hearing of its longer-term impact on alumni who, because of Etgar journeys, are studying environmental law and political science in college or are starting AIPAC or Amnesty International chapters on their campuses. Parents and teachers report that their children and students are watching the news daily and catalyzing conversations about historic and current events at home and at school.

Etgar 36 is “a little program that has big vision.” It currently serves 1,800 students annually and is helping “to recapture a spirit of civic engagement and a sense that Jews are at the forefront of social change in this country.” With more name recognition and capacity building, this “gem of a program” could grow to accommodate thousands of adolescents at a critical stage in the development of their Jewish identities.

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BOARD CHAIR MARK COHEN
BUDGET \$1,200,000
INCEPTION 2002

The background of the page is a grayscale image of wood grain, showing concentric, wavy rings. A thick, bright yellow arc is positioned at the bottom of the page, curving from the left towards the right. The word "Footsteps" is centered in the lower half of the page.

Footsteps

10

Footsteps

www.footstepsorg.org

While ultra-Orthodox neighborhoods around the country offer residents strong Jewish communities, some young members choose to leave due to social isolation and a desire to attend college. Malkie Schwartz is a young woman who left her Lubavich family and community when she was 19 to transition to the “mainstream” world in order to further her education. Soon after, Schwartz founded Footsteps to support others like her in this “brave and vulnerable population.”

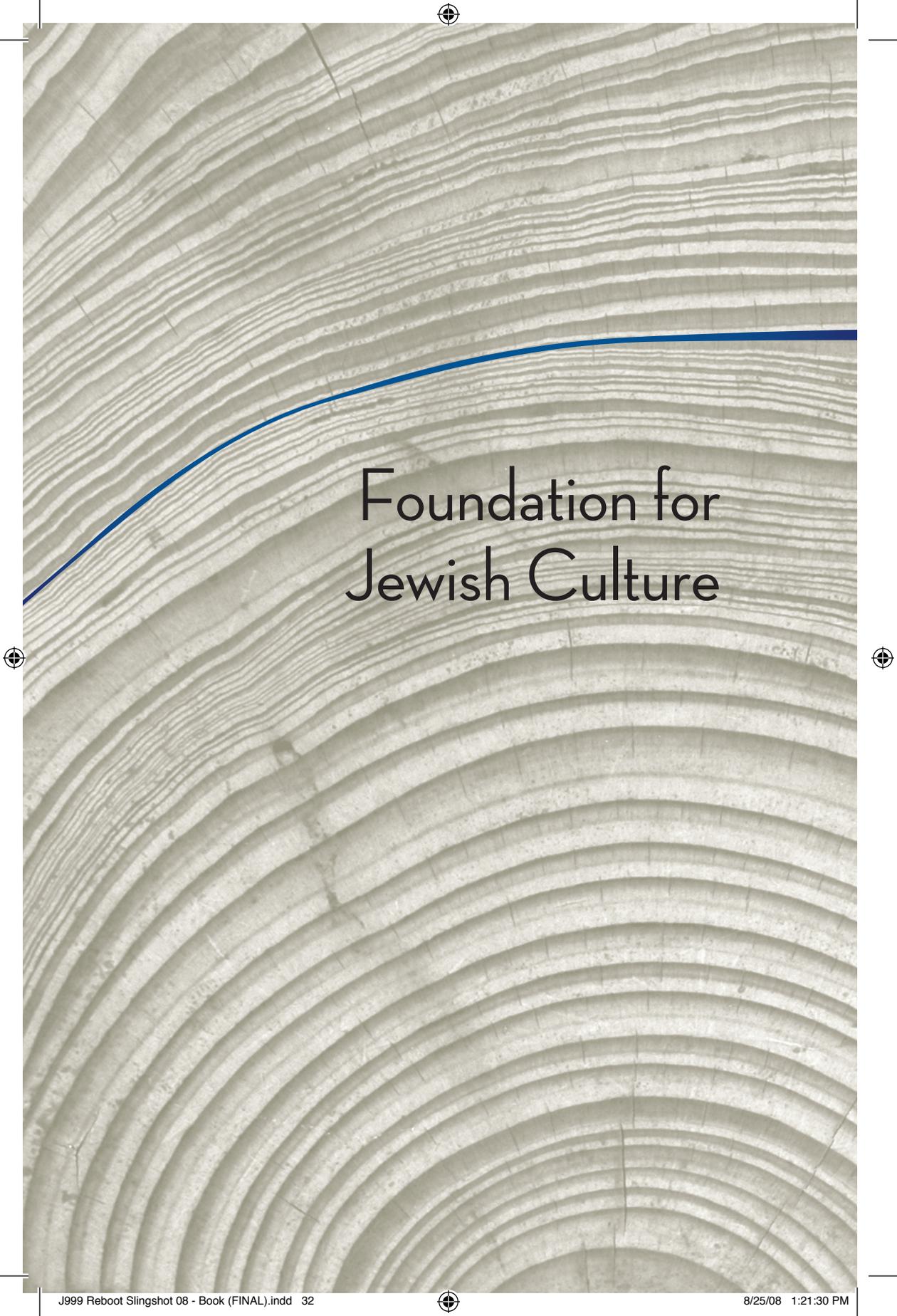
The only organization of its kind in the U.S., Footsteps began as an informal network and has grown into a community “home” with a physical space that offers participants a place where they can find a safe and trusting environment in which to rebuild healthy and independent lives. To date, nearly 500 participants have utilized Footsteps after exiting their communities. In addition to leaving their families behind, participants also lack secular education, knowledge of cultural references and marketable skills with which to navigate American society. Footsteps provides them with social and psychological support services, job counseling, GED and college assistance, and other practical resources. Footsteps also offers Jewish opportunities such as Passover seders, Rosh Ha’shana gatherings and a new Jewish community to those Footsteppers who seek it.

As Founder Malkie Schwartz enters law school this fall, the organization will transition Schwartz onto the board and hire a new director. With “exceptional leadership at the board and staff level,” funders are confident in the stability of this start-up, which has been preparing for months to weather this transition as smoothly as possible. Going forward, admirers from a distance wish Footsteps was available in other cities. Maybe with the right support it can be.

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BOARD CHAIR PETER CHERNEFF, ESQ.
BUDGET \$432,000
INCEPTION 2003

The background of the page is a grayscale image of wood grain, showing concentric growth rings that curve from the top left towards the bottom right. A solid blue line follows this same curved path, starting from the left edge and ending at the right edge. The text is centered in the middle of the page.

Foundation for Jewish Culture



Foundation for Jewish Culture

www.jewishculture.org

In 1959, the Council of Jewish Federations and Welfare Funds (now part of the United Jewish Communities) conducted a landmark study raising awareness of the loss that had occurred in the Jewish cultural world as a consequence of the Holocaust. In response, the National Foundation for Jewish Culture was founded in 1960 and operated under that mandate until 1980, re-establishing Jewish scholars, libraries, archives, publishing houses and more to repopulate a supply of future Jewish scholars. Today, the renamed Foundation for Jewish Culture invests in creative individuals—artists and scholars—to nurture a vibrant and enduring Jewish identity, culture and community.

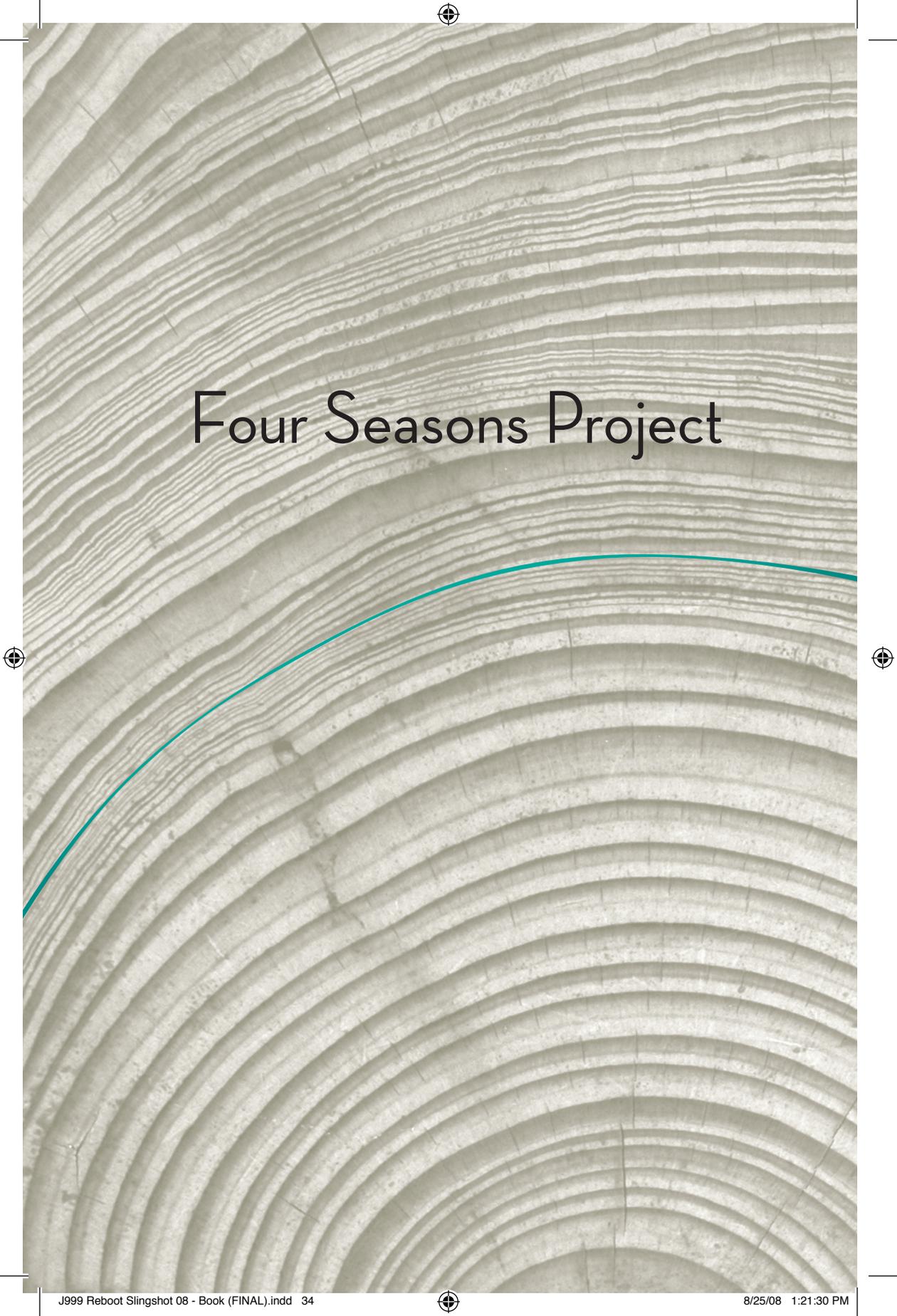
Since its inception, the Foundation has supported 600 scholars and offered grants and awards to more than 200 artists, including visual artists, playwrights, writers, choreographers such as Ohad Naharin, Founder and Artistic Director of Batsheva Dance Company, and filmmakers like Ari Folman, whose film *Waltz with Bashir* premiered at the Cannes Film Festival this year. With the Foundation's support, these creative individuals are able to produce and distribute works that otherwise would have remained on the shelf due to lack of support for the arts, particularly Jewish arts. This fall, with support from the Charles and Lynn Schusterman Family Foundation, the Foundation will pilot the Jewish Studies Expansion Project, placing post-doctoral teaching fellows at six Jewishly-underserved college campuses across the U.S. And in 2009, the Foundation will release a national touring network of artists and a web-based artists' registry to promote artists and scholars across the country.

With the arrival of President and CEO Elise Bernhardt and the support of a national board of directors, the Foundation has undergone a rethinking of its mission, stabilized its finances, completed a strategic plan and revised its materials, all of "which has made this organization new and exciting." Another evaluator comments, "The new CEO is remarkable in what she has accomplished in a short time. She has taken on the task of making this organization responsive and worthy of funds."

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BOARD CHAIR LINDA PLATT
BUDGET \$2,330,618
INCEPTION 1960

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Four Seasons Project

12

Four Seasons Project

www.fourseasonsmovie.org

Organizations seeking to preserve the memory of the Holocaust can feel like they're in a crowded field, but the Four Seasons Project stands out as it "dismantles the stereotype of Holocaust survivors as broken, bitter and helpless, ... [showing us] bonded friendships and the quest for inner peace in the face of haunting memories." At its center is a documentary, *Four Seasons Lodge*, a film that captures the lives of a group of Holocaust survivors who have assembled every summer for decades at their cooperatively owned bungalow colony in the Catskills. Completed this summer, the film premiered at the prestigious SILVERDOCS, an international film festival outside of Washington, D.C.

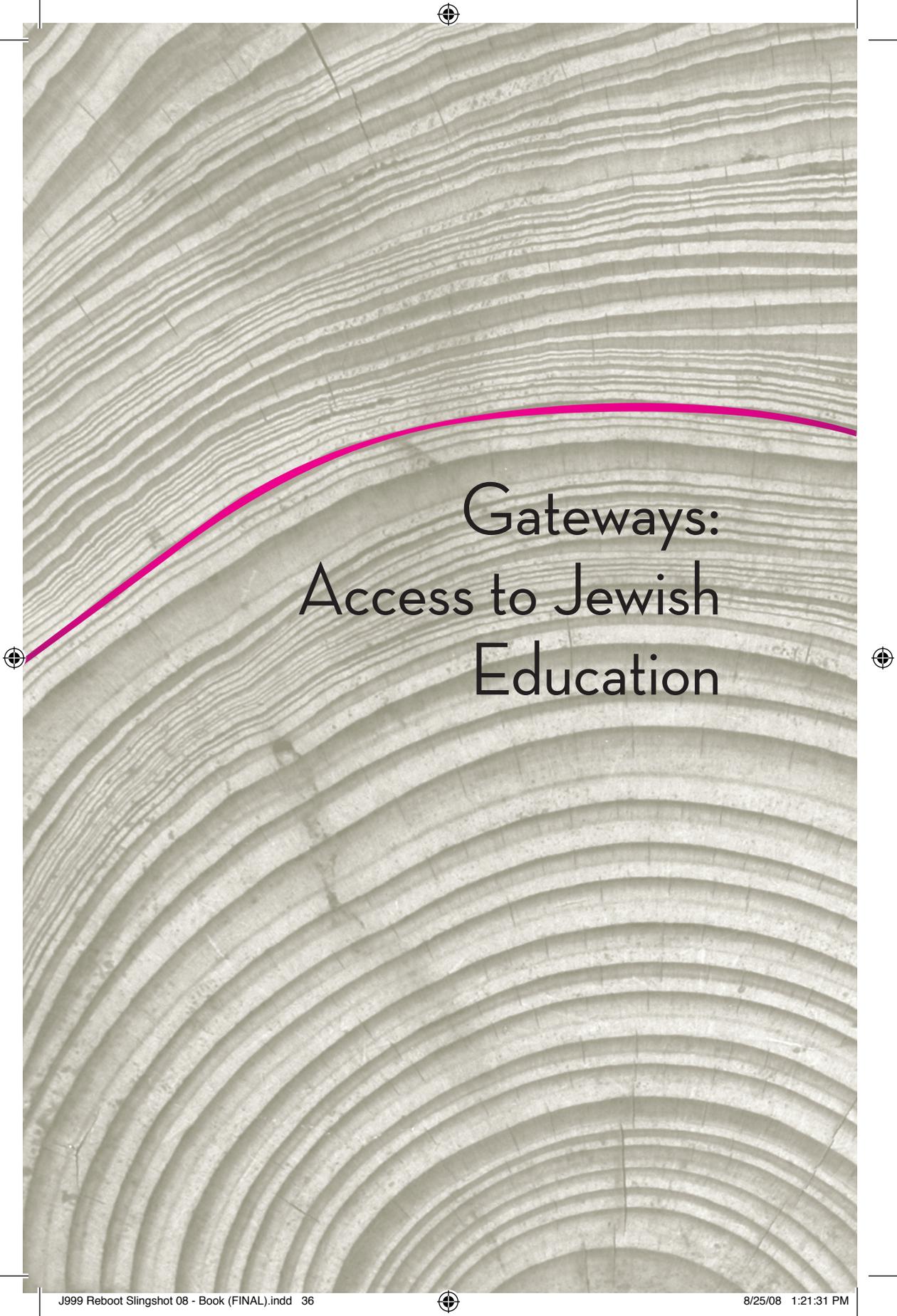
Created by Director Andrew Jacobs, New York Times reporter, and Director of Photography Albert Maysles, the quality of the film makes this more than just an average documentary. It is a film of universal depth. The next phase includes the development of complementary educational programming overseen by a team of advisors that includes Holocaust education specialist Simone Schweber, Jewish Partisan Foundation's Mitch Braff and the esteemed Holocaust scholar Rabbi Irving "Yitz" Greenberg. The curricular package offered on DVD will reflect the spirit and approach of the film, including interviews with Four Seasons survivors, archival footage and lesson plans embedded with film clips that allow junior high, high school and university students to unpack the profundity of the events in today's reality.

Evaluators state that the "Producer and Director are top flight." But more importantly, as Hollywood focuses on the young, the "real life telling" of "old people facing real issues" is something rarely seen on the screen. Furthermore, the access to survivors and the ability to witness their joy and companionship, as opposed to their victimhood, "could change the way people think about life after the Holocaust."

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BOARD CHAIR CHARLES KAISER
BUDGET \$280,000
INCEPTION 2006

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Gateways: Access to Jewish Education

13

Gateways: Access to Jewish Education

www.jgateways.org

In an attempt to follow the Talmudic tenet to educate children according to their way, Gateways ensures access to a Jewish education for students who may have been previously marginalized in mainstream Jewish educational venues due to their disabilities. Born in 2006 from a merger of Etgar L'Noar, a school for children with medium to acute special needs, and The Jewish Special Education Collaborative, Gateways offers a supplemental Hebrew School Program and Jewish Day School Program for those who are moderately or severely disabled—suffering from such conditions as autism spectrum disorders, cerebral palsy and genetic disorders—as well as those who have mild to moderate needs. Its multid denominational participants benefit from an approach that is child-centered and one-on-one, strengthening their abilities and love of Hebrew, Jewish texts, tradition and prayer.

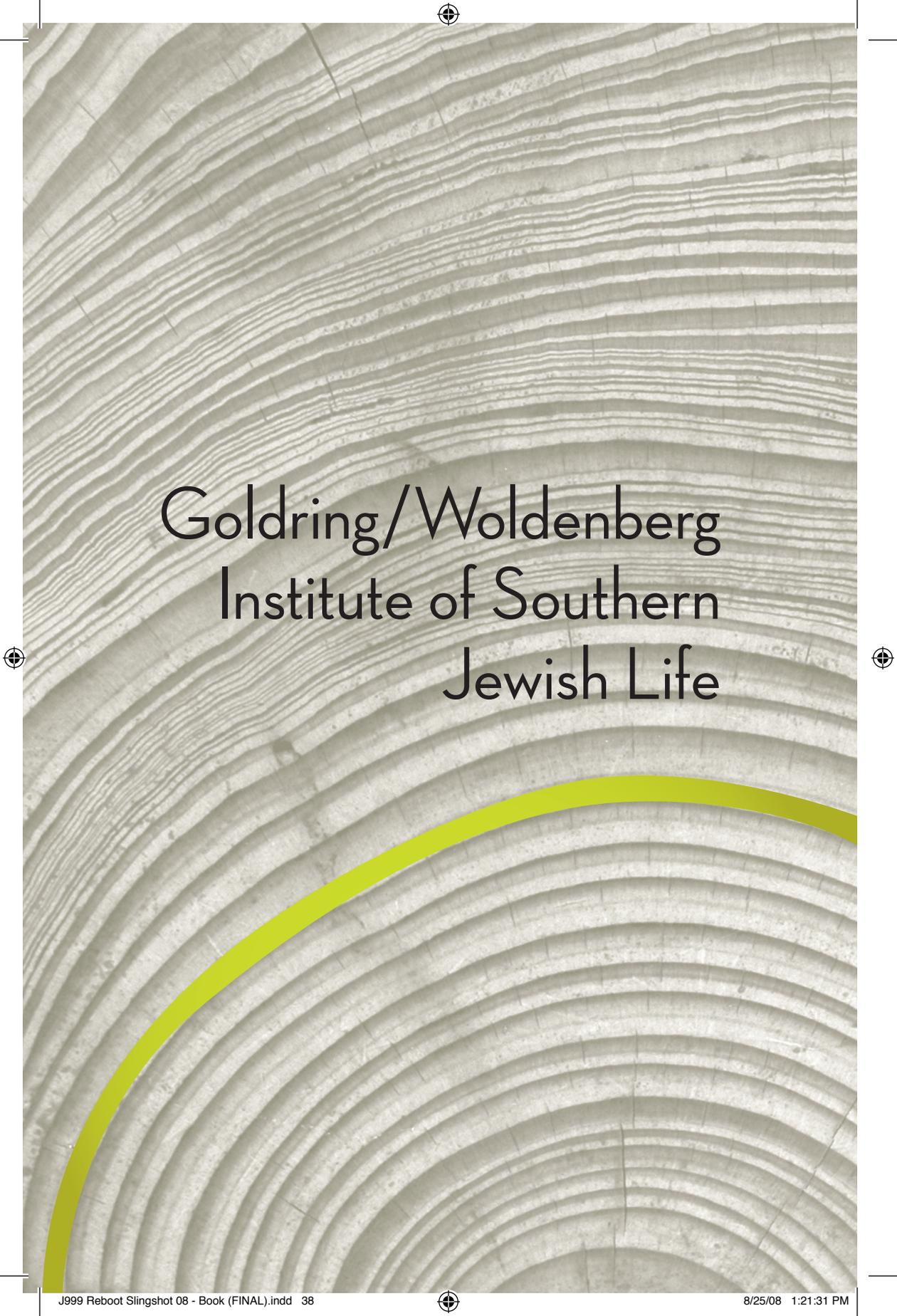
A multifaceted staff of educators strives to meet the variety of developmental needs of its target audience. For example, this summer, Gateway professionals helped one autistic, nonverbal student become a Bar Mitzvah with creativity, compassion and the use of a laptop computer. In addition to the students it nurtures, 55 teens from the Prozdor High School of Hebrew College, volunteer for Gateways providing meaningful experiences for both the teens and the students they assist. Parent support groups also now exist for those seeking comfort in a caring and compassionate space. True to its initial mandate, no families are turned away based on an inability to pay, and 20% of Gateways students receive scholarships.

Executive Director Arlene Remz's leadership is "clearly entrepreneurial" as she is "deeply committed" to this population hungry for engagement in Jewish life. As Gateways looks to expand its labor-intensive services to populations who, despite higher cognitive skills, display behavioral issues or mental illnesses, the organization is seeking partners across the country to help with the rollout. One evaluator summarizes: "Gateways illustrates 'The Starfish Story,' where, for every child saved, the difference is life changing."

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BOARD CHAIR ERIK BITTNER
BUDGET \$1,250,000
INCEPTION 2003

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Goldring/Woldenberg
Institute of Southern
Jewish Life

14

Goldring/Woldenberg Institute of Southern Jewish Life

www.isjl.org

As late as 1820, more Jews lived in Charleston, South Carolina than in New York City. Though they currently comprise less than 1% of the overall Southern population, Jews have played important roles in the South's economic, political and social scenes since their arrival in the late 17th century. Founded in 1999, the Institute for Southern Jewish Life (ISJL) has focused on this population, documenting and preserving the rich history of the Southern Jewish experience and fostering a Jewish cultural presence throughout a 13-state region that includes Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia.

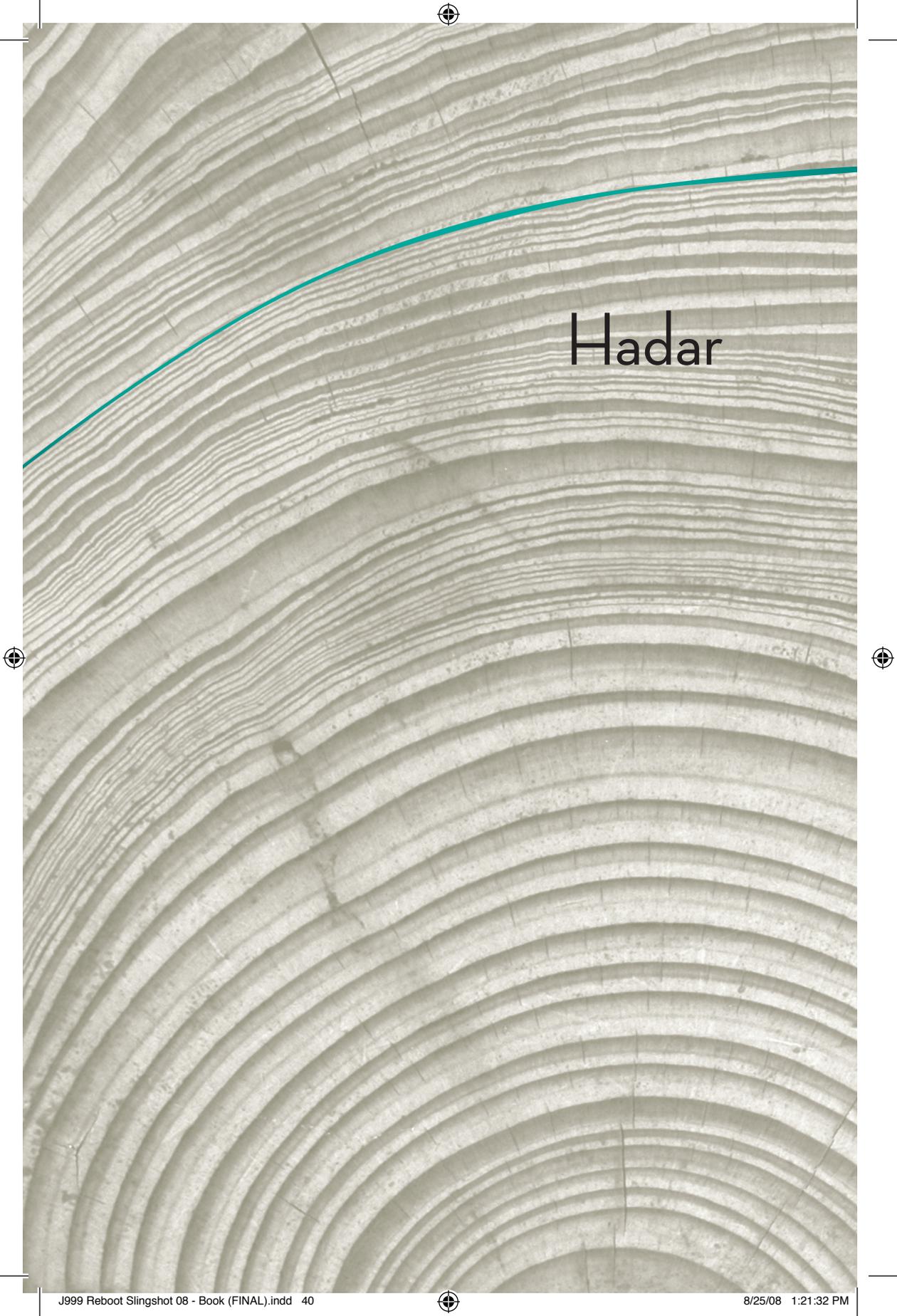
Doing a yeoman's job of keeping tradition alive, ISJL's one rabbi travels the region, serving remote congregations in two dozen communities that lack full-time rabbinic staff. In addition, the rabbi e-mails his weekly Taste of Torah message to 750 members in the region, who often read it as a sermon in small congregations, and more than 11,500 members receive the thrice yearly newsletter. ISJL's education program is fast becoming "its signature effort" as 49 congregations, 1,500 students and 300 lay and professional teachers in nine states utilize ISJL's early childhood to grade 10 transdenominational, religious school curriculum. This coming year, a second educator will be put in place to oversee its current roster of nine education fellows, but given exceeding demand, ISJL aims to double the number of educators and fellows if resources permit.

As a whole, ISJL's rabbinic, educational and cultural programs, including literary and film festivals, continue to grow, and in so doing, increasingly embody its promise: "If you want Jewish life, we'll deliver it to you." One evaluator comments, "Having grown up in these tiny towns in the South, I can attest to the value of this tremendous endeavor." Of course, underserved Jewish communities are widespread across the country, so enthusiasts hope that others replicate ISJL's model in their regions.

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BOARD CHAIR JAY TANENBAUM
BUDGET \$2,210,000
INCEPTION 1999



Hadar

15

Hadar

www.mechonhadar.org

The first in a movement of what has grown to 50 independent minyanim (meaning “prayer communities” in Hebrew) over the last decade, Hadar has galvanized thousands of young Jews in Manhattan and has inspired the growth of similar spiritual communities across North America and Israel. Known for its egalitarian, traditional and spirited services, the minyan is led solely by volunteers and has catalyzed its audience to participate in Jewish education classes, holiday events and social justice campaigns that draw hundreds at a time.

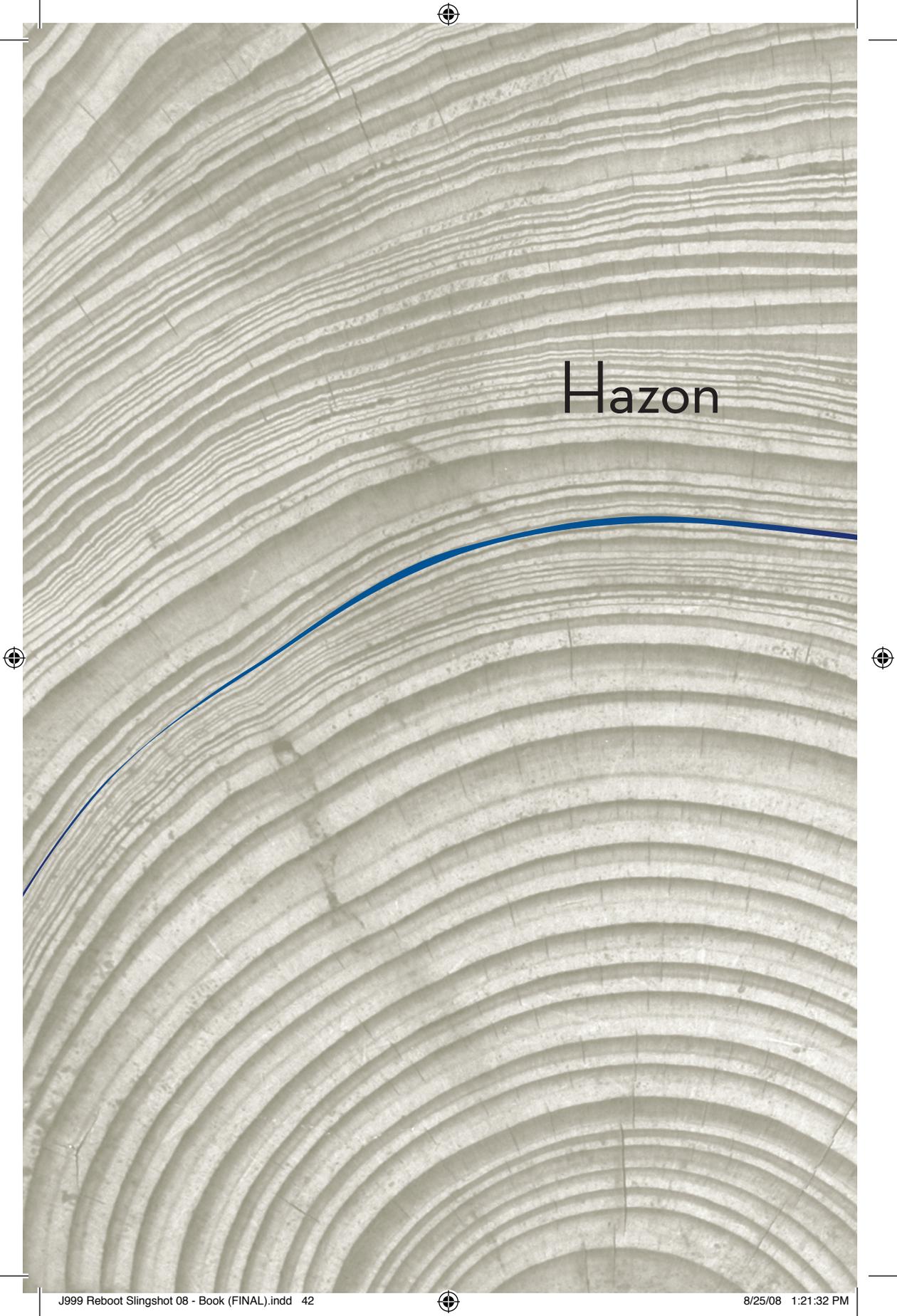
Based on its success, three of the original founders launched Mechon Hadar, housing Yeshivat Hadar—a full-time summer community and the first egalitarian yeshiva (open to men and women) in America—and the Minyan Project—a consulting division for independent prayer communities across the country. Both the Yeshiva and the Minyan Project have grown considerably since their inceptions in 2006. The Yeshiva doubled its number of matriculated students this past summer, and in the fall of 2009, it will become a year-round academy with initial support from an Avi Chai Fellowship awarded to Director Rabbi Elie Kaunfer. The Minyan Project has provided services to dozens of minyanim and synagogues in the past two years, and according to one colleague, its “rabbi-less model has been ground-breaking,” while another attests Hadar has helped “to birth and support this broader movement.”

Evaluators and community members cannot say enough about Hadar’s leadership. “Kaunfer is on fire. He is a visionary who has created new opportunities for young people’s involvement, and yet he remains humble, friendly and focused.” “Ahead of the curve in this most recent wave of minyanim,” we look forward to learning what this group of creative teachers will do next.

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BOARD CHAIR DEBBI BOHNEN
BUDGET \$580,000
INCEPTION 2001



Hazon

16

Hazon

www.hazon.org

Through outdoor adventures, particularly bike rides, and locally-grown organic food programs, Hazon (meaning “vision” in Hebrew) seeks to renew Jewish life, foster leadership and move towards an improved, sustainable world for all. While community-supported agriculture programs (CSAs) and charity bike rides have existed in the U.S. for several decades, Hazon has been successful in bringing these programs into the Jewish community, and the organization now continues to grow with consumer demand.

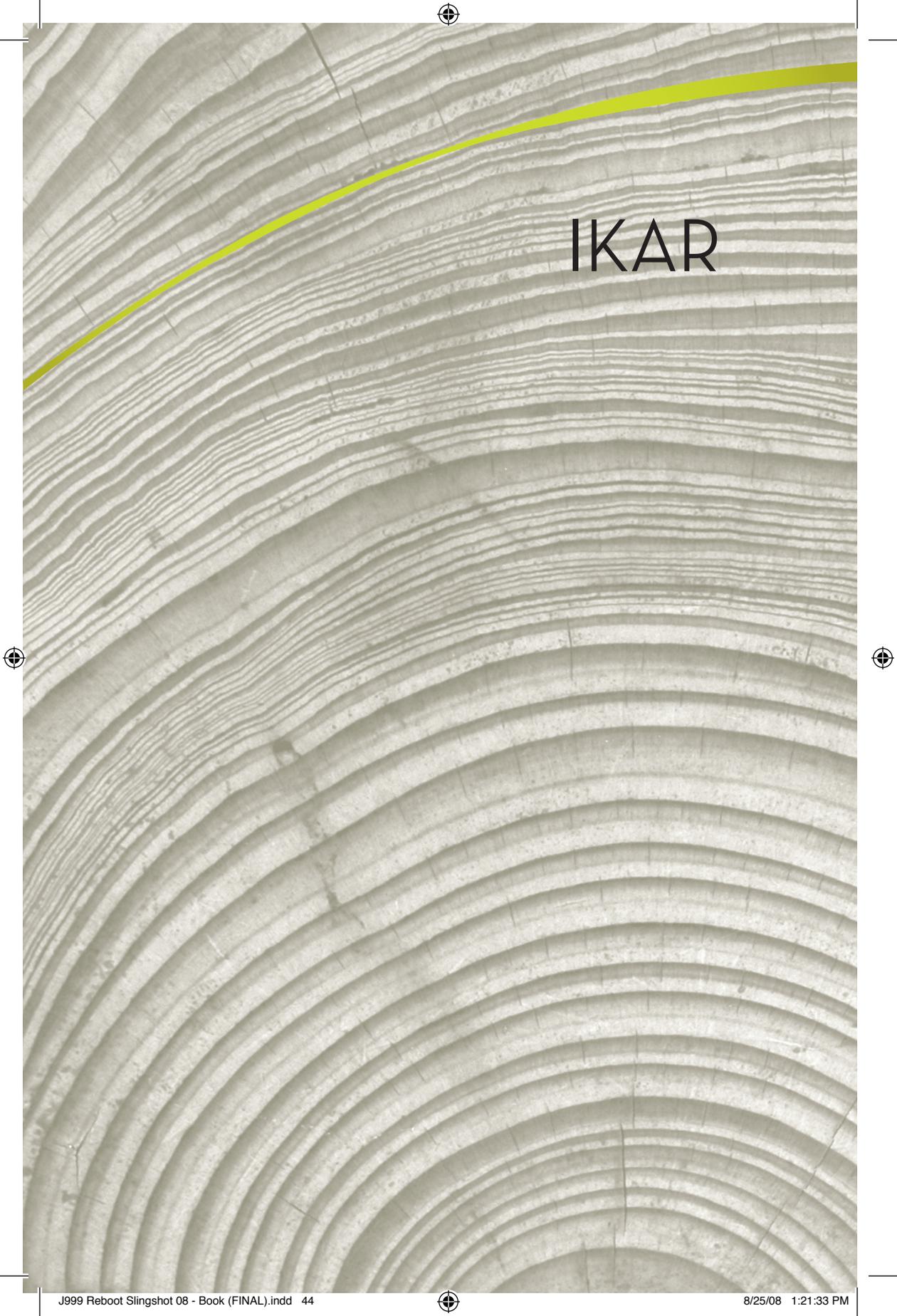
For example, through Tuv Ha’aretz (meaning “Good for the Land”), Hazon puts the purchasing power of Jewish families behind local farms to leverage CSAs in 18 new communities across the country, an increase of 80% from 2007. Its bike rides have grown from 40 participants to over 600 since inception. This year, many involved in Hazon’s New York Environmental Bike Ride, held over Labor Day weekend, will determine where a portion of ride proceeds are directed. By participating in allocation decisions, riders can take advantage of the opportunity to engage in Hazon’s mission by supporting other environmental initiatives. Hazon’s online presence also continues to grow. In 2007, its website exceeded a quarter of a million hits, and this traffic level was then matched in only the first six months of 2008. In addition to increasing in quantity, Hazon is also strengthening its quality, and in the 2008 National Faith Appreciation Report, the Sierra Club recognized Hazon as the leading environmental faith organization in New York State.

Whether through a hike, a bike ride, the annual food conference or one of their CSA programs, Hazon remains a nonprofit that has become a “national resource” that is “changing people’s lives.” While some have watched this organization get off to a “scattered start,” the current leadership team “consistently delivers outstanding programs” that are “both reaching new people and deepening the involvement of its participants.”

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BOARD CHAIR RICHARD DALE
BUDGET \$1,700,000
INCEPTION 2000

The background of the page is a grayscale image of wood grain, showing concentric growth rings that curve from the top left towards the bottom right. A bright yellow curve follows the same path, starting from the top left and ending at the top right. The word 'IKAR' is printed in a clean, black, sans-serif font in the upper right quadrant.

IKAR

17

IKAR

www.ikar-la.org

Begun in 2004 by the dynamic and inspiring Rabbi Sharon Brous, IKAR (meaning “root” in Hebrew) aims to capture unaffiliated, disaffected, creative 20- to 40-something Jews in Los Angeles by offering a spiritual refuge and an alternative to traditional synagogue life. In just four years, early indicators of success lie in the 340 members and regular attendees of the IKAR community as well as the hundreds of guests who take part in weekly services, learning opportunities and events. Also, the IKAR Facebook group has hundreds of young community members networking with each other about ideas and events, and more than 1,000 young Jews ascend to IKAR to participate in its significant and joyous High Holy Days celebrations.

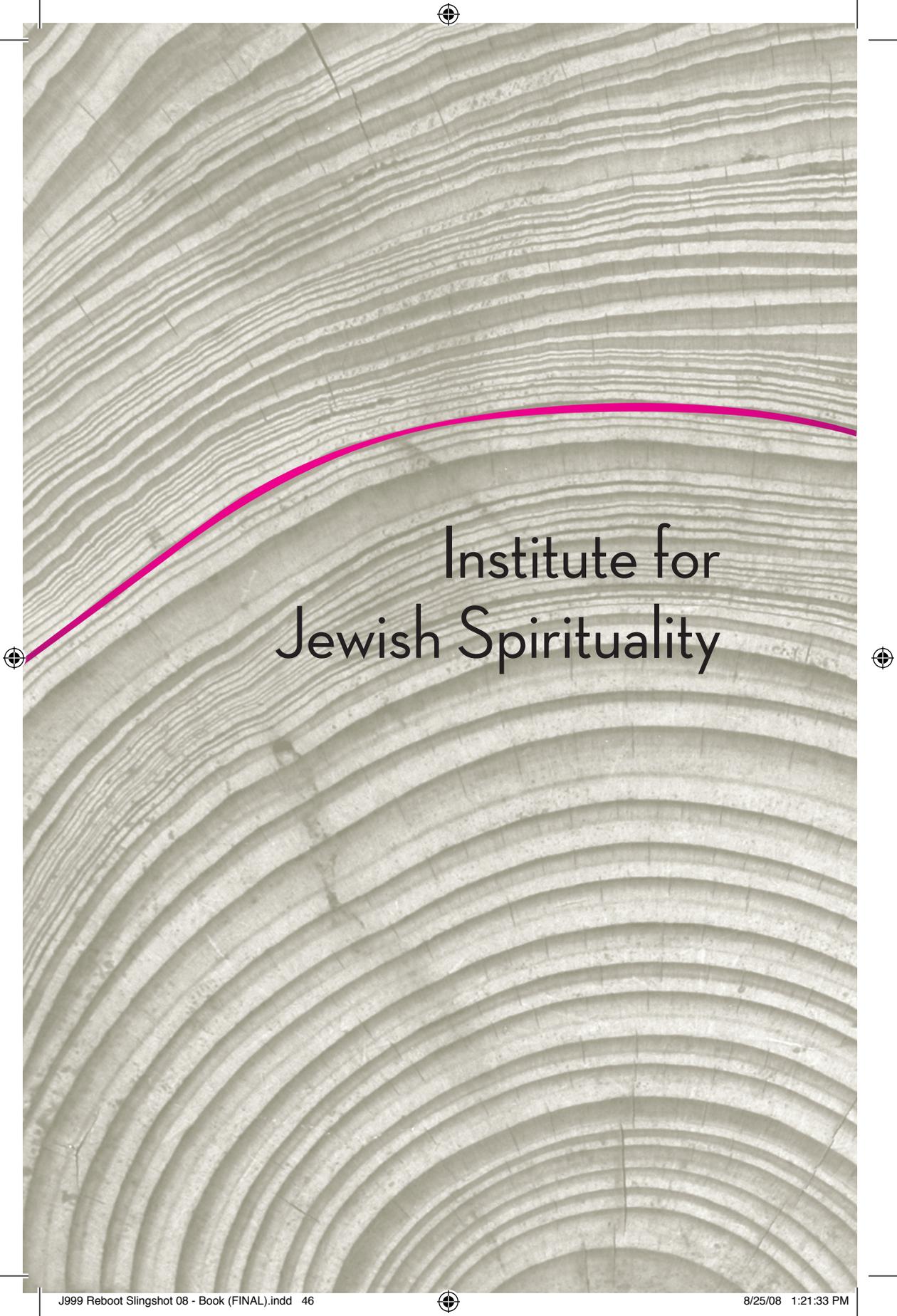
IKAR is not only committed to spiritual and intellectual fervor, its values are also deeply rooted in social justice. Whether it is by delivering meals and Shabbat baskets to those in need, organizing a blood drive or participating in a walk for Darfur, “IKARites” take their social responsibilities seriously, both at the local and global levels.

Rabbi Brous’ influence and “leadership extends beyond the boundaries of IKAR.” The voice of the organization is resonating loudly, fueling like-minded communities around the country. Without a doubt, this is a “new model for a synagogue” that “continues to innovate and challenge the greater Jewish community.” While IKAR’s board and staff are committed to a balance between respecting the tone of the times as well as maintaining a visionary perspective, they will also need to add fuel to home fires to keep those flames burning strong.

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BOARD CHAIR ADAM MILLER
BUDGET \$725,000
INCEPTION 2004

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Institute for Jewish Spirituality

18

Institute for Jewish Spirituality

www.ijis-online.org

The Institute for Jewish Spirituality (IJS) seeks to educate, sustain and support professional and lay Jewish spiritual leaders across denominations to help them bring about change in the organizations and communities they serve. Through a series of retreats over 18 months, filled with text study, meditation and yoga, IJS helps clergy in the process of renewal, helping them to stave off burnout and revitalize their capacities for visionary leadership. Participating clergy return to their congregations restored, enabling them to deepen the teaching and guidance they provide to congregants, both affiliated and unengaged, who seek spiritual growth and insight.

Clergy participants now exceed 200 and represent organizations that serve more than 300,000 individuals. Moreover, IJS is currently accepting its fifth cohort for rabbis, for which there is already a waiting list. 150 synagogue lay people have also been involved in intensive study groups and retreats. And after several years of facilitating personal contemplation and growth for clergy and educators, IJS is expanding its reach. It will create a curriculum for Jewish social justice activists that can be adapted for use with synagogue social action groups as well as teens in service learning programs. In 2009, IJS will also host a retreat for rabbinic students in an effort to reach the next generation of clergy serving the Jewish community.

Evaluators describe Rabbi Rachel Cowan as “brilliant and a true leader.” While her organization is engaged in a long-term process of “developing spirituality, which is hard to evaluate,” there is clearly innovation in “recognizing the need for rabbis to develop spiritually and to receive ongoing professional and personal development.” Admirers are delighted that the rabbinic student retreat will begin next year and only hope that Rabbi Cowan and IJS will soon be able to offer their services to more audiences.

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BOARD CHAIR LARRY SCHWARTZ
BUDGET \$1,460,000
INCEPTION 2000

The background of the page is a grayscale image of a wood grain, showing concentric, wavy rings of varying shades of gray. At the bottom of the page, there is a thick, solid blue arc that curves across the width of the page.

InterfaithFamily.com

19

InterfaithFamily.com
www.interfaithfamily.com

InterfaithFamily.com helps intermarried families make Jewish choices for themselves and their children and encourages Jewish leaders and institutions to support intermarried families. It operates on the premise that more interfaith families would make Jewish choices and raise their children in Jewish homes if they could comfortably learn about Jewish life without feeling embarrassed or judged. With this notion, InterfaithFamily.com has become the central web address for those in interfaith relationships seeking information about and connections with Jewish life.

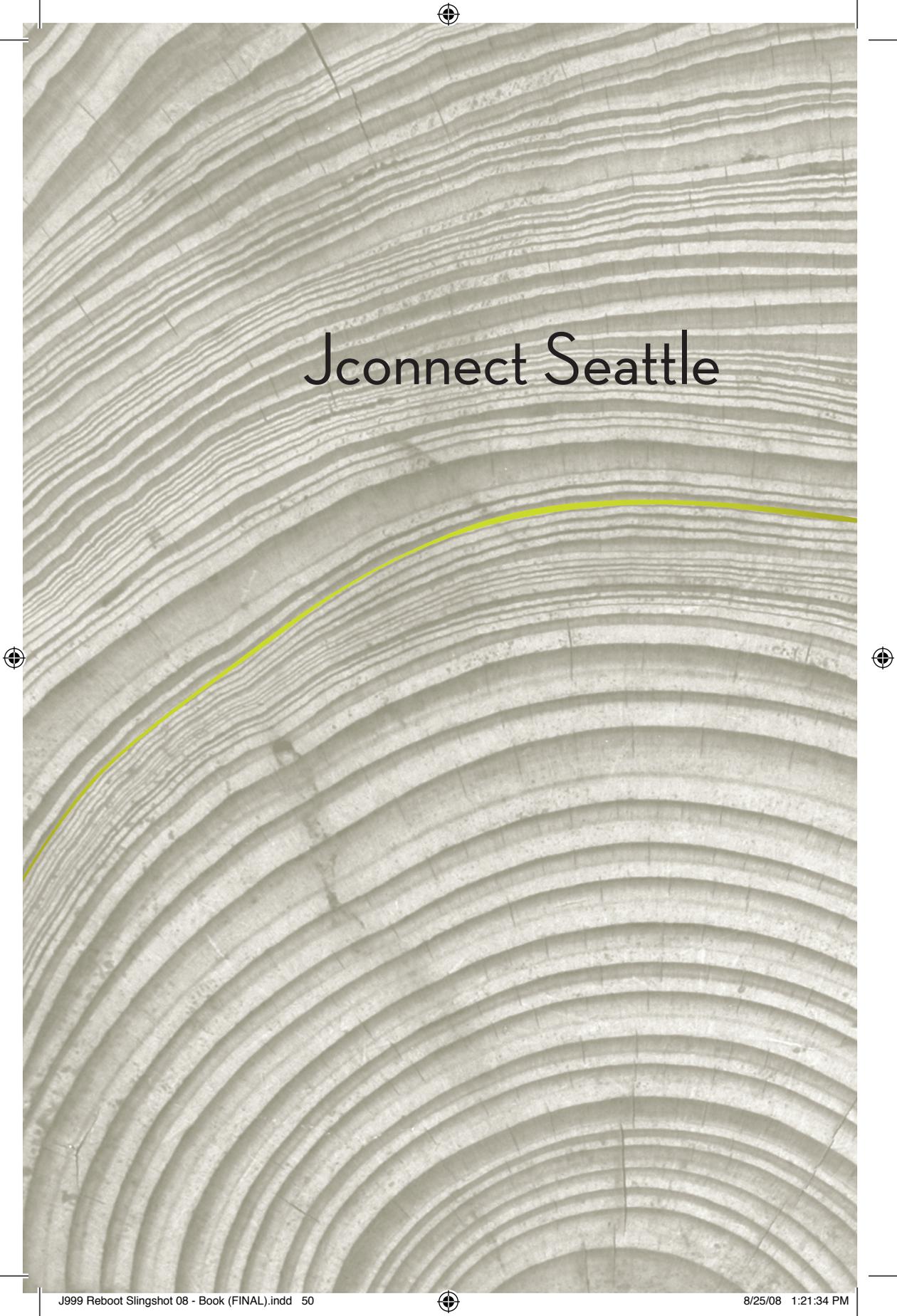
One of the biggest barriers to participation in Jewish life for interfaith couples is finding a rabbi who will officiate at their weddings. So that intermarried couples are embraced at the outset, InterfaithFamily.com has organized a new Jewish Clergy Officiation Referral Service that has already helped hundreds of couples find Jewish clergy and therefore stay connected to the Jewish community during and after this important milestone. In addition to this new service, InterfaithFamily.com is also publishing “how-to guides,” such as the *Guide to Passover for Interfaith Families*, which will be released this year. Guides relating to mourning customs and other life cycle events are due out in 2009. Thanks to both an annual 30% increase in web traffic and an anonymous family foundation grant, plans are also underway for a social networking initiative that will provide online content as well as enable interfaith couples to network with each other, both online and in person. At the moment, web content is currently delivered daily, while a biweekly newsletter reaches over 7,200 subscribers.

Executive Director Ed Case, a former attorney and intermarried spouse himself, has shown “the dedication and persistence to help InterfaithFamily.com embrace the opportunity to engage interfaith families.” Having grown this organization in the Boston area, the hope is that he will begin to help replicate the program model in other cities.

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BOARD CHAIR GINNY WISE
BUDGET \$860,000
INCEPTION 2001



Jconnect Seattle

20

Jconnect Seattle

www.jconnectseattle.org

Initially founded in 2000 by the University of Washington Hillel, Jconnect serves post-graduate, Seattle-based Jews in their 20s and early 30s. Independent since 2003, Jconnect has become a “one-stop-shop” that offers five pillars of Jewish life, including social justice, religion and spirituality, arts and culture, Jewish education and social programming. Jconnect believes that “this population’s general lack of involvement in existing Jewish communal institutions is not because of their disinterest in Jewish life, but rather a reflection of their desire for models of community that are more acutely in tune with their particular social, educational and spiritual needs.”

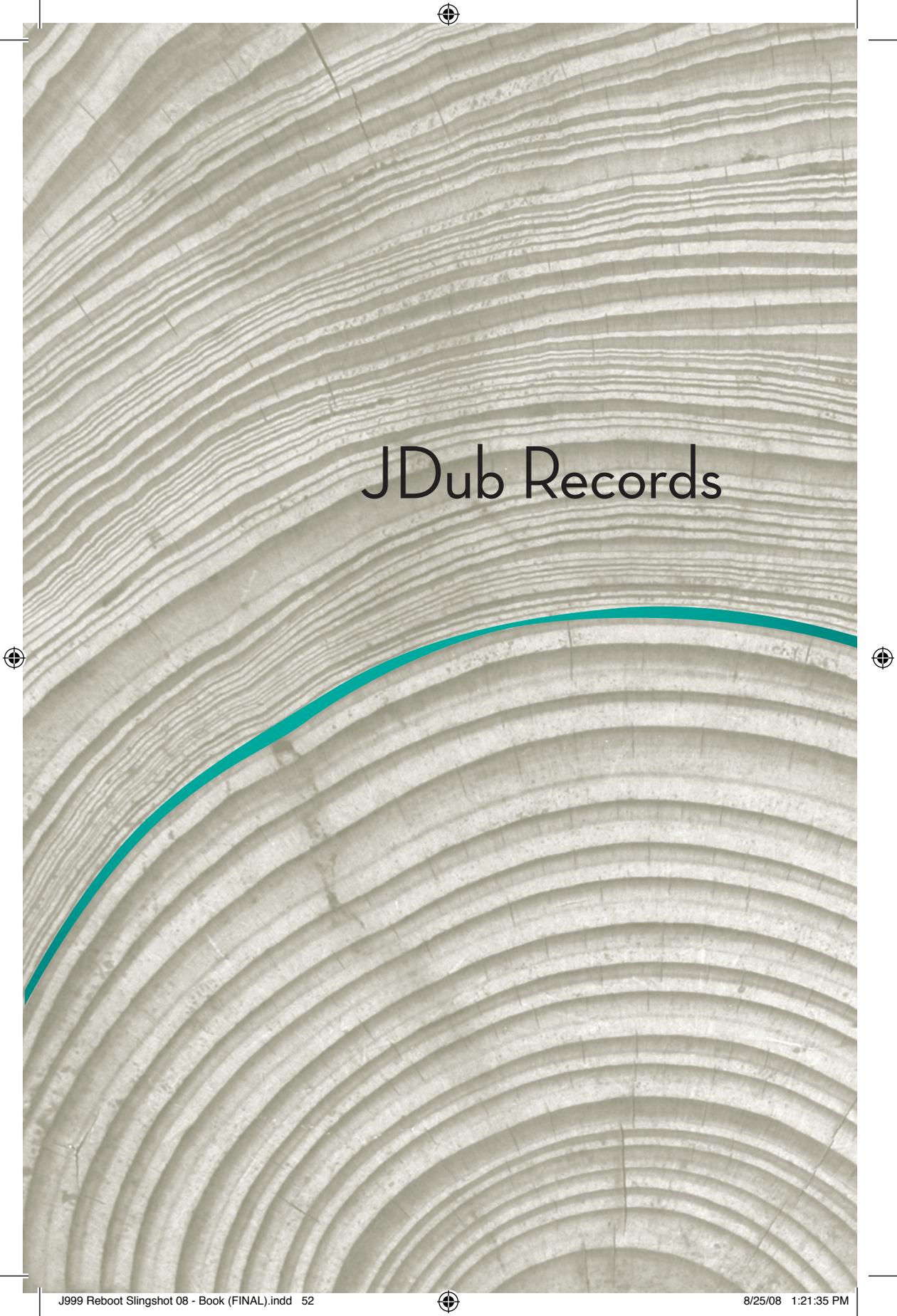
A creative and capable programmatic team focuses --one staff member on each of the five pillars-- to turn out 30 content-rich events per month. From small Jewish learning circles for Microsoft employees to klezmer and hip-hop holiday events that draw hundreds, Jconnect’s programmatic staff are also members of their target audience and therefore have their fingers on the pulses of their peers—perhaps one of the reasons they have succeeded in reaching 43% of the 6,500 Jews in the local market between the ages of 21 and 32.

Beyond its own events, Jconnect introduces participants to synagogues and other local Jewish community groups that meet their needs. This is particularly important for the 50% of their population that come from intermarried families and often need help connecting with Jewish organizations. While Jconnect is uniquely attuned to the Seattle milieu, the issues it highlights and the programs with which it responds are applicable across North America. This organization is one from which to learn.

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BOARD CHAIR SUZAN LEVINE
BUDGET \$235,500
INCEPTION 2000

The background of the page is a grayscale image of wood grain, showing concentric growth rings. A thick, teal-colored wave-like line curves across the middle of the page, starting from the left edge and ending on the right edge. The text 'JDub Records' is centered in the upper half of the page.

JDub Records

21

JDub Records

www.jdubrecords.org

Generation Y leaders of JDub Records understand that their peers live and learn in an assimilated society where they are comfortable having multiple identities and belonging to several different communities. In order to match their generational reality, JDub incubates and promotes Jewish musicians through popular CD sales, secular concert venues and Internet sites that enable Gen X and Y Jewish Americans to highlight their Jewish identities by choosing Jewish voices on their iPods or in universal locations where they can also bring their friends and partners of all identity backgrounds.

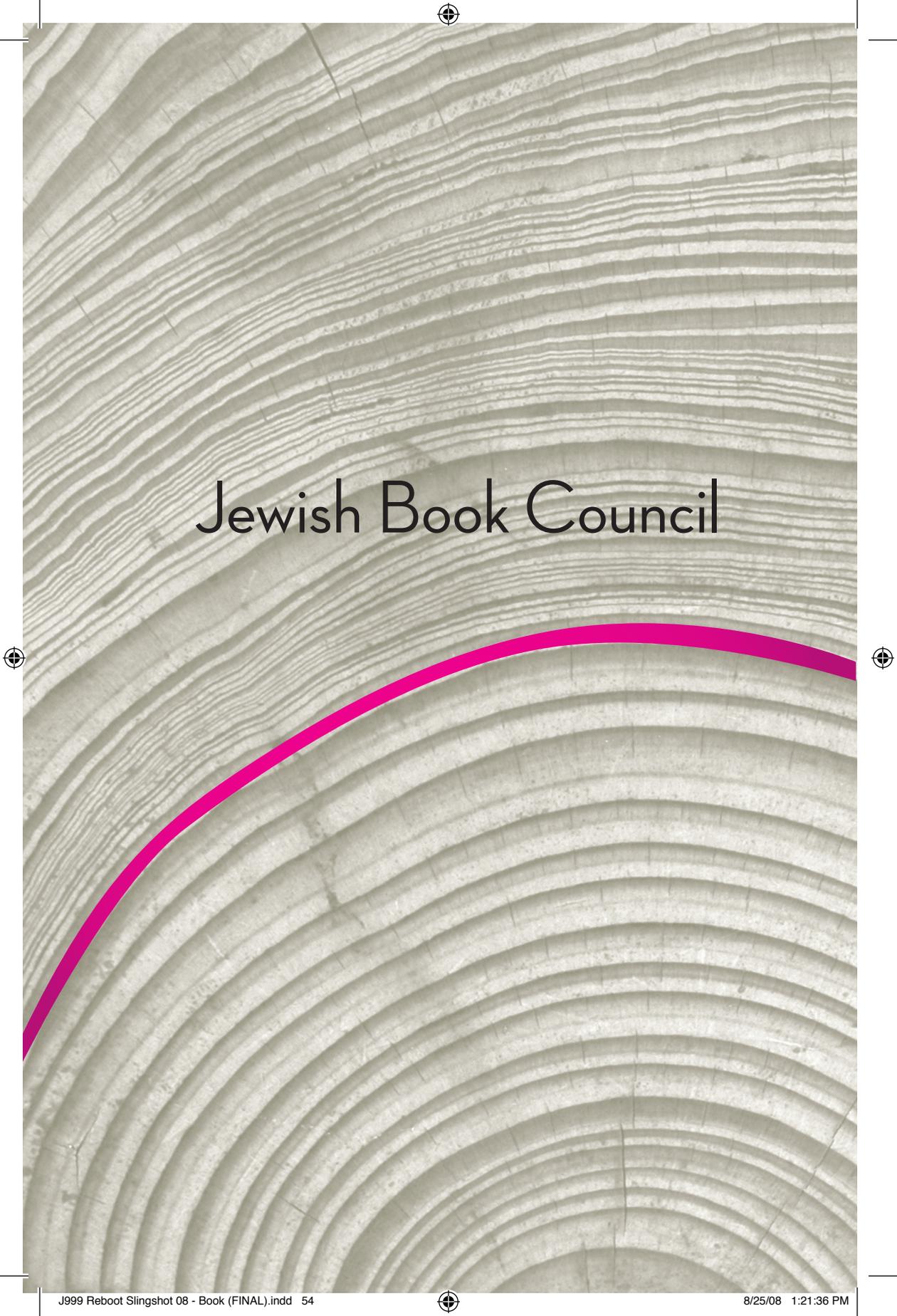
JDub's track record demonstrates steady growth since its inception, including 12 CDs, 18 artist tours through 100 cities, 1.2 million CDs sold, over 30,000 e-mail sign-ups and more than half a million young people reached. JDub's commitment to building community among its followers remains at the forefront of its mission. This year, for example, JDub partnered with Birthright Israel Foundation to produce a nation-wide Hannukah event series; built deeper connections in cities such as Cleveland, Denver and Los Angeles, where local partners sponsored repeat programming for 20 and 30-something Jews; and soon, JDub will borrow a model from the music world, creating "street teams" that harness the passion of dedicated fans to organize their peers around JDub concerts and events in an effort to grow involvement in their Jewish communities.

Featured in *Slingshot* for the fourth year in a row, JDub continues to exhibit innovation, impact, leadership and organizational effectiveness. Fans say Aaron has "a lot of vision and passion about the medium and the next generation," and evaluators recognize that "this is how the Jewish community will connect with those disengaged college students who will never walk into Hillel but will download music as an entry-point to Jewish life."

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NEW YORK, NY 10003

C AARON BISMAN
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BOARD CHAIR RABBI ANDY BACHMAN
BUDGET \$850,000
INCEPTION 2002

The background of the page is a grayscale image of wood grain, showing concentric growth rings that curve from the top towards the bottom. A thick, vibrant magenta arc is positioned in the lower half of the page, starting from the left edge and curving towards the right. The text 'Jewish Book Council' is centered in the upper-middle portion of the page.

Jewish Book Council

22

Jewish Book Council

www.jewishbookcouncil.org

The Jewish Book Council (JBC) initially emerged in 1925 in response to the tri-lingual audience of English, Yiddish and Hebrew-speaking Jews desirous of literary culture. In 1941, JBC was formalized as part of the National Jewish Welfare Board (now the Jewish Community Center Association), and in 1948, it launched its well-known National Jewish Book Award, given in 20 categories to authors such as Bernard Malamud, Cynthia Ozick, Chaim Potok, Philip Roth, I.B. Singer and Elie Wiesel. That relationship continued until 1993 when Jewish Book Council, Inc. became its own 501(c)(3) in order to meet the diverse and rapidly changing needs of Jewish audiences today.

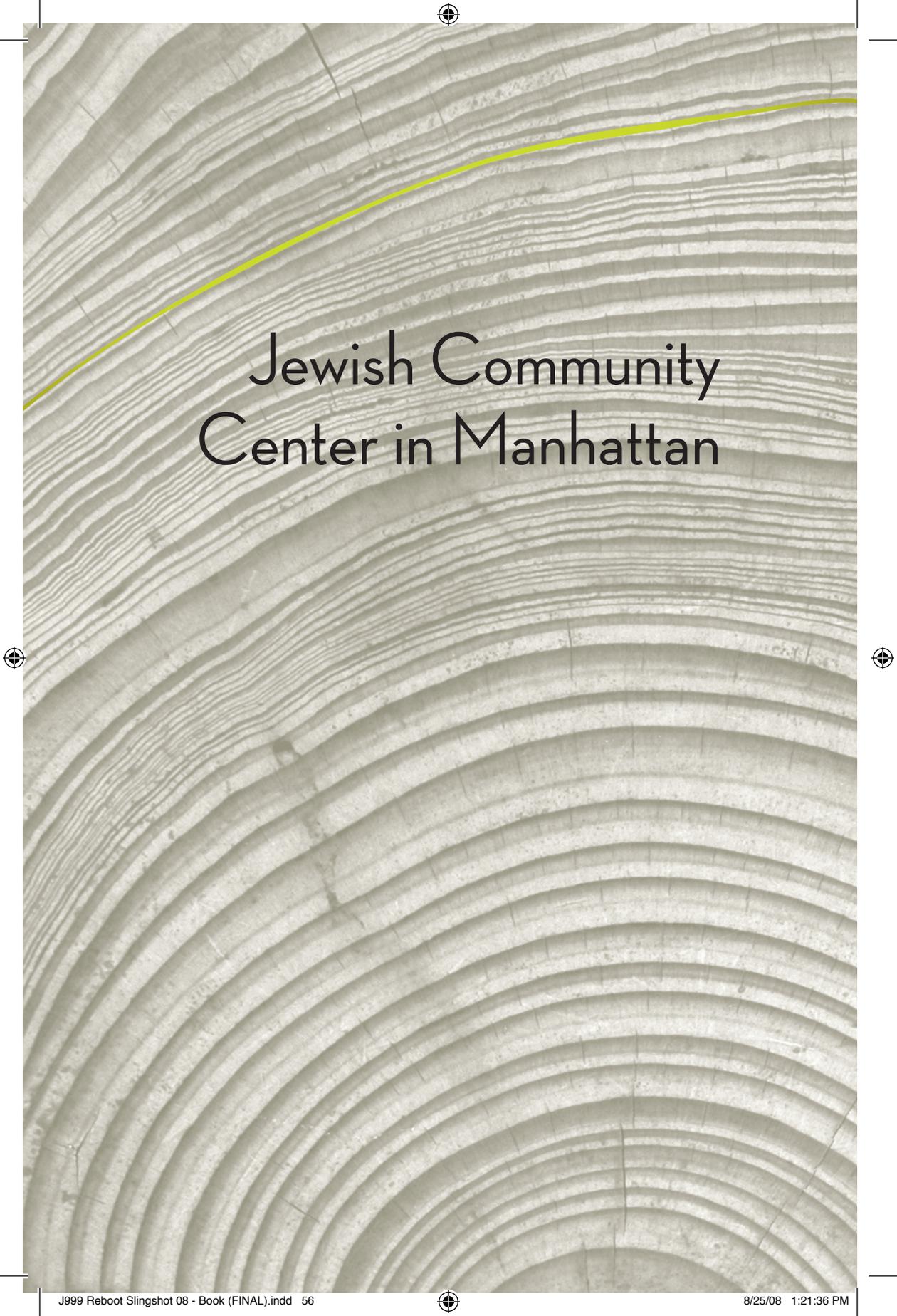
As Jewish communities west of the Hudson (i.e. west of New York City) are not on the radar screens of most American publishers, JBC plays a critical role in “promoting the reading, writing and publishing of books of Jewish interest.” Ever wonder how Harold Kushner could come to speak at your JCC? JBC hosts an annual conference for book program personnel to line up 180 authors for book tours, arranging appearances at sites in more than 100 Jewish communities. This year, JBC’s focus is on promoting authors between the ages of 20 and 45, including Nathan Englander, Jonathan Safran Foer and Alana Newhouse, who are not only phenomenal authors but also magnets for attracting their peers. When they speak, Jews in their 20s to 40s show up, buy books, start book clubs and begin to interact with one another in a Jewish context.

Director Carolyn Starman Hessel has “reinvigorated this moribund organization” with support from a board of “who’s who” Jewish authors, including Samuel G. Freedman, Ari Goldman, Blu Greenberg, Francine Klagsburn and Joseph Telushkin. Fans eagerly anticipate JBC’s next iteration incorporating younger authors onto the board as well as expanding access to all authors through podcasts and other Gen Y media.

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BOARD CHAIR LAWRENCE KRULE
BUDGET \$1,100,000
INCEPTION 1925

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Jewish Community Center in Manhattan

23

Jewish Community Center in Manhattan

www.jccmanhattan.org

Some might say that the Jewish Community Center in Manhattan (JCC) is a “no brainer” for being innovative simply due to the fact that it stands in the midst of one of the largest Jewish communities in the world: the Upper West Side of Manhattan. However there is nothing lax about the JCC’s approach to serving 55,000 people annually through 3,600 high quality programs, and to building community through the values and relationships it infuses into each interaction. While it does have one of the best fitness centers in the system, members and non-members alike are also drawn to the JCC’s holistic and transformative educational programs that focus on mind, body and spirit.

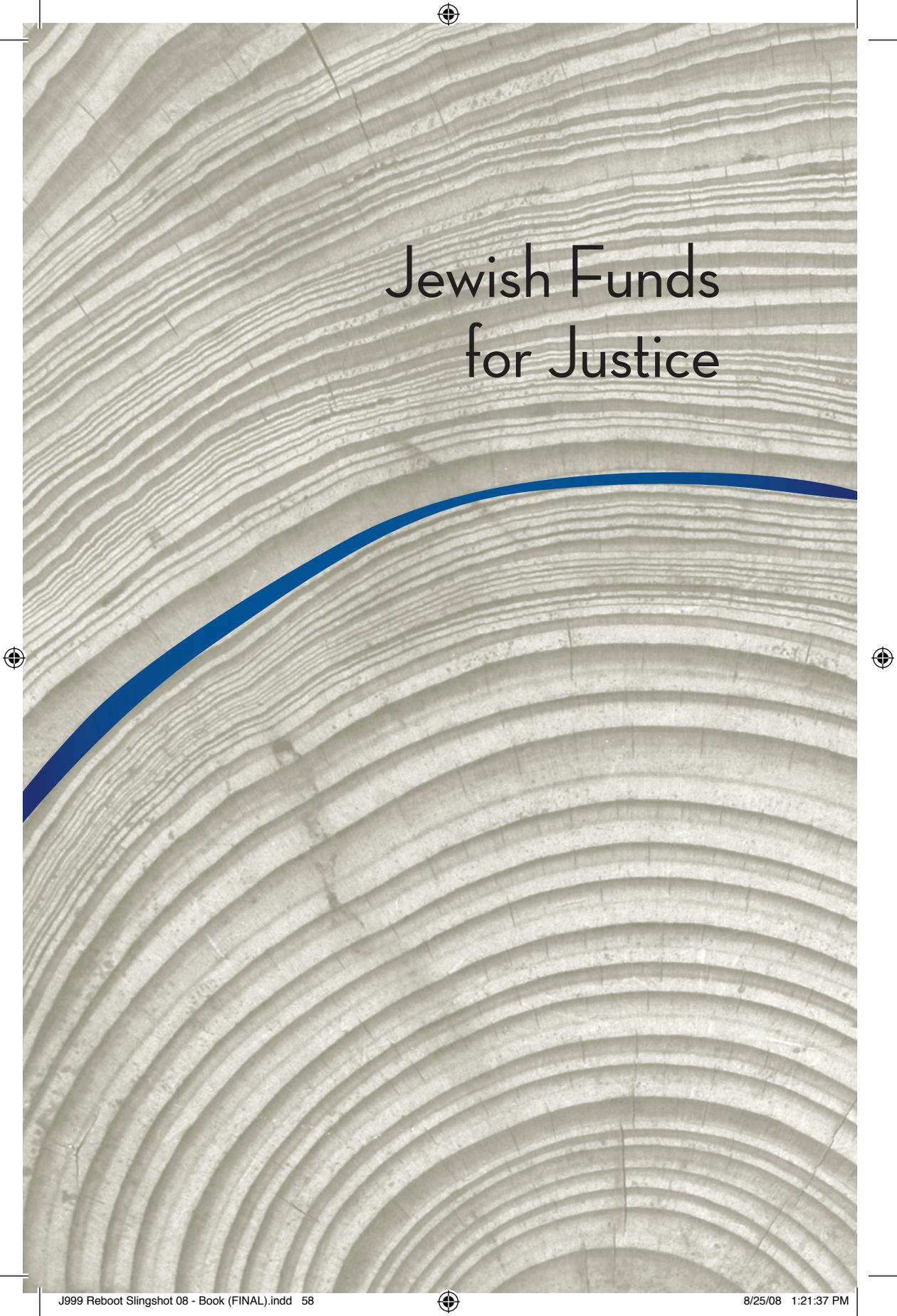
This past January, the JCC launched R & R, a series of free programs on Shabbat afternoons. From April through November, community members of “multiple identities and relationships within Jewish tradition” can select from a myriad of art performances or sessions that include meditation, a capella and Jewish text study. The range of programs is particularly appealing to unaffiliated Jews looking for an alternative to traditional Shabbat activities. Elsewhere in the building, the Dobkin Family Foundation continues to make possible the innovative work of Ma’yan: The Jewish Women’s Project and its Koach Banot: Girl Power! program, identifying and addressing the needs of Jewish girls and professionals working with Jewish teens in the community. On the horizon, the JCC is in conversation with the NYU Medical Center to establish a pilot wellness program for early onset Parkinson’s patients who, research suggests, do better in programs at community centers than in hospitals. If successful, the JCC will explore new models of community-based support for those living with Alzheimer’s and other life-altering illnesses.

While the idea of a JCC itself is not innovative, what is happening within this JCC’s building is definitely “innovative and inclusive.” Another evaluator comments, “Since Joy Levitt took over [as Executive Director], the institution is looking at the whole person” and embodying a “new paradigm for JCCs around the country” to emulate.

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BOARD CHAIR BERNARD M. PLUM
BUDGET \$20,387,698
INCEPTION 1990

The background of the page is a grayscale image of wood grain, showing concentric, wavy lines that create a sense of depth and texture. A thick, solid blue curve starts from the left edge, arches upwards, and then levels off towards the right edge, positioned below the main title.

Jewish Funds for Justice

24

Jewish Funds for Justice

www.jewishjustice.org

Jewish Funds for Justice (JFSJ) is predicated on the notion that Jewish identity with social and economic justice at its center is compelling and inspiring to a wide array of individuals and communities today. This theory is borne out by the increasing number of people who gravitate towards JFSJ's advocacy, service learning and leadership development opportunities in cities around the country. In addition, JFSJ continues to stand alone among Jewish organizations with established seats at grantmaking, community development lending and socially responsible investing tables throughout the United States.

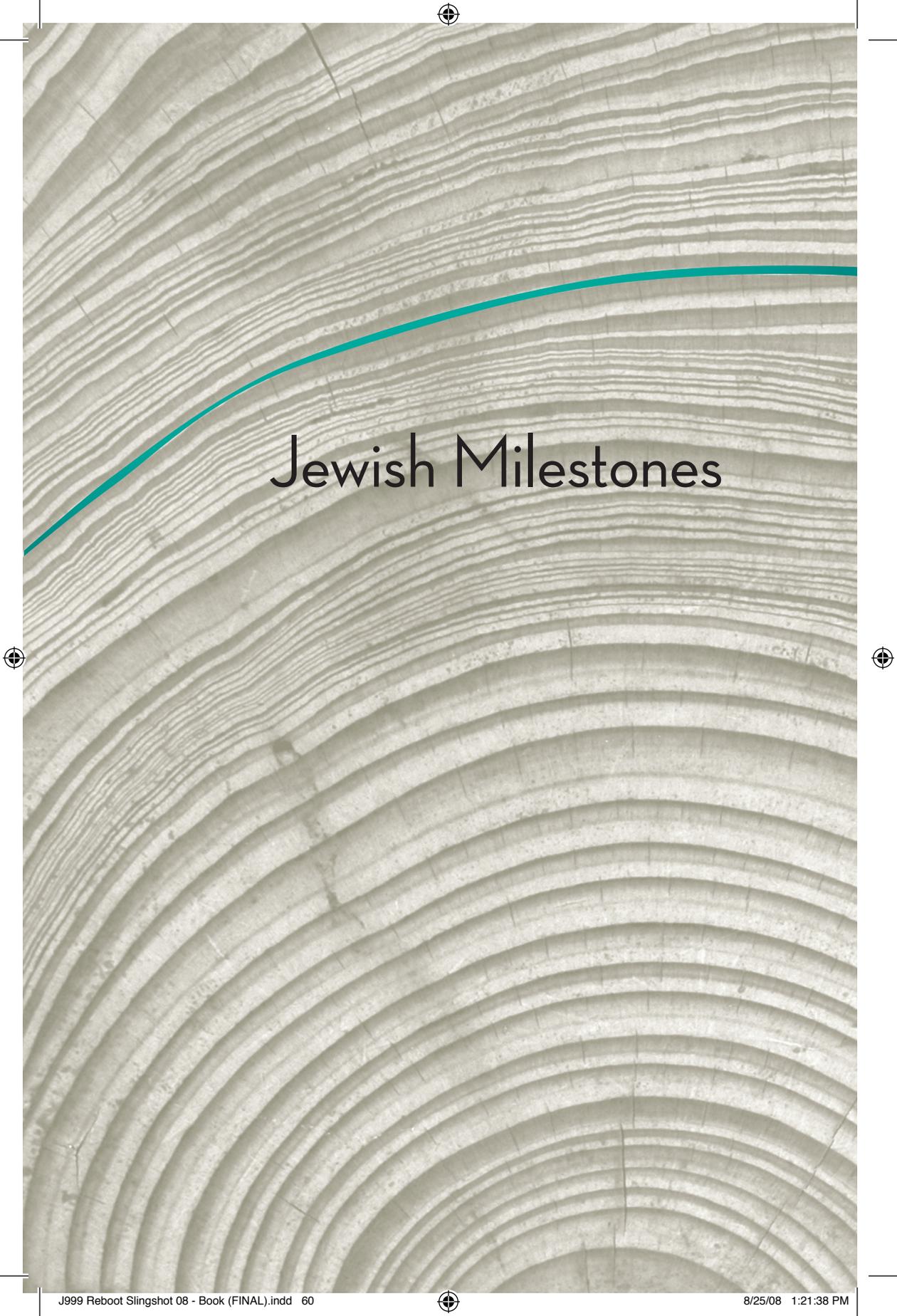
JFSJ's innovative programming has evolved at a fast pace. In addition to its award-winning blog, www.jspot.org, and the engagement of more than 14,000 online activists in one year, JFSJ will continue to intensify its web presence in 2009 by launching Eighth Degree, a domestic version of Kiva.org, enabling donors to fund microloans to aspiring business owners through an online mechanism. Also, while service learning trips were new to JFSJ last year, this year hundreds of 14- to 64-year-olds were attracted to Jewish learning and explorations in destinations like Baltimore, the Gulf region and Los Angeles. JFSJ has also committed to partnerships, such as the Isaiah Fund, the first national interfaith fund for long-term, domestic disaster recovery and rebuilding. The Fund will initially target the Gulf Coast post-Hurricanes Katrina and Rita, and this will become a blueprint for the creation of funds to support recovery from future national disasters.

One evaluator writes, "I've heard the gratitude of Gulf Coast residents. I've seen the enthusiasm of newly organized synagogue members. ... We've all benefited from JFSJ's commitment to equate Jewishness with justice." President and CEO Simon Greer and his team continue to garner the highest praise as JFSJ seeks to realize its "vast potential" as the current "premier, progressive Jewish organization in the country."

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C AMY DIXON
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BOARD CHAIR AMY DEAN + STEVEN FISHMAN
BUDGET \$5,400,000
INCEPTION 1984

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Jewish Milestones

25

Jewish Milestones

www.jewishmilestones.org

Jews of all persuasions connect with Jewish Milestones for assistance in creating rituals related to birth, maturation, partnering and loss. Jewish Milestones' post-rabbinic approach addresses the needs of mostly unaffiliated Jews seeking personalized, education-oriented consultants and resources to allow them to have weddings, baby namings and the like. Those in search of such rituals may not belong to a synagogue, but they still want to break a glass under a chuppah, welcome newborns into the Jewish community or gain assistance in saying kaddish at a parent's funeral.

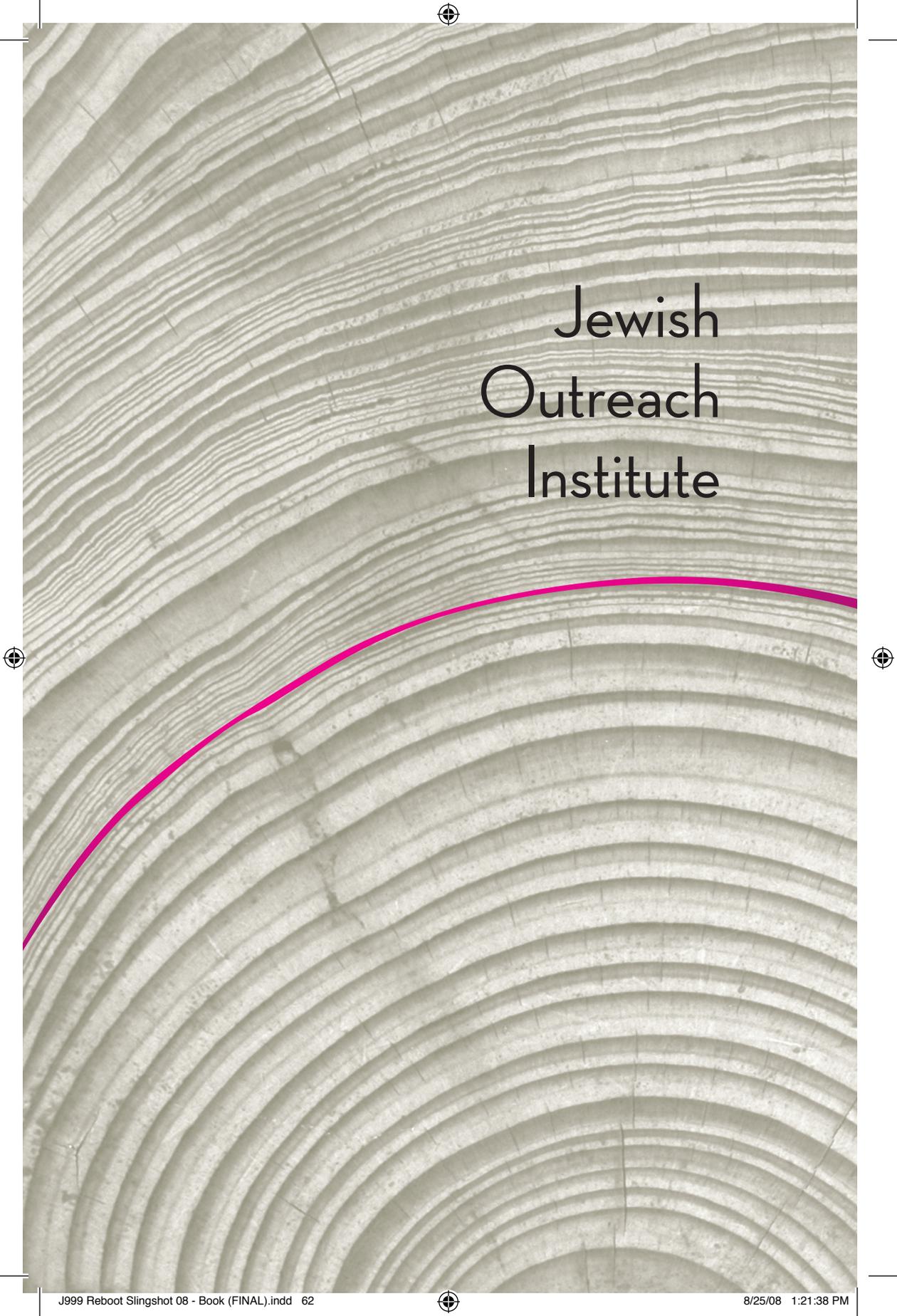
Jewish Milestones seeks to help all Jews, especially non-institutional members, take an active role in meaning-making through the transformative power of life cycle rituals. With deep respect for Judaism, Jewish Milestones does not jettison the "organized" community but rather knits connections within the Jewish community by fostering individual relationships, providing ritual events and giving people the consultants or tools to build a Jewish life.

San Francisco-based evaluators have supported Jewish Milestones' work for years, calling it "field-changing" and "focus[ed] on leverage points" for those not institutionally affiliated. Founder and Executive Director Rachel Brodie is universally recognized as "having vision, ethics and being an exemplary Jewish educator." With requests for resources coming from around the country, additional funding and business development counsel would balance well with Brodie's educator background, enabling Jewish Milestones to be replicated beyond the San Francisco Bay Area.

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BOARD CHAIR TOBY RUBIN
BUDGET \$200,000
INCEPTION 2003

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Jewish Outreach Institute

26

Jewish Outreach Institute

www.joi.org

Founded in 1987 as a university-based think tank, Jewish Outreach Institute (JOI) has evolved into an outreach and advocacy organization for intermarried families' inclusion in Jewish life. While the field has since added other non-profits serving a growing interfaith Jewish community, JOI continues to work on both the supply and demand sides of the equation. Its system-wide approach has made steady strides over the years, resulting in the deeper inclusion of tens of thousands of Jews in Judaism and Jewish communities around the country.

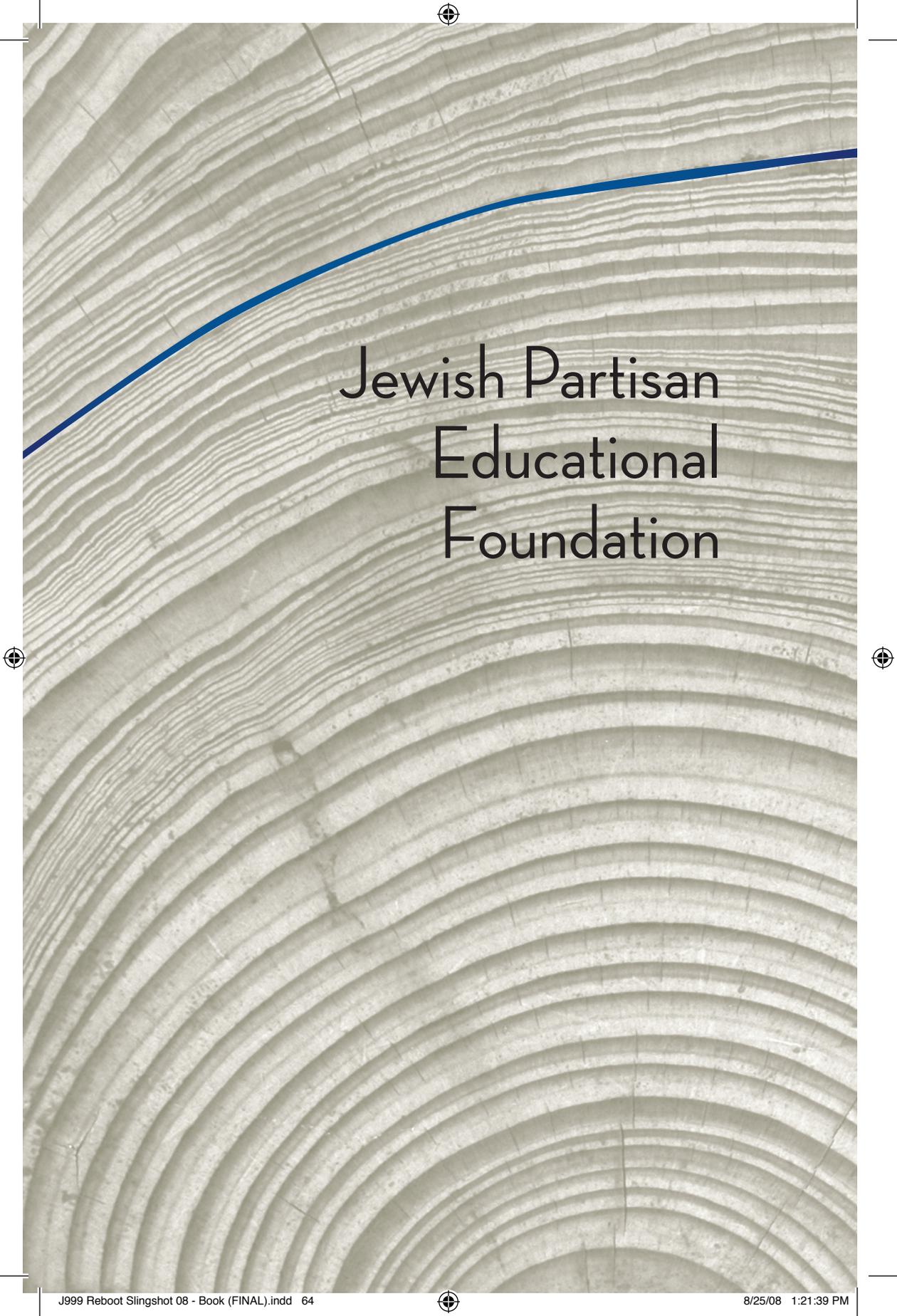
On the supply side, JOI advocates with institutions for greater inclusiveness of intermarried families and provides outreach training and tools to Jewish professionals and volunteers who want to become more welcoming and accessible. On the demand side, JOI provides direct services to intermarried Jews as well as Jews of color, multiracial families and LGBT Jews through a variety of programs. This year, JOI piloted a Grandparent's Circle in Los Angeles designed to help Jewish grandparents nurture nascent Jewish identity in their interfaith grandchildren. Given the number of people who signed up for the first circle, JOI anticipates that replicas will roll out across the country and will grow even more rapidly than its Mother's Circle, currently serving non-Jewish women in 30 cities around the country. Also this year, JOI and the Russell Berrie Foundation began a partnership to develop a new outreach process in Northern New Jersey, which if successful, could serve as a model for funders seeking to support community-wide approaches in other locales.

With its website receiving 70,000 unique visitors every month, JOI is certainly "reaching the grassroots of Jewish communities around the United States" and continuing to innovate to meet their needs. Its approach to local pilot programs that have national implications is "admirable." Another evaluator comments that "good programming" and "strong financial controls" make JOI a reliable bet, and long-time leader Kerry Olitsky remains a "dedicated and convincing advocate."

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BOARD CHAIR TERRENCE A. ELKES
BUDGET \$1,700,000
INCEPTION 1987

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Jewish Partisan Educational Foundation

27

Jewish Partisan Educational Foundation

www.jewishpartisans.org

While accounts and images of the Holocaust usually depict horror and victimhood, Jewish Partisan Educational Foundation (JPEF) showcases a different aspect of the Holocaust by highlighting the 20,000 to 30,000 Jews who courageously fought back against the Nazis and their collaborators. JPEF's goal is to foster an enduring sense of Jewish identity and pride in Jewish youth by offering positive images of partisan freedom fighters through film and other media created by JPEF and made available in educational settings.

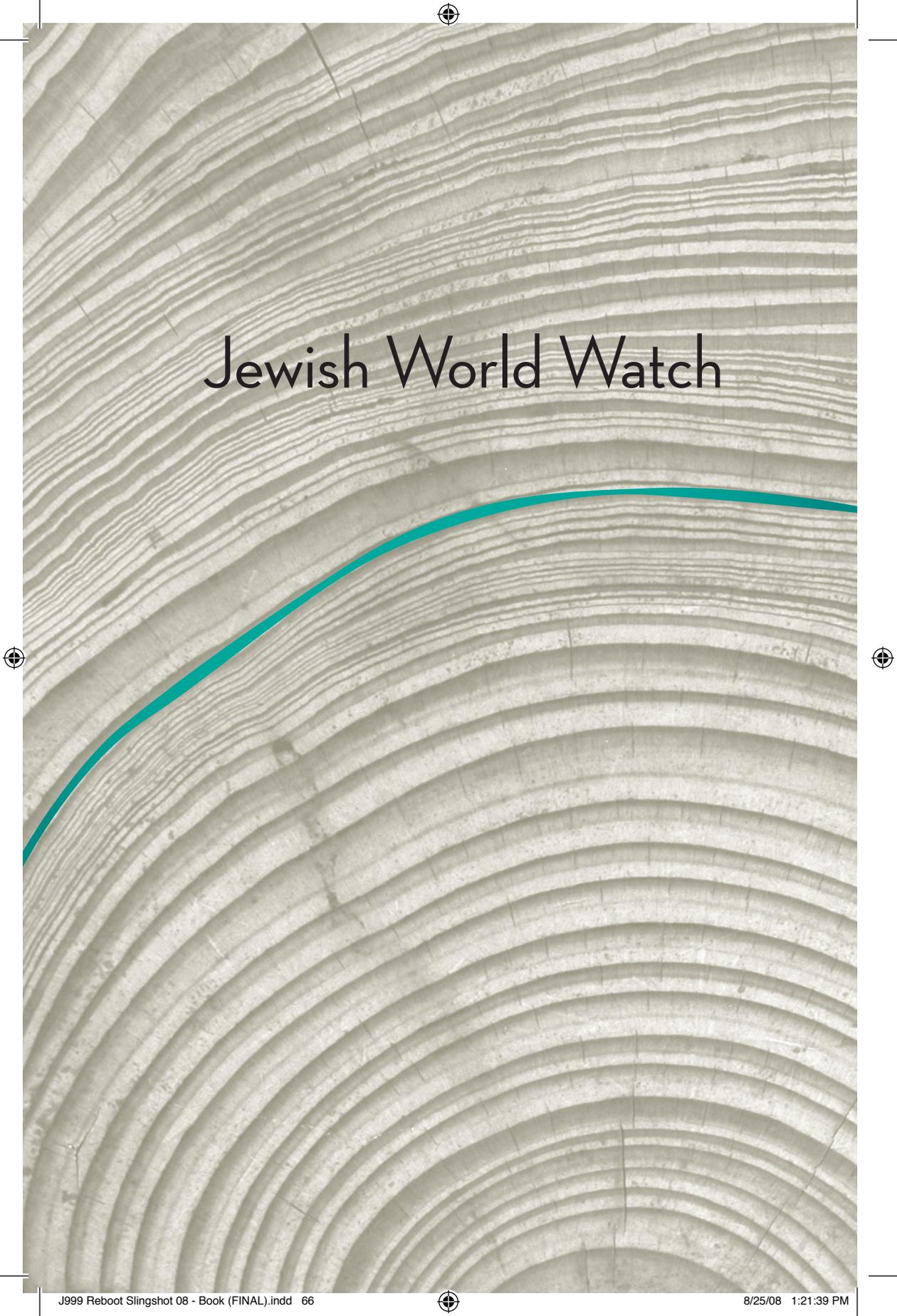
The multimedia RESIST curriculum is JPEF's centerpiece and includes printed study guides; lessons on topics such as leadership, women, ethics and heroes; as well as nine short films and interactive web content that include interviews with 42 Jewish partisans. Its main distribution channels are Jewish day schools, summer camps, youth groups, synagogue education programs and secular schools. In 2007, the organization reached over 500 educators—totaling 1,600 in its eight-year history—90% of whom integrated stories of the partisans into their curricula. JPEF expects to reach an additional 1,000 educators by the end of 2008, which will in turn affect tens of thousands of additional Jewish youth. A traveling photo exhibit with an accompanying study guide will also hit the road for the 2008-09 academic year.

JPEF's Director, former filmmaker and producer Mitch Braff, continues to chart JPEF's path with his "commitment, determination and engagement." The quality of the organization's work has earned JPEF multiple partners, including Facing History and Ourselves and the Four Seasons Project, the latter of which is also featured in this year's *Slingshot*. Braff and JPEF are making sure the story of Jewish partisans during the Holocaust is not left untold, thereby instilling a sense of pride in a new generation of Jewish youth.

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BOARD CHAIR ELLIOTT FELSON + PAUL ORBUCH
BUDGET \$577,737
INCEPTION 2000

The background of the page is a grayscale image of wood grain, showing concentric, wavy lines that create a sense of depth and texture. A thick, vibrant teal line curves across the middle of the page, starting from the left edge and ending on the right, following the general flow of the wood grain. The text 'Jewish World Watch' is centered in the upper half of the page, in a clean, black, sans-serif font.

Jewish World Watch

28

Jewish World Watch
www.jewishworldwatch.org

Shocked by mass killings in Darfur, Sudan, and recollecting the Holocaust and post-Holocaust genocides, Rabbi Harold Schulweis has challenged congregations in Southern California to “never again” remain silent in the face of genocide. He founded Jewish World Watch (JWW) in 2004 as a coalition of synagogues, their schools, their members and their communities to combat genocide and other egregious violations of human rights around the world. JWW carries out its mission by educating congregants in 56 member synagogues, organizing its thousands of constituents to collectively advocate for ending genocide and developing resources to assist victims and survivors of genocide.

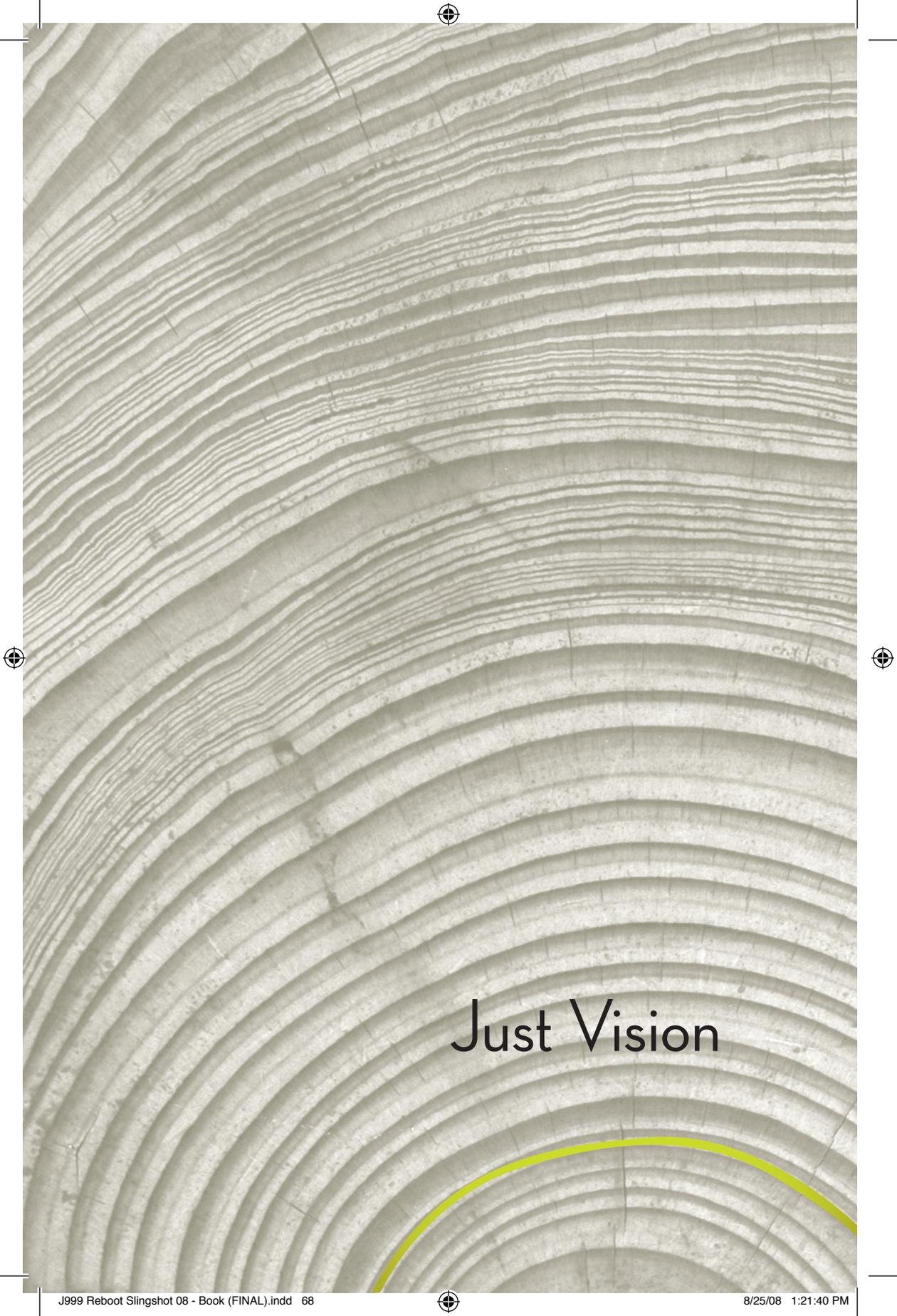
One such resource is JWW’s Solar Cooker Project, which received recognition this year when Founder Rachel Andreas was awarded the Charles Bronfman Prize for reducing the incidences of rape of women and girls in Chadian refugee camps. Rachel and JWW Director Tzivia Schwartz-Getzug traveled to the Iridimi Camp in Chad to evaluate how \$15 cardboard and aluminum solar cookers enable women to cook for their families without leaving the camp to look for fire wood, thereby risking abuse. Based on the project’s success, the U.N. High Commissioner is considering expanding the project into four other camps. In many cases, JWW’s volunteers include high school, college and graduate school students, such as a Harvard Law School student who has raised \$20,000 for the Solar Cooker Project and an 11th grader who helps to lead ACT, JWW’s B’nai Mitzvah-appropriate curriculum. In total, JWW has mobilized 300,000 constituents.

Evaluators laud the entire leadership team at JWW for “what it has been able to accomplish in as little as three years.” “Janice Reznick is extraordinary, Tzivia Schwartz-Getzug talented, and of course, Rabbi Shulweis has a long history of leadership in the Jewish community.” While the ability to change policies in Sudan will most likely require government intervention, JWW’s mobilization has “reinvigorated the social action agendas of synagogue communities” across Los Angeles, and its resource allocation is already having a “real impact.” With additional staff and technological capacity, JWW should continue to flourish.

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BOARD CHAIR JANICE KAMENIR-REZNIK
BUDGET \$2,000,000
INCEPTION 2004



Just Vision

29

Just Vision

www.justvision.org

Media and educational tools are the primary vehicles of Just Vision, which encourages civic participation through nonpartisan, grassroots peace-building efforts between Israelis and Palestinians. To date, its documentary film *Encounter Point* has been screened in more than 150 cities in the United States and around the world, including a premiere at the Tribeca Film Festival. In 2008, it also aired on Al Arabiya, one of the largest Arabic satellite stations in the world, followed by an hour-long discussion that included commentary from Israeli and Palestinian peace builders. Its new classroom cut of the film will focus on students and feature accompanying educational resources.

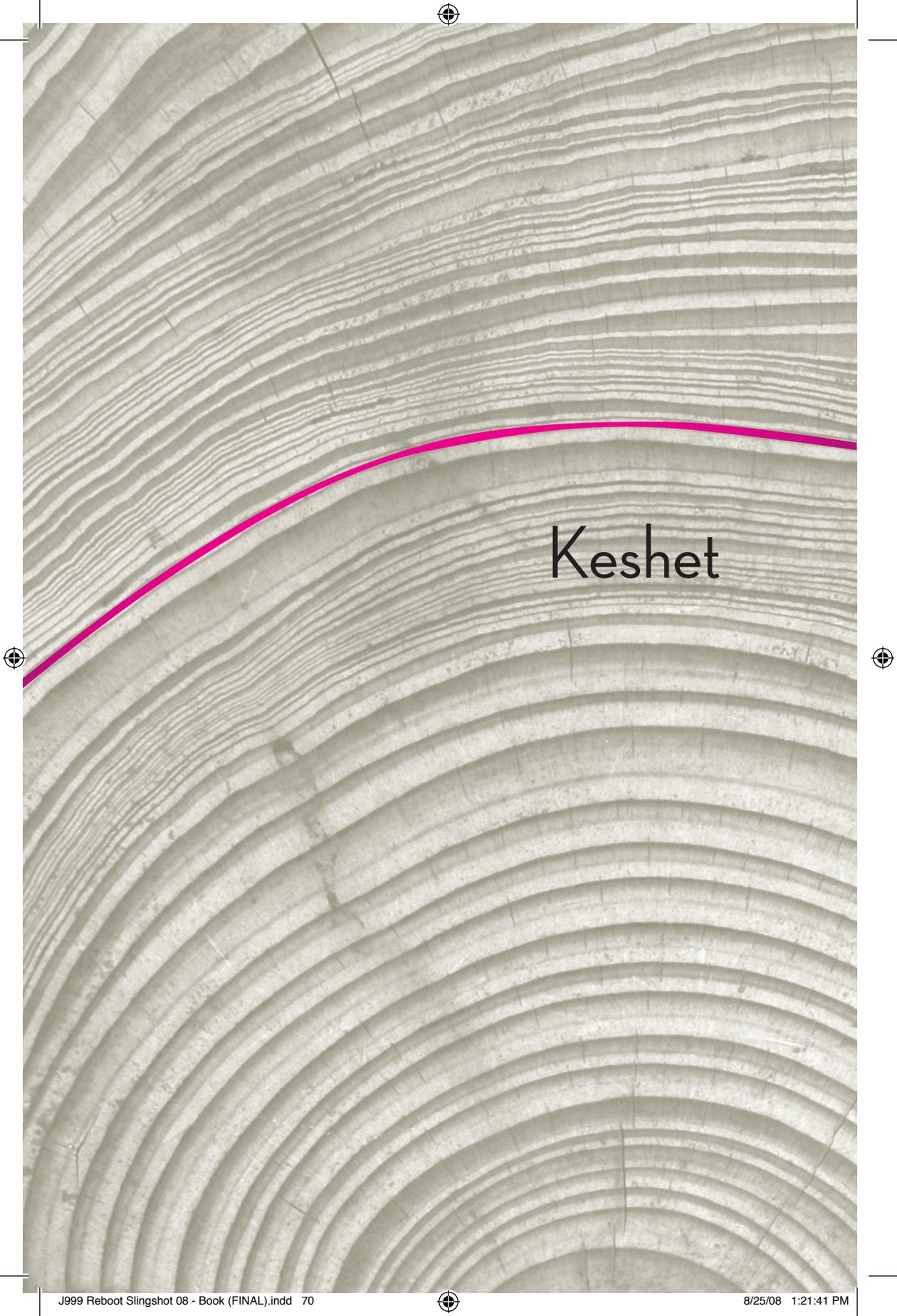
As Just Vision engages moderate Israeli and Palestinian audiences in the Middle East, it also connects North Americans interested in playing roles in building peace. Its website continues to grow a collection of “portraits” or first-hand interviews with Palestinian and Israeli civic peace builders, and its e-mail list now exceeds 7,000. New this year, Just Vision is developing a website in English, Hebrew and Arabic. This Online Network for Peace is intended as a platform for Just Vision’s mini-series about ongoing peace efforts, and it will also include a library of articles and a networking resource to connect those currently working at the grassroots level.

Founder and Executive Director “Ronit [Avni] has been strong and persistent in pursuit of her goals.” She and her team of North American, Southern American, Israeli and Palestinian colleagues work tirelessly to foster unbiased outreach and communication, garnering interest and support across religious, national and ethnic lines.

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BOARD CHAIR HANAN WATSON
BUDGET \$796,000
INCEPTION 2003



Keshet

30

Keshet

www.keshetonline.org

Inadvertent or intended, subtle or obvious, homophobia and heterosexism have often limited the participation of gay, lesbian, bisexual and transgender (GLBT) Jews' participation in the Jewish community, and threatens to jeopardize the involvement of leaders and members who might enrich Jewish life. In response to this challenge, Keshet was founded by a gay Jewish man who set out to make the Jewish community more welcoming to gay and lesbian Jews. Since its founding, Keshet has operated social, cultural and educational programming, developed support groups in Boston and facilitated dialogue about GLBT civil rights and safety in Jewish schools and community organizations across the country.

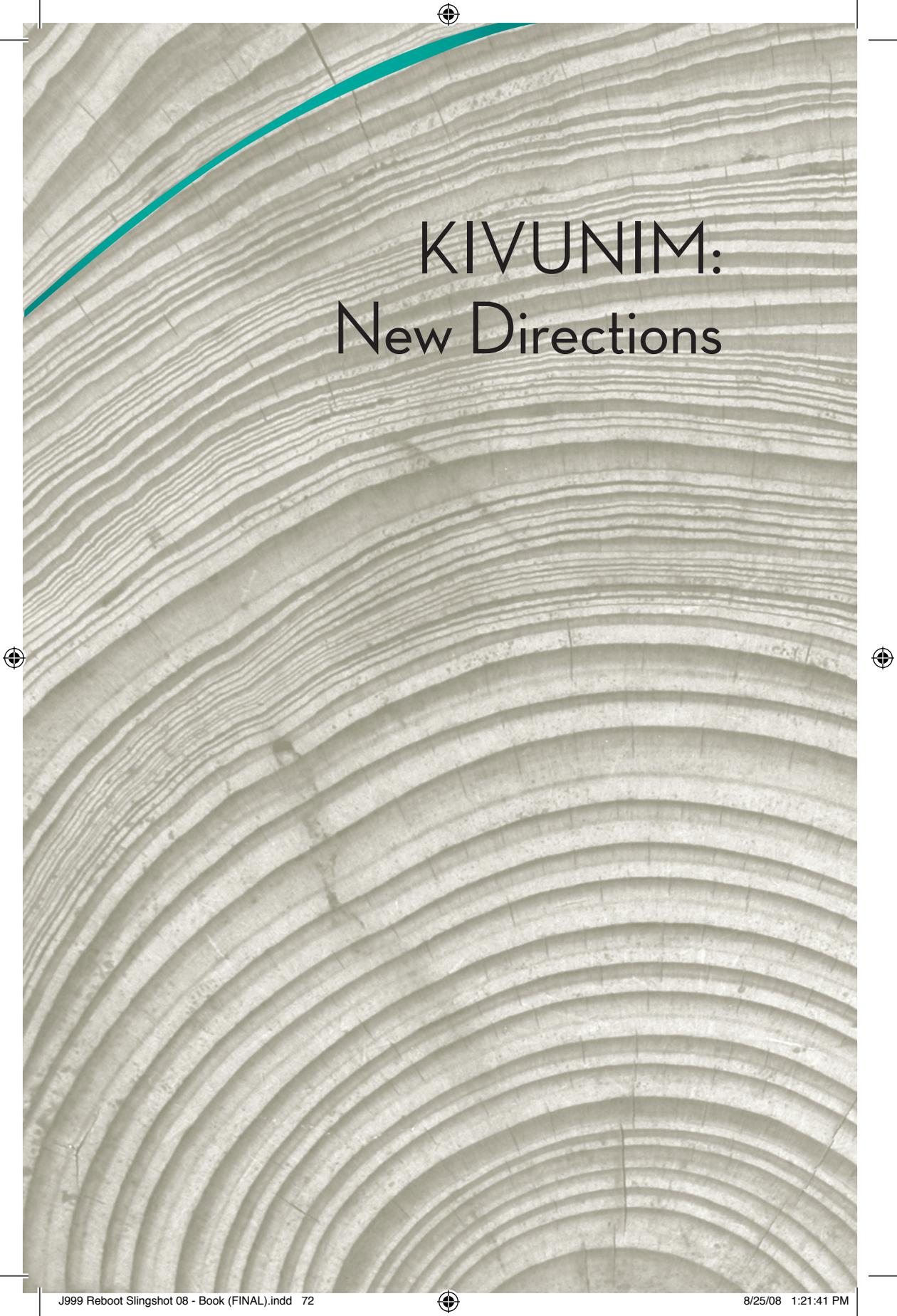
As one example of its national outreach, the documentary film *Hineni: Coming Out in a Jewish High School* has been screened by over 200 community programs. In 2008, Keshet added a curriculum guide to accompany the film, and with its Shalem Education Project: Jewish Safe Schools and Communities, Keshet will train and support a national network of Jewish educators to be activists and facilitators of GLBT inclusion in their local institutions. This year, the Shalem program will be replicated in San Diego and Detroit and then rolled out in two more cities in 2009.

Executive Director Idit Klein is a "superstar ... smart, insightful ... and is looked at as a leader and spokesperson for the GLBT community." As Keshet acquires both national depth and breadth, "rigid evaluation of projects, particularly of a signature one, Shalem, [will allow a potential funder to] better assess impact."

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BOARD CHAIR DAVID LEVY
BUDGET \$760,000
INCEPTION 1996

The background of the page is a grayscale image of wood grain, showing concentric growth rings that curve from the top left towards the bottom right. A solid teal-colored curve follows the same path as the wood grain, starting from the top left and curving towards the bottom right. The text is centered in the upper half of the page.

KIVUNIM: New Directions

31

KIVUNIM: New Directions

www.kivunim.org

One of the most interesting opportunities in this year's book, KIVUNIM: New Directions is a gap year travel program focused on Jewish history and modern-day coexistence. Post-high school or pre-college students sign on for one year of academic and experiential learning in Israel and other Jewish communities around the world, including Greece, Morocco, India and Hungary. Initiated by Peter Geffen, well-known educator and founder of the Abraham Joshua Heschel School in New York, Geffen brings his commitment to progressive education, Rabbi Heschel's teaching that students must "evaluate the past in order to clarify the future" and a lens of coexistence to the experience. He inspires families with his belief that Jewish education must "reorder its priorities ... away from its reliance on Jewish tragedy as a motivational tool for identity formation and towards a new and more positive story of Jewish life throughout the millennia of the Diaspora."

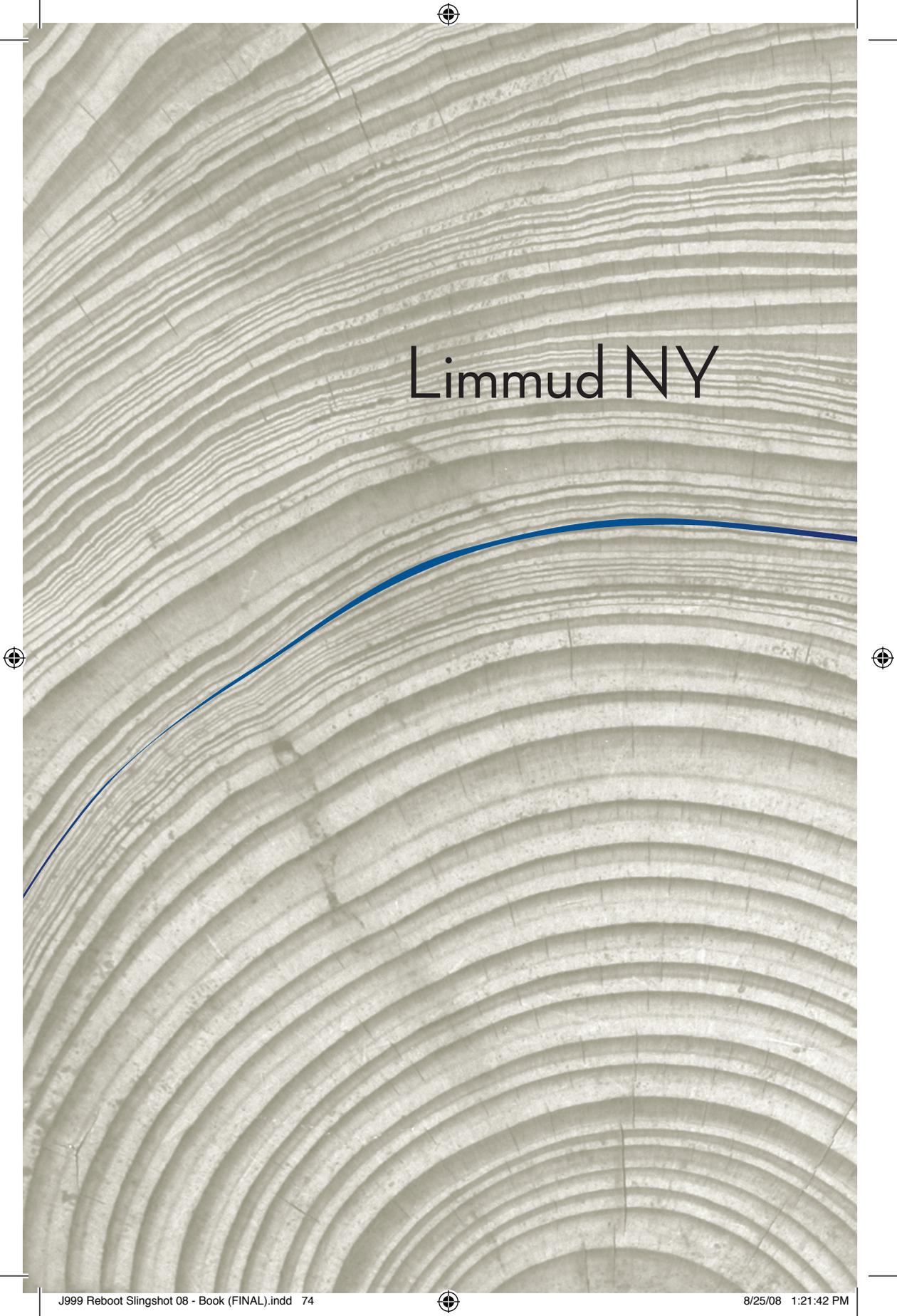
His philosophy is implemented annually with 40 students who study Civilization, Arab and Jewish Perspectives on the Middle East and other academic courses from a home base abroad, exploring what it must have been like to be in a Jewish minority and to live and coexist with a different majority. The experience raises questions such as: what is the ingredient in Hindu and Buddhist cultures that so uniquely preserved the peace with Jews? Why did no Moroccan Jews die in the Holocaust? How could the Port of Saloniki close every Shabbat to accommodate its Jewish port workers? And furthermore, what do these lessons of historical coexistence teach us about coexisting in Israel today?

Most evaluators comment on the need for a gap year program focused on Jewish studies (and ask if they can chaperone), and parents will be relieved to know this travel program is also awarded college credit at schools such as Emory University, George Washington University and University of Maryland. While the program is still in its early days, most evaluators feel that "Geffen is immensely talented, ... a remarkable visionary and devoted educator," so people are betting on this one.

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BOARD CHAIR DAVID ARIEL
BUDGET \$1,600,000
INCEPTION 2006



Limmud NY

32

Limmud NY

www.limmudny.org

Limmud NY is reinventing what a Jewish learning experience can be. For the past three years, with a staff of two, this organization has mobilized over 175 volunteers to plan and execute its multigenerational, transdenominational conferences. These annual five-day celebrations see scores of 20- and 30-something volunteers organizing over 350 sessions filled with music, text, film, lectures and hands-on workshops for a crowd that exceeds 800 attendees.

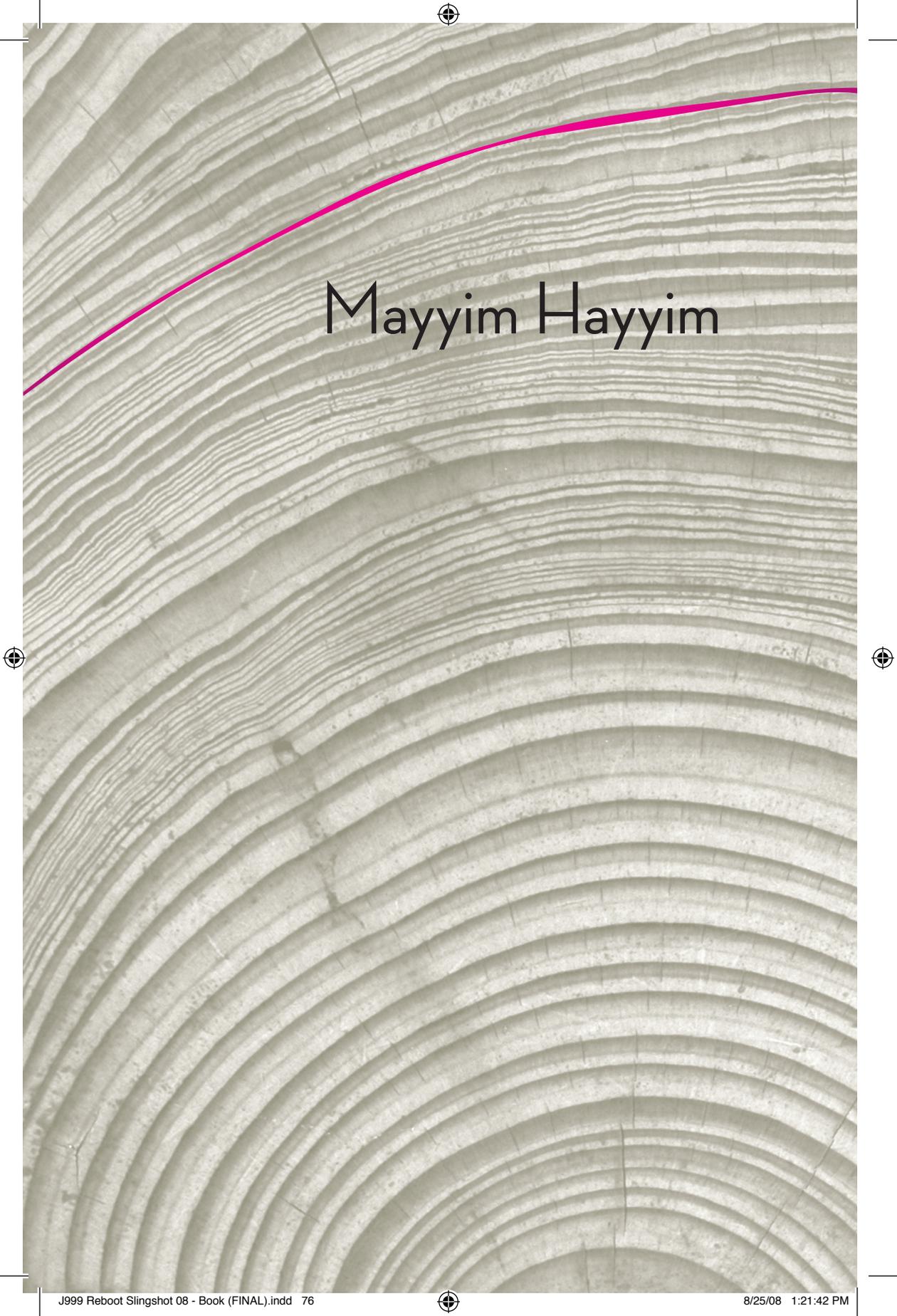
In addition to staging this exhilarating gathering, Limmud NY aims to build a Jewish community of participants that bridges the established Jewish community and a more progressive segment. Throughout the year, its Taste of Limmud series occurs over one evening with concurrent sessions in various parts of the metropolitan New York area. By reaching out to other organizational partners, such as InterfaithFamily.com and Jewish Outreach Institute, also featured in this year's *Slingshot*, as well as to the GLBT community, Limmud NY has improved its ability to attract a diverse audience.

Limmud NY has succeeded in becoming a replicable model, providing technical assistance to help launch independent Limmud experiences in other parts of the U.S., including Los Angeles, where attendance approached 700, Atlanta, which drew upwards of 600 people, and Boulder/Denver, with more than 200 participants. One evaluator attests that Limmud is a "rare pacesetter organization" producing the "must have new form of engagement for all of us."

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BOARD CHAIR KAREN RADKOWSKY
BUDGET \$820,810
INCEPTION 2003

The background of the page is a grayscale image of wood grain, showing concentric growth rings that curve from the top left towards the bottom right. A thick, vibrant pink line follows this same curved path, starting near the top left and ending near the top right. The text 'Mayyim Hayyim' is centered in the upper half of the page.

Mayyim Hayyim

33

Mayyim Hayyim

www.mayyimhayyim.org

Mayyim Hayyim seeks to resurrect the ancient Jewish ritual of mikveh immersion for Jews of all denominations, including those undergoing conversion to Judaism or who are healing from trauma. Although based in Boston, the Center has become an international destination for both male and female visitors, including dozens of Israeli groups visiting Boston. As one guest visiting from Jerusalem attested: "After going through a traumatic divorce, training for a new career and raising three children, I leave this blessed place feeling renewed and strengthened and peaceful. This is indeed a holy place."

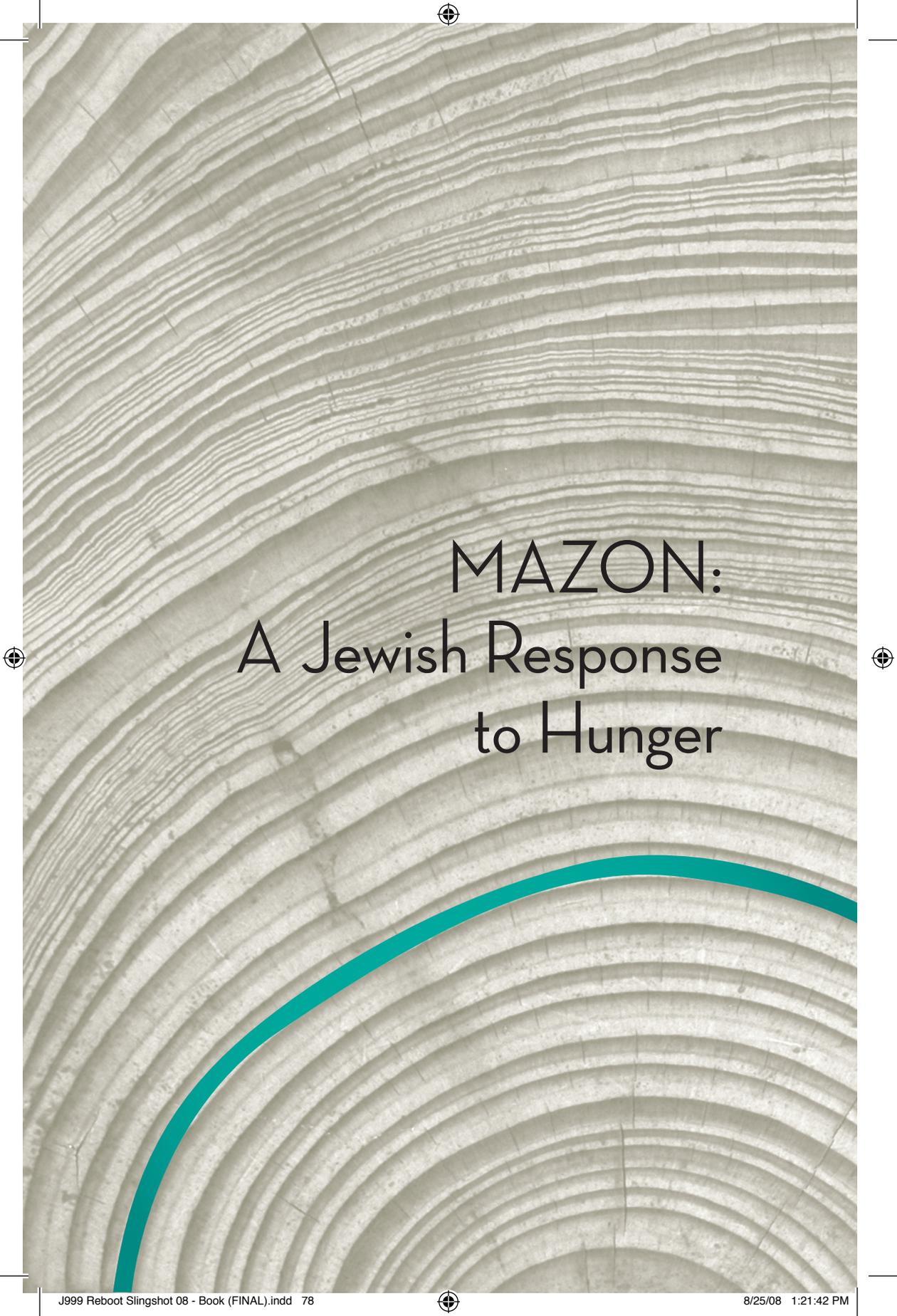
Annually, Mayyim Hayyim offers nearly 90 educational programs, 1,000 immersions, several hundred tours, multiple exhibits in its own art gallery, on-going volunteer trainings for mikveh guides and two major community events. This year, its fundraising event drew 900 people. Coming up this fall, in celebration of the Jewish New Year, Mayyim Hayyim will host its first ever men-only event. Its publications are also in demand, as this year its *Jewish Healing Guide for Women with Cancer* went into a second printing. And in 2009, Mayyim Hayyim plans to distribute *Mikveh Monologues*, a collection of theatrical readings co-written by Mayyim Hayyim founder and author of *The Red Tent*, Anita Diamant.

One evaluator comments, "The leadership and staff of Mayyim Hayyim represent a cross section of the Jewish community, including clergy from Reform, Conservative and Reconstructive movements, community leaders, philanthropists, volunteers ...all making a special effort to welcome those who might otherwise feel marginalized by the Jewish community through the mikveh experience." Having recently paid off a significant amount of debt, this "solid organization" is starting to grow to a new level of programming and capacity.

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BOARD CHAIR ANITA DIAMANT
BUDGET \$854,600
INCEPTION 2001

The background of the page is a grayscale image of wood grain, showing concentric, wavy lines that create a sense of depth and texture. A thick, teal-colored arc is positioned at the bottom of the page, curving from the left side towards the right. The text is centered in the upper-middle portion of the page.

MAZON:
A Jewish Response
to Hunger

34

MAZON: A Jewish Response to Hunger

www.mazon.org

Hunger remains an issue for 35 million Americans, 12 million of whom are children. Unbelievably, 70% of poor families with children in the United States include a family member who works, and 40% of households that receive emergency food assistance have at least one adult working 40 or more hours a week. Founded 23 years ago, Mazon remains unique in that it raises consciousness in the Jewish community about these issues and the obligation to alleviate hunger and its causes, provides food for people who are hungry, and also encourages individuals and institutions to contribute 3% of the cost of life cycle events. Through these contributions, Mazon has turned small donations (typically \$18, \$75 on average) into \$47 million reallocated to hunger organizations since inception.

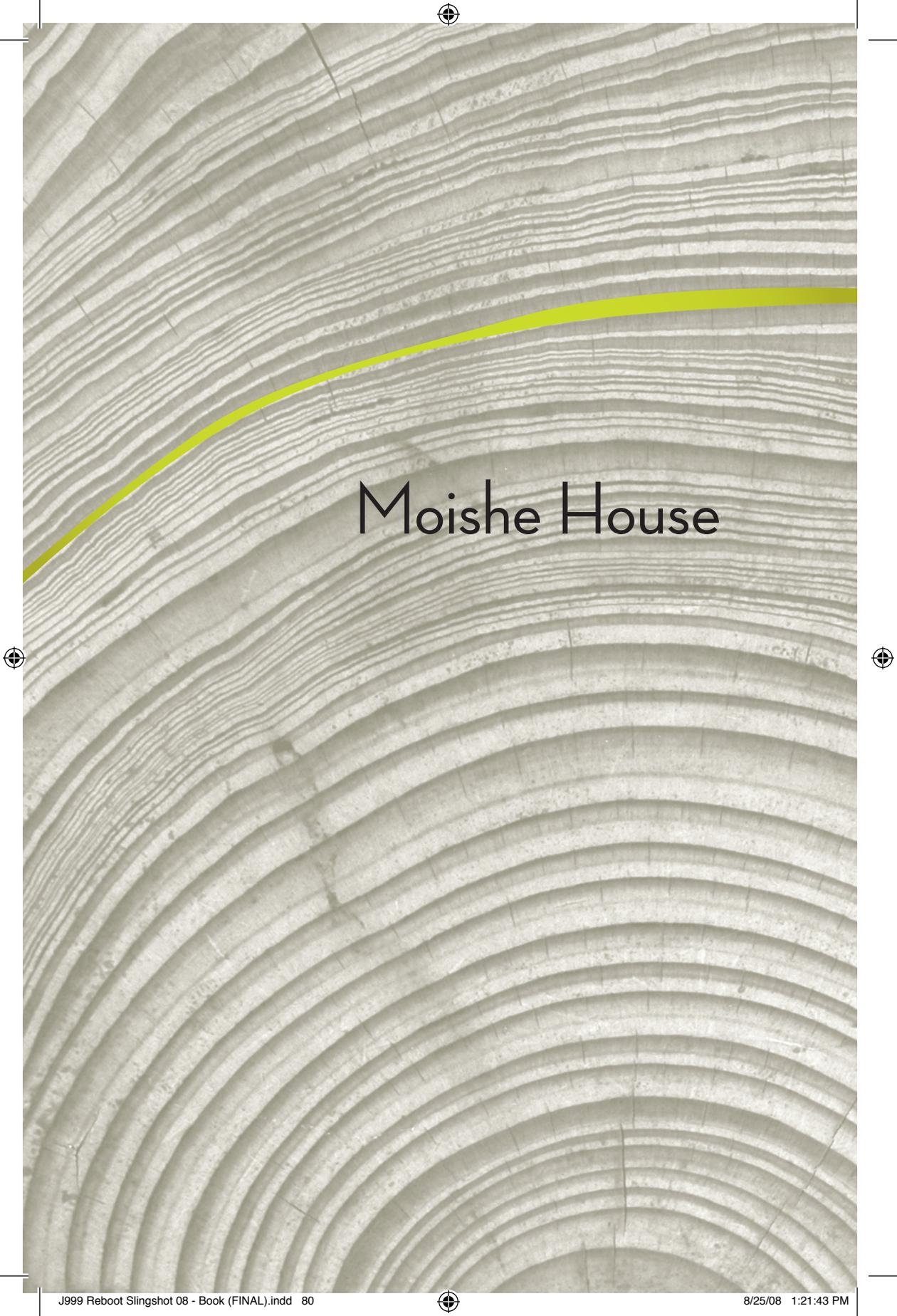
Today, Mazon's most innovative work centers around advocacy to end hunger and its causes. With 880 synagogues, Hillels, Jewish Community Centers and havurout across the country, Mazon and its partners added \$10.3 billion for hunger programs to the Farm Bill that Congress passed this year. After examining what the Federal programs plan to allocate, Mazon then allocates more than 300 grants to strategically fill the federal funding gaps. In total, Mazon will allocate \$3 million in grants to hunger organizations this year, half of which are local, state, regional and national anti-hunger coalitions or public policy organizations with a major advocacy focus on the problem of hunger in America. Mazon now also supports organizations in Israel and in developing countries through U.S.-based, non-governmental organizations. Myanmar, for example, will receive resources to rebuild from the cyclone disaster.

With a donor base of 100,000 people, Mazon has always been an organization of and for the people, however, "with a turn toward legislative advocacy, Mazon now has the opportunity to make a real change" in the lives of all hungry Americans while engaging North American Jews in those endeavors. Director Eric Schockman "definitely has professionalized the organization," and new generations of supporters keep Mazon's energy high.

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BOARD CHAIR RABBI ARNOLD RACHLIS
BUDGET \$5,878,947
INCEPTION 1985

The background of the page is a grayscale image of wood grain, showing concentric, wavy lines that create a sense of depth and texture. A thick, bright yellow curve starts from the left edge and arcs across the upper portion of the page, partially overlapping the wood grain. The text 'Moishe House' is centered in the middle of the page, overlaid on the wood grain.

Moishe House

35

Moishe House

www.moishehouse.org

As writer Ethan Waters initially conceptualized in his book *Urban Tribes*, today's 20-somethings live in "urban tribes" or communal groups of peers that become family and primary support networks. Steven M. Cohen and Ari Y. Kelman's report, *Uncoupled: How our Singles are Reshaping Jewish Engagement*, similarly confirmed that non-Orthodox young Jews today stay single longer than previous generations, delaying marriage and children. Moishe House emerged in 2005 to respond to this trend, providing 20-something Jews with the opportunity to create their own urban tribes. Currently, 23 individual homes now serve as hubs for thousands of young Jews across the United States, Europe, South America, South Africa and Israel.

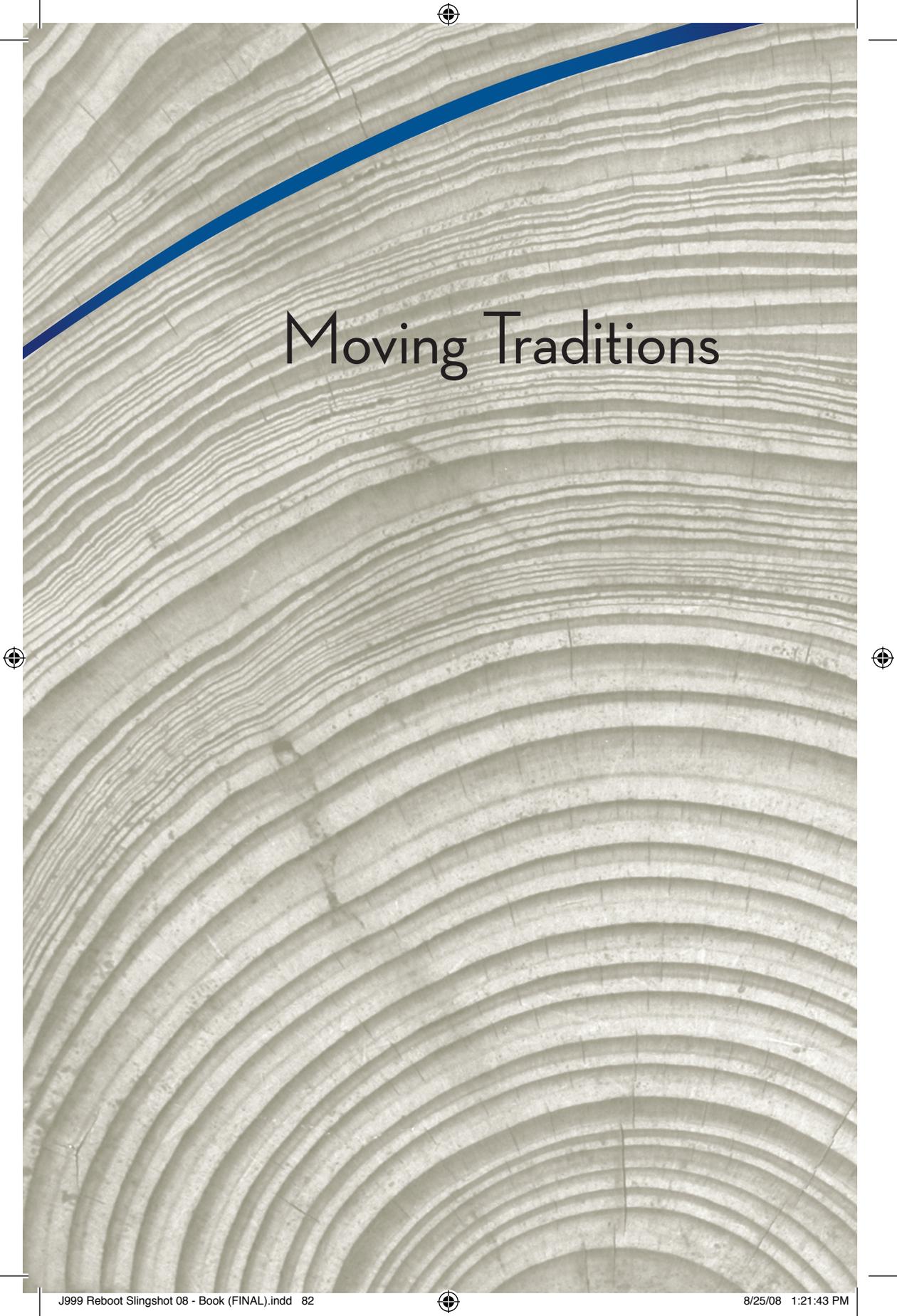
Teams of "eager, innovative young Jews" are encouraged to apply to open a house and receive a rent subsidy as well as a program budget to create an ideal Jewish community for themselves and their peers. While residents have full-time jobs or attend academic programs, the Moishe House provides them with a community for Shabbat dinners, ritual and holiday events, documentary film nights or social justice events such as the Jewish-Muslim dialogue that the Boston-based Moishe House planned this year. On average, for \$25,000 a year, a team running a Moishe House turns out seven events a month that draw 150 people each, totaling 4,000 plus attendees per month or 51,000 Jews a year engaging Jewishly on their own terms.

Funders call this an "efficient operation" that even has an elaborate technological monitoring system to log in events, attendees, photos, blog reports and other reporting statistics on a regular basis. A 2007 survey of members indicated that 69% of attendees had not been involved in Jewish organizations in college, and 67% feel that the House experiences have increased their senses of Jewish identity. Fans say, "David Cygielman is a phenomenal leader whose vision, entrepreneurial spirit and gregarious personality are sparking what is fast becoming a global movement." One evaluator even remarks, "I wish I could live there myself."

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BOARD CHAIR MORRIS B. SQUIRE
BUDGET \$650,000
INCEPTION 2005

The background of the page is a grayscale image of wood grain, showing concentric growth rings that curve from the bottom towards the top. A thick, solid blue diagonal line runs from the top left towards the middle right of the page. The title 'Moving Traditions' is centered in the upper half of the page.

Moving Traditions

36

Moving Traditions

www.movingtraditions.org

Moving Traditions helps young American Jews navigate participation in Jewish life and develop an appreciation of Jewish rituals. Its seminal program, Rosh Hodesh: It's a Girl Thing!, guides pre-teen and teenage girls in making sense of popular culture, establishing an inner compass and making healthy choices—all in the process of building their own personal Jewish identities. After serving an impressive 4,000 middle and high school girls, Moving Traditions is rolling out an extension of Rosh Hodesh. With targeted outreach to its extensive network of JCCs, synagogues and transdenominational day schools, the three-year Leadership Stage curriculum will empower high school girls to help lead and take ownership of their Rosh Hodesh groups.

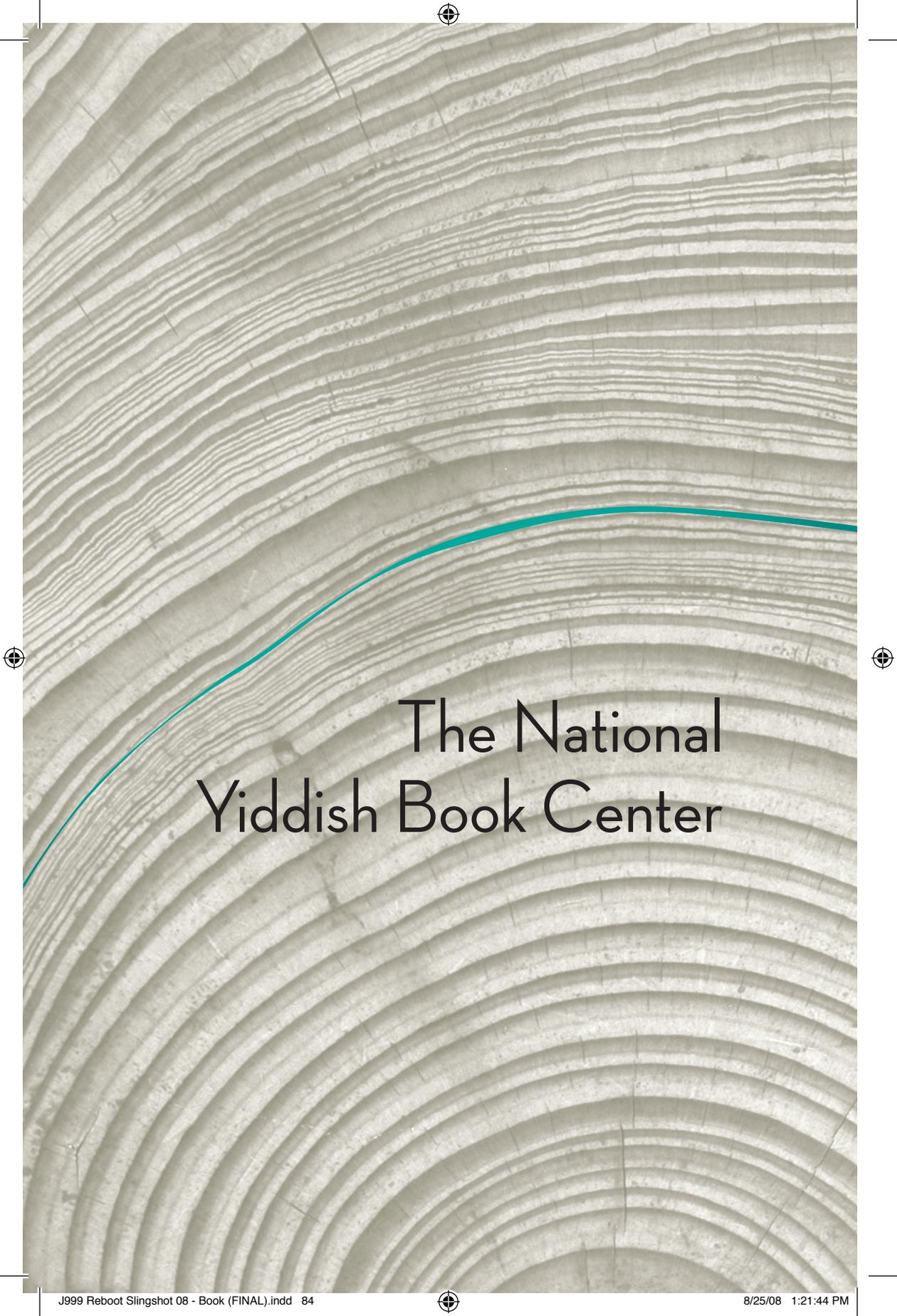
In its latest effort, Moving Traditions is now engaged in a research-action Campaign for Jewish Boys that seeks to repair and reverse young Jewish male attrition and loss of connection, which now exceeds that of Jewish girls. Also a feature of this year's programming calendar, Moving Traditions celebrated Bat Mitzvot. For those who don't know that the Bat Mitzvah was at first a radical, new tradition added as recently as 85 years ago, the Bat Mitzvah Firsts Project documents the evolution of the Bat Mitzvah from a path-breaking ritual to one that has become a mandatory rite of passage for Jewish girls.

"Leaders Deborah Meyer and Sally Gottesman are some of our best women leaders in Jewish life today," having accomplished much in just a few years. Given the reach of the Rosh Hodesh program and its impact on girls, evaluators have great hopes for Moving Traditions' nascent research focused on Jewish boys.

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BOARD CHAIR SALLY GOTTESMAN
BUDGET \$1,150,755
INCEPTION 2005

The background of the page is a grayscale image of wood grain, showing concentric, wavy lines that create a sense of depth and texture. A single, solid teal line curves across the middle of the page, starting from the left edge and ending on the right edge, positioned just above the main text.

The National Yiddish Book Center

37

The National Yiddish Book Center

www.yiddishbookcenter.org

As a graduate student, Aaron Lansky wondered at the dearth of available Yiddish books and feared that Yiddish, the language of 75% of Eastern European Jews for 1,000 years, was in danger of becoming extinct. His curiosity turned into an insatiable passion to collect Yiddish books from older Jews before they were lost forever. This tireless pursuit resulted in a substantial collection and with support from many individuals, led to the founding of the National Yiddish Book Center based in Western Massachusetts. Beyond the building itself, the Center has also leveraged its collection by making its volumes available through the Steven Spielberg Digital Yiddish Library, and it has also created cultural and educational programs to share Eastern European cultural identity with North American Jews.

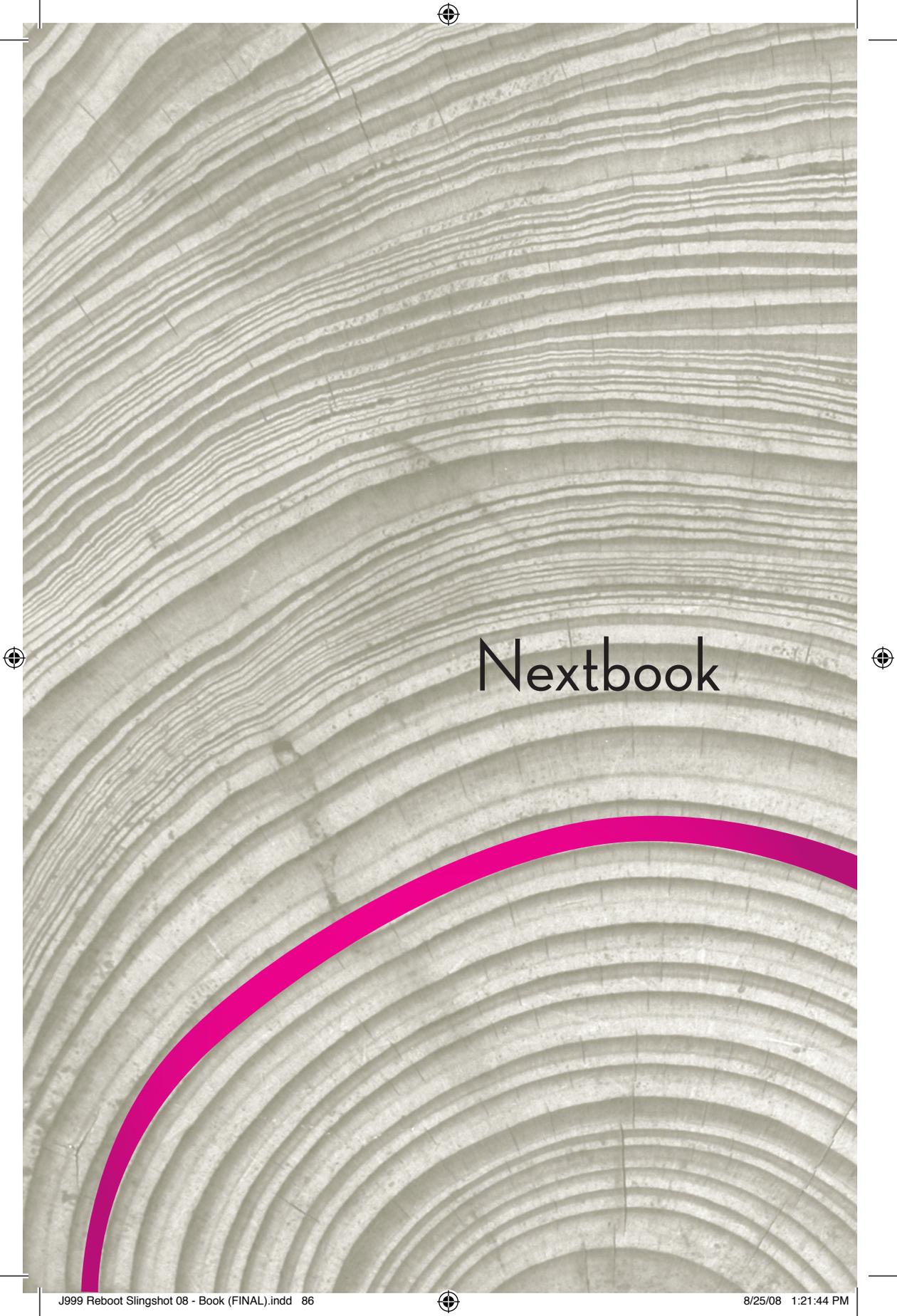
In recent years, the Center has expanded its programming in order to engage more young people in particular. For example, the Steiner Summer Internship is an intensive eight-week program for college students that combines instruction in Yiddish language, history and culture with hands-on work in the Center's Yiddish book collection. In its newest initiative, akin to catalyzing its early volunteers, the Center has started the Jewish Discovery Corps to rally thousands of volunteers, ages 13 to 22, from across the country. The Corps offers fieldwork expeditions to help young Jews discover neglected Jewish cultural treasures like music, documents, photographs and personal narratives. While developing new programs, the Center's regular communication vehicles, both print and online, continue to grow. Three times a year, 30,000 recipients receive *Pakn Treger*, the Center's English-language literary magazine, its website receives 60,000 visits each month, and its e-mail newsletter enters 12,000 inboxes.

Propelled by the "passion and drive" of MacArthur Fellow Aaron Lansky, the Center's impact is felt far and wide. For those interested in the full tale behind Lansky's work, one evaluator recommends reading *Outwitting History: The Amazing Adventures of a Man Who Rescued a Million Yiddish Books*. Another evaluator feels certain that the Center will "reinvigorate interest in the richness of Yiddish literature in thousands of young people."

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BOARD CHAIR LIEF ROSENBLATT
BUDGET \$3,500,000
INCEPTION 1980

The background of the page is a grayscale image of wood grain, showing concentric, wavy lines that curve from the top towards the bottom. A thick, vibrant magenta arc is positioned in the lower half of the page, starting from the left edge and curving towards the right. The word "Nextbook" is centered in the middle of the page in a clean, black, sans-serif font.

Nextbook

38

Nextbook

www.nextbook.org

Nextbook emerged in 2003 to promote Jewish culture, literature and ideas in a variety of distinctive, relevant and compelling styles. Its major programs now include The Jewish Encounters Series, brief and informative books on Jewish subjects published in conjunction with Schocken/Random House and edited by well-known writer/editor Jonathan Rosen. These books, including Ruth Wisse's controversial *Jews and Power* and David Mamet's *The Wicked Son*, have sold 100,000 copies and obtained coverage in major media outlets. Nextbook also organizes well-known Jewish writers and thinkers, including Shalom Auslander and Tony Kushner, to deliver readings and talks in cities such as Chicago, Seattle and Washington, D.C. as well as day-long festivals of ideas with panelists that include Daniel Mendelsohn and Cynthia Ozick, taking place in New York, Boston, and Los Angeles. Approximately 5,000 attendees have enjoyed local public programming; 100,000 people participated in Let's Talk About It: Jewish Literature Program, a Nextbook partnership with the American Library Association; and 1,000 people attended inaugural festivals in New York and Los Angeles.

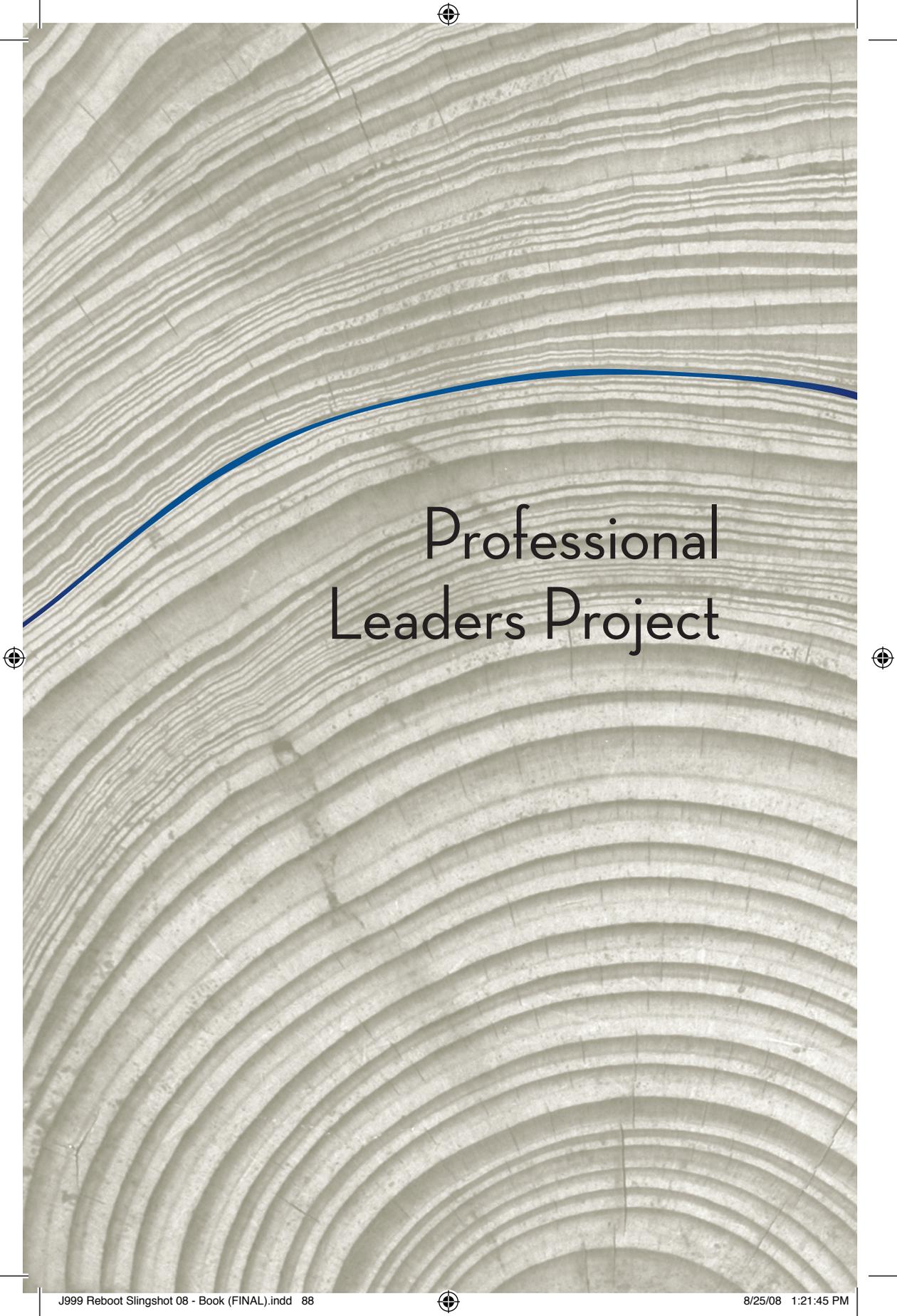
With the *New Yorker*, *Harper's* and the *New York Review of Books* as models, Nextbook's third major initiative is Nextbook.org, an online magazine hosting features on Jewish arts and culture, as well as interviews and weekly podcasts with authors. It receives nearly 250,000 visitors each month, and its podcast, which *Slate* listed as one of its top ten in 2006, enjoys 2,000 subscribers.

In an attempt to broaden both its book-buying and web audiences, Nextbook plans to bolster its book series with younger writers as well as expand it to include children's books. Larger, investigative pieces for Nextbook.org are also included in this vision. With a model that first "broke new ground" and a current leadership that is "star-studded," there is likely little that will hold back Nextbook's progress.

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BOARD CHAIR ARTHUR FRIED
BUDGET \$5,256,000
INCEPTION 2003

The background of the page is a grayscale image of wood grain, showing concentric growth rings. A thick, solid blue arc curves across the upper portion of the page, starting from the left edge and ending on the right edge. The text 'Professional Leaders Project' is centered in the middle of the page, overlaid on the wood grain and the blue arc.

Professional Leaders Project

39

Professional Leaders Project

www.jewishleaders.org

Professional Leaders Project (PLP) aims to attract and retain 20- and 30-something Jews to careers in the Jewish community. Through a national peer network and year-round education and cultivation activities, PLP increases participants' leadership skills, and in so doing, it has directed 500 participants to a pipeline for professions or volunteer opportunities within the Jewish world.

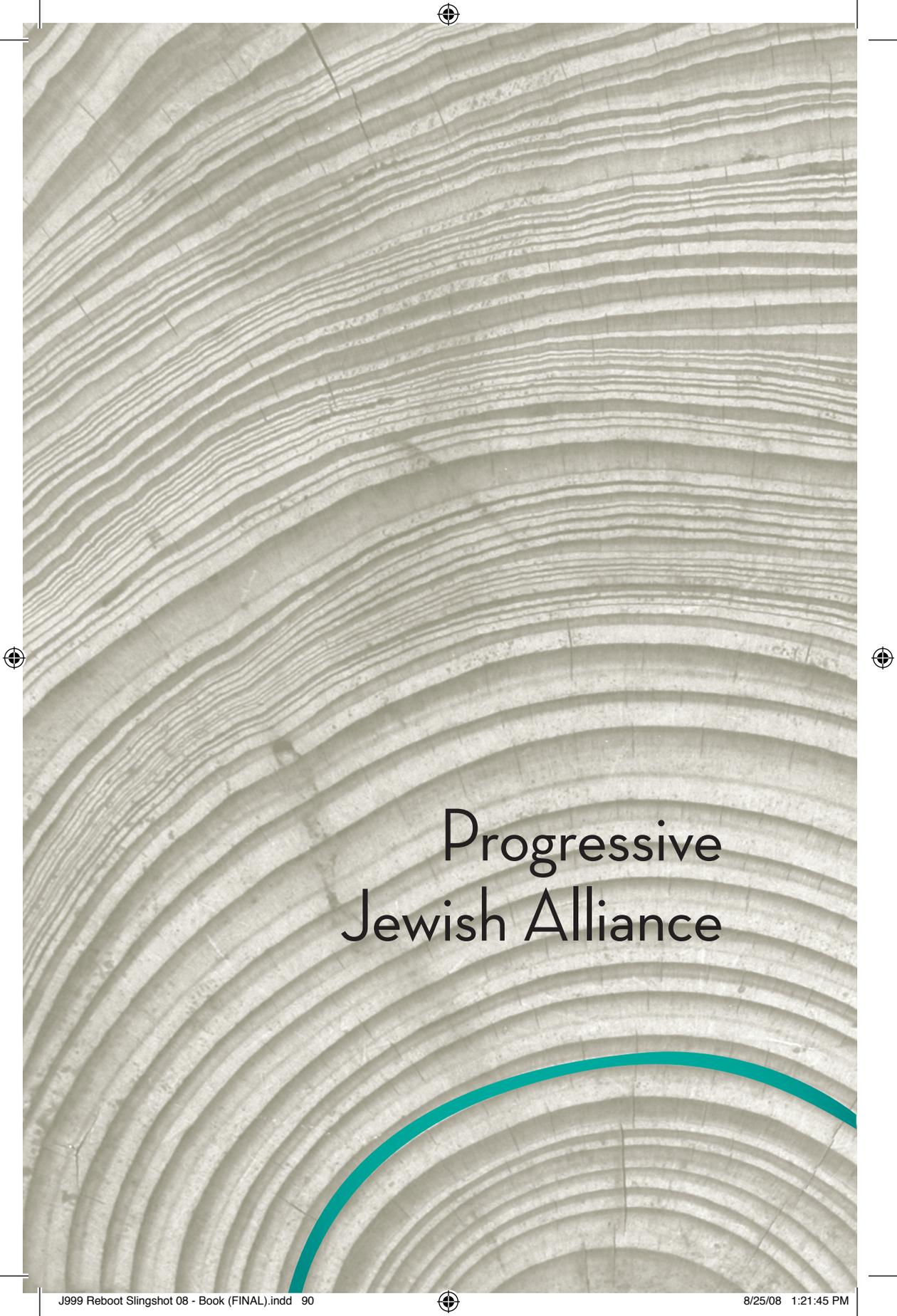
Every 18 months, PLP selects a new class of Talent who gather for a national fall gathering called ThinkTank followed by participation in one of five Live Network hubs. Earlier in 2008, 400 people applied to fill 100 PLP spaces to receive a common curricular training, an ongoing peer network, and mentorship or shadowing opportunities with seasoned community leaders. Educational components include "hard skills" such as fundraising and team building as well as "soft skills," enabling participants to reflect on their emotional intelligence and learning styles. Thanks to Michael Steinhardt, in 2008, PLP also started to allocate a pool of \$100,000 in \$2,000 to \$5,000 micro-grants for select participants to pursue start-up Jewish initiatives.

"PLP is responding to a critical need for talented young leadership in the community." While it is still too early to measure its long-term impact on participants, PLP "is a high potential program," and Executive Director Rhoda Weisman "is a force" who continues to attract talented young Jews. Flanking Weisman, "the organization is fairly lean and does a good job leveraging volunteers, mentors and consultants to extend its impact."

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BOARD CHAIR ROBERT P. ARONSON
BUDGET \$1,800,000
INCEPTION 2004

The background of the page is a grayscale image of wood grain, showing concentric, wavy lines that create a sense of depth and texture. A thick, teal-colored arc is positioned at the bottom of the page, curving from the left side towards the right.

Progressive Jewish Alliance

40

Progressive Jewish Alliance

www.pjalliance.org

Los Angeles, the second largest Jewish community in the country, has been called a patchwork of suburbs in search of a downtown. It provides the perfect home base for the Progressive Jewish Alliance (PJA), which plays a critical role in engaging many of LA's Jews in the social, political and economic life of the city. In the past year alone, PJA has touched thousands of lives, as more than 2,000 activist-members have participated in ongoing economic justice campaigns, Muslim-Jewish dialogues, action alert projects and community events. One participant attests, "PJA tackles the tough issues of our time and doesn't step back from controversy."

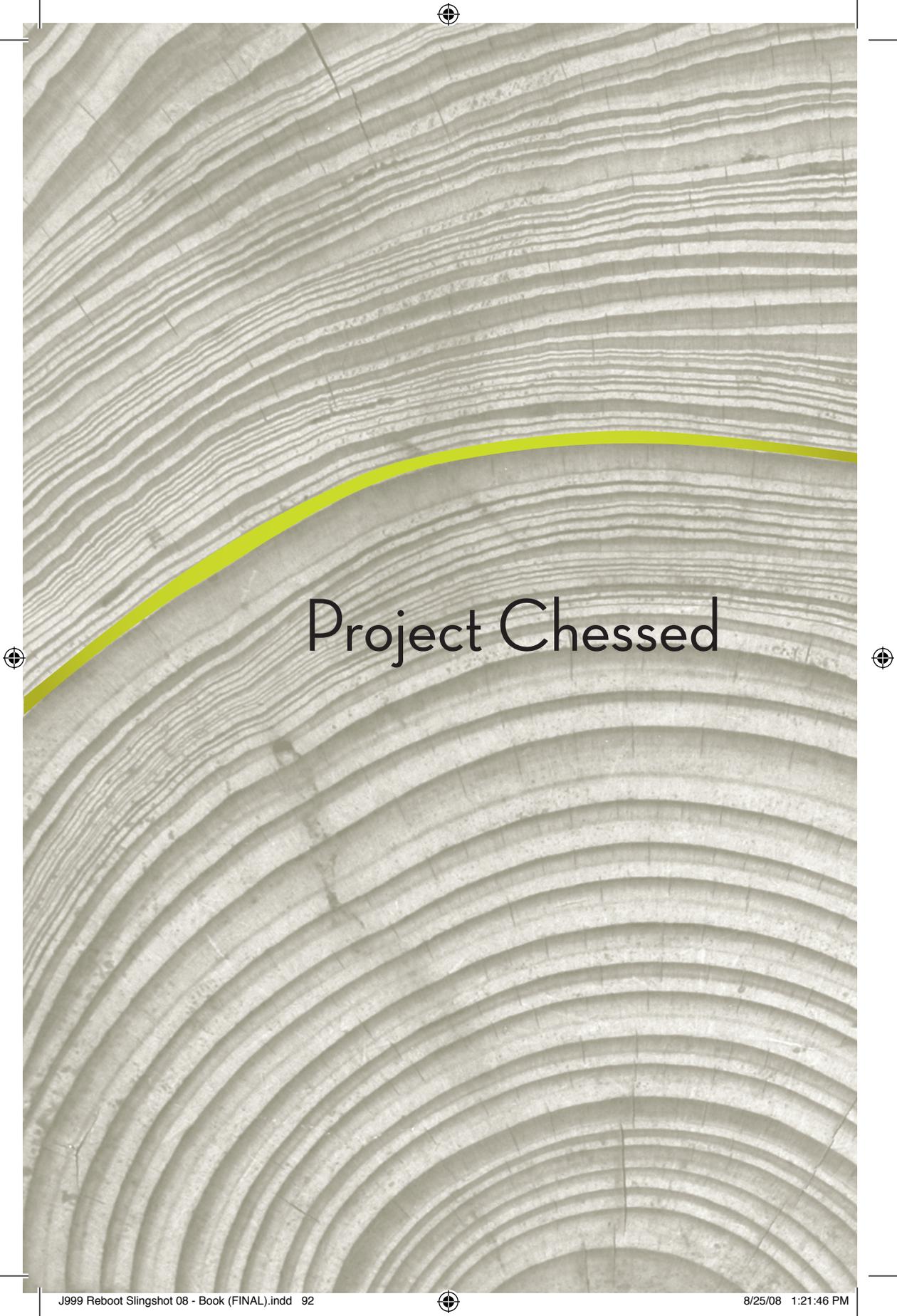
As an example, this year PJA is working to prevent the passage of an anti-gay marriage initiative on California's November ballot. PJA's Marriage Equality Campaign aims to educate the Jewish community about this critical issue by bringing to light the stories of recently married gay and lesbian couples. In addition, its Bringing the Orange Under the Huppah campaign encourages heterosexual couples to highlight the plight of same-gender couples during their wedding ceremonies.

Founding Executive Director Daniel Sokatch left PJA this summer to become CEO of the San Francisco Jewish Community Federation. Despite this, as PJA embarks on a national executive director search, the organization looks strong, thanks to the completion of a strategic plan and a growing resource base. With a "great staff" and "an active and diverse volunteer board" that includes next generation leadership, this mezzanine organization possesses the skills and the people to help guide it through its next phase of growth.

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BOARD CHAIR JOAN PATSY OSTROY
BUDGET \$950,000
INCEPTION 1999

The background of the page is a grayscale image of wood grain, showing concentric growth rings that curve from the top left towards the bottom right. A thick, bright yellow line follows the same curved path, separating the upper and lower portions of the page. The text 'Project Chessed' is centered in the lower half of the page.

Project Chessed

41

Project Chessed

www.jfsdetroit.org

Although *Slingshot* does not usually highlight social service organizations, this Jewish Family Service program stands out for its innovative approach to coping with current shortcomings in the health care system. Project Chessed (meaning “loving kindness” in Hebrew) serves metropolitan Detroit, providing free medical care for the estimated 3,000 low-income, uninsured Jewish adults between the ages of 19 and 65 who fall between the cracks of government programs. Since its beginning four years ago, it has used its base funding of just under \$300,000 to leverage an imposing sum of \$6.75 million in donated health services to care for more than a third of these uninsured, effectively keeping costly emergency room visits to a minimum. It owes its early success to an organized network of 10 health care institutions and 600 individual volunteer providers.

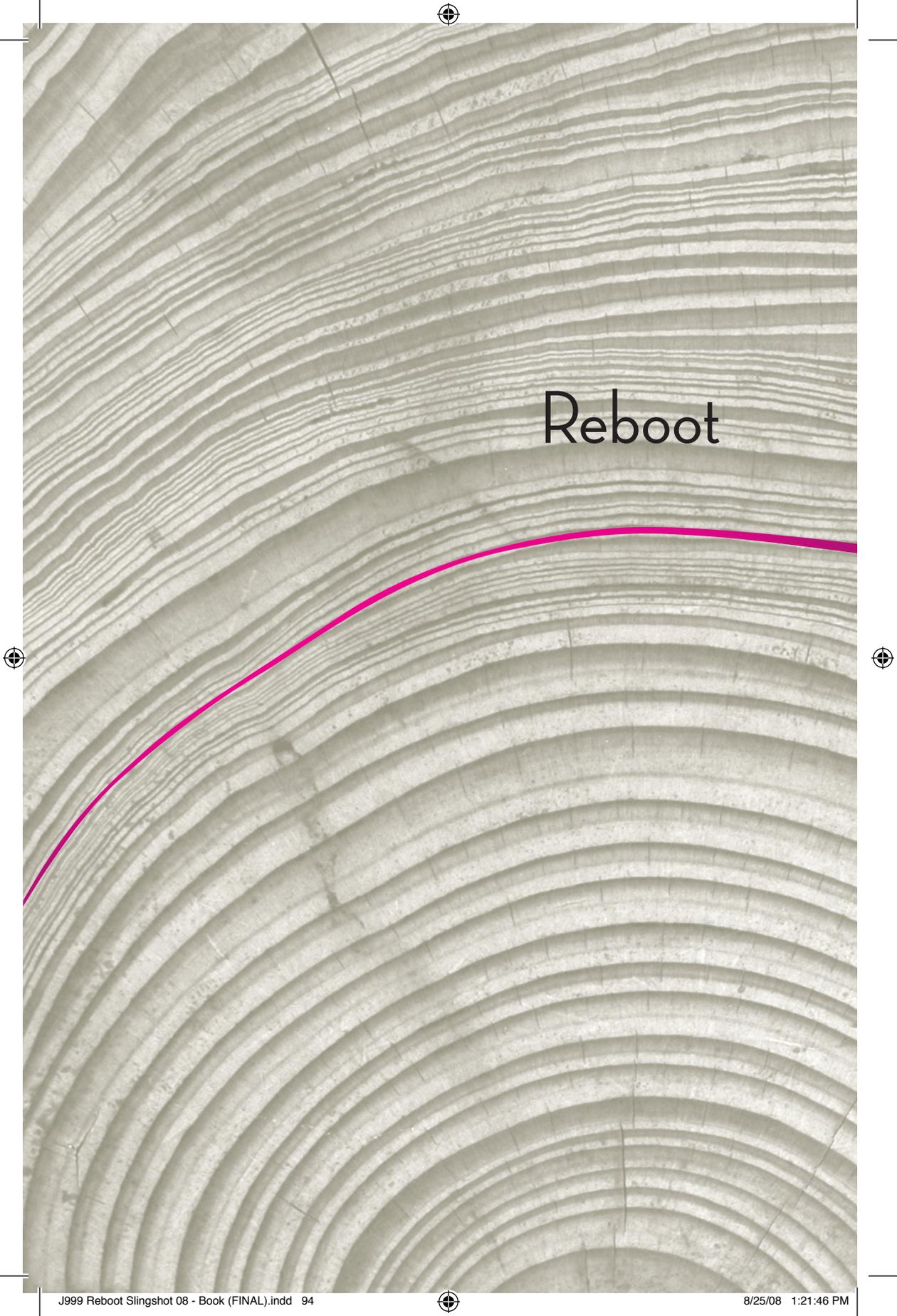
In essence, Project Chessed is a Jewish HMO, the first of its kind, organized for, by and in collaboration with the Jewish community. For those who neither have private insurance nor qualify for Medicaid or Medicare, Project Chessed offers a simple, two-step process: eligible patients first receive a health assessment, then Chessed staff members coordinate appointments and referrals for ongoing, pro bono patient care. Having gained traction, Project Chessed hopes to increase its capacity to care for more patients and to gain the ability to provide cost-free medications to its clientele along with ancillary medical services like physical therapy. With Michigan now suffering from the highest unemployment rate in the country, there will be an even greater need for these services.

Project Chessed now reaches 72 zip codes and patients across the denominational spectrum. With a community as dedicated as it is to dignifying and caring for its own, Project Chessed seems destined to deepen its impact and make sure that “no patient is left behind.” To find out how to bring this model to your state, e-mail Rachel Yoskowitz at ryoskowitz@jfsdetroit.org.

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BOARD CHAIR SANDY MUSKOVITZ DANTO
BUDGET \$510,000
INCEPTION 2004

The background of the page is a grayscale image of wood grain, showing concentric growth rings that curve from the top left towards the bottom right. A thick, vibrant pink line follows the same curved path, starting from the left edge and ending on the right edge. The word "Reboot" is printed in a clean, black, sans-serif font in the upper right quadrant of the page.

Reboot

42

Reboot

www.rebooters.net

Catalyzed on the heels of the 2000 National Jewish Population Survey that claimed the next generation of Jewish life was marrying and assimilating into American culture, Reboot founders believed that thousands of their peers around the country were hungry to reclaim Jewish identity, community and meaning on their own terms. Momentum built as hundreds of culturally creative 20- and 30-somethings from New York, Los Angeles and San Francisco started to meet annually for a Reboot Summit. Open space methodology, one of the hallmarks of the Reboot approach, invited participants to form their own questions and conversations about Judaism and Jewishness, shaping their own agendas rather than being lectured at by speakers.

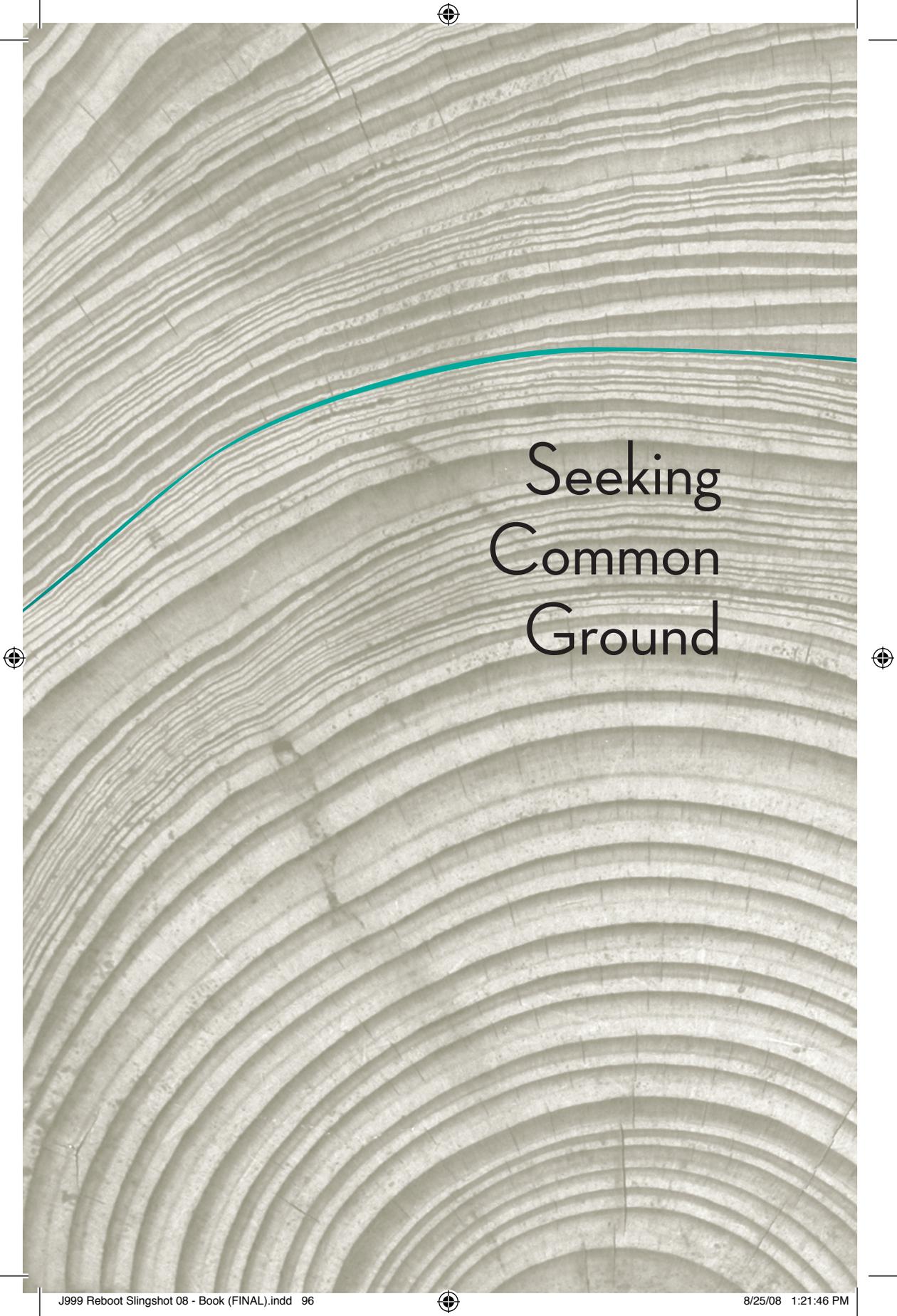
Today, Reboot takes this independent approach to Jewish exploration to the next level as post-summit Rebooters create cultural mechanisms to engage their peers across North America in Jewish life. This year, Reboot also hired a field director to roll out its well-known products, such as *Guilt and Pleasure* magazine—now selling 20,000 copies a year on Barnes & Noble newsstands—to next generation audiences such as Birthright Israel, Hillel and Gesher City. In addition to being culture purveyors, Rebooters are creating new Jewish communities, such as DAWN in San Francisco and IKAR in Los Angeles, and a national group of Rebooters took a service learning trip to Louisiana with Jewish Funds for Justice, afterwards producing www.happybirthday.com and a public service announcement, which launched on billboards in Times Square, in recognition of the second anniversary of Hurricane Katrina.

This year, Reboot has received a number of accolades from evaluators who remark that it “has become a thought leader in the Jewish world,” “has a track record of creating effective programming” and has succeeded by “drawing a group of disaffected Jews into a Jewish conversation.” Some are eager to see the new Executive Director Lou Cove hit his stride but the “strong board of Rebooters” bridge the transition well.

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BOARD CHAIR SCOTT BELSKY
BUDGET \$1,500,000
INCEPTION 2001



Seeking
Common
Ground

43

Seeking Common Ground

www.s-c-g.org

Seeking Common Ground (SCG) focuses on empowering young people, especially Jewish young women and girls, to end conflict and wage peace by elevating the traits, characteristics and behaviors traditionally associated with women—those that often encourage a more collaborative approach to leadership and intergroup relations. Building Bridges for Peace (BBfP), its programmatic centerpiece, applies this “female-centered paradigm” with American, Israeli and Palestinian teens aged 16 to 19 in an intensive summer program. Following the summer, participants return home to take part in a year-long follow-up program.

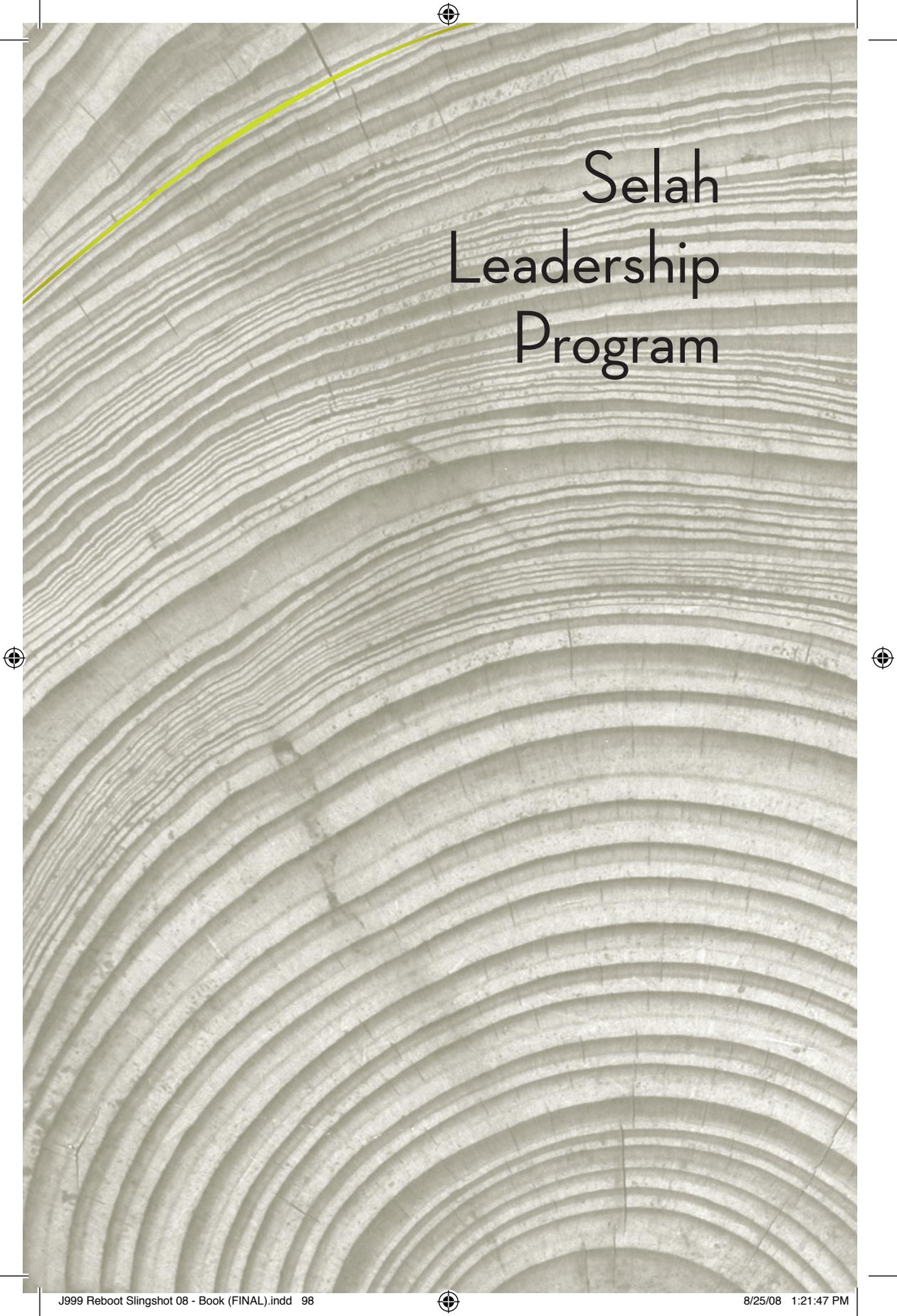
More than 800 of these young women have become change agents, with many of them going on to become SCG Interns for Peace, BBfP alumni who conduct outreach to prospective applicants in both U.S. and Middle East communities. New this year, SCG is also reaching out to alumni of various leadership development and peace-building programs. Through its Young Professionals Peacemaker’s Leadership Network, SCG will re-engage these now 20- and 30-somethings with additional training opportunities to further develop their potential to create peaceful and systemic change. In addition to its programming for young women and girls, SCG’s forum for young men to build their leadership, communication and peace-building skills, is now in its second year

Supported by the United States Institute for Peace, SCG will be concluding a two-year study in 2008 that will enable it to design, develop and implement a new impact evaluation model and apply these instruments to measure the long-term impact of the BBfP program. “It is no wonder that there are requests from across the country and around the world to make the BBfP model” available to other communities and that there are now waiting lists of young men and women eager to take part in SCG programs.

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BOARD CHAIR CHARLES JACOBS
BUDGET \$504,000
INCEPTION 1993

The background of the page is a close-up, grayscale image of wood grain. The grain lines are curved and flow from the top left towards the bottom right. A bright yellow diagonal line runs across the upper portion of the page, starting from the left edge and extending towards the top center. The text 'Selah Leadership Program' is centered in the upper right area of the page.

Selah Leadership Program

44

Selah Leadership Program

www.jewishjustice.org

Founded in 2003, Selah (meaning “rock” in Hebrew) provides fundamental leadership development and collaboration training skills to emerging Jewish social change practitioners. The curriculum, originating at the Rockwood Leadership Program, offers “inner awareness and external effectiveness skills that lead to personal transformation and organizational change.” Through regional, national, intergenerational and city-based cohorts of participants, Selah is cultivating a new generation of strategic organizational and communal leaders. Coincidentally—or not—30% of all organizations in the *Slingshot* books include leaders who have been through the Selah program.

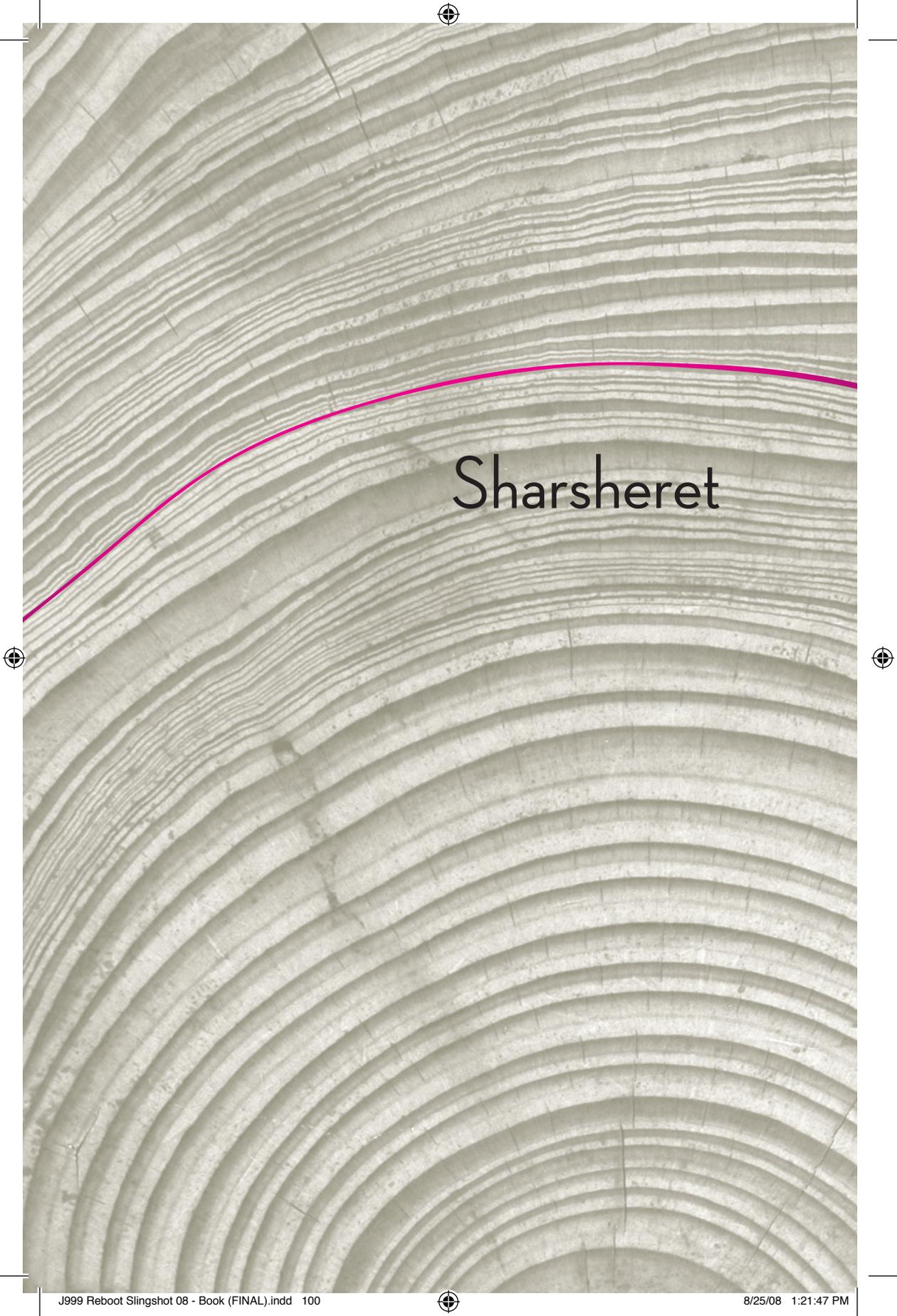
Since inception, Selah has trained more than 300 leaders representing over 200 organizations. Participants include skilled Jewish social justice leaders who find themselves in leadership roles and need management training, Jews working in universal social justice organizations like MoveOn.com and Idealist.org who appreciate finding a Jewish home for their work in the world, and those looking to collaborate and build alliances across social justice fields in order to effect comprehensive change.

While still in an early phase of organizational development itself, Selah is a solid collaboration between the Nathan Cummings Foundation and the Jewish Funds for Justice. “Stosh is a charismatic and effective leader,” and with her leadership, Selah has “the potential to capitalize on the collective energies of its participants” to effect change in the Jewish community and beyond.

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BOARD CHAIR AMY DEAN + STEVE FISHMAN
BUDGET \$375,000
INCEPTION 2003



Sharsheret

45

Sharsheret

www.sharsheret.org

Founded by Rochelle Shoretz after she was diagnosed with breast cancer at age 28, Sharsheret (translated from Hebrew as “chain”) provides culturally sensitive support for young Jewish women facing breast cancer and those most closely affected by such a diagnosis. Thanks to organizations like Sharsheret, the Jewish community is becoming more aware of the increased prevalence of a mutated BRCA gene in Ashkenazi Jewish women, a risk factor for developing breast cancer; and, young Jewish women fighting the disease are now able to receive resources and meet their peers in similar struggles.

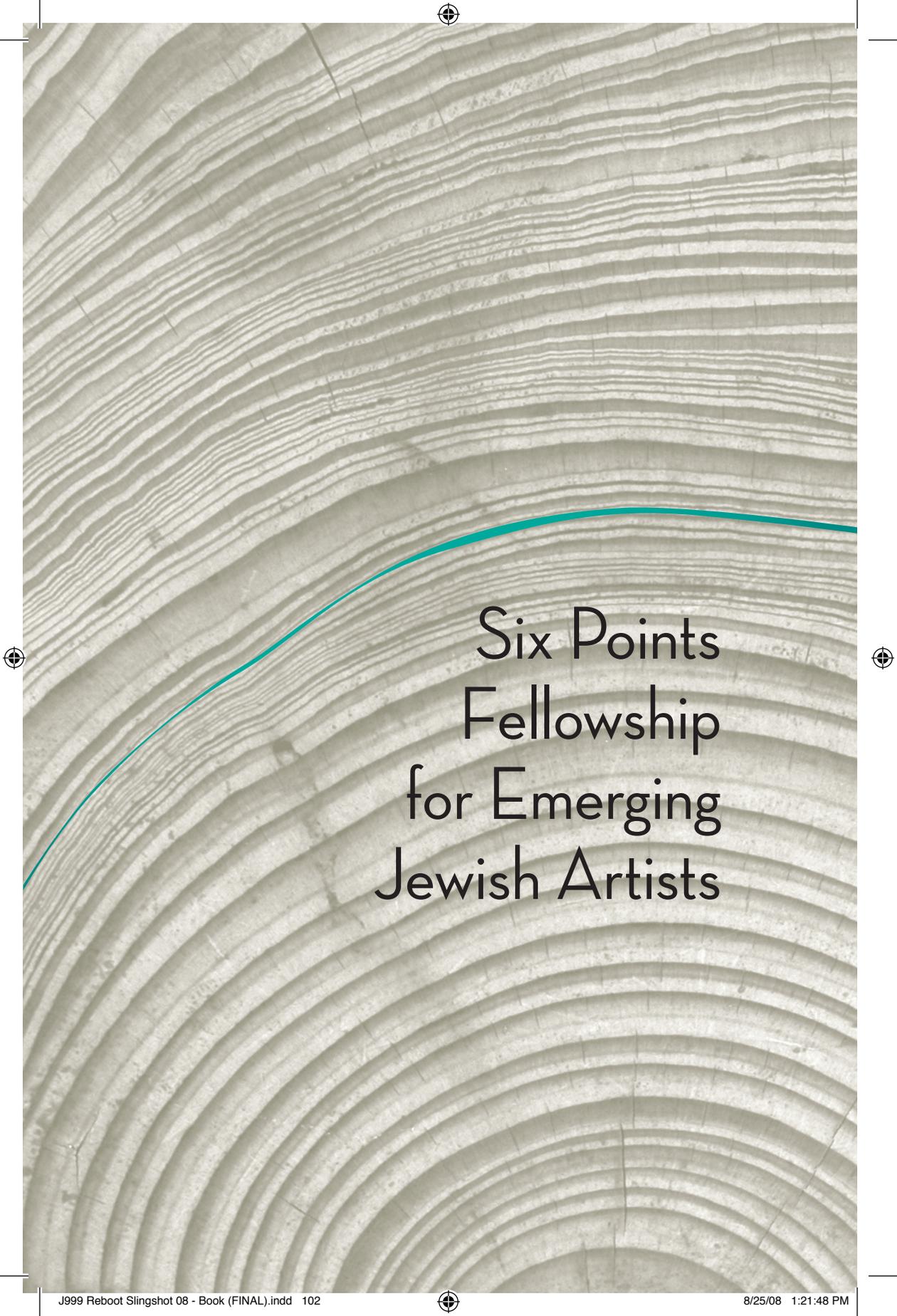
Since it began, Sharsheret has fielded more than 13,000 phone calls from those living with breast cancer, health care professionals and women’s and Jewish organizations. Its Links program alone has connected more than 450 young women from 35 states who are newly diagnosed or at a high risk of developing breast cancer, with others who share similar diagnoses and experiences. Its two newer programs, Empower and Embrace, target, respectively, single women facing breast cancer and those living with metastatic and advanced stage breast cancer.

In an attempt to keep up with the many demands to establish a “Sharsheret affiliate” in Jewish communities across the country, Sharsheret recently unveiled Sharsheret Supports, a model for local support groups designed for Jewish women facing breast cancer. While its programs have been historically aimed at younger women, under Eillene Leistner’s strategic leadership, its approach is evolving so as to increasingly address the concerns of Jewish women of all ages.

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BOARD CHAIR ROCHELLE SHORETZ
BUDGET \$650,000
INCEPTION 2001

The background of the page is a grayscale image of wood grain, showing concentric, wavy rings. A single, solid teal line curves across the middle of the page, starting from the left edge and ending on the right edge. The text is centered in the lower half of the page.

Six Points
Fellowship
for Emerging
Jewish Artists

46

Six Points Fellowship for Emerging Jewish Artists

www.sixpointsfellowship.org

Two years ago, partners at Avoda Arts, Foundation for Jewish Culture and JDub Records received funding from UJA-Federation of New York's Commission on Jewish Identity and Renewal to implement a fellowship for emerging artists. This was the largest grant UJA has ever awarded to an arts program, catalyzing Six Points Fellowship to support creatives and connectors in film, music and other cultural media whose work provides a common language and experience for the next generation of Jewish cultural consumers seeking expressions of their Jewish identities. In its pilot phase, Six Points has awarded 12 artists from around the world a two-year fellowship to live and work in the New York area.

Each fellow is afforded a living stipend, financial project support, professional development workshops and interaction with other artists. As their new work emerges, they present it in performances, audio recordings, gallery exhibits and other venues to engage young, mainstream Jews with high quality culture involving Jewish ideas, concepts and questions. Cantorial Afro-pop musician Jeremiah Lockwood, for example, drew an audience of 500 on Rosh Ha'shana eve for a revitalization of the High Holiday Service at Angel Orensanz Center, the same Lower East Side venue where his grandfather had his cantorial debut 50 years ago. Gabrielle Brechner's puppet troupe was nominated for a Drama Desk Award for *Fabrik: The Legend of M. Rabinowitz*, its phenomenal storytelling of a Polish immigrant to Norway who built a clothing empire that was swept away by the Holocaust.

From the unique founding partnership to the Jewish community's support of young artists to the "boundary-pushing art" that is drawing audiences as well as critical appreciation, Six Points is innovative on many levels. While still in its pilot phase, with sufficient funding and a thorough evaluation, a second round of fellows will begin in the fall of 2009.

330 7TH AVENUE
21ST FLOOR
NEW YORK, NY 10001

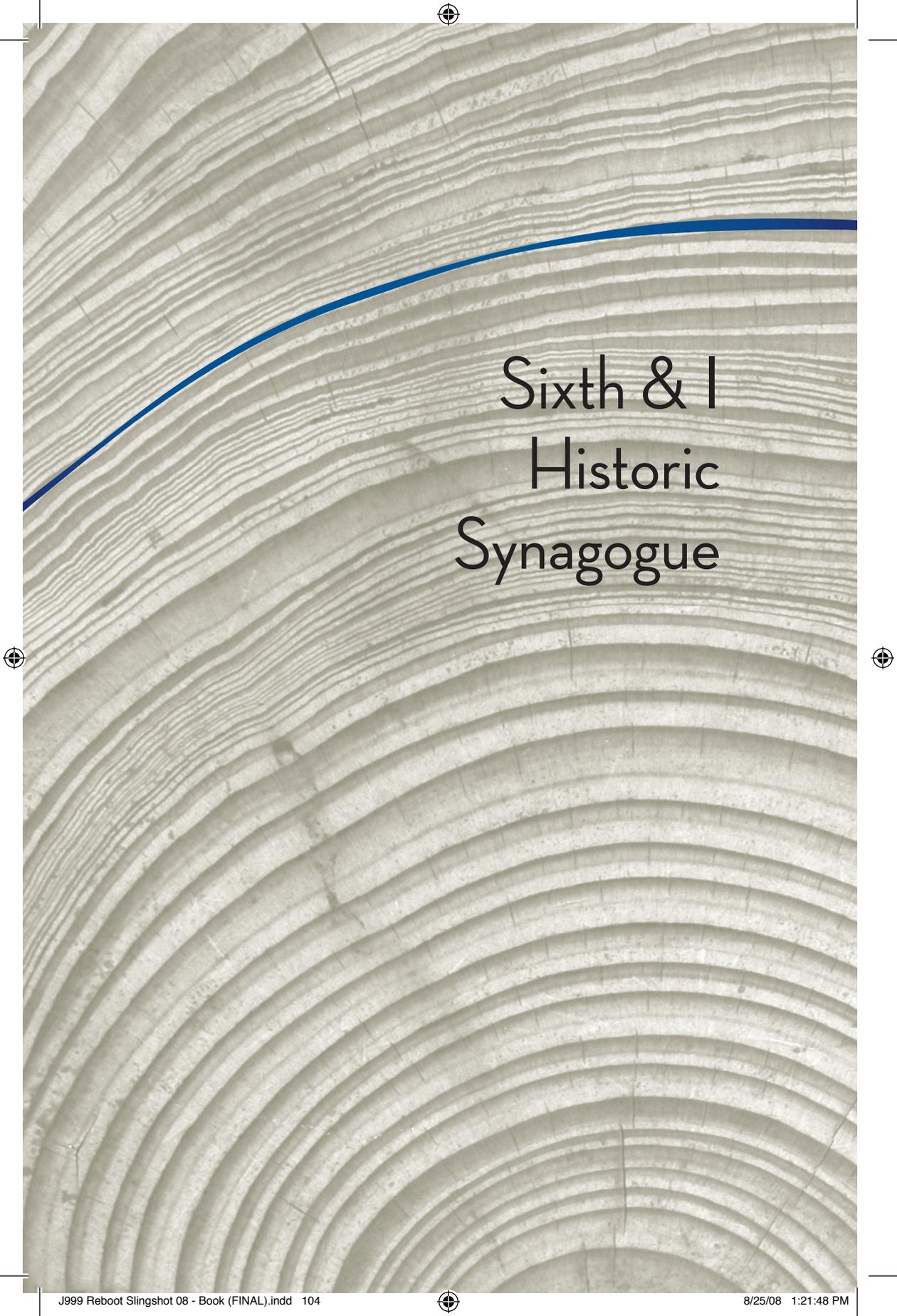
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BOARD CHAIR ALISA DOCTOROFF + CAROL SPINNER

BUDGET \$294,000

INCEPTION 2006

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Sixth & I Historic Synagogue

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Sixth & I Historic Synagogue

www.sixthandi.org

Home to the Conservative Adas Israel Congregation in 1908 and then to Turner Memorial African Methodist Episcopal Church in 1951, Sixth & I was saved from becoming a nightclub by Jewish real estate developers in 2002 and transformed into a center for Jewish life in downtown Washington, D.C. Simultaneously, the surrounding Chinatown area was going through revitalization as a commercial and cultural hub, positioning Sixth & I to open in 2004 as a “home base” for unaffiliated D.C. Jews in their 20s and 30s.

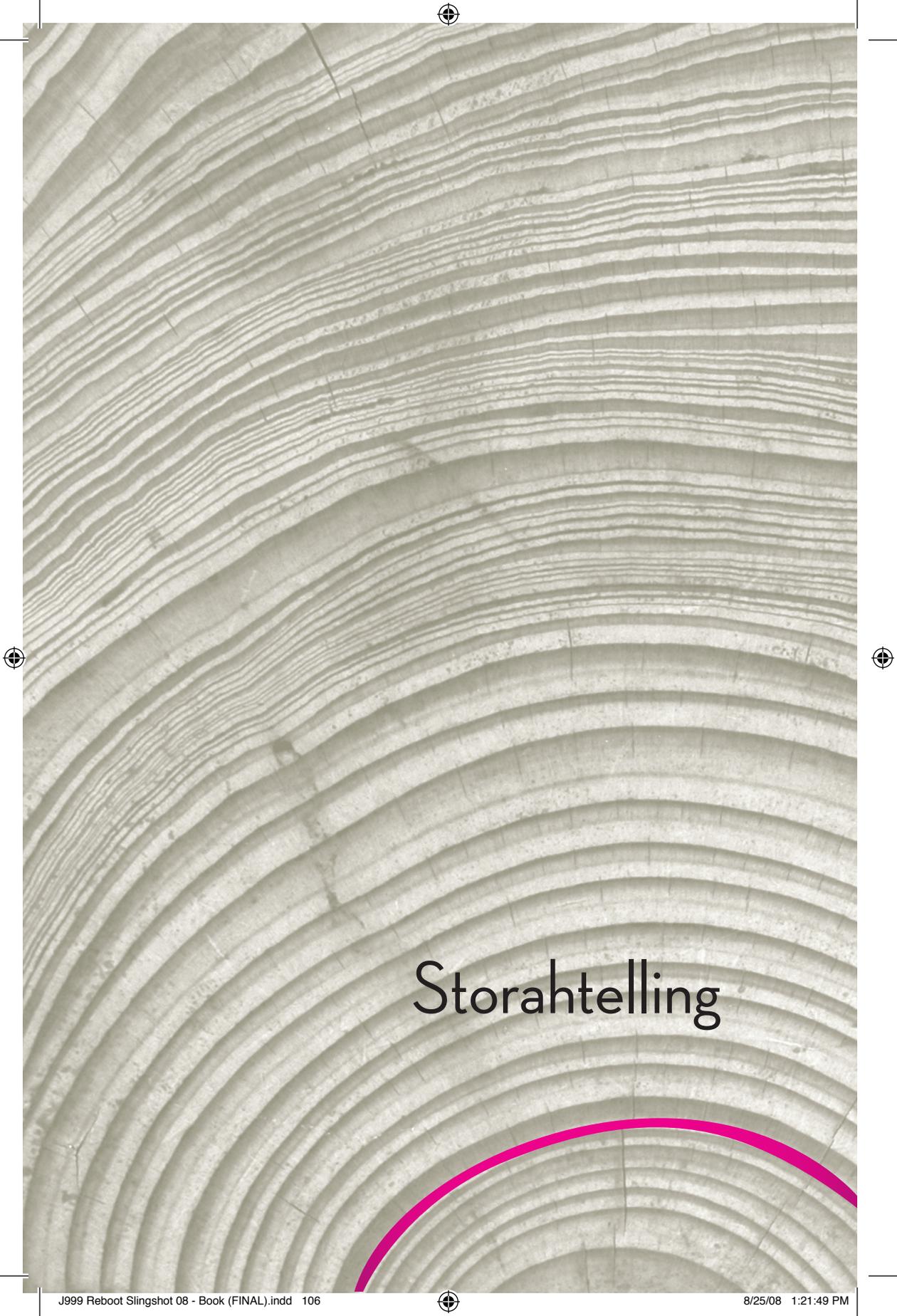
While studies of Generation Y demonstrate a decreased interest in denominational observance and membership, there are not many synagogues like Sixth & I that have managed to forge effective strategies in response. As a non-denominational, non-membership, non-traditional synagogue, Sixth & I hosts religious ritual and prayer services as well as a plethora of Jewish intellectual and cultural events that attract 200 to 300 people per service or event and have added 10,000 people to its waiting list. A programming committee of young Jews who know their audience organizes events with such intellectual and cultural elite as Aaron Kintu Moses, the leader of the Ugandan Jewish community, actor Alan Alda and leaders from the National Jewish Democratic Council and the Republican Jewish Coalition. The caliber of the programming is made possible in part by Sixth & I’s partnerships with *National Geographic*, *The New Republic* and *Politics and Prose Bookstore*, who are motivated to support the organization because of the audience Sixth & I attracts. A subsidized ticket price of \$10 doesn’t hurt to bring in the crowds either.

Executive Director Esther Safran Foer brings more than 25 years of public relations experience in the corporate world to the work of advancing Sixth & I’s goals. Support from additional staff under 30 ensures a constant flow of provocative, creative and “amazing programming.” One evaluator comments, “They’re clearly hitting a chord in D.C. I wonder if their model can be replicated elsewhere.”

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BOARD CHAIR ABE POLLIN
BUDGET \$1,025,000
INCEPTION 2004

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Storahtelling

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Storahtelling

www.storahtelling.org

Ten years in, Storahtelling remains the most innovative educator on the American Jewish scene, launching performances that merge modern theatre with ancient text, Judaic rituals and liturgy. Its artistic and educational programs restore the sacred tradition of storytelling for contemporary times. Storahtelling annually presents more than 100 performances and educational programs, affecting audiences of both affiliated and unaffiliated Jews numbering in the tens of thousands in venues as diverse as synagogues, museums, schools and theatres. Its leadership and staff are in turn composed of educators, actors, directors and business managers.

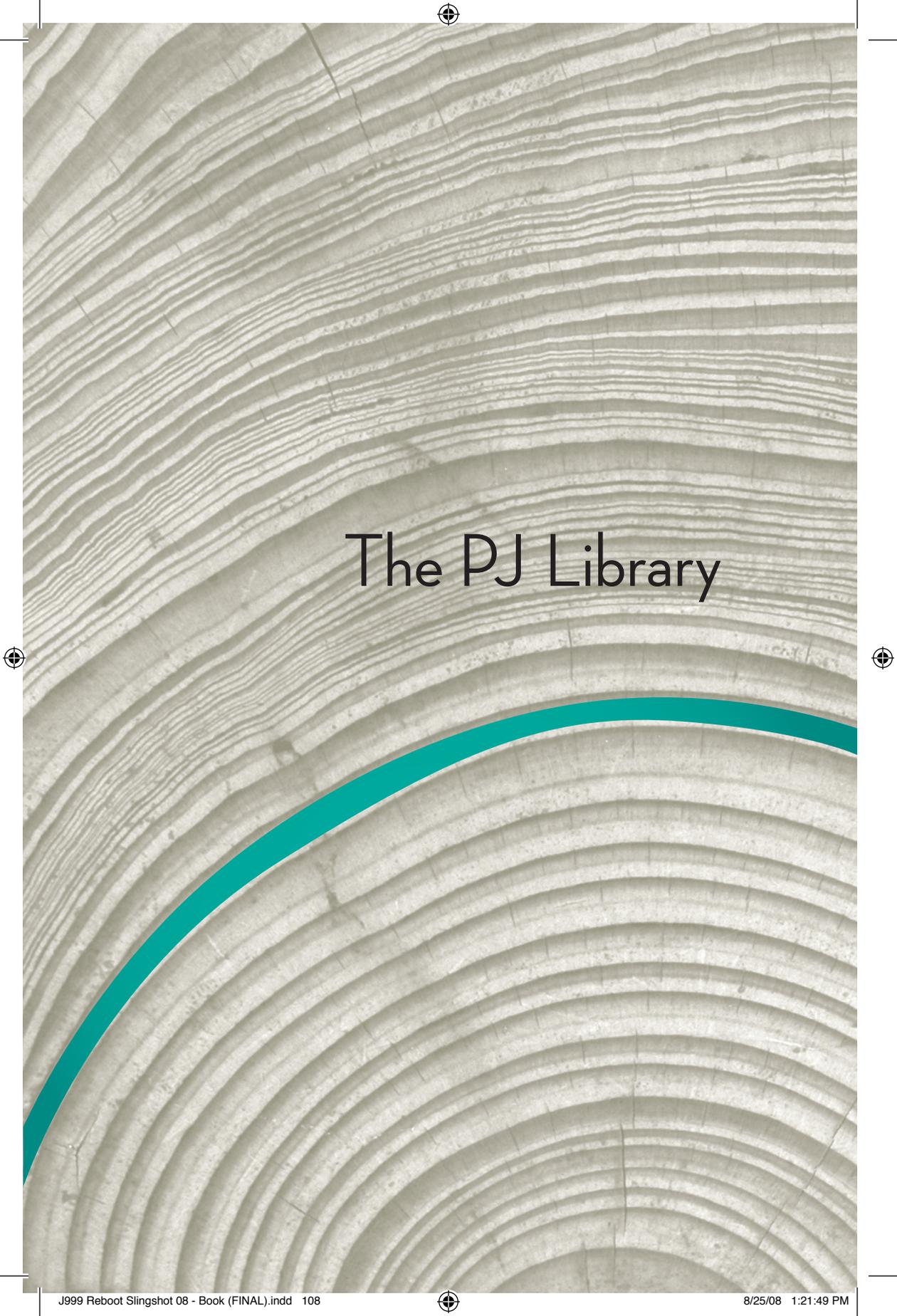
To date, more than 50 supplementary schools in the United States and abroad use Storahtelling's curriculum of arts-translated Torah readings. In response to demand for both educator and lay training, future undertakings include the provision of training institutes and launching the new program Raising the Bar to enrich the B'nai Mitzvah preparation for teens and families. So that the Storahtelling method can be proliferated and preserved, a library of new digital media and educational materials on both CD and DVD are also in the works.

Formal evaluation of the efficacy of Storahtelling's strategies continues. Many say "there is no doubt that this concept continues to reach Jews in a new way," but building capacity while retaining quality will be crucial. While Executive and Artistic Director "Amichai [Lau-Lavie] is a passionate and inspiring leader, he cannot be everywhere at once." Meanwhile, anecdotal evidence of Storahtelling's impact and consistent press recognition, in a variety of Jewish and secular publications, persists.

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BOARD CHAIR ORA RAMAT + MARINA PINTO KAUFMAN
BUDGET \$603,400
INCEPTION 1998

The background of the page is a grayscale image of wood grain, showing concentric, wavy rings. A thick, teal-colored arc curves across the lower half of the page, starting from the left edge and ending on the right edge. The text 'The PJ Library' is centered in the upper-middle portion of the page.

The PJ Library

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The PJ Library
www.pjlibrary.org

When one thinks of a library, a physical building with books and library cards comes to mind. Although not a physical structure, The PJ Library does give high-quality, age-appropriate Jewish children's books, monthly and free-of-charge, to families with young children in order to engage kids aged six months to seven years. Early childhood specialists select books and music for distribution, and parenting resources are also included, which are particularly useful for interfaith families. Local funders can pay \$60 per child per year to enable families to receive tools to create a Jewish home. The education that parents and children receive from the materials comes during a critical developmental stage and provides families with the tools to create a Jewish home.

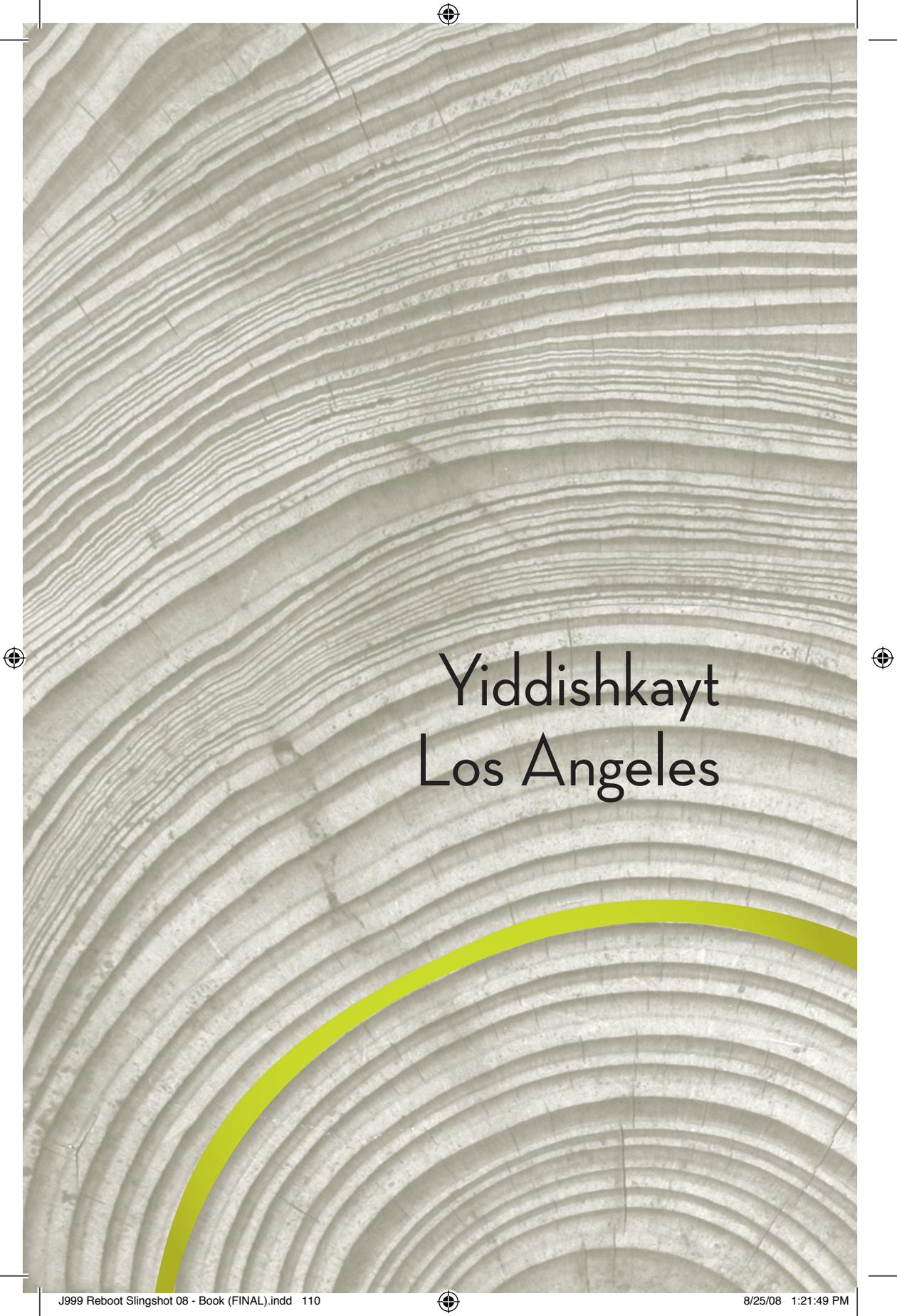
The Harold Grinspoon Foundation (HGF) houses and provides operating support for this national project with local investors—federations, foundations and individuals—paying to implement this “turn-key operation” in their hometowns. Local community organizations become the distributors, but they can also participate in national gatherings and receive training and ongoing professional development support from The PJ Library's national team. When it was founded in 2005, The PJ Library mailed books to 201 Jewish children each month. Nearly three years later, its monthly circulation has sky-rocketed to 29,000 per month, or a total of 230,000 books distributed to date, reaching 75 Jewish communities across the United States.

Evaluators comment that “although reading books to children is not new ... The PJ Library is a welcome addition to the canon of Jewish creativity.” Another evaluator comments that the program “has exploded with Harold Grinspoon's vision and Marcie Greenfield Simons' direction,” so we will continue to watch this “clever” endeavor ripple across the country with help from local investors.

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BOARD CHAIR HAROLD GRINSPOON
BUDGET \$4,400,000
INCEPTION 2005

The background of the page is a grayscale image of wood grain, showing concentric, wavy lines that create a sense of depth and texture. A thick, bright yellow arc is positioned at the bottom of the page, curving from the left side towards the right. The text is centered in the middle of the page.

Yiddishkayt Los Angeles

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Yiddishkayt Los Angeles

www.yiddishkaytla.org

Throughout the millennium before the Holocaust, Yiddish was the main language spoken among 75% of the world's Jews. It was not only spoken in the home and the workplace, but it also was the language through which an extensive Jewish culture—including tens of thousands of volumes of poetry, prose, theatre and social debate—emerged. Concerned with the disappearance of Yiddish language, culture and history, Yiddishkayt LA was founded in 1995 to reverse this trend through education, cultural programming and community development around the rich heritage Yiddish can offer to multiple generations of Jews.

Today, its well-known programs include the Yiddishkayt Family Festival that attracts thousands of families, the largest event of its kind in the United States; the Yiddish Tango Project, featuring a combination of Klezmer and Mariachi, appealing to Southern California audiences; and *The Dybbuk*, a quintessential Yiddish film screened at the Hollywood Forever Cemetery, a chic venue in the Hollywood Hills, which attracted an audience of thousands. Yiddishkayt has also been seeding education modules at day schools (after a 50-year absence), arranging events for partner organizations and planning to launch a new Fellowship Program in Yiddish Cultural Literacy for 20- and 30-year-olds to be immersed in Yiddish language, literature and exchanges with leading experts in the field.

Evaluators call Founder Aaron Paley “extraordinary ... an amazing organizer who understands events and use of public spaces that lend to very creative programming.” After a strategic planning phase, Yiddishkayt is also evolving its organizational structure, producing events at partner organizations to leverage its expertise while keeping overhead low. “It is a beautiful and novel approach to Jewish identity-building and is augmenting the Jewish educational field.” At the same time, Yiddishkayt’s use of universal venues is bringing Yiddish culture into mainstream consciousness where unaffiliated Jews can celebrate their identity and heritage with easy access and unabashed pride.

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BOARD CHAIR AARON PALEY
BUDGET \$160,250
INCEPTION 1995



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ABOUT GRAND STREET

The origins of *Slingshot* lie in Grand Street, a network of young Jews aged 18 to 28. Against the backdrop of a generational wealth transfer and changing dynamics in the American Jewish community, Grand Street is a meeting place for young Jews who are or will be involved as leaders in their families' philanthropy. Because it can be intimidating for young people to confront issues of philanthropic responsibility as well as their own Jewish identities within their families, a network of peers can provide a supportive space for independent yet informed exploration.

Grand Street began in 2002 with 12 young people meeting for a weekend to ask their own questions, develop a Jewish philanthropic analysis and capacity for strategic thinking, create space for personal development and build a network of peers in similar positions of philanthropic responsibility. With an additional cohort of 12 people added annually, it has become a vibrant network, now in its sixth year.

We believe Grand Street provides a unique opportunity for growth and exploration. If you and/or your family members are interested in joining, please do not hesitate to contact us.

ABOUT THE SLINGSHOT FUND

Members of Grand Street have begun to take their philanthropic opportunities seriously, analyze what their peers need and organize their networks and resources for the benefit of the Jewish community. *Slingshot* and the Slingshot Fund are byproducts of their generational identity, values and vision.

In 2006, a group of younger funders decided to take *Slingshot* to the next level by assembling resources to support the organizations listed within. After foundation professionals vetted the 50 finalists, individuals and family foundation funders in their 20s and 30s came together to highlight, encourage and contribute to creative organizations that, although serving the needs of the next generation, struggled to find support and attention from the established Jewish community.

In 2007-08, two dozen younger funders chose ten organizations from *Slingshot* '07-'08 to receive \$450,000 in support. Organizations featured in *Slingshot* '08-'09 will automatically be invited to submit a proposal to the Slingshot Fund this coming year.

20- and 30-something Jews are invited to become participants in the Slingshot Fund in order to learn strategic grantmaking skills, hone their roles as future philanthropic leaders and also build a Jewish community that is vital and relevant to their generation. Funders of all ages are invited to become investors in the Slingshot Fund in order to support this next generation of funders as well as the undercapitalized organizations in the book.

For example, the Andrea and Charles Bronfman Philanthropies has provided consultation, administration and financial matching capital for the Fund. The Richard and Rhoda Goldman Fund also contributed operating support for a full-time staff person for 2008-09.

We would like to honor the investors whose commitment to the next generation of Jewish life is demonstrated through support of the Slingshot Fund this year:

Matthew L. Adler, Samuel I. Adler Foundation, Bendit Foundation, Andrea and Charles Bronfman Philanthropies, Stanford & Joan Alexander Foundation, Howard & Carol Anderson Family Fund, Anonymous, Matan Ben Aviv, Eric Brown Foundation, Melissa Brown Eisenberg and Jason Eisenberg, Anna Carlsen, David S. Colton, Cynthia F. and Joseph M. Gensheimer Fund, Marvin Israelow and Dorian Goldman, Richard and Rhoda Goldman Foundation, Shelley and Sheldon Goldseker, Herman Family, Hurst Family Foundation, Fern Karesh Hurst Foundation, Eleanor Joseph, Mamie Kanfer, Rita and Stanley Kaplan Foundation, Samuel ABA and Sisel Klurman Foundation, Nell Eurich Lazarus, Elyse G. Maas, Fran Maltz, Leo & Libby Nevas Family Foundation, Jonathan Raiffe, Jeff Rapaport, Rebecca Richards, Roizen Family, Denise and Gary Rosenberg, The Alvin and Fanny Thalheimer Foundation, Alvin Joseph Thalheimer, Louis B. Thalheimer and Juliet A. Eurich, Mrs. Peggy Thalheimer, Benjamin and Joy Warren, the Naomi and Martin Warren Family Foundation, Jessica D. Warren and Julia D. Warren, Gail Weingast and Maxine & Jack Zarrow Family Foundation.

If you and/or your family members are interested in participating in the Fund or in setting aside a small percentage of your annual giving to support next generation Jewish life, please contact us at 212.931.0129 or info@slingshotfund.org.

ACKNOWLEDGMENTS

We would like to thank those colleagues whose knowledge of the Jewish community and critical evaluations and feedback helped inform *Slingshot* this year:

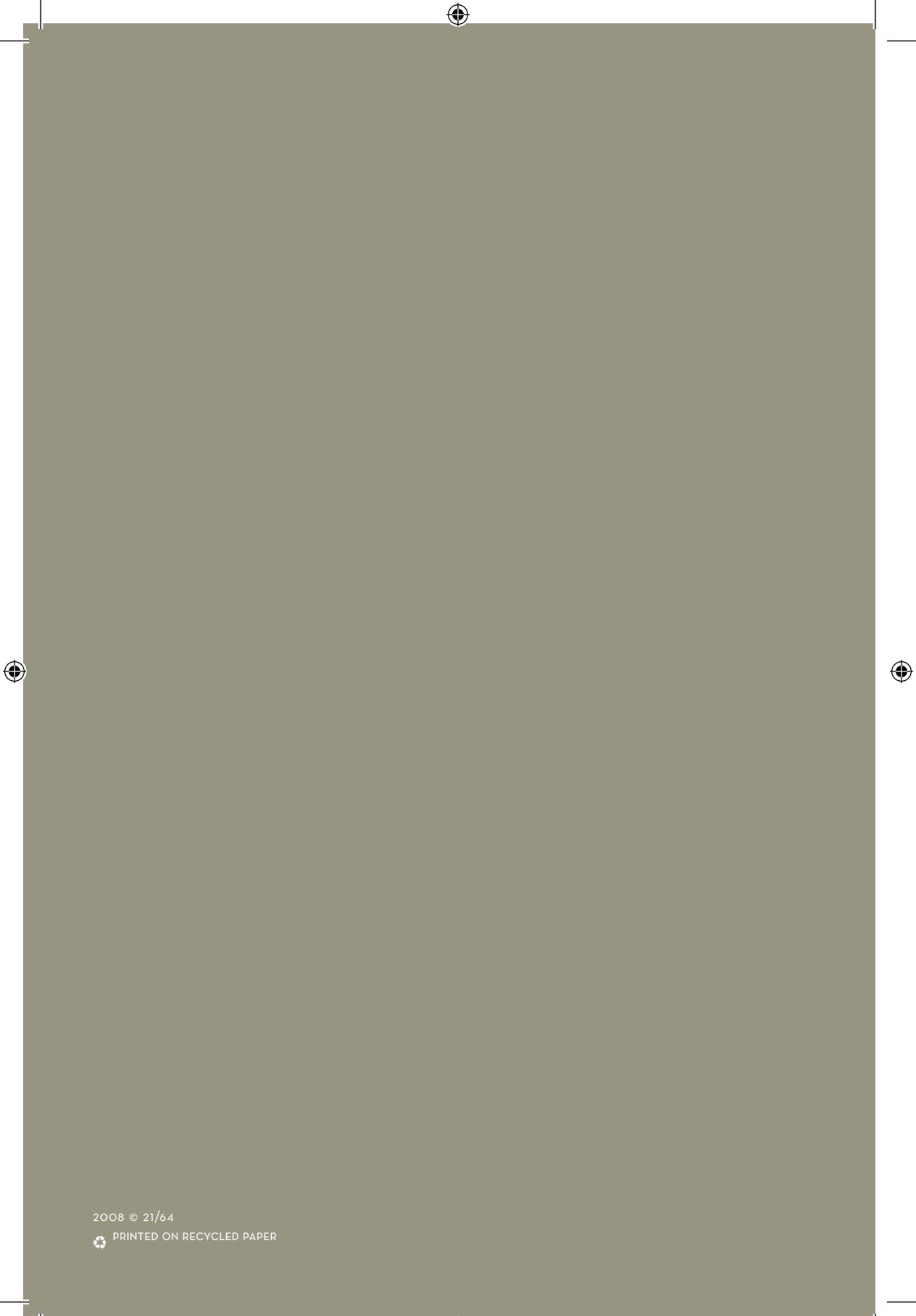
Nina Bruder, Cindy Chazan, Lisa Eisen, Lisa Farber Miller, Dr. Debbie Findling, Nancy Greenblatt, Felicia Herman, Jennifer Hoos, Steven Jacobson, Rachel Levin, Aliza Mazor, Alison McWilliams, Eileen Price, Amy Rabbino, Stephanie Rapp, Dana Raucher, Rabbi Jennie Rosenn, Pamela Richards Saeks, Adene Saks, Nancy Schwartz Sternoff, Naomi Shank and Margaret Siegel. There are also a couple of evaluators who have asked to remain anonymous but whose feedback was critical to our decision making, so thanks to all of you.

Furthermore, while we are grateful to our colleagues for their invaluable analysis, without which we could not produce this book, 21/64 takes full responsibility for its contents.

Thanks also to Grand Street members who care passionately, invest deeply and give hours of their time to the work of Jewish family philanthropy.

Thanks to our copy editor Annemieke Farrow, Julie Munsayac for her design, Matthew Fargo for website development, Brian Huizingh for ongoing web support, Scott Keiser and Pegasus Printing, Rich Polt and Louder Than Words for communications, and Dana Ferine and Sara Blum for additional administrative support.

Finally, thanks to our partners at FJC for supporting the work of 21/64.



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