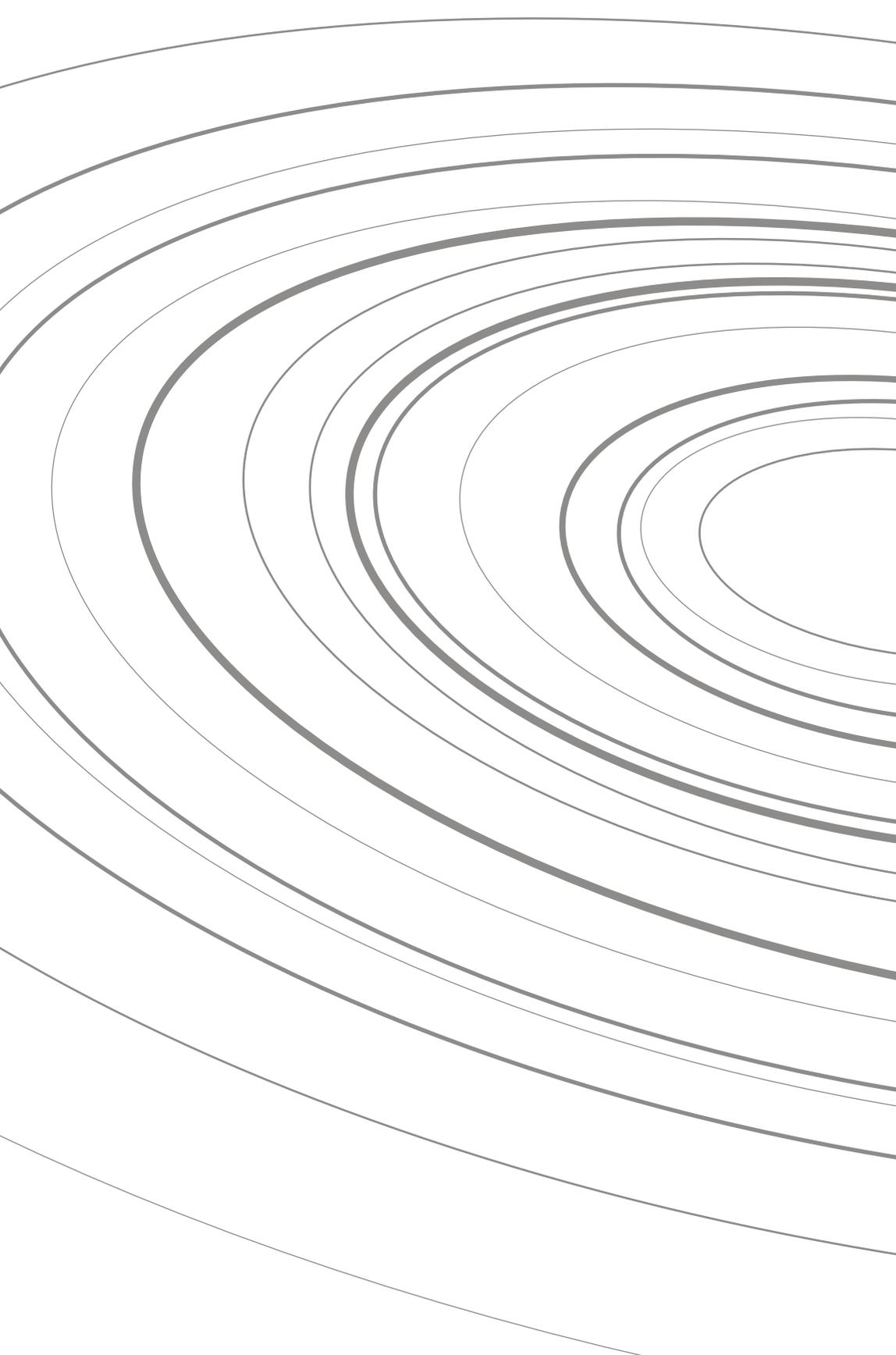


SLINGSHOT

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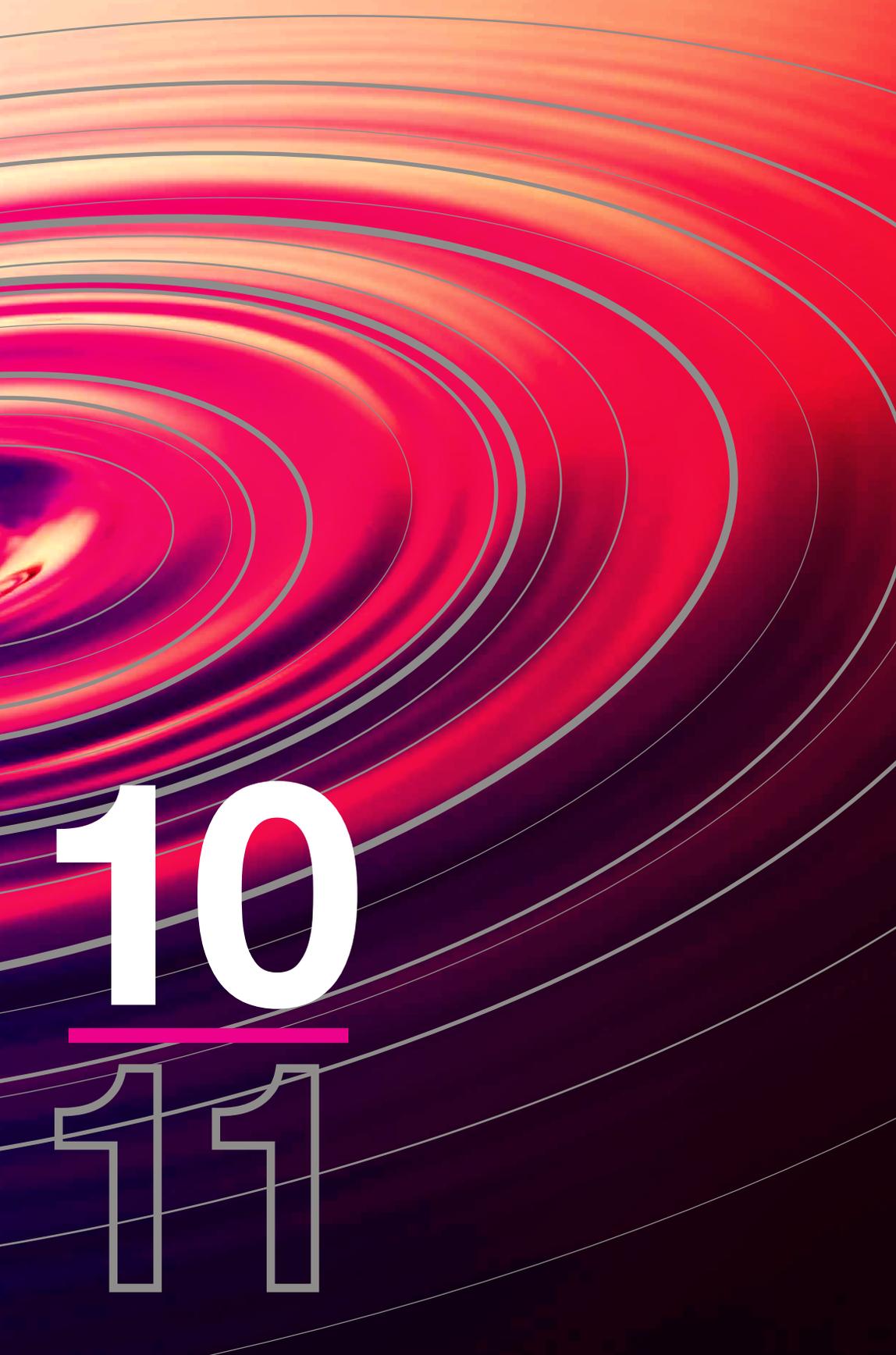


SLINGSHOT

A RESOURCE GUIDE
FOR JEWISH INNOVATION

ABOUT THE DESIGN

The cover is a reflection of the waves of innovation which are touching hundreds of thousands of Jews across North America, bringing with them new meaning for Jewish life and new pathways to Jewish leadership. Like fingerprints, each organization in *Slingshot '10-'11* causes a unique ripple, which come together to form a tidal wave reshaping the future of Jewish life.



10

11

Welcome to

Slingshot

I am pleased to present the sixth annual edition of *Slingshot: A Resource Guide for Jewish Innovation*, featuring 50 inspirational organizations in Jewish life in North America.

Over the previous five years, readers have amazed us with their myriad uses for *Slingshot*. Some of you have read these words at your family foundation meeting on Thanksgiving, searching for organizations that will bridge the interests of multiple generations of family members. Others have leafed through these pages as hopeful volunteers, longing for meaningful entry points into active Jewish life. Members of the Slingshot Fund, a growing community of philanthropists in their 20s and 30s, have used *Slingshot* to learn about grant-making and have supported innovative Jewish organizations. Finally, many Jewish professionals have kept a sharp eye out at *Slingshot* for potential partners. No matter your goal, we hope the organizations highlighted in *Slingshot '10-'11* will continue to inspire you.

While *Slingshot '09-'10* was published amid a time of economic instability and fear, *Slingshot '10-'11* features a cautiously optimistic Jewish innovation sector, where several organizations have found start-up funds or stability through mergers and strategic alliances. However, many organizations that have been around for five years or more are struggling to find funding to support the second stage of their growth. What is standing in the way of these organizations becoming sustainable? What is the path from start-up to establishment?

These observations would not have been possible without three communities that make up the heart of this guide. First is the group of not-for-profits on the following pages, dedicated to reinventing Jewish life in North America. Another driving force behind *Slingshot* is the next generation members of the Slingshot Fund, who spent five months engaged in a collective giving process to support innovative Jewish organizations. Finally, *Slingshot '10-'11* is made possible by the valuable contributions of our evaluator community, 35 professionals from foundations across the country who volunteer their time to help choose the organizations featured on the following pages.

I hope *Slingshot '10-'11* portrays an accurate snapshot of the reality of innovation in Jewish life in North America, and that this guide can catalyze a communal conversation that addresses our field-wide challenges. To become involved with the strategic growth of *Slingshot*, please contact me at will@slingshotfund.org. I look forward to hearing the many new uses you've found for this volume.

Will Schneider, Director

will@slingshotfund.org // www.slingshotfund.org

The Next Big Thing

Growth & Sustainability

The hundreds of applications received every year from organizations across Jewish life give *Slingshot* a platform to witness the breadth and depth of the creativity of the Jewish community. Now in its sixth edition, *Slingshot* has used its platform to gain a longitudinal perspective on the trends, attitudes and behavioral changes of the decade. While it is not a scientific survey, *Slingshot* has offered its readership some historical commentary at the beginning of each guide, translating innovative Jewish life for individual funders, foundation grantmakers, non-profit professionals and others who wish to play a role.

Since the topic of this guide is innovation, the first question from most readers is, “How many new organizations are featured this year?” For those who are wondering about the “next big thing”, this year’s evaluators have been inspired by 18 new groups. However, we at *Slingshot* are asking a different question this year. Why is it so difficult for non-profits in the Jewish community to move from the start-up phase to the mezzanine or second stage of organizational growth and sustainability? Many readers will look at this guide and say, “Why is a guide about innovation talking about sustainability?” We are turning the tables and applauding those groups that have remained innovative – even during a recession – in the hopes of stabilizing and growing. We’re also asking how can we, the funding community, do a better job at helping these organizations help us?

Sustainability takes more than three, or even six, years to achieve.

We have learned from six years of *Slingshot* guides that sustainability cannot be achieved in a three-year funding cycle. Most organizations featured in the pages within have out-lived the three-year grant cycles of their initial funders and have not found supporters to replace them, much less provide additional capital for growth. The for-profit world has found that a start-up’s initial growth stage lasts for eight or more years. Can we inculcate that into Jewish funders’ expectations?

Build infrastructure to match impact.

While many organizations in *Slingshot* ’10-’11 have had impact on the lives of Jews across North America and even around the world, very few have built organizational structures to support their impact. They’ve leveraged their small amount of operating capital to scale up programming, but not their own infrastructure and capacity. While a few have found success through mergers and alliances, the majority are struggling to grow into mezzanine organizations, lacking diverse boards, formal evaluation procedures for all staff members, annual communications and fundraising plans, and other operational policies and procedures. Can our community move beyond program costs and support infrastructure development?

Mission first.

Slingshot has participated in the quest for inspirational Jewish leaders, especially among the next generation of professionals, and has highlighted many of those outstanding social entrepreneurs in the pages of the last five guides. We honor those individuals because they have carried their families, organizations and larger networks almost literally with their own blood, sweat and galvanizing force of character. This year we have elected to use all of the roughly 300 words allotted to each profile to focus on the organization’s missions and activities. While we still believe in the importance of entrepreneurs, founders and leaders, we hope to set an example for the Jewish community that we are all responsible for ensuring the success of the organizations in *Slingshot* ’10-’11. Individualism may abound, in fact, may be the catalyst for change, but the community must share the responsibility for its own success. How can the community shift our focus to mission?

As the older organizations in *Slingshot* ’10-’11 either find stability or fold, it is critical that we re-examine what we can do to build a pipeline that will support organizations as they grow from start-up phase through the second stage of their growth. The Slingshot Fund, created by next generation funders in their 20s and 30s, will continue to provide operating support to build the capacity of ten groups featured in the guide this year and aims to mobilize additional in-kind and technical assistance contributions to the entire 50. We hope you will join us in these efforts to ensure the success of our Jewish future. ■

Selection

Methodology

In order to choose the 50 organizations appearing on the following pages, the *Slingshot* staff engaged in a year-long process to solicit and evaluate nominations and conduct due diligence. All of this was made possible by a team of the leading professionals around the country, listed in the acknowledgments section in the back of the guide, who generously volunteered their time and expertise. The following is the step-by-step methodology that we used to arrive at the *Slingshot* 50 for 2010-2011.

In October of 2009, in the days following the release of *Slingshot '09-'10*, we posted the 2010/2011 nominations form on our website (www.slingshotfund.org). For the next three months, we encouraged anyone and everyone to nominate innovative and effective Jewish nonprofits. In particular, we asked people to think about projects and organizations that best reflected our four criteria: innovation, impact, strong leadership and organizational effectiveness.

When the nominations process closed in January, we gathered a national committee of 36 volunteer evaluators to review the nominations forms. Each nominee was reviewed by a minimum of three evaluators. Whenever possible, we assigned each nominee to an evaluator who would have insight into the particular organization due to geographic proximity or specific programmatic experience. We also assigned each nominee to an evaluator who had no prior knowledge of the organization. The mix of the insider's point of view with a first-timer's opinion gave us a well-balanced final picture.

The evaluators, grantmaking professionals who spend at least part of their time funding innovative Jewish nonprofits, were asked to evaluate each nominee against four criteria:

Innovation: In what ways is the organization /project creative, inventive, pioneering or groundbreaking in responding to the changing needs of the Jewish community and the world around it? Is it innovative in addressing an unmet need, the approach it takes to serve its constituents, etc.?

Impact: Who is the organization/project's target audience? How is it affecting the attitudes and behaviors of its constituents and the Jewish community?

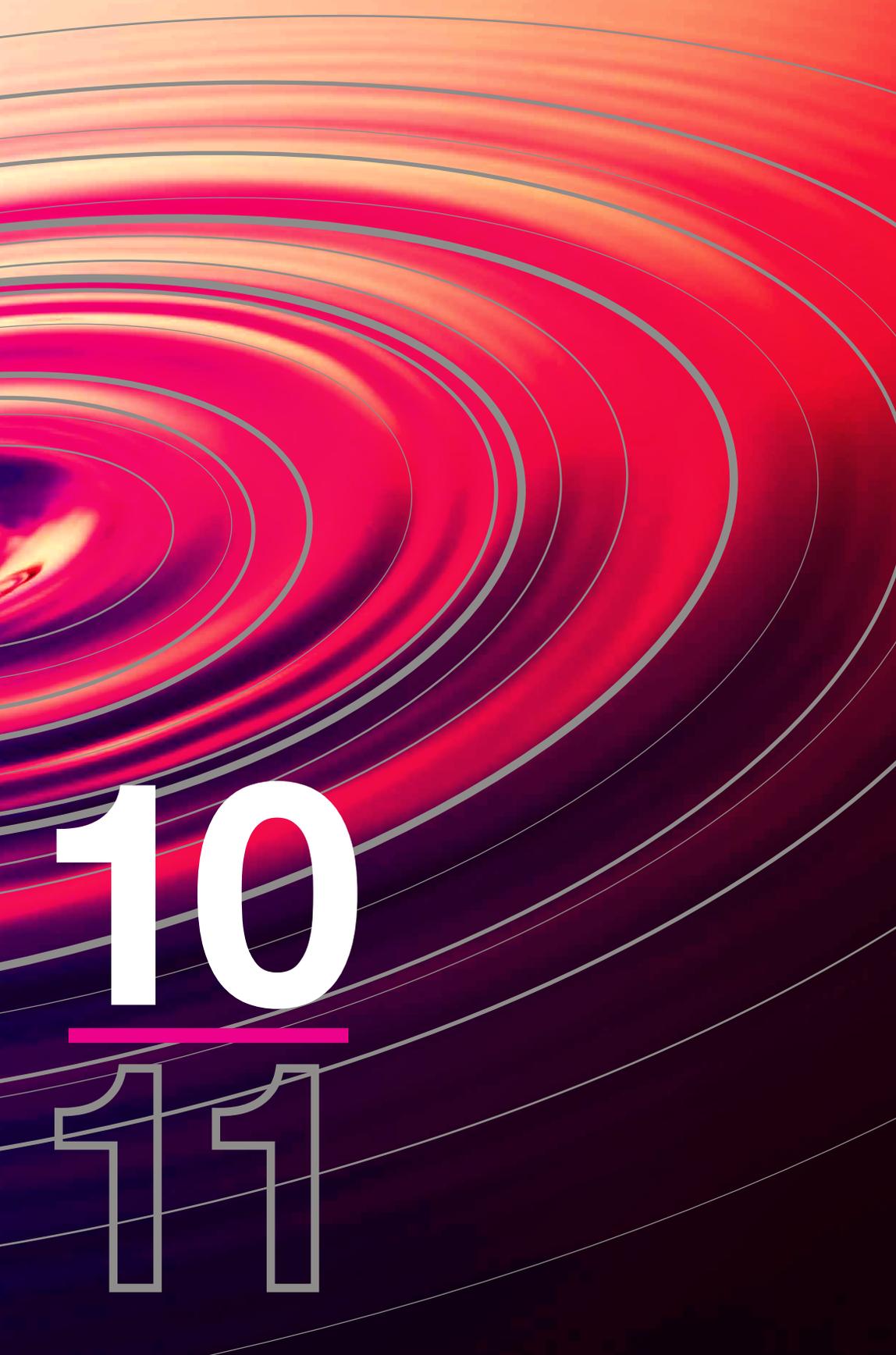
Strong Leadership: Who is the person or team at the helm who brings character, vision and guidance? In what ways does this person or team provide exceptional leadership to the organization or the field?

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?

Beginning in March of 2010, we started compiling the data from evaluators and building a list of approximately 70 semi-finalists, on which we then conducted due diligence. After carefully reviewing budgets, reading organizational materials, calling references, analyzing strategic plans, watching YouTube videos and listening to CDs, we arrived at the final 50. While we are grateful to our colleagues for the hours they spent participating in an orientation phone call, reading nomination forms, filling out online survey review forms and debriefing with us afterward, *Slingshot* takes full responsibility for the contents of this guide.

For each finalist, we have sought to summarize the project or organization's mission, impact and innovations that are new this year. We have also put a significant amount of effort into capturing the unique character of each organization by including unattributed comments from evaluators and Slingshot Fund investors. This guide, which is organized alphabetically, also includes information about each organization such as Board Chair, budget size and contact information. If you prefer, the Index sorts the finalists by program area, population served and budget size.

Our hope is that you find the final list of 50 organizations to be a valuable resource. If you are interested in learning more about an individual organization, please feel free to reach out to it directly. And if you are interested in investing in the group as a whole, please email will@slingshotfund.org to learn more about the Slingshot Fund. If you have any questions about the methodology used to create *Slingshot '10-'11* please email info@slingshotfund.org. ■



10

11

SLINGSHOT

A RESOURCE GUIDE
FOR JEWISH INNOVATION

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01

**ACCESS: AJC's
New Generation
Program**

www.ajc.org

165 East 56th Street
New York, NY 10022

BOARD CHAIRS Jonathan Perelman & Daniel Pincus
EXPENSES \$375,030
FOUNDED 2006

CONTACT Rebecca Neuwirth
PHONE 212.891.1403
EMAIL neuwirthr@ajc.org

TWITTER [ajcaccess](#)
Appearances in *Slingshot*: 1

A national network with 11 local groups across the United States, as well as one in Israel, ACCESS ensures that the next generation of politically engaged Jews will know how to articulate the Jewish community's point of view to the diplomatic world. While many Jewish organizations, large and small, have launched "young leadership" programs, ACCESS was established as more than a fundraising mechanism or "waiting room" where young leaders keep occupied until granted a seat at the main table. ACCESS participants set their own agendas, independent of American Jewish Committee (AJC), and work with diplomats, policy makers and other young leaders to promote the next generation's perspective on global affairs.

Many Jewish institutions are looking for meaningful ways to engage the next generation while seasoned leaders still occupy leadership roles. ACCESS currently provides a space for over 400 interested, motivated individuals to play leadership roles in the future of the Jewish community. The focus of ACCESS chapters varies across the country based on local interests. In 2010 alone, ACCESS participants have joined coalitions with young Muslim and Christian leaders to facilitate interfaith dialogues; educated themselves at conferences around the world focusing on energy policy and human rights issues, among many other topics; and learned about Jewish history and presence around the world. The next step for ACCESS is to create a pipeline to transition the majority of constituents to leadership positions at AJC, while continuing to cultivate future next generation leaders.

By treating young leaders like "leaders" and not just "young," AJC has developed a model for organizations of all sizes and ages to learn how to involve next generation community members in relevant ways. One evaluator says, "ACCESS is the only example I know of where an 'establishment' organization successfully cultivates next generation activists for more than fundraising. They even allow participants to set their own agenda, even if it isn't in lock-step with AJC. This program gives young adults meaningful opportunities for engagement while simultaneously preparing them for future leadership."



02

**Advancing Women
Professionals and the
Jewish Community**

www.advancingwomen.org

1114 Avenue of the Americas
Suite 3400
New York, NY 10036

BOARD CHAIRS Audrey Weiner & Cindy Chazan
EXPENSES \$361,384
FOUNDED 2001

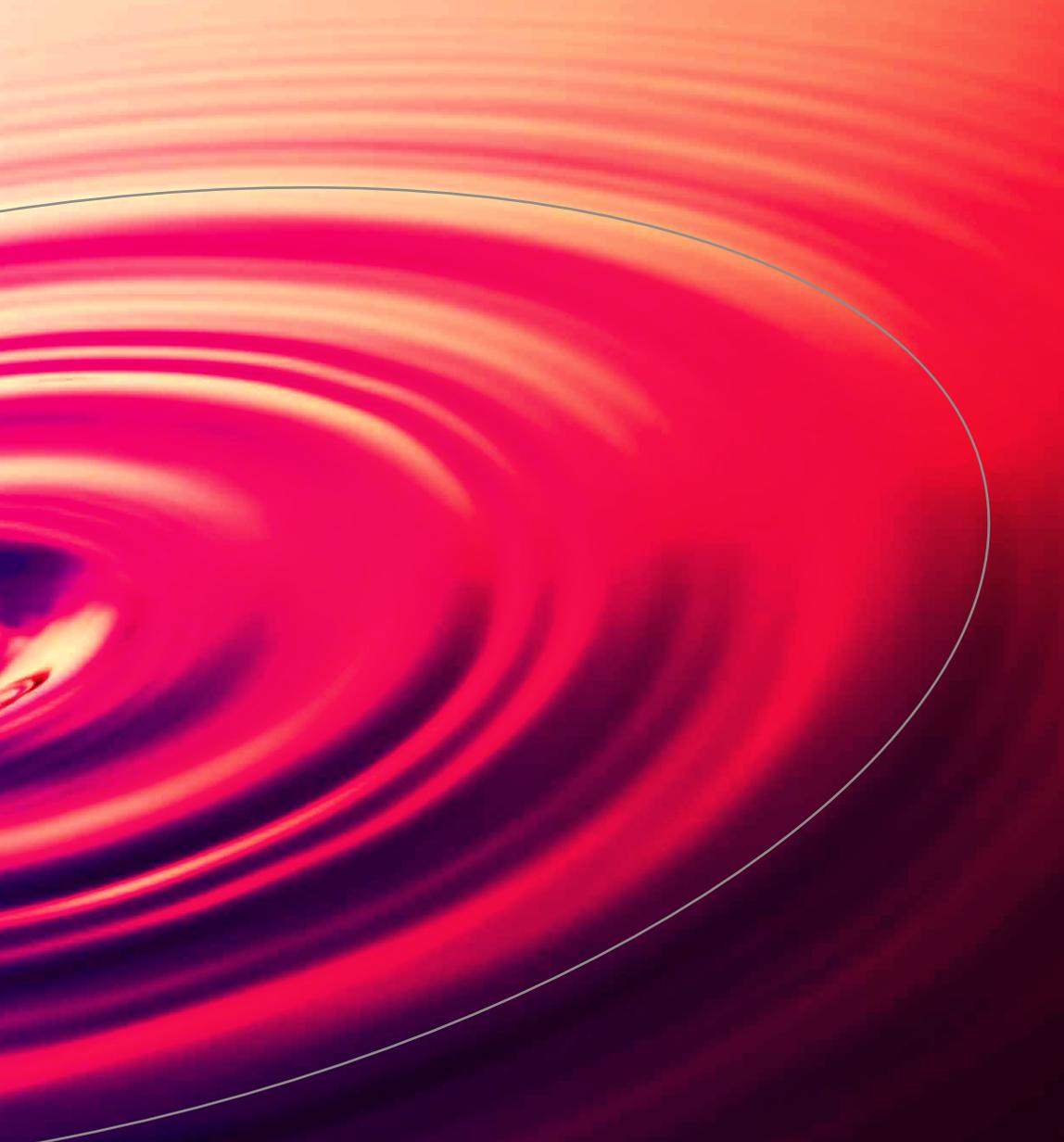
CONTACT Shifra Bronznick & Rabbi Joanna Samuels
PHONE 212.869.9700 x217
EMAIL bronznick@advancingwomen.org
jsamuels@advancingwomen.org

TWITTER [AdvanceWomen](#)
Appearances in *Slingshot*: 6

In academia, medicine, law and corporate America, institutions have made important strides in creating equitable work environments, and women have made significant gains accessing leadership positions. However, in the Jewish community, organizations inexplicably lag behind. Although women comprise 75% of professionals in Jewish nonprofits, very few women occupy the sector's most influential positions. Advancing Women Professionals (AWP) seeks to overcome this persistent problem by aligning Judaism's values of family and community with organizational behaviors. These changes include closing the gap between male and female executive compensation levels, creating pathways and opportunities for women to advance in the Jewish professional world, and showing how increasing gender equity increases work quality.

While the task of removing the gender gap in Jewish nonprofit life can seem daunting at times, AWP has become a model for achieving change through adaptive leadership, which means creating a change by slowly influencing values and behavior. For the past ten years, AWP has systematically rolled out action-oriented change initiatives to shift organizational actions. Its most recent projects, The Better Work Life Campaign, Men as Allies, and AWP Action Learning Teams, are all designed to work with different levels of Jewish professionals to create new models of leadership. These projects take into account the benefits of thoughtful work-life balances, such as higher quality work and the ability to attract and retain the best employees, that AWP has helped introduce to the Jewish professional world over the past decade.

Slingshot evaluators are impressed that AWP has "framed the gender issue as one that is larger than just the place of women, but shows how organizations with a solid gender lens are better for employees overall." Fans close to the organization offer, "If successful, AWP is prepared to 'go out of business' within five years." *Slingshot* investors look forward to AWP achieving that exit with all of our help.



03

Be'Chol Lashon

www.bechollashon.org

3198 Fulton Street
San Francisco, CA 94118

BOARD CHAIR Dick Spiegel
EXPENSES \$606,217
FOUNDED 1999

CONTACT Diane Tobin
PHONE 415.386.7900
EMAIL diane@jewishresearch.org

TWITTER [bechollashon](https://twitter.com/bechollashon)
Appearances in *Slingshot: 2*

Be'Chol Lashon, which means "in every tongue" in Hebrew, works to create a more racially and ethnically accepting Jewish community. Even though the Jewish community has been defined for thousands of years by multiculturalism, hundreds of thousands of non-white Jews in North America are still subject to stares, questions and worse when they enter a synagogue or try to participate in Jewish life. This reception drives many multicultural Jews away from participation in communal life. Be'Chol Lashon encourages Jews to stop asking the question, "Who is Jewish?" and instead focus on increasing the understanding that Jews come from all ethnic and cultural backgrounds.

This challenge is exacerbated within Generation Y, which is the most diverse generational cohort in American Jewish life today. Including children of interfaith families, children adopted from other countries and young people who are Jews by choice, Generation Y Jews with multiple identities and allegiances do not always feel at home in Jewish communities that remain inaccessible to diverse populations. Be'Chol Lashon runs many programs on issues of racial and ethnic inclusiveness. These include an International Think Tank, Speakers Bureau, Camp Be'Chol Lashon, retreats, and numerous movies, articles and other thought-leadership pieces. These programs educate Jewish organizations and individuals about issues of diversity. Be'Chol Lashon activists also work to build networks of Jewish leaders committed to encouraging Jews from all backgrounds to play active roles in Jewish life.

Evaluators agree with Be'Chol Lashon's approach: "The Jewish people have been a global population with a global sensibility long before globalization was in the popular lexicon." While some think that "the model of using local programming to effect national change isn't new," evaluators praise the content as "innovative and accessible."



04

Bible Raps

www.bibleraps.com

150 Northland Ridge Trail
Atlanta, GA 30342

BOARD CHAIRS Aharon Horwitz & Sharon Ungerleider
EXPENSES \$197,850
FOUNDED 2007

CONTACT Matt Bar
PHONE 319.512.8592
EMAIL bibleraps@gmail.com

TWITTER [bibleraps](#)
Appearances in *Slingshot*: 1

Bible Raps is the latest way for Jewish educators to bring modern energy into their classrooms and use the medium of hip-hop to teach students about core Jewish stories and texts. Bible Raps are specifically designed to do what Jewish educators have struggled to do for years: transmit Jewish stories to young audiences across denominations. Through albums, workshops and tours, Bible Raps combines professional music experience with a high quality curriculum, expressing Jewish content through pop culture and creating a teacher's toolkit to use alongside the music.

In just two years, the Teacher's Toolkit has already helped over 150 educators share stories from the Torah with their students. Moving forward, Bible Raps will develop videos to accompany each song, a toolkit specifically designed for summer camps, and a Jewish Rap Camp for young Jews to spend the summer in Israel creating an album based around core Jewish texts. While the organization is still young and its impact is still being evaluated, Bible Raps maintains contact with classroom teachers who use its materials, and these early pioneers report strong results.

An evaluator well-versed in the music scene offers, "Bible Raps is not just another group putting out Jewish music. They are providing Jewish kids with ways to engage with the music, other students around the globe and encouraging them to create their own Bible Raps. Almost more importantly, they provide tools for teachers/camps about how to use the music." Another evaluator says, "While they generate revenue from album sales, for the organization to grow beyond the original founder and put itself in a better position to achieve its goals, Bible Raps will need additional funding. For seed-stage investors, this is a great organization with a very promising future."



05

**Brandeis University's
Office of High School
Programs**

www.brandeis.edu/highschool

415 South Street
MS 065
Waltham, MA 02454

BOARD CHAIR N/A
EXPENSES \$1,070,275
FOUNDED 2009

CONTACT Rabbi Bradley Solmsen
PHONE 781.736.8416
EMAIL highschool@brandeis.edu

TWITTER [brandeisHSP](#)
Appearances in *Slingshot*: 1

Brandeis University has been known for creating innovative programs for high school-age Jews around the world, including BIMA and Genesis, organizations featured in previous *Slingshot* guides. Brandeis has now redoubled its commitment to this audience by establishing an office dedicated to programming for affiliated and unaffiliated high school students. Part research and development and part incubator, the Office of High School Programs is both a laboratory to grow existing programs as well as an engine to push the boundaries of the Jewish community by launching new ideas and experiments.

To add to its portfolio, the Office of High School Programs has responded to its constituents' request for deeper and more meaningful volunteer experiences by rolling out Social Justice Summer, which will provide local high school students with an introduction to social justice through college level classes, field trips, internships and service trips. Social Justice Summer is designed to help participants understand service through a Jewish lens. Launched with a grant from Genesis Philanthropy, Brandeis has also begun to create programs accessible to Russian-speaking Jewish students from the former Soviet Union, across North America and Israel. Engaging Russian-speaking Jews not only adds diversity to the programs, but provides all of the participants with unique and diverse experiences they could not have anywhere else in Jewish life.

"This is a model for how a large institution can foster and support entrepreneurial projects and initiatives," comments one evaluator. Another agrees, "The Office of High School Programs can teach other organizations how to develop high-quality Jewish experiences with minimal capital investment. With initial funding, they have been able to leverage their existing programs, launch new ones and move all of them towards financial self-sufficiency."



06

**The Bronfman
Youth Fellowships
Alumni Venture Fund**

www.byfi.org/venturefund

163 Delaware Avenue
Suite 102
Delmar, NY 12054

BOARD CHAIRS Dana Raucher & Wayne Jones
EXPENSES \$1,232,047
FOUNDED 2005

CONTACT Becky Voorwinde
PHONE 212.572.7148
EMAIL becky@byfi.org

TWITTER [BeckyBYFI](#)
Appearances in *Slingshot*: 1

Being a Bronfman Fellow is a lifelong association that starts every summer for a new group of 26 select high school students from across North America. The students are chosen by the Bronfman Youth Fellowships in Israel (BYFI) to spend five weeks on an all expenses paid trip to Israel to study Jewish history and explore their Jewish identities. While this is an amazing introduction to Jewish leadership, fellows testify that being part of this special network of peers is also a life-changing opportunity. Even after the summer experience, an active alumni network of more than 500 members spanning several decades continues to stay connected. The Alumni Venture Fund has become a cornerstone for BYFI alumni who contribute funds and allocate grants to alumni-led projects that impact Jewish life.

The Alumni Venture Fund simultaneously provides support to social entrepreneurs searching for seed funding, encourages innovative alumni to put their talents to use in the Jewish community, and strengthens the peer community of BYFI alumni. To date, the Alumni Venture Fund has distributed over \$100,000 to 80 alumni projects. Grants have been made to projects such as a translation of Rwandan Genocide testimony into Hebrew for educational use in Israel, an interactive blog addressing the taboo of depression in the Jewish community, and an innovative independent minyan. The success of the Alumni Venture Fund has encouraged BYFI to tap its alumni as volunteers for these and other Jewish nonprofits.

Slingshot evaluators are excited to see “a model that engages alumni and changes the Jewish world at the same time. While the Alumni Venture Fund is modest in size, the fact that it raises money from its closest stakeholders – not just funders – is refreshing.” One evaluator adds, “This is a beacon to others who are searching for successful ways to mobilize, empower and connect alumni from any program.”



07

Center Without Walls

www.cojeco.org

261 Madison Avenue
Suite 1504
New York, NY 10016

BOARD CHAIRS David Kislin & Feliks Frenkel
EXPENSES \$513,760
FOUNDED 2006

CONTACT Roman Shmulenson & Victoria Anesh
PHONE 212.566.2120
EMAIL info@cojeco.org

TWITTER N/A
Appearances in *Slingshot*: 3

Center Without Walls (CWW) has fashioned a unique partnership model by opening up the myriad resources available to the larger New York Jewish population to the Russian-speaking Jewish community. Even though Russian-speaking Jews represent 25% of the larger New York Jewish community, they are nearly invisible to most New York Jews. In part due to their long history in Soviet Russia where religious expression was forbidden, the Russian Jewish community is now in danger of dissolving into the larger American population if it is not embraced by the New York Jewish community.

Organized by the Council of Jewish Émigré Community Organizations (COJECO), a central coordinating body in the Russian Jewish community featured in earlier *Slingshot* guides, CWW provides grants to between 10 and 14 New York Jewish organizations each year, such as Hazon, the JCC of Manhattan and the Jewish Children’s Museum, to tailor certain programs for Russian-speaking Jews. CWW carefully selects partners that will create programs targeting a wide audience of Russian Jews, spanning age ranges and religious affiliations, and then provides expertise and tools to assist organizational partners in marketing these programs. Through this model, thousands of Russian-speaking Jews are now invited to participate in Jewish programming that was previously not designed for them. Additionally, CWW provides micro-grants to individuals who create their own community projects, becoming proactive in building their Jewish community.

Evaluators are relieved to see a project “that involves Russian-speaking Jews in the larger Jewish community. This should not be innovative at this point, but because of a lack of outreach on the part of the mainstream Jewish community, it definitely still is.” Other evaluators are eager for the next generation of Russian-speaking Jews to become involved: “The Jewish community went through an enormous effort 30 years ago to bring this community here; it would be a shame to lose the participation of their children to larger American society.”



08

Challah for Hunger

www.challahforhunger.org

6411 Burleson Road
Austin, TX 78744

BOARD CHAIR Diana L. Ho
EXPENSES \$111,700
FOUNDED 2004

CONTACT Eli Winkelman
PHONE 512.850.6396
EMAIL eli@challahforhunger.org

TWITTER challlah
Appearances in *Slingshot*: 1

In kitchens on college campuses across the country, volunteers from Challah for Hunger (CfH) gather each week to bake challah bread and sell it to their local communities in the name of disaster and hunger relief. CfH chapters will donate more than \$100,000 in 2010 profits to social justice organizations across the country and around the world. CfH requires that each chapter donate 50% of its profits to American Jewish World Service's Sudan Relief and Advocacy Fund, and chapters can contribute the rest of their profits to any organization they choose. For volunteers, CfH can be a social community, an opportunity to learn business skills such as sales and marketing, a meaningful Jewish experience, leadership training, or a unique way to get involved in advocacy and activism.

Each of the more than 30 chapters covers its own expenses and contributes a small amount to CfH through the sale of the challah. CfH provides few other restrictions to its chapters, choosing instead to allow each to develop leadership structures and policies that fit its own community. Many volunteers use their CfH experience to get more involved in the Jewish community and social activism. New chapter leaders are paired with "Chapter Advisors" who provide start-up training, leadership skills and business advice. CfH has set up an internal resource-sharing website, ChallahNet, to encourage leaders to share their challenges and solutions to common problems. This year, CfH is organizing the first annual gathering of leaders from every chapter, as well as a series of webinars on business, leadership and Jewish learning.

Evaluators are taken aback by the many layers of impact: "I love how it's multi-faceted in its impact: Jewish identity for participants, social justice with the donations, a sustainable financial model, infinitely replicable, and creating something useful that the market clearly wants." While its budget is still small, "it is punching above its weight for press, expansion and impact, which is due to how terrific an idea it is," one evaluator states. "It will be thrilling to see dozens of new chapters pop up across the country."



09

ENCOUNTER

www.encounterprograms.org

25 Broadway
Suite 1700
New York, NY 10004

BOARD CHAIRS Rabbi Miriam Margles & Shana Tabak
EXPENSES \$945,000
FOUNDED 2005

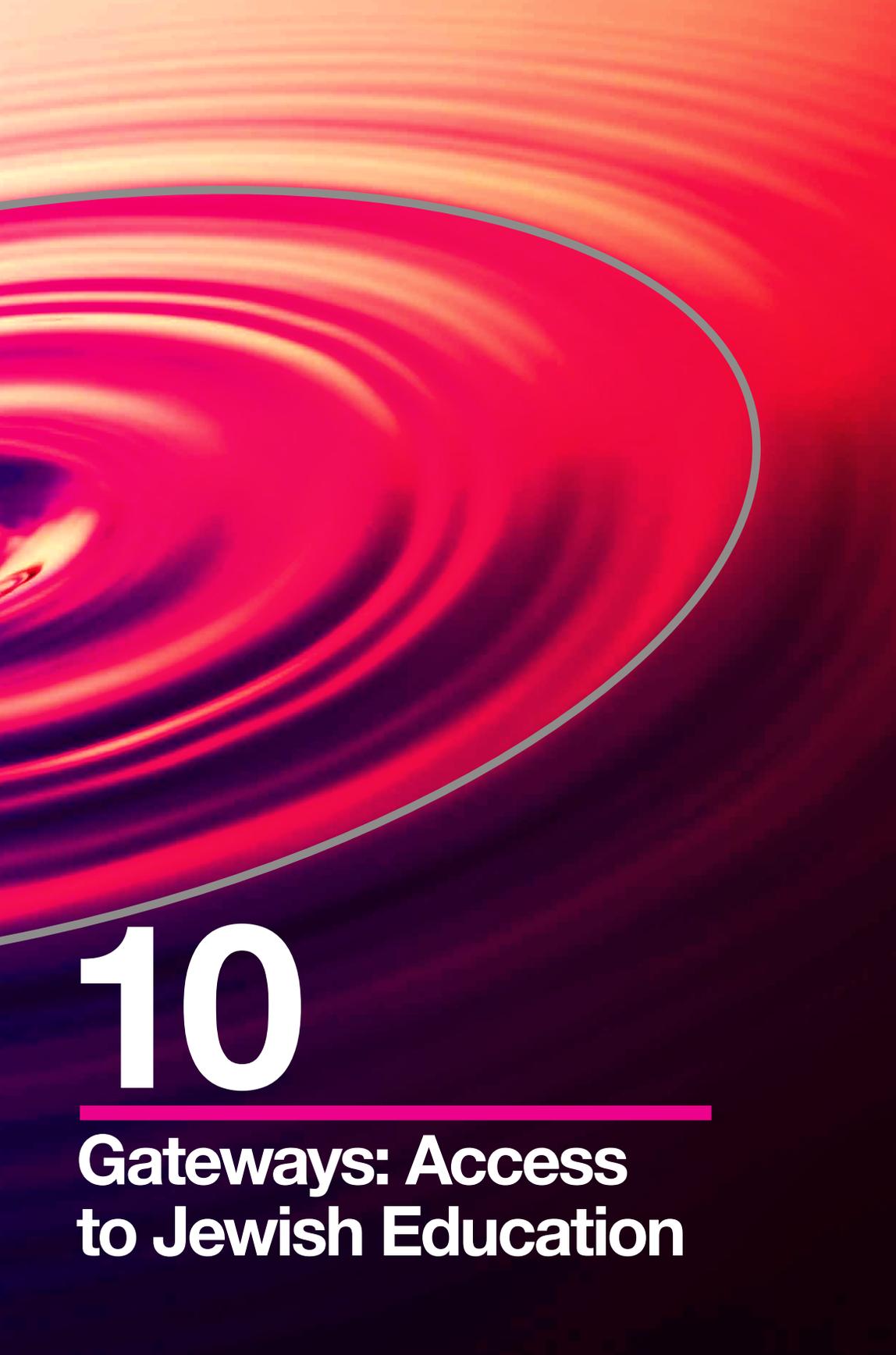
CONTACT Rabbi Melissa Weintraub
PHONE 212.284.6776
EMAIL melissa@encounterprograms.org

TWITTER N/A
Appearances in *Slingshot*: 4

ENCOUNTER confronts the complexities of the American Jewish relationship to the Israeli-Palestinian conflict head on by organizing groups of American Jewish leaders from across the political spectrum to visit Palestinian communities in the West Bank and then participate in follow-up conversations in North America. By de-mystifying what happens on “the other side” of the security fence and having what are often their first face-to-face conversation with Palestinians, Jewish leaders are able to move away from feelings of enmity and instead address the Israeli-Palestinian conflict from a place of deep understanding.

Since 2005, ENCOUNTER has brought 750 Jewish leaders to Palestinian territory, not to impress any political beliefs on participants, but instead to encourage open-minded education. In just the last two years, ENCOUNTER has doubled its budget and tripled its staff as it begins to amplify the impact of its work. ENCOUNTER alumni, including rabbis, journalists, Jewish thought-leaders, philanthropists and community professionals, are leaders in local communities across the country. Upon returning from the trip, participants have written sermons, published articles, and launched spin-off ventures designed to increase understanding between Jews and Palestinians as well as facilitate conversations about Israel among American Jews.

By dedicating itself to *hokhma* (wisdom) and *binah* (understanding), ENCOUNTER boldly aims to shift the disposition of American Jewish leaders, and therefore the American Jewish community, on the issue of the Israeli-Palestinian conflict. According to many evaluators, “ENCOUNTER has done the impossible by opening hearts and minds by sensitively addressing the human side of the conflict.” Other evaluators also appreciate this strategy: “While it takes a while for the impact of these trips to trickle through the larger Jewish community, the approach of bringing leaders of all walks of Jewish life to the area will accelerate a broader evolution in awareness.”



10

**Gateways: Access
to Jewish Education**

www.jgateways.org

333 Nahanton Street
Newton, MA 02459

BOARD CHAIR Alan Crane
EXPENSES \$1,600,572
FOUNDED 2006

CONTACT Arlene Remz
PHONE 617.630.9010
EMAIL arlene@jgateways.org

TWITTER N/A
Appearances in *Slingshot*: 4

Gateways has built a remarkable bridge across denominations to knock down the barriers that stand between Jewish children with special needs and a Jewish education. At Gateways, children with special needs are able to attend Hebrew school, become a bar or bat mitzvah, and experience Jewish life in ways they have never before been able to access. Gateways provides on-site support in Jewish day schools, congregational and community early childhood centers, and Hebrew schools, which includes providing speech pathologists, reading specialists, curriculum modification and teacher training. For students unable to participate in a typical classroom setting, Gateways offers Sunday School, a b'nei mitzvah class, and a monthly holiday program.

Gateways also offers a teen volunteer program, which coaches dozens of teens on working with children with special needs. With the help of a 2009 grant from the Slingshot Fund, Gateways has built the capacity to document its lesson plans, training materials, assessment tools and procedures. Gateways is now prepared to share its model with Jewish communities across the country that have not been able to create a comprehensive system capable of working with a range of students with special needs.

Unfortunately, special needs education is no longer seen as an innovative program area, given that so many Jewish families need these services. However, as one evaluator points out, "What sets Gateways apart is the comprehensiveness of its offerings." Another evaluator agrees, stating, "What Gateways is doing is not happening elsewhere around the country. Gateways has put together support and partnerships from every level of the Jewish community, organizations, donors, volunteers, professionals, and their families. Not only does it impact those with special needs, it also affects the teen volunteers, educators and even organizational structures. We have much to learn by example."



11

G-dcast

www.g-dcast.com

1587 Treat Avenue
San Francisco, CA 94110

BOARD CHAIR N/A
EXPENSES \$225,850
FOUNDED 2006

CONTACT Sarah Lefton
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EMAIL sarah@g-dcast.com

TWITTER g_dcast
Appearances in *Slingshot*: 1

Through expert use of YouTube-style animated videos and plain-spoken text, G-dcast gives Jews who do not have rabbinical training and did not go to Jewish day school the ability to engage in discussions about how to apply ancient texts to our everyday lives. Even as “people of the book,” Jews are increasingly illiterate when it comes to Jewish texts. G-dcast, a media production organization dedicated to raising Jewish literacy, posts weekly animated videos, never more than five minutes long, that interpret the weekly Torah portion or the meaning of an upcoming holiday.

Among G-dcast’s target audience are Jewish families with children who are not in Jewish day school and adults ages 18 to 65 who are not Jewishly knowledgeable but are curious about Jewish topics. G-dcast’s high-quality, funny and content-rich videos resonate with Jews who the Jewish establishment has never been able to corral in large numbers around Jewish education. G-dcast also provides curriculum guides for teachers wishing to use G-dcast videos in their classes. In just three years, G-dcast has made waves among innovative Jewish nonprofits, and going forward, it aims to animate the entire Hebrew Bible.

While it is still early in G-dcast’s start-up phase, one evaluator believes that it is “poised to make a large impact on the Jewish community.” Other evaluators agree, stating, “G-dcast has a very interesting approach to Jewish literacy,” and, “It is a wonderful compliment to the work [*Slingshot* organizations] Bible Raps, StorahTelling, MyJewishLearning.com and Nextbook are doing to put bona fide Jewish learning in the mainstream.”



12

**Goldring-Woldenberg
Institute of Southern
Jewish Life**

www.isjl.org

4915 I-55 North
Suite 100A
Jackson, MS 39206

BOARD CHAIR Ray Solomon
EXPENSES \$2,335,400
FOUNDED 2000

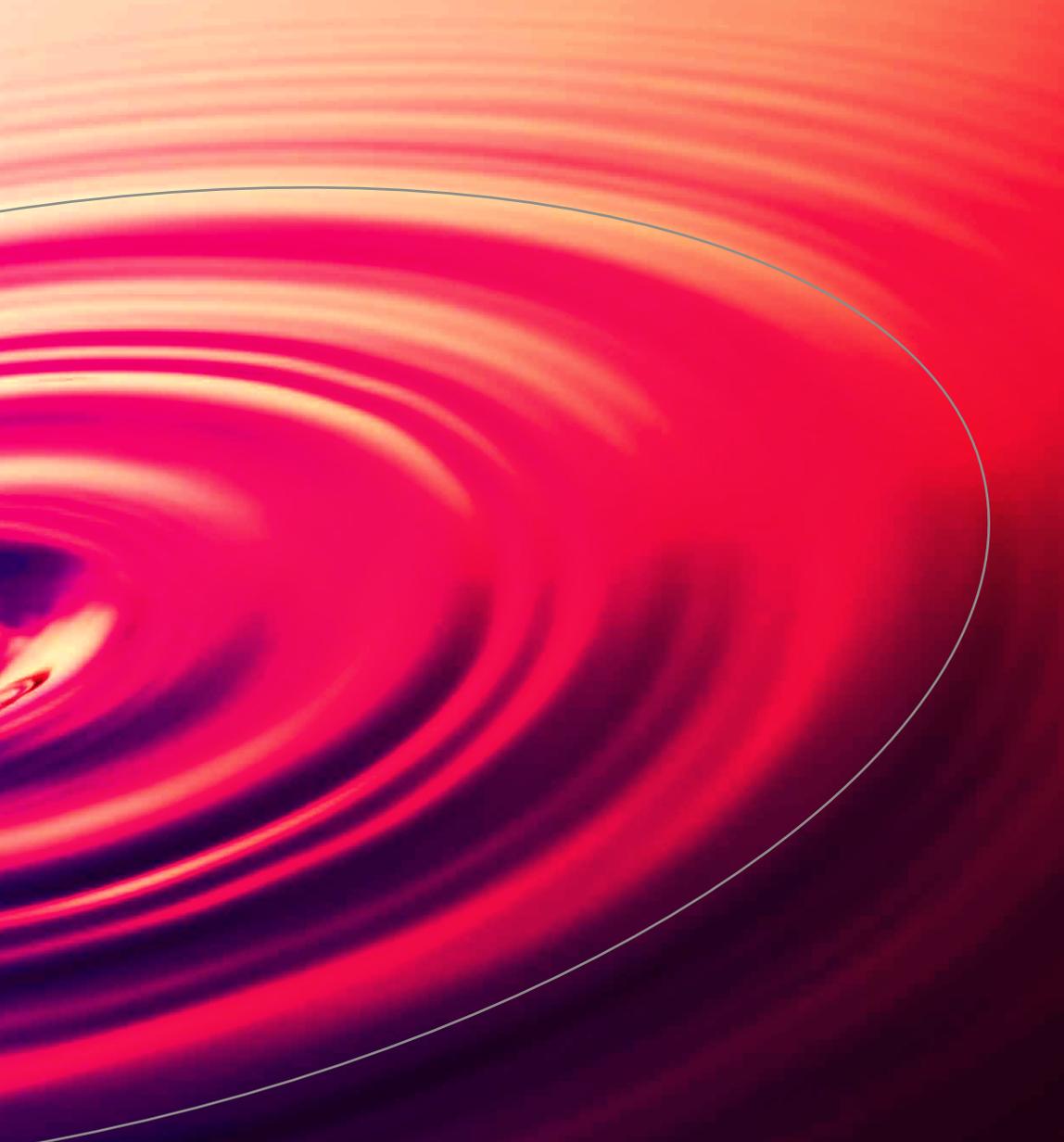
CONTACT Macy B. Hart
PHONE 601.362.6357
EMAIL hart@isjl.org

TWITTER N/A
Appearances in *Slingshot*: 5

The Goldring-Woldenberg Institute of Southern Jewish Life (ISJL) has developed a comprehensive approach to providing Jewish leadership and education in small, rural towns that would otherwise lack these services. The challenges faced by the Jewish community of Greenwood, Mississippi for example, are quite common in small towns across the country. They have to invent their own educational programs, cobble together religious services, and wait for opportunities to offer cultural programming. ISJL has made it so that Greenwood is no longer an island, but part of a larger Jewish community. A touching example is that the one sixth-grader in Greenwood, who used to be on her own at school, is now literally on the same page in Hebrew school as hundreds of her sixth grade counter-parts across the South.

ISJL, now in its tenth year, has excelled at the challenge of building a community made up of isolated towns across 13 states. Looking ahead, ISJL will continue to expand its reach, seeking to add an additional 30 congregations and increase the frequency of traveling cultural exhibits and programs. ISJL also hopes to inspire others to recognize the efficiency of its regional model and begin the process of implementing its work across the country.

Evaluators agree, "ISJL continues to be the only organization dealing with rural and smaller Jewish communities. They have a proven track record with creative initiatives that continue to be innovative." *Slingshot* investors also agree with another evaluator's comment: "After ten years, ISJL has evidence that this model works. I would like to see another community step up and replicate this approach in its region."



13

Hazon

www.hazon.org

125 Maiden Lane
Suite 8B
New York, NY 10038

BOARD CHAIR Richard Dale
EXPENSES \$2,050,000
FOUNDED 2000

CONTACT Nigel Savage
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EMAIL info@hazon.org

TWITTER hazon
Appearances in *Slingshot*: 6

Hazon's celebrated outdoor adventures and its work around food production are the principle reasons that sustainability has become a key part of the Jewish community's agenda. Named after the Hebrew word for "vision," Hazon was founded to achieve the dream of a Jewish community that makes health a top priority. Hazon is a leader in the movement to create a Jewish community that makes deliberate, responsible choices to live sustainable lives.

Hazon's charitable bike rides in cities across the United States and in Israel have raised \$2 million, which Hazon has distributed to grassroots environmental organizations around the world, while at the same time moving hundreds of riders to think differently about transportation and the environment. Hazon also produces a conference for leading Jewish food experts to discuss the links between Jewish tradition and sustainable food, alongside a fast-growing Community Supported Agriculture (CSA) program in more than 40 cities, which puts over \$950,000 in purchasing power behind small, environmentally conscious family farms. CSAs offer people the opportunity to buy locally grown food, learn about Jewish values and explore contemporary food issues like how to buy and eat food in ways that support the health of the planet. This year, Hazon has also joined the Jewish Climate Change Campaign and Pledge, which focuses on mobilizing Jewish individuals, communities and institutions to use small actions to fight climate change.

One evaluator states, "Hazon has created a movement. In the past two years they have not joined the mainstream, they have moved the mainstream to them on issues of sustainability." Another adds, regarding Hazon's growth, "It is clear that Hazon is learning from its experiences and improving its internal operations and decision-making procedures."



14

**Hillel's Campus
Entrepreneurs and
Senior Jewish
Educator Initiatives**

www.campusinitiative.org

800 8th Street NW
Washington, DC 20001

BOARD CHAIR **Beatrice S. Mandel**
EXPENSES **\$3,125,700**
FOUNDED **2006**

CONTACT **Jennifer Zwilling**
PHONE **202.449.6516**
EMAIL **jzwilling@hillel.org**

TWITTER **N/A**
Appearances in *Slingshot*: **1**

Hillel proposes that its new Campus Entrepreneurs and Senior Jewish Educator Initiatives (CEI/SJE) may lead to a revolution in how Jewish life is structured on college campuses across the country. Today, only 35% of Jewish college students are involved with organized Jewish life. However, Hillel has continued to operate in much the same way it has for the last 80 years – by providing a central gathering place for Jews to socialize. The CEI/SJE Initiatives are a courageous and bold statement by Hillel. Recognizing that students are more likely to respond to their peers than Hillel staff, Hillel has created a place where students can develop their own Jewish entry points, ranging from Shabbat dinners to theater troupes. These activities take place not just inside of the Hillel building, but all over campus.

The CEI/SJE Initiatives are two separate programs that act in tandem to find students through peer networks, fund Jewish content developed by and for students, and enrich experiences with Jewish dialogue relevant to their lives as they move away from home, consider careers and family, and explore their personal identities. On each campus, 8 to 12 paid Campus Entrepreneurs Initiative interns, participants previously uninvolved with Jewish life, are charged with connecting other uninvolved students with Jewish opportunities, within or outside of Hillel. Each intern works with a Senior Jewish Educator, an experienced mentor who helps facilitate these experiences and incorporate meaningful Jewish content. Last year, the tandem CEI/SJE model was in use at ten campuses, including New York University, the University of Kansas, Tufts University and the University of Pennsylvania.

Although *Slingshot* evaluators warn that the long-term impact of these new initiatives on student life is yet unknown, they are excited to see this new approach scaling up. One optimistic evaluator raves, “This program, which started as a small scale pilot to test assumptions, is on the verge of being embraced by every Hillel in the country.” Evaluators are also excited to see that “while many organizations talk about using physical social networks to expand, Hillel has actually created a program that not only galvanizes Jews through friends, but also communicates substantive Jewish content.”



15

**The Hebrew
Senior Life Chaplaincy
Institute**

www.hebrewseniorlife.org

1200 Centre Street
Boston, MA 02131

BOARD CHAIRS Thomas Alperin & Howard E. Cohen
EXPENSES \$163,663
FOUNDED 2006

CONTACT Rabbi Sara Paasche-Orlow
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TWITTER N/A
Appearances in *Slingshot*: 1

Rabbis are trained to be spiritual leaders, religious counselors and community organizers, but even with years of study, the lack of training in pastoral care is a glaring gap in their education. Most rabbis are not qualified to counsel seniors and their families facing end of life issues. With advances in medical technology and longer lifespans, the frustration and isolation that seniors and their families feel in hospitals and geriatric clinics has become more severe. The Jewish community faces this problem in disproportionate numbers compared to the rest of the United States. According to the National Jewish Population Survey completed at the beginning of the 21st century, 9% of the Jewish community is over the age of 75, compared to 6% of the total US population. Hebrew Senior Life (HSL), which runs a healthcare facility for 650 residents and 1,200 patients, has now created the Clinical Pastoral Education (CPE) program to provide chaplains with both Jewish cultural knowledge and pastoral training.

Existing pastoral education training programs are often taught from a Christian point of view and fail to fully incorporate Jewish needs. As the only Jewish geriatric program to be accredited by the Association for Clinical Pastoral Education (ACPE), the CPE program trains 16 students each year to have the skills necessary to respond to the end of life needs of Jewish seniors and has inspired several other Jewish long-term care organizations to adopt its approach as well. The HSL Chaplaincy Institute will also start providing supervisory education so that its students can learn to train chaplains to serve Jewish communities across the country.

In learning about this program, one evaluator comments, "It is wonderful to see a program that invests heavily in their students to ensure that Jewish chaplains are truly prepared for this type of counseling." Another evaluator adds, "HSL is meeting an unmet need for Jewish seniors, as well as creating a model that can be replicated by extended care organizations across the country."



16

**The Hub
of the JCCSF**

www.jccsf.org/thehub

3200 California Street
San Francisco, CA 94118

BOARD CHAIR Sue Diamond
EXPENSES \$174,000
FOUNDED 2006

CONTACT Dan Wolf
PHONE 415.292.1267
EMAIL dwolf@jccsf.org

TWITTER [thehubjccsf](https://twitter.com/thehubjccsf)
Appearances in *Slingshot: 2*

The Jewish Community Center (JCC) of San Francisco has proven that it is possible for a JCC not only to present artistic programming, but also to be a leading voice and driving force in Jewish artistic expression. Using arts programming as an outreach tool is a common practice of JCCs across the country, but The Hub has taken this convention to new heights by investing in artistic production, supporting emerging artists, and presenting artistic pieces. The Hub maximizes its impact by operating as a project of the second largest JCC in the country, but it also breaks free from the limitations of the JCC by offering programming in clubs, bars, theaters, museums, candy stores and gallery spaces.

Increasing numbers of participants attend Hub events, such as *Stateless: A Hip Hop Vaudeville Experience* and the Rosh Hashanah program *Ritual in Revolution*. The Hub also produces an annual Hanukkah Festival, a Purim celebration, and approximately 50 other events over the course of the year, including slam poetry, a film festival and other events that appeal to the wide variety of disenfranchised young Bay Area Jews.

“The Hub should be replicated at JCCs across the country,” one evaluator urges. Another suggests, “This model is so much more ambitious than just outreach and engagement. By developing and supporting artists and putting on programming outside of the JCC walls, they continue to lead the field.” All agree that “smart JCCs should jump on this model.”



17

IKAR

www.ikar-la.org

5870 West Olympic Boulevard
Los Angeles, CA 90036

BOARD CHAIR Fred Kramer
EXPENSES \$1,090,320
FOUNDED 2004

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EMAIL melissa@ikar-la.org

TWITTER [ikar_la](#)
Appearances in *Slingshot*: 6

IKAR, which means “essence” in Hebrew, was so-named to inspire its members to work together to discover and reactivate the essence of their Judaism. By injecting intention and social action into every aspect of its community, IKAR has gone beyond the traditional definition of a synagogue and become a model for a Jewish “community of purpose.” In order to mobilize IKAR community members to act on their values, IKAR launched Minyan Tzedek, which uses the Jewish idea of gathering 10 or more people for a sacred purpose, this time directed into action teams. Minyan Tzedek teams are organized around activities such as providing direct service, conducting national advocacy and exercising sustainable choices.

Minyan Tzedek has been extremely popular in its first year, engaging the majority of the IKAR community and vastly exceeding expectations. Its success has inspired IKAR to assist other communities across the country in implementing this organizing approach. In order to undertake this next phase of roll out, IKAR will redesign its website to be more useful to synagogues and communities looking for social engagement tools and will also convene its first national conference to train clergy and lay leaders on how to incorporate Minyan Tzedek into their communities.

One evaluator raves, “IKAR meets all of the criteria for a visionary congregation: sacred purpose, holistic ethos, participatory culture, meaningful engagement and reflective leadership. IKAR is unique because they have added to that a drive to remain at the forefront of innovation.” Another evaluator concurs, “Minyan Tzedek is a brilliant way to make a large congregation feel smaller and more intimate.”



18

**Institute for
Curriculum Services**

www.icsresources.org

131 Steuart Street
Suite 205
San Francisco, CA 94105

BOARD CHAIR Ruvim Braude
EXPENSES \$624,917
FOUNDED 2005

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TWITTER N/A
Appearances in *Slingshot*: 2

Millions of American students read in their textbooks every day that Jews were the principal persecutors of Jesus Christ and that the number of people who perished in the Holocaust has been exaggerated, along with thousands of other slanted, biased or inaccurate statements. While many Jewish education groups seek to address anti-Semitism by re-educating American society, Institute for Curriculum Services: National Resources Center for Accurate Jewish Content in Schools (ICS) addresses this issue by working with state agencies, teachers and textbook companies to obtain corrections to such inaccuracies. ICS, based in San Francisco, has obtained over 2,000 edits to textbooks nationwide by building dialogues with partners in local communities across the country. ICS estimates that its work has touched at least 3 million students, who are now learning more accurate information about Jews, Jewish history and Israel.

The demand for ICS's services currently far outweighs its capacity. ICS feels that with enough funding, it can reach every national publisher and impact the quality of education of nearly 8 million students. One example of its impact can be found in Dallas, Texas, where ICS launched the Public Education Initiative, a partnership with the local Jewish Community Relations Council, to work with state agencies to review education standards, policies and materials. Implementing this in Texas, one of the nation's largest textbook markets, creates a ripple effect because this market influences the decisions of publishers across the country.

Evaluators exclaim, "ICS has a remarkable multiplier effect. It is known for its 'bang for the buck' and efficient practices by making one change that millions will see." Many are also impressed that it has made "excellent use of the national Jewish Community Relations Council network as well as leveraging and collaborating to the best extent possible in every market." While "evaluation and precise impact is still forthcoming," ICS is "making an important and unusual contribution."



19

**Inter-Agency
Task Force on
Israeli Arab Issues**

www.iataskforce.org

711 3rd Avenue
10th Floor
New York, NY 10017

BOARD CHAIRS Brian Lurie & Steve Schwager
EXPENSES \$685,000
FOUNDED 2006

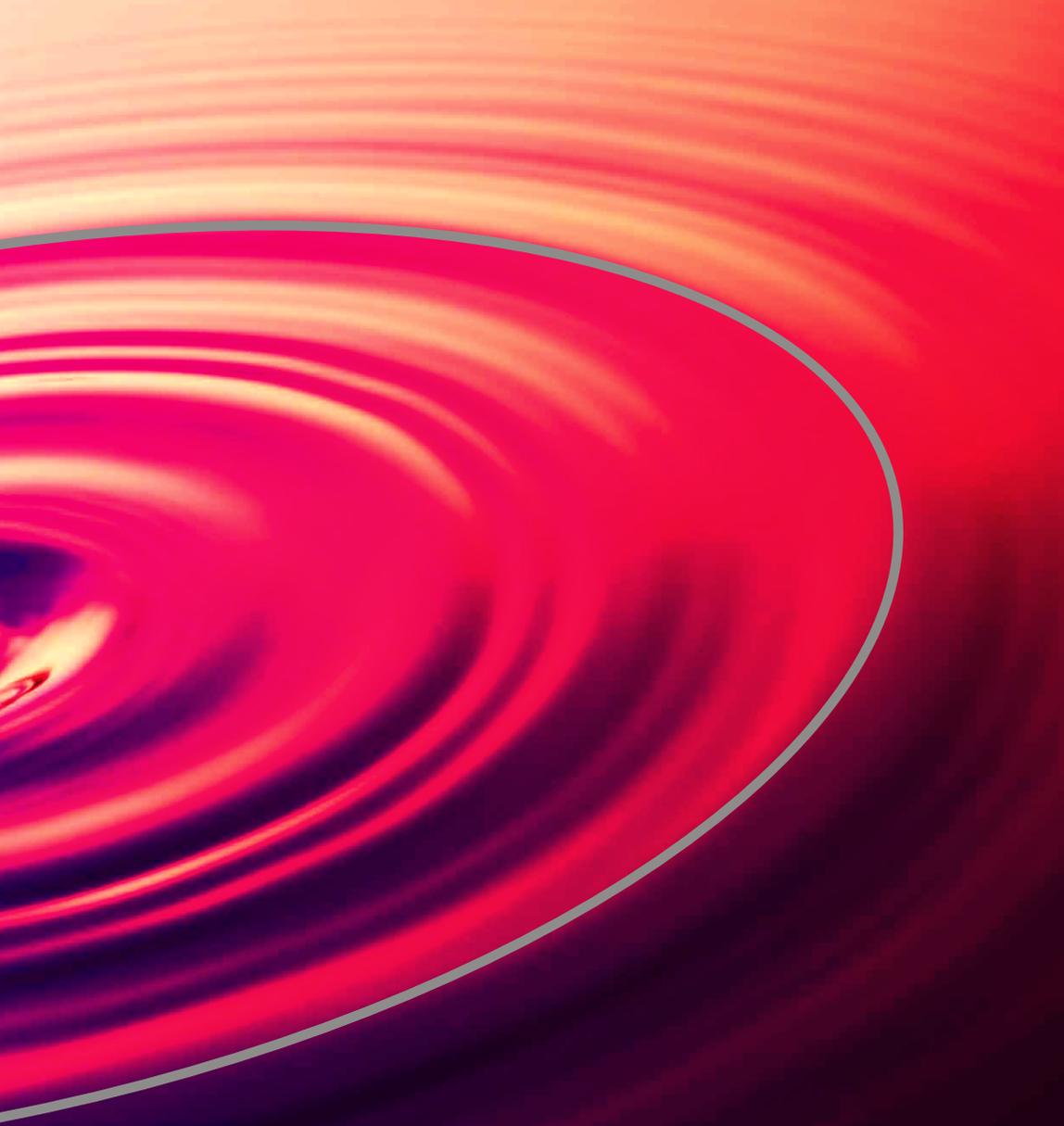
CONTACT Jessica Balaban
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TWITTER N/A
Appearances in *Slingshot*: 1

The Inter-Agency Task Force on Israeli Arab Issues (The Task Force) set out in 2006 to educate North American Jewish leaders about the Israeli Arab population and point out the disparity between traditional Jewish values and the treatment of Israeli Arabs. The Task Force now boasts more than 90 organizational members from across political and cultural spectra. Members include private foundations, federations and nonprofits from both the political left and right, united by a common goal of wanting to make more of an impact than they can by simply “preaching to the choir” of their own memberships. Even though there are 1.2 million Arab citizens of Israel, one in every five Israelis, they face discrimination and bias that most Jews in North America are not even aware exists. Even the most influential and educated leaders often know little to none about issues Israeli Arabs face.

The Task Force provides educational information to the Jewish community, organizes trips for influential leaders to experience the disparities in Israeli society first-hand, and coordinates the Jewish community’s response for maximum impact. The Task Force also seeks out next generation leaders, both inside and outside of the Jewish communal framework, to join trips, organize educational programs and serve as advocates. Although The Task Force has highlighted Israeli Arab issues, the political and social hurdles ahead of galvanizing the American Jewish community to act on behalf of this marginalized community are still daunting.

Evaluators are impressed with The Task Force’s ability to “assemble a diverse group of players that has garnered support not generally inclined to focus on this population. That is innovation.” Another evaluator is pleased that “The Task Force has provided much needed information, context, education, and understanding for its membership.” Most profoundly, one evaluator professes that “addressing the issue of civil rights for Israeli Arabs is as vital today as it was for African Americans in the South in the 1950s.”



20

InterfaithFamily.com

www.interfaithfamily.com

90 Oak Street
P.O. Box 428
Newton, MA 02464

BOARD CHAIR Mamie Kanfer Stewart
EXPENSES \$787,417
FOUNDED 2001

CONTACT Edmund Case
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EMAIL edc@interfaithfamily.com

TWITTER [interfaithfam](https://twitter.com/interfaithfam)
Appearances in *Slingshot*: 6

InterfaithFamily.com (IFF) is founded on the principle that interfaith families, individuals, couples and their children, are less likely to be involved with Jewish life if the Jewish community greets them with closed doors and narrow minds. IFF has been successful at encouraging Jews, regardless of who they marry, to remain involved in Jewish life and raise their children in the Jewish tradition. Ironically, critics of interfaith marriage share the same end goal as IFF of preserving Jewish life, but their exclusive approach leads interfaith couples to feel disillusioned, and disaffected couples eventually lead to children who lack a Jewish identity.

IFF takes an inclusive approach, offering an entry point into Jewish life that many interfaith families strongly desire. Through an online portal, reaching over 370,000 unique visitors in 2009, IFF helps interfaith information seekers to be positively involved with Jewish life. According to its 2009 user survey, IFF's resources have influenced 73% of readers to increase their participation in Jewish rituals, 24% to join a synagogue, and 25% to send their children to Jewish education classes. A newly redesigned website and integrated Facebook tools will enable users to be even more connected to the organization and to one another. IFF has also recently expanded its reach nationally by adding board members from Atlanta, Chicago, New Orleans and San Francisco.

According to evaluators, "IFF is one of the central players in this field, which does not get enough attention." Another evaluator shares, "I would like to see them be more ambitious with funding and expand beyond their 'core' work to deepen their impact."



21

JDub

www.jdub.org

295 Lafayette Street
Suite 501
New York, NY 10012

BOARD CHAIRS Elie Gordis & Harry Poloner
EXPENSES \$1,140,000
FOUNDED 2002

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TWITTER bizmonides
Appearances in *Slingshot*: 6

In addition to being a nonprofit record label, JDub is one of the most compelling cultural entry points into Jewish life today. JDub's success comes from creating an open embrace for participants, concert goers and music lovers to become exposed to their Judaism through meaningful cultural connections, a diverse community and a celebratory culture. JDub recognizes that for young American Jews, not being engaged with Judaism does not mean that they are disinterested in being Jewish; moreover, they need a more positive and welcoming invitation to engage.

In its initial seven years, JDub has grown its annual budget from \$70,000 to over \$1,000,000, increased its artist roster from 1 to 12 musicians, and played an unparalleled role as the first step in connecting millions of young Jews to their Jewish identities. During the economic downturn in 2008-2009, JDub launched its first ever children's music artist, The Macaroons, acquired popular Jewish blog Jewcy.com, and entered into a strategic alliance with Nextbook Press to manage Nextbook's marketing and communications strategies. Despite its strategic organizational development, as JDub has moved from its start-up to mezzanine phase, it has struggled to grow its capacity to meet the demand for its services. Although JDub earns 50% of its income through music sales, it must increase its fundraising for operations in order to become a stable, long-term organization.

For many young Jews, JDub is an accessible, high quality first step down a pathway to a meaningful Jewish life. Given its success, one evaluator laments, "It's a symptom of how dysfunctional the philanthropic capital market is that an organization as good at what it does as JDub is still under-capitalized." Another evaluator points out, "Not only have they reached out to young (and often unaffiliated) Jews, they've also created a new Jewish identity, a new way for non-traditional Jews to be Jewish."



22

Jewcy

www.jewcy.com

295 Lafayette Street
Suite 501
New York, NY 10012

BOARD CHAIRS Elie Gordis & Harry Poloner
EXPENSES \$250,000
FOUNDED 2006

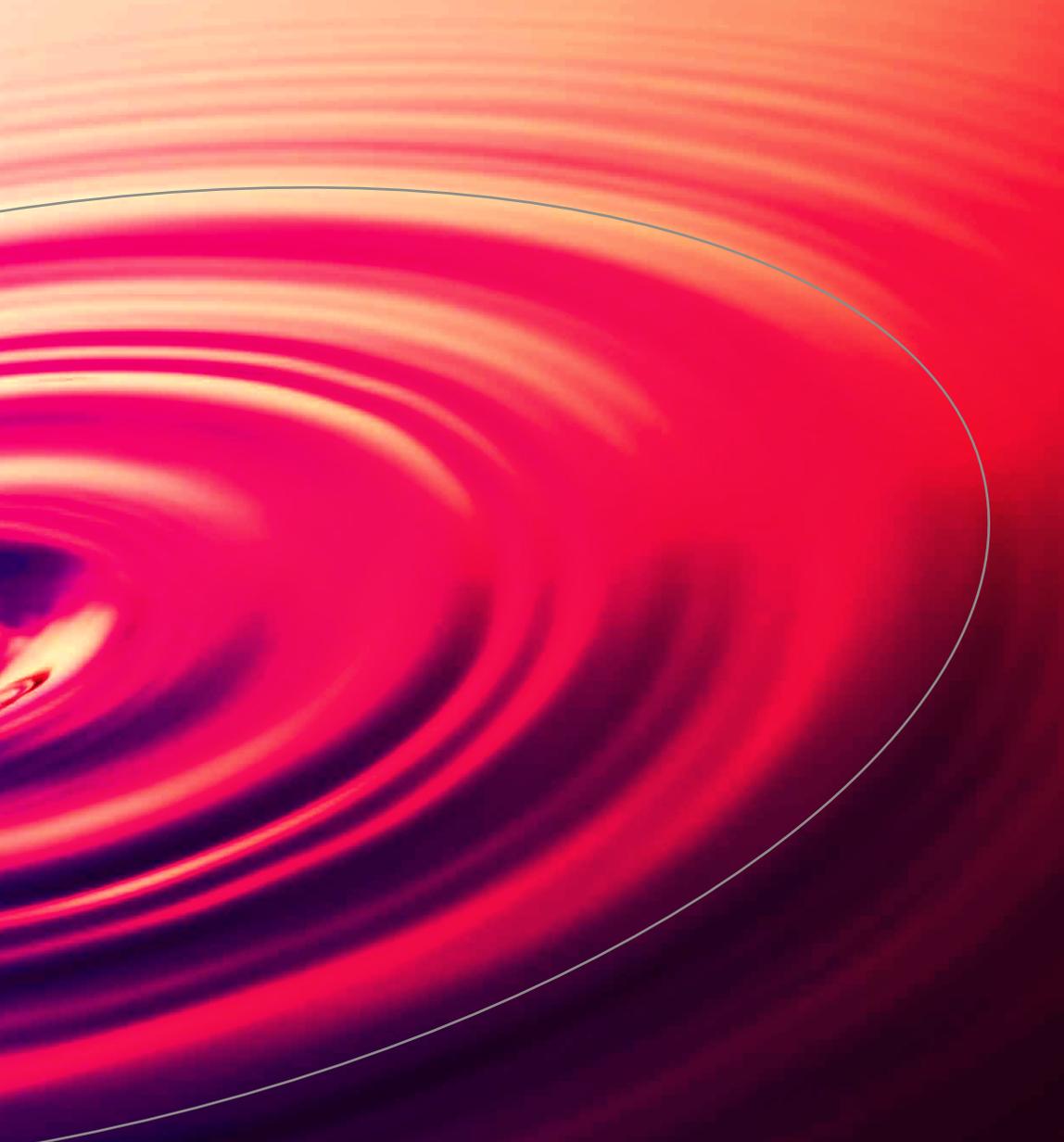
CONTACT Jacob Harris
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EMAIL jacob@jewcy.com

TWITTER [jewcymag](https://twitter.com/jewcymag)
Appearances in *Slingshot*: 1

When the founders of the for-profit online magazine *Jewcy* withdrew in 2009, longtime *Slingshot* organization JDub made waves by stepping in to bring the brand under the JDub not-for-profit umbrella. For JDub, this union has meant control of *Jewcy*'s online presence, which draws an incredible 120,000 unique readers each month, including 10,000 people who receive *Jewcy*'s weekly emails. Through the use of blogging, social networking, a live events calendar, peer-to-peer communication, and a staff of paid and volunteer writers, *Jewcy* is already the engaging online community that nearly every Jewish organization seeks to establish. For *Jewcy*, this merger means a new life as a strategic component of JDub's portfolio, helping to provide meaningful entry points for young Jews who want to connect with their Judaism.

While its content is strong and its audience has reach, *Jewcy* is in many ways still in start-up mode. Under the guidance of JDub leaders, *Jewcy* has begun a three-year attempt to diversify revenue streams, increase site traffic and explore additional opportunities that will stabilize its model. Already, *Jewcy* has conducted a user survey that will inform a site re-design as well as other pathways for its future. By investing in the existing community of young, diverse, unaffiliated Jews who have found their peers at Jewcy.com, JDub has a chance at connecting with far more than 120,000 people. Since diverse revenue streams alone cannot support *Jewcy*'s success, JDub has also begun to explore finding additional philanthropic support.

One evaluator, familiar with *Jewcy* before it merged with JDub, says, "*Jewcy* is like the Jewish Salon.com mixed in with The Onion. The content and brand are excellent, but the business model was flawed. *Jewcy* found a white knight in JDub." However another evaluator cautions, "The JDub umbrella provides a great value, but there is still a lot of revenue to be raised and earned."



23

Jewish Book Council

www.jewishbookcouncil.org

520 8th Avenue
4th Floor
New York, NY 10018

BOARD CHAIR Lawrence Krule
EXPENSES \$1,008,500
FOUNDED 1925

CONTACT Carolyn Starman Hessel
PHONE 212.201.2920
EMAIL jbc@jewishbooks.org

TWITTER Jewishbook
Appearances in *Slingshot*: 3

As a model for how older organizations can maintain relevancy in Jewish life, the Jewish Book Council (JBC) introduces and supports new projects and collaborations every year, all while maintaining a focus on its core mission of bringing awareness of Jewish books to more people. The oldest organization in this year's *Slingshot* guide, JBC traces its roots to Jewish life in Boston in 1925. JBC's core programs include the Jewish Book NETWORK, which promotes authors of Jewish books looking to tour the country; an active blog and Twitter stream; and the \$100,000 Sami Rohr Prize for emerging Jewish authors.

This year, JBC is focusing on collaboration as a way to reach new, and in particular, young audiences. It will be exploring a regular show on the Jewish Television Network, launching a program in New York in partnership with Birthright Israel NEXT to bring authors to hosted Shabbat dinners, and co-hosting an author series on its blog with MyJewishLearning.com, also featured in *Slingshot*. In addition to these programs, it has also added resources for book clubs, enhanced its understanding of the values of social networking, expanded its Twitter book club, and widened the distribution of its quarterly magazine *Jewish Book World*.

Evaluators praise JBC for “responding to the changing needs of the Jewish community by incorporating technology into its offerings and listening to the needs of the community.” Evaluators are also happy to see that “during the economic downturn, JBC seems to have focused on collaboration rather than building their own programming.” Evaluators look to JBC as “a model for how older organizations can remain relevant without sacrificing their mission.”



24

**Jewish Council on
Urban Affairs**

www.jcua.org

610 South Michigan Avenue
Suite 500
Chicago, IL 60605

BOARD CHAIR Stephen Keen
EXPENSES \$1,575,000
FOUNDED 1964

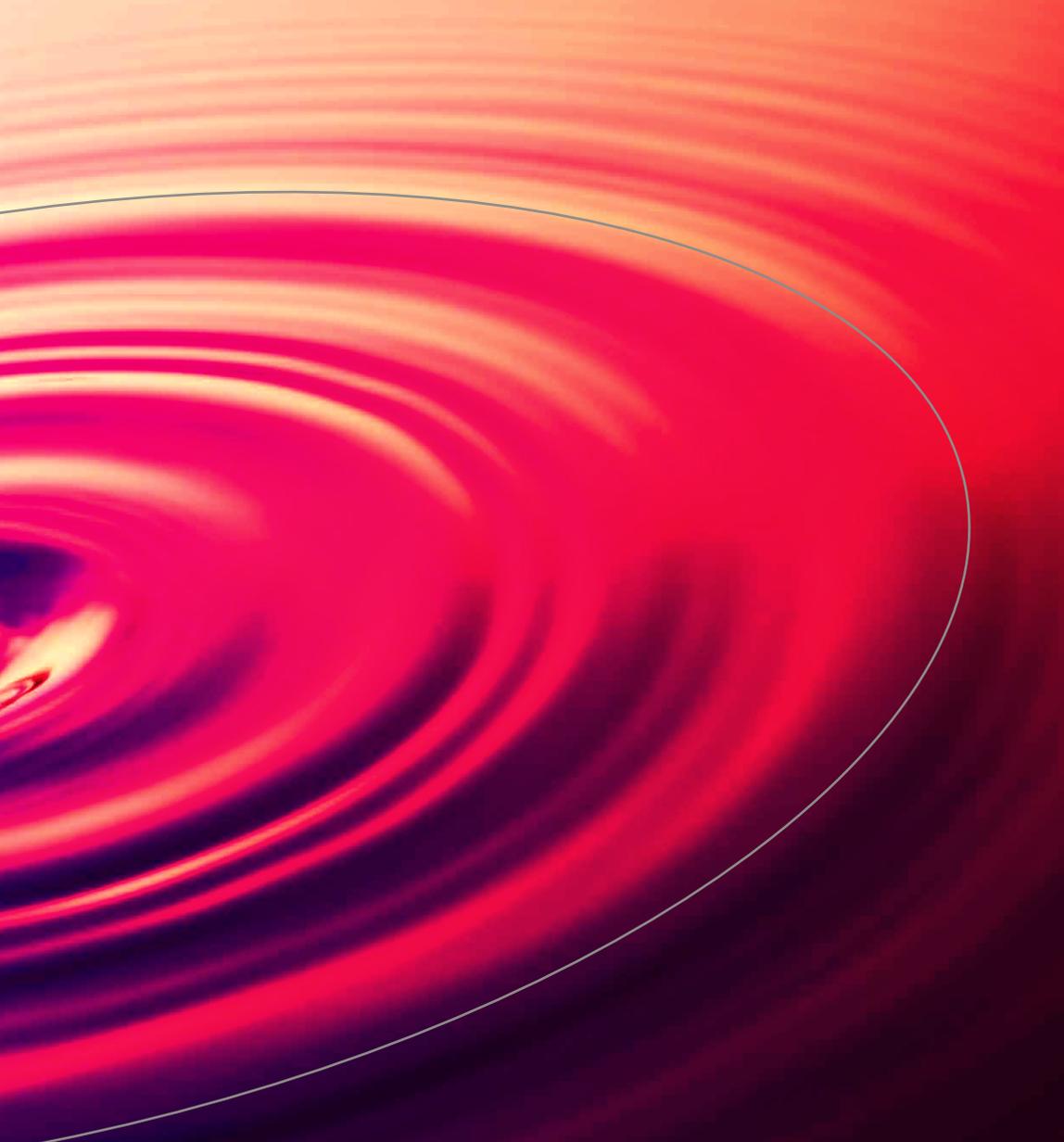
CONTACT Jane Ramsey
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EMAIL jane@jcua.org

TWITTER JCUA_news
Appearances in *Slingshot*: 2

The Jewish Council on Urban Affairs (JCUA) has worked for more than 45 years to ensure that the Chicago Jewish community remains mindful of its social justice responsibility, which is fundamental to Jewish tradition. To successfully preserve a vision of a Jewish community that is mobilized to combat social and economic injustice, JCUA continuously adapts and grows its programs to suit the needs of Chicago's most powerless communities. While JCUA may have been founded in the heart of the civil rights movement, it has since adapted to lead Chicago's Jews to fight for affirmative action in the '70s, against apartheid in the '80s, for economic equality in the '90s, and for Jewish/Muslim understanding in the 2000s, among dozens of other projects.

JCUA runs numerous education and activism projects to achieve its mission, including mentoring social justice fellows who teach students in synagogue schools about urban poverty; a teen social justice program, Or Tzedek; and a rabbinical fellowship program. In response to the economic crisis, JCUA has been able to rapidly change directions and expand its Community Venture Program (CVP) to focus on preventing foreclosures and providing zero-interest loans for community development projects.

One evaluator states, "JCUA takes on tough issues through a Jewish lens and works alongside community-based organizations to strengthen them." Another evaluator is pleased to see that "an organization that has been around since the 1960s can still be innovative. Others should take note of their ability to roll out relevant programming, work with effective partners and remain focused on the issues of the day. If I had to pick one *Slingshot* organization guaranteed to be relevant ten years from now, it would be JCUA."



25

Jewish Farm School

www.jewishfarmschool.org

25 Broadway
Suite 1700
New York, NY 10004

BOARD CHAIR Robert Friedman
EXPENSES \$323,000
FOUNDED 2005

CONTACT Nati Passow
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EMAIL info@jewishfarmschool.org

TWITTER N/A
Appearances in *Slingshot*: 1

By combining rural and urban agricultural education programs, the Jewish Farm School has caught the attention of the mainstream Jewish community, where interest in sustainable food and environmental education is spiking. Jewish Farm School uses a service learning model to educate a generation of socially active Jews about social justice, environmental studies, the ethics of food production and the socio-political realities surrounding food. Jewish Farm School provides hands-on opportunities for the Jewish community to re-connect with the land, live more sustainably and learn about food production.

Jewish Farm School reaches its audience through an alternative break program, funded in large part by Hillel, which brings 100 college students to farms around the country. In addition to learning about planting, harvesting and composting, students learn about Jewish agricultural laws and study global food sustainability with a Jewish lens. Jewish Farm School also runs an urban sustainability workshop based in Philadelphia and a cooperative design program that helps synagogues, JCCs and others develop their own farms, gardens and sustainable food education programs.

Evaluators have seen in a short time that “there is already a buzz about Jewish food issues in congregations, the Jewish press, and in Jewish communities generally. Those who have participated in Jewish Farm School programs are asking for more.” Another evaluator adds, “While it may be too early to tell what Jewish Farm School’s impact on the larger Jewish community will be, it has been a transformative experience for participants, and it expands on the groundswell of Jewish environmentalism.” Evaluators also acknowledge, “This movement is taking hold in the secular community as well, and it’s likely that Jewish Farm School is getting Jews involved in Jewish life who would otherwise have found their sustainability outlet in the secular world.”



26

**Jewish Funds
for Justice**

www.jewishjustice.org

330 7th Avenue
19th Floor
New York, NY 10001

BOARD CHAIRS Steven Fischman & Amy Dean
EXPENSES \$6,350,000
FOUNDED 1984

CONTACT Mik Moore
PHONE 212.213.2113
EMAIL mmoore@jewishjustice.org

TWITTER N/A
Appearances in *Slingshot*: 6

American Jews have been at the center of social justice work for decades, as leaders in the women's, labor and civil rights movements, among others. Jewish Funds for Justice (JFSJ) builds on this legacy by providing entry points into social justice for American Jews to use their financial, human and institutional resources to create change in the lives of the lowest-income Americans.

After 25 years of operation, JFSJ continues to innovate, often borrowing models from outside of the Jewish community and re-imagining them in a Jewish context. JFSJ has recently engaged in a "listening campaign" to hear from almost 1,000 Jews and non-Jews, using a model developed by community organizers. By asking people to consider what they want the legacy to be for this generation of American Jews, JFSJ has been able to use those perspectives to inform its focus for the next five years. JFSJ has also broken new ground online by launching the first-ever "Twitterstorm," where it sent one haiku per minute for 24 hours via Twitter to Glenn Beck in protest of his comments condemning faith-based social justice. And in an effort to re-imagine an often overlooked Jewish ritual, JFSJ has connected the counting of the Omer – traditionally a period of reflection and centering to prepare for Shavuot – with a weekly event serving evening meals to New York's homeless and a daily reading and reflection via email.

Slingshot evaluators are pleased to say, "There is no doubt that JFSJ is always looking for ways to be ahead of the curve. JFSJ is impressive in the range of initiatives they have undertaken and their continued embrace of new avenues by which to involve Jews in social change." Another evaluator offers, "The listening campaign was a great way to seek out feedback and shape strategic direction." Alongside these positive reports, one evaluator wonders, "They add new programs every year; are they able to get the depth of support they need to sustain all of this important work?"



27

**Jewish Heart
for Africa**

www.jhafrica.org

520 8th Avenue
New York, NY 10018

BOARD CHAIR N/A
EXPENSES \$221,300
FOUNDED 2008

CONTACT Sivan Borowich Ya'ari
PHONE 212.710.6426
EMAIL info@jhafrica.org

TWITTER jhafrica
Appearances in *Slingshot*: 1

Jewish Heart for Africa (JHA) is the intersection of Jewish and secular motivations for many American Jews who care deeply about the overwhelming need of the people of Tanzania, Ethiopia and Uganda, and who also desire to improve Israel's image on the world stage. In rural Africa, 92% of people live without electricity, even for medical clinics, vaccine refrigeration and water pumping systems. To combat this problem, JHA mixes cutting-edge, environmentally-friendly Israeli technology, developed to cultivate Israeli deserts, with Africa's most abundant resource, sunlight, bringing power to Africa's powerless. JHA's first initiative, Project Sol, places Israeli solar technology in African villages. Project Sol has brought light to over 70,000 African people and helped to store more than 12,000 vaccines in solar powered refrigerators. Its second initiative, Project Agro, brings Israeli agricultural advancements, such as drip irrigation, to African farmers. All told, JHA has completed 32 projects impacting over 150,000 people.

In North America, JHA organizes events across the United States to create a social network for young Jews interested in African relief efforts, Israeli technology and alternative energy. JHA also runs an educational project for bar and bat mitzvah-aged youth and frequently participates in presentations detailing the problems that Africa faces today and how Israeli innovations may be the solution. JHA has also begun distributing lesson plans to Jewish educators to be used around holidays, such as how to incorporate sustainability into Hanukkah's "festival of lights."

Impressed with how much JHA has accomplished in a short period of time, one evaluator says, "This model is amazing. Not only are they building an infrastructure which will provide light and refrigeration in Africa, and bolstering Israel's economy and image, but they are also connecting to young Jews in the United States through bar mitzvahs and birthdays." Another evaluator adds, "I am so impressed with how much they have scaled in just three years by allowing donors to invest directly in Africa with the overhead covered by foundations."



28

**Jewish Meditation
Center of Brooklyn**

www.jmcbrooklyn.org

25 Broadway
Suite 1700
New York, NY 10004

BOARD CHAIR Benjamin Ross
EXPENSES \$95,570
FOUNDED 2009

CONTACT Alison Laichter
PHONE 347.948.4562
EMAIL alison@jmcbrooklyn.org

TWITTER [jmcbrooklyn](https://twitter.com/jmcbrooklyn)
Appearances in *Slingshot*: 1

The Jewish Meditation Center of Brooklyn (JMC) is Park Slope's local answer to the national question of how to inject meaning into Jewish life for young (and "young at heart") Jews. Founded in 2009, JMC uses meditation as a tool or practice towards the end goals of deeper Jewish understanding and creating a more meaningful Jewish community. Events range from meditation-infused happy hours to "sit and knit" sessions, as well as weekly meditation workshops. JMC's programs are designed to be accessible to Jews from all religious backgrounds and are steeped in relevant Jewish content. JMC also works with synagogues to inspire mainstream Judaism to incorporate meditation-based classes and events.

Before each weekly meditation event on Monday nights, *kavanot*, which means "intentions," are presented and discussed. The *kavanot* are based on upcoming holidays, that week's Torah portion or an intriguing or meaningful Jewish text. For first-timers, the first Monday of each month is a "beginner sit." JMC also hosts numerous guest lectures and study sessions and is developing an online presence through a blog, active Twitter stream and growing Facebook community. Hundreds of people have already attended JMC events, and 900 people have joined its email list. JMC finds that between 85-90% of the participants each week have returned from previous weeks.

While it is "too new to get a sense of impact," evaluators are excited to say, "JMC is offering creative programs for a fresh audience." Evaluators are also impressed that the founders "got this project off the ground on a shoe-string with a lot of sweat equity and passion. They will meet their goals because they are motivated, not because they are well funded. Imagine what they could do with the proper support."



29

Jewish Milestones

www.JewishMilestones.org

748 Gilman Street
Berkeley, CA 94710

BOARD CHAIR Debbie Toizer
EXPENSES \$365,793
FOUNDED 2003

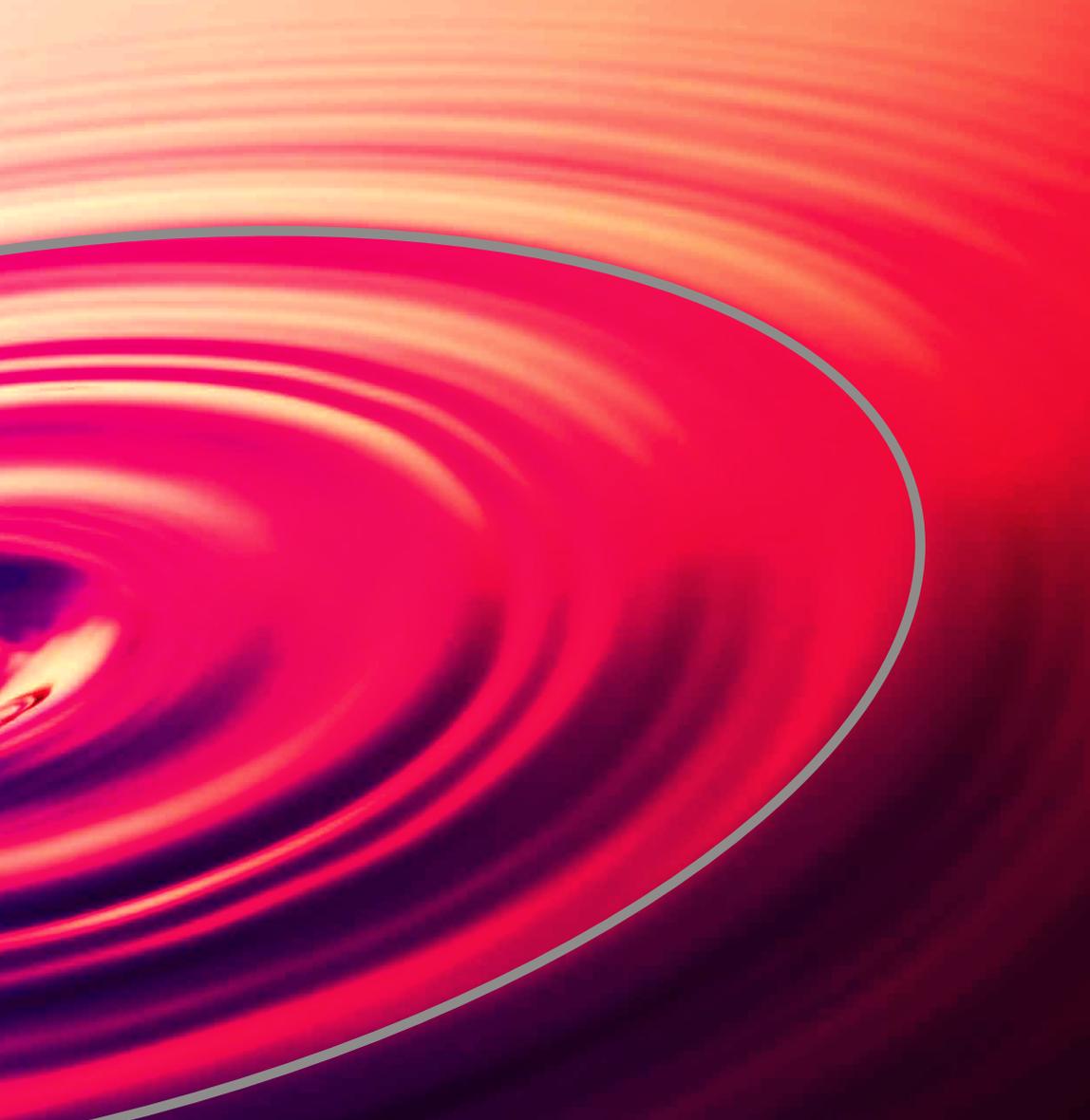
CONTACT Rachel Brodie
PHONE 510.559.3636
EMAIL info@jewishmilestones.org

TWITTER N/A
Appearances in *Slingshot*: 6

Jewish Milestones (JM) has been one of the first organizations to latch onto and formalize the national movement of building meaning into Jewish lifecycle rituals. Regardless of the ritual, JM practices “wide-angle Judaism” by examining the playbook of Jewish laws and letting every Jew infuse those rules with his or her own meaning. JM has made it a goal to inculcate meaning for all Jews into the process of birth, maturation, partnering and loss. Infusing meaning into a bar mitzvah may involve holding it outside of a synagogue, and planning a meaningful wedding may mean completely redesigning the ceremony.

In 2010, JM boldly acknowledged fiscal realities and chose to “hit the refresh button” and reinvent a leaner structure that could withstand the economic downturn. Even with this reinvention, JM continues to serve Jews in the Bay Area in need of meaningful connections to Judaism during the most important moments of their lives. For example, JM has developed a chemotherapy siddur, a powerful prayer book designed to be a companion for those undergoing treatment for cancer. JM continues to operate a ritual resource lending library, including a Torah scroll, portable ark and other ritual objects. JM has also taken steps to make their referral service, a vast database of Bay Area resources, available online.

Evaluators applaud JM’s willingness to figure out how to ride out the fundraising storm, “The importance of their work has not changed, and now that they have addressed their financial troubles in a transparent way they are ready to move forward again.”



30

**Jewish Outreach
Institute**

www.JOI.org

1270 Broadway
Suite 609
New York, NY 10001

BOARD CHAIR Alan B. Kane
EXPENSES \$1,338,680
FOUNDED 1987

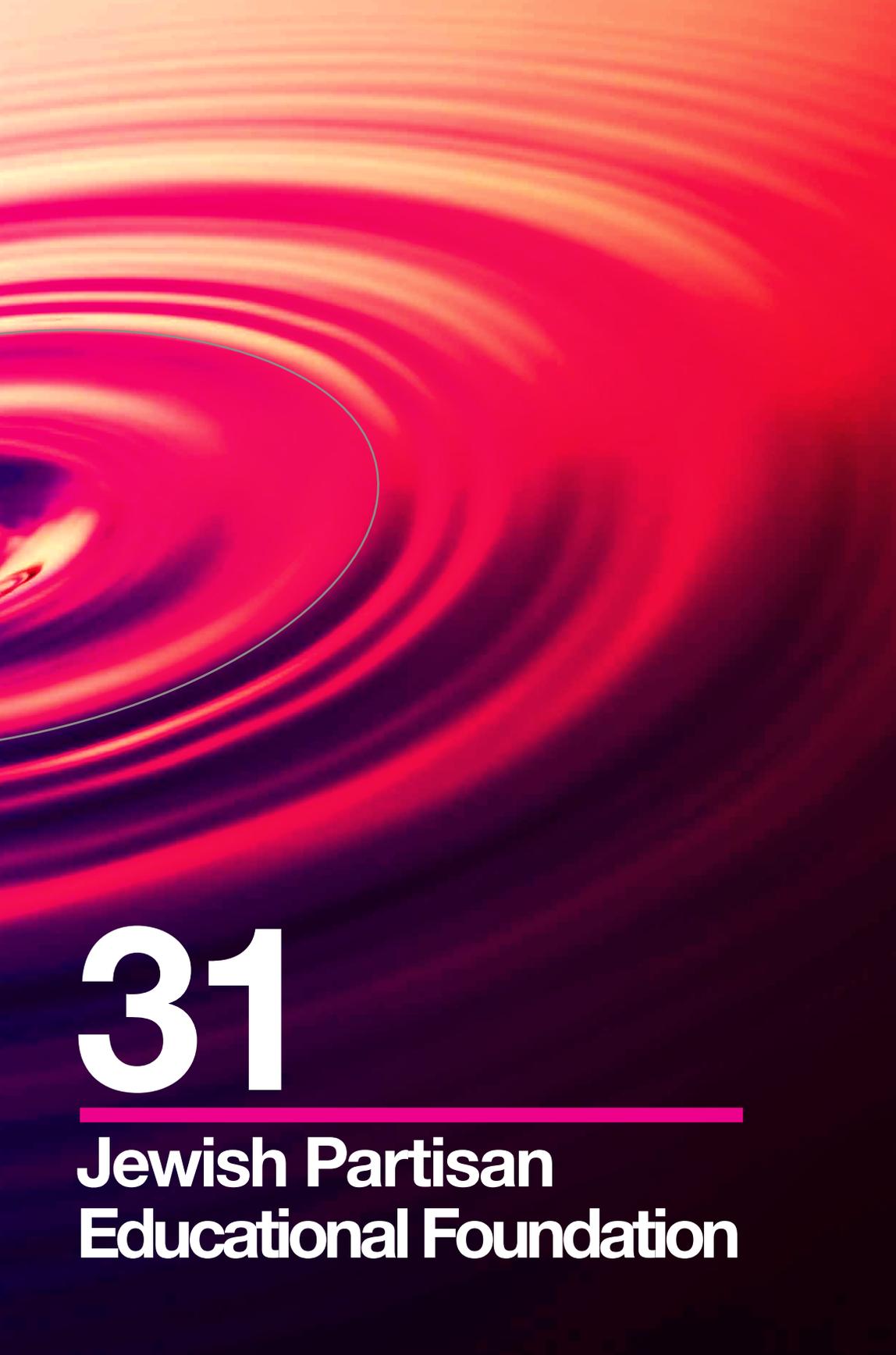
CONTACT Dr. Kerry M. Olitzky
PHONE 212.760.1440
EMAIL kolitzky@joi.org

TWITTER JewishOutreach
Appearances in *Slingshot*: 4

The majority of “traditionally disenfranchised” Jews, including interfaith families, lesbian, gay, bisexual, and transgender Jews, and Jews of color, who seek Jewish engagement will start by searching Jewish outlets such as synagogues, JCCs and camps only to find one closed door and cold shoulder after another. However, the Jewish Outreach Institute (JOI) recognizes that working through the established system is the only way to implement change on a large scale. Through its Public Space Judaism model, JOI runs training sessions and operates an online community for communal professionals to share information on how to reduce barriers to entry. This model has helped Jewish organizations innovate from within and begin to rethink which parts of the Jewish community they serve and how they do it.

JOI is a pioneer in this field, helping to pave the way for other organizations providing services to disenfranchised Jews, including *Slingshot* finalists InterfaithFamily.com, Keshet and Be’Chol Lashon. JOI not only serves as a resource for the community, it also runs programs specifically designed for underserved Jews, such as The Mothers Circle, for non-Jewish women raising Jewish children; Empowering Ruth, a community for women who are “Jews by choice;” and the Grandparents Circle, for grandparents whose adult children have intermarried. In addition, JOI’s website, which received 900,000 unique visitors in 2009, is an invaluable resource for interfaith couples and their families seeking answers to both basic and in depth Jewish questions.

While JOI has been around since 1987, evaluators still praise “the innovative programs they roll out every few years to address practical issues concerning interfaith families.” Other evaluators applaud JOI’s ability to “work with established institutions to help them stop ‘blaming the customer’ and teach them to get out into the community and reach out in appropriate ways.”



31

**Jewish Partisan
Educational Foundation**

www.jewishpartisans.org

2107 Van Ness Avenue
Suite 302
San Francisco, CA 94109

BOARD CHAIRS Elliott Felson & Paul Orbuch
EXPENSES \$497,100
FOUNDED 2000

CONTACT Mitch Braff
PHONE 415.563.2244
EMAIL mitch@jewishpartisans.org

TWITTER [jpeftweets](https://twitter.com/jpeftweets)
Appearances in *Slingshot*: 5

During World War II, 30,000 Jews, many of them teenagers, helped to derail the Nazi war machine by destroying supply dumps, damaging shipping lines, encouraging ghetto uprisings and sabotaging factories. The heroic efforts of these partisan fighters helped to change the course of the war but were soon lost to history by the overshadowing horrors of the Holocaust. The Jewish Partisan Educational Foundation (JPEF) was founded in 2000 to resurrect the story of the partisans and use it to allow educators to teach their 7th to 12th grade students alternative lessons about the Holocaust and have deeper discussions about Jewish ethics during wartime.

Today, the JPEF multi-media curriculum RESIST includes an e-learning platform, short films and interviews with surviving partisans. A once-in-an-organizational-lifetime opportunity occurred in 2009 when Paramount Vantage Pictures released *Defiance*, a major motion picture about the Jewish partisans. Since then, JPEF has been deluged by requests from educators who want to include the story of the partisans in their lessons and must increase capacity to meet the demand. JPEF has created DVDs, workbooks and an educator workshop called "Teaching with Defiance," which is now used coast-to-coast. JPEF has reached over 3,500 educators who in turn have inspired an estimated 100,000 students to explore and celebrate their Judaism.

JPEF has become the "principle leader" in bringing the story of the partisans onto the world stage along with the sense of pride and empowerment for young Jews that accompanies it. *Slingshot* evaluators enthusiastically praise its ability to "reach broadly into the Jewish community, through collaboration with several Jewish agencies, and affect many different stakeholders."



32

**The Kavana
Cooperative**

www.kavana.org

P.O. Box 19666
Seattle, WA 98109

BOARD CHAIR **Jeff Sprung**
EXPENSES **\$300,000**
FOUNDED **2006**

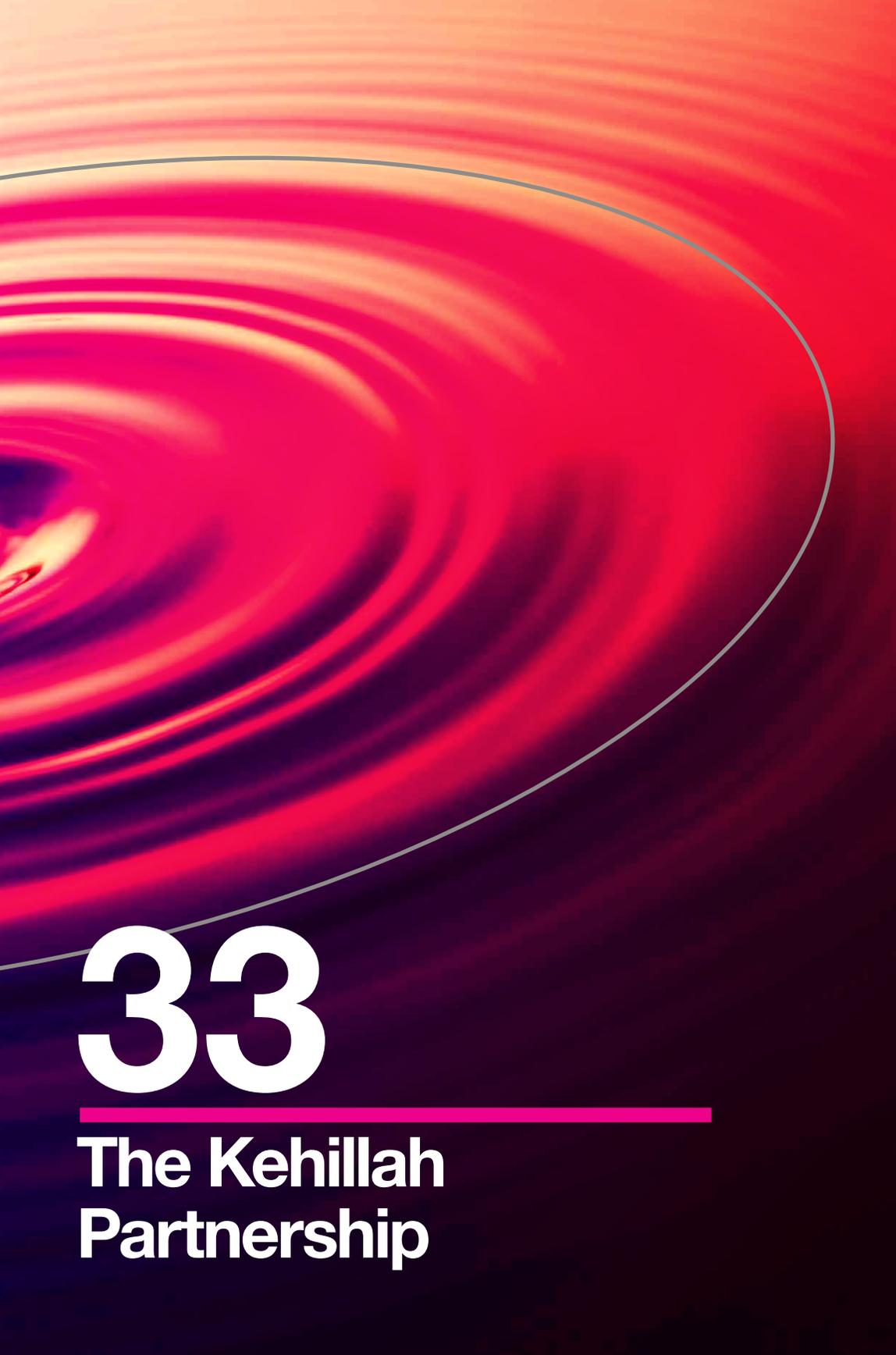
CONTACT **Rabbi Rachel Nussbaum**
PHONE **206.713.1953**
EMAIL **info@kavana.org**

TWITTER **kavanaseattle & TorahTweets**
Appearances in *Slingshot: 2*

The Kavana Cooperative is based on a belief that the best way to involve estranged Jews in Jewish life is not to lower barriers to entry, but to ask much more of them. The co-op model refined by Kavana means that members have much more responsibility than they would in ordinary Jewish life. The model that has emerged is “a Hillel for adults,” part religious center and part social club, involving nearly 70 partner households. By sharing the burden of running an active community among volunteers, The Kavana Cooperative makes the most of its less than \$300,000 budget. With eight events each week designed to appeal to a member list with an increasing variety of Jewish needs, Kavana has created multiple entry points into Jewish life for a previously unengaged, unaffiliated Jewish community.

Kavana regularly fields inquiries from other Jewish communities such as San Antonio, Texas and Louisville, Kentucky on how to use cooperative principles to replicate its success. Interested in exporting its successful model, Kavana has explored several options for expansion, deciding in the end to approach this task in two parts. First, Kavana will develop an MBA-style workbook, which describes a transferrable system, complete with financial and database programs, record keeping and critical questions to ask and answer. Kavana then plans to host 10 fellows each year to study the Kavana system and return to their local communities to replicate the model.

Evaluators are excited that Kavana has chosen to expand its model through local initiatives rather than national chapters: “Local is the new black. Kavana has created best practices in local ownership that can be adopted in other cities.” Another evaluator recommends that Kavana choose its first partner cities carefully, warning that this model may only work “in cities without too much of a Jewish infrastructure, but not so small that the Jewish population cannot run a cooperative.”



33

**The Kehillah
Partnership**

www.kehillahpartnership.org

c/o The Bergen County YJCC
605 Pascack Road
Township of Washington, NJ 07676

BOARD CHAIR Michael Feltman
EXPENSES \$547,000
FOUNDED 2006

CONTACT Dr. Harold Benus
PHONE 201.666.6610 x262
EMAIL hbenus@yjcc.org

TWITTER N/A
Appearances in *Slingshot*: 1

The Kehillah Partnership works to break down barriers between institutions and create a clearer and less costly path to Jewish engagement, all while enhancing services and attracting those unaffiliated with Jewish life. The project has existed since 2007 when the leaders of four Bergen County synagogues, across denominations, were encouraged to enter into a joint-education program for 120 sixth graders. The project was so successful that it set the stage for ongoing cooperation between the formally siloed institutions. The partnership, which now includes JCCs, synagogues and the UJA Federation of Northern New Jersey, has expanded to offer families access to programs such as former *Slingshot* organization PJ Library. It has also begun to explore the value of group purchasing, which has already resulted in a savings of \$500,000.

To lead an involved Jewish life in Northern New Jersey means you must find your own path through the myriad of Jewish organizations seeking your involvement. Directed by the Bergen County YJCC and leading funders in the area, the Kehillah Partnership is streamlining that path by breaking down barriers between organizations. This partnership is poised to be replicated in communities across the country. Going forward, the Kehillah Partnership imagines creating a “one-fee” structure for access to the vast pool of Jewish resources in Northern New Jersey.

Slingshot evaluators unfamiliar with the program exclaim, “This partnership is mammoth in scope! It is changing the way the organized Jewish community thinks about itself.” Another evaluator praises its work: “Thanks to a grant from the Covenant Foundation, other communities will be able to replicate this model.” One evaluator, emphasizes the key role a local foundation has played in championing this effort, “The program is lucky to have access to funders like the Berrie Foundation. If there weren’t financial support and leadership for this partnership from the outset, I’m not sure it would have made it this far.”



34

KESHET

www.keshetonline.org

284 Amory Street
Jamaica Plain, MA 02130

BOARD CHAIR **Stuart Kurlander**
EXPENSES **\$1,261,000**
FOUNDED **1996**

CONTACT **Idit Klein**
PHONE **617.524.9227**
EMAIL **idit@keshetonline.org**

TWITTER **KeshetGLBTJews**
Appearances in *Slingshot*: **5**

The results of Keshet's work can be found at a Jewish nursery school where a registration option has been added for same-sex parents, at the entrance to a Jewish organization where a rainbow flag has been posted, and at a synagogue's new annual Pride Shabbat event, among many other places. Keshet helps the Jewish community shed institutionalized homophobia and heterosexism that leads many gay, lesbian, bisexual and transgender (GLBT) Jews to shun Jewish life. Keshet's approach is to collaborate with GLBT Jews as well as organizational leaders who can be change-makers in their communities.

Keshet's primary national program is the Hineini Education Project, which combines individualized trainings and group workshops to give community leaders and Jewish organizational staff strategies and tools for combating GLBT bias and to promote community-wide inclusion. In 2010, Keshet has helped to organize the largest Jewish GLBT movement building event, bringing together over 100 leaders from GLBT organizations and synagogues to strategize about how to work together to ensure that inclusion is not a one-time program, but an ongoing practice. Keshet has also been enhanced this year by a merger with former *Slingshot* organization Jewish Mosaic. Funded by the Charles and Lynn Schusterman Family Foundation and The Natan Fund, the merger will form a more efficient structure, while at the same time giving Keshet a more robust expertise in research and advocacy.

While several organizations have emerged in recent years to work towards GLBT acceptance, one evaluator points out, "Keshet has become the resource for traditional Jewish community centers and educators." Keshet has also helped the Jewish community become a model for the larger secular world. As one evaluator comments, "It is a huge moment when Jewish nursery schools add same-sex parent registration lines. You wouldn't see that at a Montessori school. If Keshet can make the Jewish community more inclusive for all people, the secular world might follow suit."



35

**Makom: Creative
Downtown Judaism**

www.makomto.org

141 Markham Street
Toronto, ON M6J 2G4 – Canada

BOARD CHAIR N/A
EXPENSES \$142,000
FOUNDED 2009

CONTACT Rabbi Aaron Levy
PHONE 416.546.6043
EMAIL rabbiaaronlevy@gmail.com

TWITTER MakomTO
Appearances in *Slingshot*: 1

In the second half of the 20th century, Jewish families in Toronto followed a pattern seen across North America by moving away from the urban center to the suburbs. In recent years however, again following a wide-spread trend, Jews of all generations have been returning to downtown areas, seeking a cosmopolitan life that includes meaningful Jewish activities. By drawing from the best practices of innovative Jewish communities across the continent, Makom is responding to the demand by providing stimulating Jewish life in a politically progressive, intellectually open-minded urban community.

Makom has developed its model by combining the independent minyanim of Hadar in New York, the social activism of IKAR in Los Angeles, and the modern use of a historic space of Sixth & I in Washington, DC, all organizations featured in this edition of *Slingshot*. Rather than completely reinventing the model, it has taken elements from each that resonate with the revival of Jewish life in Toronto. In any given week, Makom, which makes its official home in a historic synagogue in Kensington Market, may offer an environmental workshop one night, a Jewish meditation group the following night, and a musical Shabbat service to conclude the week.

Evaluators are pleased to see the “traditional Jewish community of suburban Toronto embracing the rebirth of Jewish life in urban Toronto.” Others are curious to see how “Makom’s adaptation of programs from other cities will work, especially on a shoe-string budget.” While in start-up mode, Makom has been relying heavily on in-kind and volunteer services; therefore, “now it needs the community’s financial support to get off the ground.”



36

Mechon Hadar

www.mechonhadar.org

190 Amsterdam Avenue
New York, NY 10023

BOARD CHAIR Ariela Dubler
EXPENSES \$1,246,413
FOUNDED 2006

CONTACT Rabbi Elie Kaunfer
PHONE 646.770.1468
EMAIL info@mechonhadar.org

TWITTER [kaunfer](#)
Appearances in *Slingshot*: 4

New York City-based Mechon Hadar empowers young Jews across the country to reinvent conventional Jewish affiliation by creating their own institutions and pathways into spiritual Jewish life. The traditional synagogue model relies on rabbi-led communities to create content and attract congregants. Mechon Hadar has recognized that the spiritual and human capital of the Jewish community is not just in its clergy but also in its members. Mechon Hadar's egalitarian leaders have galvanized thousands of their peers by inviting them to create content-rich Judaism through prayer, study and service, giving them a place to build a meaningful Jewish community in New York City.

Based on its success in its start-up years, Mechon Hadar began the Minyan Project to provide consulting services, online resources and networking to more than 60 independent prayer communities across the country. Mechon Hadar also runs Yeshivat Hadar, North America's first education center where men and women from all Jewish backgrounds can study side-by-side. Alumni of Yeshivat Hadar have launched projects of their own in more than 20 cities in the United States and Israel, which amplifies Mechon Hadar's reach to thousands of unaffiliated Jews.

Evaluators are pleased by Mechon Hadar's expansion from local to national impact: "Not only has Hadar found a niche in the New York community, with Yeshivat Hadar it has the potential to affect all of North America." Another evaluator comments, "Impressive impact, and it is financially sound, albeit more heavily reliant on foundation grants. I'd hope more individuals begin to support Hadar's efforts too."



37

Moishe House

www.moishehouse.org

1330 Broadway
Suite 801
Oakland, CA 94612

BOARD CHAIR Mike Nissenson
EXPENSES \$1,326,223
FOUNDED 2006

CONTACT David Cygielman
PHONE 510.452.3800
EMAIL david@moishehouse.org

TWITTER moishehouse
Appearances in *Slingshot*: 3

The top-down culture of institutional Jewish life has been turned on its head by Moishe Houses around the world. From Philadelphia to Moscow, Jews in their 20s and 30s are putting the power of programming in the hands of Moishe House residents, who are asked to organize Jewish activities in exchange for rent subsidy and a program budget. Moishe House, originally incubated by a private foundation, has been an independent and self-sustaining organization since 2008. While weathering the transition through a down economy, Moishe House has not only continued to maintain its current houses, it has captured the demand for its approach by adding a new house every four months. In one month alone, this grassroots model generated 211 programs engaging 4,500 Generation Y Jews in 29 houses around the globe.

Events at the houses have ranged from yoga nights to Israeli film screenings and from Jewish learning activities to a Jewish basketball league. While decentralized in its programming, Moishe House maintains a centralized, high-tech oversight system on all of the houses. The system, called Mitranet, allows Moishe House to track house activity online and maintain accountability in a cost-effective manner. From its headquarters in Oakland, California, Moishe House can track attendance at events, the numbers of first time participants, budding partnerships, receipts and event photos taking place at its houses around the world.

“I like the idea of allowing young people to create content for themselves,” lauds one evaluator. As one Slingshot Fund investor conveys, “The model, especially Moishe House’s use of technology, is incredibly efficient and has reach around the world.” Evaluators hope others will support the initiative so that Moishe House can “secure additional, diverse funding as soon as possible.”



38

MyJewishLearning.com

www.myjewishlearning.com

377 5th Avenue
2nd Floor
New York, NY 10016

BOARD CHAIR Edgar M. Bronfman
EXPENSES \$1,425,758
FOUNDED 2001

CONTACT Daniel Septimus
PHONE 212.695.9010 x108
EMAIL daniel@myjewishlearning.com

TWITTER [jewlearn](#)
Appearances in *Slingshot: 2*

MyJewishLearning.com (MJL) is an open, inclusive website for Jews who are more likely to take their questions about God and Judaism to Google.com than to a rabbi. Through daily updates to the site, an active blog and an innovative web of partner content, it has increased “retention rates” and found that many of its 215,000 monthly users return to MJL for more than just answers to their immediate questions, they return for ongoing Jewish learning. By investing time and resources in search engine optimization, paid search engine advertising and annual user surveys, MJL now rises to the top for hundreds of thousands of information seekers.

As part of a new effort to better connect with possible searchers, MJL has begun to shift the site to a more niche-oriented series of sub-sites for educators, teenagers, children and others. In 2010, MJL will launch its first sub-site for parents of Jewish children, as well as continue to produce content through its blog, video clips, a creative educational series called “The Adventures of Todd and God,” and “How Jews...,” a reality series that explores how young Jews live their lives.

Evaluators are impressed that “MJL is providing high quality information about Judaism in a transdenominational way, which is the only way many unaffiliated Jews will come to the table.” Other evaluators appreciate that “MJL provides a constant stream of educational information to Jews and non-Jews alike.” Another evaluator expresses concern that “the Board is a completely different demographic than the staff, but I understand they are working to expand the Board and change that dynamic now.”



39

**Nehirim: GLBT
Jewish Culture and
Spirituality**

www.nehirim.org

308 West 92nd Street
Suite 5B
New York, NY 10025

BOARD Jennifer Kraus Rosen, Michael Hopkins & Nehama Benmosche
EXPENSES \$487,982
FOUNDED 2004

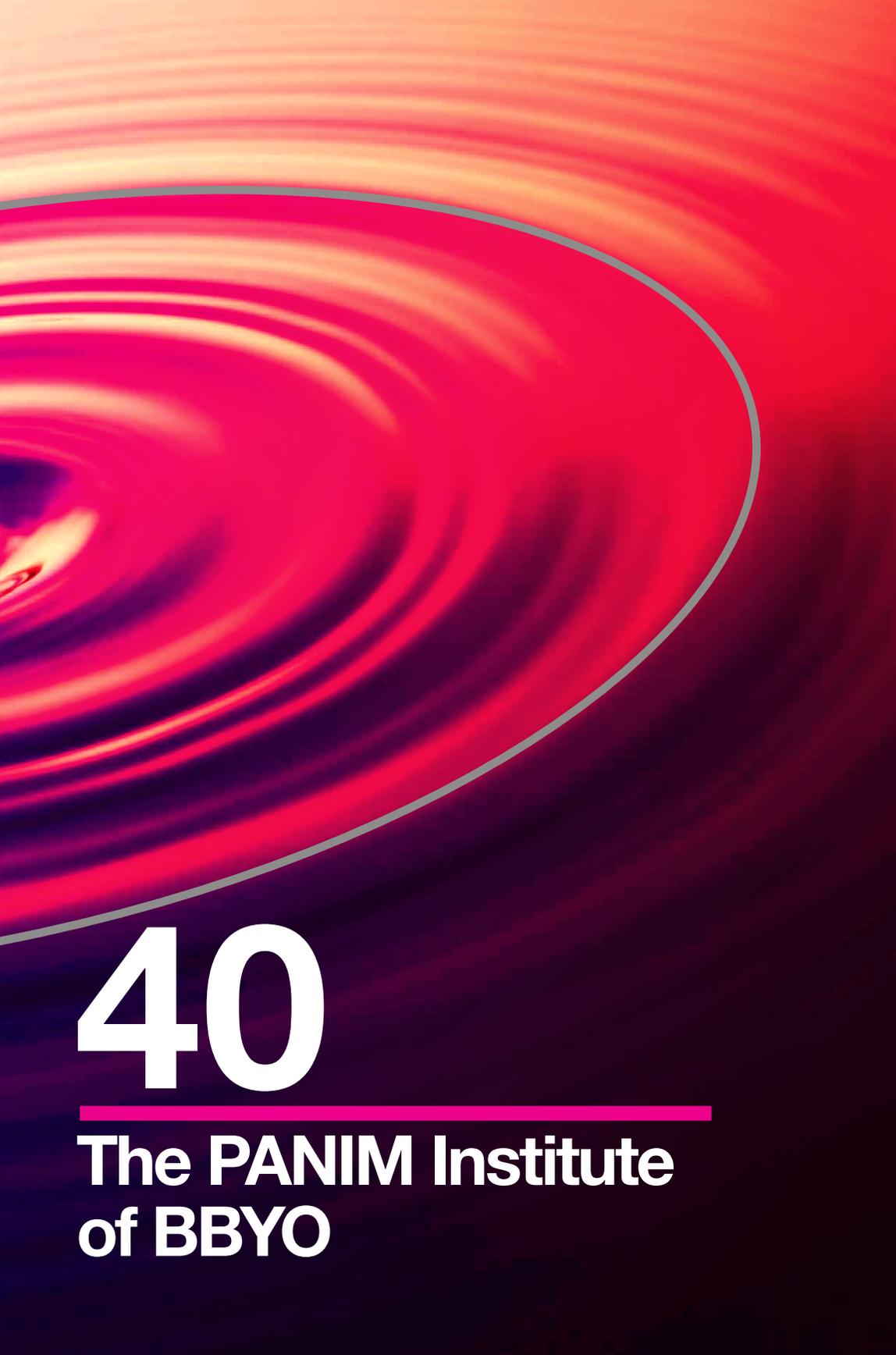
CONTACT Jay Michaelson
PHONE 347.677.3542
EMAIL info@nehirim.org

TWITTER nehirimGLBT
Appearances in *Slingshot*: 1

The word Nehirim, which is Hebrew for “lights,” refers to the colors of the rainbow, bringing to mind the diversity and breadth of perspectives in the GLBT community. Nehirim: GLBT Jewish Culture and Spirituality is adding gay, lesbian, bi-sexual and transgender (GLBT) perspective and diversity to Jewish life by building a national community of GLBT Jews who are ready to become active participants and leaders in their communities. For those who have felt excluded by the Jewish community, Nehirim may be a path back into Jewish life, and for others who may be struggling with their sexuality, Nehirim can be a positive community in which to explore their Judaism and be themselves.

Nehirim, which earns almost 40% of its income through revenue-generating programs, currently operates 15 to 20 events annually around the country, with plans to expand to the Southeast, Midwest and Rockies regions. Programs include a four-day men’s summer camp, a three-day Queer Shabbaton event in New York, and a Queer Hanukkah party in San Francisco. Nehirim also plans to add programming designed to work specifically with Orthodox and transgender Jews.

One evaluator says, “There is no doubt that this program is making an incredibly strong impact on participants.” Another evaluator cautions, “They will soon need to be more specific about their growth strategy. I am eager to see the results of the evaluation they are undertaking, but I get the impression that they have a meaningful impact and will do a lot of growing going forward.”



40

**The PANIM Institute
of BBYO**

www.panim.org

2020 K Street, NW – #7400
Washington, DC 20006-1828

BOARD CHAIR Estee Portnoy
EXPENSES \$934,500
FOUNDED 1988

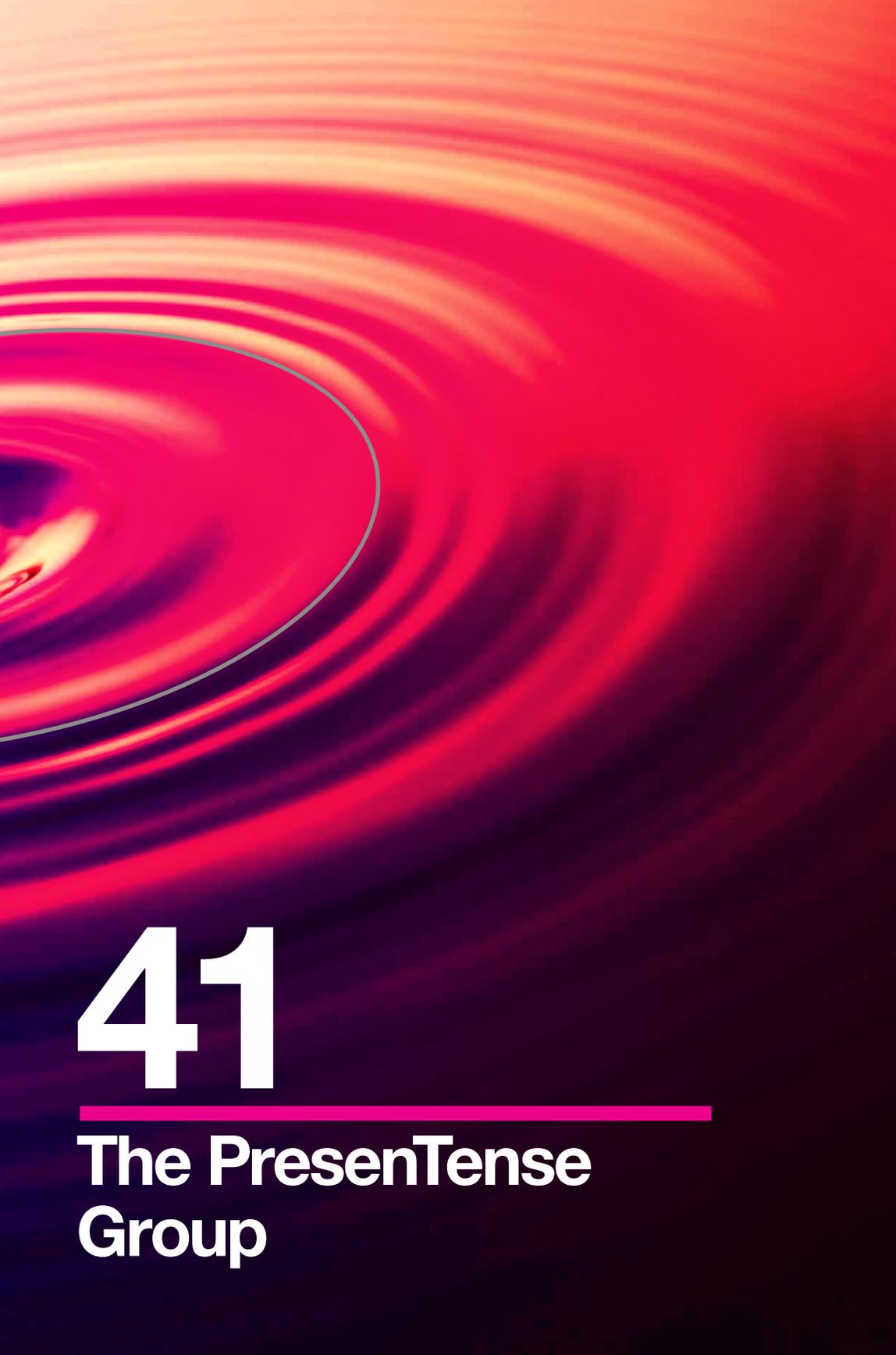
CONTACT Matthew Grossman
PHONE 202.857.6585
EMAIL mgrossman@bbyo.org

TWITTER BBYOInsider
Appearances in *Slingshot: 2*

In September of 2009, PANIM became a division of the B'nai B'rith Youth Organization (BBYO), successfully bringing PANIM's flourishing leadership programs to BBYO's national network of 30,000 Jewish teens. The PANIM Institute for Jewish Leadership and Values has been one of the Jewish community's most successful civic engagement organizations focused exclusively on creating leadership, service and learning opportunities for Jewish teens. This partnership is celebrated by the Jewish community as an innovative way for an existing organization to transition from its founder into a larger organization and reduce its operating budget by 36%. Following the partnership, PANIM is now positioned to build a nationwide movement of teens who will grow up understanding that social responsibility is not only linked to Jewish values but is essential to Jewish life.

PANIM's signature programs will remain intact as BBYO programs, including *Panim el Panim* seminars, where registration has increased by 13% since the merger. 1,000 *Panim el Panim* participants come to Washington, DC each year from across the country to explore public policy and social activism through a Jewish lens, meet members of congress and learn how to make a difference. PANIM will also continue to run J-Serve, a national day of youth service, which aims to expand to 75 communities in the coming years. Going forward, PANIM will continue to build a service movement through policy seminars, travel programs and hands-on service projects.

Evaluators agree, "Although Jewish service is becoming a buzzword, the marriage of BBYO and PANIM is particularly exciting as BBYO has a large network, good technology and good platforms, while PANIM has a strong education methodology." Regarding its programming, one evaluator adds, "PANIM's approach of mixing immersive and episodic experiences is unique, as is the content, which should reach an ever increasing slice of the Jewish teen world."



41

**The PresentTense
Group**

www.presentense.org

214 Sullivan Street
2A
New York, NY 10012

BOARD CHAIR Mark Chess
EXPENSES \$800,231
FOUNDED 2006

CONTACT Ariel Beery & Aharon Horwitz
PHONE 972.914.8417
EMAIL arielbeery@presentense.org

TWITTER [presentense](#)
Appearances in *Slingshot*: 2

After four years of running its six-week summer boot camp, Jerusalem-based Presentense has already helped turn 76 seed-stage ventures into start-up projects. This year, some of the most advanced of these organizations are featured in *Slingshot*, such as Challah for Hunger and Bible Raps. The success of this model comes from its community centered approach, where young, innovative Jews are encouraged to physically come together, share space, develop ideas and launch new projects. Presentense also provides these entrepreneurs with the business skills and professional connections they need to make their ideas into reality. In its next phase of growth, Presentense is creating a network of hubs around the world to enable entrepreneurial young Jews to use their talents to serve the Jewish community.

To enable this expansion, Presentense has developed the Community Entrepreneur Partnership (CEP), which uses the principles that have made the program in Jerusalem a success, but adapts them for efficient replication. The CEP is an eight-month-long program that engages local innovators, professionals in the community and funders. Presentense is working with the North American Jewish Federations to bring the CEP to cities across the country. Presentense also runs the Presentense Magazine, which is written entirely by volunteers and facilitates discussion of the core issues of 21st century Jewish life.

In the past four years, Presentense has re-defined what it means to be a start-up Jewish nonprofit. One evaluator reports, "I am a bit dizzy after seeing all of the different things they are doing to seed innovation and engage creative thinkers in a Jewish discussion. It looks like they practice what they preach by trying lots of ways and modalities to engage Jewish people as social pioneers." While the reviews are highly positive, one evaluator does caution, "They are growing at a spectacular rate. Can they keep it up and assure quality and collaboration at the same time?"



42

Project Chessed

www.jfsdetroit.org

6555 West Maple Road
West Bloomfield, MI 48322

BOARD CHAIR Karen Sosnick Schoenberg
EXPENSES \$968,000
FOUNDED 2004

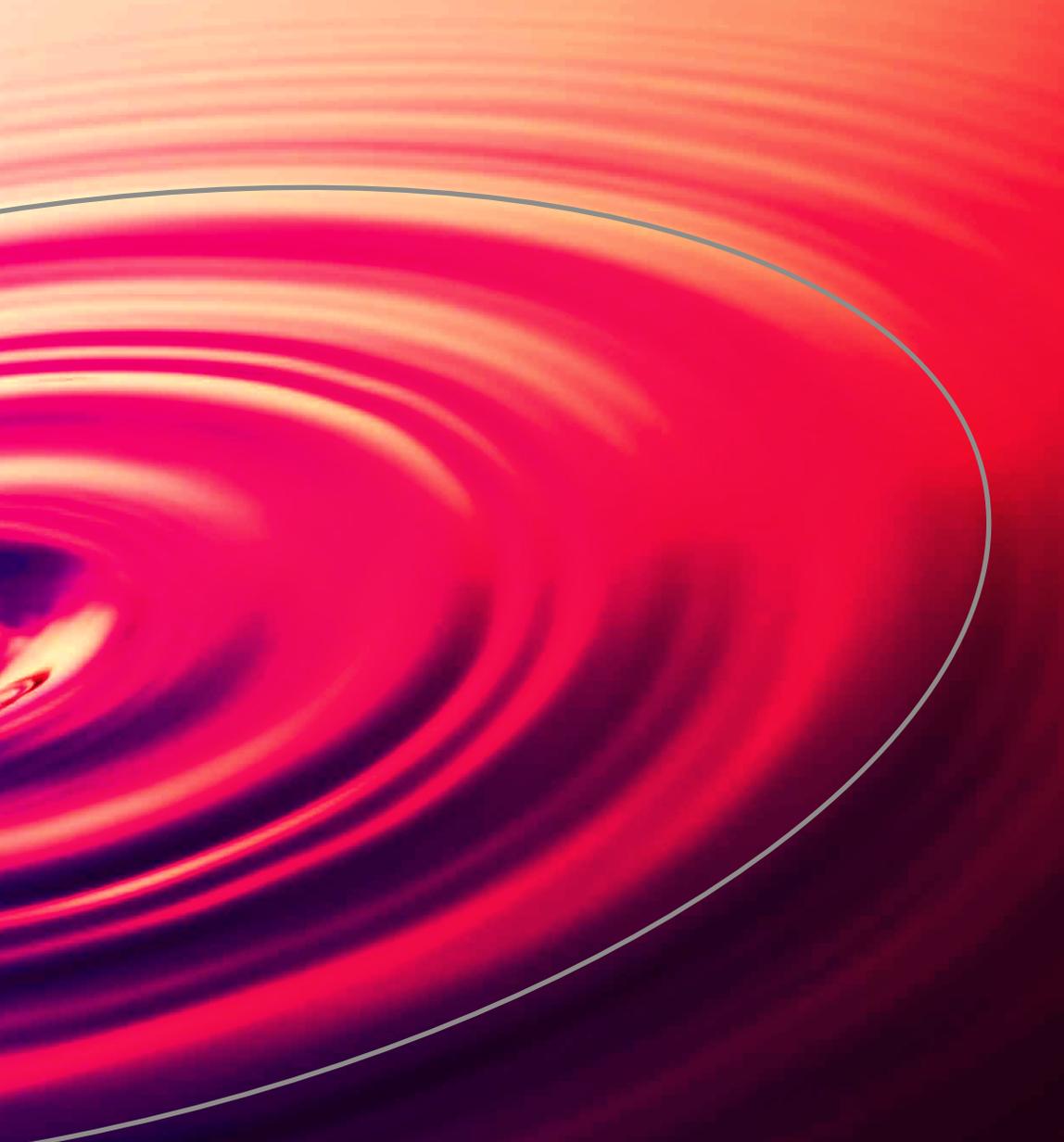
CONTACT Rachel Yoskowitz
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TWITTER N/A
Appearances in *Slingshot*: 3

In the face of a healthcare crisis that the Jewish community has not seen for generations, Project Chessed, Detroit's free clinic without walls, has emerged as the last hope for uninsured Jewish adults. By rallying ten healthcare institutions, two free-standing diagnostic clinics and over 700 individual volunteer providers, Project Chessed has provided care for the 13% of Jewish adults in Detroit who are without health insurance. Evaluation metrics underscore Project Chessed's impact: 1,041 Jews have received the care they need without sacrificing their dignity, 97% of these patients report improved health indicators, and their use of the emergency room has dropped dramatically.

In Detroit, America's unemployment capitol, the Jewish community is not the only group suffering, as Michigan's unemployment rate exceeds 20% in many communities. While Project Chessed has worked with other Jewish communities across the country that hope to implement their own healthcare solutions, it has also begun to work with its neighbors, including the Chaldean American Association of Health Professionals, which represents an Iraqi Catholic community with more than 120,000 members. Project Chessed is quick to point out that some relief will arrive in the coming years as pieces of the national healthcare legislation come into effect; however the solution is not all-encompassing, and even in the best case scenario, thousands of Jewish adults will remain without healthcare.

Project Chessed has been a miraculous partnership among hundreds of doctors and hospitals, which is, according to one evaluator, "a completely new model for the uninsured." Another evaluator, happy to see success in the harrowing field of healthcare, says, "This is the right thing to do until this country sees caring for all as a priority." Evaluators hope that *Slingshot* can highlight this model so that it "is replicated all over the country."



43

Reboot

www.rebooters.net

44 West 28th Street
8th Floor
New York, NY 10001

BOARD CHAIR Scott Belsky
EXPENSES \$1,641,990
FOUNDED 2002

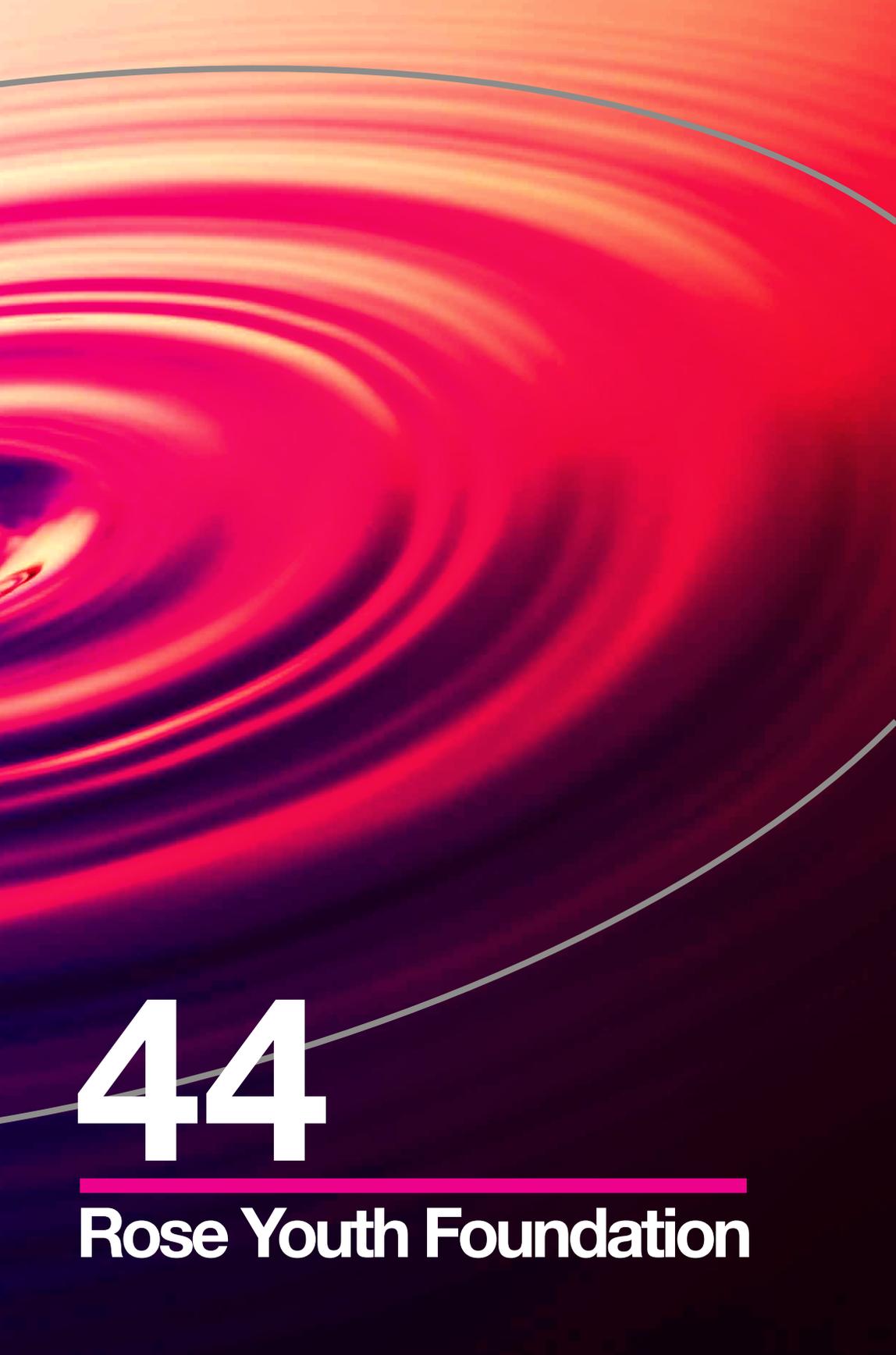
CONTACT Lou Cove
PHONE 413.259.1781
EMAIL lou@rebooters.net

TWITTER N/A
Appearances in *Slingshot*: 6

Reboot is a network of over 300 taste-makers and thought-leaders mobilized to re-invigorate Jewish traditions, rituals and culture. Rebooters, who enter the network by participating in an annual retreat, are largely unaffiliated, extremely successful individuals who would never previously have imagined themselves as leaders in reinventing Jewish life. Their target audience is their peers, young Jews who have drifted away from practicing Jewish rituals because those traditions have lost meaning in their lives. Reboot believes it is the responsibility of every generation to wrestle with generational differences in identity, community and meaning in order to reclaim them.

Reboot is a catalyst to catalysts, shepherding conversations within a network about what it means to be Jewish in the 21st century, and then empowering Rebooters to make their visions a reality. Rebooters' cultural know how is a multiplier effect, which ensures that the results of these conversations are amplified to a wide American audience. This year, Reboot is moving to establish a pool of funds that can be used to support Rebooter projects. One of these is the Sabbath Manifesto, which brings modern relevance to the ancient tradition of resting on the seventh day of the week. Also set to make waves this year is Sukkah City, a global design competition bringing Sukkot to Union Square Park, New York City. Thousands of people have engaged in Jewish life through these projects and others, including DAWN in San Francisco, celebrating Shavuot, and 10Q, an online initiative encouraging people of all faiths to reflect on their values and hopes for the future during the ten days between Rosh Hashanah and Yom Kippur.

Evaluators are impressed that Reboot has been able to “defy the economy by growing in 2009.” Many also comment that Reboot has, “perhaps more than any other program, been able to tap into highly influential personas and influence cultural norms.”



44

Rose Youth Foundation

www.rcfdenver.org/ryf

600 South Cherry Street
Suite 1200
Denver, CO 80246

BOARD CHAIR Scott Levin
EXPENSES \$87,650
FOUNDED 2001

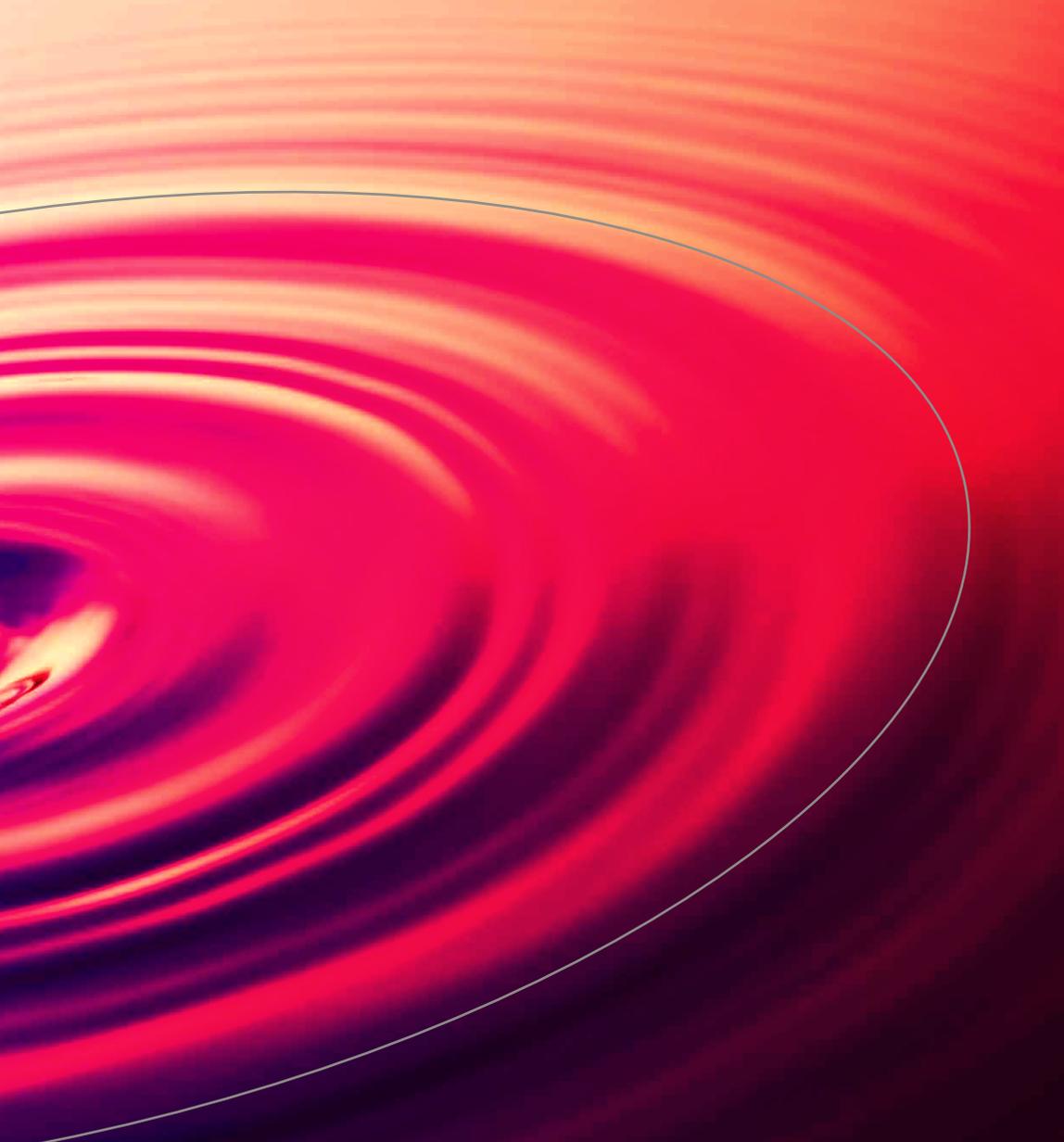
CONTACT Lisa Farber Miller
PHONE 303.398.7400
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TWITTER N/A
Appearances in *Slingshot*: 1

Amid the rise of secular and Jewish community foundations across the country in the last two decades, the Rose Community Foundation, based in Denver, Colorado, has been a leader in using the community foundation as a platform to convene funders, especially teens and 20-something Jews. The Rose Youth Foundation (RYF) has become a compelling entry point for dozens of Jewish teens from the Denver Metro Area each year as the students work together to allocate grants totaling \$60,000. While giving circles are not a new phenomenon, RYF has been at the forefront of enabling teens to have this opportunity. As participants explore their Jewish values and learn about grantmaking, RYF is also identifying, training and cultivating its future community leaders.

The RYF grantmaking process takes seven months and utilizes strategic philanthropy and Jewish values to teach participants leadership, analytical and communication skills. Activities include developing funding priorities, reviewing applications, conducting site visits and awarding grants. Participants are not asked to contribute to the fund, ensuring that teens from all backgrounds can take part; instead, programmatic and grantmaking costs are covered by the community foundation. Evaluation returns demonstrate the project's impact: 80% of participants say their connection to Jewish life has increased, and 100% say RYF is an extraordinary way to build leadership skills. RYF has also inspired the Rose Community Foundation to develop a version for Jews ages 25 to 40 called Roots and Branches, which follows the RYF model of using grantmaking to engage future Jewish leaders and funders.

Most evaluators affirm, "RYF engages young leaders, encourages philanthropy and puts an emphasis on programs that are meaningful to young people." It also seems evident that "these guys provided us with a model. Start local, start small, prove it, and then tell others about it." Evaluators hope that other communities will contact the Rose Community Foundation to learn how to replicate this model in their locales.



45

Seeds of Peace

www.seedsofpeace.org

370 Lexington Avenue
Suite 2103
New York, NY 10017

BOARD CHAIR Richard Berman
EXPENSES \$6,333,765
FOUNDED 1993

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EMAIL dsbrady@seedsofpeace.org

TWITTER seedsofpeace
Appearances in *Slingshot*: 1

Since 1993, the center piece of Seeds of Peace's year-round programming has been a three-week summer camp program that brings Israelis and Palestinians ages 14-16, face-to-face in the woods of Maine to move past rhetoric and fear and build lasting relationships. Young American Jews are also invited to camp as delegates through the American Seeds program. For many American participants, Seeds of Peace offers the only means of gaining a deeper understanding of the Israeli/Palestinian conflict, and of becoming authentically involved in the peace process. Seeds of Peace now boasts 4,000 alumni from 22 countries, including hundreds of American Jews who have participated in the American Seeds program.

American Seeds are invited to join the International Camp to serve as links between campers and to enhance and facilitate dialogue. American participants come away from the camp not just with an understanding of the conflict in the Middle East but with a meaningful and lasting connection to Israel. American Seeds graduates meet regularly after camp to participate in facilitated discussions and leadership training so that they are able to bring their experiences from the International Camp back to their communities. Over 500 American Seeds have become ambassadors of peace in their communities, bringing knowledgeable, balanced points of view to what are traditionally emotionally-charged conversations.

Seeing Seeds of Peace's latest effort to use social networking to reach out to new communities, and to connect participants after camp ends, evaluators are impressed that Seeds of Peace has "remained fresh and relevant after 18 years." One evaluator adds, "I'm not 100% clear on what final success looks like, but it's clear that Seeds of Peace has diverse funding, sound business practices, effective partnerships and a transformational impact on the lives of those directly involved, not to mention the reverberations it has had through the communities it has affected."



46

**Selah Leadership
Program**

www.selahleadership.org

330 7th Avenue
19th Floor
New York, NY 10001

BOARD CHAIR N/A
EXPENSES \$692,500
FOUNDED 2004

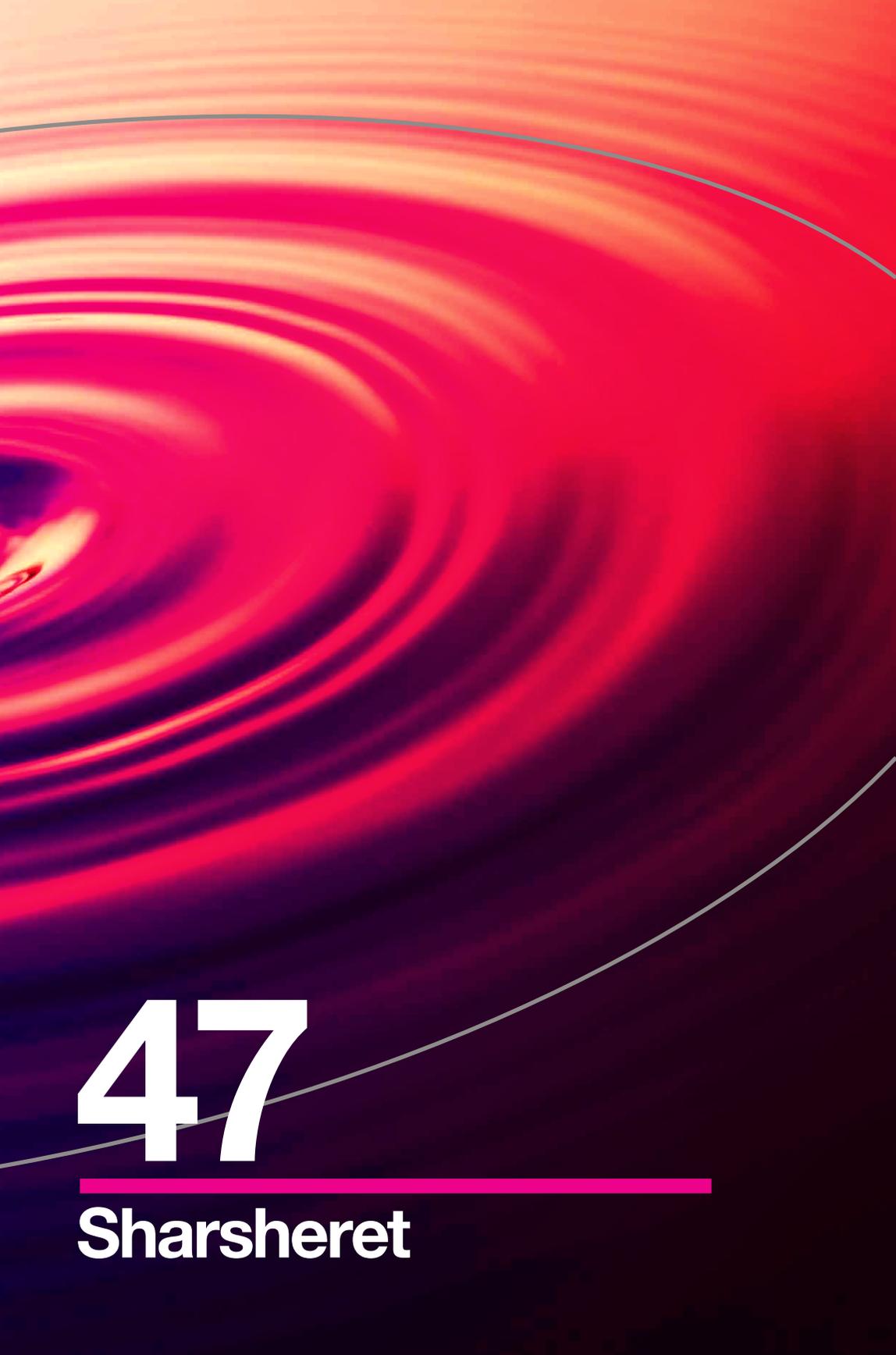
CONTACT Stosh Cotler
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TWITTER N/A
Appearances in *Slingshot*: 4

As Jewish interest in social justice has spiked across the country, Jewish social justice organizations have sprung up in increasing numbers to address the demand. The leaders of this movement, dedicated to changing the world, do not always have the skills and training to see their dreams through to reality. Selah has played a critical role in the growth of this sector by providing social justice professionals with leadership skills, organizational effectiveness training and Jewish learning. Selah is a collaboration between Jewish Funds for Justice and the Nathan Cummings Foundation, in partnership with the Rockwood Leadership Institute, to provide leaders with the skills and proficiency to match their entrepreneurial drives.

Selah has trained more than 200 leaders from 165 organizations, creating a nationwide network of effective leaders dedicated to social change. Nationally, there is no other environment where hundreds of Jewish social justice leaders can meet, network and grow; therefore the most significant opportunity for Selah and the field is how to make the most of this increasing network of alumni. This year, Selah will create regional trainings for “Selahniks” and invest in other network enhancements to facilitate networking and ongoing learning. Going forward, Selah will also continue to expand to new markets, including San Francisco in 2010.

The role played by Selah is, according to one evaluator, “a missing piece in the Jewish landscape. While leadership training is not unique, working with Jewish social justice leaders as their own cohort is inventive and valuable.” A Slingshot Fund member also conveys, “Slingshot invested last year in Selah because while their work is impacting the entire sector, they rely heavily on one foundation for funding. It would be nice to see other funders join Slingshot in helping Selah to diversify its income.”



47

Sharsheret

www.sharsheret.org

1086 Teaneck Road
Suite 3A
Teaneck, NJ 07666

BOARD CHAIR Jacob Plotsker
EXPENSES \$999,076
FOUNDED 2001

CONTACT Elana Silber
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EMAIL esilber@sharsheret.org

TWITTER Sharsheret
Appearances in *Slingshot*: 6

While there are many organizations serving women with breast cancer, few serve young women, a population increasingly at risk. Unfortunately, this risk is especially high for young Jewish women, who are ten times more likely than non-Jewish women to carry a gene leaving them susceptible to the disease. The unique set of concerns that young Jewish women and their families face when dealing with a cancer diagnosis had been unmet before Sharsheret's founding in 2001. Every year since, it has continued to redefine the limitations on what a support group, network and resource for young Jewish women can be. For young women, concerns such as family, fertility, parenting and relationships may be paramount, while for Jewish women, there may be particular cultural or religious practices that require special attention. Sharsheret has been so successful in providing a unique resource that balances these needs, it has fielded over 19,000 calls from women affected by breast cancer, health care professionals and Jewish organizations seeking guidance.

Sharsheret, which means "chain" in Hebrew, connects women via a national peer support network known as "The Link." Sharsheret also runs specific programs for young parents dealing with cancer, for single Jewish women facing breast cancer, and to address the cosmetic side of cancer treatment, among many others. Recently, in order to share its expertise with community leaders across the country, Sharsheret launched Sharsheret Supports, to help create and sustain local breast cancer support groups that are relevant to the background and culture of each community. Sharsheret Supports provides programming advice and marketing materials.

Sharsheret has been featured in all six editions of *Slingshot*, and evaluators are impressed that it has "remained relevant to stakeholders by being rigorous in its evaluation and organizational learning." Other evaluators praise its organizational efficacy: "Sharsheret has been aggressive in setting and meeting ambitious fundraising and organizational goals. They have never had a year in which annual expenses have outpaced fundraising." *Slingshot* investors hope the funding community can help Sharsheret transition from a start-up to mezzanine organization as it has a proven track record ten years running.



48

**Six Points Fellowship
for Emerging Jewish
Artists**

www.sixpointsfellowship.org

c/o Foundation for Jewish Culture
330 7th Avenue, 21st Floor
New York, NY 10001

BOARD CHAIR Carol Spinner
EXPENSES \$337,600
FOUNDED 2006

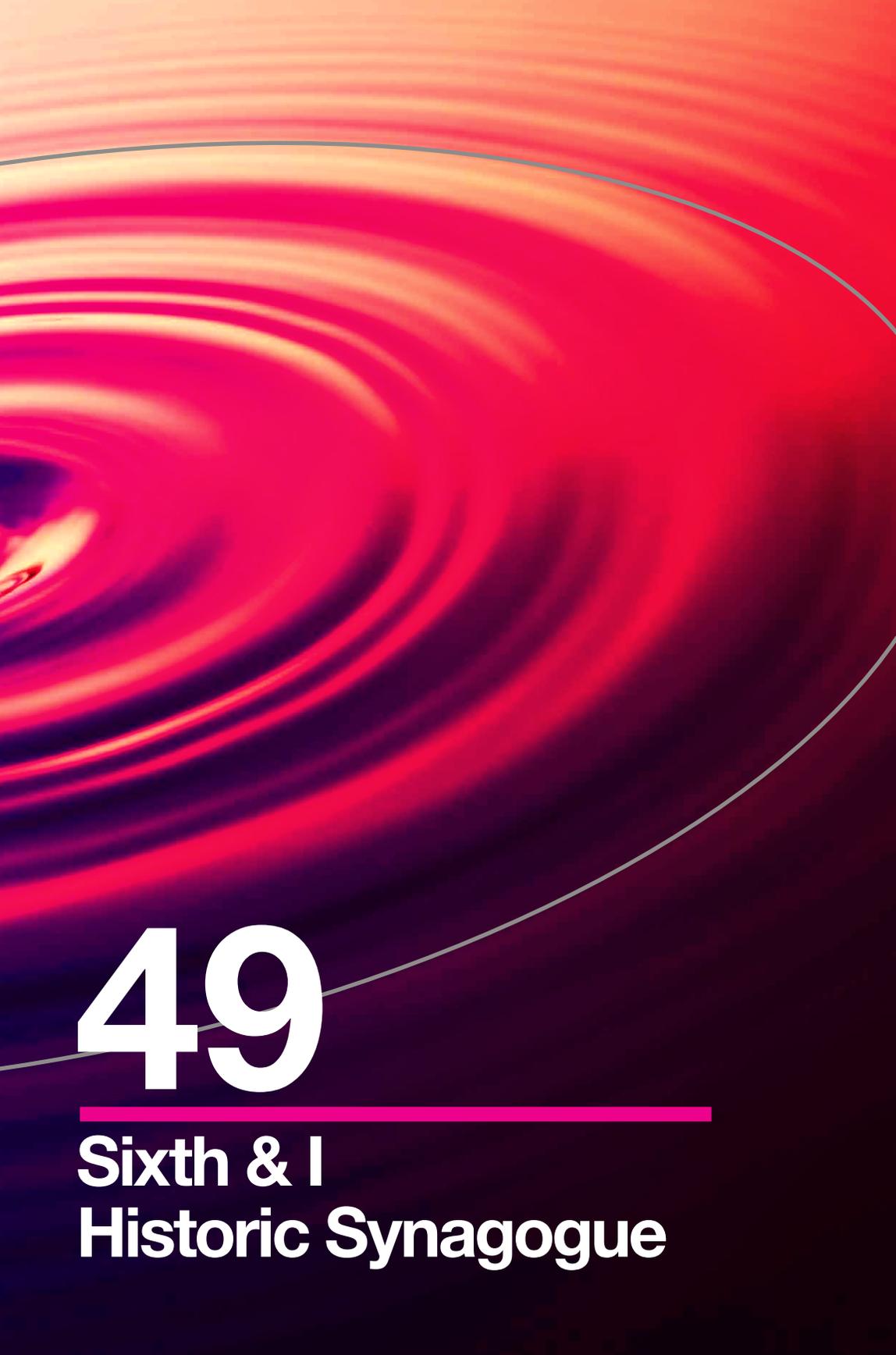
CONTACT Rebecca Guber
PHONE 917.558.9013
EMAIL rebecca@sixpointsfellowship.org

TWITTER 6pts
Appearances in *Slingshot*: 3

“Cultural Events and Jewish Identities,” a study by Steven M. Cohen and Ari Y. Kelman, suggests that Jewish cultural programming is not only a critical means of reaching unengaged Jews in New York, it has also become a primary community building tool for Jews seeking to connect with each other outside of the mainstream Jewish framework. The Six Points Fellowship has created dozens of these entry points through the works of emerging New York artists by providing two years of funding, professional development and Jewish learning opportunities. These artists then create “boundary-pushing” Jewish cultural programming, which has successfully engaged over 19,000 young adults in the Jewish music, performing arts and visual arts projects that Six Points Fellows have produced.

The Six Points Fellowship is a project of three leading Jewish cultural organizations, Avoda Arts, the Foundation for Jewish Culture, and JDub, who have joint oversight of the Fellowship. In 2010, a second cohort of New York Fellows has been selected, while Six Points has simultaneously been exploring replicating the fellowship in new cities, including in Los Angeles, where it has received a Cutting Edge Grant from the Jewish Community Foundation of LA. While it has encountered obstacles to fundraising for the arts in a recessed economy, Six Points is seeding a national community of alumni engaged in ongoing artistic conversations about Jewish identity and culture.

Evaluators are inspired by Six Points’ “highly unique and innovative model for developing Jewish art and culture. They are providing a collaborative and supportive space for Jewish artists in a manner that allows artists to properly focus on furthering their talents and creating public outputs.” Other evaluators are thrilled to see that “the experience of being in a cohort of other young-ish Jewish artists has an impact on the artists’ work, exposure and Jewish identity.”



49

**Sixth & I
Historic Synagogue**

www.sixthandi.org

600 I Street, NW
Washington, DC 20001

BOARD Philip Horowitz, Robert Kogod, Abe Pollin z"l & Shelton Zuckerman
EXPENSES \$1,589,164
FOUNDED 2004

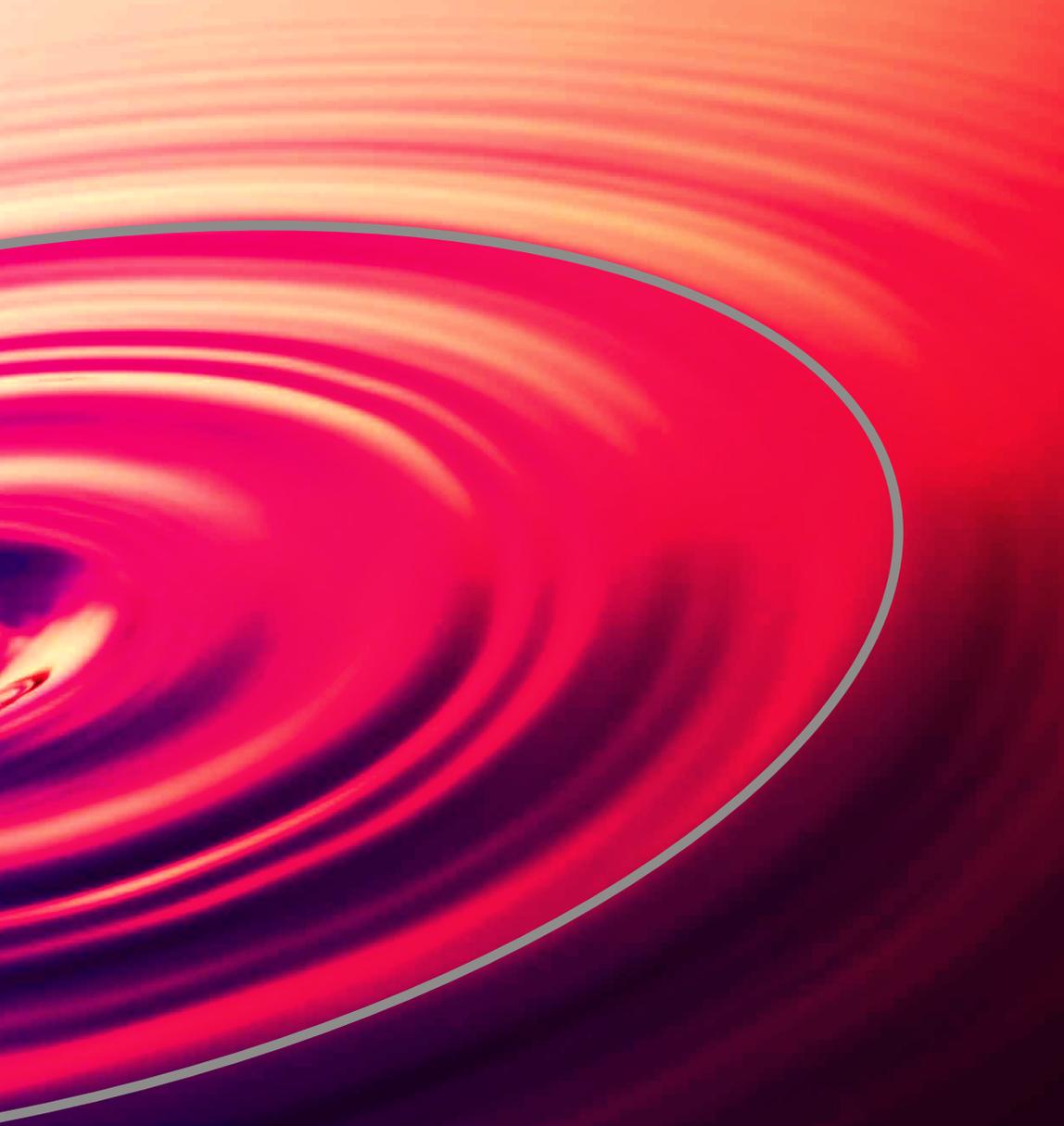
CONTACT Esther Safran Foer
PHONE 202.408.3100
EMAIL efoer@sixthandi.org

TWITTER sixthandi
Appearances in *Slingshot*: 4

In Washington, DC, Sixth & I Historic Synagogue is disproving the truism that Jews in their 20s and 30s won't attend a synagogue. By offering a synagogue community that does not require membership and offers multiple forms of worship services, Sixth & I is an example of how Jewish congregational and communal engagement could work across the country. At the core of the Sixth & I model is choice. Participants can choose from various types of Shabbat services as well as fresh and relevant programs that reflect popular culture, urban attitudes and prevailing politics. By providing an average of 25 programs each month, ranging from matzah cooking demonstrations to concerts and from musical Shabbat services to educational artistic exhibits, Sixth & I gives members of the Washington, DC Jewish community a space to explore their Judaism and a congregation to help guide them.

Among Sixth & I's innovations is a partnership model that searches for local and national organizations and institutions looking to broaden their own programming in a space like the Sixth & I Synagogue. Partners include many *Slingshot* organizations, including JDub, Reboot and Challah for Hunger. Sixth & I has also run programming on the bima with diverse participants, including a Comedy Central comedian, the runner-up in the Iron Chef competition, a jazz-cellist, and has coordinated both Orthodox and Carlebach-style Shabbat services. Going forward, Sixth & I will create a monthly salon-style Shabbat service, which emphasizes the importance of an exchange of ideas.

One evaluator in the DC area says, "I am always hearing anecdotal stories about Sixth & I's programs. It's clear that they have repeat participants and expanding numbers." Regarding the breadth of programming, another evaluator comments, "They are successful because they have managed to be everything at once. They can provide a safe space for LGBT programming and an Orthodox Shabbat service at the same time. Jews in their 20s and 30s appreciate that level of choice."



50

Uri L'Tzedek

utzedek.org

25 Broadway
Suite 1700
New York, NY 10004

BOARD CHAIR Rabbi Shmuly Yanklowitz
EXPENSES \$364,929
FOUNDED 2007

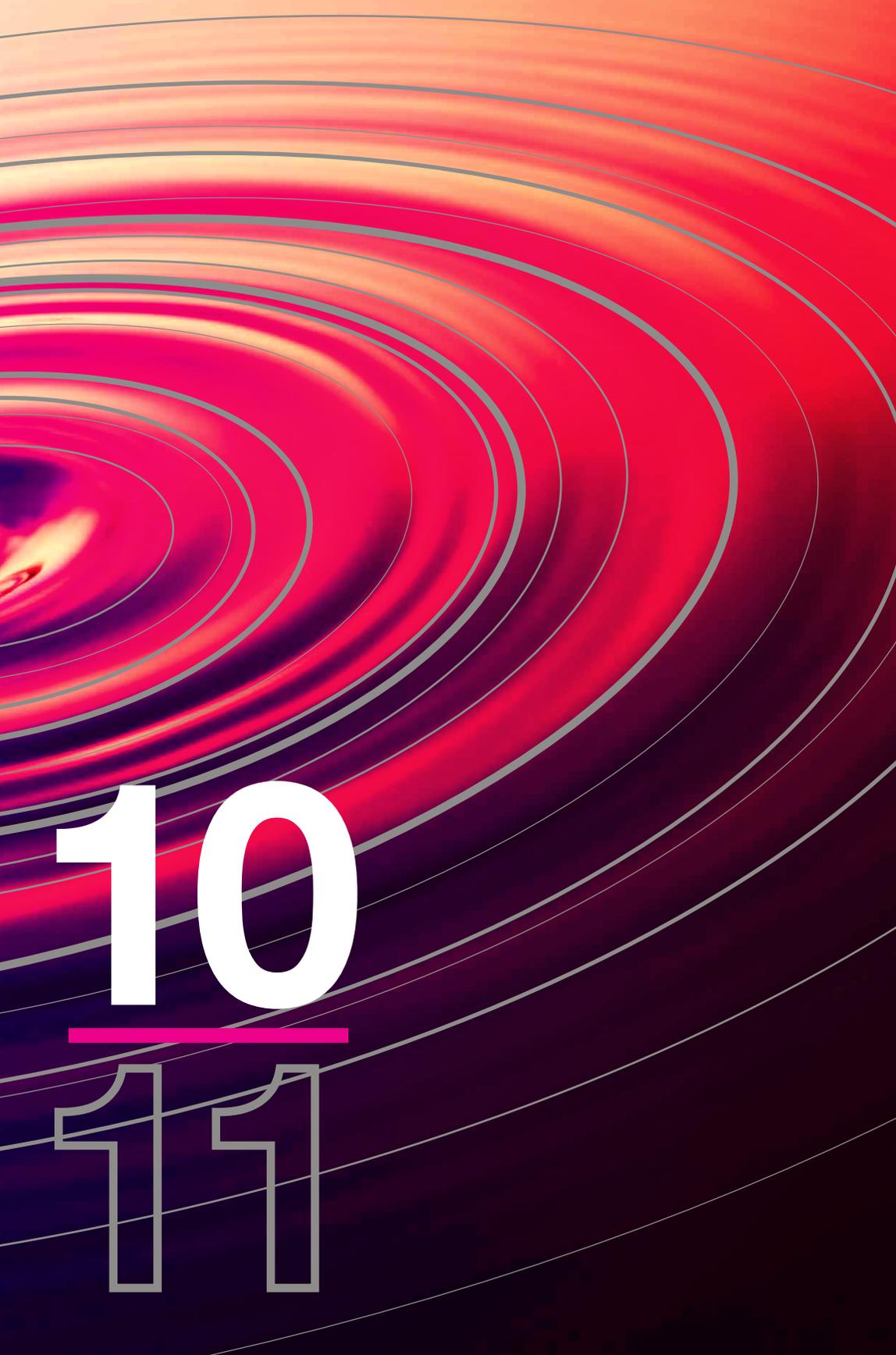
CONTACT Rabbi Ari Weiss
PHONE 212.284.6540
EMAIL info@utzedek.org

TWITTER [uriltzedek](https://twitter.com/uriltzedek)
Appearances in *Slingshot*: 2

Uri L'Tzedek has become a long-awaited call to action for the Orthodox community to join the broader Jewish social justice movement. This movement has included current and former *Slingshot* organizations such as American Jewish World Service, IKAR, Jewish Council on Urban Affairs and Jewish Funds for Justice. However, until recently, the Orthodox Jewish community had not yet played a substantial role in this movement. Uri L'Tzedek, which is Hebrew for “awaken to justice,” has ignited a social justice groundswell in the Orthodox community that is grounded in Torah values and combats suffering and inequality across the country.

In order to catalyze a conversation about justice in the Orthodox community, Uri L'Tzedek has created Tav HaYosher, Hebrew for “ethical seal,” a certification given to restaurants that make a commitment to go beyond the traditional definition of “kosher” to include an assurance that human rights are upheld in restaurants and food plants as well. In its first year, the Tav HaYosher certification has been awarded to over 40 kosher restaurants in five states that have fair hiring practices, fair pay, and do not exploit workers or purchase from those that do. In addition to other programs, Uri L'Tzedek also runs a bi-monthly Social Justice Beit Midrash, Hebrew for “study house,” which brings Jewish educators, scholars and activists together to examine the relationship between Jewish texts and contemporary social need.

Uri L'Tzedek is the “first to tap into the Orthodox community on this issue.” While a significant task, according to one evaluator, “Uri L'Tzedek has accomplished a tremendous amount with so little money. They will need to raise significantly more to achieve their 5- and 10-year goals, but it is impressive in start-up mode.”



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Goldring/Woldenberg Institute of Southern Jewish Life
Hazon
The HSL Chaplaincy Institute
IKAR
Inter-Agency Task Force on Israeli Arab Issues
InterfaithFamily.com, Inc.
Makom
Jewish Book Council
Jewish Milestones
Jewish Outreach Institute
The Kehillah Partnership of Northern New Jersey
Keshet
Nehirim: GLBT Jewish Culture and Spirituality

Educators

Bible Raps
Brandeis University's Office of High School Programs
The BYFI Alumni Venture Fund
Encounter
Gateways: Access to Jewish Education
G-dcast
Goldring/Woldenberg Institute of Southern Jewish Life
Hazon
Institute for Curriculum Services
Inter-Agency Task Force on Israeli Arab Issues
InterfaithFamily.com, Inc.
JDub
Jewish Book Council

Jewish Council on Urban Affairs
Jewish Farm School
Jewish Funds for Justice
Jewish Heart for Africa
Jewish Meditation Center of Brooklyn
Jewish Milestones
Jewish Outreach Institute
Jewish Partisan Educational Foundation
The Kehillah Partnership of Northern New Jersey
Keshet
Mechon Hadar
MyJewishLearning.com
Nehirim: GLBT Jewish Culture and Spirituality
The PANIM Institute of BBYO
The PresentTense Group
Reboot
Seeds of Peace

Families

Advancing Women Professionals
Be'chol Lashon
The BYFI Alumni Venture Fund
Center Without Walls
Gateways: Access to Jewish Education
G-dcast
Goldring/Woldenberg Institute of Southern Jewish Life
Hazon
The HSL Chaplaincy Institute
IKAR
Inter-Agency Task Force on Israeli Arab Issues
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JDub
Jewish Book Council
Jewish Council on Urban Affairs
Jewish Funds for Justice
Jewish Milestones
Jewish Outreach Institute
The Kavana Cooperative
The Kehillah Partnership of Northern New Jersey
Keshet
Makom
Nehirim: GLBT Jewish Culture and Spirituality
Reboot
Seeds of Peace
Sharsheret
Sixth & I Historic Synagogue

Interfaith

The BYFI Alumni Venture Fund
Challah for Hunger
Encounter
Gateways: Access to Jewish Education
G-dcast
Goldring/Woldenberg Institute of Southern Jewish Life
Hazon
The Hub of the JCCSF
IKAR

Inter-Agency Task Force on Israeli Arab Issues
InterfaithFamily.com, Inc.
JDub
Jewish Book Council
Jewish Council on Urban Affairs
Jewish Farm School
Jewish Funds for Justice
Jewish Meditation Center of Brooklyn
Jewish Milestones
Jewish Outreach Institute
The Kavana Cooperative
The Kehillah Partnership of Northern New Jersey
Makom
MyJewishLearning.com
Nehirim: GLBT Jewish Culture and Spirituality
Seeds of Peace
Sixth & I Historic Synagogue

Multiethnic

Be'chol Lashon
The BYFI Alumni Venture Fund
Center Without Walls
Encounter
G-dcast
Goldring/Woldenberg Institute of Southern Jewish Life
Hazon
The Hub of the JCCSF
IKAR
Inter-Agency Task Force on Israeli Arab Issues
InterfaithFamily.com, Inc.
JDub
Jewish Book Council
Jewish Council on Urban Affairs
Jewish Funds for Justice
Jewish Meditation Center of Brooklyn
Jewish Milestones
Jewish Outreach Institute
The Kehillah Partnership of Northern New Jersey
Makom
Nehirim: GLBT Jewish Culture and Spirituality
Seeds of Peace
Six Points Fellowship for Emerging Jewish Artists
Sixth & I Historic Synagogue

Teens

Be'chol Lashon
Bible Raps
Brandeis University's Office of High School Programs
Center Without Walls
Gateways: Access to Jewish Education
G-dcast
Goldring/Woldenberg Institute of Southern Jewish Life
Hazon
IKAR
Institute for Curriculum Services
Inter-Agency Task Force on Israeli Arab Issues
InterfaithFamily.com, Inc.

JDub
Jewcy
Jewish Book Council
Jewish Council on Urban Affairs
Jewish Farm School
Jewish Funds for Justice
Jewish Heart for Africa
Jewish Milestones
Jewish Outreach Institute
Jewish Partisan Educational Foundation
The Kehillah Partnership of Northern New Jersey
Keshet
Makom
MyJewishLearning.com
Nehirim: GLBT Jewish Culture and Spirituality
The PANIM Institute of BBYO
Rose Youth Foundation
Seeds of Peace
Uri L'Tzedek

Special Needs

Gateways: Access to Jewish Education
Goldring/Woldenberg Institute of Southern Jewish Life
Hazon
Jewish Book Council
Jewish Milestones
Jewish Outreach Institute
The Kehillah Partnership of Northern New Jersey
Nehirim: GLBT Jewish Culture and Spirituality

Annual Operating Budget

Less than 250,000

Bible Raps
Challah for Hunger
G-dcast
The HSL Chaplaincy Institute
Jewish Heart for Africa
Jewish Meditation Center of Brooklyn
Makom
Rose Youth Foundation
The Hub of the JCCSF

250,000-499,999

ACCESS: AJC's new generation program
Advancing Women Professionals
Jewcy
Jewish Farm School
Jewish Milestones
Jewish Partisan Educational Foundation
The Kavana Cooperative
Nehirim: GLBT Jewish Culture and Spirituality
Six Points Fellowship for Emerging Jewish Artists
Uri L'Tzedek

500,000-999,999

Be'chol Lashon
Center Without Walls
Encounter
Institute for Curriculum Services
Inter-Agency Task Force on Israeli Arab Issues
InterfaithFamily.com, Inc.
The Kehillah Partnership of Northern New Jersey
The PANIM Institute of BBYO
The Presentense Group
Project Chessed
Selah Leadership Program
Sharsheret

1-1.49 million

Brandeis University's Office of High School Programs
The BYFI Alumni Venture Fund
IKAR
JDub
Jewish Book Council
Jewish Outreach Institute
Keshet
Mechon Hadar
Moishe House
MyJewishLearning.com

1.5-1.99 million

Gateways: Access to Jewish Education
Jewish Council on Urban Affairs
Reboot
Sixth & I Historic Synagogue

2-9.99 million

Goldring/Woldenberg Institute of Southern Jewish Life
Hazon
Hillel's Campus Entrepreneur & Senior Jewish Educator Initiative
Jewish Funds for Justice
Seeds of Peace

Acknowledgements

Grand Street

www.grandstreetnetwork.net

The idea for the *Slingshot* guide and the Slingshot Fund emerged from Grand Street. Now in its ninth year, Grand Street began with 12 people meeting for a weekend to explore their own philanthropic identities, develop a Jewish and philanthropic analysis, hone a capacity for strategic grantmaking and create a space where they could pursue personal development as well as build a network of peers in similar positions of philanthropic responsibility. Since 2002, a new cohort of individuals has been added each year.

Grand Street is a place where young Jews (18 to 28 years old) who are involved or will be involved in their families' philanthropy come together.

This network 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 at info@2164.net.

The Slingshot Fund

www.slingshotfund.org

The mission of Slingshot is to strengthen innovation in Jewish life by developing next-generation funders and providing resources to leverage impact in the Jewish community.

The Slingshot Fund invites 20- and 30-somethings from across the country to join the grantmaking process. After contributing a gift to the pooled fund, participants review proposals from the 50 organizations listed in *Slingshot*, conduct site visits and meet as a group to allocate grants. The Slingshot Fund's allocation process includes opportunities for donor education as well as the vital experience of being on the "front lines" of a professional grantmaking process. If you would like to participate in the next grant cycle or contribute to the Slingshot Fund, please email Will Schneider at will@slingshotfund.org.

This year, the Slingshot Fund will allocate operating support grants of approximately \$40,000 to ten organizations highlighted in last year's *Slingshot* guide. All organizations listed in this edition of *Slingshot* will be eligible to apply to the Slingshot Fund in the spring of 2011. To learn more about this year's grantees, visit www.slingshotfund.org.

This year, the Slingshot Fund will also expand its reach by piloting a funding table in another city. If you would like to participate in this expansion, please be in touch with Will Schneider at will@slingshotfund.org.

Slingshot would like to thank those investors whose commitment to the next generation of Jewish life is demonstrated through their support of the Slingshot Fund. Without them, this exciting, innovative project would not exist:

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Evaluators

Slingshot '10-'11 is made possible by an extraordinary contribution of time and energy from evaluators. Each evaluator has been asked to lend his or her experience and knowledge to help decide which organizations are listed in the *Slingshot* resource guide. We are grateful for their support in helping to make *Slingshot* an inspirational guide again this year. While we appreciate each evaluator's input, *Slingshot* takes full responsibility for the contents of the guide.

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Allies

Across the country, there is an emerging network of organizations that share and support our mission. We would like to acknowledge a few of these allies because without them, many of the projects and organizations included in this edition of *Slingshot* would not be where they are today.

Bikkurim is an incubator for new Jewish ideas that identifies innovative Jewish ideas and nurtures them to organizational sustainability. Bikkurim participants receive office space and professional support while in residency in the incubator, a period that may last for up to 5 years. (www.bikkurim.org)

Upstart's mission is to inspire and advance innovative ideas that contribute to the continued growth and vitality of Jewish life. Upstart provides a stipend, business consulting, round table discussions, peer-led teaching and training, and the use of Upstart's office space for early-stage nonprofits that offer innovative Jewish engagement opportunities in the San Francisco Bay Area. After being selected, organizational leaders become members of the Upstart community for three years. (www.upstartbayarea.org)

Jumpstart's mission is to develop, strengthen and learn from emerging Jewish organizations that build community at the nexus of spirituality, learning, social activism and culture in order to transform the broader Jewish community and the world. Among other ongoing projects, Jumpstart assesses key trends, disseminates best practices and leverages new insights about the emergent sector for use by practitioners, funders and other thought leaders. (www.jewishjumpstart.org)

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