

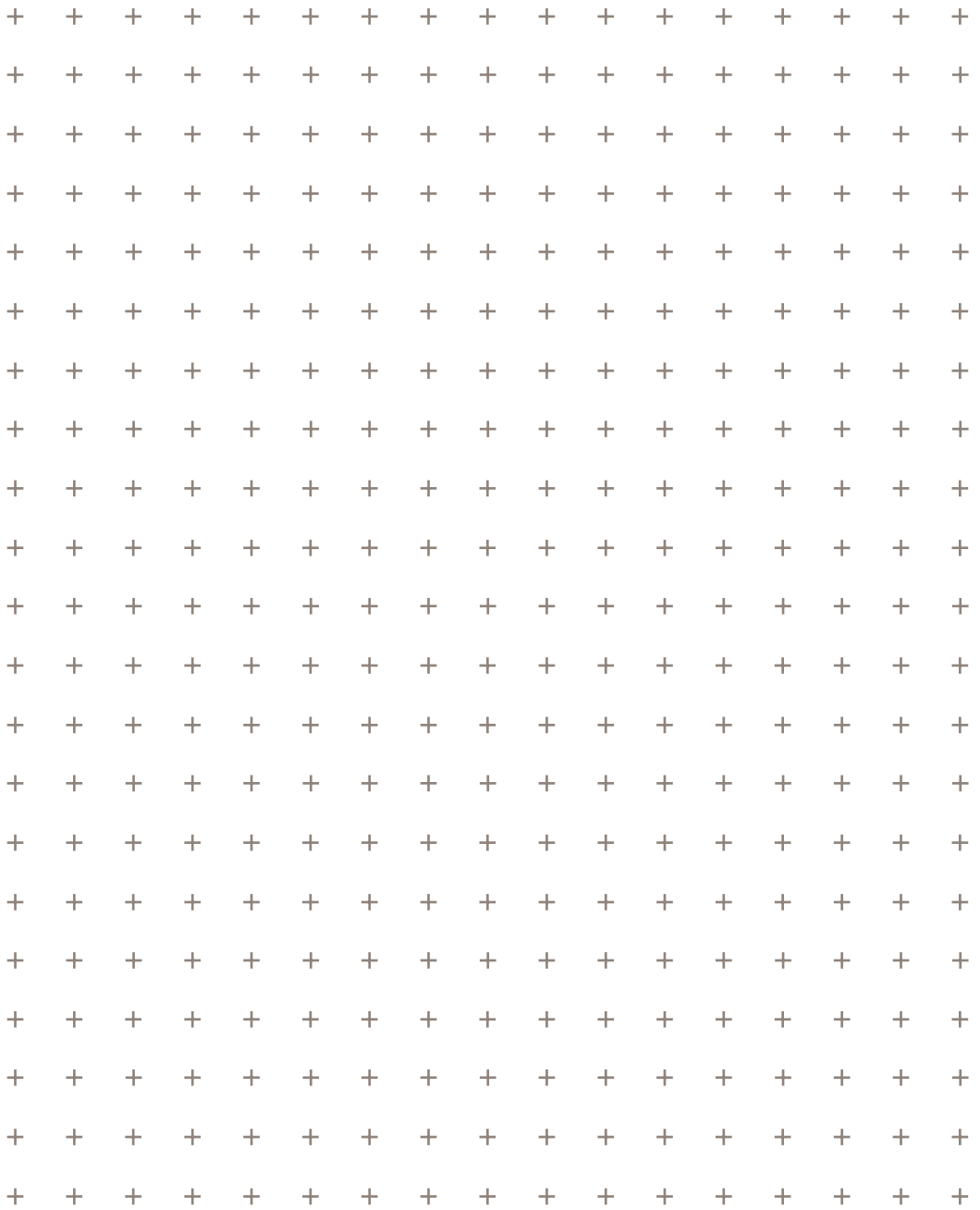
SLINGSHOT

					19 Ik ⁺	20 In			
32 Jy	13 Fs				30 Ja	21 If ⁺	01 Aw		
33 Jl	14 Ga	06 Cn	45 Rb ⁺	40 My	22 Is	02 Aj			
35 Kv	15 Gi	07 Ce	47 Sh	42 Mv	23 Jd ⁺	09 Dr			
37 Li	29 Jt	08 Da	49 St ⁺	43 Pj	24 Jf ⁺	12 Fj			
39 Mt	31 Jw	10 En			26 Jm	17 Hd			
					27 Jo	18 Hz			
28 Jp	16 Gw ⁺	05 Bi	03 Et						
34 Jv ⁺	25 Je	11 Fo	04 Aa						

SLINGSHOT
FUND
LAUNCHED
THIS YEAR

07.08

PRODUCED BY
21/64



07.08

SLINGSHOT

A RESOURCE GUIDE
FOR JEWISH INNOVATION

A NOTE ON THE DESIGN

This year's *Slingshot* design is based on the periodic table of elements—a classification system that creates order out of chaos, allows comparisons to be drawn, and explains how elements combine and recombine. In the spirit of the periodic table, we hope to help the funding community make order out of the chaos of new discoveries emergent in the Jewish world today.



WELCOME TO SLINGSHOT

Welcome to *Slingshot*, our annual guide to some of today's most inspiring and innovative organizations, projects, leaders and visionaries in the North American Jewish community. In our third year of production, we are delighted with the continued robust response to the guide itself and with how the project continues to expand in ways we never imagined at the outset. The term "Slingshot organization" has come to signify an agile and innovative attempt to engage young and largely unaffiliated Jews looking for identity, community and meaning. While the book only features 50 such organizations each year, the title has become more than a guide; it is fast becoming a type of Jewish philanthropy.

The idea for *Slingshot* originated in Grand Street, a network for 18 to 28 year-olds who are or will soon be involved in their families' philanthropy. Unable to navigate the complex map of Jewish institutions offering involvement, Grand Street members proposed developing a Zagat-style resource guide, which has evolved into the book you hold in your hands today.

This year we were swamped with nominations. Fortunately, 25 of our colleagues in the funding community tirelessly reviewed nominations and produced some 500 evaluation forms to help us determine the 50 featured. To them we owe a debt of gratitude.

We are delighted that *Slingshot* is helping innovative and often nascent organizations reach a larger audience. Despite its effectiveness, demand for inclusion in the guide is also a sign of how critical it is that more support—*much* more support—be garnered to build the capacity of organizations that best reach the audiences we want to engage in Jewish life.

Therefore, in addition to spreading the word about these undercapitalized organizations, we are pleased that *Slingshot* is also being utilized by the

funding community. From individuals and couples who rely on *Slingshot* to inform their year-end allocations to funding professionals who keep it on their desks and thumb through for inspiration and accreditation, this book has become a reliable reference.

To that end, we are delighted to announce that the same young funders who first initiated the guide have spent the last 12 months planning the next step by creating the Slingshot Fund, a pooled fund to highlight, encourage and provide support for a subset that resonates with their peers. Their initiative, diligence and passion to invest in Jewish life that is relevant to their generation are amazing. Find out more about this critical strategy on the following pages.

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

Roger Bennett & Sharna Goldseker
New York, 2007
info@2164.net; www.2164.net

NEW DEVELOPMENTS THIS YEAR

We continue to learn from previous experience and evolve how we assemble the book, each year adjusting the content and design to respond to trends in the field as well as readers' needs.

A Track Record of Innovation

This is the third edition of the *Slingshot* guide. As a new development, to highlight projects showcased for the first time, we have color-coded our entries. Using the legend, look for royal blue keys to examine new editions. Magenta and cyan recognize organizations that have remained innovative two and three years in a row, respectively.

New Trends This Year

As individuals, we become excited by a particular social entrepreneur or a novel concept. As funders, we also try to observe the field as a whole. Here is what we see bubbling up from the grassroots this year:

Search for connection:

As technology facilitates more rapid forms of communication—through Blackberries and instant messaging, for example—young Jews still seek in-person connections. The popular and universal medium of music is creating connection among those who consume it. Music and music festivals are becoming to the 2000s what film festivals were to the 1990s. Downtown Art Development's Oyhoo Festival, JDub Records, Jewlicious and Reboot's Stereophonic illustrate this trend.

Search for meaning:

Because Jewish institutions are often too cumbersome to adapt quickly to the needs of the multiple generations of Jews who want their services, Generations X and Y Jews are starting their own spiritual communities to fill the void. Hadar, IKAR and Kavana are three leading models highlighted in this guide. Organizations such as Mayyim Hayyim, Moving Traditions and Storahelling provide post-affiliated Jews with access to Jewish rituals at important holidays and milestones.

Search for identity:

- A number of submissions this year reflected the increasing commitment Jews have to their global Jewish identity. Finalists American Jewish World Service, Centropa and Jewish World Watch all invite American Jews to participate in efforts that recall, honor and defend Jewish values in a global context.
- Another subset of finalists helps Jews who are wrestling with their Jewish identity vis a vis Israel. Birthright Israel, Encounter, Just Vision and Seeking Common Ground create space for nuanced conversation during this time of tumult in the Middle East.
- Some North American groups want Jewish identity to be defined by more than the United States' relationship with Israel. Jewish Funds for Justice, MAZON and Progressive Jewish

Alliance focus on issues that affect Jews' lives at home.

Search for Education:

For years we've heard the comment, "Don't worry, when they get married, they'll come back," the assumption being that 20-something unaffiliated Jews will join synagogues when they have children. Today, young Jews are remaining single longer. When they set out to develop a Jewish home or raise children, they find institutions are slow to adapt to contemporary needs. Often they turn to non-institutional venues for inspiration. An Ethical Start, Gateways, MATAN and RAVSAK strive to create programs that educate kids (including those with special needs), and subsequently their parents within institutional settings.

Monitoring our Performance

This year we hired Maura Rampolla, MPH, to survey the 50 organizations in *Slingshot '06* and learn how *Slingshot* has impacted those featured. Here are some of the evaluation highlights:

- 98% leveraged their presence in *Slingshot* in their promotional materials, or mentioned it in media coverage or when applying for funding;
- 87% collaborated with other *Slingshot* organizations;
- 49% attracted new funders after being featured in *Slingshot*

- 47% received media coverage because of their presence in *Slingshot*;
- 45% picked up new board members, participants or volunteers because of their appearance in *Slingshot*.

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

The Slingshot Fund

Perhaps the largest "impact" to be measured since the inception of *Slingshot* is the new Slingshot Fund, initiated by younger funders. After foundation professionals vetted the final 50 for *Slingshot '06*, Jews in their 20s and 30s pooled funds to support a subset of the organizations in the book. In doing so, they invested in their own education about Jewish philanthropy, and also in Jewish life that is meaningful for their generation. In its inaugural year, Fund investors chose eight organizations from *Slingshot '06* to receive nearly \$400,000 in grants. A + sign will call your attention to the eight grantees included in the guide this year. Please don't hesitate to be in touch if you, or members of your family or foundation are interested in participating in the Fund.

METHODOLOGY

In the process of developing *Slingshot '07-'08*, we read more than 500 evaluation forms from 25 colleagues, 66 semi-finalist surveys, reams of strategic plans, brochures and publications, and studied websites, budgets and DVDs to conduct due diligence and more fully understand North American Jewish life today and on the horizon. Following is the step-by-step methodological process we undertook.

In the first phase, we invited anyone and everyone to nominate organizations for the book. Due to increased demand, this year we required a completed Nominations Form to vet properly the higher volume. The Nominations Form encouraged nominators not only to recommend their favorite non-profits, but more importantly, to nominate organizations that reflect *Slingshot's* four criteria: innovation, impact, strong leadership and organizational effectiveness.

In the second phase, we invited 25 foundation professionals with expertise in funding Jewish life to evaluate nominations. Therefore, each nominee had between five and six evaluators reviewing it. Where we could, we asked evaluators with geographic proximity or a particular programmatic expertise to evaluate nominees in those areas. We also found it helpful to have some evaluators assigned to nominees they did not know. Both the insiders' and first-timers' views on a nominee gave us a well-rounded perspective.

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

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

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

Strong Leadership: Is there someone at the helm who brings character, vision and guidance? Is this person paving a new path in the Jewish community? Is s/he seen as a strong leader by her/his organization and by the field?

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

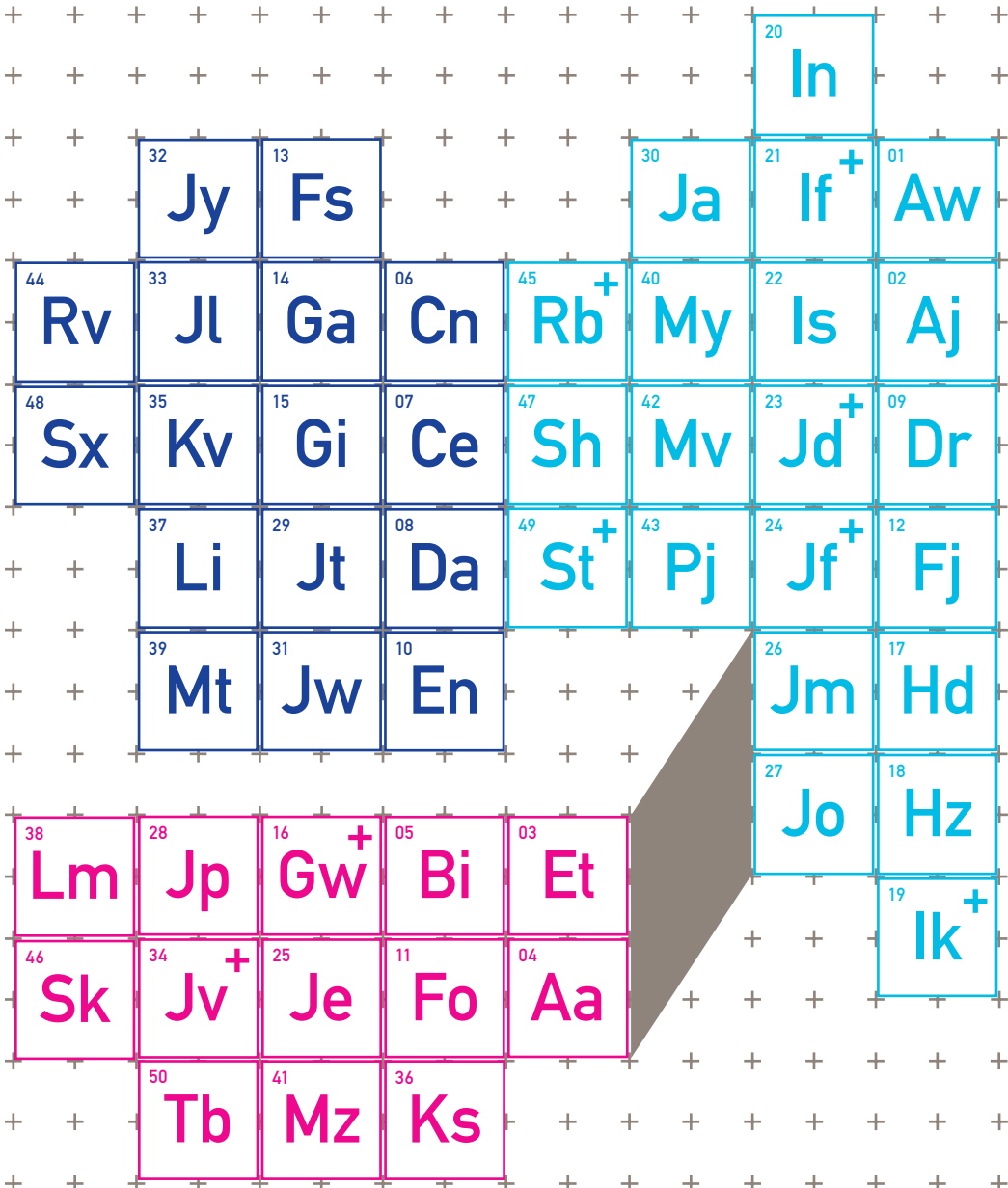
With evaluation scores and feedback from our peers, we invited 66 nominees to submit semi-finalist surveys. Each survey asked 12 questions and was filled out and returned to 21/64, whereby staff invited additional due diligence materials. By vetting surveys, organizational documents, publications, budgets, strategic plans, films and music, and by consulting our peers once again, we arrived at the final 50. While we are grateful to our colleagues for their input in the development of this book, 21/64 takes full responsibility for its contents.

This guide summarizes each finalist with an attempt to include information about its origin, mission, strategy and impact, as well as some details about the unique character of each organization. We have included comments from evaluators, un-attributed, and have highlighted elements of the 50 that you might want to explore more fully. Complete semi-finalist surveys are posted on the Slingshot website at www.slingshotfund.org.





While the guide is organized alphabetically, we have also asked each organization to provide data on its budget, years in operation, geographic reach and other factors to help readers compare similar organizations. Some readers may prefer to fund organizations of the same size and type,

others may prefer a portfolio approach. The Index at the back of the book can also help you sort by program area and population served. Whatever your approach, we hope the final 50 will be a resource for you.

Please don't hesitate to e-mail with any questions about the methodology used in developing *Slingshot '07-'08*, or to nominate an organization for *Slingshot '09*. You can find a downloadable Nominations Form at www.slingshotfund.org.



07.08

-  First Time in Slingshot
-  Second Time in Slingshot
-  Third Time in Slingshot
-  GRANTEE

- | | |
|--|--|
| <ul style="list-style-type: none"> 01 Advancing Jewish Women Professionals 02 American Jewish World Service 03 An Ethical Start 04 Avoda Arts 05 BIMA 06 Canfei Nesharim 07 Centropa 08 Downtown Arts Development 09 Drisha Institute 10 Encounter 11 Footsteps 12 Foundation for Jewish Camping 13 Four Seasons Project 14 Gateways 15 Gift of Life Bone Marrow 16 Goldenring Woldenberg ISJL 17 Hadar 18 Hazon 19 Ikar 20 Institute for Jewish Spirituality 21 InterfaithFamily.com 22 Isabella Freedman 23 JDub Records 24 Jewish Funds for Justice 25 Jewish Milestones | <ul style="list-style-type: none"> 26 Jewish Mosaic 27 Jewish Orthodox Feminist Alliance 28 Jewish Student Press Service 29 Jewish Television Network 30 Jewish Women's Archive 31 Jewish World Watch 32 Jewish Youth Philanthropy Institute 33 Jewlicious 34 Just Vision 35 Kavana 36 Keshet 37 Lilith 38 Limmud NY 39 Matan 40 Mayyim Hayyim 41 Mazon 42 Moving Traditions 43 Progressive Jewish Alliance 44 Ravsak 45 Reboot 46 Seeking Common Ground 47 Sharsheret 48 Sixth & I Historic Synagogue 49 Storahtelling 50 Taglit-birthright israel |
|--|--|

Aw

01

Advancing Women Professionals and the Jewish Community

One Generation X funder echoes the sentiments of many women professionals in saying, “I wish it weren’t true that working for gender equality constitutes innovation, but so goes it.” The Jewish communal field is staffed by 70% women, but none of the 20 largest federations has a woman at the helm, and among major Jewish organizations only a few women serve as chief executive officers. Founded with a grant from the Dobkin Family Foundation, the dedicated cadre of men and women behind Advancing Women Professionals (AWP) wrestle with this inequity in leadership. Through research and analysis, AWP translates the best practices of the corporate and academic spheres into experiments in attracting, retaining and advancing women in the Jewish community.

In 2007, AWP collaborated with the Center for Leadership Initiatives and philanthropic sponsors Angelica Berrie and Lynn Schusterman on “Conference for Change: Inclusiveness and Leadership in the Jewish Community.” The partners convened more than 120 key philanthropists, Jewish organizational leaders, volunteer leaders, advocates and academics for what felt like a historic, remarkably candid, “roll-up-your-sleeves,” action-oriented conversation.

Founding President Shifra Bronznick is called “a top-notch visionary and leader” who persistently strives toward AWP’s goals on behalf of women and the entire Jewish community.

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

c: Shifra Bronznick & Sivanie Shiran
p: 212.869.9700
e: bronznick@advancingwomen.org

board chairs: Cindy Chazan
& Audrey Weiner
budget: \$744,600
inception: 2001



02

American Jewish World Service

Motivated by Judaism's imperative to pursue justice, American Jewish World Service (AJWS) promotes the responsibilities of global citizenship within the Jewish community through its actions around the world. According to the World Bank, one billion people earn less than \$1 a day. AJWS is the premier international development organization enabling Jews to help thousands in Africa, Asia and the Americas move beyond their daily struggle for food, shelter, clothing, healthcare and access to education.

In addition to its grantmaking strategy, AJWS provides approximately 500 student volunteer opportunities annually, funder trips, educational materials and advocacy campaigns. These activities have produced a significant cadre of alumni over the years who "bridge the gap" between local Jewish communities and global issues. Experiences with AJWS are described as nothing short of "transformational."

Led by the "terrific, tireless and courageous" Ruth Messinger, a team of 80 people—the majority of whom are in their 20s and 30s—works out of three offices in New York, San Francisco and Washington, DC. Having attracted significant resources from a donor base of 25,000, AJWS redistributes 50% of its annual budget to 300 non-governmental organizations in 36 countries. For those who believe in "grassroots community development as a lever of change," no Jewish organization is more successful in building the capacity of NGOs than AJWS.

45 West 36th Street
11th Floor
New York, NY 10018

c: Riva Silverman
p: 212.792.2809
e: rsilverman@ajws.org

board chair: Jim Meier
budget: \$32,688,919
inception: 1985

Et

03

An Ethical Start

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

c: Fani Magnus Monson
p: 212.786.5135
e: fanimme@jcca.org

board chair: Michael Wolfe
budget: \$653,400
inception: 1999

The Jewish Community Center Association (JCCA), founded in 1917, continues to innovate in response to the evolving needs of the American Jewish community. Research shows that many Jewish parents today have limited Jewish educational backgrounds and are unfamiliar with what Judaism and the Jewish community have to offer. As a result, pre-school programs have become an entry point to the Jewish community for the entire family. An Ethical Start is JCCA's answer to this phenomenon, offering a Jewish approach to early childhood education that focuses on raising children with Jewish values.

Expressed through the language of *Priek Avot* (Ethics of the Fathers), An Ethical Start offers an interpretation of the Jewish texts to provide meaning for the diverse Jewish students and parents at 65 participating JCCs around the country. Through An Ethical Start, Jewish values become part of school culture, and parents discover how to translate that into home culture, helping children learn how to treat one another and make responsible decisions throughout their lives.

With support from the Righteous Persons, Meyerhoff, Brill and Marcus Foundations, An Ethical Start is growing in a measured yet exponential way. Ruth Pinkenson Feldman "is an expert, one of the leaders in the field who inspires other early childhood directors." Fans only wish the program was offered beyond the JCC network.



04

Avoda Arts

330 7th Avenue
21st Floor
New York, NY 10001

c: Debbie Krivoy
p: 917.558.9017
e: info@avodaarts.org

board chair: Carol Brennglass Spinner
budget: \$448,225
inception: 1999

Tapping into the multiple ways that people learn and communicate, Avoda Arts uses film, photography, painting, sculpture, music and theater as entry points into Jewish learning. Art is a medium that offers non-verbal methods for expression and is used by Avoda Arts as the central component of its educational and training materials. Having this option for personal expression is especially important for young Jews who are developmentally constructing their identities

Avoda Arts' uniqueness is reflected in the many organizations it has influenced, from grassroots to institutional Jewish communities and beyond. Avoda Arts provides ongoing educational consulting to Berkshire Institute for Music and Arts, trains Foundation for Jewish Camping fellows on how to use film as a productive learning tool, was funded by UJA-Jewish Federation of New York to bring visual and performing arts to New York college campuses, and its founders helped create a graduate program in Public Art Studies based at the University of Southern California.

The organization's knowledge of arts education, reasonably priced materials, and high-quality, "non-kitschy" products have made Avoda Arts "a resource for inspiration and implementation" for institutions across the Jewish and academic landscapes.



05

In an era of specialization, niche Jewish summer camps are on the rise. Berkshire Institute for Music and Arts (BIMA) started the trend three years ago when it launched an opportunity for high-school-age, talented youth to explore their art as well as their Jewishness in one venue. Painters, musicians, writers and—in 2007 for the first time—actors can take studio art classes, master classes, perform and exhibit, taking their skills to a higher level over the summer.

Recently relocated to Brandeis University, BIMA has strengthened its organizational infrastructure as well as its facilities with this new partnership. Those who are ready for the college experience also enjoy access to Brandeis' admission office and alumni network as well as the nearby arts and culture resources that Boston has to offer.

While BIMA usually attracts youth from synagogue-going families and Jewish day schools, it is starting to market to unaffiliated Jews in secular high school theater companies, choruses and youth orchestras. Research demonstrates that the next generation is catalyzed by arts and culture, positioning BIMA within the trend as it captures a new audience.

415 South Street
MS 065
Waltham, MA 02454-9110

c: Rabbi Bradley Solmesen
p: 781.736.8417
e: bima@brandeis.edu

board chair: Linda Greenseid
budget: \$340,750
inception: 2003

Cn

06

Canfei Nesharim

The United Nations Environment Programme recently reported that over the past 50 years, global ecosystems have changed more rapidly and extensively than in any comparable period of time in human history, causing problems that will reduce clean air, water and food for current and future generations if left unaddressed. Incensed by the potential devastation, a group of young international experts in their 30s (including an environmental lawyer, environmental policy specialist, environmental entrepreneur, environmental science teacher, and an organizational development specialist) founded Canfei Nesharim, meaning “wings of eagles.”

In particular, the team aims to educate the Orthodox community about the importance of protecting the environment. By cultivating local leaders and resource materials, Canfei Nesharim has had measurable impact. Its monthly e-mail newsletter reaches 700 subscribers, and in a recent survey, 80% agreed that the newsletter had made them more conscious of connections between environmental protection and the Torah, and 43% agreed that they had changed their actions to reduce their impact on the environment.

In addition to motivating its readership, Canfei Nesharim has been recognized by The Rabbinic Council of America (RCA), the rabbinic authority for the Orthodox Union, as the leader of the Torah-based environmental movement. RCA also passed a resolution calling for action on the environment “as Jews have a particular responsibility to preserve and protect God’s creation—with care, concern and sensitivity—for ourselves, our society, our children and all future generations.”

Ce

07

Centropa

While shooting a documentary for ABC News: Nightline, photographer and filmmaker Ed Serotta asked Holocaust survivors he was interviewing for photographs that he could layer over the credits. The pictures with the stories inspired him to combine the media and celebrate how these elderly Jews lived, as much as how their families died. Centropa was the first organization to use new technologies to combine 1,500 oral histories with 25,000 photos from interviewees in a searchable database made available over the Internet.

After collecting data, Centropa began The Library of Rescued Memories, turning interviews into films that teach Jewish history and Holocaust education. Across the United States, nine focus groups of 250 Jewish high school students and their teachers further honed how the films could be best utilized with this audience. A group of these teachers also traveled to Central Europe this summer to develop curricula around the films.

Ed Serotta had been working in Central Europe for 20 years and drew on extensive relationships with local communities, historians and government officials to make this “complex trans-national project” a reality. Most who have met him are moved by his passion, and funders have stated “you can bet on this jockey.” His idea to build a digital bridge to the past might just have “an impact that will outlive us all.”

700 Montana Road
Atlanta, GA 30327

c: Edward Serotta
e: serotta@centropa.org

board chair: Cedric Suzman
budget: \$650,000
inception: 1999

Da

08

9 Murray Street
Suite 4E
New York, NY 10007

c: Michael Dorf
p: 212.608.0555
e: michael@oyhoo.com

board chair: Michael Dorf
budget: \$650,000
inception: 2004

The New York Jewish Heritage and Music Festival (now the Oyhoo Festival) was founded in 2004 in celebration of the 350th anniversary of Jews in America. Initiated as a UJA-Federation and Jewish Community Relations Council event, the Oyhoo Festival has become the largest Jewish music festival in the world. 35,000 people attend annually to experience Jewish cultural heritage through the “international language” of music. The eight-day festival includes more than 40 concerts in ten venues, including a free day called Jewzapalooza, which takes place in Riverside Park, culminating in a national conference on Jewish culture for 250 Jewish communal professionals.

Producer Michael Dorf, founder of the well-known venue the Knitting Factory in New York City, has also spun off other events. The annual Downtown Seder is the most well-known, a one-of-a-kind reading featuring 20 celebrity artists interpreting the millennia-old Exodus story over dinner for 400. Their Hagaddah, now produced and distributed in conjunction with birthright israel, is used by tens of thousands of young Jews around the country.

Michael is “a smart businessman” bringing “fresh ideas” to new generations of Jews. The festival is a joyous celebration of Jewishness that “attracts people for whom the festival is their only connection to Judaism, and others who are inspired to deepen their Jewish identity.”

Dr

09

Drisha Institute for Jewish Education

Drisha was founded in 1979 as the world's first center for women's advanced study of classical Jewish texts. At the time, high-level learning was not available to women, nor was it assumed that women could or would learn. Drisha balked at this status quo, and still maintains today the unique philosophy that women's scholarship is mutually beneficial to Judaism as a whole and to the women who study. Learning gives women the power to live fully realized Jewish lives, and reciprocally, by hearing women's interpretation of Torah and other classical texts, Judaism's vital meaning is more fully realized.

Drisha's mission to maximize women's learning remains innovative, both in its intention and its approach. Contemporary curricular offerings meet the broader Jewish community's increased demand for adult Jewish education and well-trained Jewish leaders. Classes take place in New York and other cities, offering serious scholarship as well as one-day programs for families at different life stages. Most recently, Drisha introduced an Arts Fellowship Initiative, which has attracted much attention. Three dozen writers, poets, actors, dancers and calligraphers applied, demonstrating the demand for these exclusive artist-in-residence fellowships.

Founder David Silber is "the unsung hero of the feminist Jewish community." His passion for women's scholarship as it emboldens Judaism is genuine and heartfelt, and is perceived by everyone who studies there. This institution is a "diamond in the rough."

37 West 65th Street
New York, NY 10023

c: Daniela Weiss
p: 212.595.0307
e: inquiry@drisha.org

board chair: Belda Lindenbaum
budget: \$2,300,000
inception: 1979

En

10

Encounter

At a time when American Jews often feel helpless regarding the situation in the Middle East, Encounter offers Jewish leaders an opportunity to become ambassadors for the Jewish people and gain a nuanced understanding of the conflict, as well as of the Palestinians who live among it. As the only Jews that many Palestinians have met outside of those in army uniform, American Encounter participants have become the face of the Jewish people.

Encounter was founded by two rabbis while they were in rabbinical school as a response to a desire among their peers for a structured, supportive way to connect face to face with Palestinians. Grounded in a Jewish commitment to hokhma (wisdom) and binah (understanding), and trained in several methods of conflict transformation, group facilitation, counseling and chaplaincy, Rabbi Melissa Weintraub and Rabbi Miriam Margles have organized journeys to Bethlehem and Hebron for a total of 300 up-and-coming Jewish leaders. Participants meet with Palestinian government officials and non-violent grassroots activists, attend cultural activities, play cooperative games with school children, experience home hospitality and engage in Jewish text study and prayer while there.

Participant evaluations declare the experience is “inspiring,” “mind-blowing” and “life changing,” and it informs the way alumni teach, preach and communicate about the Middle East. While the impact is currently “more deep than broad,” it is “breaking down barriers and preconceptions in powerful ways” that may prove to be transformational as this next generation of Jewish leaders emerges.

380 2nd Street
#1R
Brooklyn, NY 11215

c: Rabbi Melissa Weintraub
p: 212.284.6776
e: melissa@encounterprograms.org

board chairs: Rabbi Miriam Margles
& Shana Tabak
budget: \$230,250
inception: 2005

Fo

11

Footsteps

111 8th Avenue
11th Floor
New York, NY 10011

c: Malkie Schwartz
p: 212.284.6775
e: mschwartz@footsteps.org

board chair: Peter Cherneff
budget: \$379,500
inception: 2003

Malkie Schwartz, a courageous young woman, left her ultra-orthodox family and community four years ago to transition to the “outside” world. Challenged by the journey, Malkie received assistance from one of her grandmothers. She founded Footsteps to “extend her assistance to others who were not as fortunate to have a family member who could help during the difficult experience.”

Significant portions of Footsteps participants are from low-income communities in Upstate New York where 35% of families live below the poverty line. The education young people receive is limited to religious studies, and those who leave need help learning many skills, including English. Like many immigrants, Footsteps clients are beginning life in a new world and seek the support Footsteps provides. Its new drop-in center in New York City offers these young men and women a place to start again. A range of services including GED classes, college preparation, job counseling, housing assistance and psychological support gives them the tools to find new opportunities.

“The idea of working to keep those who have left ultra-orthodoxy in the Jewish community brings a new dimension to the term outreach.” Malkie Schwartz is “an incredible young woman” who “seeks avenues to ease people’s pain” and is “astonishing.”



12

Foundation for Jewish Camping

15 West 36th Street
13th Floor
New York, NY 10018

c: Rina Goldberg
p: 646.278.4300
e: questions@jewishcamping.org

board chair: Skip Vichness
budget: \$12,300,000
inception: 1998

Founded by entrepreneurs Rob Bildner and Elisa Spungen Bildner, the Foundation for Jewish Camping (FJC) entered the non-profit scene ten years ago to great applause, due to everyone's love of summer camp. Now the organization is hitting a new stride as President Jerry Silverman brings corporate experience and entrepreneurial instincts to bear, growing the organization three-fold in the last year.

FJC's mission is to increase significantly the number of children attending Jewish-content summer camps. Since its inception, 62,000 campers have participated in 130 Jewish summer camps, with an additional 3,000 enrolled for 2007. As those summer camps are staffed by 25,000 young adults, FJC cultivates professional and volunteer leaders who acquire meaningful experiences while on staff and later want to stay involved in Jewish life.

Research by Steven M. Cohen demonstrates that FJC has captured a significant percentage of the summer camp market, but the potential is even greater still. FJC is poised to raise camping rates among Jewish children and in doing so, increase Jewish participation rates as a whole.



13

Four Seasons Project

106 Franklin Street
3rd Floor
New York, NY 10013

c: Matt Lavine
p: 212.343.2011
e: mattl@fourseasonsmovie.org

board chair: Charles Kaiser
budget: \$200,000
inception: 2003

The Four Seasons Project is geared toward building an educational program for young Jews about the Holocaust. At its center is a documentary, *Four Seasons Lodge*, a film shot in Cinema Verite that captures the last summer of a group of Holocaust survivors who have assembled every summer for decades at their cooperatively owned bungalow colony in the Catskills. Recorded as they experience it, the film showcases a modern legacy of Holocaust survivors, offering viewers a glimpse at people who laugh, play mahjong and find joy together after having survived unspeakable trauma.

Produced by an incredible team, *Four Seasons Lodge* is directed by Andrew Jacobs, an author and *New York Times* reporter; filmed by legendary cinematographer and director of photography, Albert Maysles; and overseen by an Advisory Board that includes Tony Kushner, Rabbi Irving "Yitz" Greenberg, filmmaker Sandi Dubowski, Rabbi Schmuley Boteach, and Steven Friedman, General Manager of mtvU, MTV's channel for college students.

The film is in post-production, and a handful of television outlets have shown interest in it. "An important addition to the historical library about the Holocaust," this film is only the beginning of a program geared toward educating young Jews as well as the broader public about the Holocaust.

14

Ga

Thanks to the leadership and financial assistance of Boston's Combined Jewish Philanthropies, two programs, Etgar L'Noar and The Jewish Special Education Collaborative (JSEC) merged to form Gateways: Access to Jewish Education. Both of the original organizations were founded on similar premises by groups of young parents looking for ways to support their children with special needs who felt marginalized in mainstream Jewish educational settings.

Students in the JSEC program have mild to moderate special needs, such as speech and language challenges, and receive on-site support at Jewish day schools. Students from the Etgar program have moderate to severe disabilities, such as autism and cerebral palsy, and attend supplemental classes to become successful participants in the Jewish community. In total, Gateways now reaches approximately 150 students from 30 neighborhoods and all denominational backgrounds. The only agency of its kind in New England, Gateways provides 20% of its participants with scholarships so that "no student will be denied services because of financial hardship."

One supporter called Executive Director Arlene Remz, an "indefatigable" advocate. In her, the organization has found "a dynamic leader who identified duplication and was able to effect collaboration."

90 Oak Street
P.O. Box 97
Newton, MA 02464

c: Jan Schwartz
p: 617.630.9010
e: jan@jgateways.org

board chairs: Erik Bittner & Nancy Kriegel
budget: \$1,250,000
inception: 2006



15

Gift of Life Bone Marrow Foundation

Gift of Life facilitates bone marrow, blood stem cell and cord blood transplants for children and adults suffering from life-threatening illnesses. Because tissue type is inherited, a patient's best chance of finding a genetic match lies with donors of similar ethnicity. However, ten years ago, Jews were underrepresented in the international donor pool. A four-year search recruited 60,000 Jewish donors to the registry and identified matches for hundreds, including Jay Feinberg, now Executive Director of the organization.

Since its inception, Gift of Life has recruited over 100,000 Jewish donors in North America and facilitated over 1,000 transplants for patients around the world. It has one of the highest ratios of registry size to donors requested for transplants. Affiliations with Jewish organizations such as Hillel, AEPi Fraternity and Taglit-birthright israel provide a stream of people willing to be tested.

Within ten years, Gift of Life hopes to have 300,000 marrow donors and 10,000 cord blood units representative of both Ashkenazi and Sephardi backgrounds, enabling Gift of Life to find matches for 85% of Jewish patients in need. Their vision is an "incredible service to the Jewish people."

800 Yamato Road
Suite 101
Boca Raton, FL 33431

c: Jody T. Greenspon
p: 800.9MARRROW
e: jgreenspon@giftoflife.org

board chair: Bernard Madoff
budget: \$7,000,000
inception: 1991



16

Goldring/Woldenberg Institute of Southern Jewish Life

After 100 years of prominence, many rural Southern Jewish congregations are in decline, with young Jews and recently retired Jews leaving small hometowns for urban America. Compounding the population decline, those steadfast residents who do remain are attached to “the way things have always been.” The Institute of Southern Jewish Life (ISJL) was founded to preserve and document the practice, culture and legacy of Judaism in the South while also delivering innovative education and rabbinic support to those who want to live vibrant Jewish lives in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia.

With a small team, ISJL leverages an incredible amount of services. Circuit-riding rabbis lead Shabbat services and holiday celebrations, teach Torah, perform weddings, train B’nai Mitzvah, and officiate at funerals for 48 isolated congregations in the region. ISJL’s history department has taken 600 oral histories. A half dozen education fellows support more than 1,500 children and 300 teachers.

ISJL believes this network model of provision can be replicated for other isolated congregations in the Northwest, the Plains and beyond. To learn from ISJL or to meet Macy Hart, the “charismatic leader” who makes “ISJL the Jewish lifeline of the South,” e-mail information@isjl.org.

P.O. Box 16528
Jackson, MS 39236-0528

c: Macy Hart
p: 601.362.6357
e: information@isjl.org

board chair: Jay Tanenbaum
budget: \$1,756,000
inception: 1999

Hd

17

Hadar

Among the explosion of new minyanim (prayer communities), Hadar has galvanized thousands of young Jews in Manhattan along with inspiring similar spiritual communities in Boston, Brooklyn, Denver, Los Angeles, New Jersey, Seattle and Washington, DC. On a regular basis, Hadar attracts hundreds to worship in egalitarian lay-led services, attend Jewish classes, celebrate holidays and participate in social justice campaigns. While traditional synagogues struggle to maintain membership among the 20- and 30-something age cohort, Hadar still concentrates on the basics of prayer, study and social action, yet succeeds because it knows its audience. So much so that one of its young co-facilitators, who recently graduated from the Jewish Theological Seminary, has become a full time employee of Hadar to help meet the demand for its product.

This summer, Hadar launched Yeshiva Hadar, an eight-week program designed so that Jews from across the United States can partake in its renowned Jewish learning. Mechon Hadar also provides individualized consulting services to dozens of independent minyanim and synagogues that seek to replicate their own versions of Hadar in different locales. A survey of this new minyanim movement is due out soon.

Hadar's leadership puts forth a new model of collaborative leadership, "remarkably not ego-driven," and "everything they are doing is groundbreaking." We look forward to seeing where this humble group of pioneers leads next.

111 8th Avenue
11th Floor
New York, NY 10011

c: Elie Kaunfer
p: 646.734.9837
e: info@mechonhadar.org

board chair: Debbi Bohnen
budget: \$438,510
inception: 2001

Hz

18

Hazon

Hazon, meaning “vision” in Hebrew, aspires to create a healthier and more sustainable Jewish community. Through its popular Jewish Environmental Bike Rides, Hazon has mobilized a multigenerational, Jewishly-rooted and inclusive crowd of approximately 600 people. Its New York Ride, DC Ride, Israel Ride and summer Bike to the Beach bring together a diverse group of cyclists who attest that the rides are “transformative.”

In the past few years, Hazon has expanded its focus to include food, launching Tuv Ha’Aretz (Good for the Land) Jewish Community-Supported Agriculture (CSA) sites, where members of Jewish communities commit to purchase an entire season of produce from an organic family farm. At its first “From Latkes to Lattes: Hazon’s Conference on Jews, Food, and Contemporary Life,” 150 members of its ten CSAs mobilized to discuss sustainability and healthy eating. Staffs from Hazon and Isabella Freedman Jewish Retreat Center collaborated on the food conference and have developed other programs such as “Jewish Cleanse” and “Digging in Jewish Tradition & the Soil.” To round out the food theme, Hazon also launched “The Jew and the Carrot” (www.jCarrot.org), which won Best Food Blog at the Jewish & Israeli Blog Awards this year.

“Nigel has built Hazon on the cult of his leadership.” Admirers are delighted to see the organization grow beyond bike rides and believe Hazon’s core offerings are ready to grow to scale.

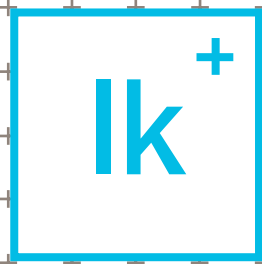
45 West 36th Street
8th Floor
New York, NY 10022

c: Nigel Savage
p: 212.644.2332
e: nigel@hazon.org

board chair: Richard Dale
budget: \$760,000
inception: 2000

19

Ikar



At the heart of IKAR (meaning “root” or “essence” in Hebrew) is founding Rabbi Sharon Brous, ordained at the Jewish Theological Seminary with a Master’s Degree in Human Rights from Columbia University. A Rabbinic Fellow at Congregation B’nai Jeshurun in New York and now an adjunct faculty member at Hebrew Union College and the University of Judaism, Rabbi Brous has been recognized for the past three years as one of the *Forward’s* 50 most influential American Jewish leaders. While exemplary for any woman, especially one in her early 30s, Rabbi Brous’ resume is a mere reflection on paper of the power she has in person.

With the encouragement of her followers, Rabbi Brous and a committed team of volunteers established IKAR as a sustainable community in Los Angeles where the integration of spirituality and social justice can flourish. “Changing the idea of what a synagogue can be,” IKAR has catalyzed a mix of creative, unaffiliated and disaffected Jews—mostly in their 20s, 30s and 40s—to study, pray and work toward social change. Its innovative approaches to traditional Jewish frameworks have attracted 1,800 members to its online community, 300 family membership units who attend weekly services and “house party” discussion groups, as well as nearly 1,000 High Holiday worshippers.

Many of the “amazing ideas that come out of IKAR are being replicated” by other emergent sacred communities, such as IKAR’s homemade Yizkor Book comprised of memories of the community’s loved ones. IKAR “sets the bar, ...providing inspiration” for other communities where meaningful and compelling Jewish life is at the core.

5870 West Olympic Boulevard
Los Angeles, CA 90036

c: Rabbi Sharon Brous
p: 323.634.1870
e: 411@ikar-la.org

board chair: Adam Miller
budget: \$635,000
inception: 2004

In

20

Institute for Jewish Spirituality

330 7th Avenue
Suite 1902
New York, NY 10001

c: Rabbi Rachel Cowan
p: 212.774.3608
e: rachel@ijis-online.org

board chair: Larry Schwartz
budget: \$1,138,126
inception: 2000

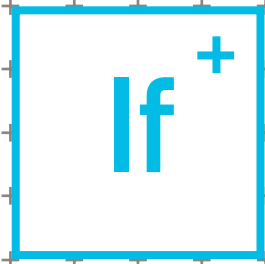
Founded by a group of rabbis, academics and spiritual leaders responding to a “spiritual crisis” in contemporary Judaism, the Institute for Jewish Spirituality (IJS) helps rabbis, cantors and educators develop a contemplative practice to sustain them in their demanding roles.

IJS brings a creative and inspiring approach to cultivate adaptive religious leaders of all denominations who preach, teach, counsel and govern their organizations with wisdom, courage, empathy and faith. 200 clergy have participated in the Rabbinic Leadership Program, IJS’s core offering, in turn ministering to hundreds of thousands of congregants with renewed devotion.

Under the leadership of Rabbi Rachel Cowan, IJS has steadily increased its capacity in the last few years, recently opening a new office on the West Coast. Moving forward, IJS plans to train rabbinical students and other Jewish leaders to teach yoga and meditation, spiritual practices that 20- and 30-something Jews can currently only find outside of Jewish communal structures.

21

InterfaithFamily.com



While many Jews fear a decline in the Jewish population due to rising rates of intermarriage, InterfaithFamily.com (IFF) believes that more interfaith couples will raise their children Jewish if they can comfortably learn about Jewish life without embarrassment or feeling judged. Its welcoming approach is demonstrating results as 100 people a month call for assistance and 150 people a month sign up for its online newsletter, bringing the e-subscriber list to nearly 8,000. Close to 50% of that list state they heard about IFF through referrals, suggesting that interfaith couples and Jewish institutions are turning more and more to IFF as the go-to resource for content on this issue.

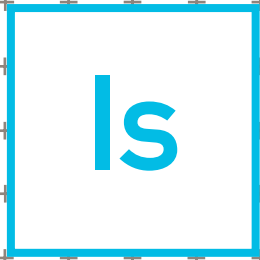
In order to test this hypothesis, IFF surveyed its constituents in early 2007 and found that using its online resources led to or improved celebrating Jewish holidays (69%), incorporating Jewish rituals into life (64%), and deciding to raise children Jewish (31%). Now, after five years in start-up mode, IFF is ready to build community among its users and is exploring social networking technology (such as Facebook and MySpace) to facilitate connections not only between couples and institutions but also among users.

While Founder and Executive Director Ed Case has always been passionate and “acutely sensitive to the needs of this population,” funders believe he has “developed as a leader and spokesperson,” building “a grassroots base of outreach-friendly Jewish professionals” around the country and educating communal leaders on how to reach this underserved population.

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

c: Edmund C. Case
p: 617.581.6860
e: network@interfaithfamily.com

board chair: Ginny Wise
budget: \$880,632
inception: 2001



22

Isabella Freedman Jewish Retreat Center

Located near the New England town of Falls Village, Connecticut, Isabella Freedman Jewish Retreat Center presents guests with 380 acres of forests, meadows and lakes along with accommodations for 180. For 113 years, Isabella Freedman has continued to innovate based on the changing needs of the Jewish community. Initially open to Jewish women who worked in the sweatshops in New York City, today's programs reach out to a wider population and include ADAMAH: The Jewish Environmental Fellowship, Senior Adult Summer Camp, and most recently, a merger with Elat Chayyim Center for Jewish Spirituality.

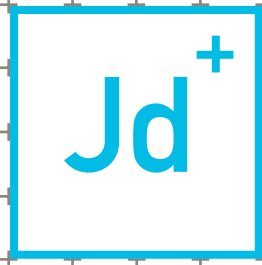
Isabella Freedman also stands out for the way it operates. The Director's Message at the front of its 2007-08 Program Catalog proudly declares that the calendar "mirrors the diversity and richness of the larger Jewish community... [welcoming] people from nearly every Jewish background, sexual orientation, age group, race and denominational affiliation." Similarly, its Commitment to Sustainability claims an energy efficiency that is at least 30% better than the State Code. On the horizon, the acquisition of an additional 20 acres will host a working organic farm.

With a "strong, young, energetic leader at the helm," a variety of programs and a bucolic setting, Isabella Freedman is becoming "the retreat center of choice."

116 Johnson Road
Falls Village, CT 06031

c: Adam Berman
p: 860.824.5791
e: adam@isabellafreedman.org

board chair: Sharon Strassfeld
budget: \$3,100,000
inception: 1893



23

JDub Records

In 2007, it is common knowledge that young Americans, Jewish and non-Jewish alike, are immersed in American popular culture. Attendance at synagogues and Hillel houses is being superseded by attendance at concert venues and on the iTunes website. Generation Yer and co-founder Aaron Bisman accurately assessed that his peers want to hear high quality, authentic Jewish voices in universal realms where Jews can enjoy music with their friends and significant others. Five years, 12 CDs, 18 artist tours through 100 cities, two dozen Jewish holiday events, and 20,000 e-mail subscribers later, with more than 100,000 young people reached, Aaron's experiment has become a successful pathway into Jewish life.

This year alone, JDub has established a second hub for local artist development in Los Angeles; partnered with the Foundation for Jewish Culture, Avoda Arts and UJA-Federation of New York to launch the Six Points Fellowship for young Jewish artists; released new albums from JDub artists Balkan Beat Box and SoCalled; and begun an Israeli artist initiative to bring Israeli talent to American audiences. "It's hard to believe JDub's not a multi-million dollar organization" given all that it accomplishes.

Funders and fans attribute much of JDub's success to founder Aaron Bisman. One calls him a "visionary," another "highly talented," and all agree that he is not only in touch with his target audience but also has the potential to reach thousands more.

7 East 10th Street
3rd Floor
New York, NY 10003

c: Aaron Bisman
p: 212.998.4112
e: aaron@jdubrecords.org

board chair: Rabbi Andy Bachman
budget: \$750,000
inception: 2002



24

Jewish Funds for Justice

Founded in 1984, Jewish Funds for Justice (JFSJ) is the model of a Jewish organization that has successfully transitioned to its next generation of leadership. Two years ago, the Jewish Fund for Justice merged with The Shefa Fund to bring their distinct support of low-income communities under one roof. This year, JFSJ merged with Spark to create the Spark Center for Jewish Service Learning. JFSJ's multiple strategies of grantmaking, investing, congregation-based organizing, education, leadership development, advocacy and now service have combined to have an impact nationwide.

From an online campaign that asked people to vote on the issues about which they cared most, JFSJ engaged approximately 9,000 Jews in ranking their collective priorities, which were then communicated to all the Presidential candidates from both parties. Additionally, through its multigenerational board and staff, its award-winning blog www.jspot.org, and the Selah Collaborative Leadership Program, JFSJ operates in a way that creates awareness and training, builds trust and collaboration, and cultivates the values of Jewish life that many disenfranchised Jews are eager to find.

One colleague claims, "Simon Greer is a treasure," while a funding partner says "in its short term as a new organization, JFSJ is already having an impact in local communities and on the Jewish social justice field." JFSJ is fast becoming "the Jewish voice for justice in North America."

330 7th Avenue
Suite 1902
New York, NY 10001

c: Julia Pimsleur
p: 212.213.2113
e: jpimsleur@jewishjustice.org

board chairs: Amy Dean & Steven Fishman
budget: \$4,600,000
inception: 1984

Je

25

Jewish Milestones

Even though recent research suggests that denominational affiliation is on the decline, Jews still desire rituals to mark births, deaths and marriages. Those who do not belong to a synagogue have few places to turn if they still want a Jewish wedding, help saying kaddish for their parents, or a bris or baby naming for their child. Jewish Milestones caters to this need, offering what they call “post affiliation” services. According to Jewish law, life cycle rituals do not require the presence of an ordained rabbi; therefore, Jewish Milestones trains volunteers and professionals to provide ritual services.

Testimonials from Jewish Milestones clients describe feeling met “where they are” and enjoying positive and meaningful Jewish experiences “without an agenda.” With limited Jewish knowledge, many Jews describe feeling lost, unsure of which book or website to utilize. Jewish Milestones enters to provide important ritual services and help Jews navigate the Jewish landscape.

With an office in the Bay Area, Jewish Milestones is poised for replication. Co-founder Rachel Brodie is a “creative, bright and engaging leader.” She and co-founder Julie Batz are “pioneers” having an impact on “countless unaffiliated Jews.”

748 Gilman Street
Berkeley, CA 94710

c: Rachel Brodie
p: 510.559.3636
e: rachel@jewishmilestones.org

board chair: Toby Rubin
budget: \$250,000
inception: 2003



26

Jewish Mosaic partners with Jewish organizations of every denomination to create a world where all Jews are fully included in communal life, regardless of sexual orientation or gender identity. Because of homophobia and heterosexism, many gay, lesbian, bisexual and transgender (GLBT) Jews “assimilate” and hide their identities in order to participate in the Jewish world. Jewish Mosaic asserts a vision of “transformative integration” where Jews neither have to assimilate nor remain separate; rather, Jewish institutions transform to include and welcome all forms of Jewish difference.

Based in Denver, Colorado with a regional office in San Francisco, Jewish Mosaic connects locally-based GLBT Jewish advocacy groups with one another; keeps GLBT issues on the agendas of national Jewish institutions; conducts national policy research; and provides GLBT resources, education and consulting.

Jewish Mosaic “addresses an underserved population” helping make “necessary organizational policy changes in Jewish institutions.” Gregg Drinkwater is an “expert in this field” and a great resource for organizations and communities nationwide.

P.O. Box 18743
Denver, CO 80218

c: Gregg Drinkwater
p: 303.691.3562
e: info@jewishmosaic.org

board chair: Shawn Landres
budget: \$250,000
inception: 2003

Jo

27

Jewish Orthodox Feminist Alliance

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

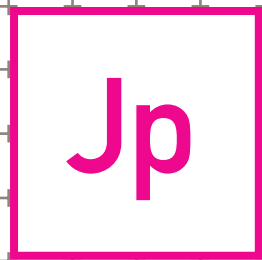
c: Robin Bodner
p: 212.679.8500
e: jofa@jofa.org

board chair: Carol Kaufman Newman
budget: \$650,000
inception: 1997

As the majority of Orthodox institutions still do not have women's issues on their agendas, Jewish Orthodox Feminist Alliance (JOFA) stands out as the progressive voice within the United States Orthodox movement. Now celebrating ten years of operation, JOFA demarcates ground for women's increased meaningful participation in Orthodox Jewish life. Today, JOFA continues this important work but also stands beside the Orthodox Union as the only other voice of leadership. For example, a recent petition to support agunot (women whose husbands will not grant a Jewish divorce) garnered 2,000 signatories from 12 countries in only two weeks.

JOFA's members range in age from 20 to 60 years old. Its recent 10th Anniversary Conference attracted 1,000 members from the United States, Canada, Europe and Israel, 20% of whom were men. New partnerships with high schools, Hillels and community synagogues have also engaged young couples and women of all ages who feel isolated and hungry for the kind of information on inclusion that JOFA provides.

From a girl about to become a Bat Mitzvah who wants to know how female family members can be actively involved in what has traditionally been a ceremony for boys within the Orthodox movement, to a young woman about to be married who wants a greater role in the wedding rituals, JOFA produces options and opportunities acceptable within halacha, or Jewish law.



28

Jewish Student Press Service

114 West 26th Street
Suite 1004
New York, NY 10001

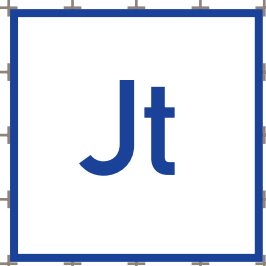
c: Elizabeth Alpern
p: 212.675.1168
e: publisher@newvoices.org

board chair: Mik R. Moore
budget: \$172,000
inception: 1970

For close to four decades, the Jewish Student Press Service (JSPS) has promoted Jewish press by and for college students. From the 1970s to the early 1990s, JSPS networked hundreds of Jewish campus publications across the country through a national wire service. It then began publishing *New Voices*, a national magazine supplanting smaller papers that had taken a back seat to universal press in the '90s. While the publisher and editor of *New Voices* have transitioned out every few years to ensure that the publication stays fresh, JSPS's succession plan has maintained a consistent thread and tradition that celebrates Jewish media.

26,000 undergraduates at 500 campuses receive copies of *New Voices* through their Hillel mailboxes. More than 50 Jewish Studies departments receive bulk packages of magazines to circulate, and more than 50 volunteers distribute the magazines on campuses nationally. Through *New Voices*, students receive briefings on current topics in the Jewish community, read multiple sides of an issue, and begin to develop an analysis of the Jewish world.

JSPS is "a great thread that connects Jewish students regardless of their level of affiliation." In addition to creating and educating informed Jewish citizens, JSPS also takes pride in cultivating a new generation of Jewish journalists. Today, many of the community's accomplished reporters and editors began their training at JSPS.



29

Jewish Television Network

13743 Ventura Boulevard
Suite 200
Sherman Oaks, CA 91423-3003

c: Jay Sanderson
p: 818.782.5891
e: jsanderson@jtnproductions.com

board chairs: Seth Merrin
& Jeff Sagansky
budget: \$1,500,000
inception: 1981

When it began in 1981, Jewish Television Network (JTN) was ahead of its time as the first significant attempt to use the medium of television as an outreach vehicle. Today, its mission has evolved beyond “outreach” as it has become an organization that “creates, produces and distributes a meaningful reflection of the richness and diversity of the Jewish people” for Jews and non-Jews alike, and it continues to adapt new media to convey Jewish values, culture and tradition.

JTN’s television programs offer a “safe and private space in a person’s home,” an easily accessible way for many unaffiliated Jews to experience Jewish life. Last year, JTN’s program on Chanukah aired Christmas Day on PBS. Nielsen ratings calculated that the show reached 5 million households, perhaps 12 million people in total, and was the number one watched children’s television show that day. Next in the pipeline is *Jewish America*, a six-hour primetime series to be released on PBS in January 2008.

In addition to TV, this year JTN launched a live streaming broadband website offering network-quality Internet programming. In line with popular culture trends, and led by an extraordinary group of media executives from Sony, CBS Entertainment, 20th Century Fox and Liquidnet, JTN has the potential to be the “Jewish YouTube.”

Ja

30

Jewish Women's Archive

Created to uncover, chronicle and transmit the rich history of American Jewish women, Jewish Women's Archive (JWA) developed the first-ever website that made it possible to learn online about women's contributions to history and contemporary Jewish life. More than a decade since its founding, JWA's website remains in high demand. In 2006 alone, half a million visitors—a 37% increase from the year before—sought out jwa.org. Thousands of organizations link to the site, and its Jewesses With Attitude blog receives close to 5,000 unique visitors each month.

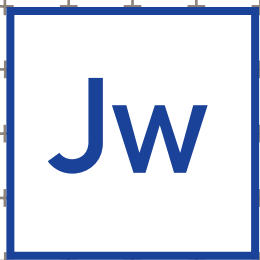
This year, JWA is capturing stories of Jewish women in joy and pain. Its virtual exhibition, *Katrina's Jewish Voices*, is staggering. And its new film, *Making Trouble*, features the history of Jewish women comedians. The film will premiere at SILVERDOCS, the international festival for independent and documentary films, followed by a release at the San Francisco Jewish Film Festival.

In addition to its online content, JWA distributes curricula for educators, circulates a substantive monthly newsletter, and organizes in-person events. "They continue to bring stories forward that no one else does."

138 Harvard Street
Brookline, MA 02446

c: Rachel Kalikow
p: 617.232.2258
e: info@jwa.org

board chair: Michele Rosen
budget: \$2,226,462
inception: 1995



31

Jewish World Watch

16944 Ventura Boulevard
Suite 1
Encino, CA 91316

c: Tzivia Schwartz-Getzug
p: 818.501.1836
e: tzivia@jewishworldwatch.org

board chair: Rabbi Harold M. Schulweis
budget: \$850,000
inception: 2004

Shocked by mass killings in Darfur, Sudan and recollecting the Holocaust and post-Holocaust genocides, Rabbi Harold Schulweis of Valley Beth Shalom in Encino, California challenges his congregation to “not stand idly by,” which has become the motto of Jewish World Watch (JWW). The organization mobilizes Orthodox, Conservative, Reconstructionist and Reform synagogues, their schools, their members, and the larger Southern California community to combat genocide and other egregious violations of human rights.

Co-founder Janice Kamenir-Reznik, an attorney, social worker and civil rights advocate, spearheaded the organization in its first two years, transforming traditional synagogue social action committees into steadfast volunteers and agents of change. With a membership of 55 synagogues and a constituency of more than 300,000 concerned citizens, JWW educates its members on current issues, activates members to advocate for change, and develops resources to assist victims and survivors of genocide.

JWW “has accomplished a lot in only two years.” Now under the leadership of Executive Director Tzivia Schwartz-Getzug, this “rabbinic and lay powerhouse team continues to lead the way,” demonstrating that immediate response to world crises can come from within the synagogue rather than just outside of it. “No other grassroots organization has ignited such passion and participation of the synagogue community around an issue of social justice since the Soviet Jewry movement.”



32

6101 Montrose Road
Suite 202
Rockville, MD 20852

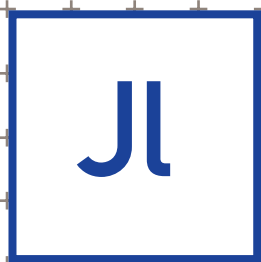
c: Rebecca Wiseman
p: 301.348.7346
e: rebecca@jypi.org

board chair: Barbara Gervis Lubran
budget: \$546,300
inception: 2002

Philanthropic opportunities for teens have been building steam over the last five years, and Jewish Youth Philanthropy Institute (JYPI) has been at the forefront of the movement. Among 50 teen philanthropy programs across the country, it is the only independent 501(c)(3), and it has been able to combine philanthropy and civic engagement. Teens from public, private and parochial schools contribute their own funds, which are then matched by JYPI, and pursue a two-year collective grantmaking and volunteer process. Participants learn about their local areas' needs as well as those of Israel and global Jewry, and then make joint decisions to allocate funds.

Originally devised for 8th and 9th graders, participants who were aging out asked to continue, so a 10th through 12th grade program was established. In total, JYPI operates eight groups in Washington, DC, Maryland and Virginia. In addition to these youth philanthropy circles, JYPI coordinates monthly community service opportunities, summer community service camp, and an annual service learning trip in conjunction with American Jewish World Service.

Funders at the Grinspoon, Mayerson, Sierra, and Rose Community Foundations have worked closely on their own models as well as with JYPI funders to organize a national youth philanthropy conference and a national Jewish youth philanthropy website, and to launch the Jewish Teen Funders Network, housed at the Jewish Funders Network. While hardly alone in the youth philanthropy sphere, one partner attests that JYPI "serves as a wonderful model for others to follow and is helping to inform the field."



33

Jewlicious

Until relatively recently, few people knew what a “blog,” or online journal, was. Of the hundreds that now exist, Jewlicious stands out as it fuses online and real-time community building. Created by young people for their peers, Jewlicious seeks to be contemporary and resonant while also respecting the values of Judaism and the role of Israel in Jewish identity. With content written by a team of volunteers across the United States and Israel who average 31 years in age, www.jewlicious.com captures the attention of 18 to 35 year-old Jews at a rate of nearly 10,000 a day.

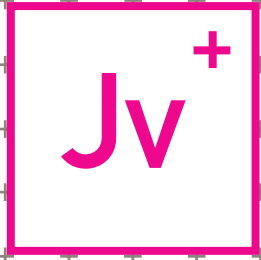
Leveraging off the success of the blog, the Jewlicious team has organized a Jewlicious Festival. Currently located in Long Beach, California and Southern Florida, the festivals attract 500 unaffiliated Jews from 50 college campuses across ten states. Attendees are educated and entertained by 60 musicians, performers, teachers, artists and writers throughout a Shabbat weekend experience. Based on feedback from participant evaluations, Jewlicious plans to continue the festivals in Long Beach and South Florida and also roll out festivals in Boston, Chicago and Las Vegas over the next two years.

The individuals behind Jewlicious, including a writer, Hillel director, rabbi, university professor and dot-com executives, “are noteworthy.” We look forward to watching as this dedicated team, “co-creating for their peers,” continues the Jewlicious experiment in the coming years.

3801 East Willow Street
Long Beach, CA 90815

c: David Abitbol
p: 562.426.7601, x1424
e: jewlicious@gmail.com

board chair: Farley Herzek
budget: \$250,000
inception: 2005



34

Just Vision

A few years ago, one had to sift through partisan, inflammatory and even false data to teach or report on non-governmental Israeli-Palestinian peace-building efforts. Simultaneously, many religious and student groups had mobilized around “pro-Israel” and “pro-Palestine” poles based on what they saw daily in the news. Within this context, Just Vision became the first resource to offer in-depth, non-partisan materials about Israeli-Palestinian joint efforts to resolve key areas of dispute nonviolently.

Founder Ronit Avni and her team have created educational and informational materials highlighting 180 civilians working to promote reconciliation in the Middle East. Americans and people around the world who are looking for ways to get involved from a distance can access these resources via the Internet. Thousands have signed up for Just Vision’s listserve, 70 cities from San Francisco to Dubai have screened its award-winning film *Encounter Point*, and millions rely on Just Vision’s footage—most recently, Al Arabia signed on to use these resources during prime time.

While the median age of Just Vision’s staff is only 29, one funder testifies, “put these hard-working women on the task, and they could change the world.” As a next step in that direction, Just Vision’s new conflict resolution curriculum, developed in collaboration with Abraham’s Vision, will be available for US classrooms in 2008.

PMB #226
123 7th Avenue
Brooklyn, NY 11215

c: Ronit Avni
p: 866.809.3401
e: ronit@justivision.org

board chair: Hanan Watson
budget: \$470,000
inception: 2003

Kv

35

Kavana

Echoing next generation trends across the country, a group of young Seattle urban-dwellers, many of whom were transplants from other cities, did not feel they fit in with local Jewish communal institutions. In response, the group utilized their entrepreneurial and technological skills to create Kavana, a co-operative model in which every member is a “partner” and participates in “producing” as well as “consuming” the community’s goods and services.

Rabbi Rachel Nussbaum, a graduate of the Jewish Theological Seminary and former prayer leader at New York’s Hadar minyan, provides rabbinic leadership to the co-op, meeting with each partner to help them chart their individual and communal Jewish objectives annually. Kavana’s approach to offering “personalized Judaism in a community context” attracts hundreds of young single adults and young families, including many interfaith families, “without watering down the Jewish experience.”

Kavana is growing under the watchful and metrics-oriented attention of founder Suzan LeVine, former Expedia executive, as well as other start-up partners from Starbucks, Microsoft, Cranium and Amazon. Their involvement illustrates that many young Jews are willing to invest in Jewish life if they do not feel obligated to do so, but instead feel “self-obligated” because involvement nourishes not just their spreadsheets but also their souls.

P.O. Box 19666
Seattle, WA 98109

c: Sprout Hochberg
p: 206.378.1924
e: kavanasattle@gmail.com

board chair: Suzan LeVine
budget: \$121,000
inception: 2006

Ks

36

Keshet

Founded by a gay Jewish man who wanted the Jewish community to be more welcoming of people with different sexual orientations, Keshet develops leadership among gay, lesbian, bisexual and transgender (GLBT) Jews and allies who can affect policy and cultural change in Jewish institutions. The organization also creates opportunities for GLBT Jews to come together and celebrate their Jewish identities in affirming environments. With a presence on MySpace, FaceBook, Queer Agenda, Geshet City, Gay Gevalt and other websites, Keshet continues to connect with GLBT Jews around the country.

Since its founding, Keshet has become best known for its first documentary film, *Hineini: Coming Out in a Jewish High School*. Screened for thousands of Jewish youth, faculty and informal educators in more than 50 Jewish educational settings across the country, the film has become a springboard to explore GLBT issues. Pilot-tested in Boston, San Diego and Jerusalem in the spring of 2007, *Hineini's* accompanying Curriculum Guide will also be available for grades 7 to 12 in the 2007-08 academic year.

Many are “in awe of how [Director] Idit [Klein] continues to catalyze change.” Initially a Boston-based organization, demand for Keshet’s work has catapulted the organization onto the national scene. Still in the early stages of organizational development, we look forward to watching Keshet evolve under Idit’s “strong professional leadership.”

Li

37

Lilith

Founded by a small collective of women during the women's movement of the 1970s, *Lilith Magazine* became the press that articulated the Jewish position on issues of reproductive health, social justice and human rights. Lilith was also founded to hold the mainstream Jewish community's "feet to the fire" by expanding narrow views of gender and of the role women could play in the Jewish community. Since its inception, Lilith has been the first to spotlight issues such as clergy sexual abuse, domestic violence in Jewish families, transgender Jews, and sexual exploration during bar and bat mitzvah events.

Lilith has managed to stay on the leading edge of women's issues in large measure because of the 120 high school, college and graduate school students who have participated in Lilith's internship program over the last 30 years. With their abilities to "hear" emerging issues, interns have received journalism training while bringing in diverse ideas about ritual, gender and cross-cultural communication for the publication. One study conducted by Lilith showed that 40% of Lilith's estimated readership of 25,000 was not at all active in the Jewish community when they first found the magazine, so Lilith is further engaging this unaffiliated audience through a blog, an online newsletter to which 4,000 subscribe, monthly podcasts, hosted salons and exhibitions, and other formats created to augment the magazine.

Its "timely and progressive content makes Lilith a creative and current magazine." Another devoted reader states, "Lilith still fulfills a need. I am surprised by how many people would be appreciative of knowing about this marvelous resource."

250 West 57th Street
Suite 2432
New York, NY 10107

c: Susan Weidman Schneider
p: 212.757.0818
e: susanws@lilith.org

board chair: Eve Coulson
budget: \$513,000
inception: 1976

Lm

38

Limmud NY

Limmud NY is a grassroots community of over 90 volunteers who work year-round to organize Jewish learning and cultural experiences for Jews of all ages and backgrounds. Self-described as a “conference, a festival, a gathering of hundreds of Jews from all walks of life,” Limmud NY is certainly one of the broadest gatherings of Jewish experiences ever seen under one roof. Last year’s annual Limmud, or “learning,” was attended by 750 people who chose from 300 sessions including text study, poetry, politics, philosophy, performance and visual art. Participants were encouraged to craft their own Jewish journeys by choosing among the myriad programs and encounters on offer.

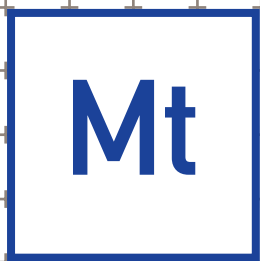
Inspired by the annual Limmud Conference in England, this idea is now traveling across the United States. With support from the Charles and Lynn Schusterman Foundation, Limmud NY staff has begun to counsel leaders in Atlanta, Boulder/Denver and Los Angeles who are interested in adapting the Limmud model for their own communities. As volunteer participation is a key element of Limmud’s model, each replication reflects both the spirit behind the Limmud vision as well as the local community’s flavor.

Founding Director Abi Dauber Sterne is making aliyah and is succeeded by Sara Shalva, who is expected to carry on Limmud’s track record of “impressive leadership.” If interested in participating or presenting in the next Limmud, scheduled for January 17-21, 2008, or considering replication in your community, check out www.limmudny.org.

111 8th Avenue
11th Floor
New York, NY 10011

c: Sara Shalva
p: 212.284.6968
e: sara@limmudny.org

board chair: Karen Radkowsky
budget: \$704,000
inception: 2003



39

Families who have children with special needs were delighted when MATAN entered the scene five years ago because children who have trouble reading because of dyslexia or problems interacting due to autism can feel even more isolated by the experience of learning Hebrew. MATAN's 14 synagogue and Jewish community center based classes for children with special needs make it possible for these children to receive a Jewish education. MATAN also subsidizes 50 cents on the dollar per child because special needs services are expensive for families.

As 8% of the US population has special needs, MATAN extrapolates that there are approximately 35,000 Jewish children in need of services. Historically, special needs programs have grown locally, but with MATAN's track record, and with other providers like Gateways emerging, MATAN is considering how to collaborate by offering its testing and consulting services nationwide.

In 2005, the founders of MATAN transitioned the organization to new leadership. Funders find Executive Director Susan Holzman Wachstock to be "impressive and effective." With her strengths and the participating families' passions, the organization is "like the Little Engine that Could."

333 Mamaronek Avenue
#342
White Plains, NY 10605

c: Susan Holzman Wachstock
p: 866.410.5600, x10
e: susan@matankids.org

board chair: Ralley Landau
budget: \$313,000
inception: 2000

My

40

Mayyim Hayyim

Mayyim Hayyim Living Waters Community Mikveh and Education Center has reclaimed the ancient tradition of ritual immersion and reinvented the traditional mikveh for contemporary society. This mikveh is open to all Jews across the spectrum of affiliation and observance, and it has attracted 8,000 visitors, more than 20% of whom traveled to Boston for the experience.

Whether celebrating a bar or bat mitzvah or a wedding, converting to Judaism, or finding solace from trauma or illness, Mayyim Hayyim tenders a profound respite infused with spiritual meaning. This multifaceted mikveh/education center has become a community center of sorts, open 12 hours a day, six days a week, inspiring regular art and literary projects as well as a national conference.

Nearly 20 communities around the world have called to inquire about replication, and another 20 want to enhance their programming with what Mayyim Hayyim has created. In an effort to meet these new consulting requests, this year Mayyim Hayyim will launch Mainstream: The Mikveh Outreach Initiative. Creatives behind Mayyim Hayyim are clearly succeeding at “taking something very traditional and putting a new spin on it.”

1838 Washington Street
Newton, MA 02466

c: Aliza Kline
p: 617.244.1836 .x210
e: alizak@mayyimhayyim.org

board chair: Anita Diamant
budget: \$707,523
inception: 2001

Mz

41

MAZON: A Jewish Response to Hunger

In 1985, MAZON founder Leonard Fein could not reconcile the Jewish community's lavish expenditure on catered celebrations with the Ethiopian famine, which was at its height. He founded MAZON to bridge the gap between a growing abundance in the Jewish community and the millions of hungry people around the world. Since then, MAZON's eye has only sharpened, now focusing on the 40% of American households with one adult working full time that still need emergency food to make ends meet.

Annually, MAZON funnels more than \$3 million to hunger-fighting organizations that distribute food as well as provide job training, child care and other long-term assistance. However, with 35 million Americans now experiencing "food insecurity," MAZON has begun to force a movement-wide reprioritization with its grants, acknowledging that food is still needed but also that public policy changes are necessary to break down stereotypes and create lasting changes to relieve hunger in America.

Since its founding, MAZON has "remained steadfast" and become a "household word," raising awareness about hunger in the Jewish world and beyond. Now, after two decades, MAZON is reaching out to a new generation on myspace.com/mazonusa.

1990 South Bundy Drive
Suite 260
Los Angeles, CA 90025

c: Jeremy Deutchman
p: 310.442.0020
e: jdeutchman@mazon.org

board chair: Rabbi Arnold Rachlis
budget: \$5,639,901
inception: 1985



42

Moving Traditions

Moving Traditions helps teens build personal Jewish identities through projects such as *Rosh Hodesh: It's a Girl Thing!*, which in five years has grown to 200 groups of approximately 4,000 girls and 400 trained supervisors, operated by 160 institutions of all denominations. The program offers a contemporary monthly celebration of the new moon for girls in grades 6 to 12, using Jewish teachings to help them understand poplar culture, build an internal compass, and make healthy choices amid the pressures of growing up in American society today.

Based on the success of *It's a Girl Thing!*, Moving Traditions recently launched *Where Have All the Young Men Gone?* to determine how to better serve teenage boys, who are even more likely than girls to opt out of Jewish-sponsored programs. A study by The Search Institute found that 68% of Jewish boys believe available Jewish activities are “repetitious” and therefore “not meaningful.” No one other than Moving Traditions has yet to address these issues regarding boys.

Supporters of the organization cannot say enough about its leadership and programming. “While there are other Jewish youth groups, none focus on ritual and life cycle events in this way. Deborah [Meyer] is a strong and smart leader and uses a creative, thoughtful and non-threatening curriculum to reach girls.” We cannot wait to see the boys’ program develop.

115 West Avenue
Suite 102
Jenkintown, PA 19046

c: Deborah Meyer
p: 215.887.4511, x101
e: dmeyer@movingtraditions.org

board chair: Sally Gottesman
budget: \$1,273,124
inception: 2005

43



5870 West Olympic Boulevard
Los Angeles, CA 90036

c: Lisa Davidowitz
p: 323.761.8350
e: ldavidowitz@pjalliance.org

board chair: Joan Patsy Ostroy
budget: \$950,000
inception: 1999

The West Coast anchor of the Jewish social justice movement, Progressive Jewish Alliance (PJA) is a membership organization founded in 1999 that continues to assert a progressive Jewish presence in campaigns for social justice in Southern—and as of 2005, Northern—California. While many Jewish advocacy organizations focus exclusively on issues related to Israel and fighting anti-Semitism, PJA enables Jews to work on social issues that affect their current surroundings and life experiences.

Its core campaigns have promoted fair labor conditions and fought violence in cities, but in 2007, PJA decided to build new collaborations. Given the demographic landscape of Los Angeles, PJA partnered with the Muslim Public Affairs Council to launch New Ground: A Muslim-Jewish Partnership for Change. This nine-month program, featured in the *Los Angeles Times* as well as the *Jewish Journal*, invited 20-something professional Jews and Muslims to move beyond the conflicts in the Middle East as well as mere “dialogues” and create joint projects to advance common issues in their local communities.

Executive Director Daniel Sokatch is “compelling and passionate.” Collaborations with other *Slingshot* organizations—Just Vision on its New Ground curriculum, Jewish Funds for Justice on immigration advocacy, Reboot on national programming, and office space shared with Ikar—demonstrate Daniel and PJA’s sense of innovation as well as organizational efficiency.



44

What started as a peer group for a dozen heads of day schools is now a burgeoning network of more than 112 post-denominational schools, representing 35,000 students across the United States, Canada and Mexico. RAVSAK produces a quarterly newsletter about trends in day schools, hosts an annual conference, provides consulting services to its members, and links schools so that one does not have to reinvent the wheel when another has recently tackled a particular organizational challenge.

In an era when more and more people define their Jewish identities by their behaviors and not by a collective identity, RAVSAK is also unique in that it is necessarily post-denominational, although some Reform and Conservative day schools seek out RAVSAK for the exemplary services it offers.

RAVSAK represents “innovation on a traditional model.” It is worth watching even for non-day school funders because RAVSAK claims that 70% of the children in its schools are from families with no other ties to the Jewish community. If that is the case, day schools have a unique opportunity not only to teach the children but also to engage the parents.

120 West 97th Street
New York, NY 10025

c: Dr. Marc N. Kramer
p: 212.665.1320
e: mkramer@ravsak.org

board chair: Susan Weintrob
budget: \$761,215
inception: 1987



45

Reboot

Reboot is a growing network of some of the most creative young writers, technologists, filmmakers, social activists and academics dedicated to developing the mechanisms to engage their generation in issues of Jewish life. Not the usual suspects of organized Jewish life, Rebooters' creative identities trumped their religious ones until Reboot gave them a place to question, explore and reclaim Jewish identity and community on their own terms.

Founded to close the gap between the majority of young North American Jews who are interested in their Jewish identities but less interested in traditional institutional offerings, Rebooters use their talents to produce new forms of Jewish engagement. Too plentiful to list, these innovations top the list: *Guilt and Pleasure* magazine sells 10,000 copies of its quarterly issue through Borders and Barnes & Noble, spawning salons across the country. Reboot Films engages young Jews in Israel's realities through *Sons of Sakhnin United*, a documentary about an Arab-Israeli soccer team, which premiered at the Tribeca Film Festival. Local networks have emerged in San Francisco and Los Angeles where a bi-monthly variety show, *Heaping Portions*, plays to sold-out crowds.

The Reboot model is starting to be replicated in cities around the country. Partners at the Rose Community Foundation in Denver have begun the first pilot with other cities in the queue. Another colleague in Cincinnati reports that *Guilt and Pleasure* "salons are popping up everywhere, changing the way people define who is engaged."

110 East 59th Street
26th Floor
New York, NY 10022

c: Deborah Leipzig
p: 212.931.0088
e: deborah@rebooters.net

board chair: Erin Petts
budget: \$1,300,000
inception: 2001

Sk

46

Seeking Common Ground

Seeking Common Ground (SCG) works to create a generation of leaders who understand the complexities of inter- and intra-group conflict and who have the tools to create sustainable solutions. For the past 14 years, through its flagship program Building Bridges for Peace, SCG has engaged more than 700 American, Israeli and Palestinian youth through a summer and subsequent year-long program that works to break down prejudices and build communication skills.

When founded, SCG uniquely focused its attention on young women, maintaining that “female-centered paradigms” built on the traits and characteristics traditionally associated with women—such as inclusiveness, compassion and communication—were often devalued in traditional negotiation systems. After pioneering leadership development in the peace-building field through a gender lens, SCG is now developing a parallel program for teen men.

One of the measures of SCG’s success lies in the fact that 95% of the staff for their summer programs are past program participants. In partnership with University of Denver’s Conflict Resolution Institute and Ben Gurion University of the Negev, SCG is also measuring the attitudinal and behavioral change participants undergo. From decreased tendency to stereotype and use of antagonistic language about the “other,” to increased involvement at home as leaders in their neighborhoods, SCG has an impact on the participants, their families and the communities in which they live and work.

P.O. Box 101958
Denver, CO 80250

c: Agatha Hultquist
p: 303.691.2393
e: info@s-c-g.org

board chair: Chuck Jacobs
budget: \$504,000
inception: 1993

Sh

47

Sharsheret

Sharsheret (Hebrew for “chain”) was founded by Rochelle Shoretz, a former Law Clerk to Supreme Court Justice Ruth Bader Ginsburg, after she was diagnosed with breast cancer. As this disease afflicts more and more pre-menopausal Jewish women, those fighting the disease want more than just an oncologist on their team. By pairing people with others experiencing similar diagnoses, The Link Program helps women and their families navigate complex choices.

Since its inception, Sharsheret has triaged more than 10,000 phone calls from women, health care professionals, and Jewish and breast cancer organizations calling with requests for help, and the organization continues to respond with agility. Busy Boxes now offer activities for young children of parents facing breast cancer; Sharsheret on Campus reaches out to universities and youth organizations to educate young women about the importance of early detection; and recently, Sharsheret became a Charter Member of the Lance Armstrong Foundation LiveStrong Young Adult Alliance, a coalition committed to improving survival rates of young adults with cancer aged 15 to 40.

Last year, the organization “weathered a leadership transition brilliantly.” We look forward to watching how succeeding Executive Director Eillene Leistner takes this nascent organization to the next level.

1086 Teaneck Road
Suite 3A
Teaneck, NJ 07666

c: Elana Silber
p: 866.474.2774
e: info@sharsheret.org

board chair: Amy Mines Tadelis
budget: \$603,288
inception: 2001



48

Sixth & I Historic Synagogue

Built in 1908 for the Adas Israel Congregation, Sixth & I Historic Synagogue was sold in 1951 to the Turner Memorial AME Church. In 2002, the building went up for sale again and was purchased by two Washington, DC developers who restored it and reclaimed the space for the vibrant community of 20- and 30-something Jews living and working around Capitol Hill. Sixth & I's governance structure reflects the pluralistic community its leadership models by including Directors from the Reform, Conservative and Orthodox movements. A committee of young Jews also advises the Board, translating the needs and social culture of Sixth & I's target audience.

6th in the City is by far the organization's most popular series of events. Michael Chabon, Thomas Friedman and Wynton Marsalis illustrate the literary, political and cultural icons who regularly attract 500 to 1,000 young Jews to these events. As a synagogue, weekly Shabbat services are led by a rotating team of rabbis and cantors who lead five styles of services with corresponding prayer books and draw higher attendance than any congregation in DC. As a communal institution, Sixth & I also partners with *The New Republic* magazine and Politics and Prose bookstore, welcoming 10,000 from their collective listserves to community-wide events.

In its most recent incarnation, Sixth & I is beginning to create a solid operating model. Low cost events drive up attendance, yet the economics keep leadership on its toes. Already engaging a "diverse cadre from many corners of DC's Jewish population," with a few tweaks, Sixth & I will be shining once more in all its historic glory.



49

Storahelling

Founded in 1998 by Amichai Lau-Lavie, an Israeli-born Jewish educator and performance artist, Storahtelling brings contemporary relevance to 5,000 years of Jewish heritage. Using performance as a vehicle, Storahtelling makes the weekly Torah portion more accessible to synagogue attendees and revitalizes age-old narratives for new generations in schools, shuls and performance venues.

Chock full of Jewish content, Storahtelling promotes Judaic literacy by translating Jewish texts in a way that resonates with people of all ages and denominational backgrounds. A supporter of Storahtelling since its inception attests, “Storahtelling has tremendous impact on children, young adults, geriatrics and people who are totally assimilated. Devotees are observant and not, learned and not.”

While Amichai has always been and remains the “guiding force” behind the organization, he is building “a talented and creative team” around him and training a national network of educators and artists to build their own programming for diverse and multigenerational audiences nationwide. In partnership with Brandeis, Foundation for Jewish Camping, Reboot, Synagogue 3000 and others, the best of Storahtelling is gaining legs.

261 West 35th Street
Suite 404
New York, NY 10001

c: Molly Lombardi
p: 212.245.8188
e: office@storahstelling.org

board chair: Marina Pinto-Kaufman
budget: \$620,000
inception: 1998

Bi

50

Taglit-birthright israel

Undoubtedly the biggest and possibly the boldest educational venture of the day, Taglit-birthright israel (bri) provides a free, first-time, 10-day educational trip to Israel for young unaffiliated Jews with the goal of strengthening their Jewish identities, their relationships to the Jewish community, and stimulating a connection to Israel. Seven years after its founding, 145,000 18 to 26 year-olds have been to Israel via bri. It is even being debated that no Jewish life cycle event—let alone Jewish program—is experienced by more of this age cohort than a bri trip.

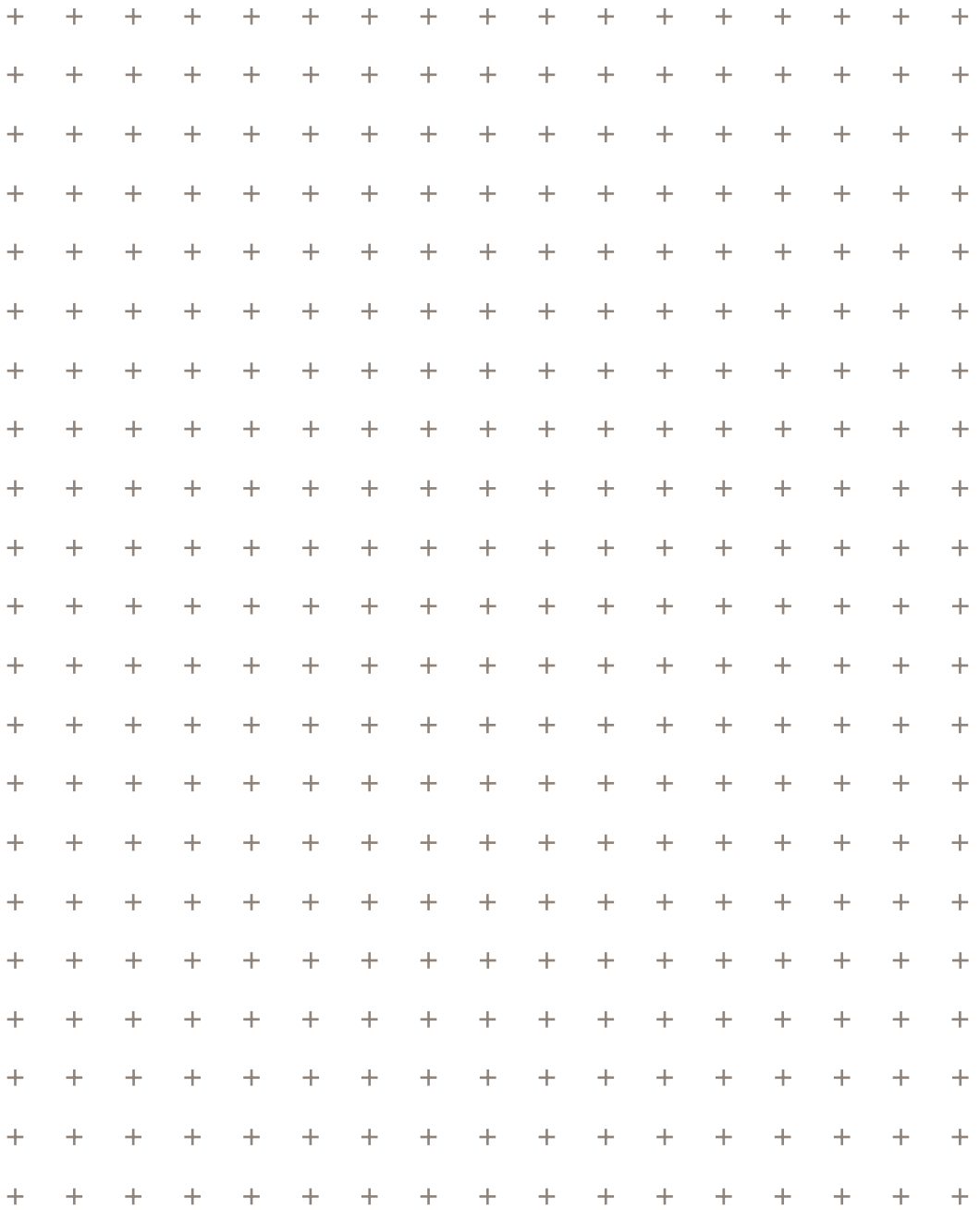
The Cohen Center for Modern Jewish Studies at Brandeis University measures the attitudes and behaviors of trip participants. One concrete result is how a bri trip primes young Jews for participation in Jewish life after their returns. While they do not all join existing institutions, in 2006 alone, 32,000 young Jews participated in 600 events organized by birthright Post-Trip Professionals and alumni nationwide. In addition to the young Jews who benefit from bri, the impact on tens of thousands of Israelis who help to implement the trips, as well as the Israeli economy in general, is staggering.

While the partnership between Jewish foundations, federations, the Jewish Agency and the Government of Israel assembles millions of dollars for bri participants each year, the demand to participate in this “extraordinary program” far exceeds available slots. As registration figures only increase with each cycle, we hope bri’s capacity continues to grow.

521 5th Avenue
27th Floor
New York, NY 10175

c: Larry Cohen
p: 212.457.0040
e: foundation@birthrightisrael.org

board chair: Susan R. Gelman
budget: \$51,000,000
inception: 1999



07.08

INDEXES

PROGRAM AREAS
POPULATIONS SERVED

PROGRAM AREAS

ARTS & CULTURE

An Ethical Start
Avoda Arts
BIMA
Centropa
Downtown Arts Development, Inc.
Four Seasons Project
Goldring/Woldenberg Institute
JDub Records
Jewish Student Press Service
Jewish Television Network
Jewish Women's Archive
Just Vision
Limmud NY
Mayyim Hayyim
Moving Traditions
Reboot
Sixth & I Historic Synagogue
Storahtelling

CHILDREN

American Jewish World Service
An Ethical Start
Foundation For Jewish Camping
Gateways: Access to Jewish Education
Hazon
InterfaithFamily.com, Inc.
Isabella Freedman Jewish Retreat Center
MATAN
Mayyim Hayyim
Moving Traditions

COEXISTENCE

An Ethical Start
Downtown Arts Development, Inc.
Encounter
Hazon

InterfaithFamily.com, Inc.
JDub Records
Just Vision
Seeking Common Ground

COMMUNITY BUILDING

Advancing Women Professionals
American Jewish World Service
An Ethical Start
BIMA
Downtown Arts Development, Inc.
Goldring/Woldenberg Institute
Hadar
Hazon
Institute for Jewish Spirituality
JDub Records
Jewish Funds for Justice
Jewish Orthodox Feminist Alliance
Jewish Student Press Service
Jewish World Watch
Jewlicious
Kavana
Keshet
Lilith
Limmud NY
Moving Traditions
Progressive Jewish Alliance
Reboot
Sixth & I Historic Synagogue

ENVIRONMENT

American Jewish World Service
An Ethical Start
Canfei Nesharim
Foundation For Jewish Camping
Hazon
Isabella Freedman Jewish Retreat Center

GENDER

Advancing Women Professionals
American Jewish World Service
Foundation For Jewish Camping
Jewish Funds for Justice
Jewish Mosaic
Jewish Orthodox Feminist Alliance
Jewish Women's Archive
Lilith
Mayyim Hayyim
Moving Traditions
Seeking Common Ground
Sharsheret

GLBT

American Jewish World Service
InterfaithFamily.com, Inc.
Isabella Freedman Jewish Retreat Center
Jewish Funds for Justice
Jewish Milestones
Jewish Mosaic
Keshet
Mayyim Hayyim
Moving Traditions

HEALTH

Gift of Life Bone Marrow Foundation
Hazon
Mayyim Hayyim
Moving Traditions
Sharsheret

HOLOCAUST

Centropa
Four Seasons Project
Taglit-birthright israel

INTERFAITH

Encounter
Foundation For Jewish Camping
InterfaithFamily.com, Inc.
JDub Records
Jewish Funds for Justice
Jewish Milestones
Just Vision
Mayyim Hayyim
MAZON: A Jewish Response to Hunger
Moving Traditions
Progressive Jewish Alliance
Storahtelling

JEWISH EDUCATION

American Jewish World Service
An Ethical Start
Avoda Arts
BIMA
Canfei Nesharim
Centropa
Drisha Institute for Jewish Education
Foundation For Jewish Camping
Four Seasons Project
Gateways: Access to Jewish Education
Goldring/Woldenberg Institute
Hadar
Hazon
Institute for Jewish Spirituality
Isabella Freedman Jewish Retreat Center
Jewish Funds for Justice
Jewish Milestones
Jewish Mosaic
Jewish Orthodox Feminist Alliance
Jewish Student Press Service
Jewish Women's Archive
Jewlicious

PROGRAM AREAS

Keshet
Limmud NY
MATAN
Mayyim Hayyim
Moving Traditions
RAVSAK
Sixth & I Historic Synagogue
Storahtelling
Taglit-birthright israel

JEWS OF COLOR

InterfaithFamily.com, Inc.
Isabella Freedman Jewish Retreat Center
Taglit-birthright israel

LEADERSHIP DEVELOPMENT

Advancing Women Professionals
American Jewish World Service
Canfei Nesharim
Drisha Insitute for Jewish Education
Encounter
Foundation For Jewish Camping
Gift of Life Bone Marrow Foundation
Hazon
Institute for Jewish Spirituality
Isabella Freedman Jewish Retreat Center
Jewish Funds for Justice
Jewish Orthodox Feminist Alliance
Jewish Student Press Service
Jewish Youth Philanthropy Institute
Keshet
Moving Traditions
Seeking Common Ground
Taglit-birthright israel

MEDIA

Avoda Arts
Centropa
Four Seasons Project
InterfaithFamily.com, Inc.
JDub Records
Jewish Funds for Justice
Jewish Student Press Service
Jewish Television Network
Jewlicious
Just Vision

MULTICULTURAL

American Jewish World Service
Downtown Arts Development, Inc.
InterfaithFamily.com, Inc.
JDub Records
Just Vision
Storahtelling

POVERTY

American Jewish World Service
Jewish Funds for Justice
MAZON: A Jewish Response to Hunger

RELIEF

American Jewish World Service
Jewish Funds for Justice
Jewish World Watch
MAZON: A Jewish Response to Hunger

RITUAL

Foundation For Jewish Camping
Hadar
Institute for Jewish Spirituality
Jewish Milestones
Jewish Orthodox Feminist Alliance

Lilith

Mayyim Hayyim

Moving Traditions

Reboot

Storahtelling

SERVICE

American Jewish World Service

Footsteps

Hazon

Jewish Funds for Justice

Jewish Youth Philanthropy Institute

SOCIAL JUSTICE

American Jewish World Service

Foundation For Jewish Camping

Four Seasons Project

Hazon

IKAR

Institute for Jewish Spirituality

Isabella Freedman Jewish Retreat Center

Jewish Funds for Justice

Jewish Mosaic

Jewish Orthodox Feminist Alliance

Jewish Student Press Service

Jewish Women's Archive

Jewish World Watch

Jewish Youth Philanthropy Institute

Just Vision

Mayyim Hayyim

MAZON: A Jewish Response to Hunger

Moving Traditions

Progressive Jewish Alliance

Reboot

SPECIAL NEEDS

Gateways: Access to Jewish Education

MATAN

SPIRITUALITY

An Ethical Start

Foundation For Jewish Camping

Four Seasons Project

Hazon

IKAR

Institute for Jewish Spirituality

Isabella Freedman Jewish Retreat Center

Jewish Funds for Justice

Jewish Milestones

Jewish Orthodox Feminist Alliance

Kavana

Mayyim Hayyim

Moving Traditions

Storahtelling

Taglit-birthright israel

TRAVEL

American Jewish World Service

Foundation For Jewish Camping

Jewish Funds for Justice

Taglit-birthright israel

POPULATION SERVED

CHILDREN

An Ethical Start
Canfei Nesharim
Downtown Arts Development, Inc.
Drisha Insitute for Jewish Education
Foundation For Jewish Camping
Gateways: Access to Jewish Education
Gift of Life Bone Marrow Foundation
Hazon
InterfaithFamily.com, Inc.
Isabella Freedman Jewish Retreat Center
Jewish World Watch
Kavana
MATAN
Mayyim Hayyim
MAZON: A Jewish Response to Hunger
Moving Traditions
RAVSAK

TEENS

American Jewish World Service
Avoda Arts
BIMA
Downtown Arts Development, Inc.
Drisha Insitute for Jewish Education
Foundation For Jewish Camping
Gateways: Access to Jewish Education
Gift of Life Bone Marrow Foundation
Hazon
Institute for Jewish Spirituality
InterfaithFamily.com, Inc.
Isabella Freedman Jewish Retreat Center
JDub Records
Jewish World Watch
Jewish Youth Philanthropy Institute
Just Vision
MATAN

Mayyim Hayyim
MAZON: A Jewish Response to Hunger
Moving Traditions
Seeking Common Ground

20'S AND 30'S

American Jewish World Service
An Ethical Start
Avoda Arts
BIMA
Downtown Arts Development, Inc.
Drisha Insitute for Jewish Education
Encounter
Footsteps
Foundation For Jewish Camping
Gift of Life Bone Marrow Foundation
Hadar
Hazon
Institute for Jewish Spirituality
InterfaithFamily.com, Inc.
Isabella Freedman Jewish Retreat Center
JDub Records
Jewish Funds for Justice
Jewish Student Press Service
Jewish World Watch
Jewlicious
Just Vision
Kavana
Mayyim Hayyim
MAZON: A Jewish Response to Hunger
Reboot
Seeking Common Ground
Sharsheret
Sixth & I Historic Synagogue
Taglit-birthright israel

ADULTS

Advancing Women Professionals
American Jewish World Service
An Ethical Start
Avoda Arts
Avoda Arts
BIMA
Canfei Nesharim
Downtown Arts Development, Inc.
Drisha Insitute for Jewish Education
Encounter
Gift of Life Bone Marrow Foundation
Hadar
Hazon
Institute for Jewish Spirituality
InterfaithFamily.com, Inc.
Isabella Freedman Jewish Retreat Center
JDub Records
Jewish Funds for Justice
Jewish World Watch
Just Vision
Kavana
MATAN
Mayyim Hayyim
MAZON: A Jewish Response to Hunger
RAVSAK
Sharsheret
Taglit- birthright israel

ELDERLY

Downtown Arts Development, Inc.
Drisha Insitute for Jewish Education
Gift of Life Bone Marrow Foundation
InterfaithFamily.com, Inc.
Isabella Freedman Jewish Retreat Center
Jewish World Watch
MAZON: A Jewish Response to Hunger
Taglit-birthright israel

FAMILIES

American Jewish World Service
An Ethical Start
Avoda Arts
Canfei Nesharim
Downtown Arts Development, Inc.
Drisha Insitute for Jewish Education
Encounter
Gateways: Access to Jewish Education
Gift of Life Bone Marrow Foundation
Hazon
InterfaithFamily.com, Inc.
Isabella Freedman Jewish Retreat Center
Jewish World Watch
Kavana
MATAN
Mayyim Hayyim
MAZON: A Jewish Response to Hunger
RAVSAK
Sharsheret
Sixth & I Historic Synagogue
Taglit-birthright israel

EVERYONE

An Ethical Start
Centropa
Downtown Arts Development, Inc.
Drisha Insitute for Jewish Education
Encounter
Four Seasons Project
Gift of Life Bone Marrow Foundation
Goldring/Woldenberg Institute
Hazon
IKAR
InterfaithFamily.com, Inc.
Isabella Freedman Jewish Retreat Center
Jewish Funds for Justice

POPULATION SERVED

Jewish Milestones
Jewish Mosaic
Jewish Orthodox Feminist Alliance
Jewish Television Network
Jewish Women's Archive
Jewish World Watch
Jewlicious
Keshet
Lilith
Limmud NY
MAZON: A Jewish Response to Hunger
Progressive Jewish Alliance
Sixth & I Historic Synagogue
Storahtelling

INTERFAITH

An Ethical Start
Downtown Arts Development, Inc.
Encounter
Gift of Life Bone Marrow Foundation
Goldring/Woldenberg Institute
InterfaithFamily.com, Inc.
Isabella Freedman Jewish Retreat Center
JDub Records
Jewish Funds for Justice
Jewish Milestones
Jewish World Watch
Just Vision
Kavana
Mayyim Hayyim
MAZON: A Jewish Response to Hunger
Moving Traditions
Seeking Common Ground

GLBT

Jewish Mosaic: The National Center for Sexual and Gender Diversity: GLBT
Keshet

MULTIETHNIC

Encounter
Downtown Arts Development, Inc.
Gift of Life Bone Marrow Foundation
InterfaithFamily.com, Inc.
Isabella Freedman Jewish Retreat Center
JDub Records
Jewish Milestones
Jewish World Watch
Just Vision
MAZON: A Jewish Response to Hunger
Progressive Jewish Alliance
Seeking Common Ground

SPECIAL NEEDS

Gateways: Access to Jewish Education
MATAN

ACKNOWLEDGMENTS

About Grand Street

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

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

We believe Grand Street provides a unique opportunity for growth and exploration. If you or your family members are interested in joining, please do not hesitate to contact us at info@2164.net or visit www.grandstreetnetwork.net.

About The Slingshot Fund

During the past year, a group of younger funders decided to take *Slingshot* to the next level by assembling resources to support the organizations listed within. After the 50 finalists were vetted by foundation professionals, individual and family foundation funders in their 20s and 30s came together to highlight, encourage and contribute to creative organizations that, though doing amazing work, often struggle to find support and attention from the established Jewish community.

This year they chose eight organizations from *Slingshot '06* to receive nearly \$400,000 in general operating support. As participants in the Slingshot Fund, they are honing their skills, becoming the next generation of philanthropic leaders, and also building a Jewish community that is vital and relevant for their generation.

21/64 professionals at the Andrea and Charles Bronfman Philanthropies provide consultation, administration and financial matching capital for the Fund. Foundation colleagues are invited to contribute to the Fund or provide additional matching funds. Organizations featured in *Slingshot '07-'08* will automatically be invited to submit a proposal to the Slingshot Fund this coming year.

We would like to honor the founding investors who launched the Slingshot Fund including: Mathew Adler, Samuel I.

Adler Foundation, Bendit Foundation, Andrea and Charles Bronfman Philanthropies, Anonymous, Scott Belsky & Erica Roizen, Eric Brown Foundation, Melissa Brown Eisenberg and Jason Eisenberg, Marvin Israelow and Dorian Goldman, Kaplan Family Foundation, Elyse Maas, The Grandchildren of Harvey M. and Lyn P. Meyerhoff Philanthropic Fund, Nathan Cummings Foundation, Jonathan Raiffe, Jeff Rapaport, Rebecca Richards, Roizen Family, David & Lisa Slifka, Kim Smith, Louis B. Thalheimer and Juliet A. Eurich, Jos Thalheimer, Mrs. Peggy Thalheimer, Naomi and Martin Warren Family Foundation, Benjamin and Joy Warren, Jessica D. Warren, Julia D. Warren, Mitchell D. Whiteman, Maxine & Jack Zarrow Family Foundation.

If you or your family members are interested in participating in the Fund or setting aside a small percentage of your annual giving to support next generation Jewish life, please do not hesitate to contact us at info@slingshotfund.org.

Acknowledgments

We would like to thank those colleagues whose knowledge of the Jewish community and critical evaluations and feedback helped inform *Slingshot* this year: Nina Bruder, Lisa Eisen, Debbie Findling, Nancy Greenblatt, Felicia Herman, Steven Jacobson, Rachel Levin, Barbara Genis Lubran, Aliza

Mazor, Alison McWilliams, Lisa Farber Miller, Sarah S. Miller, Scott Minkow, Stephanie Rapp, Dana Raucher, Rabbi Jennie Rosen, Pamela Richards Saeks, Nancy Schwartz Sternoff, Naomi Shank, Margaret Siegel, Jeff Solomon, and Ariel Groveman Weiner. There are also a few who asked to remain anonymous but whose feedback was critical to our decision-making, so thank you.

Again, while we are grateful to our colleagues for their input in the development of this book, 21/64 takes full responsibility for its contents.

Particular thanks to Jos Thalheimer who gave many hours of tireless attention to producing the book this year and Jessica Warren for help in coordinating the fund. Thanks also to Grand Street members who care passionately, invest deeply and give hours of their time to the work of Jewish family philanthropy.

Thanks to our copy editor Annemieke Farrow, Laurie Fink for her design of the book and the corresponding websites, Brian Huizingh for ongoing web support, and Barbara Taylor and Dana Ferine for their administrative and launch support.

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

⁴⁴ Rv
⁴⁸ Sx

⁵⁰ Tb	⁴¹ Mz	³⁶ Ks
	⁴⁶ Sk	³⁸ Lm

