

# Hazon Monthly Report: April 2017

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During April we welcomed 6 new Adamahniks, 8 new baby goats, and 30 members of our CSA. We hosted one of our most successful Pesach retreats ever. We said goodbye to Gabi Charo, as she moved to be head of Food Education for Jewish Family Services in San Diego - and handed over ongoing JOFEE education in the area to Coastal Roots Farm, at the Leichtag Commons. We ended there with our first ever San Diego Ride, with 75 participants.

The month included Earth Day and the Climate March(es): we provided sermon ideas for rabbis and helped directly and indirectly to take people to the marches. We participated in an advocacy day with Pearlstone, and awarded the Hazon Seal to 16 sites – including Hody speaking (well) to 250 people at BJ, in NYC.

Finally: Retreat registration is starting to trend upwards. Shavuot is looking especially strong. And – last but not best – we haven’t announced this publicly yet but during the month Ruth Messinger agreed to be honored at the NY Ride – which will be her 16<sup>th</sup>, of 17. If you’re planning to come, register now – this is going to sell out....

## Videos

- Here’s a short clip highlighting the [Shavuot Retreat](#).
- We also began launching videos for our [Meditation Retreat](#), capturing the meditative beauty of the Isabella Freedman landscape.
- We have a new series of [Israel Ride Video Journals](#), with Day 4 (of 5) now completed.

## What You Can Do

- Join us or spread the word about our upcoming retreats:
  - [Shavuot](#) is sold out of all cabins but still have camping space and room for commuters
  - [Camp Isabella Freedman](#) is now two separate 1-week retreats (Jul 10-16 or 17-23) with the option to stay the whole time). 90 people are already registered.
  - Plan on joining us for the Food Conference (Aug 9-13) or NY Ride (Labor Day weekend). Info [here](#).
  - The Food Conference, Let My People Sing, and the New York Ride will round out our summer retreats.

# External: Program Overview and Impact

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## April 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.

April Events	Type	Start Date	End Date	People	People Days *
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Passover	Hazon Retreat	10-Apr	19-Apr	243	1,402
Makom / Kolot	Org Retreat	21-Apr	23-Apr	40	120
RJeneration	Org Retreat	21-Apr	23-Apr	58	174
Solomon Schechter School of Westchester	Teva	25-Apr	27-Apr	59	177
CBST	Org Retreat	28-Apr	30-Apr	86	258
<b>April 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*

## Passover

Pesach at Isabella Freedman incorporates traditional elements of the holiday with uplifting Orthodox services, various Jewish learning and JOFEE infused outdoor and educational activities. The retreat was split between the first days and shabbat/second days, with many guests enjoying the entire 9 day program. This is one of our longest-running programs, and is a significant revenue driver.

The traditional Orthodox services were the only prayer option and were moderately attended on the first days. Rabbi Avram Mlotek and Isaiah Rothstein arrived for the second half and the energy and singing improved drastically and many more people began to attend services throughout the last days.

There was a variety of sessions offered from yoga, meditation, hiking, and dancing, to Jewish learning, storytelling, bibliodrama, to several song sessions. The weather was incredible throughout the entire retreat so many guests were outside throughout the retreat relaxing in the hammocks and spending time with their family and friends.

Camp Teva was a rich program for young children and older children. The retreat was mainly during the chag or shabbat so the activities needed to adhere to the religious restrictions.

*"For me the most meaningful moments of the event was watching my kids participate in Camp Teva. I want them to see that Judaism can take many forms and isn't limited to what they learn in the classroom and shul. I loved watching them explore Judaism through nature. They loved it and didn't want to leave." - Rachele Pilarski*

*"The best moment was at lunch on the second day when all 7 grandchildren joined in begging us to come to Isabella Freedman for Pesach forever! And their parents-my own kids and spouses-all agreed! Everyone had a great time." - Regene Prager*

*We had the best time! Sometimes it was about the staff being so exceptional. Sometimes it was about meeting wonderful guests! Sometimes it was about the beautiful setting in the lake, the hikes and yes... the baby goats. Sometimes it was just about feeling closer to God. Thank you for all that you do to make this and other Jewish retreats a tradition." - Linda Victor*

## Makom/Kolot

The Shabbaton provided an opportunity for the leadership of MAKOM, the Israeli national umbrella organization of Intentional Communities, to connect with American Jewish intentional community builders in the context of substantive Jewish learning. Meredith Levick co-facilitated the weekend with Mordechai (Moti) Bar-Or, founder and president of Kolot, the educational institution that is engaged in a yearlong learning and reflection process with the MAKOM board.

## RJeneration

This is the second retreat we have hosted from RJeneration, a project that brings together second-generation Russian-American Jews and their families for a community building weekend. It is good for us to make inroads into the Russian Jewish community, and connect with the significant funders behind the project. They were a difficult group to coordinate with - disorganized, last-minute, and quite demanding. The retreat experience for participants was excellent.

## Schechter Westchester

This was our first school of the spring Teva season. We started the relationship with Schechter Westchester in Fall of 2013, and this year they moved to being a spring school. Having their program in the spring and being the only school on site was great for the students. One student noted "can we pay more to stay longer?"

## CBST

Congregations Beit Simchat Torah has been coming to Isabella Freedman for their annual community retreat for over 5 years. They are an increasingly significant synagogue community in NYC - and the most prominent synagogue with an explicitly LGBTQ focus. We have a very warm relationship with them. It was suggested that as we begin a master planning process of Isabella Freedman, we should look to their new facility in the city as a model for how to build gender-inclusive, beautiful, and comfortable bathrooms for our retreat center.

## Education, One-Day Events & Regional Work

April One-Day Events	Region	Type	Start Date	People
Rosenberg's Bagel Pop-Up Shabbat	Colorado	Program	7-Apr	55
Denver People's Climate March	Colorado	Event	29-Apr	150
Colorado Food Festival: Seed to Table	Colorado	Event	7-May	90
Feed the Need	Detroit	Class	9-Apr	6
Hazon presentation to the JFMD Board of Governors	Detroit	Meeting	20-Apr	80
Friend/Fund-Raiser for the Detroit Food Festival	Detroit	Meeting	24-Apr	25
Detroit Climate March	Detroit	Event	29-Apr	15
Temple Beth El 7th Graders on the Farm	Detroit	Program	30-Apr	16
Sauerkrauting with the Sisterhood	Detroit	Program	30-Apr	40
Pickling Workshop for IAC	New York	Class	1-Apr	40
Pinot & Pickling	New York	Event	4-Apr	70
Event and Program Management: How to Save Your Money and the Planet	New York	Class	5-Apr	14
Get Ready for the People's Climate March	New York	Meeting	19-Apr	8
Camp IF Presentation	New York	Meeting	20-Apr	10
UJA Earth Day Staff Lunch & Learn	New York	Class	26-Apr	12
Earth Day themed Shabbat dinners	New York	Event	28-Apr	23
Tribe Ride Launch: NYC	New York	Event	30-Apr	20
Tribe Ride Launch: Hamptons	New York	Event	30-Apr	12
Jewish Environmental Advocacy Days	Other	Program	26-Apr	15
Shabbat at Sixth and I	Other	Event	28-Apr	100
People's Climate March	Other	Event	29-Apr	400
Tribe Ride Launch: Morristown	Other	Event	30-Apr	24

Tribe Ride: Lexington	Other	Event	30-Apr	23
Hazon San Diego Ride	San Diego	Event	2-Apr	110
<b>April Sub Total</b>				<b>1,368</b>
<b>2017 Total to Date</b>			<b>62 events</b>	<b>4,377</b>
<b>2016 Total through April</b>			<b>65 events</b>	<b>2,600</b>

## Adamah

- We welcomed 6 Spring Adamahniks, who have all settled in and are doing well.
- We had 8 successful baby goat births, and they provided a lot of fun, entertainment, and education for Pesach guests. Thanks to our Marketing and Communications staff and our Barnyard Manager, Zev, we put beautiful new signage in the Barnyard to improve guests' experience.
- We have 30 members signed up for our West Hartford CSA.
- We introduced two new Adamah products - Hot Sauce and Currant Jam.

## Colorado

- **Rosenberg's Bagel Pop-Up Shabbat** – This was a very successful collaboration between Rosenberg's Bagel (a super hip, delicious, Jewish deli), OneTable and Hazon. We created this pop-up Shabbat targeted towards Jewish Food Entrepreneurs and their friends. We had 50 people RSVP and 55 show up. The participants loved the venue, and food, the partnerships between the organizations, and really enjoyed the evening. [Photos](#)
- **Denver People's Climate March** – Despite a spring snowstorm, there was a strong turnout for Denver's People's Climate March. Hazon promoted the event widely across the Jewish community and encouraged turnout. We had an outreach booth and marched with a Hazon banner. [Photos](#)
- **Colorado Food Festival: Seed to Table** – In this year's iteration of our annual Food Festival, we focused on farming and gardening. We have a growing number of farms and gardens at Jewish institutions in Colorado and we wanted to focus our festival on helping them succeed in their growing and integration into the classroom/community. We aimed to have 12 organizations formally represented and we had 15 in attendance! We had about 100 individuals participating in learning all about how to successfully grow their own food. [Photos](#)

## Detroit

- **Feed the Need** – Class in our Ongoing Youth Food Justice Leadership class.
- **Hazon presentation to the JFMD Board of Governors** – Nigel and Sue presented to the combined Federation Board (board of governors and heads of Federation agencies) - a unique opportunity and a significant show of support from the Detroit Jewish community for our ongoing work. Approximately 80 Detroit stakeholders were present, and we have some followup to do.
- **Friend/Fund-Raiser for the Michigan Jewish Food Festival** – Detroit's first ever parlor meeting! Raised \$3,000.00 in commitments.
- **Detroit Climate March** – Ilana participated with EMEAC on the planning committee for the local march, she promoted it through Facebook, and marched with a small Hazon and Detroit Jews for Justice cohort.
- **Temple Beth El 7th Graders on the Farm** – Took parents and 7th grade students, and a Rabbi, to an urban farm for a learn-and-workday

- **Sauerkrauting with the Sisterhood** – CSZ Sisterhood held an Eco-Day event, featuring Rebbetzin Rebecca Starr telling her story of growing up on a farm in the Upper Peninsula. We followed the presentation with a hands-on pickling DIY.

## New York

- **Pickling Workshop for IAC** – Pickling Workshop and intro to Hazon/Jewish responsibility for the environment - 37 college students/IAC Fellows - IAC is likely expanding into an out of the city retreat model, this was a strategic stewardship/partnership event for us.
- **Event and Program Management: How to Save Your Money and the Planet** – along with the UJA-Federation of NY Wiener Center, we ran an event called "Event and Program Management: How to Save Your Money and the Planet." The event was a half-day training on greening your institution, and featured keynote speaker Howard Apsan, CUNY director of sustainability, and panelists Sarah Chandler and Larissa Wohl.
- **Get Ready for the People's Climate March** – We led a climate education and sign-making workshop to recruit participants for the People's Climate March. Half the attendees ended up coming to the march.
- **Camp IF Presentation at Brandywine Living** – Recruitment for Camp IF, our summer camp for older adults, and Minivacation - Presentation and Q&A to group of 10 professionals, representing different organizations, who agreed to promote on our behalf
- **UJA Earth Day Staff Lunch & Learn** – Judith taught The Stones text. Pure Earth, organization on global pollution, gave a PPT presentation.
- **Earth Day themed Shabbat dinners** – Members of the New York Ride Event Committee hosted Earth Day themed Shabbat dinners to help recruit for the Ride.

## Bike Rides

- **Pinot & Pickling** – Hazon's People of the Bike and JCC Manhattan 20s + 30s partnered for the 3rd Annual Pinot & Pickling Launch Party. There was a wine tasting, a photobooth, pickling, planting, and of course, recruitment for the 2017 New York Ride & Retreat.
- **Tribe Ride Launch: NYC** – a loop around Manhattan with a stop at the "Cool Globes Exhibit" near Battery Park.
- **Tribe Ride Launch: Hamptons** – a 40 mile (or less) ride out to the lighthouse in Montauk followed by refreshments back at JCOH.
- **Tribe Ride Launch: Morristown, NJ** – Alumni reunited and new riders learned about Hazon and the People of the Bike while enjoying a hilly 21 mile around historic Morristown.
- **Tribe Ride Launch: Lexington, MA** – Alumni and new faces came together to ride 34 or 46 miles in the Boston suburbs, with light refreshments and schmoozing afterwards at Temple Emunah.

## San Diego

- **San Diego Ride** – We had 75 riders safely complete one of three routes and return to Coastal Roots Farm for a celebration. The day was warm and welcoming. People loved being on the farm! People also reflected that they liked being part of a Jewish community ride (including hearing the shofar being blown). They also liked that the ride was a true intergenerational mix - there were teens riding and volunteering, along with families, young professionals, folks in their 40's-50's and also quite a few seniors who either volunteered or rode. While the ride didn't reach the goal for 100 riders, the day itself

was successful. Although, with staff departures, it became our last major event in San Diego as we have since closed down the office.

## Hazon Seal

- We awarded the Seal of Sustainability to sites from 2017 by distributing certificates framed with reclaimed wood. Hody formally presented the Hazon Seal to B'nai Jeshurun on April 22, in front of about 250 people. The new Seal sites started forming Green Teams and planning their projects for 2017. Sites this year are paying to participate; we anticipate raising \$8,000 in site fees.

## JOFEE Fellowship

- Completed and submitted May 2017 grant report to Jim Joseph Foundation.
- Cohort 1 participated in final webinar with BEETLES faculty to follow-up on implementation of BEETLES training and pedagogy throughout the year.
- Cohort 2 participated in webinar on Navigating Professional Ecosystems with Eli Massel.

## Education and advocacy in the wider JOFEE Field

- We launched our higher-welfare egg campaign in April by distributing 200 print copies and many more digital copies of the Higher Welfare Egg Haggadah Insert and featuring higher welfare eggs in Facebook posts and newsletter communications. We also published a JCarrot article about higher-welfare eggs.
- **Jewish Environmental Advocacy Days** – Together with Pearlstone, we co-sponsored the unprecedented Jewish Environmental Advocacy Days on April 26-27. Fifteen people gathered for a day of learning and brainstorming about advocacy, then lobbied our elected representatives in DC with Interfaith Power and Light. [Photos](#)
- **Shabbat at Sixth and I** – Nigel spoke at a Kabbalat Shabbat service at Sixth and I in Washington, DC to a group of roughly 100 people. He spoke about Hazon and the Jewish responsibility to the environment.
- **People's Climate March** – Hazon worked with JCAN-NYC to organize a Shabbat-friendly bus to the march, bringing down 32 Jews from the New York area. We also distributed over 500 "Jews for Climate Action" stickers to people in the crowd. We marched with an interfaith contingent, along with a klezmer band. [Photos](#)

## Video and News

### Video

- Here's a short clip highlighting our nearly sold out [Shavuot Retreat](#).
- We also began launching videos for our [Meditation Retreat](#), capturing the meditative beauty of the Isabella Freedman landscape.
- We have a new series of [Israel Ride Video Journals](#), with Day 4 (of 5) now completed.

### News

- [Emanuel Synagogue Green Team launches new sustainability initiatives](#), *West Hartford News*, April 26
- [From their farm to our tables](#), by Joanne Palmer, *NJ Jewish Standard*, April 20, 2017
- [Better Energy: Marching for Jewish Values](#), by Yosef I. Abramowitz, *The Jerusalem Post*, April 20, 2017

- [Food for thought: A kosher slaughter](#), by Sam Brasch, *KCRW*, April 14, 2017