

Hazon Monthly Report. January 2016

We begin 2016 with multiple change processes underway. We're trying to increase our impact in the world. We're trying to track more effectively what we do and how we're doing it. We want to strengthen the board; strengthen our staff; raise more money. We want to explicate ourselves better. And we're trying to do all these things – and more – whilst also delivering our current mix of programs, and planning for the launch of JOFEE Fellows, the Hazon Seal, and others.

January was therefore a busy and full month in terms of planning. Yet we also had nearly a thousand people attend 18 separate events during the month, including strong launch events for the NY Ride and a range of tu b'shvat programming.

One other thing to note: the column I've highlighted in yellow, below, is the last question we ask on our evaluation sheets for multi-day events. Judith is bringing together a group of people to look at our eval questionnaires – what we could ask, what we should ask – so that we're able to use them, consistently, internally, in order to improve our programs. But the last question we ask is common on all: "This retreat increased my sense of hope for the future of the Jewish people." The options are "strongly agree / agree / neutral / disagree / strongly disagree." The numbers highlighted in yellow, below – which we'll show for all retreats, each month – is the percentage of respondents who choose "strongly agree" or "agree."

We think it's interesting because – for an organization whose name means 'vision' – if we're scoring numbers in the 80s or above it signals in a core sense – above and beyond the specifics of a particular retreat, that we're embodying the kind of vision that we want to see in the world.

Those little numbers in the yellow are the summation of the hard work of many people reading this documents: those who planned these retreats, those who delivered them. The people who cooked and the people who prepared the rooms. The people who maintain the websites, the people involved in marketing, the people who pay the bills. The board members who oversee our work and donate to us and attend these retreats. We're a complex organization, and when we do our work well, those little yellow numbers are just one measure of it.

As the year goes back, we'll continue to tweak and strengthen this document. It will take us two or three years, but by the end of this decade we should be able to look at ongoing comparable data – going back, in real time, to January 2016 – that enable us to see more clearly how we're doing.

External: Program Overview and Impact

January Multi-Day Events

The Eshel Retreat was the one multi-day event this month, with 132 people at Isabella Freedman. There were also 18 regional and one-day events in which 950 people participated, for a total of 1050 people reached by Hazon in January.

January Events	Type	Start Date	End Date	People	People Days *	Survey Responses	Connected with Jewish Spirituality	Sustainable Jewish Future	More informed about JOFEE	Hope for the Jewish people
Eshel Retreat	Org Retreat	15-Jan	17-Jan	132	396					
Updated Dec. Surveys										
Silent Meditation	Retreat	20-Dec	27-Dec	57	456	13	85%	85%	92%	85%
Food Conference	Retreat	29-Dec	1-Jan	183	732	21	82%	94%	74%	88%

*People days equals number of people times number of days

Eshel Retreat

Eshel has held their organizational retreat at Isabella Freedman for the past four years, with 130-140 people each year. Eshel has quickly become a leading organization providing a safe space and advocacy for LGBTQ Jews, particularly those in the religiously observant demographics. It's a powerful program, and we're proud to be their partners in this way. We have a solid relationship, and it was a successful retreat – however, there was a new group leader and we need to build our relationship with her and work with her more directly around supervision of children.

Education, One-Day Events & Regional Work

December One-Day Events	Region	Type	Start Date	People
Roots and Fruits: A Tu B'Shvat Experience	Colorado	Event	24-Jan	65
Shabbas at the Bayit	Detroit	Event	8-Jan	25
4th Grade Temple Beth El Eco Class	Detroit	Class	10-Jan	35
JOFEE Education Cohort	Detroit	Series	10-Jan	10
Avodat Lev at the Bayit	Detroit	Event	12-Jan	10
Fellowship DIY	Detroit	Class	13-Jan	6
Camp-Style Shabbat at Temple Emanuel	Detroit	Event	15-Jan	35
Tu B'shvat Event - Shir Tikvah	Detroit	Event	17-Jan	100
Downtown Synagogue/JARC Tu B'shvat	Detroit	Event	24-Jan	65
		Class		
JOFEE Class - Shir Tikvah HS	Detroit	Series	25-Jan	10
Tu B'shvat Fellowship Shabbaton at the Farm at Jennings	Detroit	Event	22-Oct	5
Hazon shabbaton at Hebrew Institute of Riverdale	New York	Event	23-Jan	200
Tu B'shvat Pickling Workshop at Temple Shaaray Tefila	New York	Class	27-Jan	35
NY Ride / Pinot & Pickling at JCC Manhattan	New York	Event	28-Jan	125
NY Ride / Brunch & Bicycles at JCC Manhattan	New York	Event	31-Jan	50
Tu B'shvat Seder at Romemu	New York	Event	31-Jan	50
Lunch and Learn at Temple Solel	San Diego	Class	16-Jan	35

JOFEE Fellowship

- We have a full fifteen placements of JOFEE fellows finalized and moving forward. We have matched roughly 2/3 of these placements with Fellows, and have a strong pool of candidates in process of matching with our remaining placements.
- Fruitful meetings with our training partners in outdoor, food, and environmental education have yielded exciting and highly useful deliverables for training, pedagogy, and the overall JOFEE Fellows toolkit.

Hazon Seal of Sustainability

- This month saw the launch of the application for the pilot cohort, and we continue to receive a lot of interest and excitement from different organizations across the country.
- We continue to build out our website (hazon.org/seal) with content, and are coordinating with others across the organization to best figure out how to not duplicate content.
- We need to do more outreach/marketing to make sure we hit the right number of applicants.
- One potential partner stated *"This is exactly what I have been looking for!"*

Adamah

- Recruitment for the 2016 sessions is going well. 14 people downloaded our application package in January (more than this time last year), and we've received 8 completed applications.
- We started reaching out to Hillels, and have contacted over 200 so far, with about a 20% response rate (meaning someone responded and said that they'll pass the word on to their students about Adamah).

Colorado

- **Roots and Fruits: A Tu B'Shvat Experience** ([photo](#)): Hazon's role in this event is recruiter, convener and organizer. We successfully recruited 11 partner organizations to co-host an all-age, community-wide Tu B'Shvat event. Even in a town as collaborative as Boulder, it's unusual to have 12 really diverse partners. The division of labor between organizations went really well, enabling each organization to do really excellent work on their particular piece. The overall quality of the event was really high, although numbers were down due to scheduling against a football playoff game. In the future we may want to try to separate this event by age group, with the collaborative event being geared towards adults, not kids/family.

Detroit

- **Shabbas at the Bayit**: our second Shabbat service open to the Jewish community downtown, held at the Bayit and put on by the Fellows. Very nice turnout and discussion.
- **4th Grade Temple Beth El Eco Class**: took a fellow and the worm bin for a hands-on compost lesson.
- **JOFEE Education Cohort**: a 10-class course through the Federation. These teachers are implementing JOFEE material into their classrooms and teaching the teachers is a great way to increase our impact.
- **Avodat Lev at the Bayit**: We opened up Avodat Lev to the community and are regularly attracting a minyan.

- **Fellowship DIY:** a fellowship DIY on tinctures and herbs for winter health. However, it needs more publicity.
- **Camp-Style Shabbat at Temple Emanuel:** a great Shabbat event for Emanu-El's Religious school themed for Tu B'shvat. We made pizza and taught about the bread/wheat cycle; maple syruping; blessing tree ring craft; Israeli date-palm dancing, and pizza making.
- **Tu bishvat Event - Shir Tikvah:** Spoke at Shir Tikvah's annual Tu B'shvat event and ran a worm bin table. People were excited and invited us back to create a year-round program for them around sustainability
- **Downtown Synagogue/JARC Tu B'shvat event**
- **Shir Tikvah High School JOFEE Class:** First in a three class series that we are piloting as one of our ongoing JOFEE offerings to congregations.
- **Tu B'shvat Fellowship Shabbaton at the Farm at Jennings:** In partnership with Ann Arbor Cong. Tchiya. We did yoga and contemplative walking for the fellows and a few guests.

New York

- **Hazon shabbaton at Hebrew Institute of Riverdale:** The rabbis at HIR loved hearing Nigel's teachings and this laid the foundation for deeper work between our organizations. Nigel met with a number of existing and potential board members and donors while in Riverdale. *"Nigel was so charismatic and inspiring - Hazon is doing amazing work!"*
- **Tu B'shvat Pickling Workshop at Temple Shaaray Tefila:** The kids were delighted that they got to use their hands to make food; few or none had previously pickled and loved the exercise. We needed to frame the connection of pickling to our work a bit better, but the teachers were extremely pleased by the workshop and felt that bringing in an outside speaker to talk about Tu B'shvat was a well-justified decision.
- **NY Ride / Pinot & Pickling at JCC Manhattan ([photo](#), [photo](#)):** We recruited 9 riders and 1 crew member as a direct result of this program. The photo booth was a major hit and success - we now have many more pictures to use in our marketing materials. Guests also really appreciated our 2015 NY Ride Video that we played during the event. But, as this is an event for 20s +30s, it would be more strategic to hold this event in March or April, when this demographic is more likely to commit to Labor Day plans. The 20s+30s Director at the JCC is already in touch with us to partner on future programs.
- **NY Ride / Brunch & Bicycles at JCC Manhattan ([photo](#), [photo](#)):** This was our first event geared solely towards our 40+ demographic and our first time working with the JCC Manhattan 50s + 60s department. It was one of the JCC Manhattan's most well-attended events in their Boomer Brunch series.
- **Tu B'Shvat Seder at Romemu:** We had a fruitful programmatic partnership with Romemu who created a nicely clarified seder that was easy and natural for Hazon to jump into with our educational lens. Participants seemed to enjoy the entire event and appreciate Hazon's presence and the learning we led as a true bonus on top of the normal Romemu learning.

Makom Hadash

- We held the first 2016 Executive Directors lunch, attended by Nigel and Brenda Gevertz, of the JPRO Network.
- Isaac Shalev led a Donor Research workshop with 10 attendees from 4 organizations.
- BBYO ended its non-resident membership in January.

Israel

- **Collaborative Tu B'Shvat virtual planting:** a campaign in partnership with Ministry of Diaspora Affairs in Israel
- **Israel Ride Information Sessions** were held in Atlanta (10 people), Boston (20), Baltimore (9) and Westchester (13)

San Diego

- **Lunch and Learn at Temple Solel**, led by Nigel at the largest synagogue in North County.
- **Tu B'Shvat Seder**, in partnership with Beth El Chai (Synagogue 20-30's group) and Federation's NextGen. Elan Margulies led the Tu B'Shvat Seder for the second year running. This is the only program that sells out for NextGen (Federation).