

Hazon Monthly Report: May 2016

We had in general a strong month.

A full roster of retreats at IF. Our first-ever Birthright Bus. A \$250k matching commitment to our Campaign For The Future. After due process one of our senior board members has agreed to be our next chair, succeeding Richard Shuster (we'll announce who that is at our board meeting next week). We were honored by the government of Westchester; Sandy Rocks was honored by UJA-Federation of New York.

Most anecdotally: I was at two separate returning retreats at IF at which participants said to me, "I can't exactly put my finger on it, but this place feels like it's in good shape – the energy feels good."

Thanks and all best wishes to everyone.

External: Program Overview and Impact

May Multi-Day Events

In our busiest month so far this year, 784 people took part in 6 organization retreats at Isabella Freedman, 3 Teva school visits, and our first-ever Birthright trip to Israel.

May Events	Type	Start Date	End Date	People	People Days *
Fieldston Middle School	Org Retreat	3-May	5-May	137	411
Indian Neck Folk Festival	Org Retreat	6-May	9-May	135	620
Institute of Jewish Spirituality	Org Retreat	9-May	15-May	60	420
Spring Teva (Georgia)	Teva	9-May	11-May	51	153
Romemu	Org Retreat	20-May	22-May	145	435
Spring Teva (Freedman)	Teva	23-May	25-May	141	313
Birthright Bus	Israel	23-May	3-Jun	40	480
Temple Shalom	Org Retreat	24-May	--	25	25
Beis Chana Women International	Org Retreat	29-May	31-May	50	150
May Sub Total				784	3007
2016 to Date				1771	7936

**People days equals number of people times number of days*

Fieldston

The Fieldston School came to Isabella Freedman for their second retreat - two nights of Teva-style programming (one more night than last year). The program was created as a new and successful collaboration between Teva and Adamah. They are one of our largest groups - larger than any individual Jewish school that comes for Teva - and are a pleasure to work with (along with being a particularly lucrative retreat). Additionally, one of the Fieldston students was Georgia Wallace, whose Bat Mitzvah is at Isabella Freedman in June.

Indian Neck

The Indian Neck Folk Festival has the longest history with Isabella Freedman (almost 50 years returning) and recently added a pre-festival leadership conference. The number of participants in the conference is growing and they showed interest in extending the conference program up to two nights next year. We heard feedback that they appreciated the state of the grounds, but it was also a tough week for us with large back-to-back events and difficult turnovers.

Institute of Jewish Spirituality

This was a Organizational Retreat similar to our meditation weeks and we provided set up and recommendations based on our experience from our Silent Winter Retreats - which worked very well for the group. They have already booked for 2017 and are in discussions to already extend the contracts through 2019.

Romemu

This was Romemu's second retreat with us. We have strong ties with Romemu through various programs throughout the year. Many of the participants attend other Isabella Freedman retreats including the holidays and other non-synagogue programs. Some highlights included a celebratory Shabbat services held in the dining room overlooking the lake, including an invitation for introspective meditation outside on the deck during the musaf service. They held a communal havdallah service in the Great Hall for the conclusion of Shabbat. Shabbat was followed by a rhythmic dance session led by a dance therapist. All meals were hosted outside under the tent, which allowed the whole group to sit together unlike last year when they were split between the lounge and dining hall.

Romemu and Beis Chana were the first Organizational Retreats for which we surveyed participants. We plan on doing this for most Organizational Retreats moving forward.

Impact Questions	Connected with Jewish tradition	Sustainable Jewish Future	More informed about JOFEE	Hope for the Jewish people
Romemu	96%	96%	64%	85%
Beis Chana	100%	100%	70%	100%
Totals to Date	85%	95%	66%	88%

Similar survey data forthcoming for Birthright

Birthright Bus

We partnered with Israel Outdoors for our first-ever Hazon Birthright trip. This goal of this pilot event was to explore the possibility of utilizing the tools Birthright offers to create a unique 10 day experience for 20 somethings to learn about Israel, the environment/sustainability in a fun, inclusive and thoughtful way. Participants came from all over the country with the strongest concentration from NYC. There were extra hikes out door camping nights, tours through Tzfat & Jerusalem, kibbutzim, and the Negev as well as time for thoughtful discussion about Jewish identity, the complexity of Middle East politics with regard to Israel, and talks about Hazon's work in the States. While down south, we visited the Arava Institute, our partners on the Israel Ride, and spent time learning about students' backgrounds and the important work the Institute is developing for off the grid communities around the world.

"The Hazon Eco-Adventure Tour offered me the chance to see Israel without telling me what to think. I'm leaving with more questions than answers, more excited about sustainability both in Israel and in the States, and more interested in connecting Jewishly back at home."

Temple Shalom

This was a one-day visit by a group of seniors from a synagogue in Greenwich, CT. They came up for Lag B'Omer and spent the day on site doing JOFEE programming with Adamah.

Beis Chana

This Sunday-Wednesday retreat is for women only and run through Chabad. The program is very good, but this is quite a challenging group to work with as their coordinator is very late with information and payments, is unreasonably demanding and disrespectful, and they insist upon kashering our kitchen for special dairy products and that potentially undermines our kashrut status, while putting undue stress on our foodservice staff.

Spring Teva

As in the past, Teva went to Ramah Darom for a Teva week in Georgia. This year it was only with The Epstein School, with 51 kids.

At Isabella Freedman, we ran two Achdoot programs (for older kids who spent time in the Kfar in the woods rather than in guest housing) for JCDS Boston, which is our only Teva school that comes twice a year. (Striar Hebrew Academy, outside Boston, also joined, but it was a special circumstance that they came in the spring).

We also hosted SAR for a one-night Teva program, their first year coming. It is a very large school – over 100 kids – and it was great to be building a relationship with them. They plan on coming for another one-night trip next year, and hopefully a full Teva week in 2018.

Education, One-Day Events & Regional Work

May One-Day Events	Region	Type	Start Date	People
Regional Yom Ha'atzmaut celebration	Colorado	Event	12-May	34
Green Kiddush at Congregation Har HaShem	Colorado	Event	20-May	130
Hazon DIY & Foodie Tent at the Walk for Israel Celebrate Festival	Colorado	Event	22-May	1000
PJ Library Pool Party	Colorado	Event	5-Jun	310
Avodat Lev	Detroit	Other	24-May	7
Lag B'Omer at Lincoln Art Park	Detroit	Other	26-May	40
JOFEE Education: Detroit DetFellows at Temple Beth El Garden	Detroit	Class	1-May	34
Oakland Avenue Farmway Work - Detroit Fellows	Detroit	Other	1-May	3
JOFEE Education: Detroit Fellows at Adat Shalom	Detroit	Class	8-May	48
Womens' Day of Learning, Berman Center	Detroit	Class	22-May	10
Michigan Fitness Foundation Monthly State-Wide CSA Working Group Meeting	Detroit	Other	26-May	15
Hakhel gathering of NYC cohort (5/17/16)	New York	Siach	17-May	11
Tribe Ride Launch: NYC	New York	Class	15-May	15
FAEC Retreat -Exec Leadership retreat	New York	Other	10-May	20
JEP Early Childhood Conference	New York	Event	17-May	50
Tribe Ride: Bike with BJ	New York	Event	22-May	16
Westchester Jewish Council Honoring Hazon	New York	Other	16-May	75
Nigel lecture at Wexner Heritage House	New York	Class	31-May	15

JPRO Conference	Other	Class	22-May	350
Tribe Ride Launch: DC	Other	Event	15-May	10
Faith & Environment Stakeholder Gathering	Other	Greening	5-May	40
Tribe Ride Launch - Ride the Pines	Other	Event	15-May	30
May Sub Total				2,263
2016 Total to Date				4,872

Adamah

Adamah staffed the successful education program for the Fieldston Retreat.

This month we transplanted hundreds of healthy transplants into the field and created more educational signs around campus. We also sent out a targeted recruitment email and received a surge in application downloads.

Colorado

- **Regional Yom Ha'atzmaut celebration** - We had an activity table with a Seven Species of Israel theme, tied it to eating locally and what might be the "seven species" of Colorado. We had handouts on Colorado produce, a coloring worksheet, and samples of CO foods.
- **Green Kiddush at Congregation Har HaShem** - Har HaShem is a participant in the pilot cohort of Green Kiddush program. We were hands off, but Hazon was 100% behind making it happen.
- **Hazon DIY & Foodie Tent at the Walk for Israel Celebrate Festival** - The overall presence of Hazon at this event was extremely well received by the participants. They felt it added tremendous value and energy to an event that was feeling very tired. The partnership and the people around the table who worked to put the event together did a great job. The Hazon tent had more than 1/2 the overall event participants come through and experience the JOFEE movement.
One woman walked up to the tent and said she that she had been to so many different large Jewish events in Denver, and this was for the first time for her, a time where she felt like she belonged. It represented how we as a community value Israel, value family, and value sustainability and food awareness. And for the Jewish community to come together and say those things strongly, made her feel like we are doing something right.
- **PJ Library Pool Party** - We provided information about healthy snacks and ways to source local for snack time (and then we provided the snack).

Detroit

- **Avodat Lev** – Weekly program open to the community
- **Lag B'Omer at Lincoln Art Park** – Public bonfire and teach, with Repair the World and The Well as co-sponsors.
- **JOFEE Education: Detroit Fellows at Temple Beth El Garden** – ongoing work. This program developed out of our Educator Cohort - one teacher took the idea to the school director and now the whole school and parents are gardening.
- **JOFEE Education: Detroit Fellows at Adat Shalom** – ongoing work. Working with all their classes in May to teach Minhaaretz/Teva lessons/activities and to build out and plant their gardens.
- **Oakland Avenue Farmway Work - Detroit Fellows** – ongoing urban agriculture work. Fellows are farming, learning, and providing tours to farm visitors, engaging a diverse community.

- **Womens' Day of Learning, Berman Center** – Sue taught a class “What is Jewish about Environmentalism”
- **Michigan Fitness Foundation Monthly State-Wide CSA Working Group Meeting**

New York

- **Hakhel gathering of NYC cohort** - A gathering of the 7 groups in the NYC area from our Hakhel program
- **UJA Federation Executive Leadership Retreat** – Nigel attended this meeting of CEOs of Federation Agencies planning around key issues
- **JEP Early Childhood Conference** – Teva staff taught classes on prayer and early childhood experiential education
- **Westchester Jewish Council Honoring Hazon** - Nigel and Hazon were being honored for their involvement in the Westchester NY Jewish community
- **Nigel lecture at Wexner Heritage House** – seminar on Hazon
JNF Yom Ha'atzmaut event at Park Avenue Synagogue - Hazon was one of many sponsors

Seal of Sustainability

Nineteen organizations (JCCs, schools, synagogues, and others) have confirmed their participation in the Hazon Seal of Sustainability pilot cohort -- 5 in Colorado, 5 in New York, 5 in Detroit, 3 in California, 1 in Maryland. The three self-assessment audits available through the Hazon Seal (Food, Animal Welfare, & Food Justice; Facilities & Energy; Healthy Ecosystems) are now available on our beta web platform at <http://seal.hazon.org>. The audits are undergoing edits and revisions before we offer them to our sites in a kickoff webinar on June 15.

Tribe Rides

This is the new name of the various free local rides that we are running in various cities across the Northeast

- **Tribe Ride Launch: NYC** - A day of riding and community-building, including a stop at the Cool Globes in lower Manhattan. The ride was a 30 mile loop around the island, beginning at the JCC Manhattan.
- **Tribe Ride Launch: DC** - A flat and smooth ride outside of DC from Arlington to Reston using the Curtis bike trail and the scenic W&OD bike trails.
- **Tribe Ride Launch: Philadelphia (Ride the Pines)** – A reincarnation of the large one-day ride that was held in the Philadelphia area in 2014-2015. A day of cycling through the cedar forests, farmlands, and local villages of southern NJ. We enjoyed muffins and coffee before heading out on either a 19- or 40-mile ride. Afterwards, most everyone had a picnic lunch together.
- **Tribe Ride: Bike with BJ** - Casual riding with B'nai Jeshrun's cycling community. The route was 16 miles around the northern tip of Manhattan with a stop on the High Bridge.

Other

- **JPRO Conference** – Nigel was featured on a panel with Eric Fingerhut of Hillel at a conference for Jewish professionals
- **Faith & Environment Stakeholder Gathering** - Participated in a convening of the faith-based environmental advocates to improve coordination around faith-environmental advocacy.

Video and News

This month a [Teva in a nutshell](#) video was launched to help recruit schools and educators, filmed and edited by Jon Leiner.

We collaborated with Beacon Hebrew Alliance and filmmakers Deana Morenoff and Michael Arginsky to create three Shavuot Retreat promotional videos: [Goats, Farm](#), and [Bubbles](#). The Shavuot videos were used in a successful Facebook advertising campaign for the retreat, with a total of 36,294 video views and reaching 79,200 people – a new record for a single campaign's social media engagement.

We also boosted a video post of [feeding baby goats](#) as part of a recruitment campaign for Adamah, totaling 17,005 views. The video was shot by Rebecca Bloomfield.

In the News

[Greening Group Planting Environmental Seeds](#)

by Merri Rosenberg, *New York Jewish Week*, May 17, 2016

[RETREAT! On Passover you can 'Retreat,' and then 'Return!'](#)

by Sandy Wasserman, *Times of Israel*, May 6, 2016

[Growing the Field From Seed to Harvest: Jewish Outdoor, Food, & Environmental Education \(JOFEE\) Matures into its Next Phase](#)

by Julie Botnick and Yoshi Silverstein, *eJP*, May 6, 2016
