

Hazon Monthly Report: May 2017

Nigel's sabbatical begins this week and, as interim CEO, I will be sending out the monthly report for the next few months.

May was a very full month. Isabella Freedman had guests on site every day this month, with several organizational rentals, Spring Teva schools, and culminating with our first wedding of the year and a sold-out Shavuot Retreat. Shavuot at Freedman successfully transitioned from a Renewal-only event into having an all streams of Judaism retreat, and three \$5k+ gifts were closed in addition to a well-received ask for the Tamar Fund.

We received a significant grant from the Lippman Kanfer Foundation for Living Torah to pursue a leadership development program for professionals in the JOFEE field. We will be hosting a retreat next winter to launch this new initiative.

At the end of May, significant changes were announced throughout all departments, with the most immediate impact at Isabella Freedman. Many of these changes went into effect in the first few weeks of June. The email that Nigel sent to the full staff is appended at the end of this report. The changes mark the start of a considerable process to strengthen both what we do and how we do it.

As I look ahead to the next four months, I look forward to working with all of you as both board and staff support are critical.

Thank you - shavua tov,

Judith Belasco
Interim CEO
Chief Program Officer

Videos

- We launched two new videos for the Hazon Food Conference – a [fun summery piece](#), and [an animated graphic](#) for social media.

What You Can Do

- Join us or spread the word about our upcoming retreats:
 - [Camp Isabella Freedman](#) is now two separate 1-week retreats (Jul 10-16 or 17-23) with the option to stay the whole time). Over 100 people are already registered.
 - [The Food Conference](#) is in the summer for the first time (Aug 9-13) and is expected to sell out
 - [Let My People Sing](#) will round out our summer retreats.
 - The [New York Ride](#) is thrilled to be honoring Ruth Messinger this year over Labor Day Weekend.

External: Program Overview and Impact

May 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.

May Events	Type	Start Date	End Date	People	People Days *
Institute of Jewish Spirituality	Org Retreat	May 1	May 7	45	315
Fieldston Middle School	Teva	May 8	May 10	137	411
Manhattan Day School	Teva	May 11	May 11	35	35
Indian Neck	Org Retreat	May 12	May 15	151	604
Wexner Heritage Fellows	Org Retreat	May 16	May 16	16	16
Luria Academy	Teva	May 17	May 18	33	66
BJ Women	Org Retreat	May 19	May 21	60	180
JCDS Boston	Teva	May 22	May 24	22	66
SAR Riverdale	Teva	May 24	May 24	94	94
Wernick/Davies Wedding	Simcha	May 26	May 29	60	240
Shavuot Retreat	Hazon Retreat	May 30	Jun 2	222	888
May Sub Total				901	3,030
2017 to Date				2,218	8,214

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

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

IJS

This was the culmination of a 4 week training program in leading Jewish silent meditation retreats. The retreat itself was mostly silent, and Isabella Freedman is an ideal location for such an experience. The participants are mostly Rabbis and other Jewish communal leaders, so the exposure to the place through this retreat can have an amplified effect. In addition, this is a 6 night retreat and so makes use of our weekday openings well.

Indian Neck

The 60th anniversary of the Indian Neck Folk Festival saw over 150 participants filling our campus with traditional folk melodies, instrumentation, and voices. The weekend culminated in their traditional Saturday night concert, in which Adam Sher addressed the group to dedicate the Isabella Freedman stage in memory of Jay Hartman-Barrier, the leader of the festival for decades, who passed away this year. This is not a Jewish group and a primary example of how we can work beyond the boundaries of our community.

Wexner Heritage Fellows

An evening program for the 16 Wexner Heritage Fellows (New England Cohort). They were given a tour, participated a pickling workshop, and enjoyed a delicious cocktail hour and dinner. [Photo](#)

"Last night was so special- our Wexner New England class enjoyed every second. Thanks so much for your fantastic planning, attention to detail and, of course, for the perfect weather :) We all learned so much, fell in love with the site, put our hands to work, and enjoyed delicious, yet responsible, local kosher food. It was the perfect end to our studies this year and everyone is already begging to go back!" – Melissa Weinstock

BJ Women

Around 60 women had an intimate weekend enjoying everything Isabella Freedman has to offer. This is one of three Bnai Jeshurun retreats in 2017. Many of these folks have been coming here for over a decade and have a strong attachment to the place.

Wernick/Davies Wedding

The groom met chaired the Hazon Ride last year, and the aunt of the bride helped to found the Food Conference. And their wedding was beautiful. As usual, weddings are among the most intensive and costly events, and bring in the most gross revenue as well. All while exposing many people to the site who otherwise might not have the opportunity.

Shavuot Retreat

This year's Shavuot retreat was an unprecedented success. With registration at 222 guests, we exceeded even the highest number of participants when Reb Zalman led the retreat. We also exceeded our revenue goals by almost 40%, bringing in just over \$70k, with an additional \$15k raised in donations during the retreat. The leadership was phenomenal including David Ingber, Shir Yaakov Feit, Avram Mlotek, Jill Hammer, and Arna Poupko-Fisher.

Spring Teva Programs

- **Fieldston:** This is their third time coming to Isabella Freedman for a retreat, and the first time that their program has been primarily designed and run by Teva. The programming was very successful and we were able to make changes to accommodate their requests onsite.
- **Manhattan Day School:** This was their first time back since 2009. We planted two trees with them, and took them hiking and to the farm. This year the trip was covered by a grant that they had gotten for expanding their tefilah learning, and we are hoping that they will be able to find the funds to come again in the future and continue building the relationship.
- **Luria:** This was their first time at Teva. They're an Open Orthodox Montessori school, so they brought two grades and had kids with a wide range of practices and a lot of individual needs. The teachers were very happy with the programming and with the site, and are looking forward to working on their in-school project and building momentum for a future program.
- **JCDS Boston:** They brought 22 kids for Achdoot in the kfar. The kids went fishing, whittled wooden spoons and marshmallow-toasting sticks, and cooked their own food. The chaperones were very happy with the current team of staff and how they worked together.
- **SAR:** This was their second year coming, and was also very successful. We were able to build on the excitement from last year and incorporate changes that they requested to make the program work better for them. They really appreciated that the kids ate in the tent, as well as the variety of programming that their kids experienced. We have set a date for Spring 2018, and are hoping that they will come for an extra day next year.

Education, One-Day Events & Regional Work

May One-Day Events	Region	Type	Start Date	People
Walk for Israel	Colorado	Event	7-May	400
Feed the Need: Teen Food Justice Leadership Program	Detroit	Class	7-May	7
Temple Beth El Garden Day with Topsy Turvy Bus	Detroit	Class	7-May	60
Adat Shalom Religious School Garden Day (one of 2)	Detroit	Class	7-May	50
Lag B'Omer	Detroit	Event	13-May	50
Jewish Film Festival Learning Event - Seed: The Untold Story at MOCAD	Detroit	Event	16-May	55

Shavuot All Night Teachings: Song of the Trees	Detroit	Class	30-May	25
Planting at John Jay Hillel	New York	Event	4-May	25
Reducetarian Summit	New York	Event	20-May	35
Brooklyn Bar Night	New York	Event	2-May	9
Shabbat in the Sky	New York	Event	12-May	46
May Sub Total				762
2017 Total to Date			73 events	5,139
2016 Total through May			86 events	4,570

Adamah

- In collaboration with Teva, we welcomed Fieldston Middle School back to Adamah for two days of farm to table programming.
- We replaced the plastic cover on our Chai Tunnel (greenhouse).
- We welcomed 6 new sheep to our herd on Beebe Hill.
- We sprouted 500,000 seeds, and grew over 20,000 transplants that are now settling into their new home on in the ground on Beebe Hill.
- We made gorgonzola, feta, chevre, asiago, quark, ricotta, and brie cheese out of our goat milk for Shavuot.

Colorado

- The **Colorado Walk for Israel** was a huge success with over 2000 people in attendance. We had a booth set up with our bike blender, and had over 400 people stop by to take a spin on the bike and learn more about our work locally. We made liquid sidewalk chalk with natural dyes made from spinach (green), turmeric (yellow), and beets (red). Kiddos took a turn mixing up the chalk, concocting their colors, learning how to make natural die, and then painting the sidewalk with their creations. It was a very successful and engaging activity.
- We launched Colorado's **Higher Welfare Eggs** mini-grant program. Organizations sign Hazon's Higher Welfare Eggs Commitment and then submit a brief application. They can receive \$300 - \$600 to transition their purchasing to high welfare eggs and do animal welfare-related educational programs. Our goal is for six organizations to participate and we already received applications and awarded grants to three organizations in the first week!
- Both of the **Denver CSA** sites that are part of the Hazon CSA network--Ahavah Farm and the Wabash Farmette at the Denver Jewish Day School--had their orientation meetings and started weekly pick-ups. Both farms sold out their CSA shares!

Detroit

- **Feed the Need: Teen Food Justice Leadership Program** – The final class in our teen leadership food justice program. Kids who came enjoyed it and want more engagement. Yad Ezra was a good partner, but Repair the World was not. They were responsible for recruiting and keeping teens interested, and they did not. We had 12 registered kids, but fewer than 5 ever came. Once a month did not work to build a cohort; it needs to be a more regular program.
- **Temple Beth El Garden Day with Topsy Turvy Bus** – We took the Topsy Turvy Bus to Temple Beth El and each class in the religious school came out to the garden to plant. Many of the teachers had been

through our JOFEE training and had prepared the kids well in terms of connecting earth based Jewish practice to shul life.

- **Adat Shalom Religious School Garden Day** – Two-part class, where kids participated in an earth-based garden planting activity in the school garden. We covered Peah.
- **Lag B'Omer** – This successful event brought together suburbs and city, Jews and others together for a contemplative, mystical celebration at a signature Detroit location - Lincoln Street Art Park. This event was led by the lay leaders we sponsored at Wilderness Torah's Passover in the Desert as part of their community learning and practice commitment. We're building capacity!
- **Jewish Film Festival Learning Event - Seed: The Untold Story at MOCAD** – As part of the promotion for our upcoming Food Festival, we sponsored this Jewish Film Festival screening and, together with RTW, created a panel to frame Shomrei Adamah and to highlight local seed savers.
- **Shavuot All Night Teachings: Song of the Trees** – Hazon Detroit partnered with Downtown Synagogue on the annual Shavuot event. We taught a session on Reb Nachman's "Song of the Trees"

New York

- **Planting at John Jay Hillel** – We ran a planting workshop that brought together students from diverse backgrounds, including those who often have a tense relationship with Hillel.
- **Reductarian Summit** – We were a sponsor of and tabled at the Reductarian Summit, a conference to reduce meat consumption. Many people were interested in the higher-welfare egg commitment. We were the only faith group that sponsored and tabled, which made us stand out.
- **Brooklyn Bar Night** – The Bikes Department hosted a bar night to help strengthen and build the New York Ride cycling community in Brooklyn.
- **Shabbat in the Sky** – The Bikes Department hosted three tables at the JCC Manhattan 20s + 30s' Shabbat in the Sky Event.

Hazon Seal

- Over the past months, we had in-depth consulting calls with 10 new sites and helped them choose sustainability projects to commit to for 2017. Rachel also formally presented the Hazon Seal to Hannah Senesh at elementary and middle school lunches. We also continue to publish coverage on the Seal blog: hazon.org/seal
- *"Taking the audit was a very smooth process. It didn't take too long. Because it's geared towards a wide array. It definitely left me with a sense of- Wow there are so many different projects we could pursue. So many of these are projects we haven't done or thought. "* -Michael Fraade, Louisville JCC

JOFEE Fellowship

- Cohort 1 (17 Fellows) completed their Fellowship year with Closing Seminar & Siyum at Pearlstone Center, including learning with Pearlstone educators, delivering final presentations, visioning for the future (individual and collective) and celebrating Shabbat together. Fellows received certificates as professional JOFEE Educators and year-end curriculum awards.
- Collectively cohort 1 delivered over 500 distinct JOFEE programs and reached roughly 37,000 participants nationwide. More details on the impact of Cohort 1 can be [found on our website](#).

Video and News

Video

- We launched two new videos for the Hazon Food Conference – a [fun summery piece](#), and [an animated graphic](#) for social media.

News

- [Going green](#) - *Hillel International*, May 26, 2017
- [36 Under 36: Naftali Hanau: Fresh Take On Kosher Meat](#) - by Amy Sara Clark, *The Jewish Week*, May 25, 2017
- [Pesach 2017 at Isabella Freedman](#) - by Gabe Aaronson, *Kol Habirah* , May 18, 2017
- [Sustainable Agriculture Brings Jews Back to Roots](#) - by Patrice Worthy, *Atlanta Jewish Times*, May 10, 2017
- [Congregation Bonai Shalom Awarded 2016 Hazon Seal of Sustainability](#) - by Nicole Perelman, *Boulder Jewish News*, May 3, 2017