

# Hazon Monthly Report: March 2017

---

Another full and busy month, including some really major pieces of news:

- An intense flurry in Detroit. In short order we identified a (we thought) perfect physical home for a future Hazon Detroit campus; convened a board meeting that approved offering to buy it; held meetings with major funders in Detroit, who offered significant support; and then discovered that we had been outbid. This was an intense roller coaster for those of us most involved (including Sue, Judith, Jed and me). As a senior staff team we're grateful to the board for your support. As the dust settles we'll figure out, in due course, plan B;
- Also in Detroit, and separately from the potential land deal, we received notice of a \$1,800,000 grant from the William Davidson foundation for our work in Detroit. This was both great (the third largest single grant in our history) and disappointing (less than we had applied for and thought we had a decent chance of getting);
- We appointed Adam Sher to a new role as General Manager, Isabella Freedman. This is an important promotion, and we're grateful not only to him for stepping up, but also to all of our staff, for offering him such strong support;
- We received a \$250k pledge towards the cost of building New Daisy. That's the first CFTF gift specifically earmarked for a new building, and it takes us a key step closer to getting New Daisy up by some time in 2018. During the month we also had delivered the first of our new Leesa and Sapira beds, which we – and our customers – are excited about;
- Finally, b'sha'a tova to Julie Rosenbaum, who left at the end of the month in order to have her second child, and mazeltov to Shamu Sadeh (on the bar mitzvah of his son Yonah) and to David Rendsburg (on the birth of his daughter Dorothy.)

## Videos

- B'nai Jeshurun hosted a prayer retreat at Isabella Freedman, and here's beautiful short footage of [BJ leader Rabbi Roly Matalon on coming to Isabella Freedman for 25 years](#).

## What You Can Do

- Hazon is hiring 2017 summer interns. We think we're close to full – we already may indeed be oversubscribed – and/if you know someone who's world class, feel free to [Share our job descriptions](#) with them.
- Marketing is underway for many of our 2017 retreats. Here are two in particular that (a) you should think about coming up for and/or (b) inviting friends:

- [Shavuot](#) – we have a *remarkable* line up. The Renewal minyan is being led by Rabbi David Ingber and the mechitza minyan will be led by Rabbi Avram and Yael Mlotek. If there was a list of the 10 most talented and inspirational davenners in the world, Avram, David and Yael would be three of those ten. It is quite remarkable that we have all of them at IF together for Shavuot. Other guests and teachers include Rabbi Dan Smokler (Chief Innovation Officer at Hillel International) and his wife Dr Erin Leib Smokler (who’s one of the leaders of Yeshivat Maharat) , So feel free genuinely to join us, and/or to invite friends;
- [Camp Isabella Freedman](#) is now two separate 1-week retreats (Jul 10-16 or 17-23) with the option to stay the whole time). This started off as seniors camp, and has broadened slightly. But if there are people whom you know you think would enjoy it, email [adam.sher@hazon.org](mailto:adam.sher@hazon.org).

Shabbat shalom, chag sameach,

Nigel

## External: Program Overview and Impact

---

### March Multi-Day Events

This past month saw 317 people visiting Isabella Freedman for 3 Hazon retreats, 4 organizational retreats, and a small bar mitzvah. In addition, 8 people went to Israel on our Sustainable Tour.

March Events	Type	Start Date	End Date	People	People Days *
NY Ride Planning	Hazon Retreat	Mar 3	Mar 5	16	48
Keshet	Org Retreat	Mar 3	Mar 5	80	240
Kennisa / NPSCI	Hazon Retreat	Mar 5	Mar 7	46	138
Bar Mitzvah	Simcha	Mar 10	Mar 11	50	100
Kohenet (winter)	Hazon Retreat	Mar 13	Mar 19	35	245
Israel Sustainable Tour	Israel	Mar 13	Mar 19	8	56
Moishe House - Passover	Org Retreat	Mar 17	Mar 19	25	75
BJ Prayer	Org Retreat	Mar 19	Mar 22	36	144
JDC FRD Department	Org Retreat	Mar 27	Mar 30	25	100
<b>March Sub Total</b>				<b>325</b>	<b>1,158</b>
<b>2017 to Date</b>				<b>835</b>	<b>3,065</b>

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

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

### NY Ride Planning

The Bikes Department hosted the annual Event Committee Retreat where members learned more about Hazon, Isabella Freedman, and the programs that New York Ride fundraising supports. We had a great turn out with incredible programming hosted by staff at Isabella Freedman including an overview of Adamah and experiencing

maple syrup making with Shamu, and a history/overview of IF with Adam. It was amazing to work with them and delve deep into all the different aspects of IF. [Photo](#)

## **Keshet**

A weekend of fun, community and learning for and by Jewish LGBTQ and ally teens. The group is able to meet new friends, learn about LGBTQ organizing and identities, and celebrate Shabbat with a warm, vibrant community of LGBTQ and ally teens and adults. This is the first year that Keshet ran this retreat as a contracted event; in prior years it was a hybrid retreat which required more of our staff time for less revenue.

## **Kenissa / NPSCI**

CLAL, Hazon, IJS, Mechon Hadar, and Join for Justice collaborated to produce this second iteration of a new and exciting project led by Rabbi Sid Schwartz. This year, 43 Jewish leaders in the innovation sector were selected to come together and explore their work in the context of larger social trends in American society and in the Jewish community. They built networks around key themes that are central to emerging Jewish communities, and explored ways to strengthen the network going forward. "Kenissa" meaning "entryway" is the new brand of the New Paradigm Spiritual Communities Initiative that began last year.

## **Sadeh Bar Mitzvah**

Managing Director of Adamah, Dr. Shamu Sadeh, had the pride and joy of seeing his son Yonah read from the Torah and become a bar mitzvah over the Purim weekend. Jaime, Shamu, Yonah, Ibby, and Lev - along with Shamu and Jaime's parents - have been the bedrock of the Isabella Freedman community for over 10 years. The Bar Mitzvah was attended by many members of the Adva alumni network and included a brass band, services led in part by Hazon board member Jakir Manela, a beautiful film made by Yonah himself, and a delicious Shabbat lunch feast sponsored by Naf and Anna Hanau of Grow and Behold Foods.

## **Kohenet (Winter)**

The Kohenet Institute meets twice a year for a total of four week-long sessions over the course of two years. The curriculum is based on priestess-archetypes such as Seeker, Wise Woman, Mother, Prophetess, and Shamaness. For each priestess-archetype, we explore myth, history, personal experience, ceremony and spirit journey. This is a hybrid retreat model, in which Kohenet is an independent 501c3 that grew out of a historic retreat program based at Isabella Freedman pre-merger. Our relationship with the Kohenet leadership is strong and our partnership confers many benefits.

## **Israel Sustainable Tour**

We produced a successful Sustainable Israel Tour, whose participants included Bob Friedman, Richard Slutzky and Ellen Goodman. This becomes a model for a similar trip we'll probably try to do next year, with a larger group, and possibly marketed jointly with one or more other organizations. (For more info and a range of links, see the email I sent out to the Hazon list yesterday, 4.6.17.)

## **Moishe House – Pre-Passover**

Over the past 2 years, Isabella Freedman has hosted nearly 10 'Retreatology' events produced by Moishe House community members and funded in part by Moishe House. This is a fascinating model in the world of Jewish retreats, and though none of these retreats in themselves are serious sources of revenue, in aggregate they are significant and Moishe House remains a central and growing partner with Hazon.

## BJ Prayer

The prominent Upper West Side synagogue Congregation B'nai Jeshrun (BJ) has been holding retreats at Isabella Freedman for over 15 years. For the past half-dozen years they have annually held both a women's retreat and a families retreat - both capacity events with overall excellent reviews. This retreat was a new addition to the BJ/Isabella Freedman retreat franchise, focused on training a cohort of community members to be more engaged in prayer and to become leaders. The retreat was extremely successful - so much so that Nigel received a voice mail from Rabbi Roly Matalon post-retreat, expressing that this was the best experience they have had at Isabella Freedman in their 15 year history.

## JDC FRD Department

The Joint Distribution Committee (JDC) is an important new retreat partner for Hazon. This was a high-end retreat for their FRD team and included complex videoconferencing needs for which the Isabella Freedman staff, led by Mike Davino and Jesse Beller, made serious upgrades to IF's IT infrastructure and the retreat was very successful as a result. We should expect to continue doing business with JDC in the years to come.

## Education, One-Day Events & Regional Work

March One-Day Events	Region	Type	Start Date	People
Boston Jewish Food Conference	Boston	Event	26-Mar	120
Pickling at Brandeis Hillel	Boston	Class	28-Mar	25
Adamah Pickling!	Colorado	Class	1-Mar	15
Hummus: The Movie	Colorado	Event	15-Mar	65
Lab/Shul Sabbath Queen	New York	Presentation	3-Mar	75
Gleaning with Crop Swap and The Spice Way	San Diego	Event	12-Mar	7
Beach Clean Up	San Diego	Event	19-Mar	3
Eat and Be Satisfied: A Three Part Adult Ed Class	Detroit	Class	8-Mar	25
Detroit Food Policy Summit - Greening	Detroit	Event	9-Mar	400
Detroit Food Policy Council - Kashering Your Cottage				
Food Business - Panel	Detroit	Class	9-Mar	20
Food Festival Planning and Learning Meeting	Detroit	Meeting	14-Mar	30
Greening Limmud Michigan	Detroit	Event	19-Mar	450
Limmud Teaching: Torah of the Bees	Detroit	Class	19-Mar	12
Re-Turn: A musical, meditative kabbalat Shabbat in				
Detroit with The Well	Detroit	Event	24-Mar	80
Feed the Need: Teen Food Justice Leadership Class	Detroit	Class	26-Mar	4
<b>March Sub Total</b>				<b>1,330</b>
<b>2017 Total to Date</b>			<b>38 events</b>	<b>3,000</b>
<b>2016 Total through January</b>			<b>47 events</b>	<b>1,860</b>

## Adamah

- We have been working hard on our goal of increasing educational signage this month and now have over 10 new colorful, educational, and engaging signs on the farm that will help improve Adamah fellow and guest experiences. Thank you to Adamah alumni Shaina for her artistry.
- We woke up the [greenhouse](#) from its hibernation and have seedlings growing that will end up feeding thousands of people this season.

- We welcomed 7 healthy [baby](#) goats, and are in the process of creating an info wall for guests that will facilitate their learning when they visit the barnyard.

## Colorado

- **Hummus: The Movie** - Hazon was a "community partner" for this food-related film screened at the Boulder Jewish Film Festival. The 70-seat theater was almost sold out. The film was followed by a "talk back" with an Israeli and Hazon staff also make remarks.
- **Adamah Pickling** – Rebecca Bloomfield joined us in Colorado to do some meetings and a few pickling workshops that were also promotional/recruiting events for Adamah. The one at CU Boulder was very successful and engaging.

## Detroit

- **Eat and Be Satisfied** – A three part class combining Torah and Hands-on. Classes included Torah of the Bees - Things, Names and Being a Prophet (with varietal honey tasting), Birkat Hamazon (with a local chef making delicious gravlox), and the earth-based nature in the Shema and V'ahavta (with strawberry jam making).
- **Detroit Food Policy Summit** - We greened this Detroit food and justice event - for the second year in a row. Following up on vendor requests from last summer's Food Festival, we partnered with Detroit's small-food business incubator Food Lab to create a panel on how to Kasher your Food Business. We brought a Rabbi, a consumer, a synagogue, a Halal/Kosher grocer and a kosher distributor together to tell small food biz folks what it'll take to enter the kosher marketplace. A few are actually considering it!
- **Food Festival Planning** – We got the ball rolling for this year's lay committee! We learned, ate, and brainstormed roles, responsibilities and possibilities for the second annual Food Festival.
- **Limmud Michigan** - We came on as the Greening sponsor - working with Limmud's planning committee to create a low-waste event. Our class covered the Torah of the Bees and provided a varietal honey-tasting experience.
- **Re-Turn: Kabbalat Shabbat** – We were a promotional partner with The Well at this Detroit young adult event that brought suburban Jews to the Old Temple Beth El building in the city. We co-advertised and greened the dinner.
- **Fed the Need** – The next to final class in this 10 part series. We partner with Yad Ezra and hold the class in their Greenhouse, and we partner with Repair the World's Peer Corp youth program for the students.
- In addition to the events, in April we met with 6 green teams at six congregations. These teams range from 3 people at Bonai Moshe to 35 at Camp Tamarack. This brings us to 11 organizations currently participating in the Seal of Sustainability in metro Detroit. This movement towards creating a community where sustainability is an integral part of communal Jewish life is gaining momentum here.

## New York

- **Lab/Shul Sabbath Queen** - Rachel spoke about the Hazon Seal of Sustainability during the service and facilitated a dinner discussion about Hazon's sustainability work.

## San Diego

- **Beach Clean Up** - We picked up trash with Beth El's Chai Group (Young Adults) and I Love A Clean San Diego provided buckets and gloves to divert additional waste.
- **Gleaning with Crop Swap** - 7 volunteers picked 1600 pounds of lemons to donate to Feeding San Diego (Feeding America)

## Hazon Seal

- In March, we welcomed a cohort of 23 new Seal sites across the country, including 7 New York-based sites. Because 15 sites are continuing from 2016, we have a total of 38 sites involved in the Seal this year. New sites are paying a sliding scale fee for participation in the Seal, and we expect to generate between \$7,000 - 8,000 from site fees.
- The opening webinar for the 2017 cohort was on March 30, where dozens of representatives from Seal sites nationwide met each other and prepared to start the Seal process.

*"Thank you again for leading a great webinar this morning! The information presented was informative and useful and it was wonderful to get to digitally meet, talk to, and hear from other folks about the work they are doing at their institutions! I cannot tell you how excited I am about this program and the work you are doing!" - Reid Milburn, Keneset Israel Torah Center*

## JOFEE Fellowship

- 18 Fellows completed training & began Fellowship placements this month. We held kickoff webinars with cohort two mentors and (separately) with cohort one fellows.
- Three Cohort 1 Fellows join Jim Joseph Foundation JOFEE Panel during board retreat program at Urban Adamah.

## Education and advocacy in the wider JOFEE Field

- **Boston Food Festival** – We presented two sessions on Institutional Greening and Food Justice, tabled with the bike blender, promoting Hazon, and Adamah sold products
- We created "sermon bullets" on Judaism and the environment, intended for rabbis to use on Shabbat of Earth Day and People's Climate Shabbat. These resources were sent out to all the rabbis on our list. Hody spoke to over 60 people at the "NYC Multifaith Gathering for Climate Justice" about Hazon's role in organizing the Jewish community. With Joan Plisko from Pearlstone, we are working to plan and recruit for "Jewish Environmental Advocacy Days" - the first ever - in the days leading up to the Climate March. We continued to participate in weekly national organizing calls for the Jewish hub of the People's Climate March, including chairing an NY-area organizing call. We also planned and recruited for a Shabbat-friendly bus to the Climate March.
- We published a hagaddah insert on higher-welfare eggs and animal welfare within Judaism, which has been distributed widely. In partnership with Repair the World, we published a discussion guide on Matzah and food justice.

## Video and News

### Video

- B'nai Jeshurun hosted a prayer retreat at Isabella Freedman, and here's footage of [BJ leader Rabbi Roly Matalon on coming to Isabella Freedman for 25 years](#).

### News

- [Farmer-Educator Takes Root at Federation](#), by Michael Jacobs, *Atlanta Jewish Times*, March 29, 2017

- [Seed to Table Conference Brings the Community Together](#), by Becca Weaver, *Boulder Jewish News*, March 28, 2017
- [Hazon Detroit celebrates Tu b'Shevat](#), by Sue Salinger, *Detroit Jewish News*, March 2, 2017