



# 2016 ANNUAL REPORT & REFLECTIONS ON 10 YEARS OF INSPIRING JEWISH HOMES



# 2006

First Shabbat is held in Oakland and 73 young adults attend. Morris B. Squire (z"l) sponsors the first Moishe Houses

12 HOUSES



# 2008

Moishe house Beijing opens and becomes the first Moishe House in Asia

20 HOUSES



# 2010

The New York Times puts Moishe House on the map by running a feature called "The Four-Bedroom Kibbutz"

32 HOUSES

18 HOUSES

# 2007

Moishe House Buenos Aires opens and becomes the first Moishe House outside North America



25 HOUSES

41 HOUSES

# 2011

Moishe House hosts the first-ever Moishe House Jewish Learning Retreat



# 2009

Moishe House Chisinau (Moldova) opens and becomes the first Moishe House in the Former Soviet Union

Moishe House becomes a 501(c)3 and receives a major investment from the Charles and Lynn Schusterman Family Foundation and the Jim Joseph Foundation



# 10 YEARS OF MOISHE HOUSE: A TIMELINE



## 2012

Moishe House Without Walls (MHWOW) launches in San Diego

51 HOUSES



## 2014

Moishe House Paris opens

Moishe House launches its first Peer-Led Retreat in China

71 HOUSES

## 2016

Moishe House celebrates the 10-year anniversary by hosting three celebrations around the world in London, New York City and San Francisco

50,000+  
unique participants

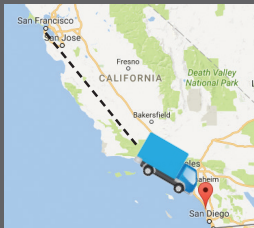
54 Learning, Leadership and Peer-Led Retreats

95 HOUSES

57 HOUSES

## 2013

Moishe House HQ moves from Bay Area to Encinitas, CA with offices in The North County HUB on the Leichtag Commons



80 HOUSES

## 2015

Moishe House completes the second external evaluation





YOU HELPED US OPEN 95  
 MOISHE HOUSES OVER THE PAST 10 YEARS  
 IN 22 COUNTRIES



In **2016**  
 Moishe House opened  
**15** new locations

WHICH IS **40,000+** PROGRAMS WITH  
**625,000** IN TOTAL ATTENDANCE



BE'ER SHEVA, ISRAEL



BOSTON - BROOKLINE, MA



CHICAGO - WICKER PARK, IL



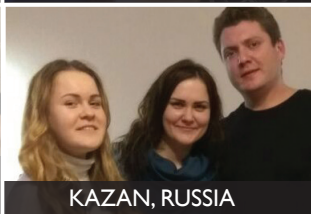
CINCINNATI, OH



DOWNTOWN - LA, CA



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 GERMANY



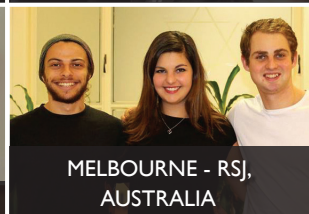
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MONTEVIDEO, URUGUAY



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# GROWTH OF THE MOISHE HOUSE MODEL



In **2016**

**Moishe Houses**  
across six continents  
hosted **8,502**  
programs engaging  
**50,673** unique  
participants

## OUR MODEL

The center of Moishe House's approach is an open, welcoming home, created and facilitated by a group of 3-5 carefully selected leaders, known as residents. These young adults, between the ages of 22-30, plan and implement 60+ programs a year for their peers.

Residents come from varying Jewish backgrounds

They are passionate about opening up their homes to create frequent Jewish experiences\*

In return, residents receive a rent subsidy, programming budget, Jewish education training and resources

These young adults build Jewish community for their peers around the world



\*According to the 2015 external impact evaluation, 60% of participants attend a Moishe House program at least once a month

# INVESTING IN YOUNG LEADERS

Every year, we bring residents, MHWOW hosts and staff together at our annual conferences around the world so they can feel part of something bigger than themselves. We also invest in these young adults through programs they create in their communities and by offering scholarships for outside educational experiences.

*“The conference helped me see how I could combine Moishe House with my own interests so it didn’t feel like it was taking time away from my personal, social and professional life. Overall, I think I’m more prepared and excited to make Moishe House Beijing my own thing, rather than follow what has already been done.”*

—Rachel Levine, 24, Moishe House Beijing resident



INTERNATIONAL RESIDENT TRAINING CONFERENCE -  
BUDAPEST HUNGARY

In  
**2016**  
Moishe  
House  
invested in  
**129**  
scholarships  
for our  
residents,  
staff and  
alumni to  
participate  
in outside  
immersive  
Jewish  
learning  
experiences

LEARNING NEW APPS TOGETHER -  
MANHATTAN, NEW YORK



*“After moving into Moishe House, I founded Wire the Wise which provides monthly intergenerational meetups at different senior centers around Manhattan. Senior adults, the Wise, can share their knowledge with young professionals, the Wired, while also learning how to use modern technology. Moishe House believed in my ability to recruit young professionals and helped provide funding to grow this program which is now over two years old.”*

—Ellie Epstein, 25,  
Moishe House NYC - Upper East Side resident

*“With the help of Moishe House’s scholarship, I had the opportunity to learn from my peers in the music industry by attending a convening of Jewish song leaders. I used this practice space to study and learn how to best integrate building Jewish programming around music.”*

—Sammy Rosenbaum, 27,  
Moishe Atlanta - Virginia Highlands resident

SONGLEADER BOOTCAMP 2016 - ST. LOUIS, MO





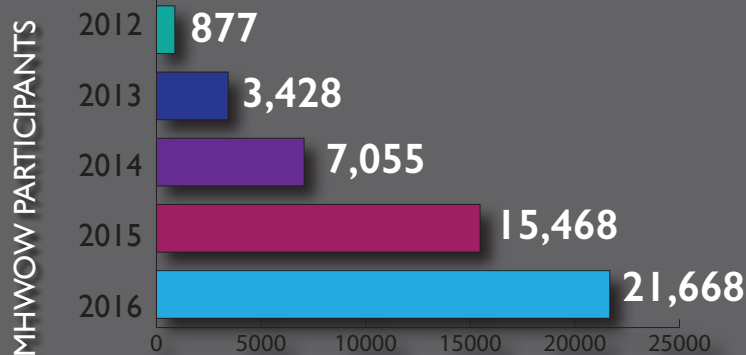
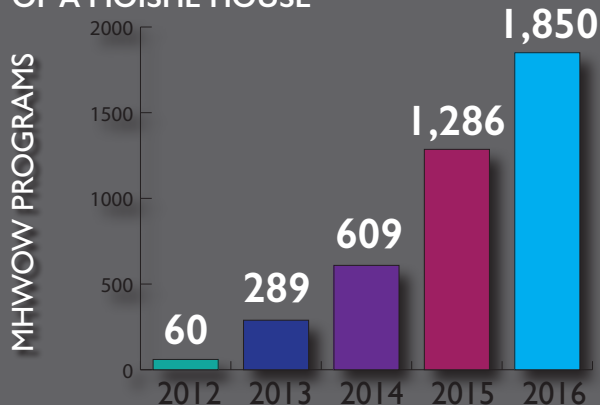
# NEW MODELS OF JEWISH ENGAGEMENT

## BIRTH OF MHWOW

Moishe House Without Walls (MHWOW) empowers young adults beyond the walls of each Moishe House to continue building Jewish community and invests in leaders who take the initiative to create their own Jewish experiences. MHWOW is open to young adults, ages 22-32, who have attended a Jewish Learning Retreat, live in a specific MHWOW partner city or are an alum of Moishe House or a Moishe House partner organization.



### FASTEST GROWING PLATFORM BEYOND THE WALLS OF A MOISHE HOUSE



*“I hosted a Shabbat program that included my best friends from high school and college, people I met at my local Moishe House, and a co-worker looking for a Jewish community. It was so wonderful to be together and have meaningful conversations that would have never happened if not for having the opportunity to host MHWOW programs.”*

—Anna Isserov, 25, MHWOW host

In **2016**

**1,850**  
MHWOW  
PROGRAMS

**13,373**  
UNIQUE  
PARTICIPANTS

# EVOLUTION OF JEWISH LEARNING AND LEADERSHIP RETREATS

The purpose of these three-day transformative gatherings is to bring Jewish young adults together and focus on innovative educational experiences that produce lasting takeaways. Through these experiences, participants can take back the lessons they learn to their communities and lead programs of their own.

## A SAMPLING OF 2016 RETREATS

- FACILITATING SHABBAT AND STORYTELLING — Melbourne, Australia
- JEWISH MINDFULNESS — Phoenix, Arizona
- JEWISH OUTDOOR ADVENTURE TRAINING — Channel Islands, California
- PESACH: THE STORY OF FREEDOM — Almaty, Kazakhstan
- RETREATOLOGY: THE ART OF JEWISH RETREAT MAKING — Baltimore, Maryland

In **2016**

**54**  
RETREATS

**1,047**  
UNIQUE  
LEADERS  
TRAINED







# WHAT WE HAVE LEARNED

Over the past 10 years of programming, and through continued evaluations, we have identified 5 key ingredients needed to maximize success and impact for engaging 20-somethings.



## PEER-TO-PEER ENGAGEMENT

Young adults provide the most authentic and relevant experiences for their peers. When they plan programs that they are genuinely interested in, they are also able to effectively recruit participants and get their friends to show up. A peer-to-peer approach is also cost-effective and provides valuable leadership development opportunities for the organizers.

## SPECIFIC AGE RANGE

Focusing in on a specific age range matters a lot. For the same reason that it does not work to plan one program for a 16-year-old high school junior and a 19-year-old college freshman, you would not try to build peer community for a 24-year-old in their first job out of college and a 35-year-old who is a new parent. Young adults in their 20s are in a specific stage of life and in order to build strong and sustained community, uniquely serving the cohort (and not 20s and 30s broadly) is critical.



## FREQUENCY OF ATTENDANCE

Simply put, participating in programs fewer than four times a year has little to no impact. In order to change the attitude and behavior of participants and foster community, there must be a focus on having a minimum of four points of participation. When counting numbers and focusing on results, it is important to not only focus on the number of unique participants, but also building strategies that promote frequency in participation.

## DEPTH OF CONTENT AND VARIETY OF JEWISH PROGRAMMING

Quality and variety of programming are essential because entry points and interests are so diverse, and even individuals themselves are seeking multiple avenues. Young adults are looking for value-added experiences as well as opportunities to enjoy being with their peers. Spirituality, tradition and deeply moving trainings as well as experiencing interests through a Jewish lens, are all important factors in creating connection.



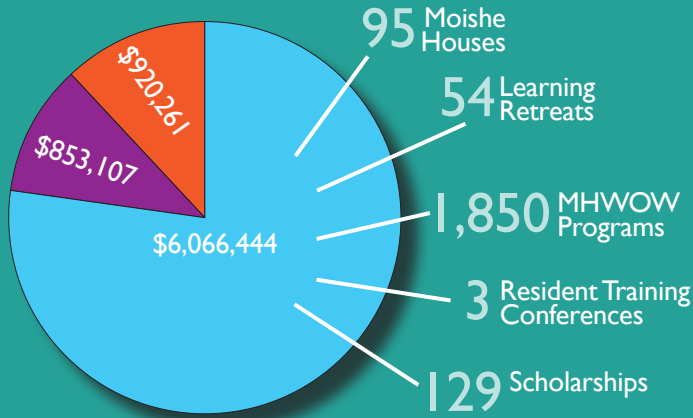
## VETTED LEADERS

High-quality programming comes from high-quality leaders. With peer-to-peer programming, finding and training strong leaders is key to success. It is critical to vet leaders as well as provide continued training and support.





# MAXIMIZING EVERY CONTRIBUTION



■ Programming  
■ Fundraising / Marketing  
■ General Operating

TOTAL BUDGET: \$7,839,812

*Unaudited 2016 actuals*

We pride ourselves on being accountable to the young adults we empower every day and the people who make it possible by placing a high value on financial transparency and fiscal responsibility.

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*\*Act as ambassadors championing the work of Moishe House internationally by serving as liaisons and local experts on the ground.*

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Recognizing our partners who have provided support totaling \$2,500,000+ since Moishe House's founding.

Anonymous (4)	Richard and Rhoda Goldman Fund	Howard and Geraldine Polinger Family Foundation
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In **2016** Approximately **50%** of our 1,600+ donors were under the age of **35**

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In 2016 We received 1,391 individual contributions between \$1-\$999



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Jack Allweil  
Hilary Alterman  
Chase Alyeshmerni  
Laura Applebaum  
Niran Avni  
Adam Azoff  
Molly Bajgot  
Kelly Banker  
Mitchell Barnett  
Gwenn Barney  
Ashley Barrett  
Jon Basha  
Harrison Bass  
Ethan Behling  
Gil Benaloul  
Ron Benporat  
Dan Berenholtz  
Doron Berenholtz  
David Berlin  
Mark Bernstein  
Alex Birnbaum  
Elyse Birnbaum  
Josh Blank  
Dafna Bliss  
Jason Blitz  
Geoffrey Blumenthal  
Julie Bock  
Alexander Boris  
Ari Boris  
Rebecca Boroda  
Ariel Brotman  
Tyler Brown  
Ofir Buchnik  
Yoni Buckman

*"I continue to be proud of how Moishe House is pulling forward the Jewish community in the spirit of learning, doing the right thing and loving every type of Jew."*

—Analućia Lopezvoredro, 31 Moishe House SF - Valencia resident

## UNITED STATES (CONTINUED)

Luis Burgos  
James Casen  
Andrew Casper  
Nathan Cera  
Melissa Cetlin  
Elizabeth Chase  
Alyssa Chircus  
Andrew Cohen  
Emily Colman  
Jesse Creem  
Eric Czubiak  
Lauren Dahar  
Benjamin Dana  
David Danino  
Danielle Dankner  
Shelby Dawkins-Law  
Andrew Davidov  
Rachel Dechowitz  
Galve Deleste  
Carmel Diamant  
Natalie Dibo  
Adam Dobrusin  
Shelly Dulman  
Sarah "Rose" Eilenberg  
Linor Elya  
Ellie Epstein  
Seth Esquenazi  
Deborah Faynshteyn  
Evan Fehler  
Ben Feldman  
Tanya Fink  
Ryan Finkelstein  
Hindy Finman  
Sam Frapart  
Chaim Frenkel  
Sarah Freyman  
Alex Friedman  
Hanna Friedman  
Avi Fuld  
Itai Gal  
Rebecca Gale  
Zoe Garber  
Ze'ev Gebler  
Evelyn Gertz  
Joe Gettinger  
Rafi Ginsburg  
Alexandra Glass

Lauren Glazin  
David Glickstein  
Amanda Glucklich  
Mia Goetz  
Jamie Gold  
Matt Goldberg  
Ari Goldman  
Bryan Goldstein  
Adam Gordon  
Izajah Gordon  
Kenneth Gordon  
Paul Green  
Michael Greenberg  
Suzanne Greene  
Ben Greenfield  
Eli Gregory  
Stefanie Groner  
Yael Gross  
Everett Grossman  
Daniel Guetta  
Matt Guilis  
Ashley Gunsteens  
Alicia Gutierrez  
Ari Gwasdoff  
Becca Habalow  
Dan Hacker  
Haley Halstead  
Samantha Hamlin  
Tiffany Harris  
Tatiana Hasson  
Mike Higer  
Kayla Higgins  
Josh Hillinger  
Benjamin Himmelfarb  
Nirit Hinkis  
Matt Hirschl  
Greg Hoffman  
Abby Holaschutz  
Derek Holodak  
Jonathan Hornstein  
Daniel Huvad  
Roni Hyam  
Joshua Isaacs  
Samuel Itin  
Becca Jaffe  
Halli James  
Leah Josephson  
Talia Kahan  
Shalom Kaiser

Samantha Kanofsky  
Heather Kantrowitz  
Andria Kaplan  
Danielle Kaplan  
Jen Kaplan  
Orit Karni  
Vadim Kashtelyan  
Jeremy Katz  
Aaron Kaufman  
Sam Kaufman  
Asher Kaye  
Jordan Keitelman  
Lena Kelly  
Jakob Khazanovich  
Angela King  
Alex Kislov  
Mendel Klar  
Alexander Kornhauser  
Valentine Kravets  
Gregory Kravit  
Yelena Kreper  
Jessie Kritt  
Rayanne Kruse  
Jonathan Kukawka  
Liora Kulik  
Jillian Lansey  
Sarah Lashinsky  
Ricky Lekakh  
Gabi Levin  
Jeremy Levin  
Micah Levine  
Gershon Levy  
David Lewin-Rowen  
Allegra Lewison  
Blaine Light  
Jared Light  
Felicia Lilien  
Harry Lindner  
Ben Livni  
Nancy London  
Annie-Rose London  
Analucia Lopezrvoredo  
Ellie Lotan  
Kat Macias  
Sam Mandel  
Tovah Markenson  
Sammantha Marks  
Jillian Maxwell  
Daniel Mehdi-Tash

Daniel Meer  
Nessa Melnick  
Emily Menase  
Carson Merenbloom  
Eugene Mershon  
Orly Michaeli  
Rebecca Michelson  
Jessica Migler  
Sophie Miller  
Emily Mogavero  
Brandon Mond  
Amanda Monto  
Isabella Morrison  
Emily Moses  
Daniel Moskowitz  
Robert Murstein  
Carly Nashban  
Gabe Neistein  
Davinica Nemptzow  
Darien Orlansky  
Shula Ornstein  
Ben Pagliaro  
Aaron Parker  
Sarah Petty  
Sarah Phillips  
Zoe Pinter  
Elana Polan  
Zach Poliacoff  
Stephanie Pollack  
Becca Pollak  
Ari Pomerantz  
Elan Raffel  
Amy Randel  
Lev Raslin  
Yonatan Razin  
Nadya Reshetova  
Alexandra Rettman  
Leah Robbins  
Benjamin Robinson  
Millie Rosen  
Shari Rosen  
Sammy Rosenbaum  
Adina Roth  
Hannah Rothblatt  
Dania Rothenberg  
Abby Rubin  
Chad Rubin  
Gabe Rubin  
Laura Rudberg

Natanya Russek  
Hannah Sachs  
Shira Sacks  
Hayley Sakwa  
Ariel Samsell  
Andrew Samuels  
Zachary Sapinsley  
Jessica Savitz  
Joseph Schacht  
Alan Schachter  
Eliza Scheffler  
Jonathan Scheiner  
Jessica Scherr  
Adam Schmidt  
David Schoenholtz  
Beth Schuck  
Rochelle Schwartz  
Brooke Schwartzman  
Kim Schwartzman  
Julia Shaova  
Yuliya Shaova  
Gil Shefer  
Nir Sheinbein  
Adam Sheinman  
Sean Sherry  
Charles Shevgert  
Samantha Shevgert  
Jason Shiel  
Ethan Siegel  
Michael Siegel  
Shayna Sigman  
Alyssa Silva  
Shana Silver  
Sarah Simmon  
Anise Simon  
Jason Sitomer  
Lisa Oldfield Sitomer  
Noah Slovin  
Julia Smirnova  
Stephanie Snell  
Daniel Snyder  
Zach Snyder  
Tehila Solomon  
Rebecca Sonin  
Guillaume Soria  
Jacqueline Soria  
Ariella Sosis  
Samantha Stein  
Miriam Steinberg

Reyna Steinberg  
Megan Steron  
Tara Stiel  
Meredith Stoner  
Daniel Storrow  
Ike Swetlitz  
Isadora Tabachnick  
Danielle Tal  
Lisa Tencer  
Elizabeth "Lizzy"  
Temkin  
Josh Traulsen  
Ariel Ulansey  
Ryan VanGuilder  
Ben Varhula  
Michael Varshavsky  
Lisa Voyticky  
Aaron Wallach  
Karli Ward  
Keren Wasserman  
Nathan Wasserman  
Yehudah Webster  
Samantha Wechsler  
Amir Weg  
Gabriel Weiner  
Shana Weiner  
Shaunie Weiner  
Jonathan Weiss  
Natalie Weiss  
Roey Wieser  
Erica Wilens  
Elizabeth Willens  
Joe Winner  
Allison Winston  
Shira Winter  
Jill Wolfson  
Jennifer Wyron  
Shirley Yarín  
Leah Zilberman

# 2016

Residents

hosted **6,652**

programs engaging

**37,300** unique

participants



“We are proud of the first 10 years of work at Moishe House but it is only the beginning..the next decade will bring even more Jewish life to more people in more places.”

—David Cygielman, Moishe House Founder and CEO



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