

# Hazon Monthly Report: December 2017

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## What You Can Do

- Join us or spread the word about our upcoming retreats! Registration for [Passover](#) and our other 2018 retreats are now open.
- Nigel will be speaking at the following places. We hope that you can join him, if possible:
  - Jan 25: Giving a webinar for Hillel International's Ezra Fellowship, "Jewish Environmental Ethics".
  - Jan 26: Speaking at Bnai Jeshurun in NY
  - Mar 2: Speaking at Congregation Har HaShem while in Boulder
  - Mar 3: speaking at Bonai Shalom in Boulder

## 2017 Wrap Up

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In total, this past year somewhat over **24,000 people participated in a Hazon event, with a further 150,000 impacted by one of our programs.**

### Multi-Day Programs

- During 2017, **6,300 people visited Isabella Freedman** as part of a multi-day program, with a total of 29,400 person-days. This is an 11% increase from last year (5,600 people and 26,000 person-days).
- On the revenue side, total earned revenue from Hazon retreats, Organization Retreats, Simchas, and Teva Programs was **\$2.65m in total earned revenues**. In 2016 this total was \$2.33m, so 2017 saw an increase of \$320k, or 14%.
  - We averaged \$146 revenue per person per night, compared to \$151 the prior year.
  - However, our occupancy numbers increased from 38% to 42% (including an increase from 57% to 67% on weekends).
- All told, **Isabella Freedman hosted 84 programs and retreats**. We had 215 operating days in 2017 (compared to 195 in 2016). The events break down into:
  - 22 Hazon retreats at Isabella Freedman
  - 2 programs in Israel
  - 41 organization retreats and 7 family celebrations
  - 33 schools participated in our multi-day Teva programs

### One-Day Programs

- This was the second year that we comprehensively collected information on one-day events, classes, parlor meetings, and other interactions.
- In 2017 we held **155 one-day events, reaching 17,300 total participants**.

- In 2016 we held 200 events, reaching 20,000 people. However, in 2016 we ran a multi-city Topsy-Turvy Bus tour which accounts for more than the gap.
- By region, the numbers break down as:
  - 66 **Detroit** events reaching 12,000 people (including our largest single-day event, the 6000-person Food Festival)
  - 53 **New York** area events, reaching 2,500 people.
  - 16 **Colorado** events reached 1,500 people
- We were fairly consistent in having about 15 events a month.

## Other Programs

- **Adamah's** three main cohorts totaled 30 participants this year, along with various apprentices and winter fellows, about 40 people total participated, each for an average of 3 months.
- The **Hazon Seal of Sustainability** worked with 52 organizations and about 200 volunteers and staff who were members of Green Teams. We estimate that the sustainable improvements made at these institutions impacted 100,000 people.
- The **JOFEE Fellowship** had 16 fellows placed at 15 organizations. They ran about 900 programs and impacted an estimated 50,000 people.

# External: Program Overview and Impact

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## December Multi-Day Events

This past month we had 600 people visit Isabella Freedman as well as 175 people travel to Israel.

December Events	Type	Start Date	End Date	People	People Days
Kol Ami	Org Retreat	1-Dec	3-Dec	19	57
Moishe House - Wominyan	Org Retreat	1-Dec	3-Dec	25	75
Family Event - Wedding	Simcha	15-Dec	17-Dec	41	123
Bronfman Youth Fellowship	Org Retreat	21-Dec	24-Dec	55	220
Silent Meditation	Hazon Retreat	24-Dec	1-Jan	97	873
<b>December Total</b>				<b>237</b>	<b>1,348</b>
<b>2017 to Date</b>				<b>6,330</b>	<b>25,942</b>

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

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

### Kol Ami

Kol Ami, a synagogue in White Plains, has been coming to Isabella Freedman for more than 10 years with their confirmation class for a weekend. They are a small group that paired nicely with the Moishe House Wominyan retreat held the same weekend.

## Moishe House / WoMinyan

We hosted a Wominyan program (a retreat for Jewish women in their 20's-30's), run by a member of the UWS Moishe House, which is a funded by Moishe House nationally. Generally we host a few of these smaller local programs in addition to 1-2 national retreats. The small group overlapped well with Kol Ami.

## Bronfman Youth Fellowship Israel

BYFI has been holding their annual retreat at Freedman for over 15 years. Due to a quirk in the calendar, we hosted them twice in 2017 (also in January).

## Meditation

Our Meditation Retreat closed out our 2017 calendar year of programs at Isabella. Despite a frigid week and various heating issues in some buildings, nearly 100 people enjoyed a powerful week of silent meditation and serenity. This was our largest meditation retreat in about 4 years.

## Education, One-Day Events & Regional Work

December One-Day Events	Region	Date	People
Colorado Advisory Board Chanukah Party	Colorado	13-Dec	15
Ignite Chanukah	Colorado	13-Dec	160
Aligning our Food with our Jewish Values	Detroit	10-Dec	10
Festival of Rights - Greening Sponsor	Detroit	16-Dec	180
Local Latke Fry Off	Detroit	17-Dec	40
Come My Beloved	Detroit	17-Dec	100
Jewish Ferndale Grand Menorah Lighting Party	Detroit	18-Dec	100
Bezalel's Workshop: Chanukah Edition	New York	12-Dec	10
Brooklyn Shabbat with Hazon: Friday night dinner	New York	22-Dec	30
Hazon Shabbat Third Meal and Musical Havdallah	New York	23-Dec	30
Farm Crew: Microgreen Growing Workshop	New York	17-Dec	13
<b>December Sub Total</b>			<b>688</b>
<b>2017 Total</b>		<b>155 events</b>	<b>17,326</b>
<b>2016 Total</b>		<b>199 events</b>	<b>20,591</b>

## Adamah

- We hosted our first annual Live Fundraising Telethon (the whole 2-hour recording is [online here](#)). It reached 2,000 people on Facebook and served not only as a way to raise money from our alumni base (\$3,800 in 2 hours), but a way to cultivate alumni engagement and connection to their Adamah experience and each other.
- We kicked off our winter Staff Learning with a discussion/class on the Jews for Racial & Economic Justice's new "Understanding Antisemitism" resource.
- We turned our summer berries into 250 jars of [jam](#), and made 150 gallons of [sauerkraut](#).

*"The creativity and logistical smoothness of the [telethon] was so amazing to watch. I loved it so much! laughed and giggled all the way through. For me, and hopefully for the viewers it highlighted so seamlessly the culture, content and community of Adamah."*

*"We loved the Adamah phone-a-thon fundraiser. The best part was 'feeling a part of an event' -- without having to leave our home. A nice way to connect."*

## Colorado

- **Colorado Advisory Board Chanukah Party:** We hosted an open bar happy hour for all current and former members of the Colorado Advisory Board. It was great to bring together some people who knew each other well and others who were meeting for the first time but had this really specific thing in common.
- **Ignite Chanukah:** Hazon co-sponsors the Vodka/Latke Ignite Chanukah party every year. In that role we help underwrite the program with a donation, we help promote it, and we give a 90-second sponsorship "spark" (an Ignite-style presentation). This year we also tacked on an open bar happy hour for Hazon Advisory Board members before the event opened to the public.
- Hazon created a partnership to switch the Hillel International Global Assembly from having "regular" kosher meat served to over 95% of the meat served as Higher Welfare from all USA raised animals. We partnered with the Hyatt Regency Executive Chef, Hillel International, Emanuel J. Friedman Philanthropies, Jewish Initiative for Animals, Kol Foods, and the local VAAD. This opportunity allowed Denver to be highlighted as a great place to host conferences, created an experience for participants that allowed them to see their Jewish values reflected in the conference. This was an amazing partnership because, in at least one way, it was new territory for each organization that took part.

## Detroit

- **Aligning our Food with our Jewish Values:** We taught an adult education class at Temple Beth El.
- **Festival of Rights - Greening Sponsor:** We created a zero waste event for DJJ's annual Hanukah party
- **Local Latke Fry Off:** four teams of participants created and voted on healthy, locally sourced vegetarian latkes
- **Come My Beloved:** We sponsored this stage reading of a new play that focused on three generations of Black/Jewish couples in the North End
- **Jewish Ferndale Grand Menorah Lighting Party:** Our Seal Site honored us with lighting the candle, and we helped people make beeswax candles

## New York

- **Bezalel's Workshop: Chanukah Edition:** Elan made hand-dipped candles to celebrate the first night of Chanukah. Participants brought a veggie to contribute to our pot of "stone soup" for a light evening meal.
- **Brooklyn Shabbat with Hazon:** Friday night dinner: Elan hosted a Shabbat with Hazon in Brooklyn! We had Kabbalat Shabbat and a homemade shabbat dinner featuring fermented borscht, mead and other traditional favorites.
- **Hazon Shabbat Third Meal and Musical Havdallah:** We gathered millennials. We spoke about envisioning the reality they would like to see through paradigms of leadership and visions (Joseph and Judah in the Parasha). A community member led a 10-minute imagination mindfulness meditation and there was a Spiritual Musical Havdallah.
- **Farm Crew:** Microgreen Growing Workshop: Elan taught at Repair the World how to grow your own microgreens! We explored agricultural resiliency through ancient Jewish texts and our responsibilities towards each other.

- Nigel gave opening remarks at the JLensnetwork Jewish Impact Investing Summit on the importance of the impact investing movement for Jewish nonprofits, and on the importance of sustainability in how we do business.

## Hazon Seal

- On December 4th, we held a Hazon Seal advisory board meeting to discuss choosing impactful projects. We ran the fourth webinar for the year: Using Sustainability to Strengthen Your Organization's Story. Applications for the Winter 2018 Hazon Seal cohort are now open, and we've already received several strong applications.

## Hakhel / Intentional Communities

- In the last stretch of the year, we had a soft launch of Hakhel's Jewish Intentional Communities (JIC) website; it includes specific information on a range of topics visitors would want to or need to know about Hakhel, such as its history (both in North America and Israel), related resources (books, articles, media, press), and JIC Conferences (previous and upcoming international and local conferences).
- The first round of approximately 20 applicants (communities) were accepted into Hakhel's Jewish Intentional Communities (JIC) 3rd cohort, beginning 2018.

## Teva

- December marks the end of the Teva season. We wrapped up with a very sweet and successful week of packing up programming supplies, writing up curriculum that has been developed by educators throughout the season, having lengthy and informative feedback sessions, throwing a Teva Gala, recording new songs that have been brought into the Teva cannon this season, and ending with a closing circle to reflect on growth, challenges, and new beginnings. The Teva administrative team then set to work on improving the program for next year.

*"I didn't consider myself particularly committed to environmental issues before coming here. I thought I was more concerned with "human issues" I came to Teva because of everything else. Seeing the way that kids shifted their perspectives about the earth shifted mine- I got to see that connecting to earth and understanding the larger context of self in the natural world actually allows for greater connection to larger context of human community." - Caryn Shebowich, Teva Educator*

## JOFEE Fellowship

- Cohort 2 Fellows had their final webinar, with guest presenter Abrah Dresdale. Abrah led Post-Hanukkah learning about winter solstice and transition as the Fellows moved into the quiet of winter and towards post-Fellowship life.
  - Cohort 3 Fellows and Placements completed the final rounds of matching and will see 19 Fellows at 14 host organizations. Six of these host organizations are hosting their first JOFEE Fellow, including three host organizations clustered in the Washington, DC area with a programmatic focus on young adults.
- Video and News

## Video

Uploaded [2018 JOFEE Network Gathering Teaser](#) video