

Hazon Monthly Report: September 2016

We had a generally strong month:

- We did a first-ever “2022 Vision Retreat” at IF. The goal was to give a range of stakeholders a sense both of how great IF is and of the work that needs to be done to fix it. There was a clear sense that we succeeded on both counts, and follow-up subsequently has been very strong;
- The NY Ride went happily and smoothly, but revenues were significantly below budget. That reflected the fact that our planning to deliver the Ride went well, but our planning and execution to support fundraising did not. Once and for all we intend to fix this for the 2017 Ride. Freedman in general had a busy and full month and delivered a series of events extremely well.
- We launched videos for the [Jewish Intentional Communities Conference](#) and the [Hazon Meditation Retreat](#), featuring Rabbi Jay Michaelson. And here’s [Shamu Sadeh’s brass band](#) at the end of the NY Ride. And we had good press from the Michigan Jewish Food Festival - [Michael Twitty: A Kosher Soul](#); [A First! Michigan Jewish Food Festival](#); [Eating Our Way Through the Michigan Jewish Food Festival](#);
- Finally: mazeltovs during the month included: Gabi Charro (on her wedding); Sarah Kornhauser (on the birth of her son); and Gina Schmeling (on her son’s bar mitzvah).

Shana tova, chag sameach

Nigel

External: Program Overview and Impact

September Multi-Day Events

This past month saw 640 people visiting Isabella Freedman for 4 retreats, 2 weddings, and 3 Teva weeks.

September Events	Type	Start Date	End Date	People	People Days *
Hazon Ride	Hazon Retreat	2-Sep	6-Sep	176	704
2022 Vision / Board Retreat	Hazon Retreat	9-Sep	11-Sep	62	186
JDC Entwine	Hazon Retreat	9-Sep	11-Sep	53	159
Teva Week 1	Teva	12-Sep	15-Sep	100	400
Wedding	Simcha	16-Sep	18-Sep	77	231
Teva Week 2	Teva	19-Sep	21-Sep	39	117
Ramah Berkshires Staff	Org Retreat	21-Sep	22-Sep	10	20

Wedding	Simcha	23-Sep	25-Sep	55	165
Teva Week 3	Teva	26-Sep	29-Sep	68	272
September Sub Total				640	2,254
2016 to Date				4,106	17,117

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

New York Ride

The major change to this year's Ride was the route on Day 2; rather than busing and cycling down to NYC, we remained up at Freedman for a second full day of riding in the Berkshires. There was overwhelmingly positive feedback to this change, with numerous survey responses expressing that participants returned after several years of not riding because of the change and/or hope the route remains the same for next year. There were also changes to programming over Shabbat that garnered positive feedback, as well. We offered more yoga classes and an additional farm tour, while slightly decreasing the number of options per programming block. This allowed participants to attend as much programming as possibly, without getting overwhelmed. The weather was incredible, there were no injuries or mishaps, and, as so many participants put it, the weekend was "flawless". [A preview of the photos is available](#), with many more coming. We don't have final revenue numbers yet, but it's clear that they were far significantly below budget. We didn't sufficiently plan for and prioritize fundraising this year. For 2017 there'll be a clear plan agreed by December and we'll work on that tightly through the year, and update the board on progress.

Israel Ride

As of the 2017 Ride, Hazon will lead and integrate all rider outreach in the US. This involves some incremental cost to us (because we will pick up some work that in recent years had been done by Friends of Arava) and/but it's strategically good and important, in that it cements the working relationship with AIES, which has occasionally been problematical. Barring unforeseen events in Israel [which have hit the Ride on more than one occasion in the last 13 years] we could/should be on track for a record year in 2017.

2022 Vision Retreat.

18 out of 22 board members joined staff from NY and Isabella Freedman, bringing families and close friends. The goal was to start to really think about IF – challenges and opportunities. It included a presentation from David Phillips, and a chance to collectively brainstorm and discuss opportunities for growth and involvement. Key outcomes included a significant strengthening of what is now the taskforce, being chaired by Marina Lewin and staffed by Eli Massel and David Rendsburg, focusing on the business model at IF. That group will now meet three times in Dec and Jan and report to the board in February.

JDC Entwine

JDC is sending a few small retreats this year and next. They shared the site with the 2022 Vision retreat and did not get the best housing, but the group and all participants had a good stay and we definitely made a good impression. *"Thank you so much for a great weekend! We really enjoyed our stay and are so grateful for all of your support and help. Looking forward to working with you in the future."*

Ramah Berkshires Staff

The Ramah Berkshires Staff had a short but rich retreat experience. They loved the beauty of Isabella Freedman, their farm tour and hike, and the bonfire. The new camp director, Rabbi Ethan Linden, seemed to be very happy with the site.

Weddings

Two weddings in September brought in over \$100k. The first wedding was of Michael Paley's daughter Na'ama – John Ruskay told Nigel in NY how great IF had looked. The second wedding was an Adamah alum marrying a local farmer and Food Conference teacher, and also went very well. Weddings are the most intensive events for IF Foodservice, and pushed our system to its max in between Teva weeks and other major events preceding and following. Hazon's Event Coordinator for Simchas, Ayala Sherman, did a fine job managing these projects.

Teva Weeks

Week 1: Carmel Academy, Hannah Senesh, GRTWA, Schechter GMC

This group came the week after Labor Day, which we had available since the Jewish holidays started in October. But, it is not the best schedule for the schools or for Teva to do that. A few of the schools go on school trips together in 7th and 8th grade so this week is a great introduction for the kids to meet each other.

Week 2: Bi-Cultural Day School

This was the first time that they were here and really liked it. It was great to work with Michal Smart who used to direct Isabella Freedman and Teva many years ago.

Week 3: Heschel

Heschel is one of our favorite schools to work with, with a large group that comes on their own.

Education, One-Day Events & Regional Work

September One-Day Events	Region	Type	Start Date	People
Hazon Seal Webinar #2	National	Class	7-Sep	20
Post-Ride Bar Night	New York	Event	12-Sep	40
Repair The World Summit	New York	Event	15-Sep	200
Hazon San Diego Ride Committee Meeting	San Diego	Meeting	20-Sep	18
Mini-Grants Award Reception	Colorado	Event	21-Sep	18
From the Warsaw Ghetto to a Life of Compassion: Alex Hershaft's Inspiring Story	New York	Event	27-Sep	
University of Michigan Jewish Philanthropy Talk	Detroit	Event	28-Sep	15
September Sub Total				311
2016 Total to Date				15329

Adamah

We were vendors at the annual Lower East Side Pickle Day, and it was successful in terms of sales and fellow involvement. We had our first harvest of Shiitake mushrooms. We were vendors at the 2nd annual Berkshire Fermentation Festival in Great Barrington (just north of Freedman), which was a great way to connect with the local community.

From someone who downloaded our new Avodat Lev source sheet online: *"I loved this small liturgy, as a nursing student I cannot always pray and I pray on bus with a mobile phone, so this resource is precious and with many opening berachot!"*

Colorado

In September we held our mini-grant allocations meeting, a half-day gathering for the Colorado Advisory Board. We reviewed 21 diverse grant applications requesting \$65k and allocated \$20k in grants to 11 projects. One grant recipient responded to the grant award notification, *"We are so so so excited!! This will completely transform the user experience at Wabash Farmette. We have been in touch with a builder and dad at the school who has already volunteered to help build it. We will put the funds to great use and celebrate Hazon and JOFEE all the while!"* The mini-grant program has an impact way beyond the grants that are awarded. One organization whose application was denied wrote to us, *"Thank you for the chance to apply for a Hazon mini-grant. Although we did not receive an award this year, the application process helped clarify (at least for me) our vision for Congregation Beth Evergreen as a sustainable Jewish community. I can see the development of a cohesive program that encompasses the ideas we presented to Hazon. We will start where we are and use what we have. Thank you for your work in supporting healthy Jewish living."*

We are excited to begin serious planning for "Seed to Table: A Confluence of Gardening, Local Food and Jewish Community", which will be the 2017 iteration of the Colorado Food Festival. It will be on March 19 and is co-hosted by the Milk and Honey Farm at the Boulder JCC. This month we held a community meeting for stakeholders to brainstorm a few key elements and it was well attended by 10 enthusiastic local leaders.

We submitted our annual interim report to the Colorado funding consortium (Rose Community Foundation, 18 Pomegranates and Oreg Foundation). This report summarizes the work of the second year of our three-year grant and triggers the release of the third year of funding from that grant (\$105k).

We submitted a proposal to Emanuel J. Friedman Philanthropies requesting \$45,000 to enable us to significantly increase the focus we place on animal welfare work in Colorado.

Sarah Kornhauser had a baby boy on September 12! Sarah and Oscar Drew Buehler are healthy and Sarah will be out on maternity leave until January.

Detroit

- **University of Michigan Jewish Philanthropy Talk:** Nigel spoke to a Jewish philanthropy class at the university part of a trip to Detroit to meet with federation, staff, and potential donors

New York

- **Post-Ride Bar Night:** 2016 Hazon Ride participants reunited and reminisced with the community. There was a great turn out, including both riders and crew, as well as those that were unable to join us over Labor Day, but are looking to get involved in 2017.
- **Repair The World Summit:** Nigel spoke on a panel at this event.
- **From the Warsaw Ghetto to a Life of Compassion:** We were one of 3 main sponsors of the event, organized by JewishVeg.

San Diego

- **Hazon San Diego Ride Committee Meeting:** We convened our Ride Committee for the first time and there was a lot of talent in the room. There was a group that was really excited about biking and another

engaged with programming. We screened the videos from the NY Ride and Retreat and the general Hazon video to a captive, laughing audience

Hazon Seal

The Hazon Seal pilot marked its halfway point this month, with institutions' work on their sustainability projects well underway. Many sites publicly announced their participation in the Seal, and one (JCC of Staten Island) has even placed it as the top banner on their website. We offered a second well-attended Seal webinar (on creating sustainable behaviors, with Dr. Mirele Goldsmith), and convened the newly consolidated Seal Advisory Board for the first time. The board, which will meet regularly, offered many helpful ideas about how to promote Seal sites' work and ensure that they continue working on sustainability well beyond the first year of the program.

"For me the Seal has been super helpful. Because it's given me something to focus on and specific. It's relatively straightforward. I think it's a great idea." - Tzachi Flat, Oshmann Family JCC

JOFEE Fellowship

We've received expressions of interest from over 25 JOFEE Organizations / Jewish institutions for hosting a JOFEE Fellow - including Atlanta Federation who may sponsor cluster of up to 4 Fellows. We launched *D'varim HaMakom: The JOFEE Fellows Blog* with weekly posts from JOFEE Fellows on their work, their communities, and reflections on the weekly Torah portion. We ran a successful and informative webinar on marketing, PR, and media communications with Jason Edelstein, consultant.

We're working on refining the application process for host institutions now that we're recruiting from a broader spectrum than last year (which was only JCCs and JOFEE Organizations).

Re: Pearlstone Center's JOFEE Fellow Mira Menyuk and the group's overall experience: *"The day was amazing ... having Mira close the conference with her vast knowledge of the center and farm was outstanding."*

Video and News

Video

This month we launched campaigns with videos for the [Jewish Intentional Communities Conference](#) and the [Hazon Meditation Retreat](#), featuring Rabbi Jay Michaelson.

The Hazon Ride and Retreat cycled through the [Berkshire mountains](#), and ended at a first-ever [finish line](#) – complete with [Shamu Sadeh's brass band](#). The retreat closed out with a [raucous dance party](#).

News

- [The Gefilte Manifesto: Reimagining the Jewish cuisine of central Europe](#)
by Lisa Goldman, *972mag*, September 23, 2016
- [Michael Twitty: A Kosher Soul](#)
by Vivian Henoach, *myJewishDetroit*, September 2016
- [A First! Michigan Jewish Food Festival](#)
by Vivian Henoach, *myJewishDetroit*, September 2016