

# Hazon Monthly Report: June 2017

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During June, Nigel started his sabbatical and I stepped in as Acting CEO with incredible support from the board and staff. Thank you, all. And, as usual, it has been a busy month.

We published a sign-on letter encouraging Jewish communities to take action on climate change, which was signed by over 140 organizations. The letter was delivered to over 80 heads of major Jewish communal organizations, which resulted in some of them deciding to sign on as well, such as Rabbi Steven Wernick from United Synagogue of Conservative Judaism.

The first six months of the year have seen a 13% increase in guests at IF over last year. We are cautiously optimistic to project up to a 10% increase over last year in IF revenue. The work of the IF Business Sustainability Committee and many, many staff have all contributed to this increase. At the same time, the IF staff changes that were implemented at the start of the month are still unfolding. We are working hard, lead by Adam, to ensure that all staffing needs, in particular in our kitchen and dining hall, are covered.

Finally, we completed work at Makom Hadash on our expanded space. We have newly painted walls, a new carpet, and an open kitchen space. The Avodah staff are fully moved into their office spaces, which is generating important revenue. A huge thanks to Sarah and Jed for their work to oversee this process (and the many other NY staff who all pitched in to help). We welcome anyone who isn't in NY to come see our new space.

The summer months ahead are also filled with retreats. Please check out the section below about what you can do.

Shabbat shalom,  
Judith Belasco  
Acting CEO & Chief Program Officer

## Videos

- After the hugely successful Shavuot retreat, we put together a [Shavuot Slideshow](#).
- The JOFEE Network Gathering is off and running with an [18-second promo clip](#).
- We updated the [beautiful aerial footage of Isabella Freedman](#), now on the webpage.
- The Hazon Food Conference video got a [summery reboot](#).
- And Ruth Messinger [revealed her most important fundraising tip](#) in a video for the NY Ride.

## What You Can Do

- Join us or spread the word about our upcoming retreats:
  - [The Food Conference](#) is in the summer for the first time (Aug 9-13) and is expected to sell out.
  - [Let My People Sing](#) is almost sold out of our private-bath rooms.
  - The [New York Ride](#) is thrilled to be honoring Ruth Messinger this year over Labor Day Weekend.
- In 2017 Colorado will allocate \$5,000 in scholarships for people from Colorado to attend Hazon Transformative Experiences. We have 3 remaining scholarships (each a maximum value of \$500). If you know someone from Colorado who wants to attend the Food Conference, JOFEE Network Gathering, The New York Ride or the Israel Ride, but needs a bit of financial support, please have them email [colorado@hazon.org](mailto:colorado@hazon.org) for more information!

- [Sign on to a letter](#) encouraging Jewish organizations to take action on climate.
- Spread the word! Hazon is [offering mini-grants](#) to Jewish organizations who want to purchase higher-welfare eggs and poultry. Mini-grants will help bring organization's purchasing in line with Jewish values like *tza'ar baalei chayim*, prevention of cruelty to animals.

## External: Program Overview and Impact

### June Multi-Day Events

This past month saw 594 people visiting Isabella Freedman as part of six retreats and two weddings.

May Events	Type	Start Date	End Date	People	People Days *
CLIP	Org Retreat	30-May	2-Jun	55	165
AMI Mini Vacation	Hybrid Retreat	2-Jun	4-Jun	75	300
Krazowski / Zeitman Wedding	Simcha	5-Jun	8-Jun	99	297
Beckoff / Step Wedding	Simcha	9-Jun	11-Jun	75	225
CLAL	Org Retreat	16-Jun	18-Jun	20	80
Romemu	Org Retreat	19-Jun	22-Jun	113	339
Hebrew College	Org Retreat	23-Jun	25-Jun	57	171
Our Place 2	Org Retreat	26-Jun	28-Jun	100	300
<b>June Sub Total</b>				<b>594</b>	<b>1,877</b>
<b>2017 to Date</b>				<b>2,812</b>	<b>10,091</b>

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

*For financial information and comparisons to previous years, please see "Internal" section below*

#### CLIP

A retreat of college students with their Jewish mentors, sponsored by the Bronfman Foundation. A relatively small retreat, it went quite smoothly and participants had a good time. We were going through a number of staff transitions during the weekend and the guests didn't notice any bumps along the way.

#### AMI Mini Vacation

One of our longest running programs, Minivacations is geared toward adults living in group homes with chronic mental illness and/or developmental disabilities. In the past couple of years we have retained the leadership of skilled organizers and educators Elizabeth Yaari and Laura Evonne Steinmann to recruit, plan, execute, and lead the program. This year we saw a significant turnaround relative to prior years' performance - both in terms of number of people participating, amount of revenue generated, and quality of program. Very successful and a promising future ahead.

#### Krakowski / Zeitman Wedding

This was a wedding between an Adamah alumna and a former Hazon intern. The weekend focused on outdoor fun - hiking, farm tour, volleyball, outdoor sports, and a campfire. The wedding featured a delicious vegetarian banquet, afternoon dancing, and performances by the bride and groom as well as family and friends.

#### Beckoff / Step Wedding

We had a beautiful wedding weekend with traditional davening, Jewish learning led by friends, and singing on Shabbat around the campfire on Saturday night. The outdoor wedding in the tent featured performances by the

couple and a live band. There was an abundance of food during the entire weekend especially on the wedding day. Staff pitched in to make sure the entire weekend ran smoothly. Good communication between departments from start to finish.

### CLAL

This was the final retreat in a cohort series of Rabbi Sid Schwartz's Clergy Leadership Incubator Project (CLI). It was a small retreat of 15 people, all of whom are rabbis and/or communal leaders in interesting and diverse settings around the country. The retreat ran quite smoothly thanks to Vlastik's calm, experienced approach, and there were many opportunities for Hazon staff to network with the participants to represent what Hazon is about so participants can take the message home to their communities and get folks involved.

### Romemu

The 3rd annual Romemu Community retreat was a success - in terms of number of participants and revenue generation - despite concerns that having Rabbi Ingber at the Shavuot retreat a few weeks earlier could diminish the community's desire for another retreat at Isabella Freedman soon after. The reality is that the two retreats were really quite different groups, and the community retreat proved very popular and a great experience. A highlight for us was the donation of 180 new Romemu siddurim into our collection.

### Hebrew College

The first ever rabbinic alumni gathering for Hebrew College, this small retreat was very significant. It was grant funded and brought together alums from across the country and overseas. Rabbi Art Green taught and there was plenty of time for processing and reflecting, as well as general enjoyment. Nigel taught on their opening night, and each participant went home with a folder full of information about retreat opportunities at Isabella Freedman and Hazon's work in general.

### Our Place

Our Place is a drug-and-alcohol recovery organization operating mostly in the Orthodox and former-Orthodox space. They have had multiple retreats per year for the past few years at Isabella Freedman - steady but modest revenues associated.

## Education, One-Day Events & Regional Work

June One-Day Events	Region	Type	Start Date	People
Boulder Interfaith Dialogue on Renewable Energy	Colorado	Class	22-Jun	20
Boulder Jewish Festival	Colorado	Event	4-Jun	125
Avodat Lev on the Farm	Detroit	Class	9-Jun	5
Food Festival FriendRaiser	Detroit	Program	22-Jun	22
Food Festival Planning Committee Meeting	Detroit	Meeting	19-Jun	25
Michigan CSA Working Group	Detroit	Meeting	12-Jun	20
Celebrate Israel Parade	New York	Event	4-Jun	40
CLIP Intern Seminar	New York	Class	30-Jun	25
<b>June Sub Total</b>				<b>282</b>
<b>2017 Total to Date</b>			<b>81 events</b>	<b>5,421</b>
<b>2016 Total through June</b>			<b>103 events</b>	<b>8,272</b>

## Adamah

- We welcomed 11 incredible [summer Adamah fellows](#)- from Texas, Florida, Toronto, New York, Maine, and more.
- We kicked off our 2017 CSA program and delivered 50 shares of vegetables to West Hartford, 12 to local Falls Village families, and donated multiple shares to families in need. The CSA program is an important part of our work and generates significant income towards Adamah.
- We have already met our goal of having at least 12 Fall 2017 fellows, and continue to accept applications.
- We attended the Southern Connecticut Jewish Food Festival where we sold Adamah products, recruited, and taught pickling.

*"Adamah is a journey, not only of learning about agriculture and sustainability that are obviously the center of our work there, but also into identities and world-views, where reflection into ourselves, and gently but daily pushing and expanding our boundaries are goals. It is a very Jewish experience in a deep way- it is a spiritually and culturally Jewish environment where Judaism and what it means to be Jewish are seriously dealt with and gauged"*

## Colorado

In May we launched our Higher Welfare Eggs mini-grant program. We received immediate interest and the opportunity continues to garner attention. Six Colorado organizations have now signed the Higher Welfare Eggs commitment and, so far, four have applied for and received mini-grants.

*"Thanks for the opportunity to begin something here that I personally feel is a necessity for our children and greater community. It feels so good!" - JOFEE Fellow, Boulder JCC*

- **Boulder Interfaith Dialogue on Renewable Energy** – Hazon connected the City of Boulder to Jewish organizations to include them in this gathering. Two Jewish organizations (both actively working on installing solar) attended. Becky also consulted with the City on some of the nuances around successfully hosting an interfaith program.
- **Boulder Jewish Festival** – Each year Hazon hosts a "Jewish food and environmental movement" booth at the Boulder Jewish Festival. As usual, our participation was a good way to strengthen existing relationships with Boulder Jewish organizations and individuals and increase our visibility. We had a "bright ideas for the environment" activity and people got to take home Hazon-branded LED night lights.

## Detroit

Hazon Detroit is in the midst of the busiest part of the year, prepping for the second annual Michigan Jewish Food Festival! Over 80 Jewish organizations, 16 prepared food vendors and food trucks, more than 20 Detroit Food Entrepreneurs, three chef demos, workshops and a speakers' tent! Another focus is fundraising. We are actively holding friend/fundraisers, and we've established a list of individual donors for cultivation.

We worked all month to research, develop and put together a sensory garden for Camp Tamarack as part of their Seal of Sustainability programming.

- **Avodat Lev on the Farm** – Avodat Lev on the Farm brings Jewish community members from around Metro Detroit to the city and the farm for a great summer spiritual experience.

- **Food Festival FriendRaiser** – This was our second Friend/Fundraiser and it was a success - the event as event was well planned (hands on appetizer demo and chef from last year's festival preparing the meal) and executed, and we acquired 4 new donors.
- **Food Festival Planning Committee Meeting** – A program to develop engagement with Hazon - by including community members in the development and progress of the Michigan Jewish Food Festival. Our aim is to have all committee members/program attendees become supporters as donors or with their time. This event is a strong engagement opportunity.
- **Michigan CSA Working Group** – Monthly CSA White Paper working group developing policy for USDA allocation to farmers to subsidize low-income CSA membership.

## New York

- **Celebrate Israel Parade** – As in past years, we marched in the Celebrate Israel Parade with a group of 30 people alongside the Topsy Turvy Bus. The parade occurred within days of the withdrawal from the Paris Accords. We marched with signs that read, “*Israel, Proud Signer of the Paris Accords.*” It was important to have responded in a timely fashion in a large-scale event.. The Topsy Turvy Bus was again a hit – given our small numbers it enables us to have a real presence in the parade. [Press Photo](#)
- **CLIP Intern Seminar** – Hazon was represented on a panel of Jewish social justice organizations during a CLIP intern seminar. Rachel Aronson led a 10 minute interactive food mapping exercise to get the interns thinking about the connections between food, sustainability, and Judaism.

## Hazon Seal

- We kicked off June with a webinar for Hazon Seal sites on creating organizational change, which garnered positive feedback from participants.
- The Goldman Foundation, the first foundation to participate in the Seal, joined the 2017 cohort.
- Sites have now completed their first consulting calls and are starting their projects, including a bike lane advocacy project; several new gardens; an organization-wide styrofoam ban; and two new recycling programs.
- We announced a new mini-grant program for organizations to receive up to \$900 when they switch to purchasing higher-welfare eggs and poultry.

Also, Isabella Freedman received the Hazon Seal of Sustainability. At Isabella Freedman, we are taking steps to improve our already substantial commitment to environmental sustainability. Over the past year, we switched to environmentally friendly soaps and cleaning projects and insulated ceilings to create energy efficiencies and cost reductions.. We also created a hiking map and detailed signs to increase access to the network of beautiful hiking trails in the area.

## Education and Advocacy

- When the US government announced its intention to withdraw from the Paris Accord on June 1st, Hazon responded with a call to action. We published a sign-on letter encouraging Jewish communities to take action on climate change, which was signed by over 140 organizations and 450 individuals. The letter was delivered to heads of major Jewish communal organizations.
- On June 27th, we convened the fourth JOFEE leaders call. The call creates a space for organizational leaders to collaborate on a unified, Jewish response to climate change.

## JOFEE Fellowship

- The JOFEE Leaders Program, funded through a two-year grant, is off to a great start – applications for the steering committee and Jewish Educator positions have been sent to our professional network and our first meeting will take place at the end of July. The program application will open at the JOFEE Network Gathering.
- This month we ran two JOFEE Fellowship webinars:
  - June 8: “After the White House Garden: Food Justice in the Age of Trump” with guest Professor Garrett Broad from Fordham Univ. and organized by our partners at the Tisch Center for Food & Nutrition Educ. At Columbia.
  - June 29: “Foundations & Fundraising” with guest Steven Green, from Jim Joseph Foundation.
- We also received our first round of curriculum submissions for cohort 2 with review and awards in process.
- And, we launched cohort 3 (2018-19) applications for both host placements and fellows.

## Video and News

### Video

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- The JOFEE Network Gathering is off and running with an [18-second promo clip](#).
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### News

- [Jewish Fare on Wheels](#) by Vivian Henoeh, *myJewishDetroit*, June 2017
- [Nu Deli brings a new taste to Detroit](#) *The Detroit Jewish News*, June 22, 2017
- [Shaarey Zedek, B’nai Moshe and Hazon partner to provide organic produce](#) *The Detroit Jewish News*, June 16, 2017
- [At summer camp, baby boomers relive their youth with archery and show-and-tell](#) by Jacob Passy, *MarketWatch*, June 15, 2017
- [JNF, Boulder JCC and Hazon to Host Friends of Arava Institute Exec](#) by Marina Brodetsky, *Boulder Jewish News*, June 15, 2017
- [Introducing the Slingshot Class of 2017](#) *eJewish Philanthropy*, June 6, 2017
- [Hazon Marches For Israel — And The Environment](#) *Forward*, June 5, 2017
- [Tens Of Thousands March To ‘Celebrate Israel’ In New York](#) *Forward*, June 4, 2017
- [Glimpses of Shavuot 5777](#) by Rachel Barenblat, *Velveteen Rabbi*, June 2, 2017