Jewish Rockville Outreach Center (JewishROC)
11304 Old Georgetown Road, Rockville, MD 20852
301-468-3881; 301-468-4881
office@jewishroc.org
www.jewishroc.org

Authorized individual: Dawn Hardgrave, Executive Director
Contact: dawn@jewishroc.org

Brief History & Background:

JewishROC was established in 2006 as a unique response to the need for Jewish education, Jewish community and outreach in the surrounding area. Surprised by the number of Jews in Montgomery County and its environs who were unaffiliated or had little to no connection to a Jewish community, we intentionally positioned ourselves in this location to provide for the unmet need. Soon after our establishment, and after a great deal of searching, we found the space that would become our home and would accommodate our unique model of activities.

Operational Model

Our model of operation is a hybrid of a congregational shul and an adult education center. We have a small membership base (60 units) and a large base of active non-member participants. We have members and participants who come from Rockville, Potomac, Bethesda, Gaithersburg, Silver Spring, Northern Virginia, DC, Atlanta, Los Angeles and Israel. Because all of our classes are offered onsite AND via Zoom, many people are able to participate remotely.
Our model of operation is based on two approaches: theoretical and practical. We provide the education and inspiration to build a foundation of knowledge. Then we provide an experiential framework to put that knowledge to practice, through the celebration of Shabbat and holidays with a community of Jews from all backgrounds and traditions. We are affiliated Orthodox, but our community consists of people representing every denomination, including those who are unaffiliated and Jewish curious or Jewish exploring.

Theoretical Approach: Education

We call ourselves a learning center because education (adult education) in our opinion is key for building a connection to Judaism. You cannot love what you do not know, and so many Jews grow up knowing very little about the why of the numerous practices and traditions surrounding Judaism. We have found this to be true not only of secular and unaffiliated, Jews, but also of Jews from every denomination, including those who are observant and orthodox. Too often, over

the years, participants in our programs from a religious background express their appreciation for "finally" understand the meaning behind practices they have observed since they were children.

To this end, education is offered every day of the week, through three rabbis: our senior rabbi, Rabbi Yaacov Benamou, and our 2 assistant rabbis, Rabbi Yudi Benamou and Rabbi Barak Bader. The demographic we serve spans young families to retirees from diverse religious backgrounds all over the Maryland and Virginia area, with Rabbi Bader specifically targeting young professionals and young families.

Practical Approach: Action

Knowledge without action is unmet potential. Community building and opportunities to practice a Jewish life in the context of a Jewish community is essential to move knowledge to action. This is reflected most notably in our Shabbat and holiday programing. Every Shabbat of the year, our building transforms into a mini Shabbaton. We provide hospitality and community meals that include a dinner, and two Shabbat-day meals (Kiddush lunch and Third Meal) so that everyone always has a place to celebrate Shabbat with
fellow Jews. This continuous service brings together Jews from many differing backgrounds and areas and has become JewishROC's signature program.

The same opportunities are offered for every holiday of the year, with meals and hospitality for the High Holidays, Pesach, Shavuot, etc.

Programs

A sampling of programs that we offer include the following:

- Community Shabbat meals every single Shabbat of the year with a homestyle Shabbat dinner, Kiddush lunch and third meal
- Holiday meals for every major Jewish holiday of the year including Rosh Hashanah, Yom Kippur Break Fast, Sukkot/Shemini Atzeret, Purim, Pesach Seders and Pesach Yom Tov meals, and Shavuot
- Holiday meals, parties and events for the minor Jewish holidays including Lag B'Omer, Tisha B'Av, Tu B'Shevat, etc.
- Hospitality for those who need a place to stay for Shabbat and holidays.
- Multiple classes offered every day of the week including Shabbat.
    - Classes range from topics that attract a broad audience such as *Fantastic Beasts and Where to Find them in the Torah* and *Classic Kabbalah 101*.
    - Classes catered to advanced topics such as *Decoding Jewish Law* and *Torah Commentary by Ramban & Ohr HaChaim*
    - Classes that target special interest such as *Hebrew Language: Unlocking Lashon HaKodesh* and *End of Life the Jewish Way*.

- Social events for young professionals and young families

Organizational Model

Clergy

Rabbi Yaacov Benamou is the founder and senior rabbi of JewishROC. We have 2 assistant rabbis, Rabbi Yudi Benamou and Rabbi Barak Bader. Rabbi Bader is our newest addition, hired last year to serve the much-needed young professional and young family demographic.

Staff

We have four additional full time staff members:

1. Dawn Hardgrave, our executive director, who has been with JewishROC since our inception in 2006
2. Donni Krainess, our director of media and communications
3. Nina Noel, our financial director
4. Yolanda Delgado, our in-house chef and director of building management

Board of Directors

JewishROC has a Board of Directors that consists of 9 members

1. President: Wayne Zaideman
2. Vice President: Joel Bader
3. Treasurer: Sassan Yerushalmi
4. Secretary: Barry Kleiman
5. Director: Rivka Yerushalmi
6. Director: Effie Smith
7. Director: Shoshana Ejzenberg
8. Director: Miriam Loewenberg
9. Director: Larry Paine

Requested Funding: Program Description

A Taste of . . .

A Taste of Shabbat - A Taste of Holidays: *Morsels for our mouth - Morsels for our mind*

A Taste of . . . is a special outreach program led by Rabbi Barak Bader for young professionals and young families. In step with our modus operandi, our goal is to interweave knowledge with

practice in a space that is social, informal, inspiring and fun. The goal is to create community and encourage passion for the shared celebration of Jewish traditions.

The title: Taste of . . . is a nod to both tasting food specific to the Jewish experience, and tasting the knowledge that comes with learning how these foods play a role in our tradition. Taste of . . . will be held monthly over a twelve-month period on Thursday evenings. Each session will be stand-alone, however, our hope is that participants will come on a regular basis, and through this participation build a sense of community with one another and with JewishROC.

Rabbi Barak Bader surveyed his demographic of young professionals and young families with a number of programs, and A Taste of . . . was the one that drew the greatest response and excitement.

Each Taste-of session will include the following:

1. A food tasting from a specific category of food
2. A chill & chat learning session with Rabbi Bader
3. A "Take-Away" package to use for the upcoming Shabbat or holiday

Food Tasting

Each session will highlight a specific category of food unique to either Shabbat or the upcoming holiday. The foods will represent both the Ashkenazi and Sephardi traditions and will include guest speakers when appropriate. For example, when we discuss "A Taste of Dips" we will bring in a special guest known for her dips who is a professional cook and developer of a Moroccan cookbook. When we discuss "A Taste of Israeli Wines," we will bring in a sommelier knowledgeable in Jewish wines and the regions where they are grown.

Other examples of A Taste of . . . include (but are not limited to):

a) A Taste of Challahs
b) A Taste of Olives and Olive Oil
c) A Taste of Israeli Wines
d) A taste of Israeli dips (humus, babaganoush, tahini, etc.)
e) A Taste of Shakshuka
f) A Taste of Shwarma & Falafel
g) A Taste of Bourekas
h) A Taste of Hamantashen (Purim)
i) A Taste of Cheesecake (Shavuot)
j) A Taste of Pesach Desserts (Passover)
k) A Taste of Local Honeys (Rosh Hashana)

Chill & Chat Session

A second component of each session will include a casual, interactive learning session to discuss the historical context of the designated food and unique aspects of what the food represents for the Jewish people. This will include relevant information about the particular upcoming holiday or Shabbat. When appropriate, we will invite guest speakers to talk about their area of expertise, such as when we discuss olive oil, wines, honey, and dips (as noted above).

Take-Away Package

In addition to enjoying the social aspect of learning and tasting the food during the evening session, each participant will receive a small Take-Away package that will include a sampling of that night's food along with relevant recipes.

Participants and Cost

Each of the 12-month sessions will allow up to 30 participants for a total of 360 participants for the entire program.

The cost to JewishROC to run this program per participant per session will be $63 - $77 depending on inclusion of a guest speaker. This cost includes:

- Food for the tasting & food for Take-Away
- Materials (recipe cards, carry out containers, serving/cooking materials, utensils, paper goods, etc.)
- A portion of the speaker fees (calculated at $400 divided by 30 participants for 6 of the 12 sessions)
- Staffing coverage for pre and post event set-up and cleaning

Barriers to Participation – How the Grant Would Help

Young professionals and young families are at a stage in life with little disposable income. Young professionals are just beginning their career paths and have limited resources, and young families have numerous expenses and are often tapped out financially. They would not be able to attend this event for the cost to run it, and we do not have the budget to subsidize the difference. This grant would allow us to run the program at a minimum cost to the participants making access attainable.

Goals of the Program

The goal of the Taste of . . . program is to create Jewish community and encourage passion for the shared celebrations of Jewish traditions in a social, informal, inspiring and fun way.

Objectives of the Program

1. To expose participants to a variety of Jewish foods and their traditional use and inspire a taste and appreciation for those foods.

2. To teach about Shabbat and the Jewish Holidays in a socially relevant and informal space.
3. To encourage community and relationship building through repeat contact with participants.
4. To provide the opportunity to develop a relationship with a young rabbi (Rabbi Bader) who shares their generational values and peer group.

Measures of Success

1. Intake survey prior to each session
2. Post participation survey after each session
3. Measure of number of unique participants
4. Measure of number of repeat participants
5. Measure of number of participants who generalize to other events, classes or opportunities at JewishROC

Overall Organizational Budget

	2023 Budget
Total PROGRAM REVENUE	**24,000**
JUDAICA SALES + SERVICE	**-**
MEMBERSHIP	
Single Membership	
Family Membership	
Total MEMBERSHIP	**115,000**
Total DONATIONS	**474,855**
Total OTHER REVENUE	**3,350**
Total GOVERNMENT GRANTS	**0.00**
Total Income	**617,205**
Gross Profit	**617,205**
Expense	

Total PROGRAM EXPENSES	**75,789**
Total SALARIES	**459,594**
Total EMPLOYEE BENEFITS+PR TAX	**60,829**
Total CONTRACT SERVICES	**8,000**
Total INFORMATION TECHNOLOGY	**5,700**
Total OFFICE EXPENSE	**10,275**
Total BUILDING MAINT & EXP	**31,456**
Total TRAVEL	**12,850**
Total INTEREST EXPENSE	**750**
Total DEPRECIATION EXPENSE	**25,976**
Total INSURANCE	**13,388**
Total OTHER EXPENSE	**2,000**
Total Expense	**715,207**
Net Income	**(98,002)**

Detailed Program Budget

This program does not currently have any other grant funding, public funding, in-kind support, etc. The only source of income will be from the cost to participants: $18/session.

Highlights:

- This program is held 1 time a month; 12 times over the year
- Total expected participation per month: 30 people
- Total expected participation over entire program: 360 people
- Total cost of program: $25,200
- Sources of income from participants: $6,480 (we will charge $18/person)
- Net cost for funding the entire program: $18,720

	Cost per monthly session	**Cost per entire program**
Food Costs per session (includes Take-Away component & Materials)	$1,800	$21,600
Staff: Preparation & Cleanup pre and post event	$100	$1,200
Speaking Fees	$400 (for 6 of the 12 sessions)	$2,400 (for 6 of the 12 sessions)
Total Cost	$2,300 (for 6 of the sessions) $1,900 (for 6 of the sessions)	$25,200 for full year program
Less Participant Cost at $18 per person	$540	$6,480
Total Net Cost of Program less participant portion	**$1,760**	**$18,720**

Please see attached a copy of our 501c(3) status and a copy of our most recent 990. Please note that we are not required to submit a 990 according to our tax status, and therefore only have the 990 pro forma.