

Hazon Monthly Report: April 2016

Spring is in the air. The largest program during the month was the Pesach retreat. It's our highest revenue event apart from the NY Ride, a long and complicated event – and it went well, credit to strong staff work across the board.

In general, staff are working well and thoughtfully – we're delivering the current roster of programs, and steadily strengthening systems across the organization. (We completed the audit more than a month earlier than in '14, testament to solid work by Jed, Jeff, Toni and Hyacinth.)

On the negative side: during the month the Schusterman board decided not to proceed with a potentially significant grant to Hazon to support the development of our work on campus, built around an Israel leadership trip. This was a disappointment for their staff and our staff, given the significant time we'd spent developing this program.

On the positive side: we're moving forward a significant conversation with JTS, who want to develop a strategic relationship with us – we'll move that forward this month. And Israel Ride registrations hit 190 by the end of the month, a new record in the Ride's 13th year.

External: Program Overview and Impact

April Multi-Day Events

307 people visited Isabella Freedman, mostly over Passover, and 580 people partook in 14 single-day events and programs across the country.

April Events	Type	Start Date	End Date	People	People Days *
Moishe House	Org Retreat	8-Apr	10-Apr	39	117
Wedding	Simcha	8-Apr	10-Apr	53	159
Passover	Hazon	22-Apr	1-May	215	1298
April Sub Total				307	1574
2016 to Date				1048	4087

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

Updated March Multi-Day Events

416 people visited Isabella Freedman through various retreats and our Staff Gathering. 12 people visited Israel this past month and 552 people partook in 16 single-day events and programs across the country.

March Events	Type	Start Date	End Date	People	People Days *
Hillel International Base	Org Retreat	4-Mar	6-Mar	66	198
Moishe House	Org Retreat	4-Mar	6-Mar	38	114

New Paradigm Spiritual Communities	Hazon	6-Mar	8-Mar	61	183
LGBTQ Teen	Hazon	11-Mar	13-Mar	115	345
Jewish Intentional Communities Tour	Israel	13-Mar	20-Mar	12	96
Kohenet (Winter)	Hazon	14-Mar	20-Mar	13	96
Midreshet B'erot Bat Ayin	Org Retreat	18-Mar	20-Mar	28	84
Congregation Habonim	Org Retreat	25-Mar	27-Mar	31	93
Hazon Ride Planning	Hazon	25-Mar	27-Mar	9	27
Hazon Staff Gathering	Hazon	28-Mar	30-Mar	55	160
March Sub Total				428	1396
2016 to Date				675	2391

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

Moishe House Russian Passover Retreat

Moishe House's pre-Passover retreat from their Russian-speaking houses was a small group that shared space with a wedding weekend. They were very understanding to the challenge of having the wedding party and guests on site. To balance the challenge of having two very different groups, they agreed to have all meals in Arts and Crafts, which ended up working well.

Wedding

This was one of the earliest weddings in the season we have had in years. As such, it was planned to have the reception inside (rather than a tent). While a cold snap moved the ceremony from the lakeside patio to the Synagogue, the indoor set up worked well given the smaller crowd.

Passover

A very successful retreat all around. With over 200 participants rotating in and out during the nine days of the program, we grossed over \$240K, coming in \$25K above revenue projections. This financial success was in part due to our programmatic partnership with Jorian Polis Schutz, who curated and supported the retreat. Our registration team led by Jaclyn Schwanemann did a remarkable job of choreographing complex room reservations to maximize our revenues as well.

The program received strong reviews. Evaluations are steadily coming in and we'll look through them formally later this month. Program highlights include multiple daily JOFEE activities, group sedarim led by Rabbi Shmuel Braun, soulful Orthodox services, panel discussions and a wide array of lectures, baby goats, creative art projects, wonderful Camp Teva program, evening concert with New Zion Trio, homemade delicious Pesach feasts, and more.

"When my children played outdoors, saw baby goats, participated in the talent show and made new friends, we were delighted. Isabella is the place to be and people of every age encounter new people and new ideas."

"The programming was overwhelmingly intellectually stimulating. Besides the indoor lectures it was refreshing to go outdoors with the insightful nature related activities. The whole created a pleasant balance between the two foci".

Hazon Retreats, Dec 2015 – April 2016	Connected with Jewish tradition	Sustainable Jewish Future	More informed about JOFEE	Hope for the Jewish people
Passover	87%	97%	73%	87%
Totals to Date	78%	96%	64%	87%

Education, One-Day Events & Regional Work

April One-Day Events	Region	Type	Start Date	People
Havdallah with Moishe House and Hazon Fellows	Detroit	Class	2-Apr	35
Avodat Lev	Detroit	Class	5-Apr	16
Adat Shalom School Garden Bed Prep and lessons	Detroit	Class	17-Apr	32
JOFEE Educational Class for Synagogue Educators	Detroit	Class	17-Apr	25
Schechter Long Island Eco Fair	New York	Teva	3-Apr	100
Topsy Turvy Bus Program at CBE	New York	Teva	5-Apr	50
Topsy Turvy Bus Program at PSJC	New York	Teva	10-Apr	70
Topsy Turvy Bus Program at Rye Community Synagogue	New York	Teva	13-Apr	69
Kosher USA	New York	Tabling	19-Apr	50
Teen Hunger Event	New York	Event	3-Apr	50
UWS Green Action Circle Meeting	New York	Meeting	4-Apr	15
Boston Jewish Food Conference	Other	Event	3-Apr	13
Clal Rabbinical Student Retreat at Pearlstone	Other	Talk	8-Apr	20 / 25
Congregation Beth El, Bethesda, MD	Other	Talk	11-Apr	20
April Sub Total				580
2016 Total to Date				2,434

Hazon Seal of Sustainability

- The Hazon Seal of Sustainability pilot has launched: Twenty institutions from across the country (half in NY, half elsewhere) were accepted into the pilot. The sites will first work on building and strengthening their green teams, and will take our sustainability audits in June.
- Dr. Mirele Goldsmith, former director of the Jewish Greening Fellowship, has been hired as a consultant to advise the greening fellowship.
- The first phase of building the Seal audits web platform is complete.

Adamah

- We welcomed the Spring 2016 Adamah Cohort, with 7 Fellows – a small but strong cohort. They led many JOFEE programs during the Pesach retreat, which helped integrate Adamah and Freedman, and was a great learning experience for Adamah Fellows and guests alike.
- We welcomed many new healthy baby goats, though at the loss of one of the mothers during childbirth.

Detroit

- Avodat Lev is an ongoing weekly morning service at the farm, put on by Fellows, open to community. anywhere from 2 - 15 come weekly

- Fellows collaborate and work the Oakland Ave farm, leading tours to various international groups that come to the site, discussing food systems and the farm's work
- Each fellow works with one congregational site doing JOFEE education work several times a month.

Colorado

We processed two Food Audit mini-grants, bringing us up to 29 Jewish organizations in Colorado having taken the Food Audit; we helped create a cohort of 8 Coloradans to go to the JOFEE Network Gathering; and we are most busy with planning of our 2016 Food Festival, happening May 22.

New York

- **KosherUSA** – The Hazon Outreach Department represented Hazon by marketing and selling Adamah jams and advertising the NY Bike Ride and Retreat.
- **Teen Hunger Event** – pickling workshop and text study in partnership with the Jewish Federation of Northern New Jersey.
- The **Teva Topsy Turvy Bus** did a spring tour in the New York Area, visiting the Rye Community Synagogue, Congregation Beth Elohim (Brooklyn), Park Slope Jewish Center (Brooklyn) and Solomon Schechter Long Island.

Other

- **Boston Food Conference** – taught a class “Sourcing Your Simcha Sustainably - Practical tips for incorporating sustainable elements into your simcha, and more importantly, how to make greening an educational experience for your event attendees”
- Nigel taught at CLAL’s Rabbinical Student Retreat at Pearlstone as part of an ongoing partnership with Rabbi Sid Schwarz.

Israel

- The Israel Ride had information sessions in Millburn and Morristown, NJ, Wellesley, MA, Tampa Bay, Santa Fe, Baltimore, Durham, and Milwaukee. We’re now up to 190 participants, which is a record.

Video and News

Baby goats were born at Isabella Freedman! [Here's footage](#), shot by Rebecca Bloomfield and edited by Jon Leiner.

[An Urban Kibbutz Kitchen – On the Upper West Side](#)
by Danielle Kohanzadeh, *Forward*, April 24, 2016

[Nigel Savage of Hazon on a Jewish Food Movement](#)
Tikkun, April 19, 2016