

Hazon Monthly Report: July 2017

As we ended Shabbat to learn of the challenges and tragedy in Charlottesville, I wanted to start by sharing some good news and joy from the staff and board. This past week, Yoshi Silverstein, Director of JOFEE Fellowship, welcomed a baby girl, Jakir Manela, board member and ED of Pearlstone, welcomed a baby boy, and Sarah Wolk, Operations Manager, got engaged to a former Hazon staffer. Mazel tov to all of them and their growing families!

July has included many highlights: Camp Isabella Freedman, a program for senior adults in its 61st year, had 133 participants over 2 weeks, grossing \$137k (last year it was 83 people and 88k). Incredible efforts from our marketing, outreach, and registration teams helped to bring more people to this program and the retreat team and operations teams at Freedman helped to deliver this complex program incredibly well.

Master planning with Metcalf was kicked off with a day-long meeting at Freedman, including the board committee and staff.

Overall, we are noticing how interest in our work is only increasing. Colorado received more mini-grant applications than ever before; Adamah cohorts are full and people are signing up for next year; Teva received more interest from high quality educators; our programming at Freedman and in Detroit continues to attract more and more people.

I look forward to seeing many of you at either the [Michigan Jewish Food Festival](#) or [New York Ride](#) in the weeks ahead.

Judith Belasco
Acting CEO & Chief Program Officer

Videos

- We launched videos for the High Holiday Retreats, with dedicated pieces for the [Rosh Hashanah](#) and [Yom Kippur](#) campaigns.
- Video marketing for the [Meditation Retreat](#) began as well.

What You Can Do

- Join us or spread the word about our upcoming retreats:
 - The [New York Ride](#) is thrilled to be honoring Ruth Messenger this year over Labor Day Weekend.
 - Rosh HaShanah only has camping or commuting available, but we have space for Yom Kippur and Sukkot.

External: Program Overview and Impact

July Multi-Day Events

This past month we had 335 people visit Isabella Freedman, primarily for Hazon retreats. The number of people is quite low compared to other months, but nearly all attendees spent a week on site, so July is our best month of the year in terms of people-days.

May Events	Type	Start Date	End Date	People	People Days *
Reading Out Loud	Org Retreat	2-Jul	5-Jul	35	140
Kohenet (summer)	Hazon Retreat	3-Jul	9-Jul	45	315
Kohenet (smicha)	Hazon Retreat	7-Jul	9-Jul	54	162
Camp IF	Hazon Retreat	10-Jul	23-Jul	133	1,862
DLTI (Summer)	Hazon Retreat	24-Jul	30-Jul	50	350
Torah Yoga (Summer)	Hazon Retreat	24-Jul	30-Jul	18	126
July Sub Total				335	2,955
2017 to Date				3,185	13,084

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

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

Reading Out Loud

This was Reading Out Loud's first retreat with us. The group has an interesting history; they were founded by Jacob Schlitt and his friends in middle school and now he is in his late 80's/early 90's. It includes three generations of reading enthusiasts. They shared space with Kohenet, and as is generally the case, having two groups on site at one time was challenging yet manageable, particularly because Reading Out Loud's retreat ended on Tuesday and Kohenet continued with exclusive use of the site until the following Sunday.

Kohenet

Kohenet is in our 'partnership' model of programming, which means that it is an independent program that Hazon supports in significant ways. It was born out of Elat Chayyim and is a six-week training program - each cohort attends 6 one-week retreats at Isabella Freedman over 3 years. Two cohorts are in training simultaneously. Thus, every other summer a cohort completes the training and they are each given smicha (ordination) as Hebrew Priestesses (Kohanot). This week was a smicha week, and we welcomed dozens of friends and family for the weekend, which also provided an opportunity for additional revenue and donor cultivation. It was a beautiful, powerful, creative ceremony. [Photo](#)

Camp Isabella Freedman

Our legacy program, this was Camp Isabella Freedman's 61st season. For the first time since at least 2013, the program grossed over \$100k, topping out at over \$130k! Creative and concerted efforts in marketing, outreach, and registration strategies deserve most of the credit, along with the Camp Directors Miki Raver and Marty Perlmutter (independent contractors), who have revamped the programming to integrate much more JOFEE content, spirituality, hands-on fun, and generally a more exciting program over the past few years. This is also one of our most labor-intensive programs and remains a challenge to staff and manage.

DLTI

This was the 3rd week in DLTI's 9th set of 4-week training cohorts. Participants are all Jewish prayer leaders, rabbis and otherwise, who want to deepen and broaden their *davenen* skills. This retreat was coordinated by Jacob Weiss, IF's JOFEE Fellow, and was his first project of this type.

Torah Yoga

Running simultaneously with DLTI, and also coordinated by Jacob Weiss, Torah Yoga has been run by Hazon and predecessor organizations for over 20 years. This week's focus was on food and much of the curriculum was designed by Nancy Wolfson-Moche, who along with her husband David and daughters Elsie and Maayan, have been an important part of the Hazon family for many years. It was a successful, though small retreat of 20 people. On top of DLTI, we maximized our capacity and revenue potential for the week and participants had some powerfully positive experiences.

Education, One-Day Events & Regional Work

July One-Day Events	Region	Type	Start Date	People
Salad in the Park	Colorado	Other	5-Jul	10
Garden Education Temple Beth El ECC Camp	Detroit	Class	5-Jul	19
CSA Hazon Detroit	Detroit	Program	6-Jul	20
Avodat Lev	Detroit	Program	7-Jul	5
Bike Traverse City: Up North Shabbaton	Detroit	Event	14-Jul	10
Garden Activity: Temple Beth El	Detroit	Class	19-Jul	20
CSA - Detroit	Detroit	Program	20-Jul	21
UWS Green Action Circle	New York	Meeting	11-Jul	15
Australasian Union of Jewish Students - Advocacy Talk	New York	Meeting	13-Jul	15
Hazon Pickling Workshop at Drisha	New York	Class	17-Jul	30
Kehilat Hadar lunch and learn	New York	Talk	30-Jul	30
Tribe Ride: Bike to the Beach	New York	Ride	9-Jul	32
Tribe Ride: Orange County	New York	Ride	23-Jul	5
Tribe Ride: Piermont	New York	Ride	30-Jul	15
Tribe Ride: Piermont	New York	Ride	30-Jul	15
Tribe Ride: West Hartford	Other	Ride	23-Jul	34
Tribe Ride: Boston	Other	Ride	30-Jul	55
July Sub Total				330
2017 Total to Date			98 events	5,851
2016 Total through July			126 events	8,272

Adamah

- Our CSA is well underway and we have happy customers.
- Crops are doing well. We have harvested many pounds of produce for the IF dining hall, helping guests connect to the cycle of the farm through their experience of eating Adamah foods.
- We have a full cohort for the Fall (15 fellows), and are preparing for our overlap of summer & fall cohorts.
- We are in the middle of cucumber pickle season, and are producing hundreds of pounds of pickles each week. We attended the Northeast Community Center's Chef & Farmer Brunch, which showcases the talents of our region's finest chefs, using the freshest ingredients. We sold our fresh batch of pickles and gained a few new kimchi and bomb jelly addicts.

Colorado

- Our annual mini-grant program is well under way. We have received 23 applications, topping our previous high of 22. Nine applicants are applying to us for the very first time. It's a very diverse and interesting range of projects and indicative of how rich, deep and far-reaching JOFEE has become in Colorado. The Colorado Advisory Board will review applications and make allocations in August. This month we also received final reports from most of our 2016-17 grantees. They are reporting a lot of impact and success.
"I'm going to tell my parents we should grow our own kale." - camper at summer program at Hazon mini-grant funded Milk and Honey Farm at the Boulder JCC
- **Salad in the Park:** Becky was a guest "celebrity" judge in this Iron Chef: Salad Battle program. The program opened with some traditional text study. Then, attendees were divided into teams and given market bucks to shop the Boulder Farmers Market for ingredients. Then salads were made and judged and enjoyed by all. Heavy emphasis on supporting local growers!

Detroit

- In July we hired up our annual temporary food festival staff, and our work pace picked up as we enter the most active planning for any project we do in the Region!
- **Garden Education Temple Beth El ECC Camp** – Great garden education at one of our Seal Sites. It's especially nice to work regularly over time with an organization - we're shifting how they think about education and we're increasing their JOFEE capacity
- **CSA Hazon Detroit** – We manage the two pick up sites with lay leaders, we send out a newsletter, and we demo what to do with the veggies!
- **Bike Traverse City: Up North Shabbaton** – Our first bike cohort Shabbaton! Shabbat on Grant Traverse Bay is very special, and having a Hazon cohort at MFF's big 500 person bike ride was lovely.
- **Garden Activity: Temple Beth El** – We love working with TBE's pre-school summer camp.

New York

- **UWS Green Action Circle** – The Upper West Side Green Action Circle met to discuss greening and environmental advocacy. Seven Jewish organizations in Manhattan attended.
- **Australasian Union of Jewish Students Advocacy Talk** – Eli Massel and Hody Nemes spoke to the advocacy-centered group about Hazon's Climate Justice advocacy work and Hazon in general.
- **Hazon Pickling Workshop at Drisha** – We ran a pickling workshop and presented about Hazon to Drisha's high school program. Hazon was among 3 organizations selected by Drisha (over the course of the summer) to present to the students to broaden their understanding of Jewish engagement.
- **Kehilat Hadar lunch and learn** – Elan led a text study for the congregation after the morning services entitled "A Person is a Tree of the Field': Trees and Jewish Thought."

Tribe Rides

In general, we've seen a substantial increase in Tribe Ride attendees. We are diversifying locations and routes, for which there has been extremely positive feedback. There is still room for improvement in terms of setting expectations. We are working on ways to be clearer about the level of cycling support on Tribe Rides and pacing.

- **New York Area** – This month's rides included a scenic 23-mile ride in Orange County New York led by NY Ride and Israel Ride alums, Doris and Steve Rubinsky, a 45-mile ride to Piermont kicked off by board member Valerie Gerstein, and our annual Bike to the Beach, which started from the JCC in Manhattan and picked up riders from Prospect park for a ride to Coney Island.
- **West Hartford** – Multi-year Israel Ride alum, Bruce Stanger and Mel Simon, led our first ever Tribe Ride in West Hartford.
- **Greater Boston** – Israel Ride Co-Chairs, David Eisenberg and Howie Rodenstein led our largest Tribe Ride to date in Needham, MA.

Hazon Seal

- The second cohort of the Hazon Seal of Sustainability is up and running. Organizations are beginning their projects, including planting gardens, researching options for going solar, and ending the purchase of Styrofoam in their facility.
- Applications for the third cohort of the Hazon Seal - a small group of 5-10 organizations - are now open, with organizations to start in late October.

Education and Advocacy

- Hazon, in partnership with JIFA (Jewish Initiative for Animals), supported three organizations in switching to buying higher-welfare eggs and meat, and awarded mini-grants to offset the increased cost.
- We produced new educational materials and resources to encourage buying higher-welfare animal products, a JCarrot article about the Beyond Burger, a short video about choosing higher-welfare eggs and a new web page about celebrating New Year of the Animals.

JOFEE Fellowship

- Sarah Chandler (Chief Compassion Officer at Jewish Initiative for Animals led a webinar for Fellows: Jewish New Year for the Animals.
- We've received host applications for 14 placements with several more in discussion; and 7 Fellowship applications for the early application deadline.
- Round 1 curriculum award winners announced:
 - Curricular Excellence in Integration of Judaics
Winner: Becca Heisler (Wilderness Torah) - Torah Theater: Ancestral Wisdom in the Wilderness
Honorable Mention: Margot Sands (Ekar Farm) - Food Systems & Jewish Values and Jacob Weiss (Hazon - IF) - Hiking Through Sefirot: Journey Towards Malchut
 - Curricular Excellence in Place-based innovation
Winner: Elizabeth Kaplan (JCC of Greater Boston Discovery Club) - Clearing Out the Old to Make Room for the New: A Passover Tradition
Honorable Mentions: Miki Levrant (Pearlstone Center) - TEVA Bingo and Rose Cherneff (Abundance Farm) - Beyond Horseradish: Exploring Maror
 - Curricular Excellence in Reaching new audiences / demographics
Winner: Darya Watnick (DC JCC - families) - Day of Awe-some: A Rosh Hashanah Family Program
Honorable Mention: Emily Blustein (Jewish Federation of Greater Atlanta - families / general community audience) - Natural Sofer: Torah Art Explorah and Leora Cockrell (Camp Tawonga - families) - Ancient Garden Medicinal Herbs

Video and News

Video

- We launched videos for the High Holiday Retreats, with dedicated pieces for the [Rosh Hashanah](#) and [Yom Kippur](#) campaigns.
- Video marketing for the [Meditation Retreat](#) began as well.

News

- [The Beyond Burger Is Beyond A Vegan's Wildest Dreams](#), by Isabella Alessandrini, *Forward*, July 23, 2017
- [140 Jewish leaders vow to help US reach Paris climate accord goals](#), *JTA*, July 7, 2017