

# Hazon Monthly Report: August 2017

---

Dear All,

I'm writing from the JOFEE Network Gathering which is being held at the Pearlstone Retreat Center. Walking the grounds with Jakir as only reaffirmed the incredible work that he is leading and how much we value the partnership between the two organizations.

As for August, we ran the Michigan Jewish Food Festival, which is our largest one day event of the year with 6,500 people in attendance. We brought the suburban Jewish community into Detroit for a day of learning, eating, and family fun at the historic Eastern Market. The Detroit staff, led by Sue, did an incredible job.

In addition, we have already hosted over 3,500 people at Freedman this year, which is up from 3,000 people at this time last year. August has been packed with our Food Conference, held in the summer for the first time, a full fall cohort of 15 Adamah fellows starting, and 13 Teva educators arriving to get ready for the fall season, among the many other retreats that we ran over the month. The Freedman staff are working incredible hard and well during this time and as we look towards the run up to the fall holidays.

While our programs are going strong, we are facing some increased expenses and some potentially reduced fundraising. Both staff and the relevant board committees are dedicating time to help keep costs under control and to getting our fundraising back on track. As we are already looking towards the close of the year, we appreciate all the work that will be done in these areas.

As we turn to 5778 next week, I wish you all shana tova umetukah!

Judith Belasco  
Acting CEO & Chief Program Officer

## Videos

- We created a video of the successful [2017 Hazon Michigan Jewish Food Festival](#).

## What You Can Do

- Join us or spread the word about our [upcoming retreats](#):
  - We have plenty of space for Yom Kippur and limited options for Sukkot.
  - Marketing is underway for the Meditation retreat, our final major Hazon retreat of the year

# External: Program Overview and Impact

---

## August Multi-Day Events

This past month we had 645 people visit Isabella Freedman, balanced between Hazon retreats, organizational rentals and family simchas.

August Events	Type	Start Date	End Date	People	People Days
Let My People Sing	Hazon retreat	3-Aug	6-Aug	197	788
Dorot Fellows	Org retreat	6-Aug	9-Aug	16	64
Food Conference	Hazon retreat	9-Aug	13-Aug	194	970
Family Reunion	Family event	18-Aug	20-Aug	27	81
Family Event - Sheva Brachot	Family event	18-Aug	20-Aug	98	294
Hebrew Union College	Org retreat	20-Aug	22-Aug	76	228
The Beis	Org retreat	25-Aug	27-Aug	37	142
<b>August Total</b>				<b>645</b>	<b>2,567</b>
<b>2017 to Date</b>				<b>3,830</b>	<b>15,651</b>

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

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

## Let My People Sing

This was the third "Let My People Sing (LMPS)!" retreat at Isabella Freedman. The retreat was structured around Shabbat, hour-long song sharing, teaching sessions, and community sings. The LMPS organizers collaborated well with Isabella Freedman staff and the retreat ran extremely smoothly and programmatically strong. The program pricing was different than our typical retreats - guests paid \$75 per night, and total income reached \$45,000. There were close to 200 registered guests, including over 60 people camping.

## Dorot Fellows

We hosted another successful retreat for one of our funders, the Dorot Foundation. The Dorot Foundation has been holding their fall alumni retreats with us for more than 15 years and have been at Isabella Freedman for their annual fellow training for last 5 years. Based on their positive experience they added an extra night for their staff orientation before their November retreat. They already secured dates for next year fall program - including the additional night.

## Food Conference

This was the 12th Hazon Food Conference and the first time it ran in the summer at Isabella Freedman. Two hundred people explored the concepts of the new Jewish food movement, innovations in sustainability and food justice, and took part in cooking demonstrations which reflected the Jewish food renaissance enveloping the American dining scene.. The conference included an outdoor food festival which showcased 13 chefs in attendance and a keynote panel which included Mitchell Davis, Vice President of the James Beard Foundation, Yael Lehmann, Executive Director of The Food Trust, Joel Berg, CEO of Hunger Free America, and Liz Vaknin, Founder of Our Name is Farm. Jess Berlin lead the conference which will bring in over \$66,000 in revenue which includes \$8,000 from an anonymous donor who made it possible for 15 participants to attend through the Jewish Farmers and Jewish Southerners scholarships.

## Berman Family Reunion

We hosted a small family reunion for Adam Berman, former director of Isabella Freedman. The overlap with a larger Sheva Brachot was a good match, with the dining room set up for an intimate family gathering.

## Sheva Brachot

We provided an excellent location for a recently married couple to celebrate their first week of marriage with family and friends. The couple enjoyed the weekend with outdoor activities over Shabbat, a hike led by a JOFEE educator, s'mores and fire roasted vegetables around the campfire, and delicious vegetarian cuisine throughout

the weekend. We hosted two family retreats simultaneously and were able to provide both groups with private space. The Sheva Brachot group had 100 guests while the Family Reunion only had 25 guests.

## Hebrew Union College

HUC has been holding their retreat with us for last 5 years, scheduled around the beginning of their school year.

## The Beis

A small retreat from this Washington Heights synagogue, now in its second year. They are a great partner for Hazon with many synergies, and we hope that they will come back for a third retreat next year.

## Education, One-Day Events & Regional Work

August One-Day Events	Region	Type	Date	People
Colorado Parlor Meeting	Colorado	Meeting	2-Aug	21
Health Through the Seasons of Life: Young Adults and Food	Detroit	Class	2-Aug	25
Shabbat of Resilience at Oakland Avenue Farm	Detroit	Program	4-Aug	45
Health through the Seasons of Life: Boomers and Food	Detroit	Class	8-Aug	15
Final Pre-Food Festival Committee Meeting	Detroit	Meeting	11-Aug	40
Health through the Seasons of Life: Breaking Taboos on Death and Dying	Detroit	Class	15-Aug	45
Second Annual Michigan Jewish Food Festival	Detroit	Program	27-Aug	6500
SEED Conference: Teaching the Teachers	Detroit	Class	20-Aug	50
Joan Nathan at the JFMD Women's Philanthropy	Detroit	Program	28-Aug	200
Tribe Ride: Ride the Pines	Philadelphia	Program	6-Aug	35
<b>August Sub Total</b>				<b>6,976</b>
<b>2017 Total to Date</b>			<b>107 events</b>	<b>12,812</b>
<b>2016 Total through August</b>			<b>143 events</b>	<b>15,026</b>

## Adamah

- We welcomed a full Fall cohort of 15 people on August 17th, while the 11 Summer fellows transitioned into our alumni community.
- Adamah fellows led JOFEE programming both on-site and off during retreats, including Let My People Sing! and the Food Conference, as well as off-site for the Berkshire Mountain Trybal Gathering.
- Adamah delivered vegetables and fruit to 110 West Hartford & Falls Village families each week, as part of our CSA.
- On the farm, we wrapped up our cucumber pickle season, and are now harvesting and processing hundreds of pounds of peaches

## Colorado

- Sarah taught a mini-camp at the Denver JCC for 2-5 year olds that was all about animal welfare. The kids learned about honey bees, how they interact with each other and how they make honey. From there they learned about how by treating animals well, we can treat the world well. The kids really enjoyed the program.
- Our Colorado program allocated a total of \$25,000 for 14 projects in mini-grants. Each applicant was able to request between \$1,000-\$4,000. We received a total of 24 applications, totaling \$78k in

requests. Below are quotes from two members of the allocations team.

*"Being new to the area, it is amazing to learn about all of the programs that exist...and how much more vibrant we made our community today by bringing these programs to life. I feel really honored to meet everyone here, and see the community that I'll be able to engage with more in the future."*

*"I learned many things professionally today through this process. It was really interesting to see the role Becky and Sarah play, this experience helped bring it all home. They did an amazing job walking us through that process. I feel weepy, happy tears, and really warm inside after having given away the mini-grants. "*

- We had a group of four people from Colorado in attendance at the Food Conference; two were from Denver, two from Boulder. One works professionally in the Jewish community as the local director for OneTable, which was a recipient of a mini-grant
- **Colorado Parlor Meeting** – This was a wonderful Parlor meeting, spearheaded by board member Valerie Gerstein and the Colorado staff. We met at a local farm and got to know the participants, with the goal of a follow up meeting with each.

## Detroit

- The second annual **Michigan Jewish Food Festival** was a great success, with 6,500 people attending this year, up from last year's 5,000. This is now the largest Jewish event in Michigan. We brought the suburban Jewish community into Detroit for a day of learning, eating, and family fun at the historic Eastern Market. This year, we doubled our Jewish organizational participation – 60 Jewish organizations participated. We had 4 food trucks, 7 prepared food vendors, 18 social justice groups, and 20 food vendors. Speaker panels on food and environmental justice drew attendance from Congresswoman Brenda Lawrence, and city officials. We profiled our 10 Seal of Sustainability sites, and 5 organizations approached us at the festival to sign on!
- **Health Through the Seasons of Life: Young Adults and Food** – Second in our 4-part Food and Health month leading into the Michigan Jewish Food Festival. Partnered with The Well.
- **Health through the Seasons of Life: Boomers and Food** – In the third pre-Food Festival event, we partnered with Temple Beth El and a Henry Ford nutritionist to examine better food choices for health as we age.
- **Health through the Seasons of Life: Breaking Taboos on Death and Dying** – This final session in our pre-Food Festival programming really hit a nerve - a multi-generational group came together to explore conscious ways to approach death and dying, including creating a Death Cafe. We had Henry Ford Hospital's pastor, a Jewish hospice worker, and a Rabbi, and a Jewish conscious death counselor present. We'll do more on this topic.
- **Shabbat of Resilience at Oakland Avenue Farm** – A second interracial, interfaith gathering at Oakland Avenue Farm brought Jewish and African American leaders together to share stories about resilience in this part of town that both cultures spent time in.
- **SEED Conference: Teaching the Teachers** – Sue taught two JOFEE classes and Allison taught one class to eager supplemental school teachers. This is an annual event that where we've now taught three years in a row!
- **Joan Nathan at the JFMD Womens' Philanthropy** – We were thrilled to partner with Women's Philanthropy to bring a bit of the Food Festival to a group of women donors.

## Tribe Ribes

- **Ride the Pines** – Mike Yasner and the Hazon Philly Board helped organize a wonderful 23 mile Tribe Ride in Southern Jersey.

## Teva

- Our Teva educators wrapped up their time at Camp 12 Trails, a partnership with the YM-YWHA of Washington Heights and Henry Kaufmann Campgrounds, and returned to Isabella Freedman to prepare for the arrival of our fall cohort.
- Teva's Fall educators arrived on August 27. We have a cohort of 13 educators, 3 of whom are returning from previous seasons and 3 of whom are Adamah alumni. We began by orienting the group to Isabella Freedman and Teva life. Our staff camping trip focused on community development and connection to our environment.
- Since our return, we integrated into the Hazon Ride and Retreat and have focused our training on learning Teva's curriculum and putting it into action.

## Hazon Seal

- We presented about the Hazon Seal at the Food Conference in early August, which generated a lot of interest from sites. We presented about the Hazon Seal to the new Avodah fellows as well.
- The deadline for applications for the Fall cohort of the Hazon Seal was September 1st. There are a number of strong applications, and the new cohort will start in mid-October.

## Education and Advocacy

- We awarded a higher-welfare egg mini-grant to Mechon Hadar, which will allow them to start purchasing higher-welfare eggs and poultry for their lunches and Shabbatons. There was also a table during the New York Ride educating riders about choosing higher-welfare eggs.
- August 22nd was New Year of the Animals. We celebrated with an article on [JCarrot](#) and a new page on our website highlighting the [holiday](#).

## JOFEE Fellowship

- The JOFEE Leadership Institute and revamped JOFEE.org site will both launch at the JOFEE Network Gathering in September.
- We've received applications for 15 JOFEE Fellow placements at 13 organizations and are in conversation with several other prospects.
- We've advanced three Fellows from our first application round to the finalist stage for matching.
- We held a webinar on "Strategic Communications, Media, Marketing, and Promotion" with Jason Edelstein of Edelstein PA.

## Video and News

### Video

- We released a video of the successful [2017 Hazon Michigan Jewish Food Festival](#).

## News

- [A Feast from King Solomon's Table](#), by Vivian Henoch, My Jewish Detroit, August 2017
- [Less Fear, More Resolve](#), by Nigel Savage, Sh'ma Now, August 30, 2017
- [Meet Shannon Sarna, 'Modern Jewish Baker'](#), by Johanna Ginsberg, New Jersey Jewish News, Aug 30
- [Elul is Judaism's New Year For Animals. Here's What Tradition Teaches About Our Relationship to Them.](#) by Raysh Weiss, Tablet, August 30, 2017
- [Jewish Food Renaissance Is Here To Stay, According To Hazon Food Conference](#) by Barbara Fenig, Forward, August 25, 2017
- [Cooking Channel's 'Cheap Eats' visits Detroit; Jewish food fest highlights sustainability](#) by Susan Selasky, Detroit Free Press, August 24, 2017
- [Synagogues bet the farm on community-grown organic gardens](#) by Cathryn J. Prince, The Times of Israel, August 23, 2017
- [Arava builds collaboration to solve environmental problems of Israel and its neighbors](#) by Ellen Weisman Strenger, Jewish Community Voice, August 16, 2017
- [Second annual Jewish Food Festival coming to Eastern Market Aug. 27](#), Detroit Jewish News, Aug 10