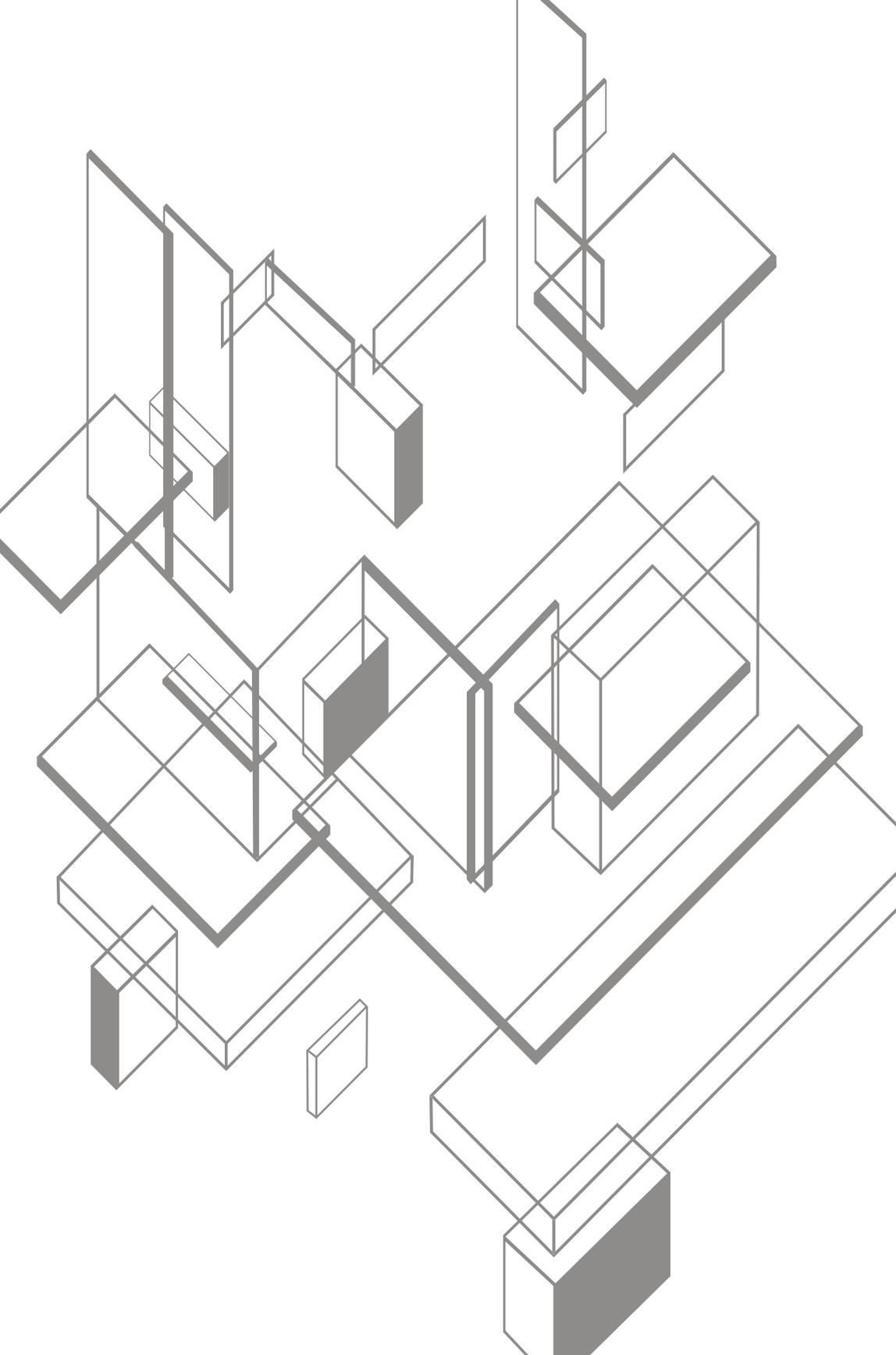


SLINGSHOT

09
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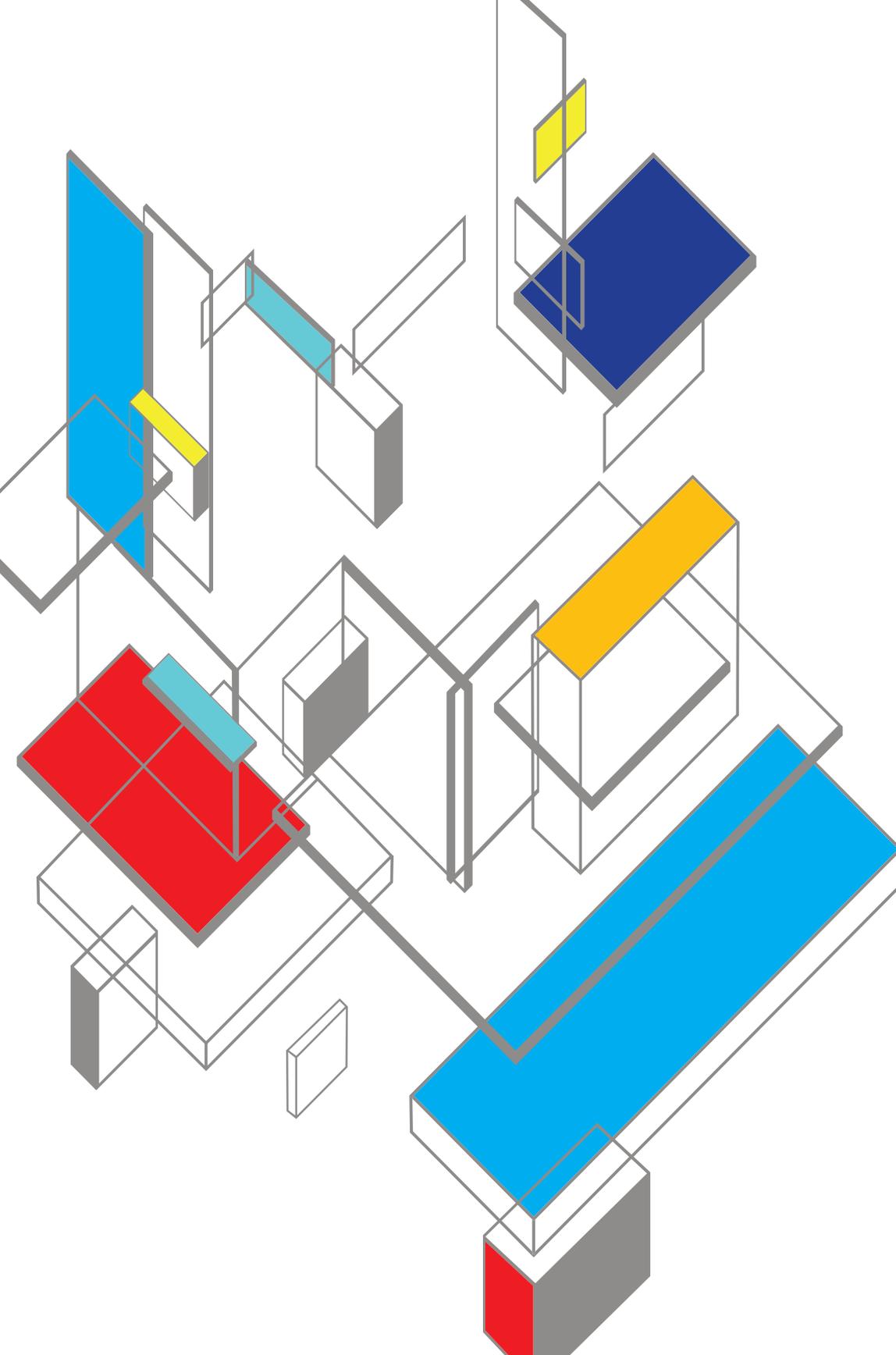


SLINGSHOT

A RESOURCE GUIDE
FOR JEWISH INNOVATION

ABOUT THE DESIGN

This year's *Slingshot* cover is based on an artistic style known by the grand old name of neoplasticism, or more commonly, De Stijl ("The Style"). Developed collectively by a group of Dutch artists in the late 1910s and early 1920s, De Stijl seeks to represent reality while using only straight lines and primary colors and while also avoiding symmetry, using opposition instead to attain realistic balance. The cover design symbolizes the diversity of straight lines, colors and sometimes opposition that *Slingshot* finalists often employ in order to bring balance to the Jewish world – combining what the Jewish community currently has to offer with new Jewish expressions that speak to the needs of the next generations.



INTRODUCTION

Welcome to the fifth edition of *Slingshot*, an annual resource guide featuring 50 of the most innovative organizations in Jewish life today. Since the release of last year's guide, *Slingshot* has made an exciting leap forward as support from the Richard and Rhoda Goldman Fund and the Andrea and Charles Bronfman Philanthropies has allowed me to take the reins of this project as its first ever full-time Director.

Slingshot began as an experiment to give next generation funders a road map, a Zagat-style guide to the world of innovative Jewish nonprofits, and it has grown beyond an idea and beyond the pages of this book, adding a fund that has allocated more than \$1 million in general operating support for innovative Jewish nonprofits across the country. In addition, our research has shown that being listed in *Slingshot* has become the sector's seal of approval for funders, next generation participants and other nonprofits.

Slingshot has also attracted a national network of 20- and 30-something Jews who have come together to volunteer time and pool resources with other investors to support a subset of the undercapitalized and underappreciated Jewish organizations working tirelessly to engage Jews around the country in meaningful communities and experiences.

As the new Director, I am fortunate to inherit dozens of colleagues who serve as sage evaluators and volunteer their time to vet nominees for the guide as well as provide guidance on *Slingshot*'s direction, ensuring that it remains an

inspirational and effective resource. Most vitally, *Slingshot* is only as valuable as the network of nonprofit leaders, professionals and board members who have devoted their lives to enhancing 21st century Jewish life through the projects and organizations featured on the pages within.

It goes without saying that *Slingshot* '09-'10 is being written and published amid a time of economic uncertainty. It is not yet known exactly how big the decrease in charitable dollars will be. We continue to believe that innovation is the engine that keeps non-profits relevant for the next generation, as highlighted in the "Five-Timers" essay on the following pages. However, the question remains: will Jewish funders help fuel this form of Jewish continuity and help many of the struggling organizations within this guide become sustainable?

I look forward to working on this and other questions in the year ahead. If you would like to become involved in this endeavor as a member of the *Slingshot* community, an investor, organizational partner, *Slingshot* evaluator or as a nonprofit listed on the following pages, please don't hesitate to be in touch.

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FIVE-TIMERS

To celebrate the milestone of *Slingshot's* fifth anniversary, we took the opportunity to learn from the experiences of those organizations that have been selected by the evaluators for five years in a row. When we looked at their trajectories, it was remarkable to see the growth so many of these organizations have experienced over the course of time. For example, IKAR started “as a small and intrepid group of Jewish social entrepreneurs and has grown to a thriving community of 400 member units.” Or American Jewish World Service that went from “being virtually unknown to becoming a household name, with traction across generations and denominations in the Jewish community.” We asked the directors of those twelve organizations what drove their growth and probed to understand how innovation played a role. Below, we have highlighted the lessons they have learned over the last five years in the hope that their answers will provide guidance to other start-ups as well as mature nonprofits aspiring to grow and remain relevant to the next generation of the Jewish community. We have also posted the full text of the interviews online at www.slingshotfund.org.

01.

Good Ideas are Rarely Top Down

The five-timers report in unison that their abilities to remain both innovative and effective stem from a relentless search for ideas, inspiration and buy-in from their constituents and stakeholders. For example, **Reboot** relies on constituent input in every aspect of its work. Executive Director Lou Cove expresses, “Too many Jewish organizations approach their work with a dangerously narrow vision of what’s possible, who’s eligible and whose opinions matter.” “Good ideas don’t just come from the top,” echoes Aaron Bisman, Founder of **JDub Records**, “and they can’t be churned out on a deadline – so listen, learn and make space for everyone.” Other five-timers attribute their successes to this understanding as well. Aliza Kline, Founding Executive Director of **Mayyim Hayyim**, attests to “capturing the stories of volunteers” to inform her work. In fact, one of **Hazon's** most successful new initiatives has come from stakeholders, two 23-year-olds who have encouraged Hazon to start a successful Community Supported Agriculture (CSA) project.

02.

Be Prepared to Step Into the Unknown

Many people criticize innovation for being hip or “lite,” but our respondents emphasize that they don’t choose the innovative route because it’s fun; rather, they choose the path that is relevant

in the eyes of their target audiences. Simon Greer, President and CEO of **Jewish Funds for Justice**, asserts, “Sometimes innovation is understood as a fad, indulgent, or a rejection of what’s come before. In my experience, none of those features are fair characterizations. Innovation is about learning from the past, taking the next step and confronting the issues left unaddressed in society. If we look at past examples of innovation, such as women being ordained by seminaries and the end of Apartheid in South Africa, then we can perceive how resistance is often the refusal to embrace the transformative power of innovation.” Amichai Lau-Lavie, Founder of **Storahelling**, emphasizes, “A process driven by passion and paradox, innovation, when it successfully hits its target, appears simple – *obvious* – but it’s never easy... although it increases our passion for this meaningful work, driving us forward faster.” Bisman at **JDub** adds, “Innovation is exciting, thought-provoking and stimulating. It can also be incredibly stressful as you venture into the unknown. Answers and solutions may be hard to come by, and results of innovation are unpredictable. All the while you must have a clear strategic plan and be fully confident in your vision.” Kline at **Mayyim Hayyim** concurs, “It’s challenging to keep raising the bar. And if the status quo is constantly being challenged, it can be hard sometimes to stay true to your mission. Remaining dynamic can be exhausting – but it is also exhilarating.”

03.

Don’t be Afraid to Make Mistakes... As Long as You Learn from Them

Change means risk. Risk means making mistakes. The staff and board members of the five-timers tend to embrace their mistakes, foster a culture of experimentation and learn from what they have tried. Greer of **Jewish Funds for Justice** explains, “At the annual JFSJ staff retreat, everyone is required to go around and share a significant mistake they made that year. This practice contributes to a culture [that] encourages innovation and entrepreneurialism, rather than punishes staff for taking risks.” Case at **InterfaithFamily.com** similarly has learned to accept that he has to risk failure when “doing things that haven’t been done before and that no one else is doing.” Rachel Brodie, Executive Director of **Jewish Milestones**, agrees that no innovative organization will get it right on the first try, so she communicates with funders about developing “a tolerance for failure” in order to receive the upside returns. She also counsels nonprofit colleagues that “patience is an essential ingredient” of innovation.

04.

Get the Right People on the Bus

A number of five-timers quote Jim Collins, author of *Good to Great, Why Some Companies Make the Leap... and*

Others Don't, perhaps the most well-read business tome of the decade. In particular, they cite Chapter 3, entitled “First Who... then What,” where Collins counsels business leaders to “get the right people on the bus.”

Colleagues at **Hazon** candidly offer, “People who know Hazon often assume that it’s about Nigel’s leadership. That’s true, in that he’s the Founder and Executive Director, but he understands a key part of *his* leadership to be about finding, involving, supporting and networking great people – staff and volunteers.” Greer at **Jewish Funds for Justice** describes the type of colleagues JFSJ looks for: “We try to hire people with a track record of entrepreneurialism or experiences that demonstrate they can think strategically and come at challenges from different vantage points. 25 percent of our staff have founded or run innovative organizations of their own.” **Reboot’s** track record of consistent innovation over time hinges on a willingness to adopt new strategies and “a determination to carefully expand our network and consistently challenge the conventional wisdom of the group. Adding new voices, new thinkers and new creative energy to the already existing Reboot network inspires new vital collaborations and ideas.”

05.

The Board: More than a Symbol

Many respondents comment on the quality, consistency, leadership, support and involvement of their Boards. Balaban at

IKAR agrees that its Board is committed and has helped the organization stick to a “clearly articulated vision.” Deborah Meyer, Executive Director at **Moving Traditions**, emphasizes that its Board is deeply committed, “not only through personally significant financial contributions that comprise a third of our income, but also in helping develop and promote our programs in partnership with our talented and passionate staff.” The Board’s willingness to enable the organization to take risks and step into the unknown is echoed by Brodie at **Jewish Milestones**, who summarizes the hallmark of leadership that the five-timers all exhibit: “The leadership... is the critical ‘factor’ in the success of the organization. We’re a people-centered business, and our approach is very labor intensive and ‘high touch.’ In addition, the work itself has the potential to be perceived as a threat by some people involved in the organized Jewish community, and it is the personal and professional integrity of the individuals involved that have allowed us to be successful in that world.”

06.

Join Forces for Better Results

Among the five-timers, excluding AJWS, the average budget is \$1,629,000, with a third of them operating below \$1,000,000 annually. At that size, how do they leverage their impact? Elane Silber, Director of Operations of **Sharsheret** reports, “[We] collaborate with other Jewish organizations to increase the impact of [our] national programs and services.” Meyer at **Moving Traditions** looks for “partnerships with congregations and other organizations

across the spectrum of Jewish life.” **Reboot** creates local partnerships in cities where it has limited staff, adding that it is “important to recognize the efforts of your peer organizations and find ways to collaborate. We are all working towards similar goals, and, when appropriate, joining forces can result in spectacular programming [that] reaches a far broader audience.”

07.

Better, Faster, Cheaper: Stay Current with Technology

The last five years has seen the widespread adaptation of Facebook, Twitter, iPhone applications and countless other social media tools, mechanisms that further organizations’ missions and can reach a broader array of people than they currently touch. Successfully integrating these technologies has enhanced the effectiveness of many of the five-timers’ efforts at low to no cost. For example, **American Jewish World Service** uses “Google Earth to map our grantees, volunteers and programs around the world in real-time, Twitter to publicize news and campaigns, and an open-source database so that educators can access and share Jewish texts on social justice.” By utilizing popular media tools, AJWS has enhanced its communication capacity for free and extended its reach exponentially. Ed Case, President and Publisher of **InterfaithFamily.com**, conveys that his website is in the process of building a social networking platform to connect individual users of the site to one another. Similarly Silber, at **Sharsheret**, uses technology to connect people, rather

than physically bringing them together, which has the added benefit of being “an effective tool to control and reduce costs.”

08.

How Does It Feel to Have Been in All Five?

As we recalled what we have learned about the Jewish community through the production of *Slingshot* these past five years, we wanted to know how the five-timers in the book feel about having been highlighted. It has been helpful to hear that this annual resource guide has played a small role in drawing attention, affording credibility and providing some funding to the organizations included within its pages.

“Appearing in *Slingshot* has given a young organization a very important *hechsher* in the Jewish communal world. It is one thing for *us* to say that **InterfaithFamily.com** is ‘the central web address for those in interfaith relationships seeking information about and connections with Jewish life’; it is something entirely different when *Slingshot* says it. As a result, we have gained credibility among funders and other organizations.” Lau-Lavie from **Storytelling** adds, “Several foundations and individual donors have contacted us over the years as a result of our appearance in the *Slingshot* book. The prestige that is awarded to us by this affiliation continues to play a significant role in our ongoing fundraising and public relations efforts, and the extraordinary organizations who share these pages continue to inspire our aspirations and perspirations.”

METHODOLOGY

In order to choose the 50 organizations appearing on the following pages, the Slingshot staff engaged in a year-long process to solicit and evaluate nominations and conduct due diligence. All of this was made possible by professionals around the country who generously volunteered their time and expertise. In October of 2008, we posted the 2009/2010 nominations form on our website (www.slingshotfund.org). For the next three months, we encouraged anyone and everyone to nominate innovative and effective Jewish nonprofits. In particular, we asked people to think about projects and organizations that best reflected our four criteria: innovation, impact, strong leadership and organizational effectiveness. The following is the step-by-step methodology that we used to arrive at the Slingshot 50 for 2009.

When the nominations process closed in January, we gathered a national committee of 26 volunteer evaluators to review the nominations forms. For a complete list of evaluators please see the back of this book. Each nominee was reviewed by a minimum of 3 evaluators, which means that each evaluator read between 10 and 12 nomination forms. Whenever possible, we assigned each nominee to evaluators who would have insight into the particular organization due to geographic proximity or specific programmatic experience. We also assigned each nominee to an evaluator who had no prior knowledge of the organization. The mix of the insider's point-of-view with a first-timer's opinion gave us a well-balanced final picture.

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

Innovation

How creative, inventive, pioneering or ground-breaking is the nominee in responding to the changing needs of the Jewish community and the world around it? Is it using new mechanisms to engage people? If the nominee has been operating for years, is it continuing to innovate and adapt its methods? Is it succeeding in attracting new audiences otherwise unconnected to Jewish life?

Impact

Does the nominee reach a critical mass of people? Is it affecting the attitudes and behaviors of its constituents and the Jewish community? Is this a pilot test

that will go to scale? Is it influencing the thinking of the larger Jewish community or the world? How does its work compare to other organizations doing the same thing?

Strong Leadership

Is there someone or some team at the helm bringing character, vision and guidance? Is this person or team paving a new path in the North American Jewish realm? Is this person or team seen as a strong leader by the organization and the field?

Organizational Effectiveness

Is the nominee sound? Is it strategic in the way it does business? Is it efficient and responsible in its use of money? Is the nominee creating value regardless of its longevity or size?

Beginning in March of 2009, we started compiling the data from evaluators and building a list of approximately 70 semi-finalists, on which we then conducted due-diligence. After carefully reviewing budgets, reading organizational materials, analyzing strategic plans, watching YouTube videos, listening to CDs and, for the first time ever, downloading Google Earth map overlays, we arrived at the final 50. While we are grateful to our colleagues for the hours they spent participating in an orientation phone call, reading nomination forms, filling out online survey review forms and debriefing with us afterward, *Slingshot* takes full responsibility for the contents of this guide.

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

Our hope is that you find the final list of 50 organizations to be a valuable resource. If you are interested in learning more about an individual organization, please feel free to reach out to it directly. And if you are interested in investing in Jewish continuity, please e-mail will@slingshotfund.org to learn more about the Slingshot Fund.

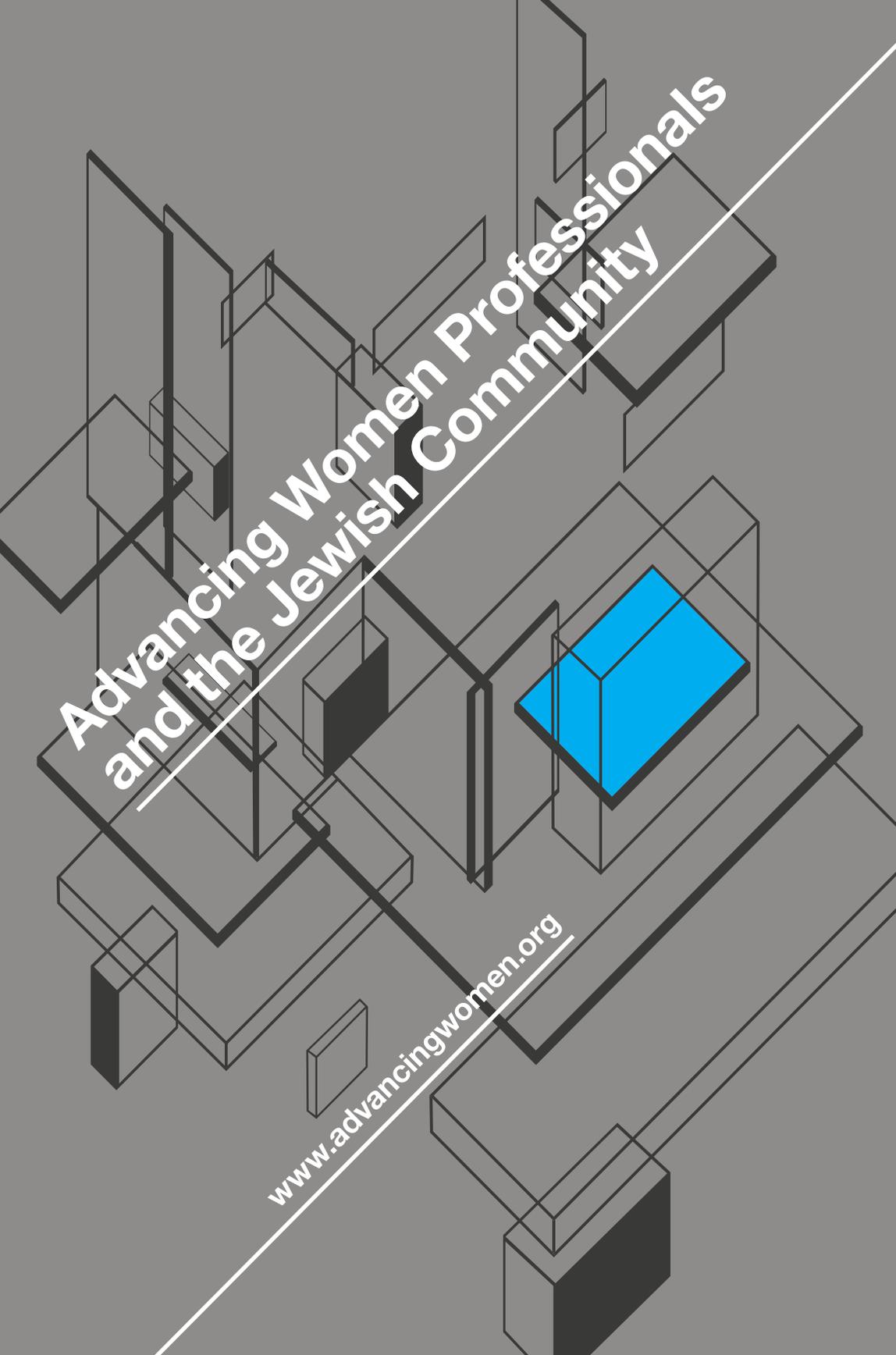
Please feel free to ask any questions you may have about the methodology used to create *Slingshot '09-'10* by e-mailing us at info@slingshotfund.org.



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Advancing Women Professionals and the Jewish Community

www.advancingwomen.org

ADVANCING WOMEN PROFESSIONALS AND THE JEWISH COMMUNITY

01

Advancing Women Professionals and the Jewish Community (AWP) seeks nothing less than equitable distribution of leadership roles between men and women. Despite the move toward gender equity in the fields of business, law and medicine – more than 50% of those entering medical school today are women – such access is not generally available to women in Jewish communal organizations. It is not as if women are absent from such organizations; in fact, they are the majority, but their occupation of leadership roles has not kept pace. Through a cadre of consultants, several of whom are men, AWP collaborates with a mix of organizations to both elevate women in leadership roles and improve Jewish workplaces via approaches that include action-research, advocacy and organizational interventions

AWP has made significant strides in evolving its own work: its Better Work-Life Campaign launched last fall with a survey of work-life policies, to which 228 organizations have responded, including federations, JCCs, family service agencies and cultural and social justice organizations. This report will be released later in 2009. Also, AWP's acclaimed and widely publicized guide, *Leveling the Playing Field*, has received secular media attention, including finding itself in the esteemed book section of *The Chronicle of Philanthropy*. Nonetheless, AWP believes the conversation needs to advance to the next level, one that draws upon previous work but also pushes the envelope past access and toward transformation. With two new next generation staff leaders, well-known professionals in their own rights, AWP will create cohorts of change-agents to expand the circle of AWP activists. These action teams will convene as needed to send ambassadors to educate job search committees about the influence of the gender lens.

Founding President Shifra Bronznick is billed as a “force of nature, an intelligent, tough and persuasive leader who knows how to communicate and mobilize.” The method she has taken to integrating Jewish women leaders has been celebrated as “one of the most comprehensive [approaches] to systemic change in the Jewish world.”

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BOARD CHAIR Audrey Weiner & Cindy Chazan
BUDGET \$437,467
INCEPTION 2001



American Jewish World Service

www.ajws.org

AMERICAN JEWISH WORLD SERVICE

5-TIME SLINGSHOT FINALIST

Since its founding in 1985, American Jewish World Service (AJWS) has been the gold standard in the Jewish community's response to global poverty and a field leader for social justice. While AJWS has never strayed from its core mission of encouraging American Jews to help people achieve self-sufficiency around the globe, it has also managed to adapt itself and its programs, realizing that the methods and strategies of the 1980s and 1990s need to be tailored for the 21st century. Led by dynamic and renowned President Ruth Messinger, AJWS continues to ensure that global justice will be at the top of the American Jewish social conscience in the 21st century.

In part, AJWS is an intermediary through which 70,000 American Jews support non-governmental organizations in Asia, Africa and the Americas. In addition to the long-standing service opportunities and advocacy work it directs, AJWS is now offering educational materials for the public through various publications, including a new wiki database (www.on1foot.org), which offers users the opportunity to search hundreds of Jewish texts to learn about the intersection of social justice and Judaism.

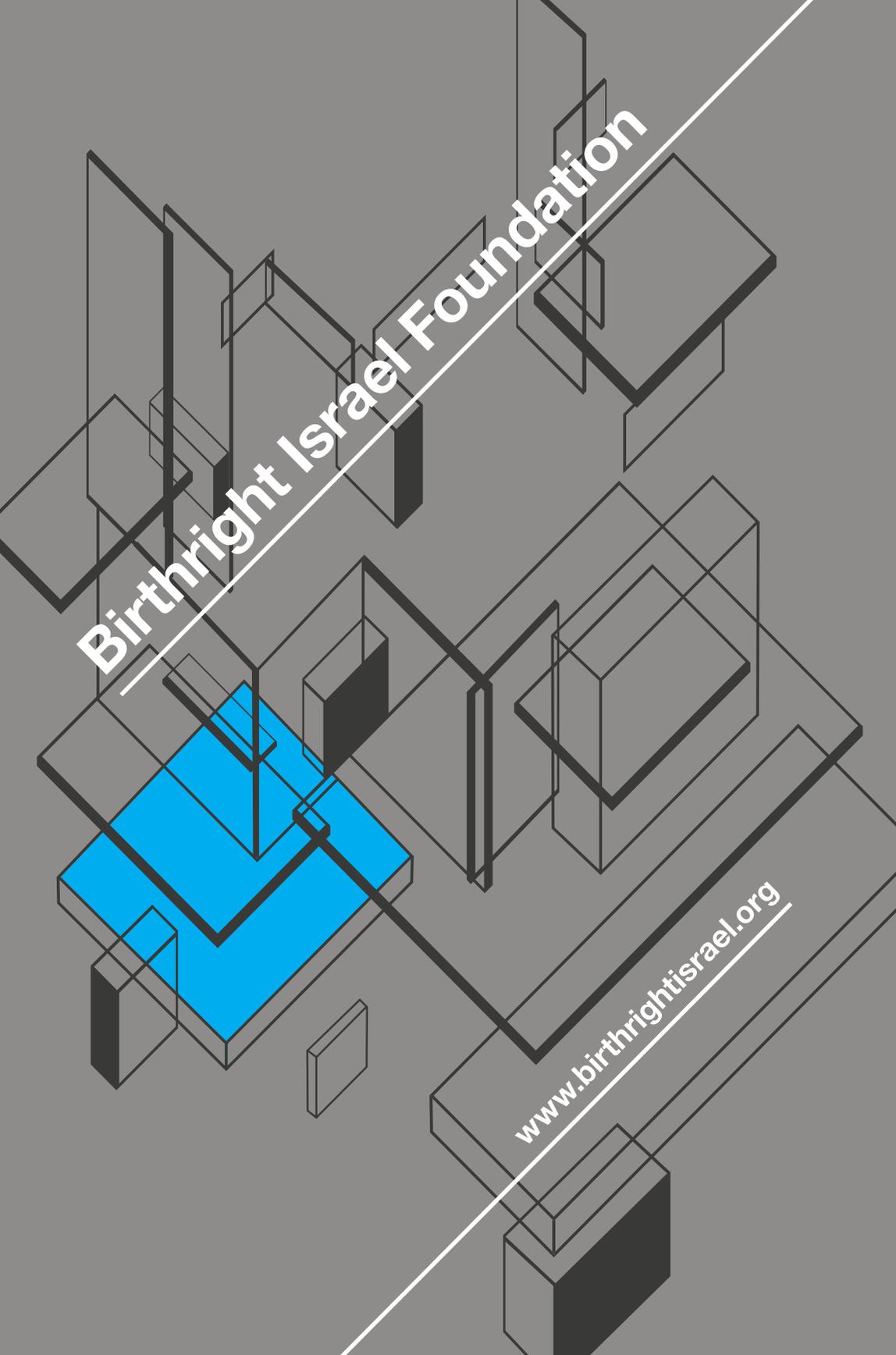
AJWS has “touched a chord in contemporary American Jewish life.” Giving American Jews access to global organizations has extended the Jewish community's reach, and the innovative use of “highly motivated volunteers who create and leverage value” has not only been helpful to the organizations served, but also to the thousands of Jews who proudly identify as Jewish because of their experiences on AJWS service trips. Many evaluators comment that they “wish we had 100 more AJWS-like organizations in the Jewish world, but only if we had 100 more Ruth Messingers to lead them.”

02

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BUDGET \$35,726,127
INCEPTION 1985



Birthright Israel Foundation

www.birthrightisrael.org

BIRTHRIGHT ISRAEL FOUNDATION

03

Birthright Israel was founded in 1999 by Charles Bronfman, a funder of the *Slingshot* project, and Michael Steinhart, who were concerned about the growing schism between Israel and Diaspora Jews and the concomitant decline in interest and engagement in Jewish life. They set out to engage and support Jews between 18 and 26 years of age by offering an opportunity to explore and discover their cultural heritage, their “birthright,” through a free, 10-day trip to Israel. Having had an enormous impact on the Jewish community with over 215,000 participants from around the world and over 30,000 from Israel, Taglit-Birthright Israel will mark its 10th anniversary in 2010. Among young adults born in 1985 and 1986, 15 to 20% have participated, as well as nearly 25% of their Canadian counterparts. While nearly three-quarters of trippers come from North America, the remaining 25% come from more than 50 countries around the world, making Birthright Israel the largest Jewish communal education project in history.

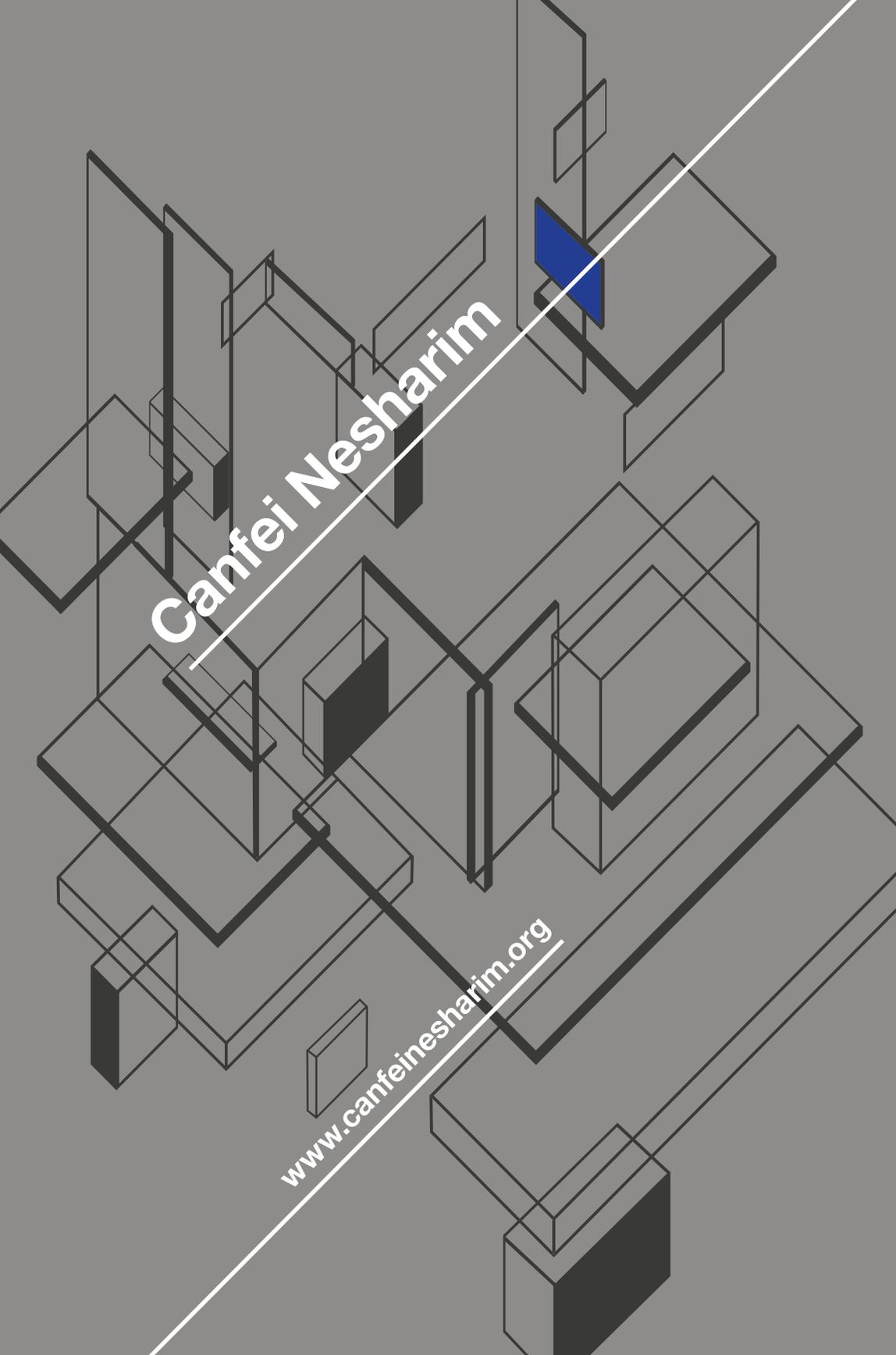
Each group includes Jews from different backgrounds, providing a richness of experience through being able to interact with others who have varying levels of knowledge, connection and observance. The most popular element of the program remains the *mifgash*, an encounter that gives participants the chance to travel and connect with Israeli young adults, many of whom are soldiers, for at least five days of the trip.

Even though Birthright’s impact is already being felt beyond the trip itself – past participants are more likely to marry another Jew, raise a Jewish family and stay connected to Israel – Birthright NEXT is a formal effort to engage alumni after they return. While financial support comes from a trifecta of private Jewish philanthropy, communal bodies (including federations) and the Israeli government, a top priority for Birthright Israel is for its funding to keep pace with the level of enthusiasm so as not to have to reject any of those who apply. With a decade behind it, one evaluator claims, “Birthright has transformed the Jewish community and energized a new generation of Jews who may have been disenfranchised or apathetic if not for their Birthright experience.”

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BOARD CHAIR Daniel S. Och
BUDGET \$75,000,000
INCEPTION 1999



Canfei Nesharim

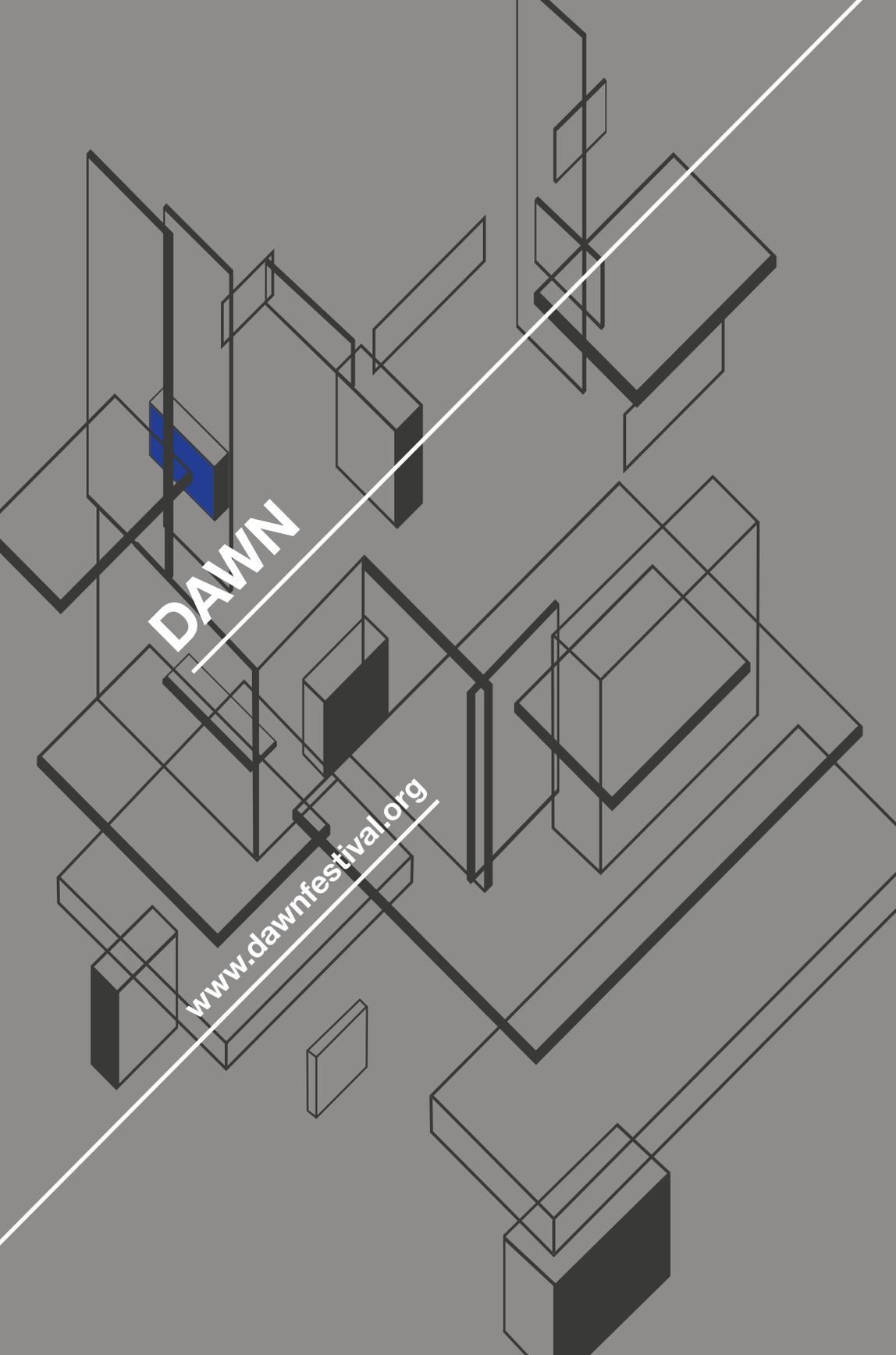
www.canfeinesharim.org

CANFEI NESHARIM

Canfei Nesharim, begun by a group of five young, Orthodox Jewish environmental professionals, exists to provide a Torah-based approach to understanding and taking mindful action on pressing environmental issues of today. Through programs and materials that underscore the Torah's mandate to protect the environment, Canfei Nesharim has concentrated its efforts predominantly within the Orthodox Jewish community, which previously has not been focused on environmental issues; however, due to demand for these resources, the organization has expanded to include the wider Jewish community.

Programs are actualized by community lay leaders and educators in synagogues and schools on both the East and West coasts. A six-program synagogue series is being piloted in seven communities across the US on topics such as water, energy, health and Israel. *On Eagles' Wings*, a monthly e-mail newsletter (and the translation of "Canfei Nesharim"), now reaches more than 1,000 readers, while *Eitz Chayim Hee* ("a tree of life"), which contains teachings on the environment based on the weekly Torah portion, goes out to hundreds via e-mail, is archived on Canfei Nesharim's website and is also syndicated on a number of other websites, both Jewish and secular.

According to one evaluator, 32-year-old Executive Director Evonne Marzouk is "tireless in her pursuit" to shift the Jewish way of thinking to value, protect and preserve our natural resources in accordance with Jewish tradition. She has "not given up her dream," and "it is slowly taking root."



DAWN

www.dawnfestival.org

DAWN

The single largest gathering of Jews in the San Francisco Bay area in anyone's memory did not take place at a synagogue, and it had nothing to do with the high holidays. In June of 2008, over 3,500 Jews, with thousands more in line around the block, attended DAWN. DAWN is a reinvention of the often unnoticed Jewish holiday of Shavuot, the day the Torah was given to the Jewish people. Traditionally, to celebrate Shavuot, Jews stay up all night and study Jewish text. With a nod to convention, DAWN celebrates this centuries-old ritual through an all-night festival of music, religious discussions, art installations and dance performances.

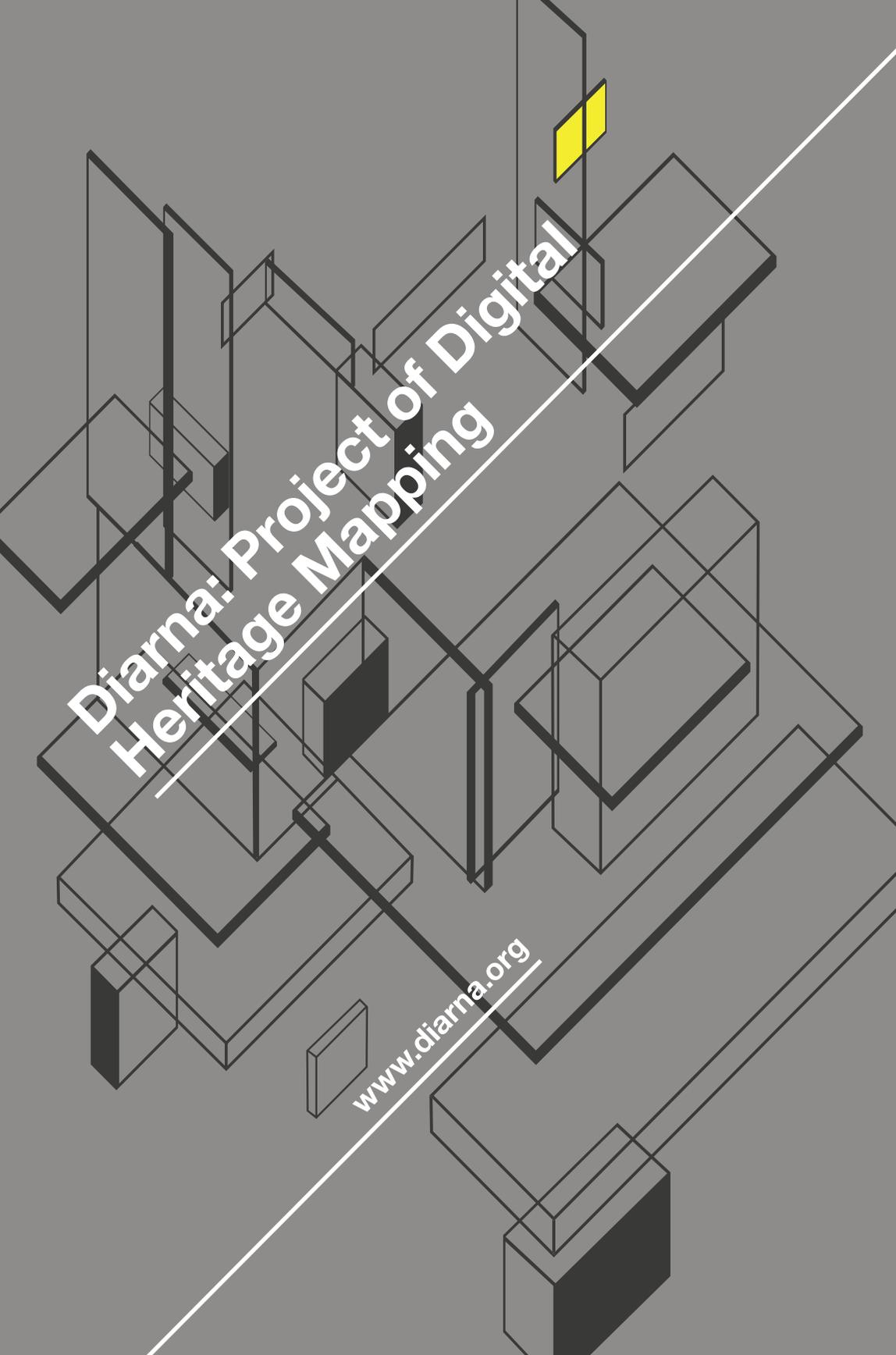
In order to maintain the high quality of DAWN programming, its creators plan to make the festival an every-other-year event in San Francisco. However, DAWN is not taking a year off; in fact, while they plan for next year's event, they are also working with other cities to launch DAWN-inspired celebrations of their own. For example, in 2009, colleagues at Sixth & I Synagogue in Washington, DC launched their own series of reinvented traditional, but often overlooked, Jewish holidays. Thanks in part to DAWN, the Washington, DC Shavuot celebration, THE TEN, was one of the most popular and engaging events on Sixth & I's packed event calendar.

DAWN, called by many in the Bay area "the event of the year," does more than simply "infuse an age-old ritual with new meaning." DAWN also "fosters community" and attracts both the religious and secular to a "brilliant, just brilliant" entertaining and educational event. Rebooters David Katznelson and Anne Cook make up the heart of the 10-person lay committee that plans and runs DAWN. The "extremely strong" lay leadership has had enormous success with minimal need for local professional support. Given this structure, with the right volunteers, this project is replicable in other cities interested in learning from DAWN's model.

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BUDGET \$150,000
INCEPTION 2003



Diarna: Project of Digital Heritage Mapping

www.diarna.org

DIARNA: PROJECT OF DIGITAL HERITAGE MAPPING

1ST TIME SLINGSHOT FINALIST

While every organization running an innovative program talks about its technology, Diarna is doing something we've never seen before. By skillfully combining cutting-edge digital mapping technology, 3D renderings, archival images and first-hand photographs and videos, Diarna (meaning "our homes") is preserving the history and heritage of Mizrahi Judaism. In the last 100 years, when Jews across North Africa and the Middle East have left their homes behind because of economic, political and religious turmoil, they have also left the remnants of once great Jewish communities. Diarna seeks to document 2,500 years worth of historic sites from the cradle of Jewish civilization that are being swallowed up by the desert, looters and the march of time. These sites, without preservation, will soon be lost to history.

Diarna's Founder and Executive Director, 23-year-old Jason Guberman-Pfeffer, has developed a database of 650 historic Jewish sites from Morocco to Iran. He and his team of three others, plus volunteers, are now plotting them directly into the free mapping program Google Earth, making them available for easy download. Diarna combines satellite images, archival and contemporary photographs, stories and videos from each site to create a multi-media education system that can be easily shared and applied to the preservation of any historic community.

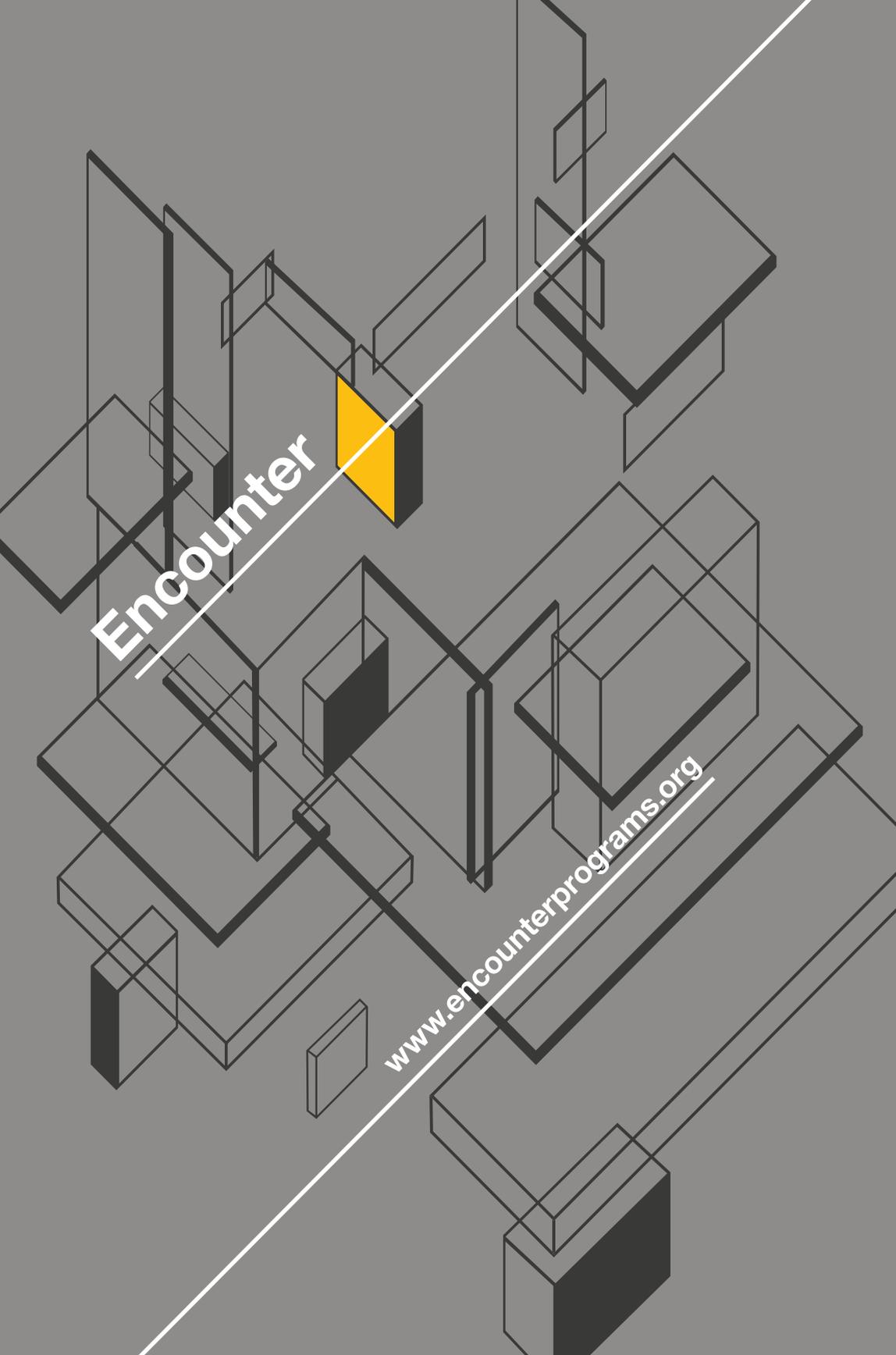
Evaluators marvel at how Jason and his team have "managed to accomplish so much so quickly with mostly in kind and pro bono resources." Other evaluators exclaim, "This is absolutely fabulous" and "Now, *this* is innovation." Impressed with the expansion possibilities on the horizon, one evaluator points out that "by using Google [Earth] to connect younger and older Jews with a part of their heritage," Diarna can "preserve an understanding of what these once vibrant Jewish communities were like." Diarna is still in its early days, but *Slingshot* is interested to see how it will make an impact on the Mizrahi community and how other communities will be able to integrate this new technology into their own work.

06

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BOARD CHAIR Jay Sage
BUDGET \$138,000
INCEPTION 2008



Encounter

www.encounterprograms.org

ENCOUNTER

07

Israeli citizens are forbidden by law from entering the Palestinian territories, and the only Jews that many West Bank Palestinians meet are active members of the Israeli military. American Jews, even those who are seasoned travelers, are not likely to know much about the West Bank and have almost certainly never been able to visit. While none of us can change the laws that limit contact between Israeli Jews and Palestinians, this separation has exacerbated decades of mounting misunderstandings between the two groups. Founded in 2005, Encounter organizes educational visits to the West Bank for groups of Jewish Americans in order to expand personal understanding of the Israeli/Palestinian conflict. In five years, more than 400 participants have returned to the United States with a new and multi-faceted awareness of the struggle. Because of their encounters, participants are now changing the nature of the discussion back in the US.

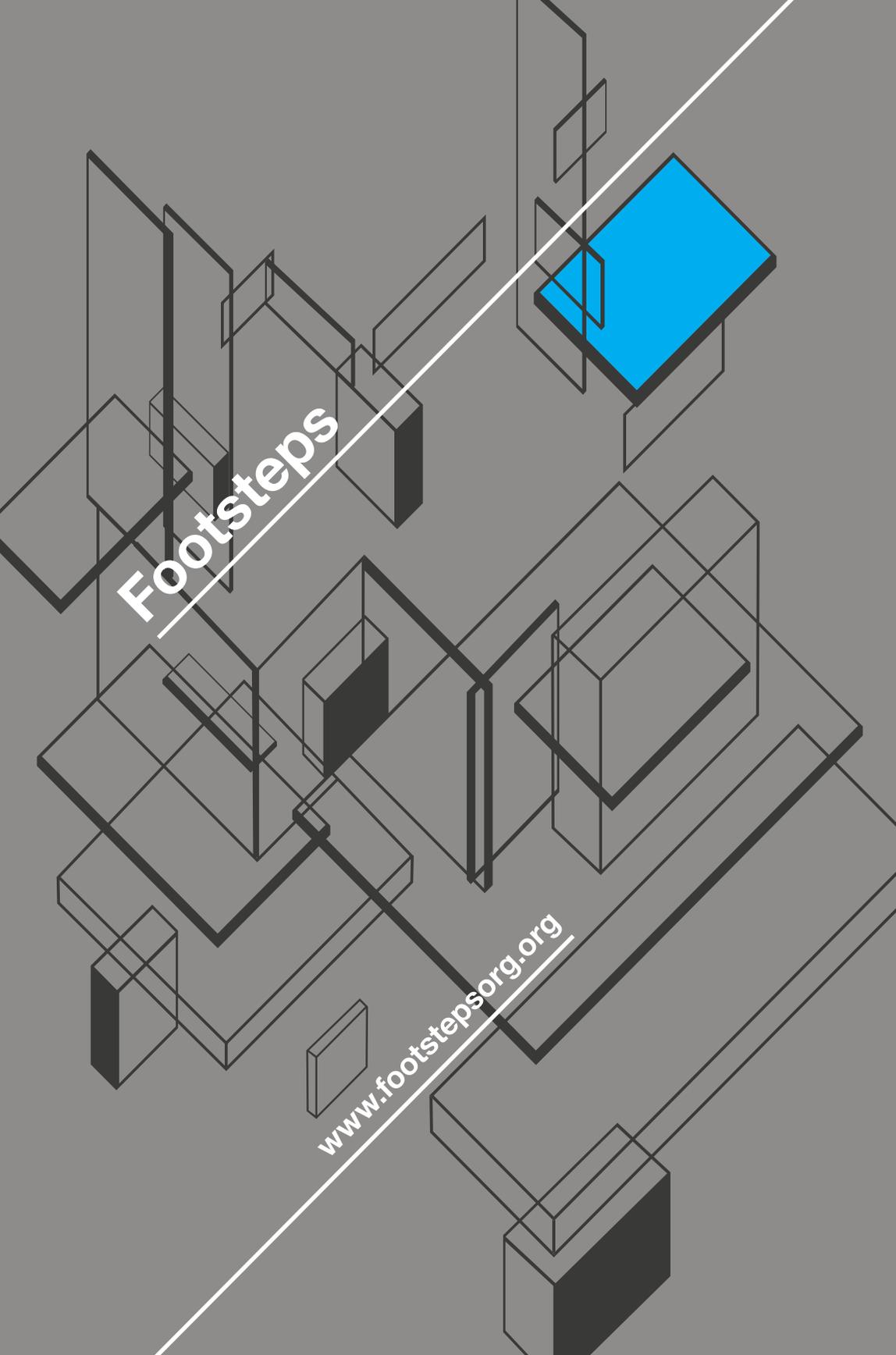
Although the experience often affects the participant's feelings about the region, the goal of the trip is not to influence political agendas in any particular direction. In fact, each Encounter trip purposely includes people who have wide ranging opinions "from liberals to the far-right wing." It is because of that atmosphere that American Jews can, for the first time, encounter the Palestinian narrative and reality with openness and honesty. Participants can then return to their communities and share their experiences through their own networks. As understanding spreads, the American Jewish community will be more able to reflect on the Mid-East conflict with the level of nuance and awareness required to make informed decisions.

The power of this organization is not only in the encounter itself, but in a model that encourages leaders to emerge. One evaluator comments that "by bringing rabbis who will go on to have their own pulpits and be leaders in the American Jewish community, [Encounter will] reach thousands upon thousands of American Jews and impact the American Jewish community and the national conversation."

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BOARD CHAIR Rabbi Miriam Margles & Sara Tabak
BUDGET \$694,000
INCEPTION 2005

An isometric geometric composition on a gray background. The scene is filled with various 3D rectangular blocks and planes, some solid and some outlined. A prominent feature is a bright blue square block in the upper right quadrant. A thick white diagonal line runs from the top right towards the bottom left, bisecting the composition. The overall aesthetic is clean, modern, and architectural.

Footsteps

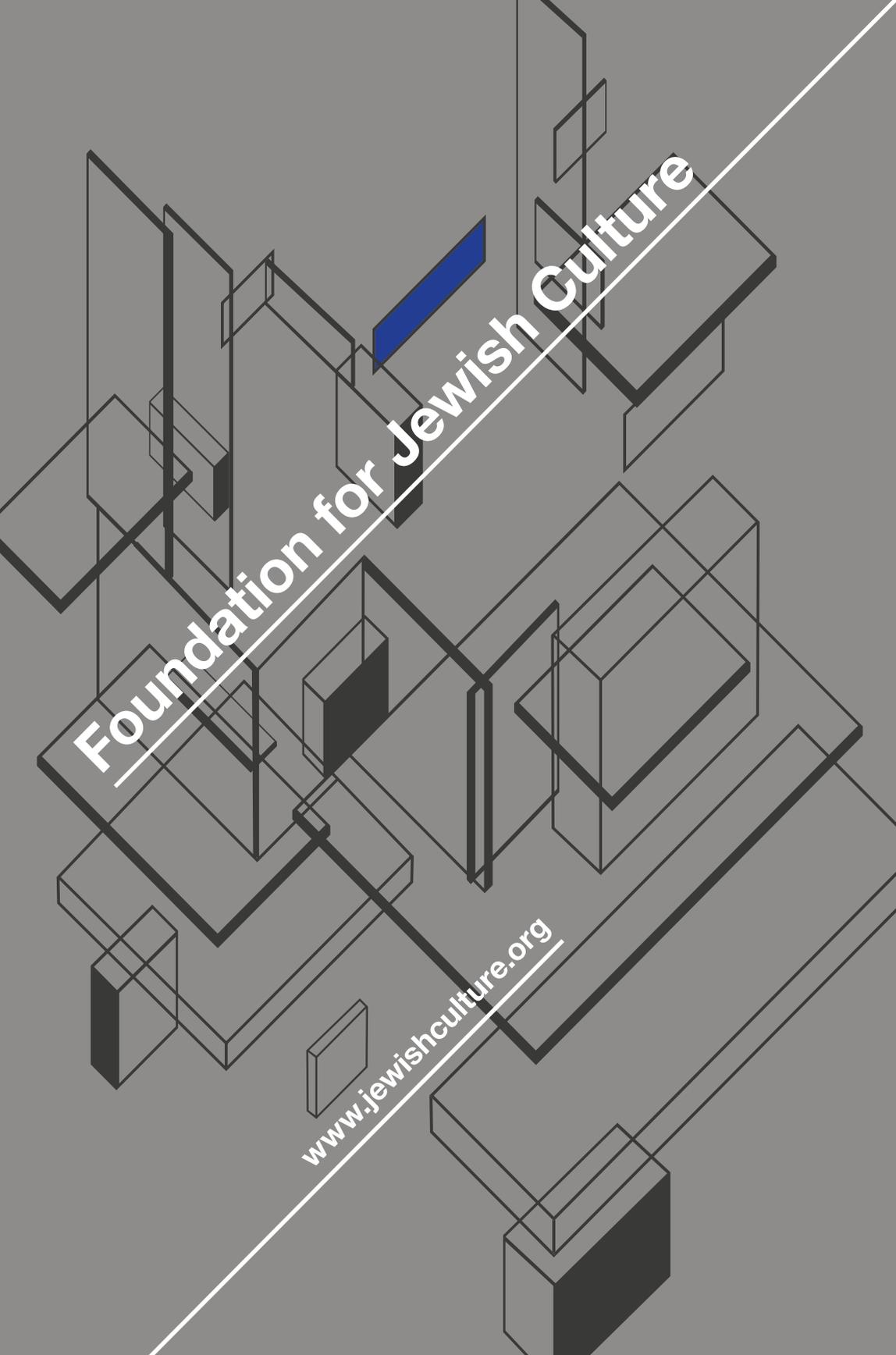
www.footsteps.org

FOOTSTEPS

“Simon” was a very bright young man. He demonstrated such promise, he was chosen at a young age to train to be a communal leader for his ultra-Orthodox society. As he grew older, Simon became less and less sure that the destiny chosen for him was the right one. As he quietly began to see if he could live and work outside the Orthodox community, he learned that he lacked the basic skills necessary for any secular career. Since he had received only a religious education from the age of 9, Simon had no basic math skills, no knowledge of science or world history, and having never even read a novel in English, had very poor English reading comprehension. This once promising scholar discovered, at the age of 27, that he was not even able to get a GED. Footsteps provided Simon, and 500 others like him since 2003, with the educational tutors and professional mentors he needed to make a successful transition to the secular world. In addition, and perhaps most vitally, Footsteps also offered social guidance and emotional support to help ease the transition. Before finding a community at Footsteps, many Footsteps clients have found themselves homeless, hungry and lost in an overwhelming secular world.

After five years as the Founder and face of Footsteps, Malkie Schwartz is now transitioning to the Board of Directors and is turning over the day-to-day operations to Rabbi Paula Winnig. A rabbi and MBA by training, Rabbi Winnig will be able to use her 20-plus years of experience in the Jewish community to take Footsteps’ innovation to the next level.

Footsteps’ “space” has become more than a study center; it is now a community hub. The organization continues to “not shout, but speak softly and clearly” to the Jewish community that “every human being has the right to literacy and nurturing, no matter his or her choices.” While *Slingshot* evaluators agree that “the indescribable grace and brilliance of Malkie Schwartz goes without saying,” it is truly Footsteps’ mission and activities that make it the “gold standard for innovation.”



Foundation for Jewish Culture

www.jewishculture.org

FOUNDATION FOR JEWISH CULTURE

Established in 1960 by the Council of Jewish Federations (the forerunner of the United Jewish Communities), the National Foundation for Jewish Culture was originally created to support American organizations responsible for preserving historic Jewish culture after the destruction of European Jewish institutions during the Holocaust. Nearly 50 years later, the mission of the renamed Foundation for Jewish Culture (FJC) has evolved to support artists and scholars exploring multiple aspects of the Jewish experience. Its 48-year existence has led to more than 800 artist and scholar grant recipients, including documentary filmmakers, playwrights, writers, visual artists and musicians, many of whom have been featured in film festivals, theatres and universities around the world. In addition to awarding grants, FJC has been developing a distribution network to help these artists tour and connect with Jewish communities across the country.

Slated for fall 2009, to coincide with the 100th anniversary celebration of Tel Aviv and to capitalize on the increasing popularity of Israeli choreographers, FJC is currently planning *New Dance from Israel*, an initiative to bring eight contemporary dance companies from Israel to the United States for a historic North American tour. In collaboration with the Consulate General of Israel in New York, *New Dance from Israel* will showcase Israel's cultural contributions for multigenerational audiences.

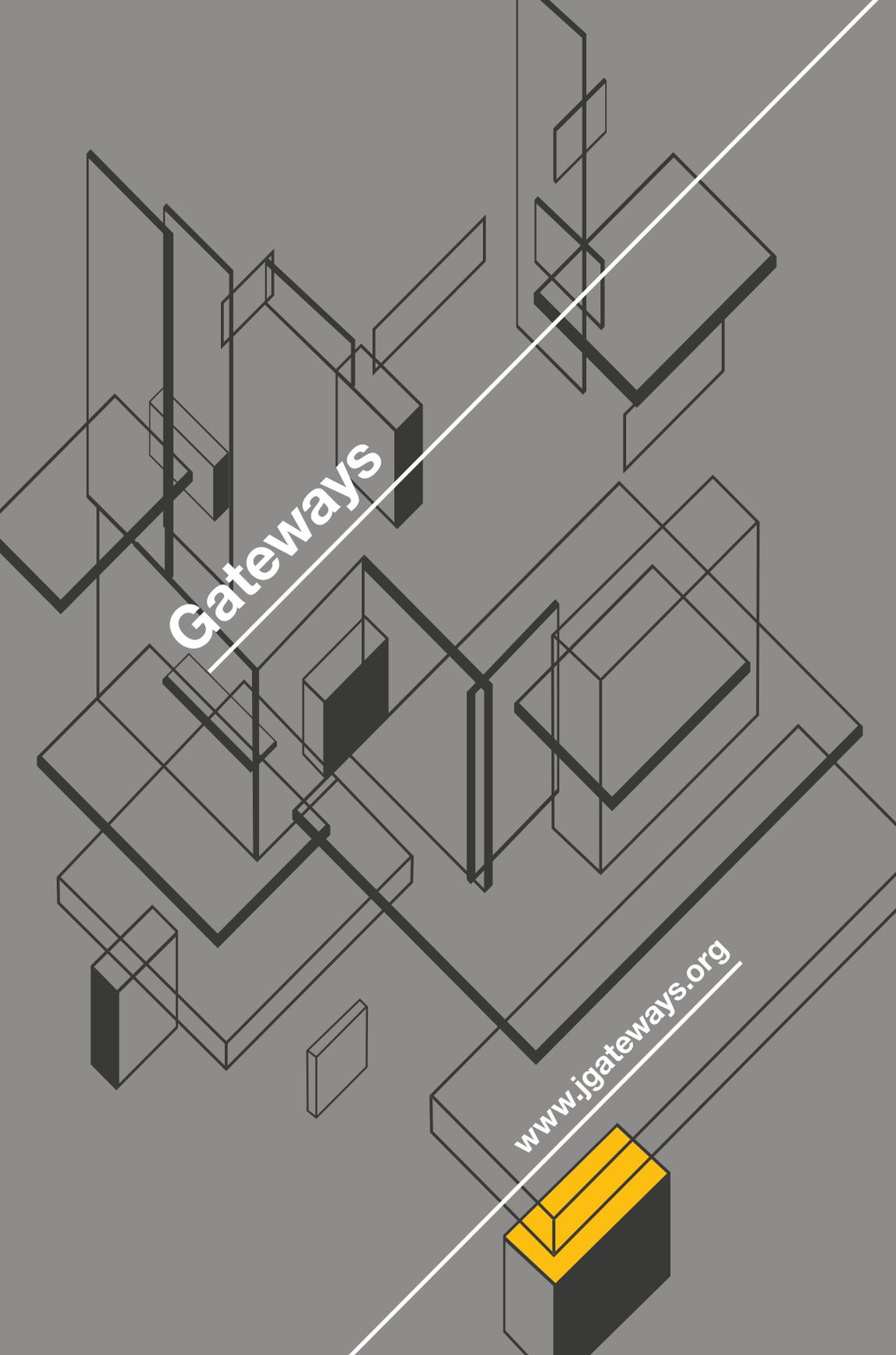
President and CEO Elise Bernhardt has mobilized the involvement of younger board members to complement a strong existing board and has brought new energy and collaborations to the FJC, such as with JDub Records on the Six Points Fellowship, also one of the *Slingshot* finalists this year. As FJC takes the year to refine the support it offers grantees, it has not dampened the enthusiasm of evaluators. In the words of one, "FJC, with its dynamic Director, has become a leader in promoting new forms of Jewish culture, of disseminating Jewish culture beyond the New York region, and of bringing contemporary life to its now 50-year-old mission."

09

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BOARD CHAIR Linda Platt
BUDGET \$2,250,000
INCEPTION 1960



Gateways

www.jgateways.org



GATEWAYS

10

With a vision to allow children with special educational needs a rightful place at the Jewish table, Gateways builds programs designed to meet the learning needs of every student, regardless of disability, in a variety of Jewish settings. Whether it is seeing a child celebrate his or her bar or bat mitzvah or attending a Jewish day school, Gateways develops models that help children have Jewish life experiences. It addresses a range of challenges, including developmental delays, learning disabilities, autism, cerebral palsy, genetic disorders and sensory impairments, and its work moves across the spectrum of Jewish observance and institutions, including Jewish schools and synagogues. For example, Gateways deploys a team of therapists to nine Jewish day schools in Boston and also runs a b'nei mitzvah program for students with more severe disabilities, both of which are drawing attention from across the country.

Gateways does not discriminate on the basis of financial need or accessibility, and its efforts extend to educating parents, teachers, administrators and the broader community to foster understanding and acceptance of the children served. These efforts have led to a teen volunteer program in partnership with Prozdor, the High School of Hebrew College, that to date has provided mentoring and service learning for more than 300 young adult volunteers from a variety of local public and private schools. These volunteers provide critical one-on-one support to students in the Sunday classes of the Gateways Jewish Education Programs.

While Gateways currently focuses on the greater Boston area, part of its innovative vision rests on its ability to develop and implement cutting edge models that can be replicated across the country. As one evaluator notes, "Gateways is a young organization that is addressing an important issue and a growing need in the Jewish educational community."

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BOARD CHAIR Erik Bitner
BUDGET \$1,636,540
INCEPTION 2006



Grinspoon Institute for
Jewish Philanthropy

www.hgf.org

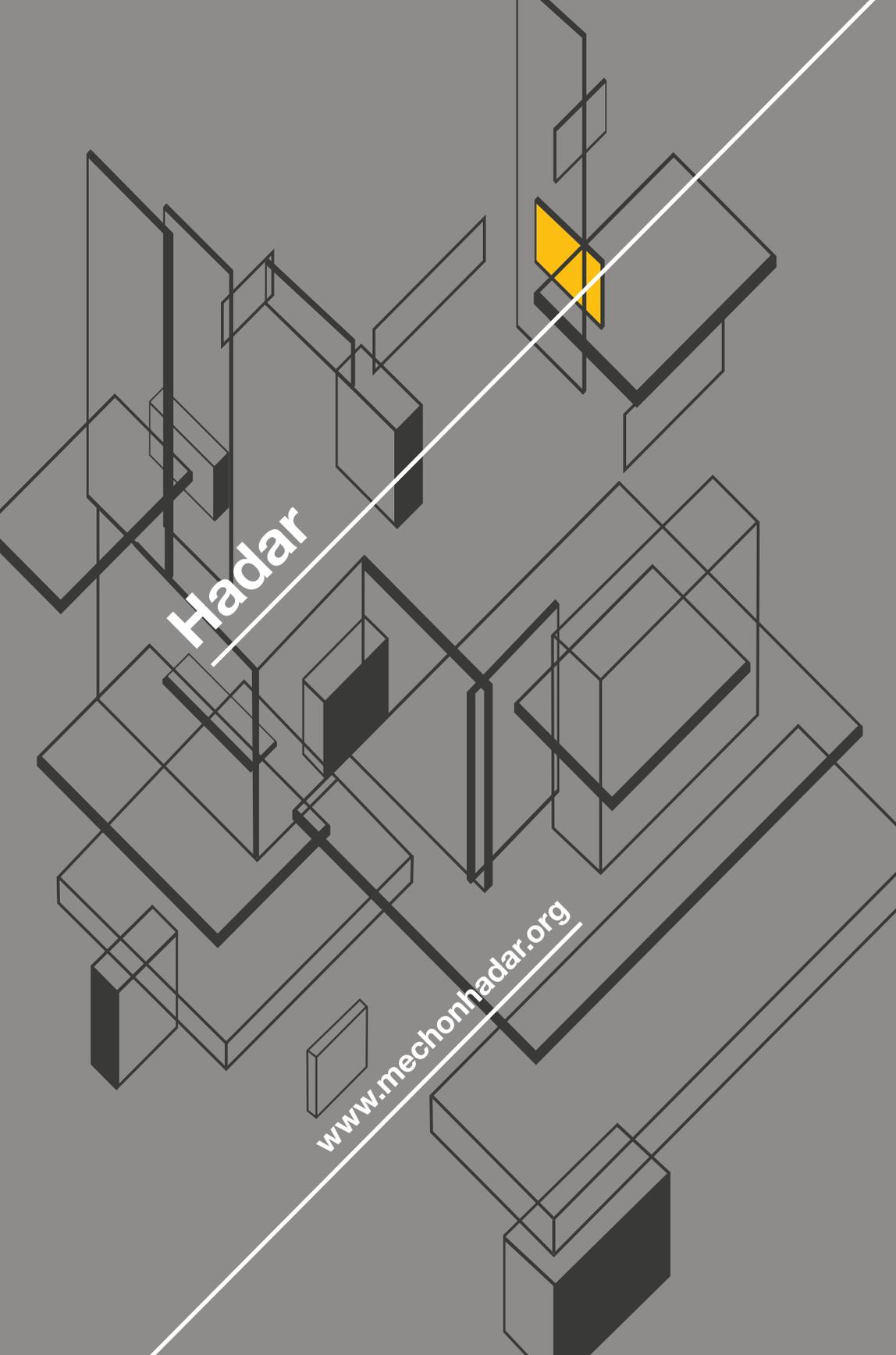
GRINSPOON INSTITUTE FOR JEWISH PHILANTHROPY

1ST TIME SLINGSHOT FINALIST

Many believe that attending Jewish camps correlates with high Jewish communal engagement down the road; however only a tenth of the estimated 700,000 Jewish children between the ages of 8 and 16 actually participate. While admittedly not the most glamorous innovation in the book, the Grinspoon Institute for Jewish Philanthropy has developed as a glorious effort of a funder to revamp this age-old classic in the Jewish community. While touring several Northeast camp sites in 2004, Harold Grinspoon discovered that most camps had inadequate facilities, limited strategic planning, and were in poor financial health. He realized that before the total percentage of children attending camps could increase, the camps themselves needed a major transformation. That year, he created the Grinspoon Institute for Jewish Philanthropy with an eye on how Jewish camping could enrich Jewish life and ensure strong bonds with the Jewish community.

Today, the Institute serves 75 camps with some or all of the following services: consulting on Board development and strategic planning; conferences for lay camp leaders; technology upgrades to facilitate the creation of alumni groups; matching grants; and training to help design planned giving programs. Through the matching grant program alone, the Institute has encouraged camp leaders to approach promising prospective donors and has leveraged \$37 million in new gifts since 2005. However, giving and capital improvements are not the end goal; they are only the first step. The Institute also aims to increase the total number of children attending camps from 73,000 to 100,000 within five years, as well as ensure that the professional and lay leaderships at the camps are trained for, committed to and familiar with their responsibilities.

One *Slingshot* evaluator expressed, “Many people want to have an impact on Jewish camping, but very few are brave enough to create the scaffolding required to move forward.” Another evaluator agreed, stating, “I applaud any funder who will make this investment in the mechanics of camping. It will secure Jewish camping for the long haul.”

An isometric geometric composition on a gray background. It features numerous overlapping, semi-transparent rectangular planes and blocks of various sizes and orientations, creating a complex, layered 3D effect. A single, solid yellow square is positioned in the upper right quadrant, partially overlapping a gray block. A thick white diagonal line runs from the top right towards the bottom left, bisecting the composition.

Hadar

www.mechonhadar.org

HADAR

Mechon Hadar was founded in 2006 to serve young Jews searching for substantive ways to build a vibrant Jewish community in New York. Due to its local success, Hadar established Yeshivat Hadar, the first full-time, egalitarian house of study in North America, serving students with a broad range of religious affiliations and backgrounds who wanted to bring Hadar's methodology to their own communities. Additionally, the team behind Hadar set up the Minyan Project to provide resources, networking and consulting to lay and professional leaders nationwide who wanted support as they built their own non-denominational Jewish communities on Hadar's model.

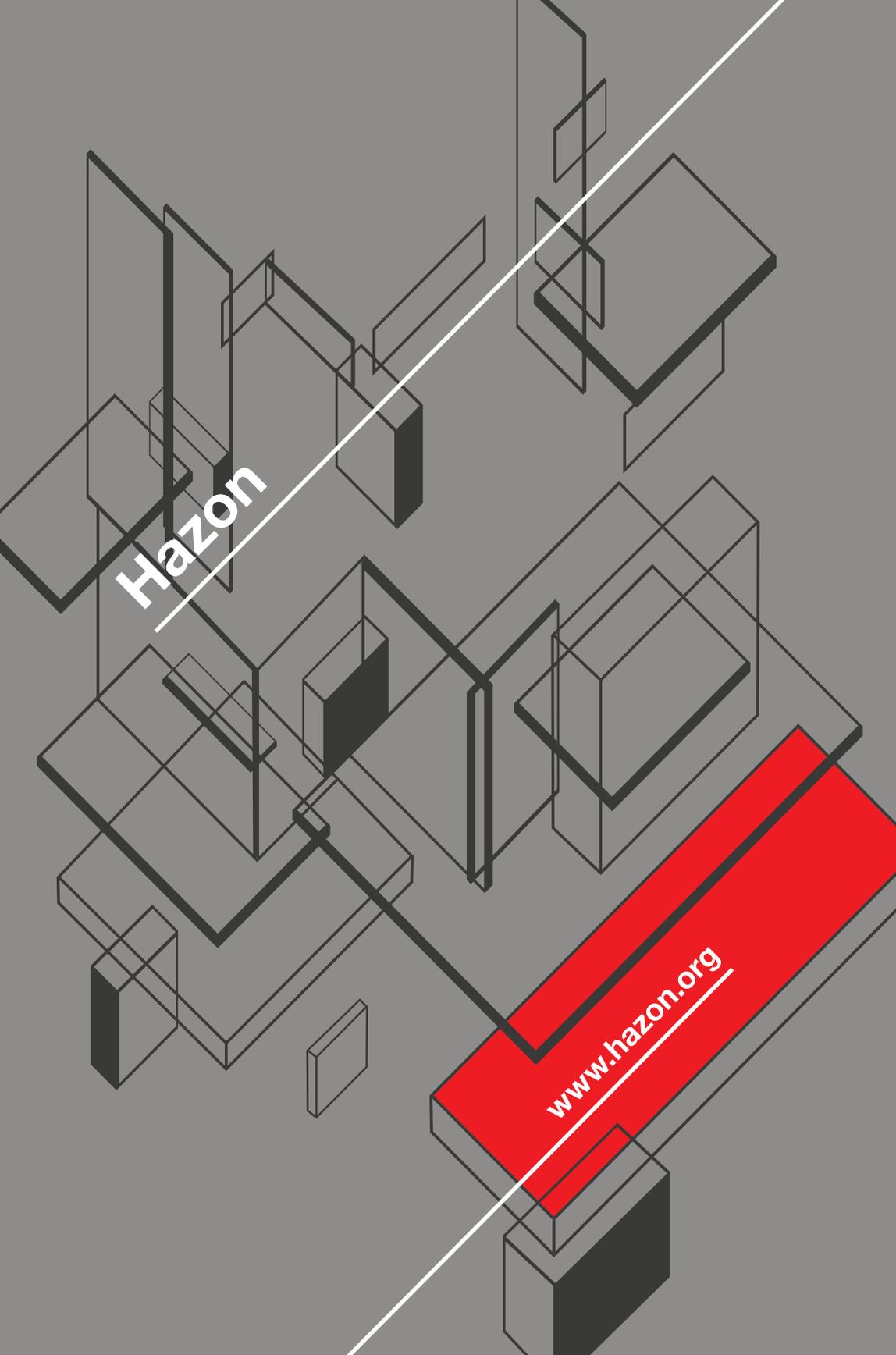
Currently the only place in the United States where female and male lay people can learn Jewish texts full-time, Yeshivat Hadar has impacted more than 2,400 Jews, as rabbis, educators and other alumni have developed projects in 19 cities across America and Israel, inspired by their Hadar experiences. The Minyan Project has networked more than 50 grassroots communities across the country, offering online resources, individualized consulting and a national conference attended by 180 people. At the forefront of the minyan movement, Leader Rabbi Elie Kaunfer has been recognized through several awards, including the first Avi Chai Foundation "Jewish Genius" grant.

Rejecting the "affiliated" versus "unaffiliated" dichotomy, Hadar empowers all Jews to reclaim their tradition and to actively contribute to Jewish life. One investor expresses, "If you didn't know this was based on Judaism, you'd think you were participating in a multifaceted corporation since Hadar has now expanded its high-quality brand to offer worship, study and consultation." In the prediction of one evaluator, "When 21st century American Jewish history is written, there will be an early chapter about Hadar."

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BOARD CHAIR Debbie Bohnen
BUDGET \$472,098
INCEPTION 2006



Hazon

www.hazon.org

HAZON

5-TIME SLINGSHOT FINALIST

The “big idea” behind Hazon is a healthy, sustainable Jewish community and a healthy world for everyone. Since it would be easy for an organization with such a grand vision to lose its way (hazon even means “vision” in Hebrew), the organization stays grounded by maintaining a solid focus on simple, achievable projects, each of which brings the vision closer to reality. Hazon’s marquee programs are outdoor physical challenges – most notably their famous bike rides across the country and in Israel – and a commitment to looking at healthy eating habits through the prism of Jewish tradition, including running a healthy eating blog called The Jew and the Carrot (www.jcarrot.org), which has increased monthly page views from 28,000 in 2008 to 300,000 in 2009.

This year, Hazon has embarked on a new endeavor, working with partners on the creation of a shared communal office space, which plans to open its doors in early 2010. Makom Hadash (which means “a new space” in Hebrew) will be a gathering place for innovative Jewish nonprofits, provide services and coaching for its resident organizations, and offer resources to a larger audience of innovative Jewish nonprofits. Organizations beyond the start-up phase but not yet big enough to warrant their own office infrastructure will be eligible.

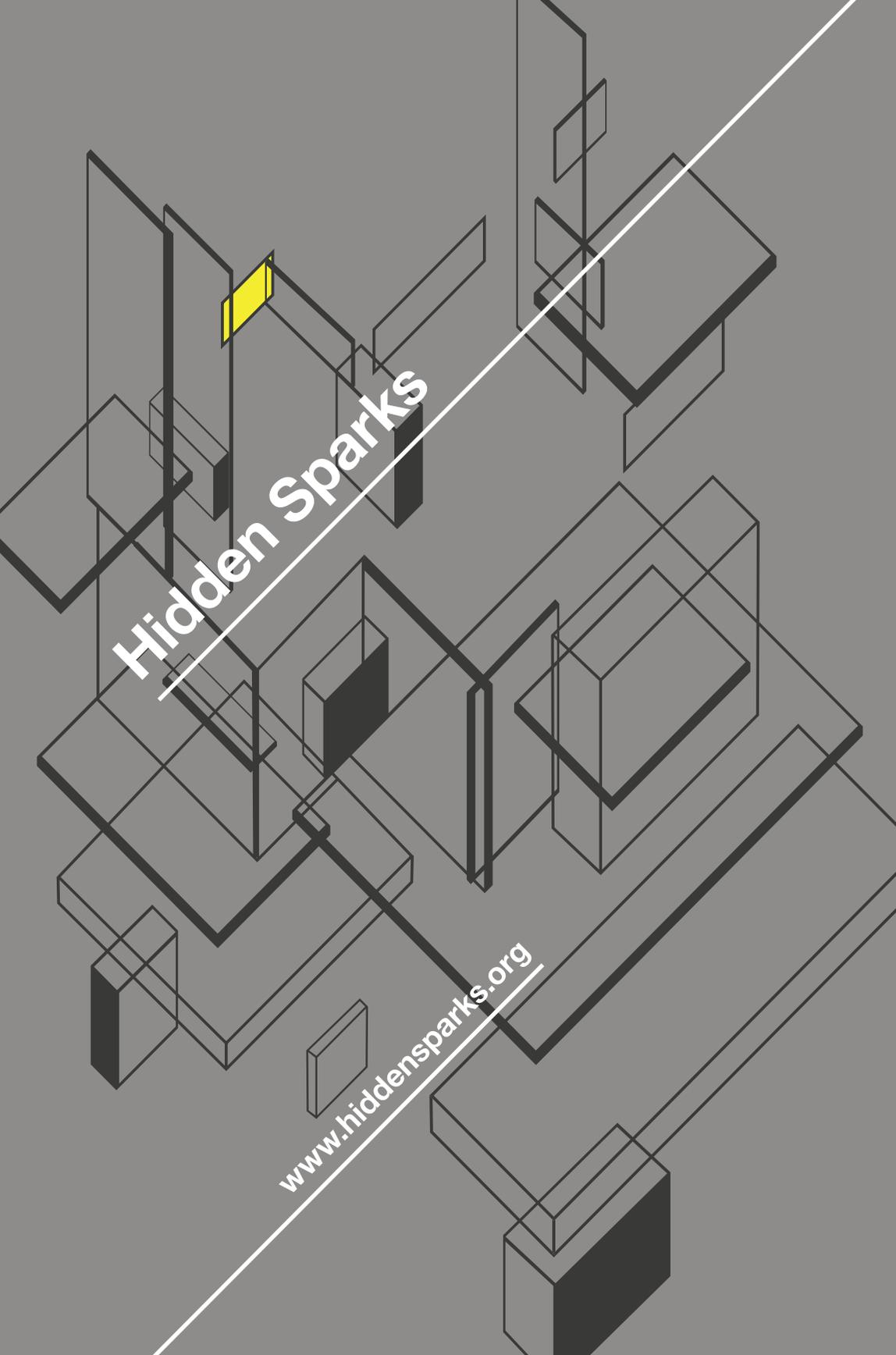
Given that Makom Hadash is sure to play a role in the lives of many *Slingshot* organizations, we look forward to watching how it evolves. One evaluator notes, Hazon “has done a lot of innovative work by being business savvy in this tough economy. They are one of the few organizations being transparent about how the economy is affecting them, and they are responding responsibly.”

13

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BOARD CHAIR Richard Dale
BUDGET \$1,890,000
INCEPTION 2000



Hidden Sparks

www.hidden-sparks.org

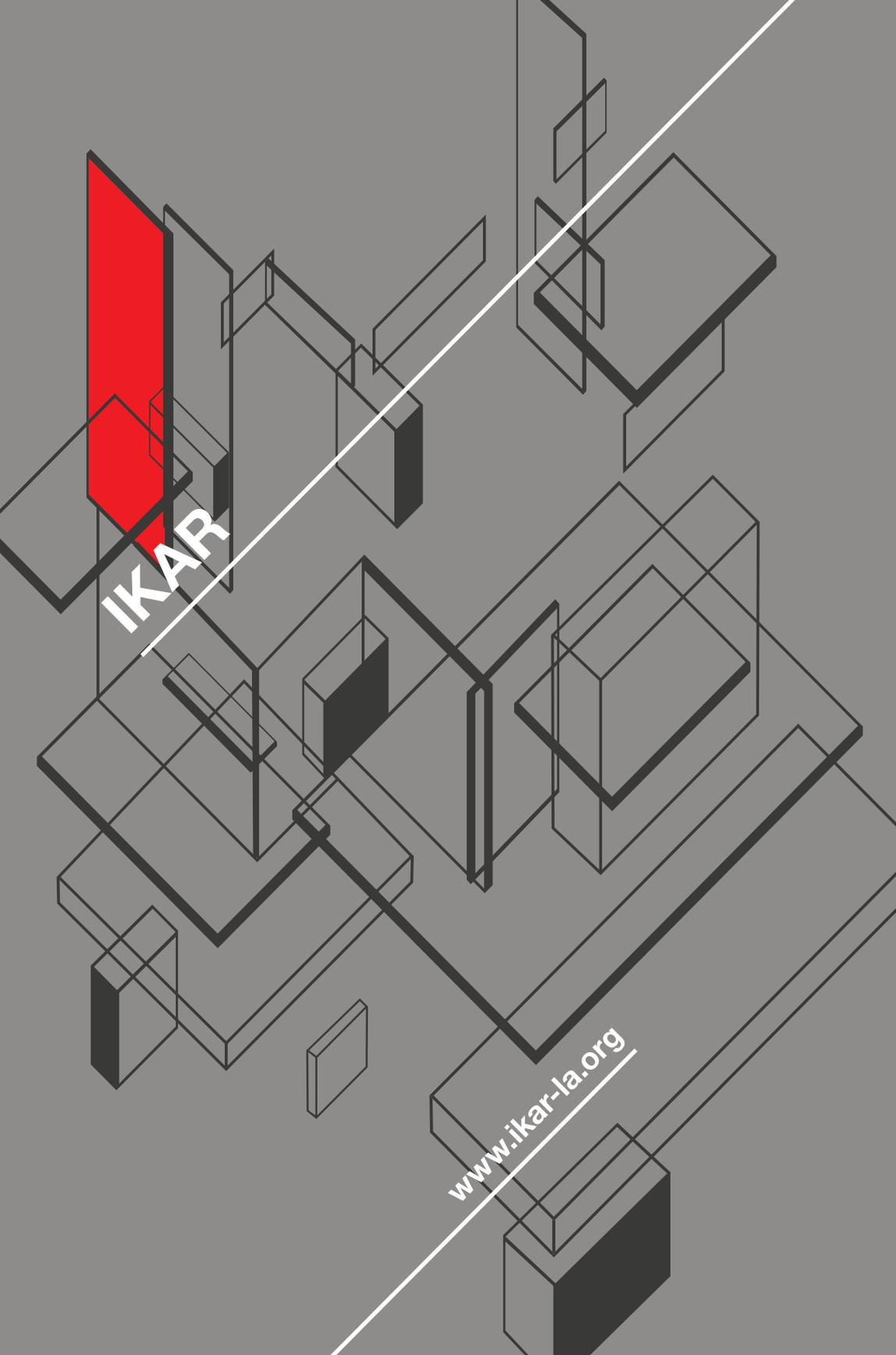
HIDDEN SPARKS

1ST TIME SLINGSHOT FINALIST

In every class there are students whose learning or behavioral challenges are not addressed by the “one size fits all” education system. Teachers, who know that these students are capable of learning, struggle to include them in lessons and inadvertently decrease the pace of the whole class. Many teachers find themselves fighting a losing battle to reach the entire classroom and help each student explore his or her full learning potential. Since 2005, Hidden Sparks has been providing teachers in Jewish day schools with the skills and training to identify challenging students and create a curriculum that will engage them and help each class achieve its full proficiency.

Hidden Sparks’ teacher training, which is new to the field of Jewish education, combines courses with one-on-one coaching in 28 schools in New York and Boston. In addition, Hidden Sparks serves communities across the country through its no cost, online and audio training, *Hidden Sparks Without Walls*. The program, available for up to 50 participants per course, includes classes such as “Communicating with Parents,” “De-Escalating Intense Behavior” and “Language, Learning and Literacy.” These one-hour courses are offered live after school so that educators across the country can participate.

Evaluators are impressed with “Hidden Sparks’ ability to bring the best practices in the field of learning disabilities to Jewish day schools” and its “skill at partnering with other nonprofits” such as Gateways: Access to Jewish Education, a nonprofit also featured in *Slingshot*, which helped to bring Hidden Sparks’ programming to Boston. Above all, “the combination of partnering with other organizations and training coaches and mentors is an effective, innovative delivery system” that evaluators expect to see in localities across the country before long.

An abstract geometric composition featuring various 3D wireframe shapes, including cubes, rectangular prisms, and thin plates, arranged in an isometric perspective. A prominent red rectangle is positioned in the upper left quadrant. A thick white diagonal line runs from the top right towards the bottom left, bisecting the scene. The background is a solid, medium gray color.

IKAR

www.ikar-la.org

IKAR

5-TIME SLINGSHOT FINALIST

The 2009 report *Innovation Ecosystem: The Emergence of a New Jewish Landscape* describes a population of dynamic Jewish leaders in cities across the country who have turned away from the Jewish establishment and toward alternative forms of engagement. These Jews, young and old, affiliated and unaffiliated, have found a common bond in environments that encourage hands-on involvement and outside-the-box engagement. In Los Angeles, this movement is being led by Rabbi Sharon Brous, the founder and spiritual leader of IKAR. Inspired by her work at B'nai Jeshurun in New York City, Rabbi Brous moved to Los Angeles in 2004 and created IKAR, a community that melds political activism, spirituality and Jewish identity. The very heart of Rabbi Brous' mission is found in the definition of the Hebrew word *ikar*, meaning "root" or "essence." IKAR inspires and encourages Jews in their 20s and 30s to search for the root or fundamental nature of their personal connections to Judaism.

After working for four years to build an inspirational community of as many as 3,000 young Jews, Rabbi Brous is taking on an additional challenge: she is now directing the IKAR community to take action. As part of IKAR's newest program, *Minyan Tzedek*, IKARites throughout Los Angeles are taking the lessons learned by the Obama campaign and meeting in small groups to discuss social issues that affect and inspire them. The concept behind *Minyan Tzedek* is to continue the search for the core of Judaism by engaging every member of the IKAR community in the work of social change.

IKAR is not only understood to be "the new model" by much of the liberal institutionalized Jewish world, but in four short years it has also become a "brilliant example of what a 21st century shul could be." Through IKAR, Rabbi Brous has developed a model to organize a next generation audience, help members locate the core of their faith, and then mobilize them into action.

15

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BOARD CHAIR: Fred Kramer
BUDGET: \$1,200,000
INCEPTION: 2004



Institute for Curriculum Services

www.icsresources.org

INSTITUTE FOR CURRICULUM SERVICES

1ST TIME SLINGSHOT FINALIST

Distortions such as “Judaism is a violent religion” and “the Jews crucified Jesus” continue to be published in social studies textbooks across the US. The Institute for Curriculum Services (ICS) is the first national effort to address bias in school curricula and does so by promoting accurate and unbiased instructional materials on Jews, Judaism and Israel for the 50 million students in American public schools and the millions more in private schools. Strategies include working with publishers to improve textbook accuracy, assisting Jewish agencies nationwide on school curricular issues, working with state policy makers on curriculum standards revisions and textbook selections, and by developing curricular materials and offering teacher training.

In its three-year existence, ICS has obtained 1,500 edits to Jewish content in over 100 social studies textbooks used across the country. In addition to developing curricula on Jewish topics, it also offers training to teachers so they may spot problems in instructional materials and present more accurate information to their students. Its comprehensive approach is aided by its network with 125 community relations councils and 14 national organizations through its partnership with the Jewish Council on Public Affairs. When ICS has impacted all of the publishers at a national level, more than 7.7 million school children will receive a more fact-based and impartial education each year. On a local level, ICS plans to partner with the Greater Dallas Jewish Community Relations Council for the Texas Textbook Project, an important venture given the influence of Texas as a large textbook market.

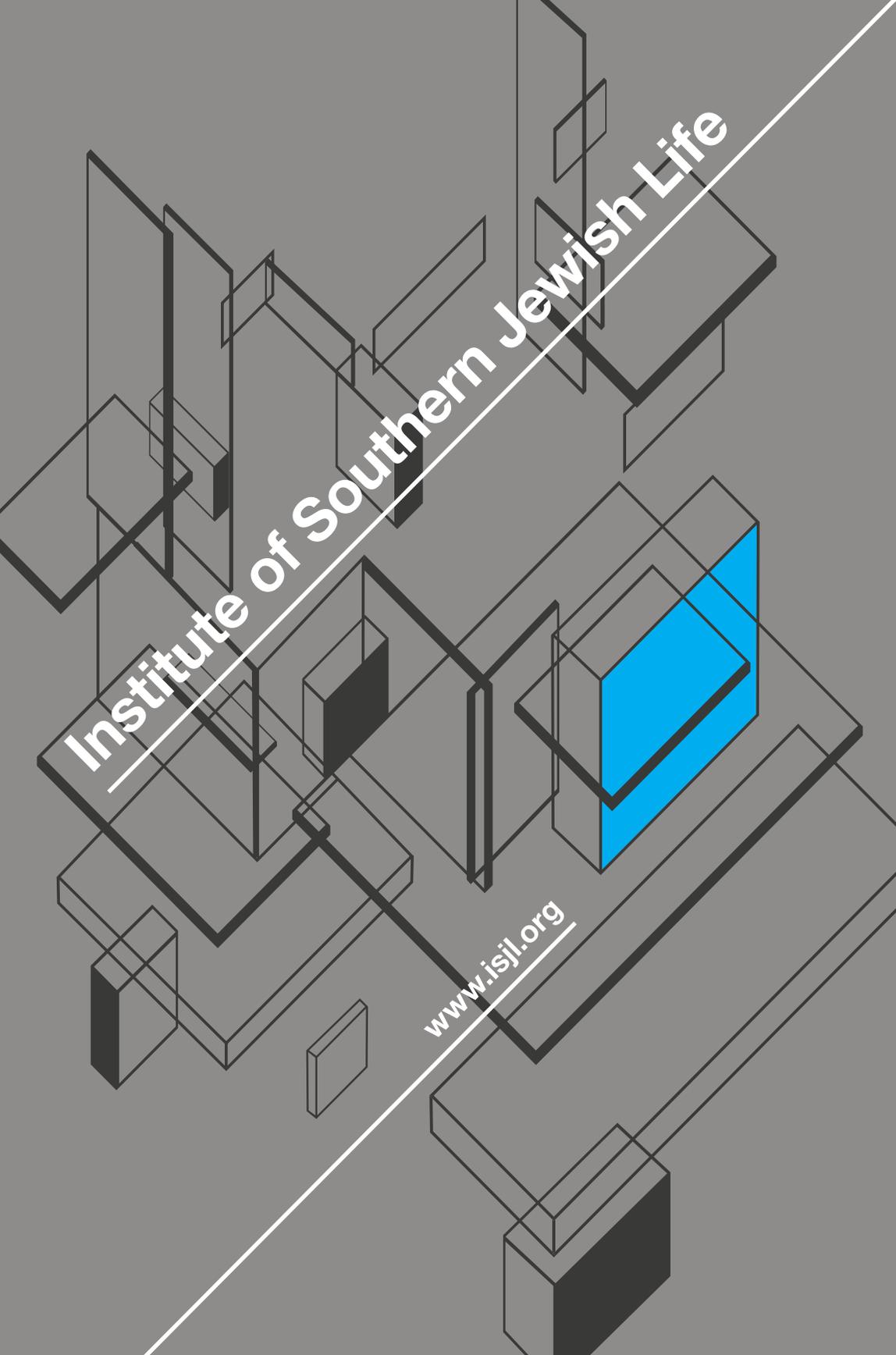
ICS maintains an ambitious goal: to correct all major, relevant social studies texts in the US within a decade and to continue working with publishers to thwart errors in new texts. While it is early in the organization’s development, it has exhibited strong short-term gains, and as one evaluator comments, “With ICS being the only organization doing this work, it may not be sexy, but it is highly relevant.”

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BOARD CHAIR Cheryl Felner
BUDGET \$498,635
INCEPTION 2005



Institute of Southern Jewish Life

www.isjl.org

INSTITUTE OF SOUTHERN JEWISH LIFE

17

Some of the most inspiring Jewish communities in America aren't on the Upper West Side of Manhattan or in Hyde Park, Chicago, but are rather in towns like Jackson, Mississippi and Forth Smith, Arkansas. Throughout the American South there is a rich tradition of Judaism going back hundreds of years. The challenge faced by the Goldring/Woldenberg Institute of Southern Jewish Life (ISJL) is to preserve that history and build a dynamic future, all while battling the trend of thousands of young people leaving the rural South for urban America. Toward this goal, ISJL has built a portfolio of programs to build Jewish identity and community across 13 Southern states.

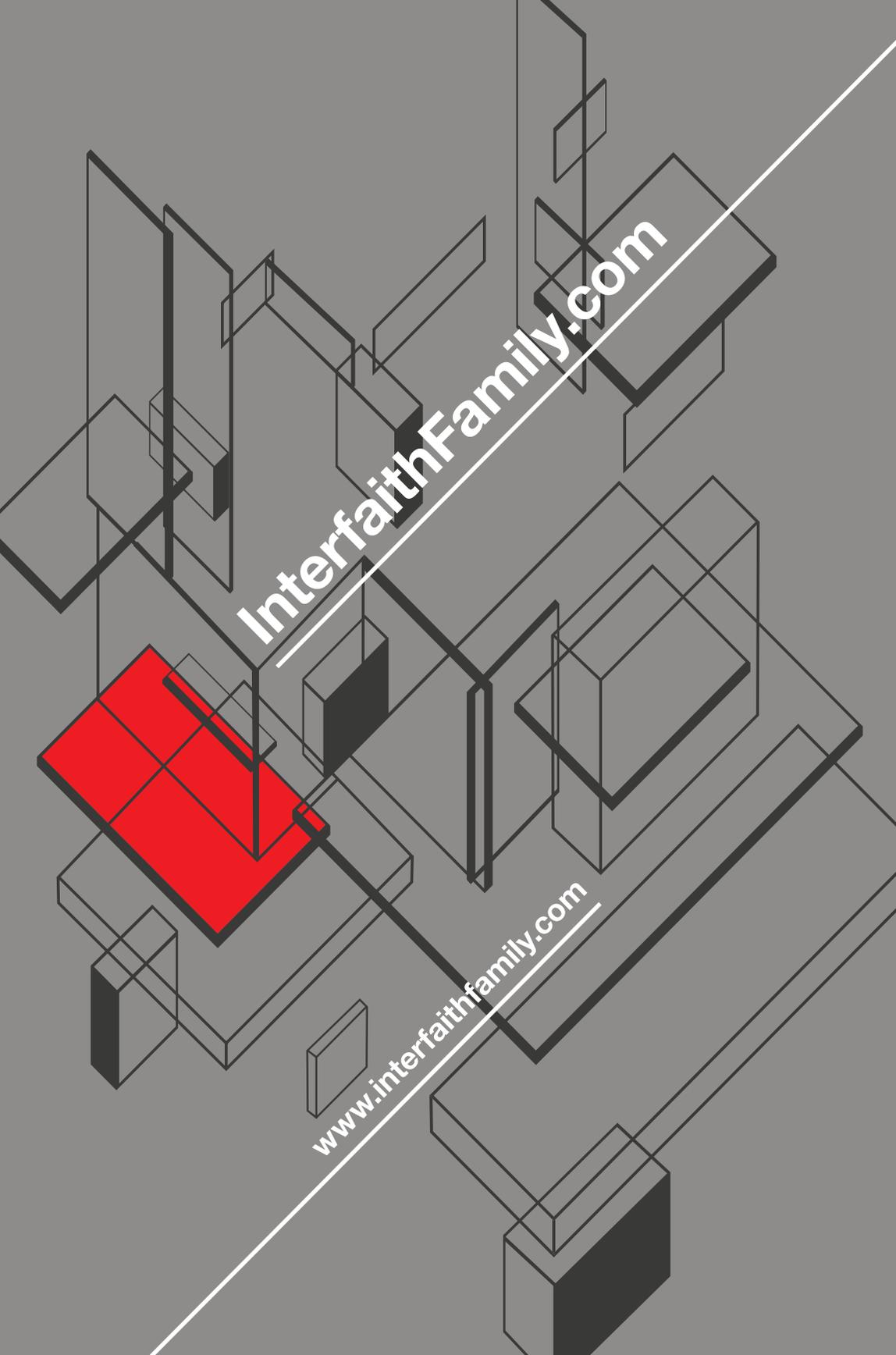
ISJL employs a rabbi and eight Jewish educators who travel back and forth across the South, logging 99,000 miles in 2008 alone, to assist communities without rabbinic services or professional Hebrew school staff. They also create a weekly "taste of the Torah" message read electronically by hundreds of Jews across the region. In addition, ISJL developed, tested and distributed a uniform Hebrew school curriculum, which is used by more than 3,000 students and 350 teachers in 11 states. With the goal of bringing "big city" services directly to each community, ISJL also develops cultural programming such as Jewish art shows and a Jewish film festival. And finally, in order to preserve the history of Jewish people in the South, ISJL also operates two museums.

Macy Hart, President of ISJL, who grew up in Winona, MS, was "dragged" by his parents to major cities in order to find Jewish connections, so he knows firsthand the need to cultivate a southern Jewish community. Macy is "a true visionary" who has found success by creating "an institution with multiple interlinking program areas" and "a new model on how to serve many small communities from a central location." One *Slingshot* investor points out, "Just as we are trying to preserve and build on our history in Eastern Europe, so too should we be preserving our history in the South and bringing it to other regions across the country." Macy is eager to share his programming strategy in order to serve other areas of the country where rural Jewish populations remain isolated.

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BOARD CHAIR Jay Tanenbaum
BUDGET \$2,400,000
INCEPTION 2000



InterfaithFamily.com

www.interfaithfamily.com

INTERFAITHFAMILY.COM

5-TIME SLINGSHOT FINALIST

With more than 50% of Jews marrying someone from a different religious faith, the challenge to Jewish continuity is to attract more people to Jewish life. In 2001, Ed Case formed InterfaithFamily.com to take up that challenge. He believed that if interfaith couples could learn about Jewish life without judgment, share experiences with others, and be made aware of accessible Jewish organizations, programs and professionals, they would be more inclined to make Jewish choices. InterfaithFamily.com has become the place where those in interfaith partnerships seek information about and connections with Jewish life.

The redesigned website launched in May 2009 and now includes personalized content and a social networking function. Through “Connections in Your Area,” it lists over 500 organizations in more than 130 communities around the country that welcome interfaith families, and staff members address important and controversial issues, like rabbinic officiation at intermarriages. Its biweekly e-newsletter reaches 7,700, and its wedding blog, renamed “The Hitch,” recently featured an engaged interfaith couple recording their impressions and experiences leading up to their wedding day. InterfaithFamily.com’s *Jewish Holidays Cheat Sheet* and its fifth resource guide, *Guide to Hanukkah for Interfaith Families*, are new additions to the site this year.

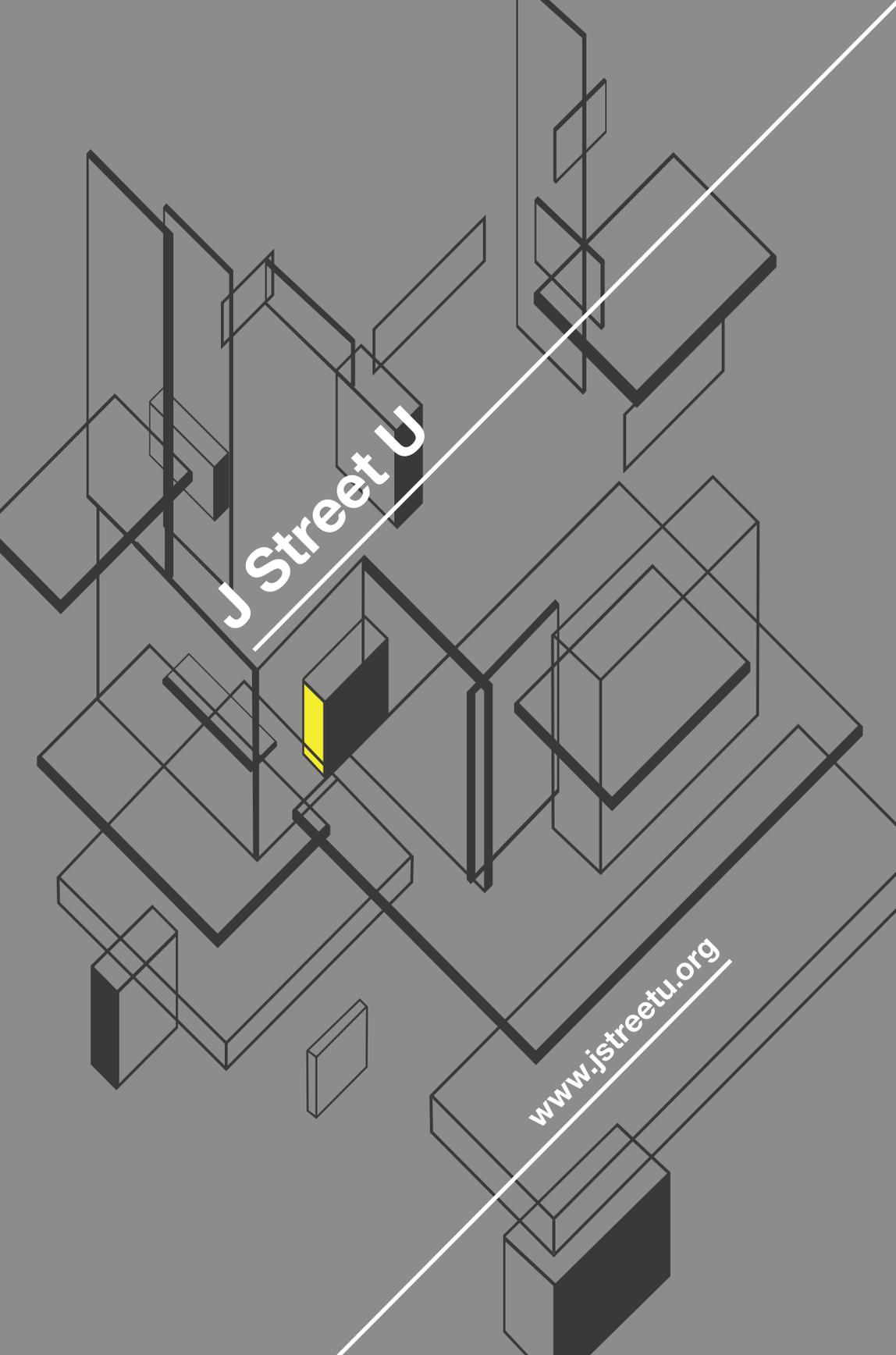
With a recently completed strategic plan ambitiously calling for its staff to double in size, InterfaithFamily.com “continues to assess the needs and desires of its constituency, while remaining loyal to its mission.”

18

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BOARD CHAIR Marnie Kanfer Stewart
BUDGET \$1,114,000
INCEPTION 2001



J Street U

www.jstreetu.org

J STREET U

1ST TIME SLINGSHOT FINALIST

The conversation on American college campuses about the conflict in the Middle East has been dominated for decades by extreme points of view on the left and the right. This debate has played itself out on campuses across the country through verbal battles that leave the vast majority of students, who find themselves somewhere in the middle of the political spectrum, frustrated, poorly informed and turned off by the entire conversation.

In the spring of 2009, two organizations merged to address this issue. The first, the Union of Progressive Zionists (UPZ), has been the voice of disenfranchised students caught in the middle of campus conflicts. The second, J Street, is the political lobbying arm of the pro-Israel, pro-peace movement, which always looks for a diplomatic, non-military response to conflict. Together, J Street U, a new 501(c)(3), works to ensure that all points of view are part of campus conversations about Israel. In just one year, J Street U campus presence has increased by 200%, to 15 campuses nationwide. Across the country, J Street U has organized speaking tours, cultural exhibits and advocacy campaigns. J Street U also hosts an annual conference and organizes other programs aimed at expanding and deepening the campus conversation about Israel.

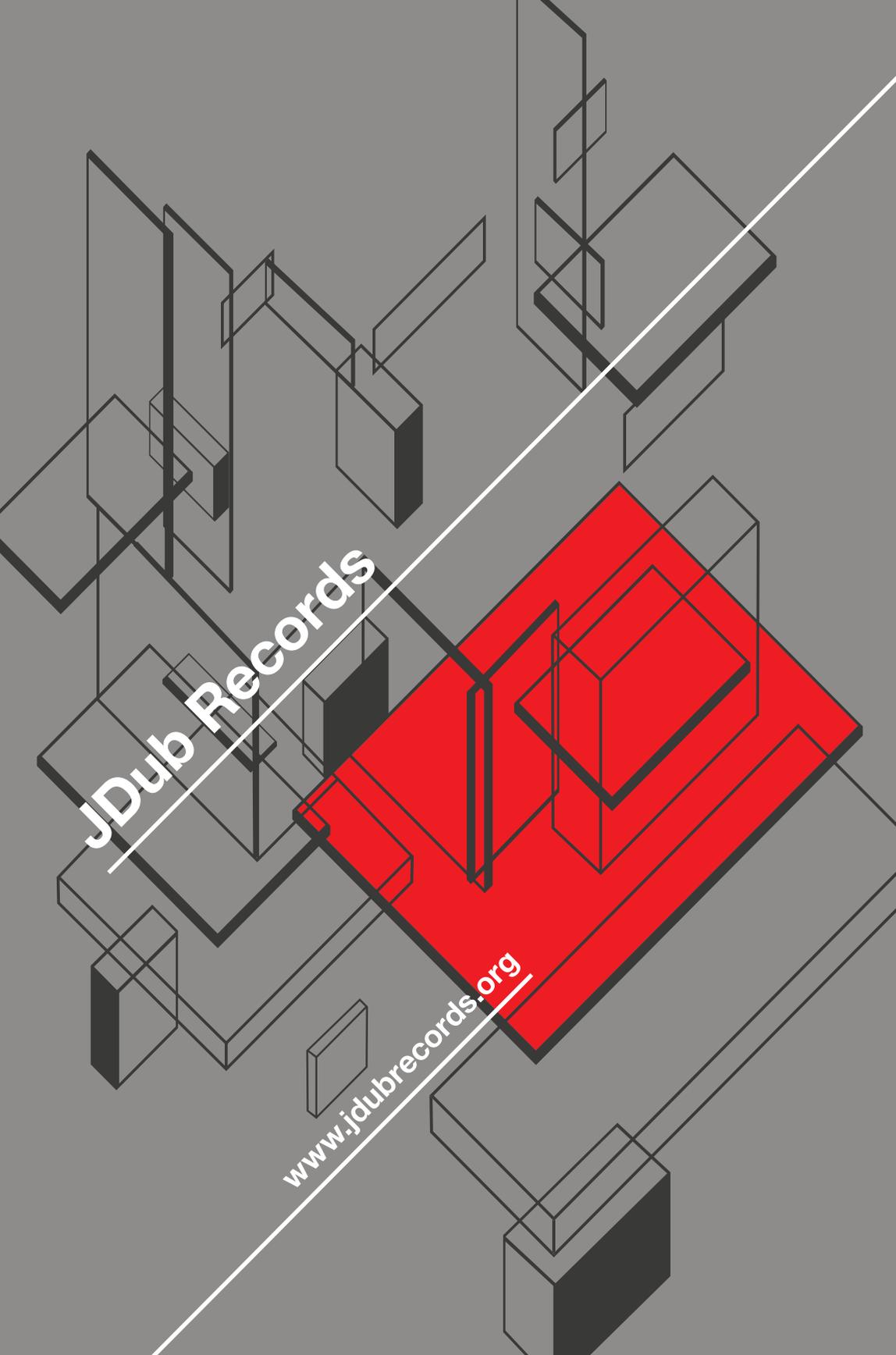
While there is no doubt that “they are young, under-resourced and in a tough battle with AIPAC, the Goliath on campus,” this organization is also “the only group on the scene that tries to foster this kind of education and this type of dialogue.” Evaluators applaud the merger with J Street, saying, “It is a sound strategic move for UPZ to merge with J Street and bodes well for their longevity, heightened professionalization and re-branding of the org.” Another evaluator adds, “This merger may usher in a new era for progressive pro-Israel activity on campus.”

19

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BOARD CHAIR TBD
BUDGET \$300,000
INCEPTION 2004

An isometric geometric composition on a gray background. The central focus is a large red square with a thick black border. Inside this square are several smaller, nested squares and rectangles, some with 3D effects. Surrounding the red square are various other 3D shapes, including rectangles and squares, some with black outlines and others with gray shading to create a sense of depth. A prominent white diagonal line runs from the top right towards the bottom left, passing through the red square. The text 'JDub Records' is written in white, bold, sans-serif font, slanted along this diagonal line. At the bottom of the red square, the website address 'www.jdubrecords.org' is also written in white, bold, sans-serif font, following the diagonal line.

JDub Records

www.jdubrecords.org

JDUB RECORDS

5-TIME SLINGSHOT FINALIST

In its fifth year of recognition in *Slingshot*, JDub Records continues to captivate next generation audiences with its emphasis on making Jewish culture celebratory and relevant. Its dedication to musical artists, in many cases emerging, the creation of community and generation of cross-cultural dialogue all succeed in elevating Jewish voices in popular culture. By proudly displaying their Jewishness, JDub artists also serve as role models for young Jews who might not find traditional offerings a vehicle through which to embrace their Jewish identities.

Many JDub artists walk the Jewish-secular line by touring with major acts like Ozomatli and Mike Gordon from Phish. Programming continues to expand via holiday happenings like Jewltide, Wet Hot American Purim and events like the JDub 5th Anniversary at the popular summertime Celebrate Brooklyn series, along with concerts in Los Angeles, Cleveland and Denver. Recent exciting news is that JDub will be entering the blogosphere, taking over the popular Jewcy.com, an online news magazine created in 2006 that has 120,000 unique visitors a month. As for current revenue, an impressive 30% comes from event ticket and CD sales, while 50% must be raised from individual and foundation supporters.

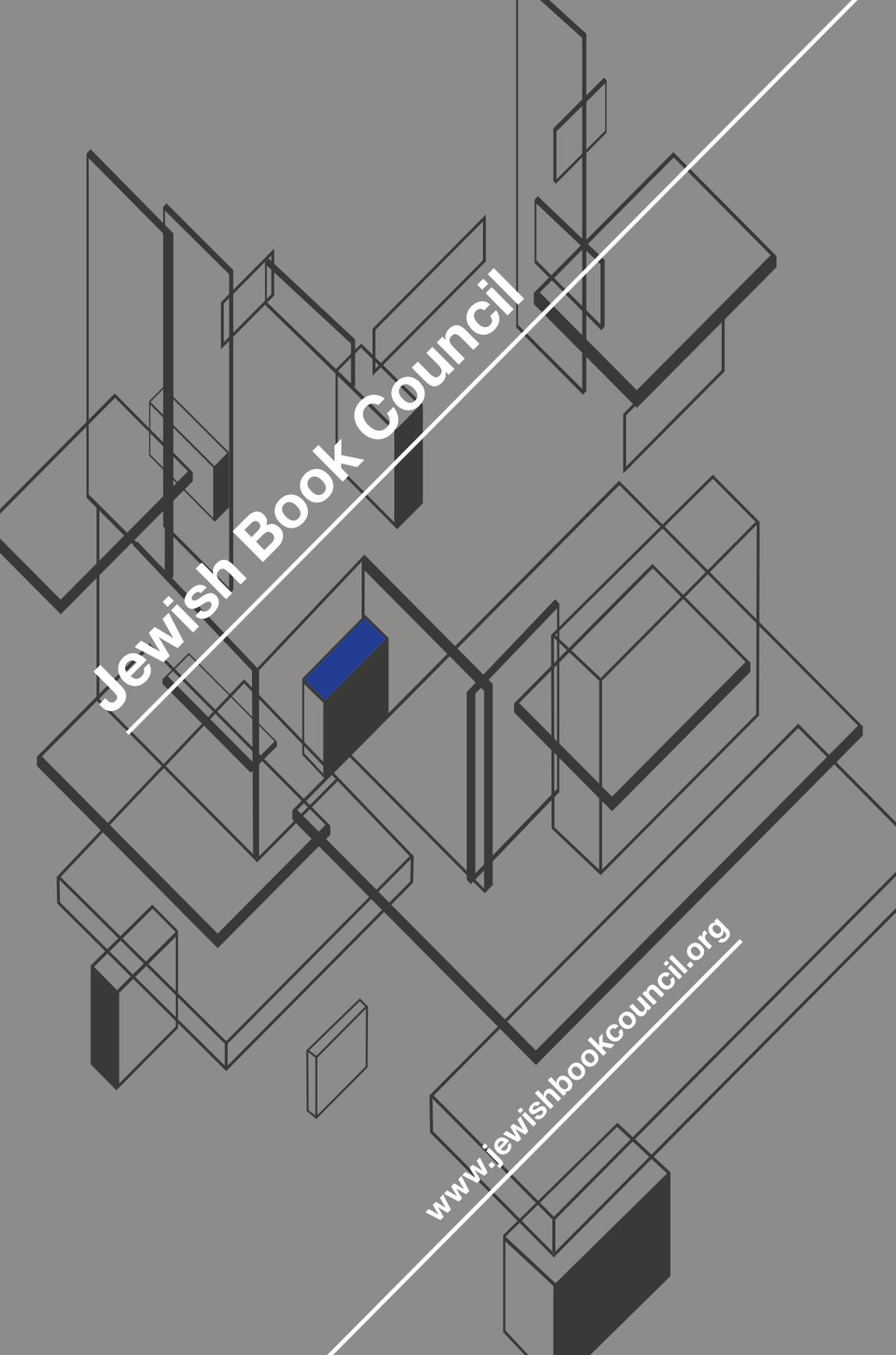
Aaron Bisman is the visionary behind JDub, which has recently found itself a subject in a number of studies on young Jewish engagement. One evaluator labels Aaron “a pioneer for Jewish culture who has certainly placed JDub in the forefront of the community.” With a vision to impact over 300,000 next generations directly and 600,000 through the media, JDub is attempting to transition from start-up status to a mezzanine organization. While readers may recognize this organization from past editions of *Slingshot*, evaluators believe that JDub “has maintained an innovative and constantly evolving model.”

20

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BOARD CHAIR Elie Gordis & Harry Poloner
BUDGET \$1,000,000
INCEPTION 2002



Jewish Book Council

www.jewishbookcouncil.org

JEWISH BOOK COUNCIL

21

Before it became an independent nonprofit entity in 1994, the Jewish Book Council (JBC) had existed in some form since 1925. In the past 13 years, JBC has been transformed from a nearly defunct organization to one with 13 staff members and a more than \$1 million budget. Many believe the organization owes this revival to Director Carolyn Starman Hessel's passion for Jewish literature along with a largely next generation staff that is an up-to-date source for Jewish titles. Its most successful program is the Jewish Book NETWORK, which promotes authors of current books seeking to tour North America by convening them at an annual conference with book program personnel.

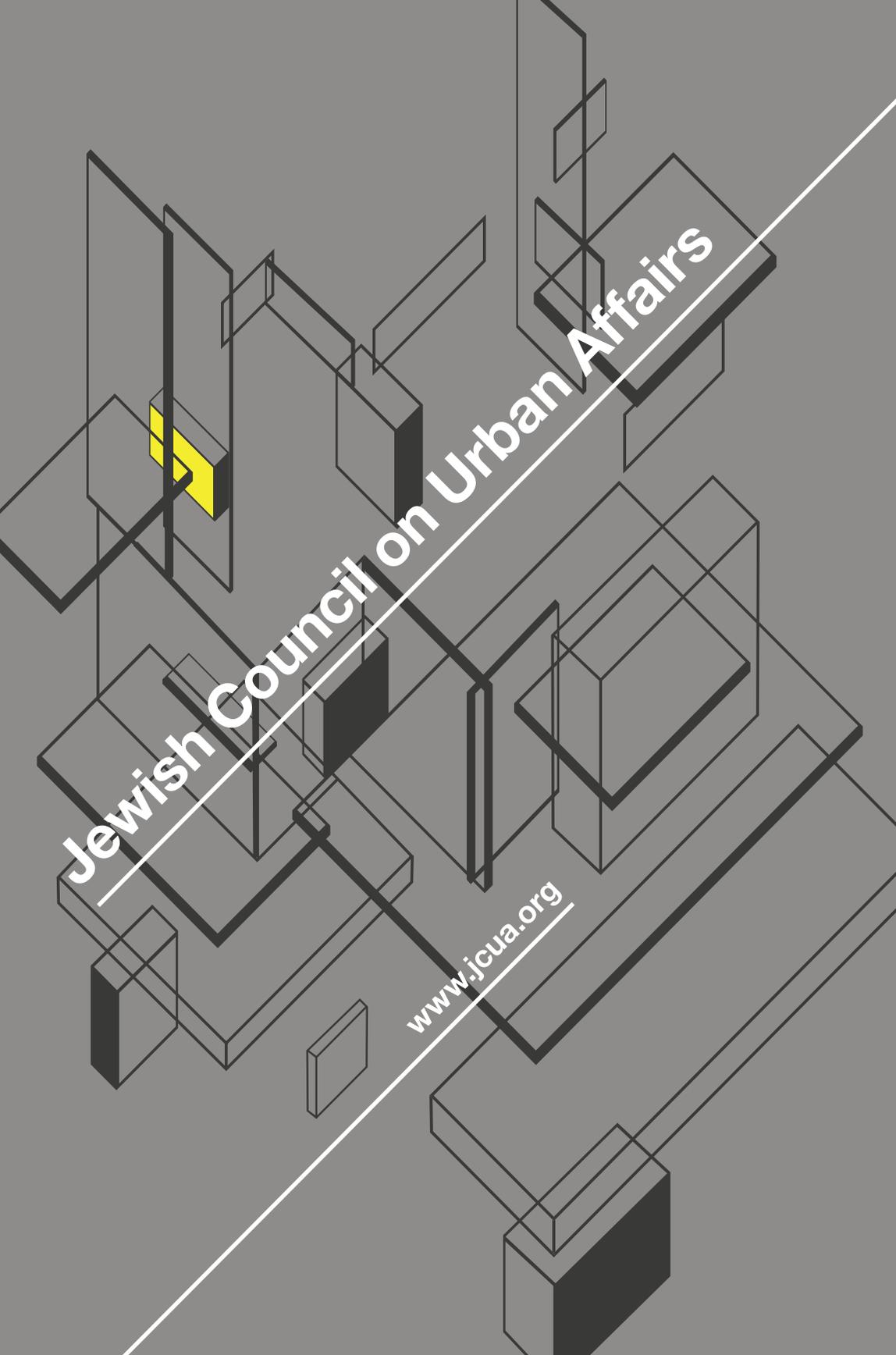
Staff is also developing new and dynamic programs to reach peers. For the 2009 book festival season, JBC has developed a pilot program with fellow *Slingshot* organization Nextbook, working in five selected cities around the country to develop events that will take place in art galleries and wine bars that tie in with the author event. JBC also works with 10 college campuses with small Jewish populations that are looking to introduce their students to current names in Jewish literature, names that include Nathan Englander and Jonathan Safran Foer. Loyal fans should not dismay: JBC still produces its quarterly review magazine, *Jewish Book World*, and hosts the National Jewish Book Awards. It has also spearheaded the Sami Rohr Prize for Jewish Literature for emerging authors and the JBC blog.

Despite its long heritage, JBC continues to explore innovative ways to reach younger audiences. It is "working behind the scenes" to expose those "younger Jewish authors who are helping make it cool to be Jewish again."

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BOARD CHAIR Lawrence Krule
BUDGET \$1,100,000
INCEPTION 1994



Jewish Council on Urban Affairs

www.jcua.org

JEWISH COUNCIL ON URBAN AFFAIRS

1ST TIME SLINGSHOT FINALIST

For 45 years, the Jewish Council on Urban Affairs (JCUA) has been perceived by many as the social conscience of the Chicago-area Jewish community. Since 1964, JCUA has mobilized the Jewish community, built coalitions and advocated for the most marginalized residents of the city, the state and beyond. JCUA can trace its roots to the Civil Rights Era, fighting for equal housing and voting rights and creating numerous African American/Jewish partnerships, including participating in seminal marches with Dr. Martin Luther King in Selma, AL to demonstrate for voting rights. In recent years, JCUA has partnered with Muslim groups in response to post-9/11 racism and intolerance, and advocated against several instances of police brutality.

Led by Jane Ramsey for over 30 years (apart from a leave of absence in 1986 when she served as the Director of Community Relations for Chicago's Mayor Harold Washington), JCUA's partnership approach to combating social inequality has placed it in the forefront of the social justice movement in Chicago. JCUA continues to create new avenues for involvement, including Or Tzedek, a year-round social justice program for teens, and the 2009 launch of the Leadership Development Institute, to identify and mentor future leaders in Chicago's social justice community. Staying on the leading edge of social justice, JCUA recently organized buses from Chicago to Postville, IA, where a series of immigration raids on kosher meat-packing facilities tore families apart and thrust an unfair immigration system and unsafe work facilities into the limelight.

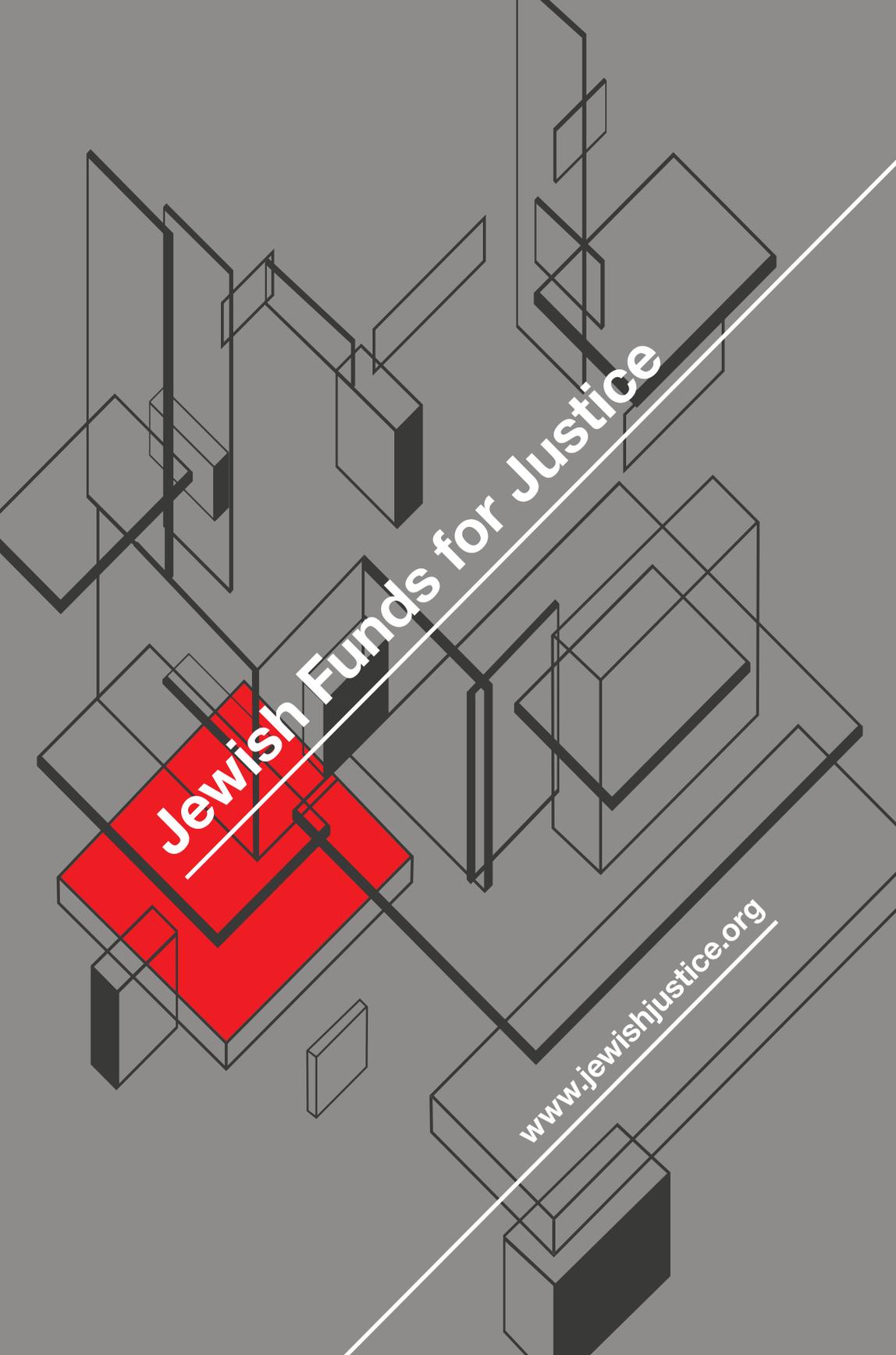
One evaluator laments, "[I] wish we could have [JCUA] move to my community to work among us." Other evaluators state that, as a community, "we need more examples of ways and models to engage Jews in social justice, and [JCUA is] writing the textbook on how to do that." By reaching out through local synagogues, JCUA seeks to engage more than 25,000 new members in the Chicago area over the next five years.

22

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BOARD CHAIR Stephen Keen
BUDGET \$1,725,000
INCEPTION 1964



Jewish Funds for Justice

www.jewishjustice.org

JEWISH FUNDS FOR JUSTICE

5-TIME SLINGSHOT FINALIST

Jewish Funds for Justice (JFSJ) creates compelling opportunities for Jews to work toward making the promise of economic opportunity a reality for all Americans. It approaches this task inspired and informed by Jewish history and tradition, but by using contemporary tools such as: grants to small grassroots organizations in the United States; loans invested in affordable housing and small business development; service learning trips to synagogue-based organizing and advocacy events, which engage Jews across the country; and leadership training programs, which have introduced more than 100 rabbinical students to organizing and helped hundreds of Jews at non-profit organizations become more skilled social change leaders.

As an incubator for new ideas, JFSJ recently launched 8th Degree, an online micro-lending site to support low-income entrepreneurs in the Gulf Coast (for which it received a 2008 Slingshot Fund grant), and initiated the Isaiah Funds, a \$5 million interfaith loan and grant fund to bring much needed financing to the Gulf Coast's hardest hit neighborhoods. In the past year, JFSJ also grew its service learning trips, with more than 400 participants traveling to the Gulf, East Baltimore, the South Bronx and other US communities in need. Most recently, JFSJ became the first Jewish organization to initiate a cross-program "green jobs" focus to bring its range of programming tools to those communities most in need of pathways out of poverty. JFSJ has already provided volunteers to build energy efficient affordable housing, invested in projects to weatherize homes in low-income neighborhoods and provided leadership training to some of the field's leading activists.

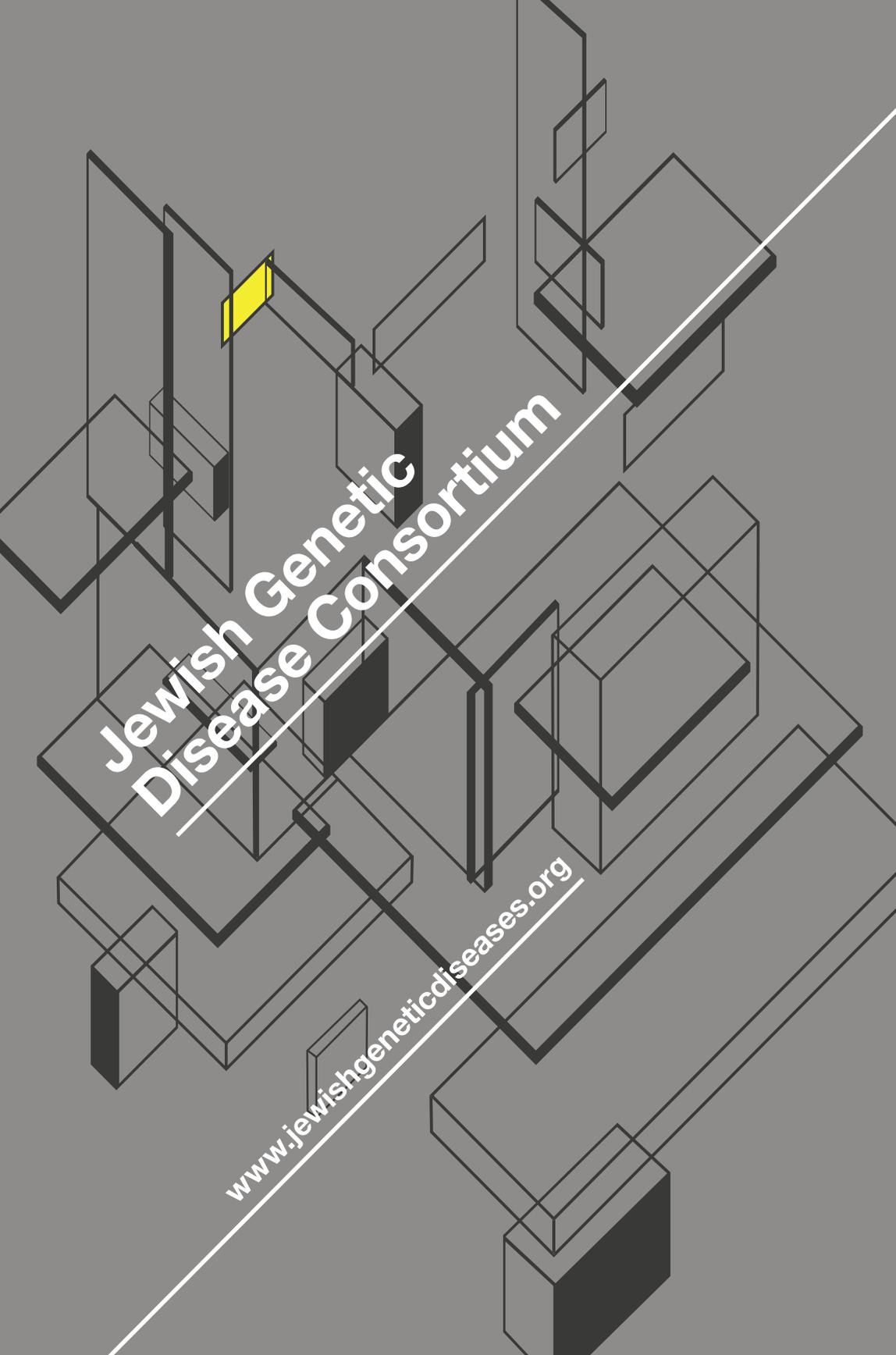
Already the recipient of comments such as "creative, efficient, visionary leadership," JFSJ's ongoing innovation surprises even the most seasoned of evaluators: "When I started to read this application, I thought I knew everything JFSJ did. Then I learned about 8th Degree. Wow. They seamlessly linked Maimonides, micro-lending and helping small businesses on the Gulf Coast into one smart package." In the appraisal of another evaluator, "They are more and more the foundation community's 'go to' organization to create and sustain social justice and service programs."

23

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BOARD CHAIR Amy Dean & Steve Fischman
BUDGET \$6,000,000
INCEPTION 1984

An abstract geometric design featuring various overlapping 3D rectangular shapes in shades of gray and black. A single yellow rectangle is positioned in the upper left quadrant. A white diagonal line runs from the bottom left towards the top right, bisecting the composition.

Jewish Genetic Disease Consortium

www.jewishgeneticdiseases.org

JEWISH GENETIC DISEASE CONSORTIUM

1ST TIME SLINGSHOT FINALIST

There is a common misconception that Tay-Sachs, a genetic disease that is almost always fatal by the age of five, has been eradicated from the Jewish population. In fact, in 2009, 1 in 25 Jews of Ashkenazi descent continue to carry the gene that causes Tay-Sachs. In addition to Tay-Sachs, there are 10 other genetic disorders common to the Jewish population, many of which are appallingly painful, fatal or require a lifetime of care. Thanks to the Jewish Genetic Disease Consortium (JGDC), an association of 11 disease-specific advocacy groups, one simple blood test can determine if individuals are carriers of those genes. Even in an era where parents are hyper-informed about the health of their children, there is often a lack of information, or incorrect information, about Jewish genetic diseases. Therefore, JGDC is “helping to lead the charge toward a healthy community.”

In a challenging economic environment, the Presidents of the 11 disease-specific groups have chosen to band together in order to increase efficiency, better serve the Jewish community, and build relationships with insurers to increase coverage for testing for these diseases. JGDC also runs campus and community screenings, educates rabbis on how to discuss screening with engaged couples, and administers a “Grand Rounds” program for health care professionals. This program pairs an expert on Jewish genetic diseases with the parent of a child with a genetic disease in order to educate medical professionals about the physical, psychological and cultural aspects of genetic screening and diseases.

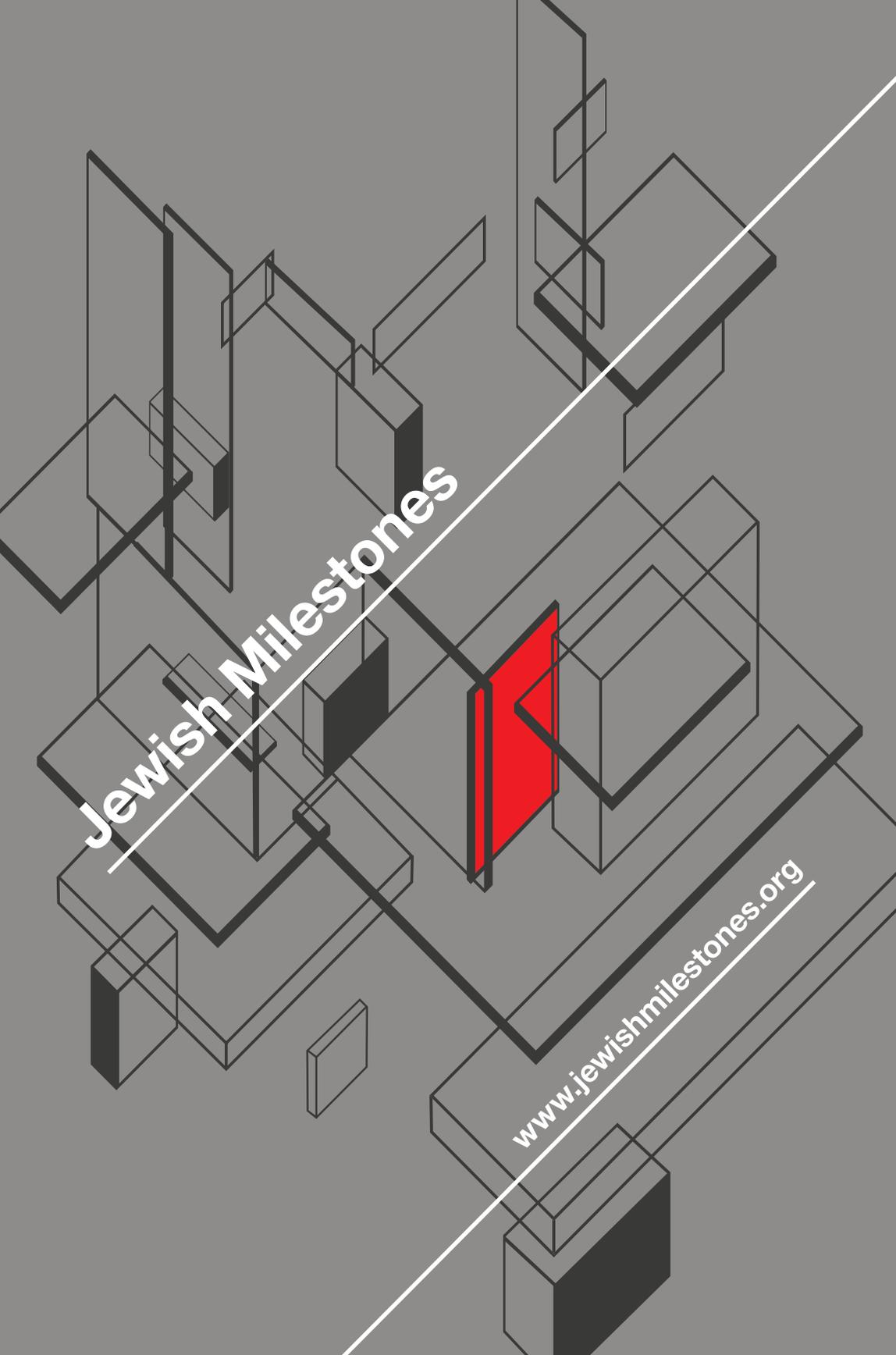
Many evaluators “love that these organizations are working together” because “they would otherwise never be able to coordinate testing.” While JGDC has already reached tens of thousands of at-risk Jews, they seek to test 100,000 people within five years and educate hundreds of thousands of parents, doctors and religious leaders in the process. *Slingshot* staff applauds the innovation taking place on a medical and organizational level and looks forward to experiencing the impact of this work on the generations to come.

24

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BOARD CHAIR Stan Michelman & Lois Nuefeld
BUDGET \$395,000
INCEPTION 2005



Jewish Milestones

www.jewishmilestones.org

JEWISH MILESTONES

5-TIME SLINGSHOT FINALIST

Rachel Brodie and Julie Batz, Founders of Jewish Milestones, will tell you that it is not a contradiction to want to one day stomp on a glass under a *chuppah* and yet not be interested in joining a synagogue. They will say the same about celebrating the birth of your baby, saying *kaddish* for your parents or taking over the responsibility of hosting your family's Passover Seder. Since 2004, Jewish Milestones has been available, with no agenda, to thousands of unaffiliated "ritual seekers" who come searching for a way to meaningfully engage in Jewish life-cycle events.

Jewish Milestones is not the only organization that makes itself available to the unaffiliated. However, some organizations, such as synagogues or community centers, often have a certain end goal in mind, such as membership and involvement, that may not match up with the needs of the ritual seeker. Jewish Milestones clients may or may not seek further involvement after the ritual. The organization has been successful in the San Francisco Bay Area as it devotes a significant amount of time to each client to develop a personal and tailored experience without focusing on any particular outcome. Rachel and Julie have explored options for replicating the Jewish Milestones model across the country and are eager to hear from potential partners and funders who want to bring a version of this model to their own communities.

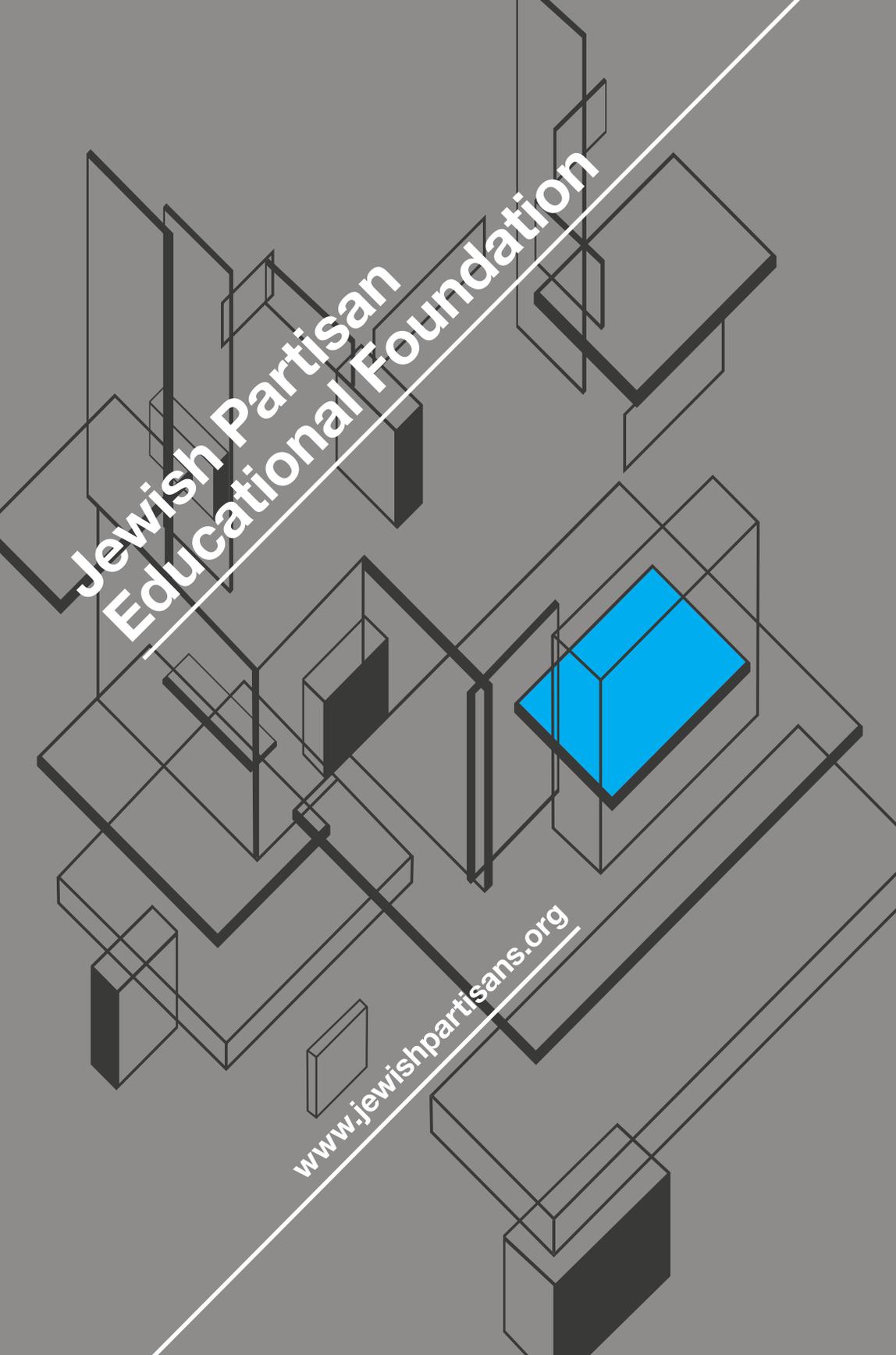
Evaluators are impressed with how Rachel and Julie "get a lot done on a shoe string budget" and also love that the organization is "on the edge of a new era." Another evaluator glows, "Rachel Brodie and Julie Batz are relentless powerhouses! Jewish Milestones is most likely my all-time favorite organization." The crux of the organization's strategy is "being all about the Jews and not Jewish Milestones," which is, "finally, the right strategy."

25

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BOARD CHAIR Toby Rubin
BUDGET \$450,000
INCEPTION 2004



**Jewish Partisan
Educational Foundation**

www.jewishpartisans.org

JEWISH PARTISAN EDUCATIONAL FOUNDATION

26

The Holocaust is undeniably one of the most defining experiences young Jews can learn about when discovering their history. However, when most schools, including Hebrew schools, plan lessons about the Holocaust, they tend to focus on the millions of Jews slaughtered by the Nazis and not the 30,000 Jews, many of them teenagers, who escaped from ghettos and formed organized resistance groups. The Jewish Partisan Educational Foundation (JPEF) is dedicated to ensuring that this piece of history is not only included in Holocaust curricula but also internalized in the Jewish collective consciousness about Jews as a people.

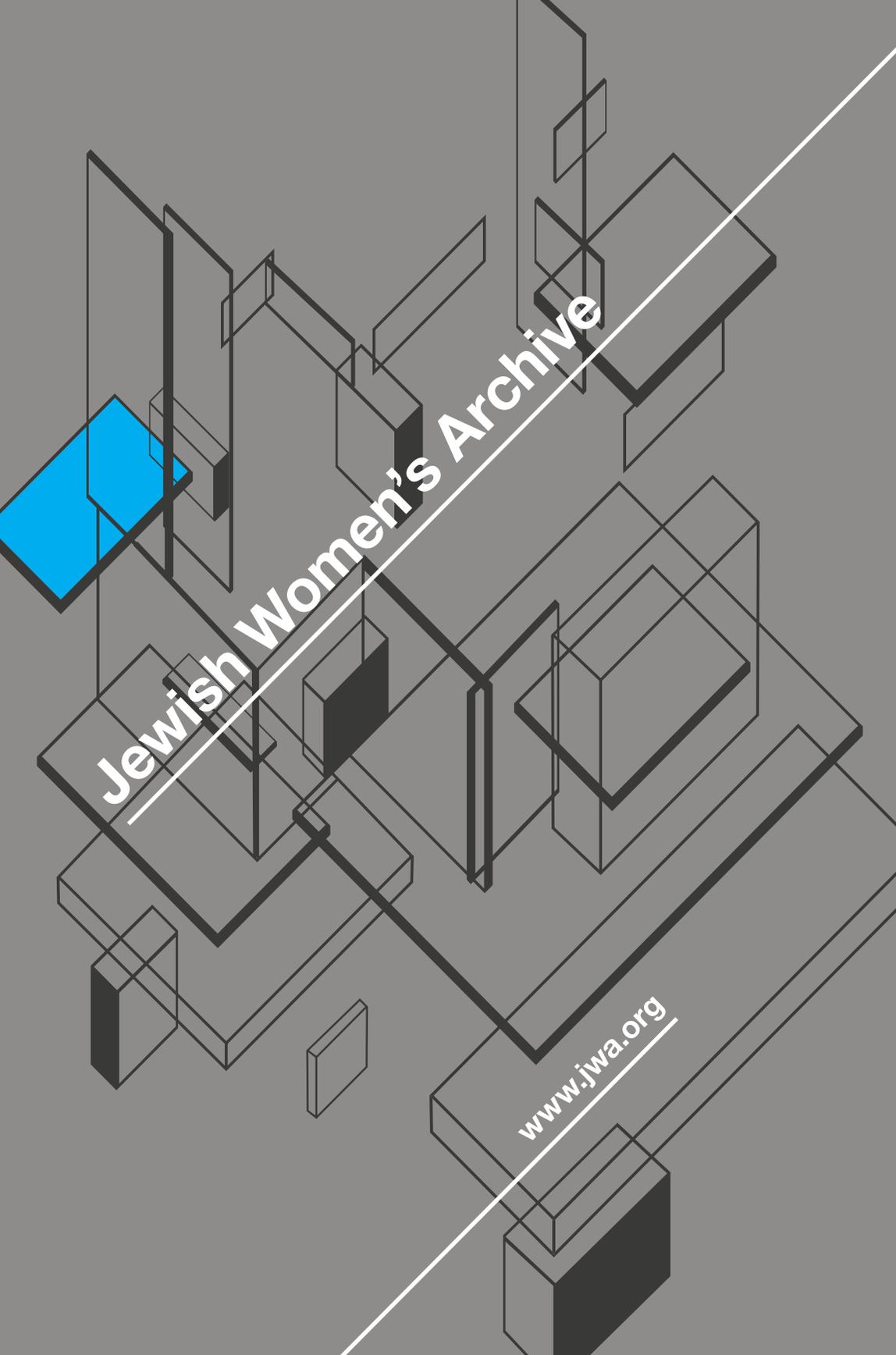
Designed for students in 7th to 12th grades, JPEF provides lesson plans on Holocaust education – where partisans are the central theme – to Jewish educators around the country. Thanks to the recent release of the Hollywood blockbuster movie *Defiance*, JPEF's mission has been pushed to the forefront, as teachers clamor to have educational materials that can be taught in conjunction with the film. JPEF has quickly created a study guide and other educational materials to accompany the film, which go hand-in-hand with the myriad resources available on the JPEF website, including video interviews with partisans and interactive education modules. In 2008 alone, JPEF reached 400 new educators nationwide, of whom 90 percent expressed a desire to integrate the story of the partisans into their lesson plans.

Slingshot evaluators praise founder Mitch Braff for his “creativity” in using high-quality, interactive technology and for “growing JPEF into an important educational resource.” Moreover, Mitch has added a dimension to the national conversation about the Holocaust by “taking a new and unique look” at what students need in a way that can “provide inspiration and pride” for Jewish students.

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BOARD CHAIR Elliott Felson & Paul Orbuch
BUDGET \$549,170
INCEPTION 2000



Jewish Women's Archive

www.jwa.org

JEWISH WOMEN'S ARCHIVE

27

Founded in 1995 by Barbara Dobkin and Dr. Gail Twersky Reimer, the Jewish Women's Archive (JWA) works to guarantee that the lives and voices of American Jewish women will become central to the collective narrative of American and Jewish history. Today, JWA has become the leading web resource for information pertaining to the lives and experiences of Jewish women, using digital technology since its founding and continuing to exploit new applications like Twitter to engage new audiences.

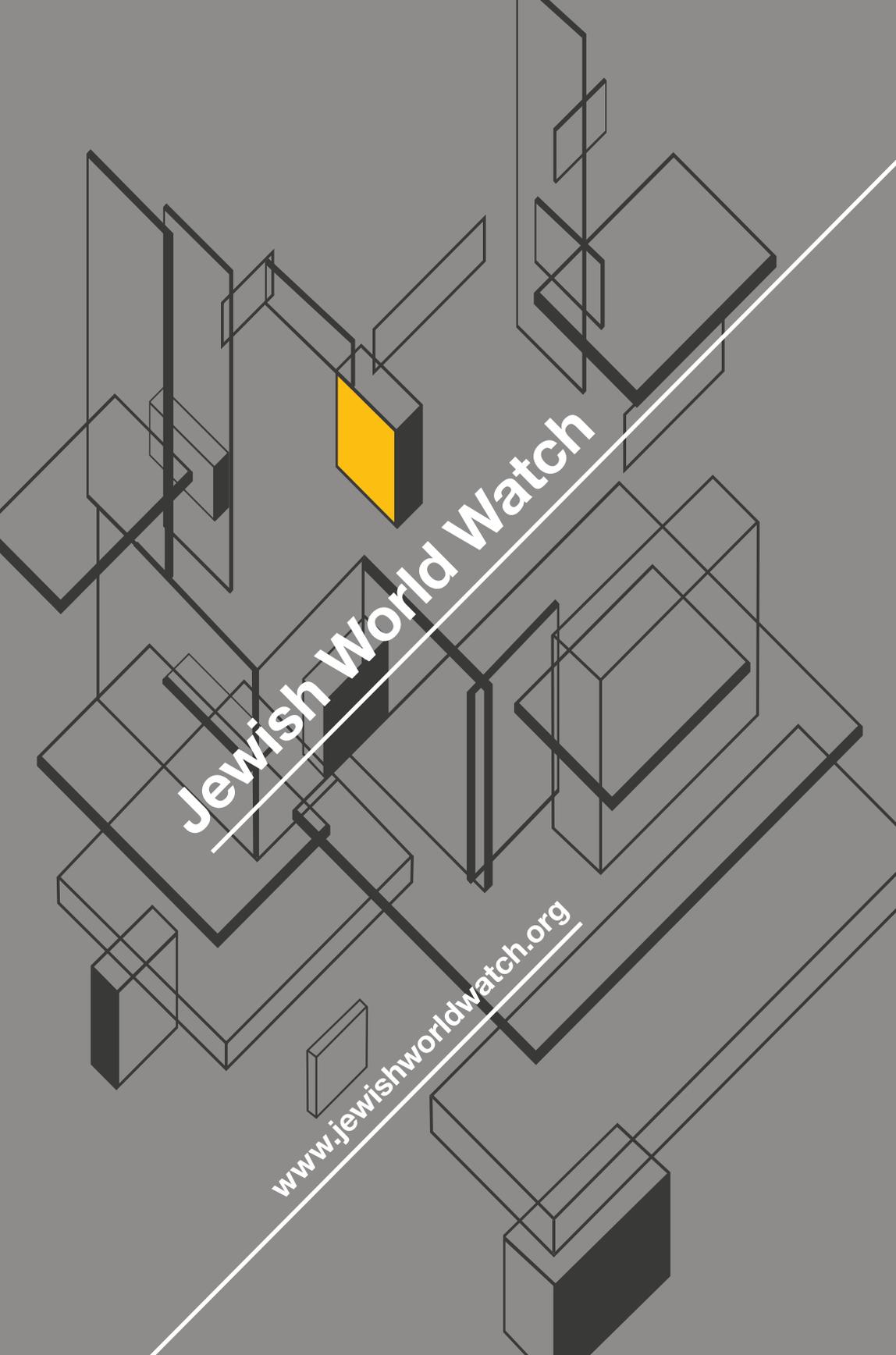
Visits to www.jwa.org – which includes archived materials, curated online exhibits, downloadable educational materials, monthly podcasts and a space to share stories and opinions – rose 137% in a period of one year. JWA has 10,000 subscribers to its primary monthly e-letter and over 1,200 subscribers to its *This Week in History* feature. Its blog, *Jewesses with Attitude*, is read by over 13,000 people each month. In an effort to engage more educators, communal leaders and adults of all ages with its mission, JWA continues to develop professional leadership through its summer teacher institutes and internship program, and it also produces topical and ready-to-use online lesson plans that build on themes addressed in JWA's documentary film, *Making Trouble*, which follows three generations of Jewish women in comedy.

Executive Director Gail Twersky Reimer – named one of the “21 Leaders for the 21st Century” by Women's E-News – has attracted a board eclectic in composition, including scholars, activists, writers, lawyers, communal leaders and philanthropists, who all make a strong personal and financial commitment. JWA strives to transcend age and affiliation and to reinvigorate storytelling and documentation of women's experiences so that they are not overlooked. One evaluator states, “JWA is playing an important role in American Jewish life by telling the stories of Jewish women as key players in history. While the mission is not innovative in and of itself, their cutting edge use of digital technology and the internet as a venue for programming and historical archiving has been pioneering.”

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BOARD CHAIR Michele Rosen
BUDGET \$1,910,000
INCEPTION 1995



Jewish World Watch

www.jewishworldwatch.org

JEWISH WORLD WATCH

28

Jewish World Watch (JWW) has worked since 2004 to mobilize synagogues, their schools and their members to help prevent genocide around the world. Its mission was inspired by Rabbi Harold Schulweis in response to the atrocities in Darfur. It was during a 2004 sermon that he called on his congregants at Valley Beth Sholom in Southern California to reinvigorate the post-Holocaust clarion call “Never Again.”

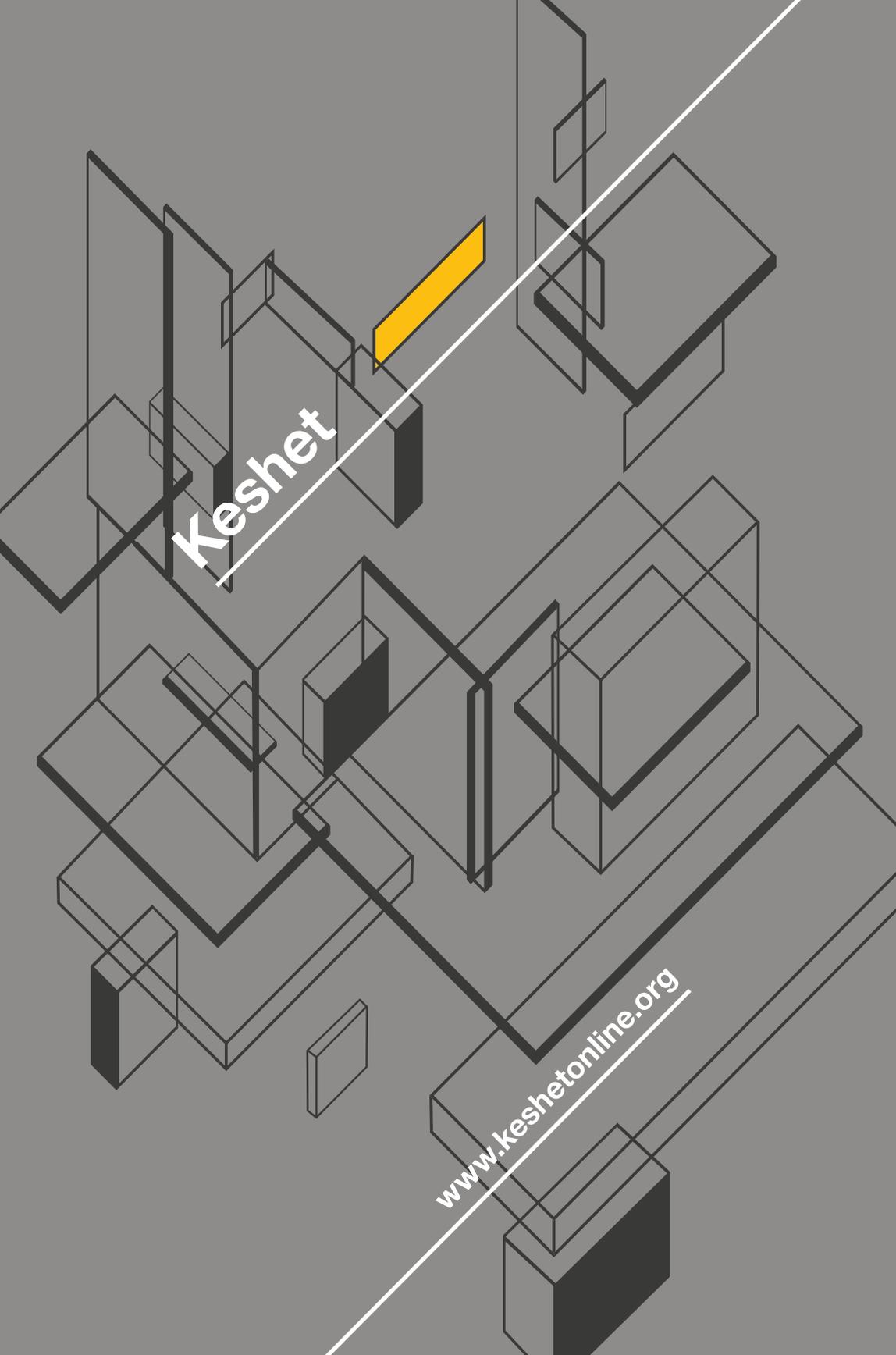
Through a synagogue-based coalition of 60 institutions across denominations, JWW recently launched several new efforts. Following the success of its Solar Cooker Project, which reduced the incidences of rape faced by women and girls in Chadian refugee camps, its new Grey Water Reclamation Project uses PVC piping and plastic sheeting to collect water used in family “shower” stalls for use in irrigating small vegetable gardens. Several women have also cultivated seed from these gardens to sell to other families. Also, JWW’s Backpack Project provides backpacks filled with educational, health and hygiene supplies to the 14,000 school-aged children in the Oure Cassoni camp in Chad.

JWW Co-founder Janice Kamenir-Reznick and Executive Director Tzivia Schwartz-Getzug lead a small staff along with a cadre of committed volunteers through its synagogue social action committee structure. With an influx of new capital, JWW is ready to bring its mobilization to a new geographic area experiencing genocide. In the meantime, as one evaluator extols, JWW is a “truly exciting movement on a grassroots, synagogue level to engage communities in social justice.”

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BOARD CHAIR Janice Kamenir-Reznick
BUDGET \$2,000,000
INCEPTION 2004



Keshet

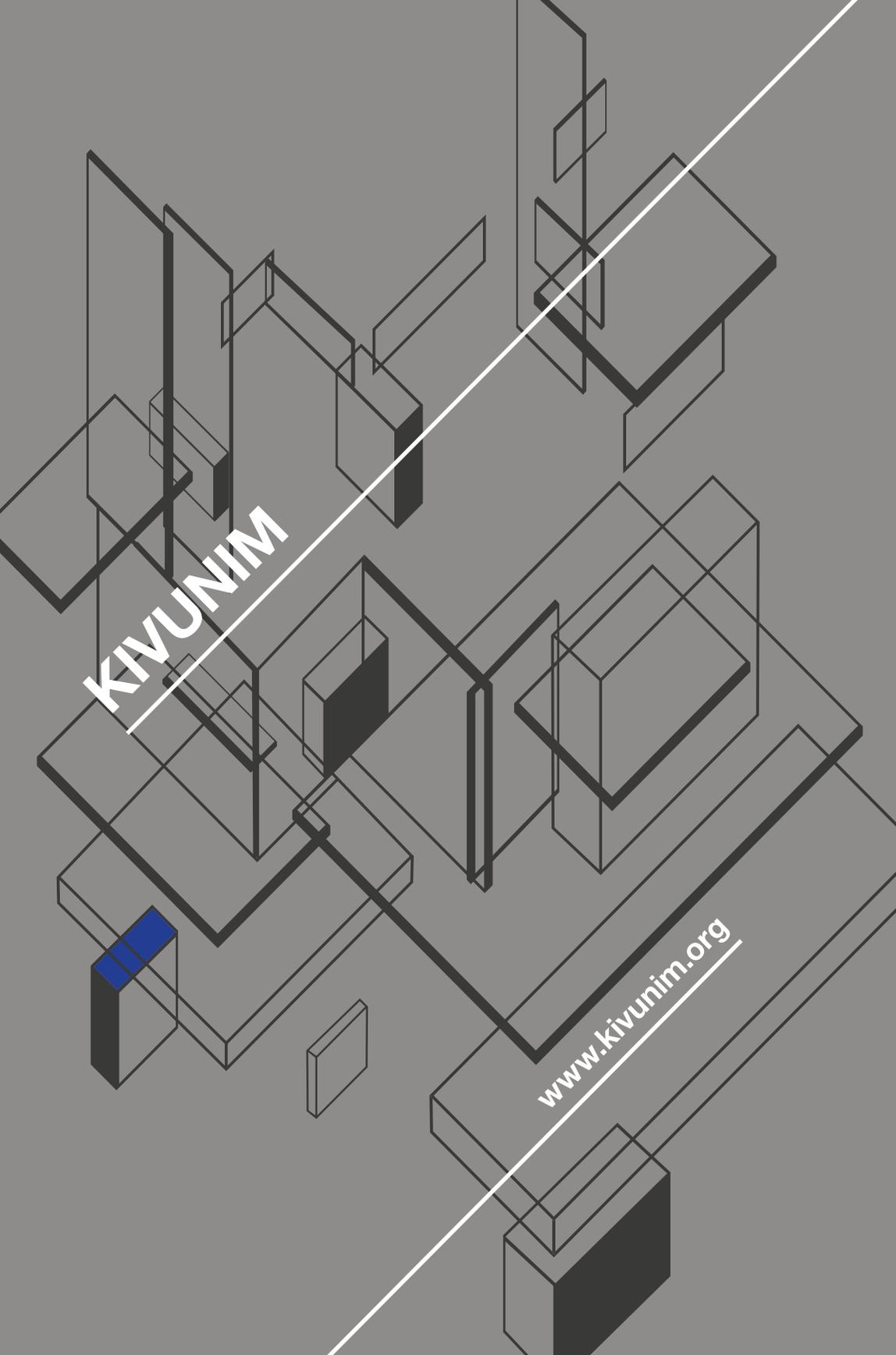
www.keshetonline.org

KESHET

Homophobia and heterosexism lead many gay, lesbian, bisexual and transgender Jews to shun meaningful connections to Jewish life. Boston-based Keshet works to transform these dynamics by offering training, resources and technical assistance for GLBT inclusion in Jewish communities nationwide.

While the secular world grapples with the constitutional rights of gay citizens, the Jewish community also struggles with the definition of marriage and the role of GLBT members. As GLBT rights and rulings change rapidly in both the secular and religious realms, Keshet remains nimble and engaged. The organization recently invited Rabbi Steven Greenberg, the first openly gay Orthodox rabbi, to serve as its rabbi-in-residence with the goal of helping traditional institutions navigate a dynamic and perplexing new reality. Its landmark documentary film, *Hineini: Coming Out in a Jewish High School*, was released on DVD last fall and has enjoyed 13 international screenings in addition to reaching thousands of people across the United States, supplemented with an accompanying curriculum guide. Using a community organizing model, Keshet annually trains and supports 60 Jewish educators as activists and facilitators of GLBT inclusion in their own communities, in synagogues, day schools, summer camps and JCCs.

With a staff that mirrors the inclusivity and integration it works toward, Keshet continues to be led by Idit Klein, a tireless advocate, described by one *Slingshot* evaluator as “one of the most powerful and ‘integrity-full’ women working in the Jewish world today.”



KIVUNIM

www.kivunim.org

KIVUNIM

While it provides an opportunity for international travel and study, KIVUNIM: New Directions is not your typical year-long study abroad program. Aside from taking place between high school and college, what makes KIVUNIM unique is its commitment to building a global consciousness, with a focus on understanding the history and contemporary life of international Jewish communities. Focused on taking North Americans abroad, KIVUNIM participants visit Israel, Greece, Bulgaria, Morocco, India, Germany, the Czech Republic, Slovakia, Hungary, Spain and Turkey, among others, to grapple with Jews' place in a larger world context.

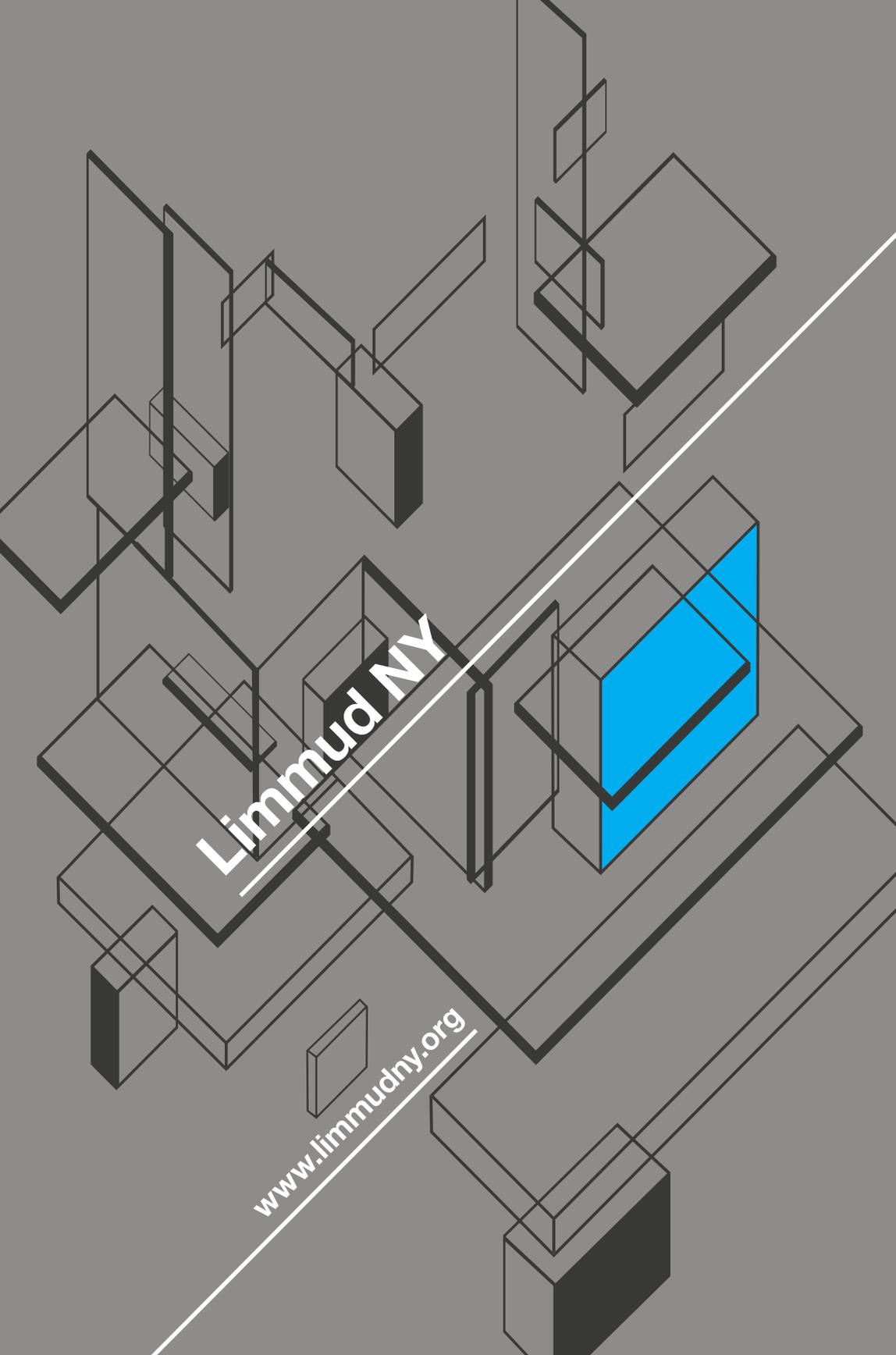
In addition to its academic and travel focus, KIVUNIM includes social responsibility and co-existence programming as well as spiritual and Jewish life experiences – all in an effort to reconcile the past and present and ensure a hopeful future. To recall the arc of Jewish history is to remember that Jews co-existed peacefully as a minority within many majority and foreign cultures. This is the Jewish experience that KIVUNIM seeks to make known in order to approach today's complex and fractured world.

Despite KIVUNIM's start-up status, founder Peter Geffen has a 40-year track record of building successful programs, including New York City's Abraham Joshua Heschel School. Anecdotaly, comments from participants such as, "It was the single most profound, influential, educational and defining year of my life," are common. One evaluator says, "Peter Geffen is a very well-respected master educator. He is a wonderful storyteller and is able to make history come alive." The goal is that part of his vision to award more scholarships takes hold so that this high touch model of education becomes more accessible to those between the coasts.

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BOARD CHAIR Joel Citron
BUDGET \$2,200,000
INCEPTION 2006



Limmud NY

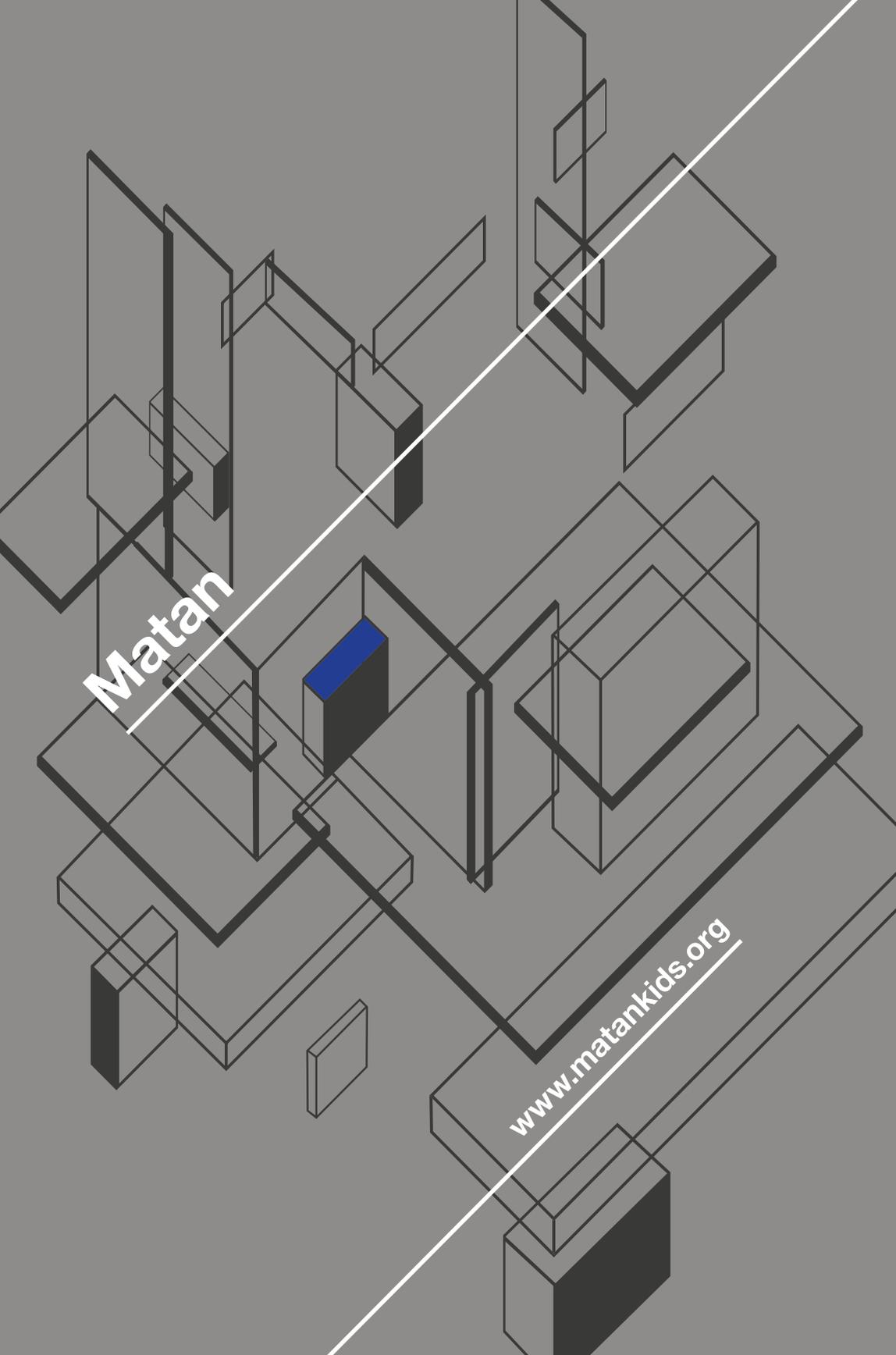
www.limmudny.org

LIMMUD NY

In 2003, six volunteers joined together to form Limmud NY after drawing inspiration from Limmud England's annual conference. Today, with just two staff and more than 90 volunteers, most of whom are in their 20s and 30s, the five-year-old New York conference represents ideas from this grassroots community. Their collective thoughts manifest in music, text-study, lectures, performances and hands-on workshops that seek to draw Jews of all generations and backgrounds. And draw it does to New York's Catskill Mountains for a four-day fest – 1,000 participants taking part in more than 350 sessions on topics ranging from Talmud to psychology, from film to Bible, from drama to Israeli politics.

Limmud NY is proud of its commitment to fostering leadership opportunities for its young adult volunteers, with the result that it regularly draws over 100 children and dozens of teen participants. Half of its volunteers come back the following year, and many return home to help start Limmud affiliates in their own areas. To date, the Limmud model has been replicated in California, Georgia and Colorado.

Through Limmud NY's commitment to mirror the representation of volunteers in its staff, in 2008, 20-something Ruthie Warshenbrot was promoted from Program Manager to Executive Director. She oversees a volunteer organizing model that enacts and celebrates the vibrancy of Jewish life. Continued hopes are that this empowerment can be harnessed after the conference and have ripple effects throughout the year.



Matan

www.matankids.org

MATAN

Matan is on a mission to bring hope and resources to the nearly 150,000 Jewish children between the ages of 5 and 13 with special needs. For a child with speech and language delays, attention disorders or developmental disabilities like autism, a b'nai mitzvah and a lifetime of Jewish education are considered out of reach. One child at a time, Matan is changing this standard by strengthening the ability of Jewish institutions to support and sustain educational programs that include learners who may not be typical. Its focus includes children in day schools, supplemental schools and those who are not currently enrolled in Jewish educational programs.

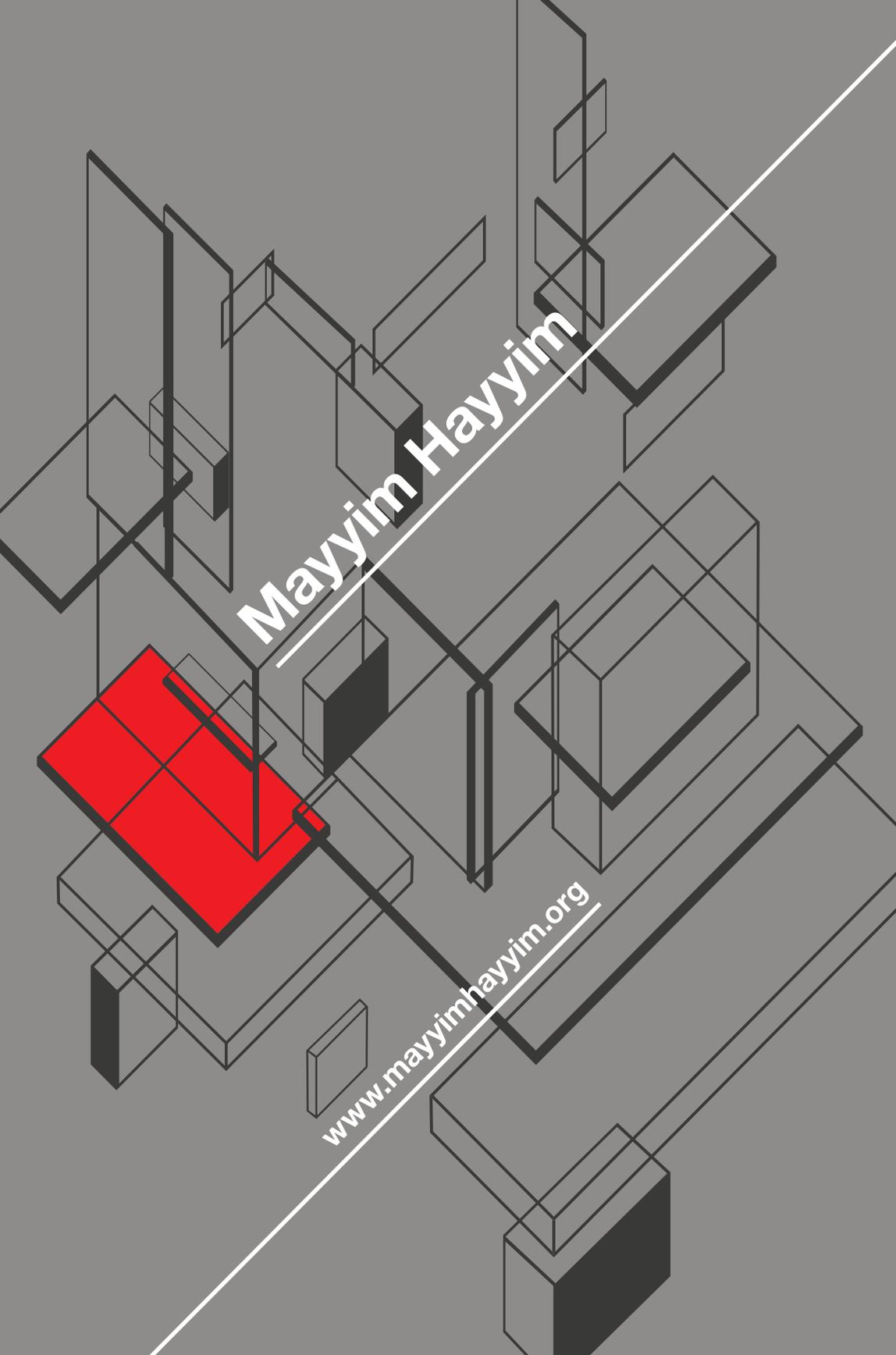
Matan entered the scene in 2000 to address the disparity between the notion of providing every child with a Jewish education and a community's capacity to deliver on that expectation. While it has been historically focused on piloting and creating models for Jewish special education in partnership with other Jewish institutions in the New York metropolitan area, Matan has recently reorganized into a national capacity-building, consulting and training organization. It now works to help those initiating and sustaining special education programs as well as to locate the most current and effective educational resources locally and nationally for Jewish special education.

Matan is evolving into a national clearinghouse of sorts, fostering the capacity of and connections with local Jewish special needs programs. In the words of one evaluator, "Matan is creating long-standing and expansive networks on a shoe-string budget."

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BOARD CHAIR Rabbi William Plevan
BUDGET \$485,050
INCEPTION 2000



Mayyim Hayyim

www.mayyimhayyim.org

MAYYIM HAYYIM LIVING WATERS COMMUNITY MIKVEH & FAMILY EDUCATION CENTER

5-TIME SLINGSHOT FINALIST

Since opening its doors in 2004, Mayyim Hayyim has done much more than simply resurrect a centuries-old Jewish ritual; it has also found 21st century value in a tradition that dates back to biblical times. The mikveh ceremony, which involves total immersion in a pool of water, rapidly fell out of use when Jews immigrated to the United States in the early part of the 20th century. In recent years, traditional mikvehs have been available only to very religious women before marriage and child birth. At Mayyim Hayyim, the mikveh ceremony has been expanded to recognize men and women healing from cancer, those commemorating conversion to Judaism, and even an immersion specifically to mark a bar or bat mitzvah.

Mayyim Hayyim has now reclaimed the ceremony and taken it to the next level for 5,400 Jews in the Boston area, and those learning from Mayyim Hayyim around the world. Nationally, Mayyim Hayyim has been asked to consult with several out-of-state partners who are interested in building their own mikveh centers. Globally, Mayyim Hayyim has shared its training guides and materials, designed to share the lessons and best practices, with communities around the world.

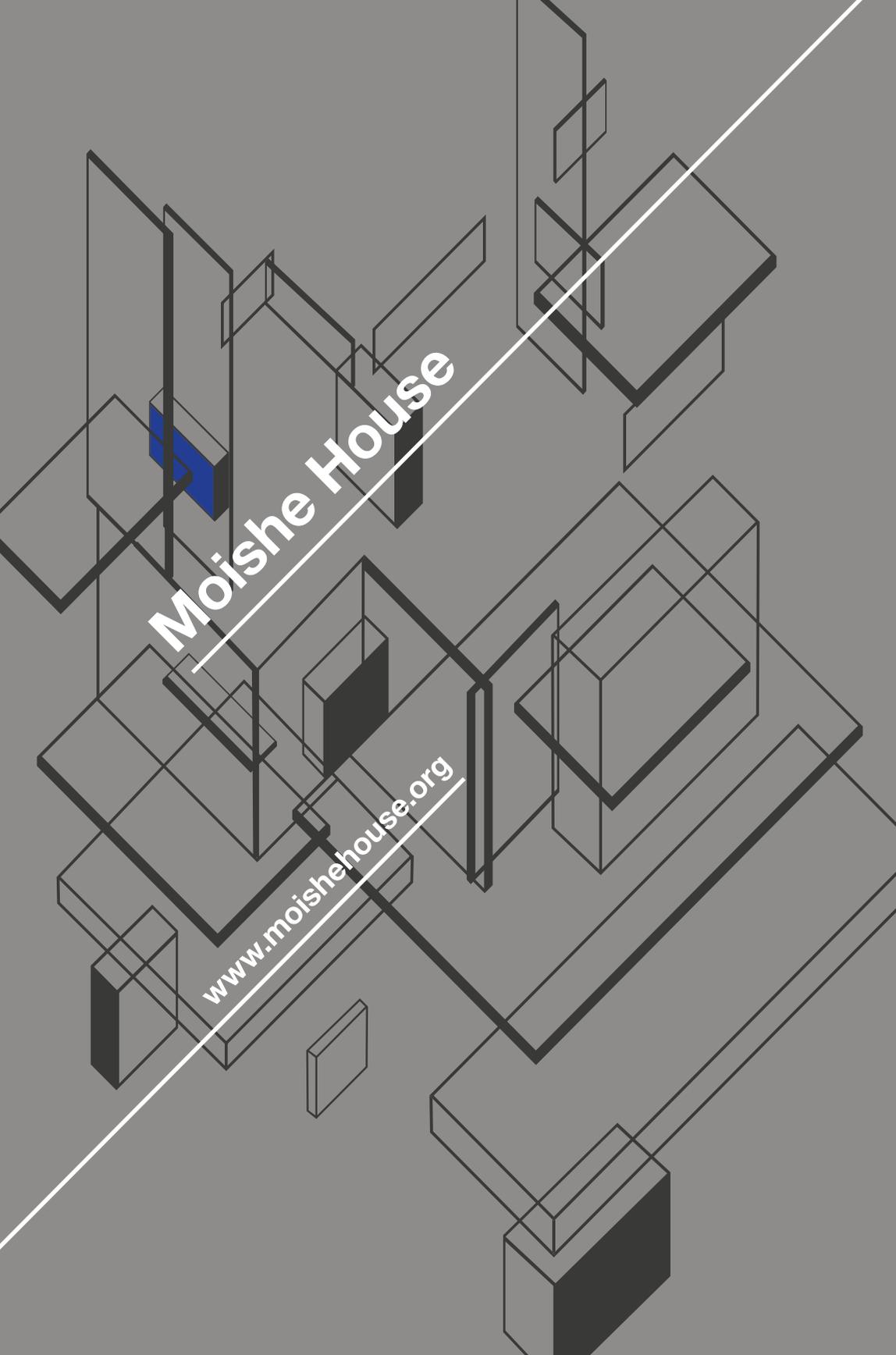
In just five years, Mayyim Hayyim has managed to resurrect and update one of the most historically significant traditions in Judaism. One evaluator comments, "It saddens me that all mikvehs can't be like this" while another notes, "Mayyim Hayyim is one of a kind – bringing an old tradition into the 21st century and helping Jews from every level of religious observance find meaning in it." A Slingshot Fund investor, who attended prior to getting married, says, "The only thing more impressive than the physical space was the staff – they are incredibly knowledgeable, warm and diverse, and helped make my mikveh experience a welcoming and meaningful one."

33

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BOARD CHAIR Anita Diamant
BUDGET \$800,000
INCEPTION 2001



Moishe House

www.moishehouse.org

MOISHE HOUSE

As Moishe Houses spring up across the world, from Boston to Beijing, Moishe House is redefining Jewish life and community for the post-college set. Three years since its founding and 26 houses later, more than 40,000 Jews between the ages of 21 and 30 have created and explored the Moishe House experience, with nearly 2,000 participating at one time and each house hosting between 50 and 300 people per month.

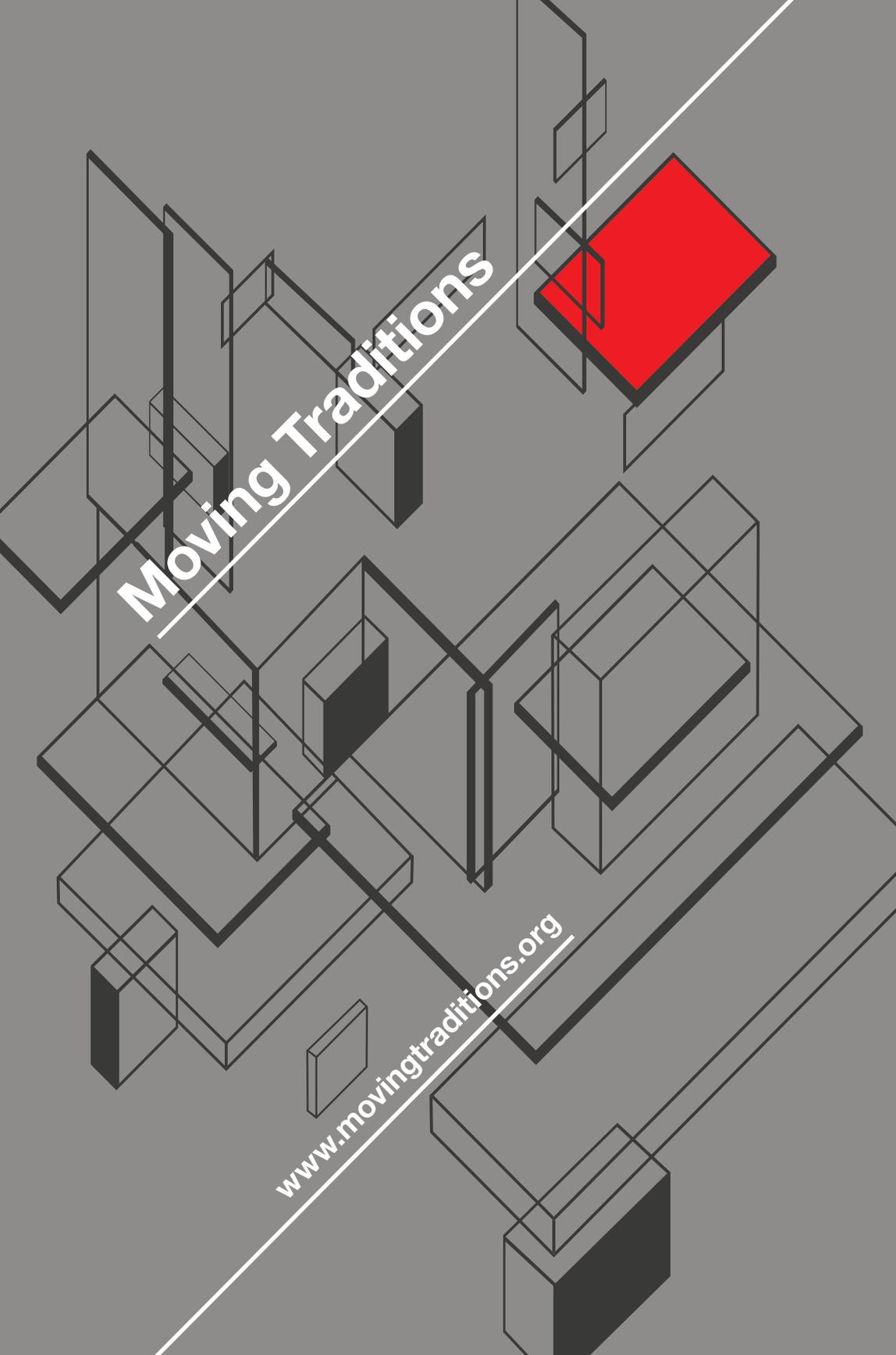
Through a rent subsidy and program budget, Moishe House allows each home to create its own programming and personality. Programming might include social service programs, religious opportunities, intercultural dialogue, Yiddish classes, book clubs or outdoor adventures. Each house has a team of residents, all of whom have full-time jobs, but who have taken on the responsibility of creating a Jewish community for their peers. An online Moishe House community shares the programming of each house, which is evaluated by national Moishe House staff at the start of each month.

In August of 2008, Moishe House shifted from a fully-funded, foundation-based operation to a grant-seeking 501(c)(3) nonprofit. Its new structure has not dampened its vision, as Moishe House aims to run 50 houses across the world within 10 years' time. In the assessment of one evaluator, post-college, pre-married young adults "need a way to connect with their Jewish identity outside of the Jewish institutional/organizational structure" with a model that hands the leadership reins and content provision to its constituents. "This meets that need."

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BOARD CHAIR Aaron Edelheit
BUDGET \$995,322
INCEPTION 2005



Moving Traditions

www.movingtraditions.org

MOVING TRADITIONS

5-TIME SLINGSHOT FINALIST

Through the lens of gender, Moving Traditions helps girls and boys from grades 6 through 12 become more self-possessed in their personal and Jewish selves. Founded in 2005 to make Judaism more resonant with contemporary times, its signature program is *Rosh Hodesh: It's a Girl Thing!* Through this program, 6,000 adolescent girls from across denominations have experienced how Jewish teachings enable them to make more positive choices in a culture steeped in pressures related to school, relationships, body image, sexuality, drugs and alcohol. 700 educators have led Rosh Hodesh groups, and more than 250 organizations, including JCCs, synagogues and day schools, have collaborated in the program.

So as not to leave behind young Jewish males, who distance themselves from their Jewish identities more often than girls, curriculum is currently being developed for their Campaign for Jewish Boys, designed to help 8th and 9th graders grapple with the realities of becoming a Jewish man, giving them the space to explore issues such as friendship, sex, power, money and work. With a vision to grow its boys programming and to develop a Rosh Hodesh alumni program to forge engagement through college, Moving Traditions continues to seek understanding about the evolution of Jewish tradition so as to more effectively meet the needs of Jews today.

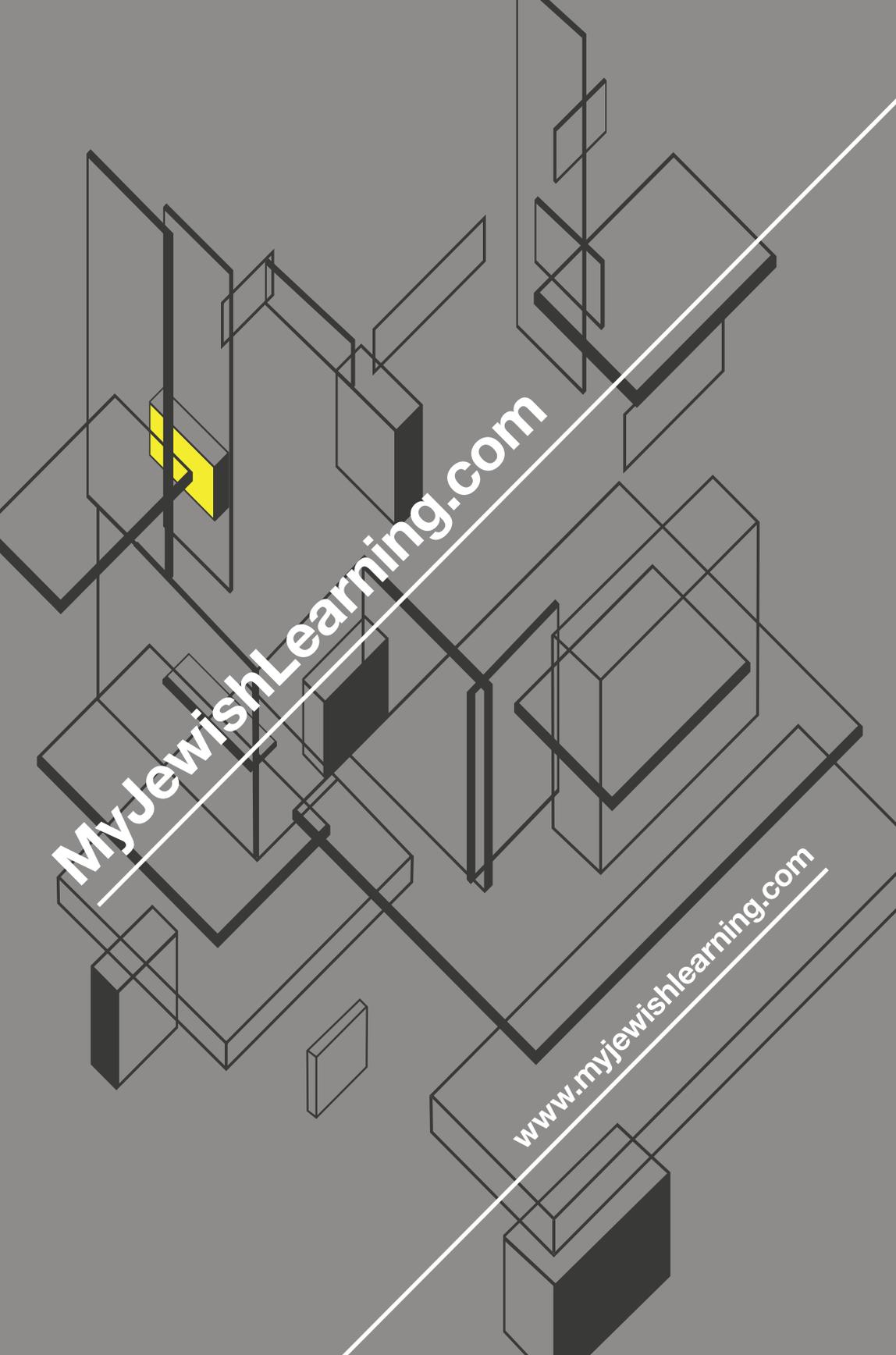
Moving Traditions brings an unequivocal interest in gender to Jewish life. Behind the scenes, it boasts “very smart and strategic thinkers about how to change community,” and it has been billed by one evaluator as “one of the most forward thinking organizations there is.”

35

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BOARD CHAIR Sally Gottesman
BUDGET \$1,241,936
INCEPTION 2005



[MyJewishLearning.com](http://www.myjewishlearning.com)

www.myjewishlearning.com

MYJEWISHLEARNING.COM

1ST TIME SLINGSHOT FINALIST

In the midst of the chaos of cooking and cleaning that occurs in the days leading up to a young couple hosting their first Passover seder, the typical unaffiliated Jew is not likely to contact his or her local rabbi for advice about how to lead a seder. Most people looking for help will sit down at their computers and Google, "I'm hosting my first seder." The founders of MyJewishLearning.com believe in the importance of making sure that usable information on Judaism is available online. Founded in 2001, MyJewishLearning.com continues to be the only trans-denominational, state-of-the-art internet source providing a broad range of information on Jewish life.

Jason Brzoska and Daniel Septimus took the reins of MyJewishLearning.com in 2007 and have succeeded in increasing the organization's funding base from 4 to 14 funders, raising over a million dollars in under two years. In 2008 alone, MyJewishLearning.com added more than 400 new articles and increased blog production by 33%. Going forward, MyJewishLearning.com seeks to increase average monthly site visits from 170,000 people to over 500,000, and to create specialized sub-sites for Jewish parents, educators and teenagers. Most importantly, 67.9% of users have also reported that MyJewishLearning.com has had a positive impact on their desire to engage in further Jewish learning.

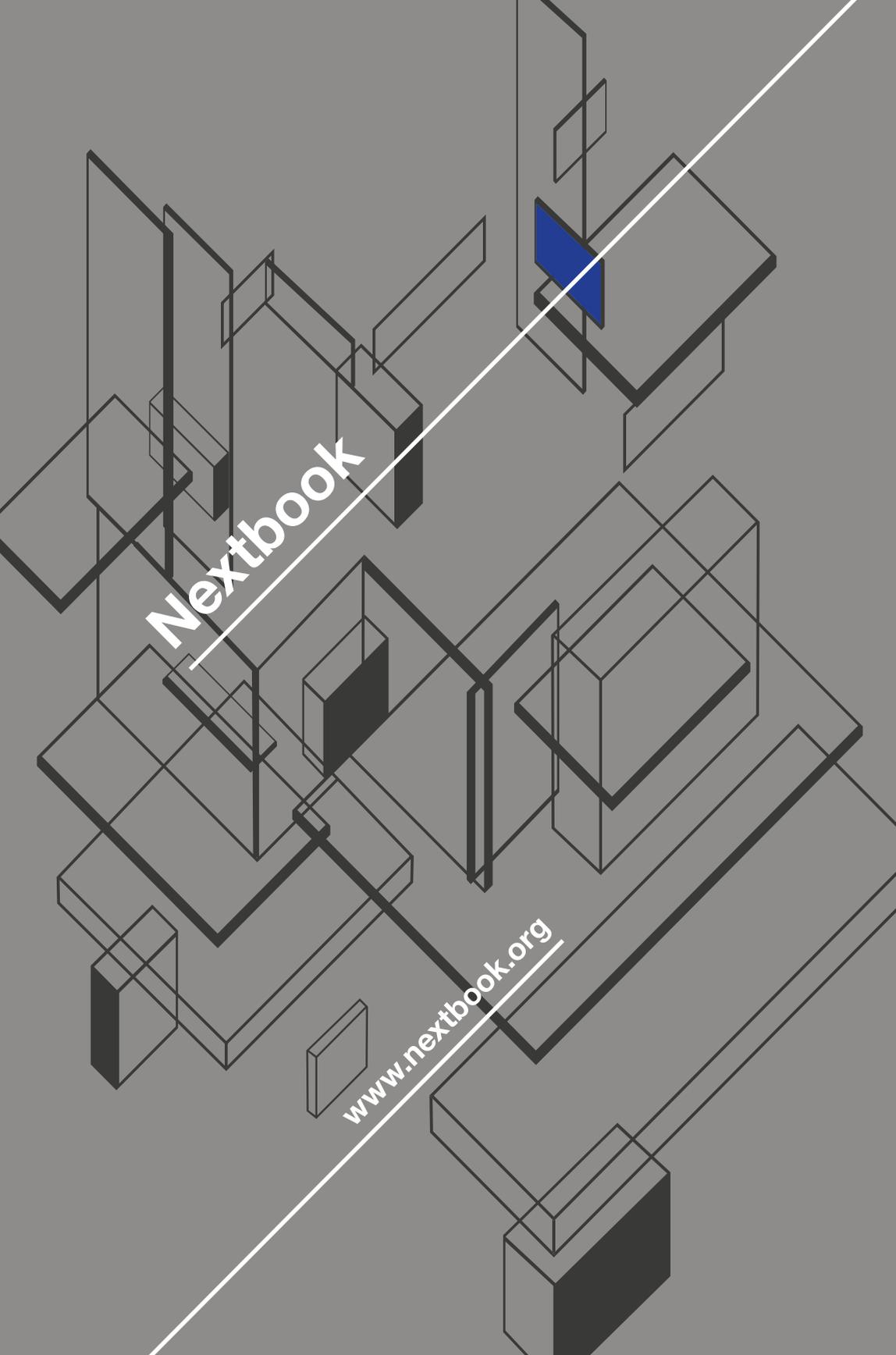
The fast transformation of MyJewishLearning.com has impressed *Slingshot* evaluators. They call Jason and Daniel, "the young dynamic duo of the Jewish internet" and applaud MyJewishLearning.com for "providing access to Jewish information and knowledge in a simple and easy format."

36

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BOARD CHAIR Edgar M. Bronfman
BUDGET \$1,200,000
INCEPTION 2001



Nextbook

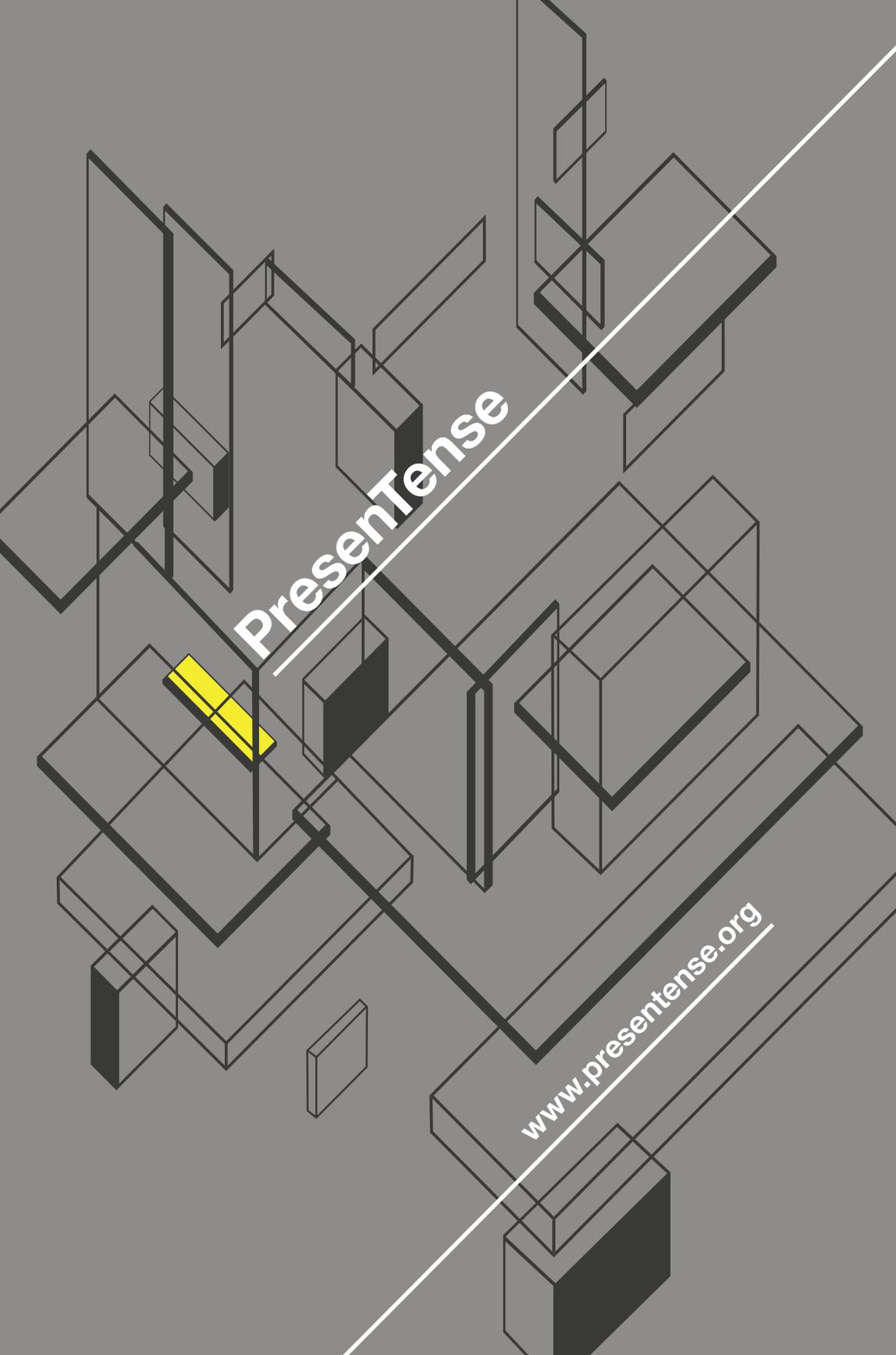
www.nextbook.org

NEXTBOOK

Nextbook began in 2003 with a mission to promote and create Jewish literature, culture and ideas for all generations. It continues to operate with a three-pronged approach and generate not only innovative content but also new delivery mechanisms. Its *Jewish Encounters Book Series*, published in conjunction with Schocken/Random House, provides a fresh take on Jewish subjects through the production of brief and entertaining texts. The series has gained a foothold in the publishing market with sales exceeding over 100,000 copies to date. A second facet of Nextbook's work is public programming with well-known writers, critics and scholars in cities with engaged Jewish communities like Chicago, Seattle and Washington, DC. Its one-day festivals of ideas have been held in New York, Los Angeles and Boston and were attended by over 2,000 people last year. In a partnership with the American Library Association, Nextbook has presented *Let's Talk About It: Jewish Literature*, a scholar-led reading and discussion program that has so far taken place in more than 200 libraries.

So as not to sideline web technology, Nextbook's third arm is a daily online magazine of reporting, criticism, personal essays and podcasts, recently relaunched and rebranded as *Tabletmag.com* under the new editorship of the remarkable Alana Newhouse, formerly the Arts and Culture editor of *The Forward*. In striving to provide the types of offerings available in the secular media, similar to *The New Yorker* and *The New York Review of Books*, *Tabletmag.com* is being recognized for its efforts with mentions in *Newsweek*, *The Guardian* and many blogs. It now receives over 300,000 visits each month and subscribes over 5,000 to its daily e-mail.

Aided by a growing budget, Nextbook is thinking big, with a plan to bring on younger writers for its book series, expand its one-day festivals, create traveling exhibits for public libraries and conduct market research of its online visitors. With efforts to "continue to raise the bar and seek new avenues by which and through which to reach new populations," Nextbook is lauded as "innovative and creative, indeed!"



Presentense

www.presentense.org

PRESENTENSE

1ST TIME SLINGSHOT FINALIST

In just the first few years of running Presentense, Co-founders Aharon Horwitz and Ariel Beery have already generated tremendous buzz for their multi-faceted approach to encouraging and supporting entrepreneurial projects in the Jewish sector. Many of the skilled, next generation entrepreneurs and innovators in North America are Jewish, and yet most of these young, creative professionals choose to work in the secular world instead of applying their abilities within the Jewish community. Presentense aims to help the Jewish community attract the top entrepreneurial minds, and to equip them with the ability to launch their projects from a Jewish perspective.

To accomplish these goals, Presentense runs an annual, six-week summer camp, called the Presentense Institute. Designed for seed-stage entrepreneurs, the Institute offers skill-building classes on everything from venture capital to social action, and gives participants the opportunity to network with other social-entrepreneurs from around the world. The Presentense Institute has helped launch 32 projects to date, including Challah for Hunger, now a project of Hazon, based in New York. Presentense also runs an online and print magazine put together by 80 volunteers across North America, which is read by 30,000 people per issue.

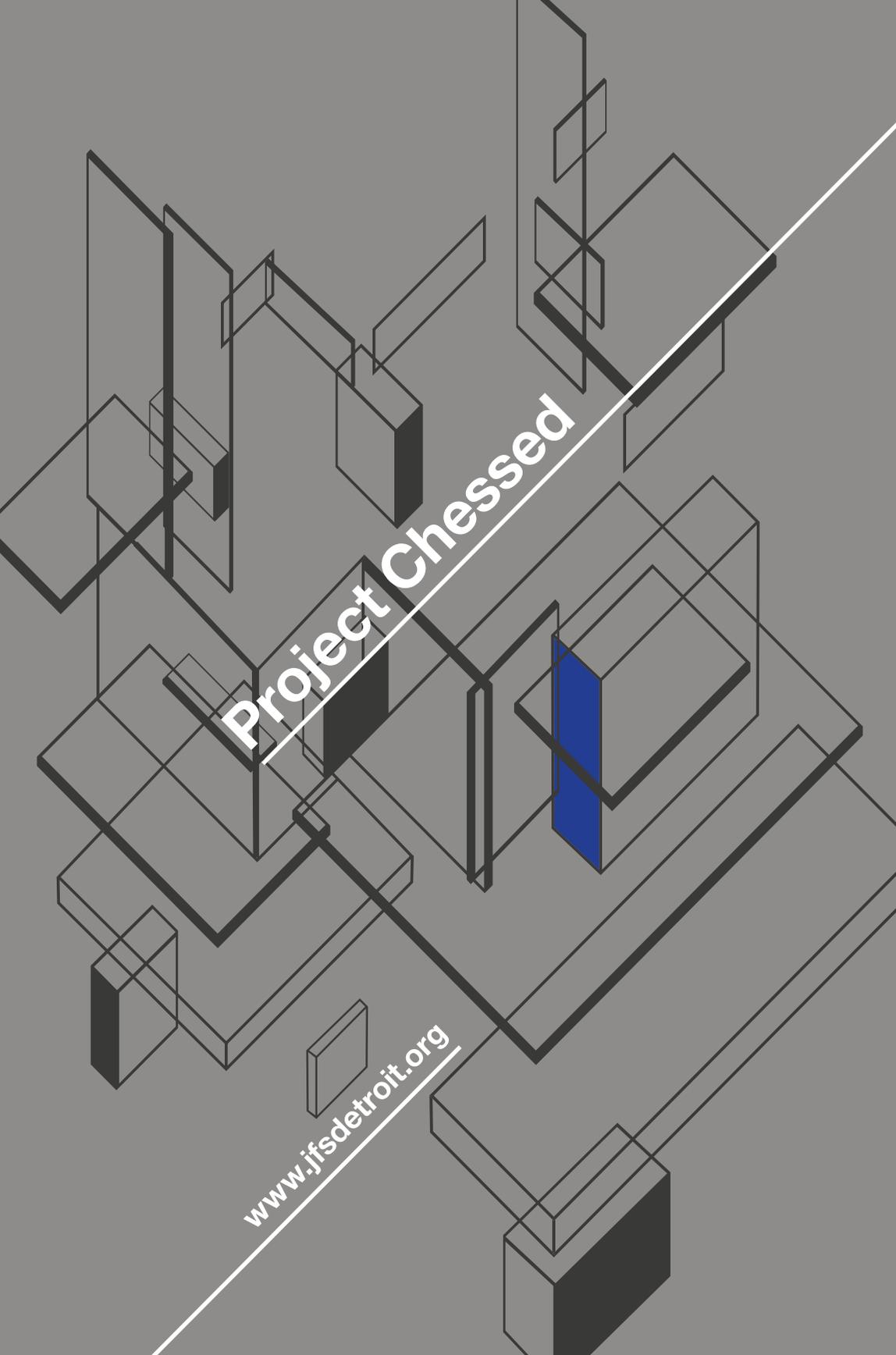
Presentense uses next generation technology and communication to democratize the development of new ideas. Evaluators agree that while it is still building a track record as a new organization, overall, it is "in a great position to encourage innovation throughout the Jewish world."

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BOARD CHAIR Sandy Cardin & Sarah Kass
BUDGET \$493,000
INCEPTION 2006



Project Chessed

www.jfsdetroit.org

PROJECT CHESSED

One of the many consequences of the economic downturn of 2009 has been the creation of a new economic class, the “newly poor.” Hundreds of thousands of desperate, disoriented, former members of the middle class have recently joined the ranks of 46 million Americans without health insurance. While the federal government continues to work on this issue, there is a paradigm shift taking hold in Detroit, MI, which is fast becoming the unemployment capital of the United States. Unemployment in Detroit stands at 13% as this book goes to press, including 5,200 uninsured Jewish adults, which translates to as much as 10% of the Detroit Jewish community. In response, Project Chessed, a project of Jewish Family Service, has created one of the first comprehensive and formalized networks of donated care in the country.

Project Chessed has created a database of over 600 Jewish physicians in the Detroit area who have provided over \$2,000,000 in donated services to Jewish clients in their private medical offices. Since its inception, Project Chessed has facilitated 2,796 individual physician office visits for 608 clients, with only 40 emergency room visits, highlighting the effective decrease of unnecessary use of the ER. As unemployment increases and health care needs continue to mount, Project Chessed aims to secure additional financial resources to make sure the ratio of care coordinator to client remains low.

While a national solution to the health insurance crisis is necessary, Project Chessed has not been “sitting around waiting for help; they got up and did something concrete to help people in their community.” As Project Chessed begins to work with other communities to build their own referral networks, evaluators are excited to see this program go to scale: “I usually feel that local efforts have a lot of barriers in going to scale, but this one, leaning on the Jewish Family Service network, will be replicable.” We look forward to watching the growth of this important project under the lead of Director Rachel Yoskowitz, a “visionary community organizer.”

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BOARD CHAIR Sandy Muszkowitz Danto
BUDGET \$593,000
INCEPTION 2004

Reboot

The image features a complex isometric composition of various 3D rectangular blocks and planes in shades of gray. A prominent white diagonal line runs from the top right towards the bottom left. The word 'Reboot' is written in a white, sans-serif font, positioned diagonally across the upper left portion of the composition. In the bottom right corner, a large red rectangular block is tilted, containing the white text 'www.rebooters.net'.

www.rebooters.net

REBOOT

5-TIME SLINGSHOT FINALIST

Founded in 2003, Reboot seeks to foster identity among young, unaffiliated Jews, similar to many other organizations formed in the early 2000s. However, while many organizations impose a structure on participants and others try to force the same solution on many different types of people, Reboot focuses instead on the questions, ideas and skills of its members, growing organically by supporting initiatives born within the network, which have engaged thousands of peers. Following the annual Reboot summit, Rebooters have gone on to create some of the most innovative and engaging projects in modern Judaism, including DAWN in San Francisco, which drew 3,500 young Jews to an all-night festival celebrating Shavuot; 10Q, a literary magazine now printing 12,000 copies per issue; and Idelsohn Society for Musical Preservation (formerly Reboot Stereophonic), which rediscovers long lost Jewish music and introduces it to an entirely new generation – sold out concerts include one at Lincoln Center in August of 2009.

The biggest strength of Reboot is the creativity and intelligence of the members of the Reboot network. To further support Rebooters' ideas and deepen their connection to the organization, Reboot is enhancing its infrastructure, expanding its programming and creating a national project fund to support Rebooters' ideas. Over the next five years, this fund will strengthen Reboot's impact and allow Rebooters to play more active roles as thought-leaders and educators across the country.

This year, *Slingshot* evaluators remark that not only does Reboot “continue to challenge Rebooters to look at their Judaism in new, creative ways,” it has also built itself “tremendous ‘street cred’ in the world of the creatives.” Director Lou Cove's first full year helps to mark a transition for Reboot from a start-up nonprofit to a long-term, sustainable organization. Evaluators are impressed with Lou so far, saying, “He is the right person in the right job.”

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BOARD CHAIR Scott Belsky
BUDGET \$1,500,000
INCEPTION 2003



San Francisco
Jewish Film Festival

www.sfjff.org

SAN FRANCISCO JEWISH FILM FESTIVAL

1ST TIME SLINGSHOT FINALIST

The world's first Jewish film festival, the San Francisco Jewish Film Festival (SFJFF), was founded in 1980 to stir up discussion among Bay Area Jews about Jewish identity, politics and culture. It has quickly become an international model for alternative Jewish expression that has been replicated more than 100 times worldwide, and it has also provided programming for dozens of festivals, including those in London, Germany and Russia. In recent years, this annual Bay Area festival, which attracts well over 30,000 people, has been the place where critical discussions of the day have taken place and reverberated across the region.

After spending 29 years as the engine driving social expression in the Bay Area Jewish community, SFJFF has created a new project in order to stay at the leading edge of constant changes in technology, and to keep pace with the fundamental shifts in the ways in which its audiences create and consume media. The New Media Initiative, launched in the Spring of 2009 with seed funding from the Righteous Persons Foundation, the Revson Foundation and several others, will bring the experience of the festival and the expertise of SFJFF to the internet through searchable archives, educator resources and social networking tools for teen filmmakers.

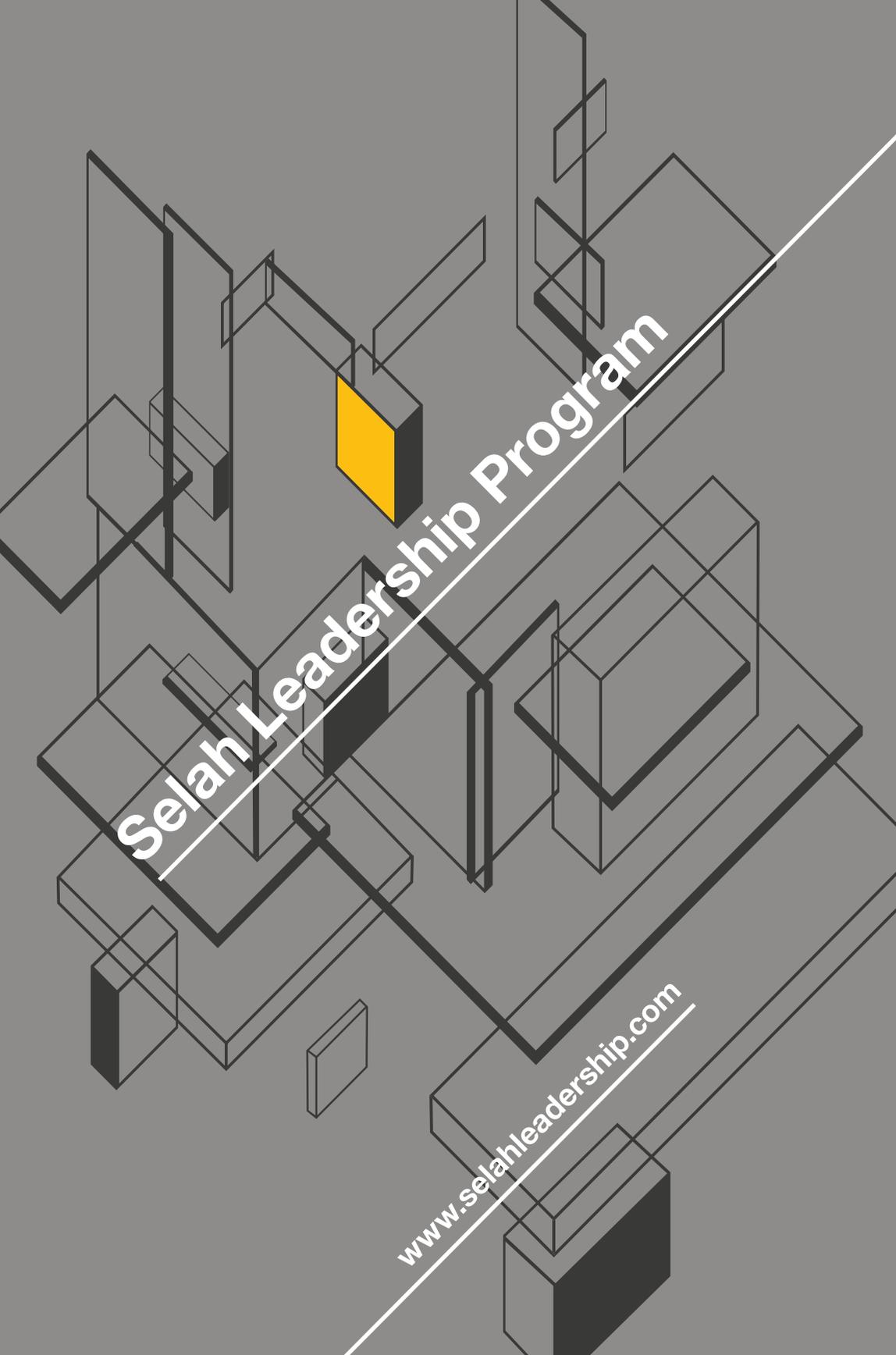
Evaluators excited by SFJFF's success in "attracting new audiences otherwise unconnected to Jewish life" comment that, "More and more people under 30 are using multi-media, especially video and film, to experience the world of ideas and the world around them." One cautious evaluator warns, "I appreciate most of the work the Festival does, but I do feel this year they may have crossed the line." A third adds, in order for SFJFF "to help Jews and others share stories through film and culture," it will need to stay "on the cutting edge of media technology."

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BOARD CHAIR Shana Penn
BUDGET \$1,793,224
INCEPTION 1980



Selah Leadership Program

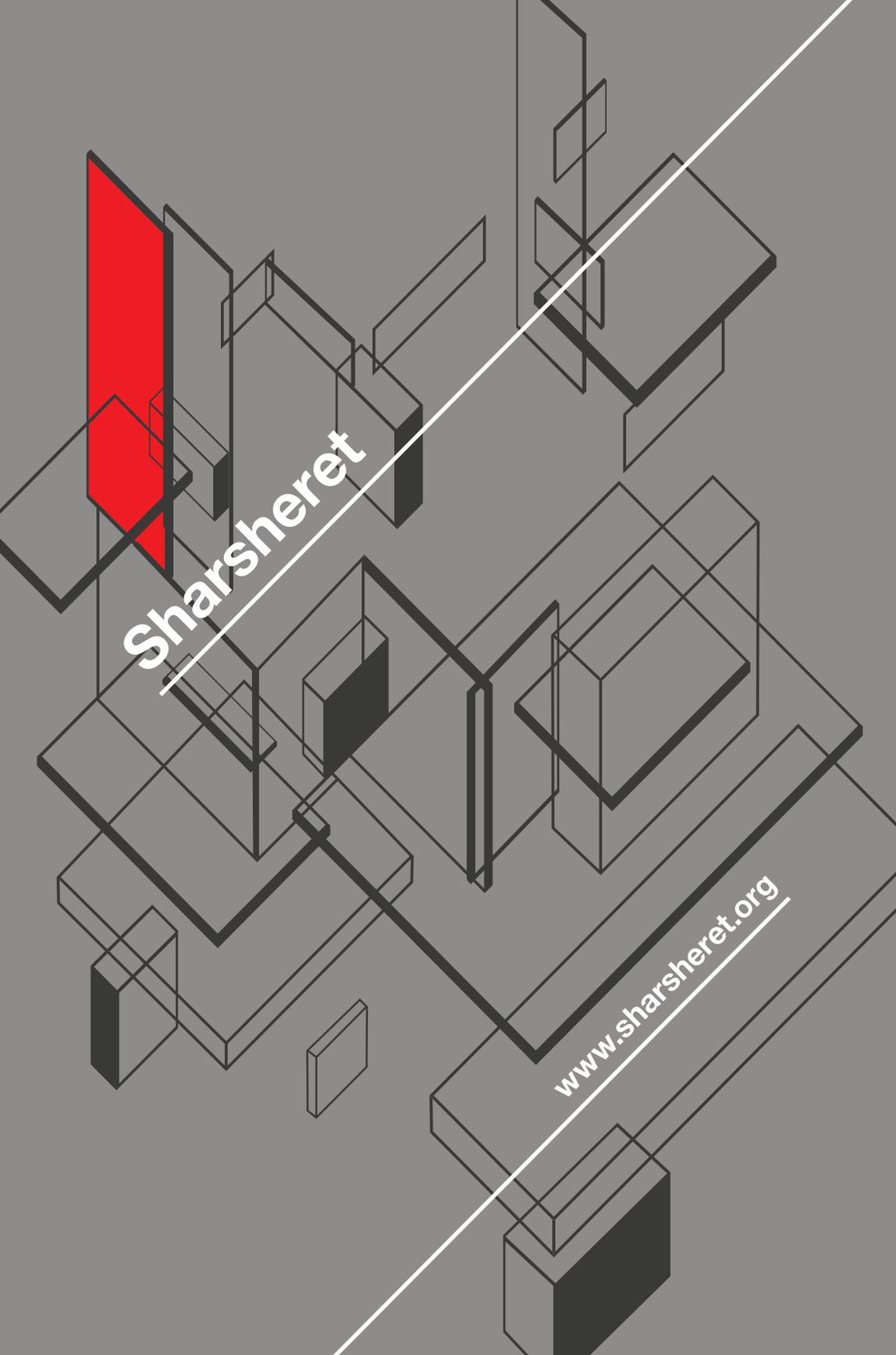
www.selahleadership.com

SELAH LEADERSHIP PROGRAM

The Selah Leadership Program trains leaders from both Jewish and secular organizations to be effective, sustainable and collaborative agents for change. What Selah participants all have in common is an interest in unearthing the links between leadership, their work for justice and Judaism. Selah (meaning “rock” in Hebrew) is the first national program where Jewish social justice leaders can meet, network and learn from one another. Its curriculum is grounded in an amalgam of personal transformation, organizational performance, collaboration skills and social change theory – all contextualized within a Jewish framework.

New this year, Selah is working with Jewish social justice organizations to train four to six senior staff members at a time so that they may work more deeply both within their own organizations and alongside participants from organizations that share their goals. For example, American Jewish World Service and Keshet, both featured in this edition of *Slingshot*, have sent top leadership teams to Selah. A recent move has been to make local cohorts available in Boston and Washington, DC, where a density of Jewish social justice organizations and funders find it helpful.

With a staff of three, including “wonderful powerhouse leader Stosh Cotler,” and a “very strong Advisory Board” that includes several past participants, Selah has trained more than 260 leaders in 150 different organizations to date. Selah’s continued work is to leverage the collective power of its expanding network to create social change through strategic collaboration.

An isometric geometric composition on a gray background. The scene is filled with various 3D rectangular blocks and planes, some solid and some outlined. A prominent feature is a large, solid red rectangle on the left side. A thick white diagonal line runs from the top right towards the bottom left, passing through the center of the composition. The text 'Sharsheret' is written in white, bold, sans-serif font, positioned diagonally across the middle of the image, following the path of the white line. At the bottom right, the website address 'www.sharsheret.org' is also written in white, bold, sans-serif font, following the same diagonal path.

Sharsheret

www.sharsheret.org

SHARSHERET

5-TIME SLINGSHOT FINALIST

Rochelle Shoretz was just 28 when she was diagnosed with breast cancer. In the midst of her chemotherapy treatments, she founded Sharsheret (meaning “chain” in Hebrew) for other young Jewish women facing breast cancer. This culturally-sensitive organization was designed to provide support and resources for women of all backgrounds diagnosed with breast cancer. By connecting women with similar life experiences and diagnoses, Sharsheret has created a strong peer support network and online community.

Since its founding, Sharsheret has received 15,000 phone calls and e-mails from those affected by breast cancer, health care professionals, and women’s and Jewish organizations. Its signature program, “The Link,” which includes 700 participants from 37 states, is a one-on-one peer support network that includes “Empower,” for women without partners facing breast cancer, and “Embrace,” for women with advanced stage breast cancer. Its education and outreach programs include distribution of over 80,000 informational booklets, such as *Facing Breast Cancer as a Jewish Woman*, as well as medical symposia and presentations in diverse Jewish communities and on college campuses.

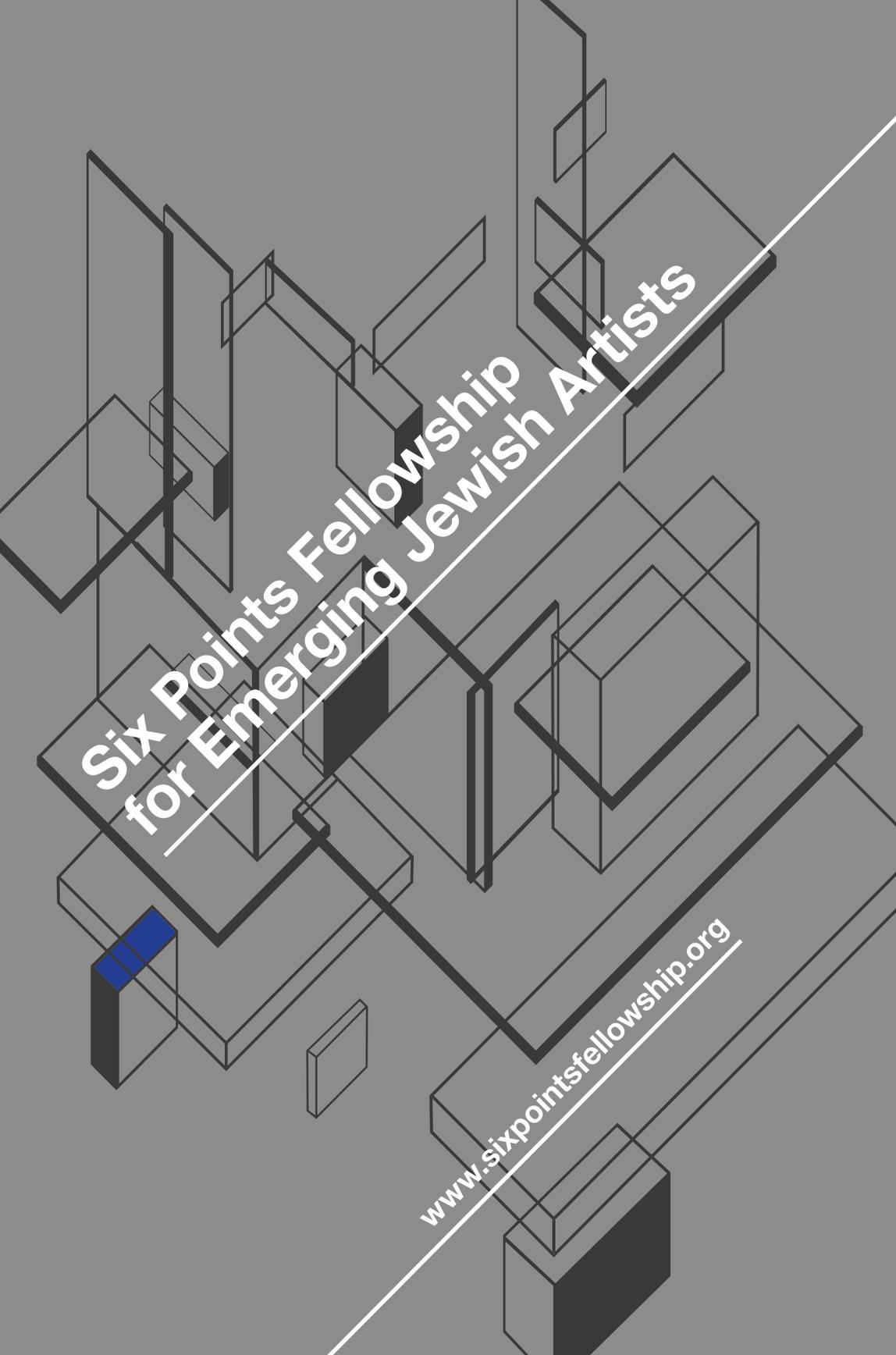
Over the last year, “the brilliant Rochelle Shoretz has done what many professionals find impossible... to make the transition from professional to lay leader.” Another evaluator concurs, “Elana Silber has taken over with aplomb.” Sharsheret now faces a demand to expand services to women of other ages and to those with reproductive malignancies, including ovarian cancer. Organizational momentum continues as it undertakes a strategic planning process to launch its next phase of growth so that it may continue to help Jewish women face cancer devoid of stigma and isolation.

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BOARD CHAIR Rochelle Shoretz
BUDGET \$776,700
INCEPTION 2001



**Six Points Fellowship
for Emerging Jewish Artists**

www.sixpointsfellowship.org

SIX POINTS FELLOWSHIP FOR EMERGING JEWISH ARTISTS

44

In New York City, popular culture such as film, art, television and music has been the most powerful engine driving young Jews toward a Jewish identity and constructing a sense of community. Recognizing this, in 2006, the UJA-Federation of New York's Commission on Jewish Identity and Renewal gave \$1,000,000 – its largest arts grant ever – to Avoda Arts, the Foundation for Jewish Culture, and JDub Records to support emerging Jewish artists. The partnership created Six Points, an innovative, cost effective fellowship program, and chose 12 artists based in the New York area to be the first class of Six Points Fellows.

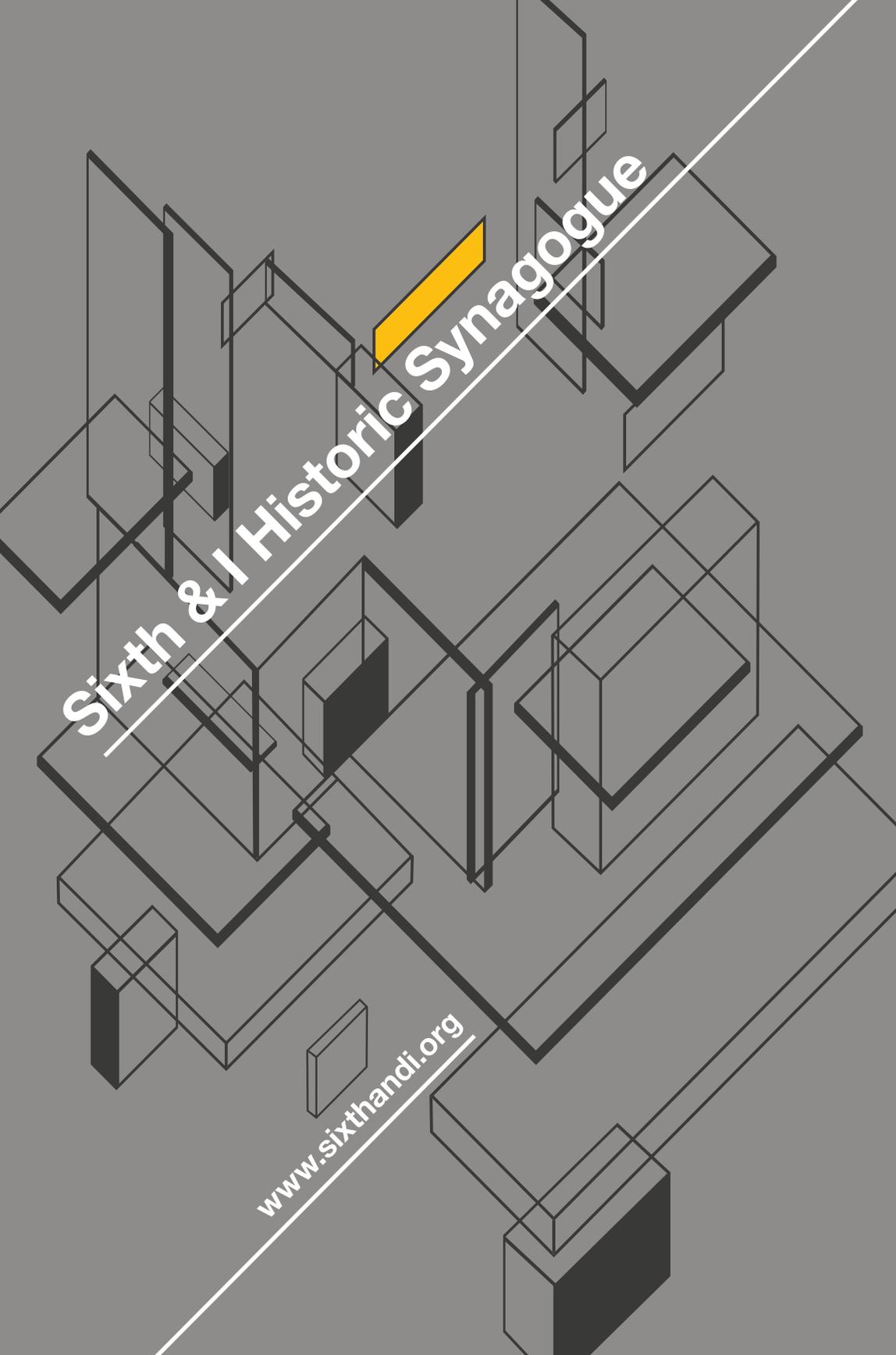
Since 2006, the Fellows have received over 5.5 million hits to their websites and have impacted more than 9,000 young Jewish adults in New York City through gallery events, live performances and other artistic vehicles. Fellows have included Galeet Dardashti, who explores underappreciated female biblical characters through music; Dan Safer, who has designed a large-scale dance performance representing the Exodus story; and Avishai Mekonen, who has developed a photograph and sound project exploring an ancient Ethiopian Jewish tradition that honors the past. In 2009, the UJA-Federation of New York renewed their grant to Six Points to fund a second class of Fellows, who will be selected in the fall of 2010. Also in 2009, with the support of a challenge grant from the Morningstar Foundation, Six Points has been exploring growth beyond New York City. Recently, this grant was matched by the Jewish Federation of Los Angeles for a study to test the feasibility of a class of Fellows on the West Coast.

Especially in an economic downturn, “it takes courage to make a substantial investment in individual artists.” For two years, the partnership that created Six Points has demonstrated that kind of courage, not just by writing a check, but by “providing layered resources for Fellows.” This approach, which *Slingshot* evaluators say is “right on,” does all it can to ensure each artist's success.

c/o Foundation for Jewish Culture
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BOARD CHAIR Aisa Doctoroff & Carol Spinner
BUDGET \$368,706
INCEPTION 2006



Sixth & I Historic Synagogue

www.sixthandi.org

SIXTH & I HISTORIC SYNAGOGUE

45

When the Adas Israel Congregation bought a plot of land on the corner of 6th and I Streets in 1905, it was most likely unaware that the building it was about to construct would one day become the national model for a successful 21st century synagogue. After spending more than 50 years as a Methodist church, the building was reacquired by two philanthropists who pledged to create a community center for Washington's diverse and eclectic Jewish population. Located in the heart of Washington's increasingly stylish Chinatown, Sixth & I Synagogue melds non-denominational religious services with cultural and social interests to form one of the only synagogues that has successfully engaged formerly unaffiliated Jews on a mass scale.

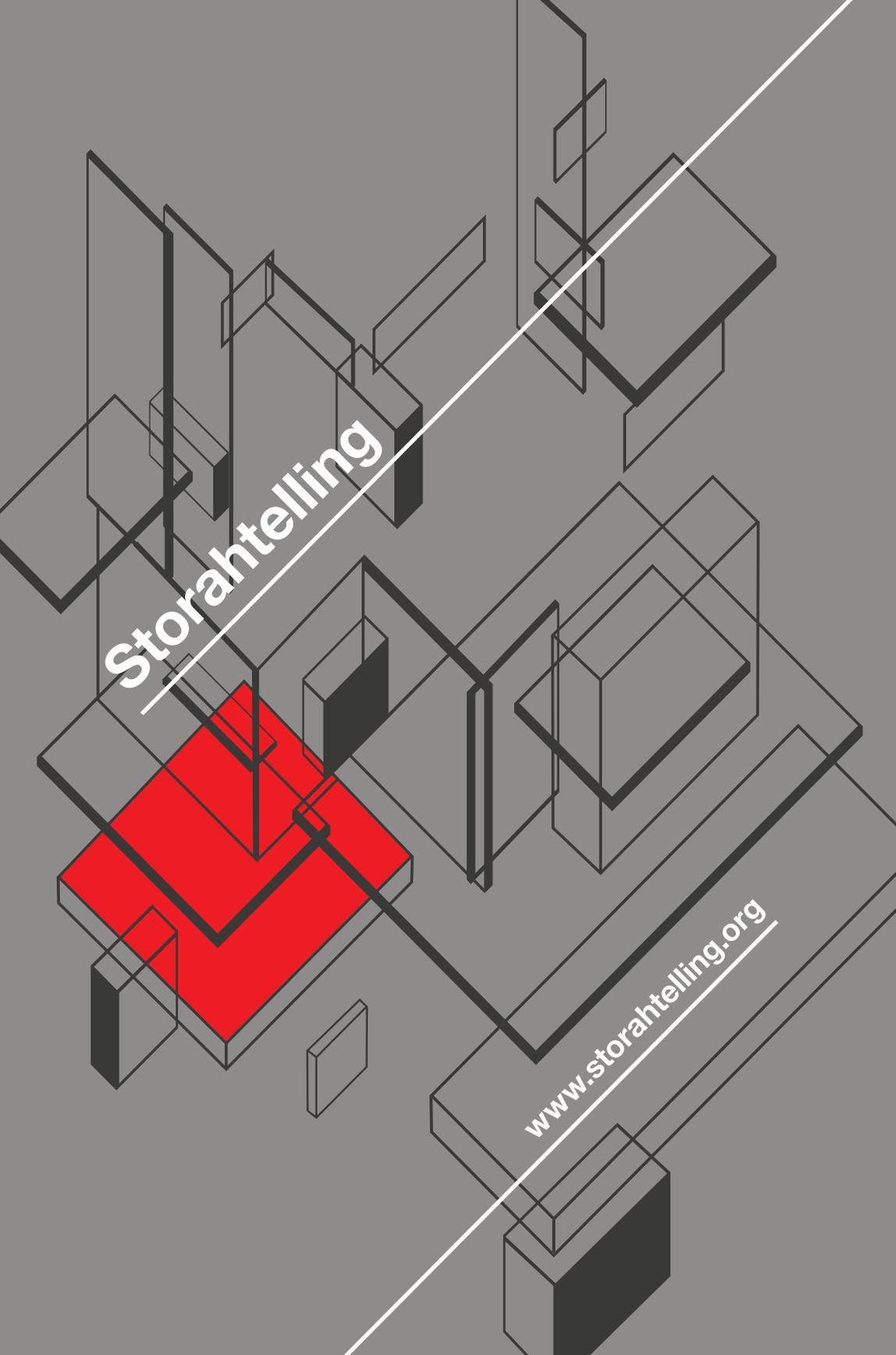
The experience of Sixth & I blends so seamlessly with the rest of its congregants' lives that few refer to it as a "synagogue." In addition to Shabbat services, participants go to hear concerts, lectures and comedy series. For example, in 2009, Sixth & I presented THE TEN, a late-night reimagining of Shavuot, hosted by author Jonathan Safran Foer and featuring movies, music and games. In addition to groundbreaking work with Jews in their 20s and 30s, Sixth & I has also begun to understand that its model can be used to attract Jews in their 40s, 50s and 60s, and has begun a separate effort to encourage those age groups to seek deeper involvement with Sixth & I.

The Sixth & I model continues to be among the most respected innovative ideas in the country, and staff members have been consulting with various communities across the country to explore ways of replicating the Sixth & I model in different cities. Evaluators remark, "Sixth & I is seen beyond the DC area as being a new model for Jewish communities;" "It is among the best examples ever of a complete reform of a 20th century synagogue for 21st century Jews;" and, "Everything about Sixth & I buzzes with energy and excitement." We believe "this is one of the most exciting organizations in Jewish life today," because it taps other *Slingshot* organizations such as JDub Records and Reboot, as well as universal talent, in order to reach its audience.

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BOARD CHAIR Abe Pollin
BUDGET \$1,460,000
INCEPTION 2004



Storahtelling

www.storahtelling.org

STORAHTELLING

5-TIME SLINGSHOT FINALIST

Storahtelling makes ancient stories and traditions accessible to new generations, promoting Judaic literacy through performance and education. Storahtelling's mission is no less ambitious than to bridge the chasm between modern, often unaffiliated Jews and ancient Judaism, a mission pursued by personifying the rituals that accompany Jewish stories and allowing audiences to explore them in modern contexts.

Originally a performance-based theatre company, Storahtelling now works by developing leadership on a local level. By training clergy, educators, artists and community leaders based in synagogues and congregational schools, Storahtelling's fresh methodology is brought to bear on ritual life. B'nai mitzvah, for example, are enlivened by ancient stories and traditions brought to life through the 1,500-year-old maven, or translator/storyteller, tradition. Since its founding in 1999, more than 1,000 Storahtelling presentations and educational programs have been held across the US as well as internationally in venues ranging from museums to synagogues, touching more than 150,000 people. A strategic plan calls for a 400% increase in programs by 2012, with the majority being delivered by Storahtelling-trained community leaders. Starting this fall, Storahtelling is happy to announce a strategic partnership with the 14th Street Y to help both organizations share infrastructure costs and enhance their ability to deliver innovative programs.

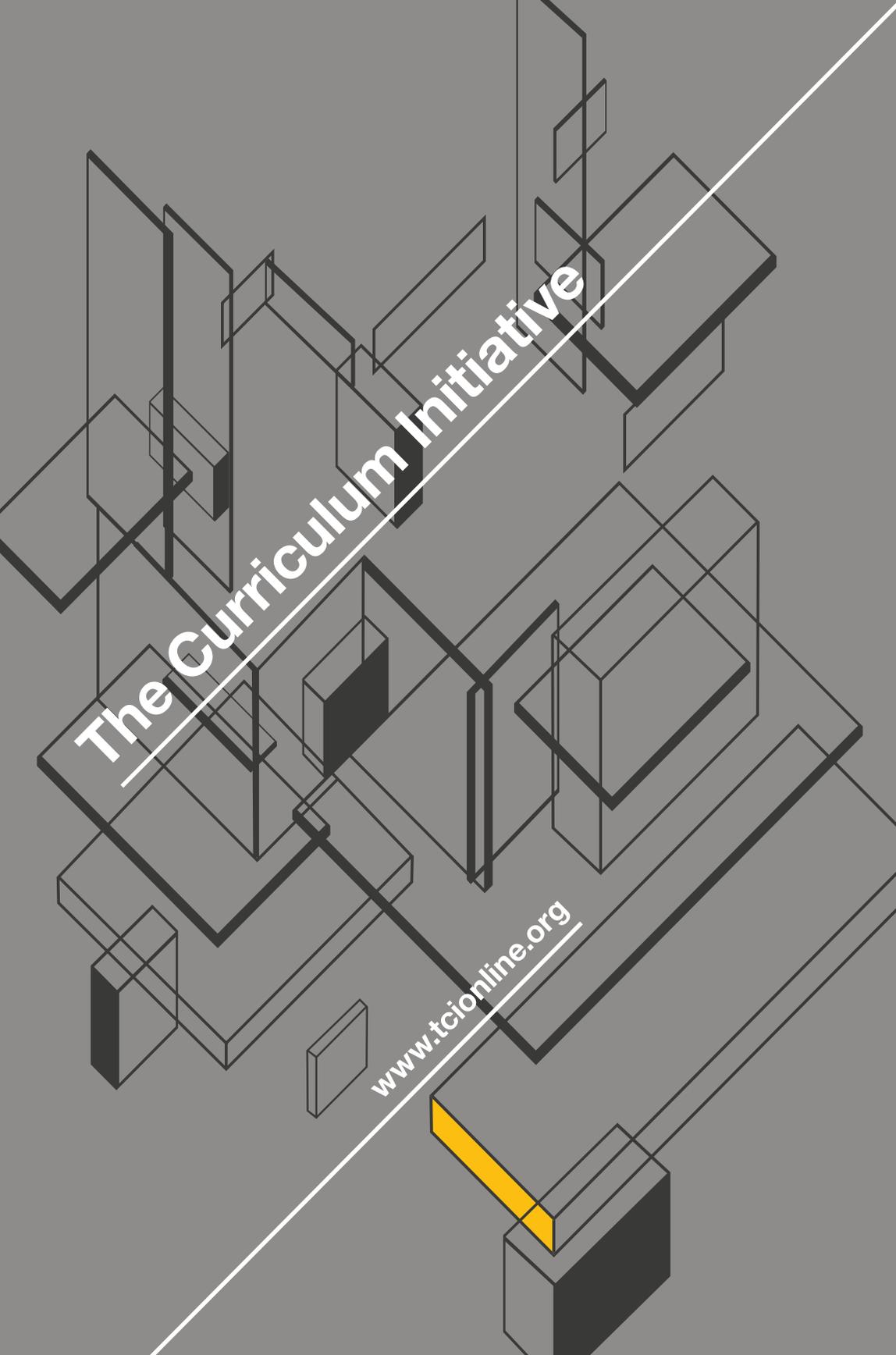
Founder and Executive Director Amichai Lau-Lavie has been called an "iconoclastic mystic" and recently received a fellowship from the Mandel Leadership Institute in Israel. Now back in the US, he and his staff continue to refine a "model and service [that are] dynamic, vital and innovative..., deeply embedded in tradition." Such creativity and success in revitalizing the old make Storahtelling one of the few organizations to be featured in *Slingshot* for five consecutive years.

46

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BOARD CHAIR Marina Pinto Kaufman & Ora Ramat
BUDGET \$751,000
INCEPTION 1999



The Curriculum Initiative

www.tcionline.org

THE CURRICULUM INITIATIVE

47

The Curriculum Initiative (TCI) arose out of the recognition that thousands of Jewish teens around the country who attend independent schools have scarce time for active Jewish engagement. Through presentations, clubs, service-learning projects and trips, TCI seeks to help schools heighten student appreciation for the depth and diversity of Jewish community and culture while they participate in a secular high school experience.

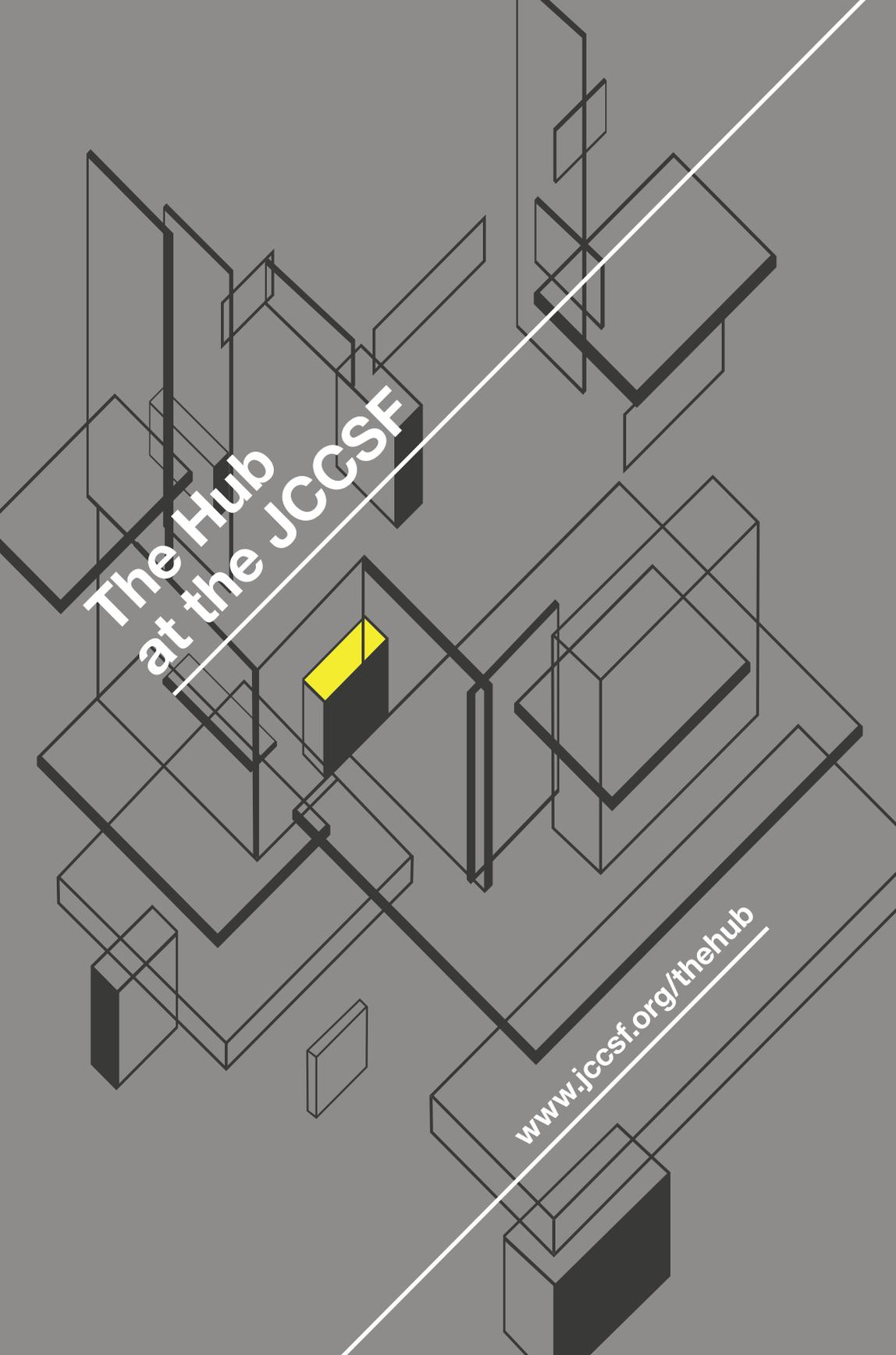
TCI's approach is not about framing Jewish learning as supplementary to regular life – the established model of Hebrew and Sunday schools, youth groups and Jewish summer camps – but rather to operate in the spaces where teens move every day, which include their non-Jewish peers. 76 schools in four regions, New England, metropolitan New York, San Francisco and the Mid-Atlantic, host TCI participants. Last year alone, 2,700 students participated in TCI programs, and within five years, the number of regions where TCI operates is slated to grow to five. In addition to servicing students, TCI has also offered professional development programs for teachers from over 210 schools.

As a member of Generation X running an organization for Generation Y-ers, Acting Executive Director Adam Gaynor maintains that in order to integrate a Jewish lens into multicultural settings, organizations must promote a diverse view of Jewish identity and create the space for students to chart their own Jewish paths. His open approach has been rewarded with a dramatic rise in the number of participants in TCI programs. One evaluator sympathetically notes, "I am aware of how difficult yet rewarding this work can be. With additional funding to provide more staff in each of the existing regions, TCI would be able to further its impact."

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BOARD CHAIR Dana Raucher
BUDGET \$1,278,623
INCEPTION 1996



The Hub
at the JCCSF

www.jccsf.org/thehub

THE HUB AT THE JCCSF

1ST TIME SLINGSHOT FINALIST

One of the nation's largest Jewish Community Centers, the JCC in San Francisco (JCCSF) has blanketed its target market remarkably thoroughly. Half of the 33,000 Jewish households in the Bay Area have become JCC members, attending events, participating in classes and spending time at the fitness center. Despite its presence in the community, like many JCCs across the country, JCCSF had been having trouble providing programs that appealed to the large number of 20- and 30-somethings in the area. In 2006, JCCSF hired Dan Wolf, an actor, playwright, MC and rapper, to build on The Hub, an innovative young adult outreach program created by Amy Tobin. Behind Dan, The Hub increased event participation from 1,616 people at the end of 2007 to over 6,000 in 2008 and is on track for over 10,000 in 2009. Its success stems from its four-part core programming areas: arts and culture, new Jewish ritual, social activism, and social networking.

Among the more than 50 events that The Hub produces each year, including concerts, speeches and art shows, there is an annual Purim event that draws over 600 costumed participants, and eight days of events for Hanukkah, plus a "Hanukkah Survival Kit" for those far from home. In just three years, The Hub has not only become one of the leading presenters of art in the Jewish world, it has also been asked many times to provide expertise to other organizations that aim to create programs for 20- and 30-somethings.

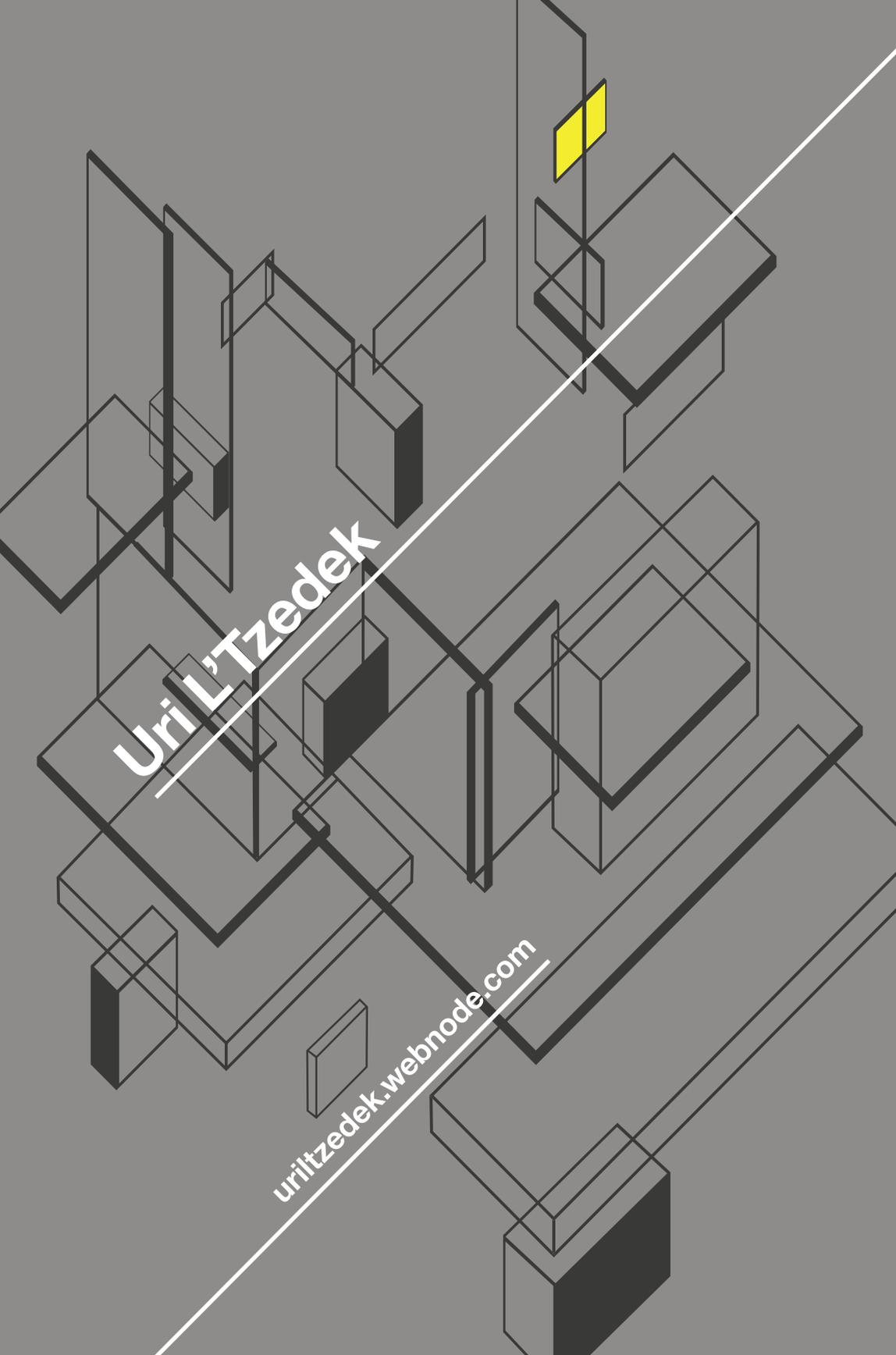
Evaluators marvel that, in such a short time, The Hub has become known as "the best partner for outside organizations looking to make an impact on the Bay area," and that it has been able to "engage large numbers of young Jewish hipsters in Jewish arts and culture and social justice programs." Because The Hub has been thinking "outside the box" with its programming, it has been able to "engage a large cohort of young Jews" who would otherwise not have a Jewish outlet.

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San Francisco, CA 94118

CONTACT Dan Wolf
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BOARD CHAIR Sue Diamond
BUDGET \$214,713
INCEPTION 2006



UriL'Tzedek

uriltzedek.webnode.com

URI L'TZEDEK

1ST TIME SLINGSHOT FINALIST

Uri L'Tzedek, led by young activists Shmuly Yanklowitz and Rabbi Ari Weiss, calls on the Orthodox community to enhance its role as social leaders in society at large. Through education, leadership development and action, Shmuly and Rabbi Weiss are dedicated to creating a generation of Orthodox leaders focused on increasing justice and fairness not just in their local communities, but as members of a global community who are guided by traditional values and the Torah. Uri L'Tzedek (meaning “awaken to justice”) challenges Orthodox Jews to establish a connection between God and social issues, and then channel that understanding into action.

Founded in 2007, Uri L'Tzedek immediately began advocating on behalf of exploited and abused workers at a kosher meat production facility in the Mid-West. Uri L'Tzedek argued that the Orthodox community should not consider meat produced in unethical environments to be “Certified Kosher.” Many members of the Orthodox community joined Uri L'Tzedek’s call for a boycott, which led to improved wages and safety conditions at the offending plants. Following the successful boycott, Uri L'Tzedek launched a new project called Tav HaYosher (meaning “ethical seal”), a label that goes beyond the standard definition of kosher and affirms a restaurant’s commitment to maintaining just working conditions.

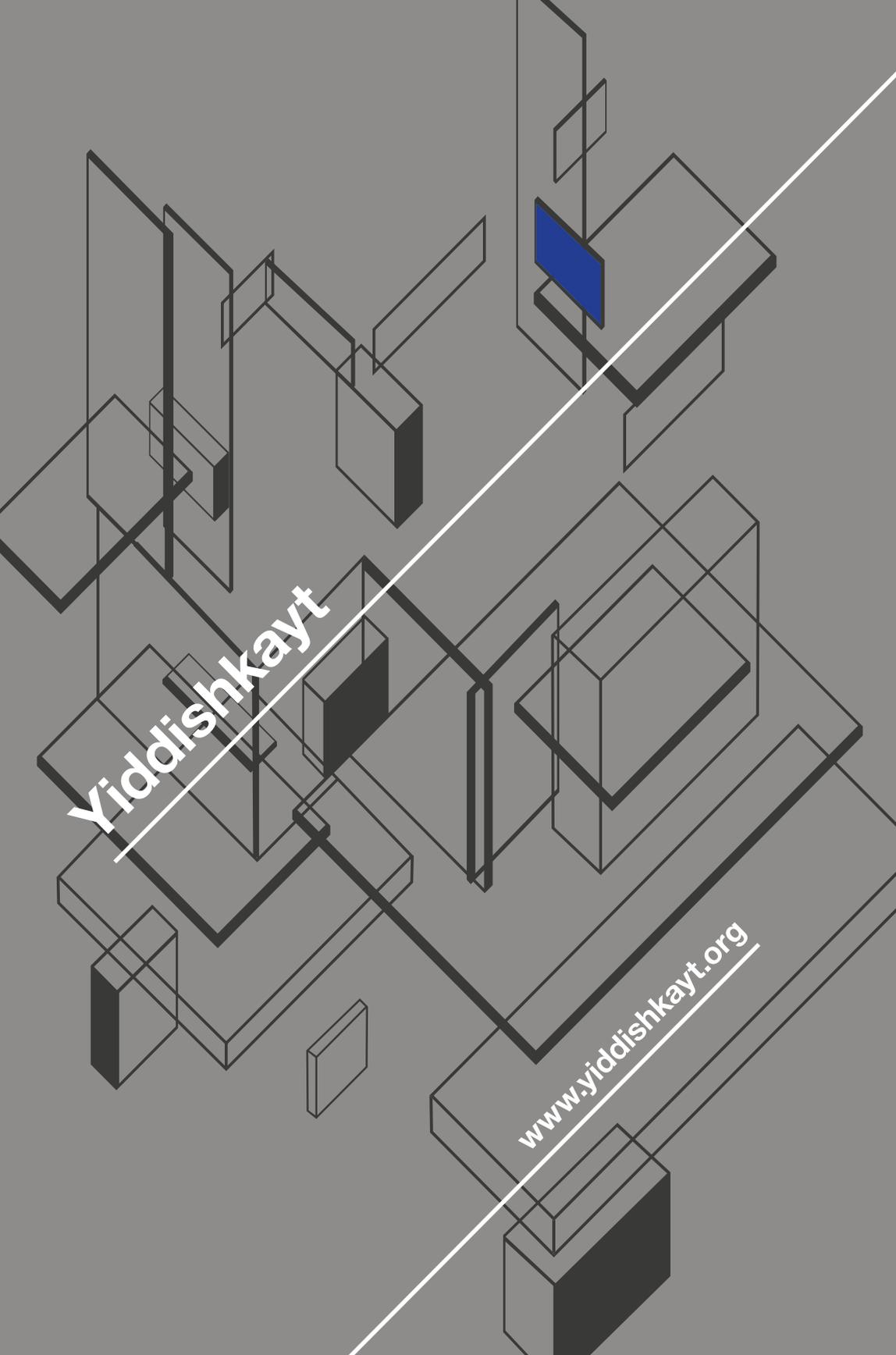
One evaluator comments that Shmuly and Rabbi Weiss have “impressive credentials” and are leading a “very necessary” initiative that, while young, “has a tremendous amount of potential.” As it grows older, we are excited to see Uri L'Tzedek capitalize on the lessons learned from the campaign for ethics in kosher food production, apply them to emerging social justice topics, and continue to fight to create a space for social justice in the Orthodox community.

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BOARD CHAIR Shmuly Yanklowitz
BUDGET \$101,982
INCEPTION 2007



Yiddishkayt

www.yiddishkayt.org

YIDDISHKAYT

Disturbed by the gradual disappearance of Yiddish language, culture and history, Aaron Paley set out to reverse this erosion by introducing new Jewish audiences to their 1,000-year-old heritage by calling on contemporary artists to reengage with classic Yiddish artifacts. In 1995, the inaugural Yiddishkayt Family Festival attracted more than 5,000 participants, and since then, its biennial celebrations have become the largest of their kind. In addition to this flagship festival, Yiddishkayt has developed other large and small cultural programs, engaged in community outreach and development, and undertaken educational programs that fit with the interests of the community.

As Jews today live an integrated existence in North America, Yiddishkayt seeks to situate its work within a larger cultural context by producing cross-ethnic programming, including its Klezmer-Mariachi commission in 1998, the 2007 Yiddish Tango project “Una Noche Idishe,” and last fall’s The ¡Viva Yiddish! Project: The Yiddish-Latino Sound of Los Angeles. *Yidbits*, a bimonthly newsletter, also reaches over 7,000 people. Founder/Chair Aaron Paley brings three decades of experience in arts production, administration and planning and recently received the Stanton Fellowship to work on developing new projects to enhance civic life in Los Angeles.

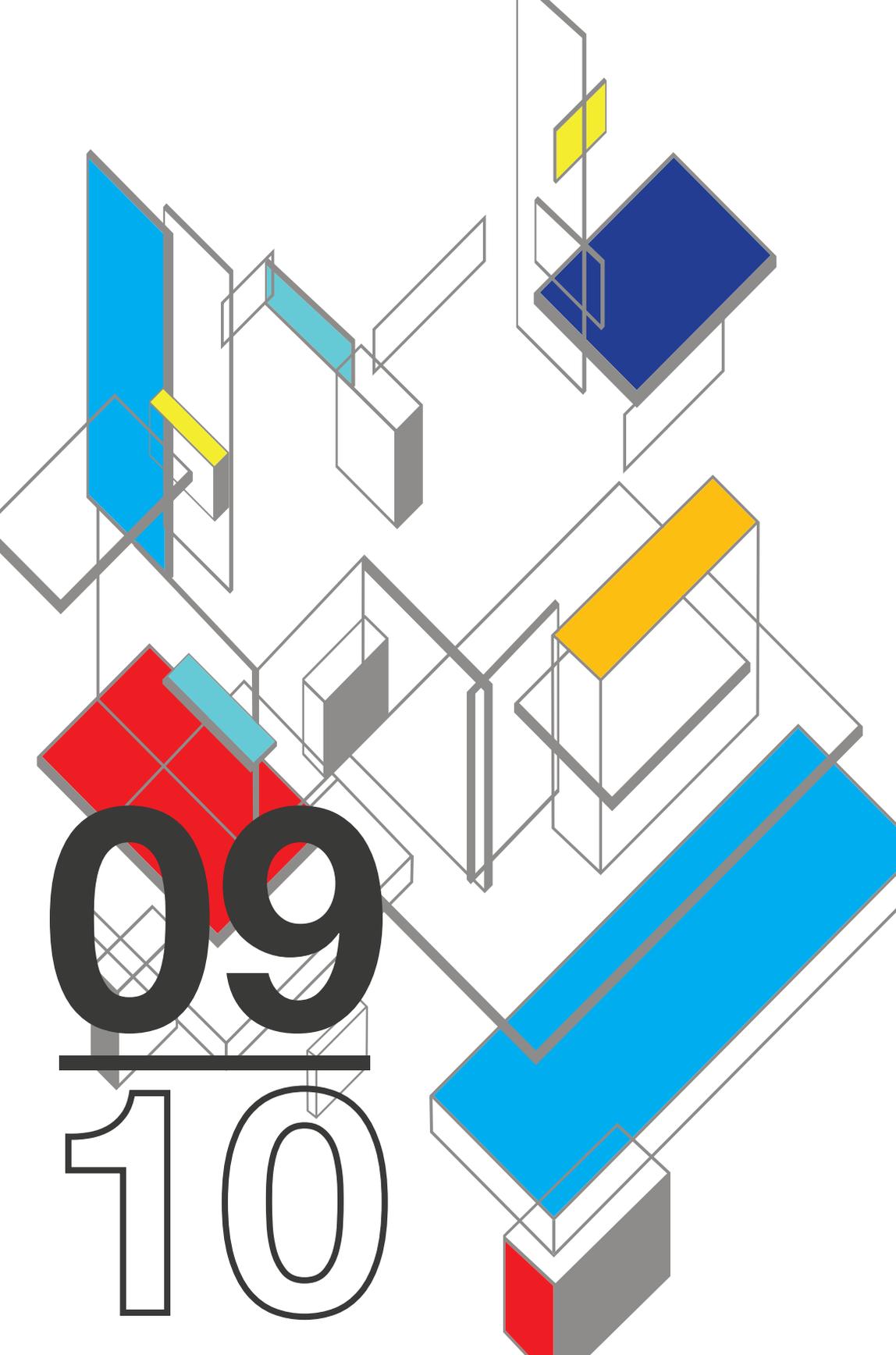
Aaron’s “vision, creativity and entrepreneurial spirit are breaking new ground in Los Angeles and forging new forms of intercultural encounter and engagement.” As Yiddishkayt continues on its quest to make Yiddish a modern gateway to Jewish identity, the hope is that “[Aaron] Paley may be elevated to a national platform.”

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BOARD CHAIR Aaron Paley
BUDGET \$185,000
INCEPTION 1995



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FOR JEWISH INNOVATION

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ANNUAL OPERATING BUDGET

Less than \$250,000

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\$250,000 - 499,999

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1 - 1.49 million

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2 - 9.99 million

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Greater than 10 million

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Advancing Women Professionals
Adventure Rabbi
American Jewish World Service
AVODAH: The Jewish Service Corps
Ayecha Resource Organization
Brooklyn Jews
Congregation Beth Simchat Torah
Council of Jewish Émigré Community Organizations
Drisha Institute for Jewish Education
Facing History and Ourselves
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MOSAIC
Newish Jewish Catalogue: A Guide for Co-Creators of Jewish Life
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Rockwood Leadership Program
Rosh Hodesh: It's a Girl Thing!
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Skirball Center for Adult Jewish Learning
Sol Goldman 14th Street YM-YWHA of the Educational Alliance
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Talking Street
The Curriculum Initiative
The Jewish Salon
The Ritualist
The Tribe

2006

Advancing Women Professionals
Abraham's Vision
American Jewish Committee's Fellowship in International and Domestic Affairs
American Jewish World Service
An Ethical Start
Avoda Arts
AVODAH: The Jewish Service Corps
Ayecha Jewish Diversity Resources
Berkshire Institute for Music and Arts
Beta Israel of North America
birthright israel
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Council of Jewish Émigré Community Organizations
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Be'chol Lashon
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Yiddishkayt

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ACKNOWLEDGEMENTS

Grand Street

www.grandstreetnetwork.net

The idea for the *Slingshot* guide and the Slingshot Fund emerged from Grand Street, a network for 18-28 year olds who are involved or will be involved in their family's philanthropy. Begun in 2002 with 12 people meeting for a weekend, Grand Street is now in its seventh year with a new cohort of individuals added annually. Participants get together to explore family legacy, their own philanthropic identities, develop a Jewish and philanthropic analysis, hone a capacity for strategic grantmaking and create a space for personal development as well as build a network of peers in similar positions of philanthropic responsibility. This network provides a unique opportunity for growth and exploration. If you and/or your family members are interested in joining, please do not hesitate to contact us at 212.931.0109.

The Slingshot Fund

www.slingshotfund.org

The mission of the Slingshot Fund is to highlight, encourage and provide support for a subset of the undercapitalized organizations featured in *Slingshot*. The Fund also aims to provide a new model for raising and distributing grants by engaging people in Jewish philanthropy who would otherwise not be involved.

Supported by investors of all ages, the Slingshot Fund invites 20- and 30-somethings from across the country to join the grantmaking process. After contributing a gift to the pooled fund, participants review proposals from the 50 organizations listed in *Slingshot*, conduct site visits and meet as a group to allocate grants. The Slingshot Fund's allocation process includes opportunities for donor education as well as the vital experience of being on the

"front lines" of a professional grantmaking process. If you would like to participate in the next grant cycle or contribute to the Slingshot Fund, please e-mail Will Schneider at will@slingshotfund.org.

This year, the Slingshot Fund will allocate operating support grants of \$40,000 to 10 organizations highlighted in last year's *Slingshot* guide. All organizations listed in this edition of Slingshot will be eligible to apply to the Slingshot Fund in the spring of 2010. To learn more about this year's grantees, visit www.slingshotfund.org.

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

The Adler Family

Roberta Ainciart

The Bendit Foundation

Andrea and Charles Bronfman Philanthropies

Howard and Carol Anderson Family Fund

Matan Ben Aviv

Elana Bildner

Eric Brown Foundation

Melissa Brown Eisenberg and Jason Eisenberg

Danielle Foreman

Stewart Foreman

Susan Foreman

Cynthia F. and Joseph M. Gensheimer Fund

Dorian Goldman and Marvin Israelow

Richard and Rhoda Goldman Fund

M. and D. Horwitz

Amanda Hurst

Hurst Family Foundation

Fern Karesh Hurst

Queens Gate Fund

continued...

ACKNOWLEDGEMENTS

Mamie Kanfer Stewart
Lippman Kanfer Family Foundation
The Rita J. and Stanley H. Kaplan Family Foundation
Rachel Klinghoffer
Steven and Lori Klinghoffer
The Samuel Aba and Sisel Klurman Foundation
Hannah Levin
Mark-Lis Family Philanthropic Fund
Meyerhoff Grandchildren's Fund
The Moss-Hopengarten Family
Leo and Libby Nevas Family Foundation
Rebecca Richards
Roizen Family
The Taubman Foundation
The Alvin and Fanny Thalheimer Foundation
Jos Thalheimer
Louis B. Thalheimer and Juliet A. Eurich
Benjamin and Joy Warren
Naomi and Martin Warren Family Foundation
Jessica and Julia Warren
Anne & Henry Zarrow Foundation
Maxine & Jack Zarrow Family Foundation

Evaluators

The backbone of *Slingshot* is a network of evaluators across the country who volunteer their time to review every nomination form submitted. We are grateful for their support not only in evaluating nominees, but also for helping us to make *Slingshot* an inspirational and effective publication each year. While we appreciate the input, *Slingshot* takes full responsibility for its contents.

Joni Blinderman
Nina Bruder
Adina Dubin
Lisa B. Eisen
Lisa Farber Miller
Debbie Findling, Ph.D.
Rebecca Goldman
Yonatan Gordis
Nancy Greenblatt
Felicia Herman
Jennifer Hoos Rothberg
Steven Jacobson
Deborah Joselow
Aliza Mazor
Alison McWilliams
Rachel Merritt
Eileen Snow Price
Amy Rabbino
Stephanie Rapp
Dana Raucher
Adene Sacks
Charlene Seidle
Naomi Shank
Rabbi Felicia L. Sol
Nancy Schwartz Sternoff
Brenda Bodenheimer Zlatin

Allies

There are a slew of other organizations across the country that share our mission. We would like to acknowledge a few of these allies, because without them, many of the projects and organizations included in this edition of *Slingshot* would not be where they are today.

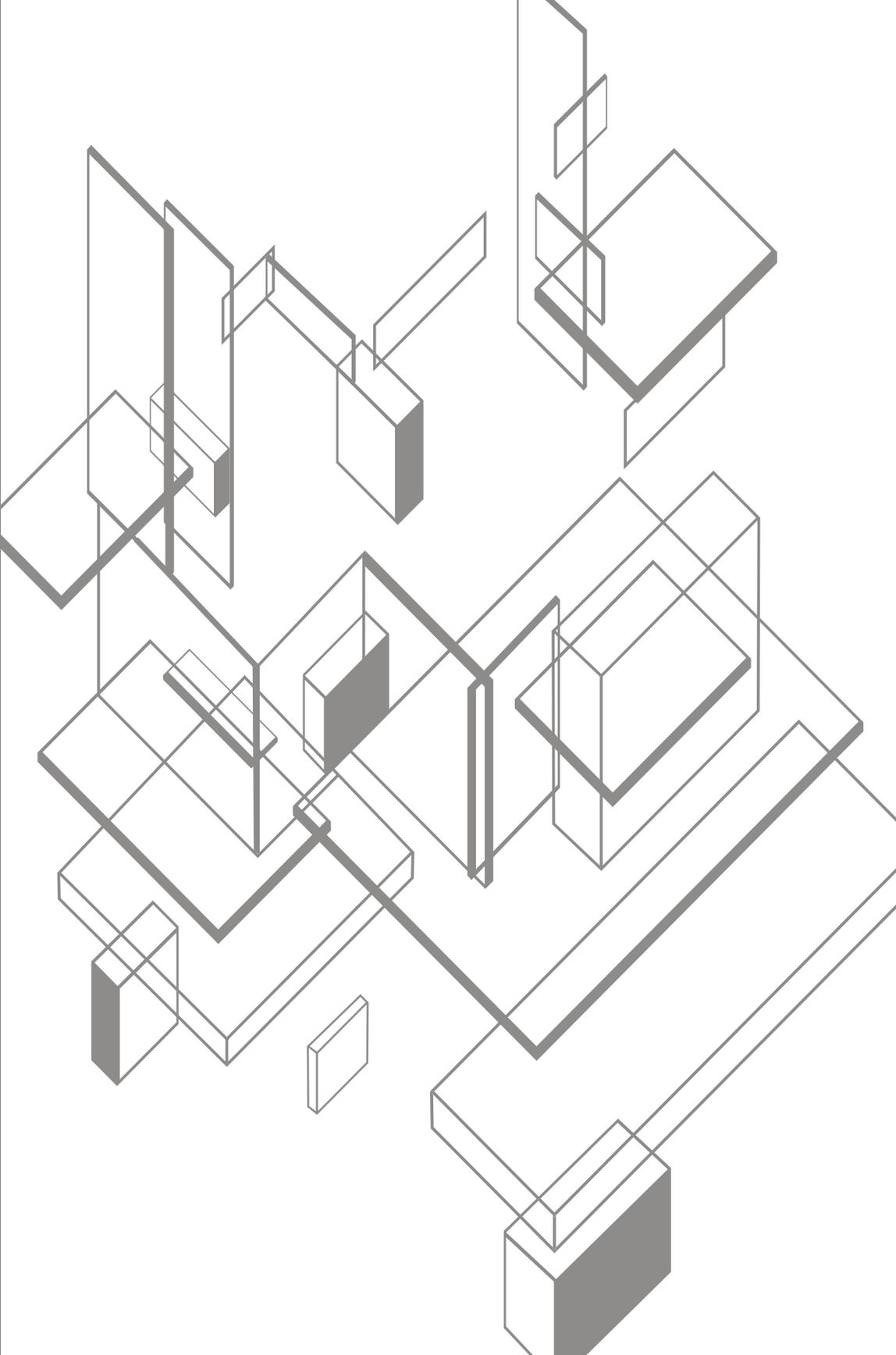
Bikkurim is an incubator for new Jewish ideas that identifies innovative Jewish ideas and nurtures them to organizational sustainability. Bikkurim participants receive office space and professional support while in residency in the incubator, a period that may last for up to 5 years. Bikkurim also has provided over a half million dollars in in-kind support to a total of 24 new Jewish organizations. (www.bikkurim.org)

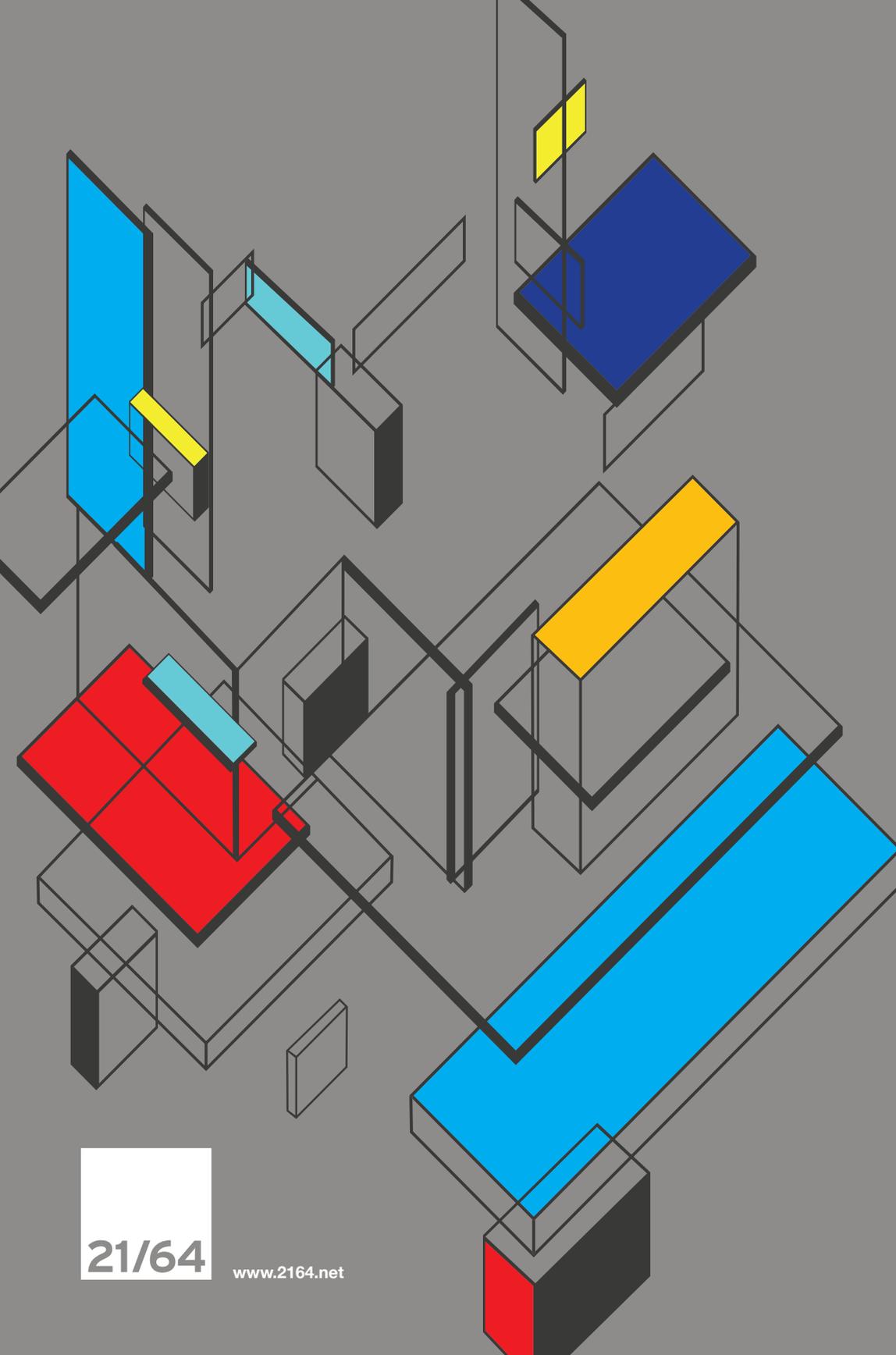
Upstart provides business consulting, round table discussions, peer-led teaching and training, and the use of Upstart's office space for early-stage nonprofits that offer innovative Jewish engagement opportunities in the San Francisco Bay Area. After being selected, organizational leaders become members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

Jumpstart, founded in 2008, helps to develop, strengthen and learn from emerging Jewish organizations. In its first year, Jumpstart partnered with Natan and the Samuel Bronfman Foundation to produce the report *The Innovation Ecosystem: Emergence of a New Jewish Landscape*, which is a thorough analysis of the complex ecosystem of innovative Jewish nonprofits. To further strengthen emerging Jewish organizations, Jumpstart also launched a Jewish fiscal sponsorship platform this year. (www.jewishjumpstart.org)

Thank You

Thank you to the team at ACBP and 21/64, including Roger Bennett, Sharna Goldseker, Allison Sole and Barbara Taylor, for year-round guidance and support. Thank you to FJC, including Lorin Silverman, Jeanine Corey and Amanda Huckabee, for the organization's fiscal sponsorship. And thanks to our copy editor Annemieke Farrow, designer Laurie Fink, Brian Huizingh for ongoing IT support, Scott Keiser and Pegasus Printing, and Rich Polt and Louder than Words for communication.





21/64

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