

# The Moishe House Times

An Analog Annual Report for a Digital World

## BREAKING NEWS: YOUNG ADULTS STILL GOT IT! Moishe House Programming Increased By More Than 50% From 2020

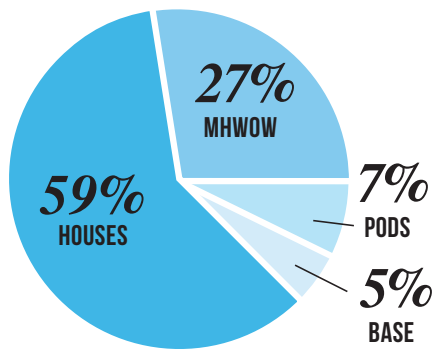
2021 was marked with ups and downs, highs and lows and everything in between. For Moishe House, an organization centered around community, it could have been tempting for our community builders to give up in the face of the ongoing pandemic but instead, they dug in – working hard to avoid Covid’s sophomore slump – finding comfort in each other and Jewish rituals, all while celebrating the joys of Judaism. The appetite for Jewish connection remained

constant throughout the year and we saw more than a **50% increase in Moishe House programs from 2020** – for this and so much more, we are proud to declare that young adults have, indeed, still got it! We ended the year with gratitude for the perseverance of our young adult community builders and excitement for what is still to come. In the meantime, *The Moishe House Times* is here to bring you all the news fit to print for 2021!



Moishe Pod Sydney hosted First and Last Night Passover Seders for their growing community in March and April 2021.

### PROGRAM BREAKDOWN\*



\*Not including Retreats/Camp

IN 2021,  
MOISHE HOUSE ENGAGED

# 50,027

UNIQUE PARTICIPANTS—  
A 30% INCREASE FROM 2020  
THROUGH

# 11,524

PROGRAMS—  
A 56% INCREASE FROM 2020

### MOISHE MILESTONE

## MH CELEBRATES GROWING TO 150 HOUSES & PODS

FOR THE FIRST TIME EVER,  
MOISHE HOUSE CELEBRATED  
HAVING 150 HOUSES AND  
PODS OPEN AT THE SAME  
TIME IN 2021.

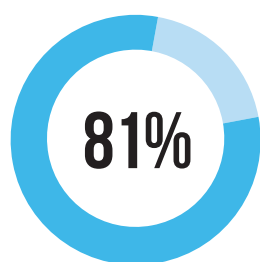


### MENTAL HEALTH IMPACT

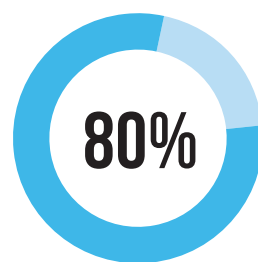
“Being isolated in the pandemic was tough to get through but having something to look forward to within my Jewish community made it a little easier... I love spending time with the people I’ve met so far and the events I’ve been able to attend.”

— Moishe House Community Member in Los Angeles

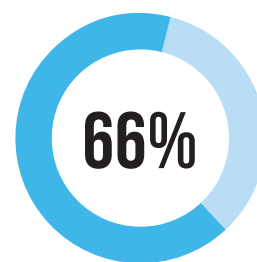
### RESPONDENTS FROM MOISHE HOUSE’S 2021 EVALUATIONS\* REVEALED...



SAY THEY NOW HAVE  
A PLACE TO GO FOR  
JEWISH COMMUNITY  
as a result of  
involvement in MH



ATTEND MH PROGRAMMING  
AT LEAST 1X PER MONTH,  
only 56% say they  
attended this frequently  
pre-pandemic



SAY THEY ARE LIVING AN  
ACTIVE JEWISH LIFE  
(as they define it!) after  
being involved with  
MH, compared to 47% prior

71%

of respondents felt anxiety,  
depression, sleeplessness or  
loneliness during the pandemic

AND

76%

reported that MH helped them  
cope with the fallout



\*There were 496 total respondents to the 2021 internal evaluations, which was conducted in 8 cities/regions.



## MOISHE HOUSE 2021 BOARD OF DIRECTORS

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**DAVID CYGIELMAN**  
Founder & CEO

**MORRIS B. SQUIRE, Z"l**  
Founder & Honorary  
Board Member

## OUR MISSION

Moishe House provides vibrant Jewish community for young adults by supporting leaders in their 20s as they create meaningful home-based Jewish experiences for themselves and their peers.

[www.moishehouse.org](http://www.moishehouse.org)



Moishe House Board of Directors

## Showing Up When It Matters Most

Letter from **DAVID CYGIELMAN**, Founder & CEO

Moishe House is about bringing people together, investing in young leaders and strengthening the Jewish future. Throughout 2021, we continued to meet young adults where they were, making Moishe House more robust, accessible and relevant even through the pandemic's persistent curve balls. The young adult leaders in our network demonstrated resiliency - bringing Judaism to life and bringing together their communities in such

unique ways. And with these pivots, we also began to see a return to pre-pandemic engagement and initiatives, from Shabbat celebrations in front yards that were turned into dining rooms to in-person Immersive Jewish Learning Retreats and Camp Nai Nai Nai. All the while, we have continued to pursue opportunities to deepen and expand our work, including the addition of Base, a proven way to engage more young adults with great Rabbis (as shown

through our learnings from the Open Dor Project).

As an organization, our work is guided through a strategic plan to effectively grow Moishe House to scale, responding to the needs of Jewish young adults around the world. In a Jewish community that is growing in its diversity and with increasing demand for our home-based approach, we continue to expand our offerings including organic growth in our baseline programs while experimenting with new initiatives that will increase our impact and reach. Our experiences in 2021 showed us that with a flexible approach, it is possible not only to stay afloat, but to achieve new milestones during challenging times.

In the face of the pandemic, as we continually adjusted "new normals" throughout the topsy-turvy swings of 2021, a constant remained: The Jewish young adults in our network can and will boldly and enthusiastically continue to create incredible Jewish experiences for their peers. Thank you for being a key part of our story.

—David Cygielman, Founder & CEO



2021 Board Chair Ben Lusher poses with incoming 2022 Board Chair Stephen Cohen.

Building community is an intentional act. Our community is what we make of it - and I'm in awe of the network of community builders that never stopped creating meaningful connections, continually stepping toward the light even during times of darkness.

## Intentional Community Building Leaves Lasting Impact

Letter from **BEN LUSHER**, Board Chair (2019-2021)

I am grateful for the Board of Directors and staff behind Moishe House that helped ensure that the organization never missed a beat. For me personally, it was particularly moving to see my local Moishe House communities - MH Denver and MH Boulder in Colorado - springing into action throughout the year and knowing that their counterparts in dozens of cities around the world were doing the same week after week. Similarly, seeing the joyful smiles of participants shedding months

of stress to be carefree at Camp Nai Nai Nai demonstrated the perseverance of our network. While we continued to long for more precedented times throughout 2021, I saw for myself that despite the obstacles, it is an exciting time to be a Jewish young adult. And for that I am proud to be a champion for Moishe House.

—Ben Lusher, Board Chair



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# TOP STORIES

## MOISHE HOUSE SEIZES UNIQUE MOMENT TO MOVE FORWARD



MHWOW host Ari Rubin embraced the golden hour with a lively parsha discussion over the Cincinnati skyline in March 2021

Moishe House experienced many milestone moments in 2021, as we thrived and grew throughout the year. Our experiences in pivoting throughout 2020 enabled us to find steadier footing in 2021, as we refined our approaches to pandemic-friendly community building, while the organization reached new heights: We had 150 Houses and Pods open at the same time, acquired the Base movement from Hillel International,

made a full return to in-person Jewish Learning Retreats and held our first in-person Camp Nai Nai Nai Jewish summer camp experiences since 2019, helped a group of Jewish young adults work remotely from Israel as a cohort, brought on our first CFAO, received trailblazing support for Jewish learning outside of MH, opened three new Hub offices to grow our professional team and much more.

### MH Acquires Base Movement to Deepen Rabbinic Connections With Young Adults

Base empowers the next generation of rabbinic leaders and their families to build pluralistic Jewish communities for their peers. Bases are physical home bases, in which a rabbi and partner (and their families) live and host programming for young adults throughout the year. When Moishe House acquired Base in 2021, leaders Faith Leener and Matt Bonney-Cohen joined our programming team. During the year, we developed a strategic expansion plan to grow the number of Bases by at least 50% over the next several years, transforming Base from a six-year-old startup to a grounded initiative that is embedded in the fabric of how young adults experience Jewish community and leadership around the world.

For more on Base's impact in 2021, see page 10.



CEO David Cygielman and CPO Tiffany Harris welcome Faith Leener and Matt Bonney-Cohen into the Moisheverse in Washington, D.C.

### JLC Receives Groundbreaking Funding

MH is scaling the Jewish Learning Collaborative (JLC), through a pioneering Reset Grant from the Jewish Community Response and Impact Fund (JCRIF). In early 2021, JCRIF requested proposals for projects that could “seize this unique moment to reimagine, renew and reset Jewish communities for the future” and offer “new thinking that can move beyond current organizational boundaries, structures, missions and program delivery mechanisms.” Moishe House’s proposal focused on growing and scaling the JLC, helping bring 1:1 Jewish learning to other Jewish organizations and creating a platform for revolutionizing Jewish learning as a core component of Jewish leadership. In October 2021,

Moishe House was notified that it was one of eight recipients of a Reset Grant, chosen from over 350 proposals. We are immensely grateful for this monumental commitment to Jewish learning; through a four-year transformational investment of over \$2.65 million, the JLC is poised to grow from 99 learners at 5 organizations in 2021 to upwards of 600 learners at 30+ organizations, with around 200 Jewish educators, by 2025. This growth will have a significant impact on the way Jewish professionals engage with Judaism and the organizations they serve while boosting the increasingly gig style economy that many Jewish educators operate within. For more on the JLC’s impact in 2021, see page 10.



### MOISHE MILESTONE

### CAPITALIZING ON WFH THROUGH A FIVE-WEEK REMOTE WORKING COHORT IN ISRAEL



Participants experience shuk culture at a local Israeli market.

Moishe House piloted Career Passport in fall 2021, in partnership with Onward Israel. This five-week program enabled 21 Jewish young adults to work remotely from Israel while participating in a cultural and educational cohort, including immersive group trips around the country and trainings focused on Israel’s unique culture.



# LOCAL & GLOBAL

## RESIDENTS USE OUTDOOR SPACES TO CREATIVELY CONNECT

The privilege of gathering in person to celebrate Jewishly was deeply appreciated in 2021, after primarily building community virtually for so much of 2020. As residents largely returned to hosting in person, many took to the great outdoors to lead pandemic-friendly programs that combined nature with spirituality, socialization and education. Residents found unique ways to connect and continue tradition amidst the beauty of their natural surroundings, with hikes, concerts, Jewish learning sessions and more

taking place outdoors. In particular, residents took advantage of al fresco programming for the High Holidays in 2021, with the majority of the 65+ Rosh Hashanah programs hosted by Moishe Houses held outdoors, including a backyard screening of a local synagogue’s Zoom service (MH NYC – Park Slope), a second night celebration with a driveway dinner (MH Toronto – Maple Leaf Gardens) and a home-cooked backyard New Year’s dinner (MH San Francisco – Dolores).



Moishe House Philadelphia exploring the city for an ice cream tasting in September 2021.

117

MOISHE HOUSES  
AND

36

PODS

HELD

6,387

PROGRAMS  
FOR

33,417

UNIQUE YOUNG ADULTS



Moishe House Chicago – Hyde Park hosted a shofar tutorial on Lake Michigan ahead of the High Holidays in September 2021.



Moishe House Dnipro hosted an Open Air Acoustic Night for 32 community members in July 2021.



Moishe House Twin Cities was one of several MH communities to have regular outdoor series programs. Community members met several times throughout the year for hiking and conversation on Jewish education topics.

“Moishe House has allowed me to cultivate Jewish community and leadership in a truly impactful way. I have gained confidence to lead and engage others in Jewish experiences. I have learned more about myself and feel more connected to where I live. The past year has been difficult, and having my Moishe House community to support me has been so valuable.”

—MH Boston Resident



LOCAL & GLOBAL

**PODS LIFT UP NICHE AND SMALL COMMUNITIES**

***Moishe Pods – Two-Resident Houses – Become A Signature MH Initiative After Successful Pilot***

Many Moishe Pods specialize in engaging various underrepresented groups of Jewish young adults, including MP NYC – Queens Bukharian. As resident David Babayev, 29, shared when asked about the importance of the community he wanted to create, “As first-generation Americans, many of us have struggled to hold on to our culture, values, and traditions, while at the same time remaining current, relevant, and forward-thinking. Walking a line between two worlds is very difficult...A Moishe Pod is a truly unique entity meant

for community-building; it’s a space that is intimate, frequented, neighborly, and even familial.” Additionally, there are other Pods with a niche focus, which helps build customized community on the ground, including MP Los Angeles – Encino Israeli Culture and MP Boston – Cambridge Arts. In 2021, we also laid the groundwork for piloting the first interfaith Pod (MP Los Angeles – Queer Multifaith) as part of an ongoing R&D initiative to create more inclusive spaces for interfaith couples with at least one Jewish partner and young adults who were raised in interfaith homes.



Moishe Pod LA – Encino Israeli Culture partnered with the Jewish Federation of Greater Los Angeles’ NuRoots for Hanukkah and Hora in December 2021.



Moishe Pod NYC – Washington Heights Performing Arts loves a good theme, like this 1960s Shabbat the residents hosted in October 2021.

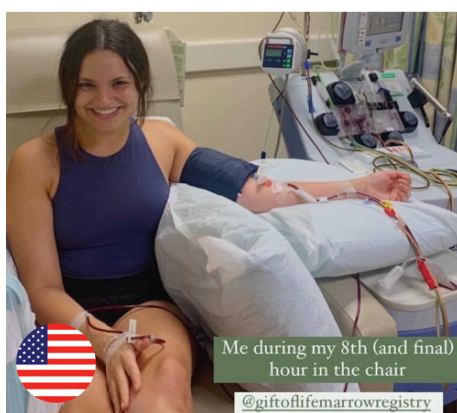


Moishe Pod Auckland residents hosted pandemic-friendly outdoor events in 2021, including this Shabbat barbeque in October 2021.

***TIKKUN OLAM PROGRAMS SEE UPTICK IN 2021***

Residents have increased their tikkun olam/service programming over the past several years (in 2019, tikkun olam programming only represented 8% of programs, in 2021 it was 10% of all programs). The pandemic prompted many young adults to find ways to give back to their communities in need, a trend that continued into 2021. For example, nearly 20 Houses and Pods participated in a coordinated effort to collect bone marrow swabs from community members through Gift of Life; MP Auckland and MP Milwaukee hosted community garden plantings; and MH Paris – Beaubourg had a recurring tikkun olam series on food justice and waste reduction. MH hired a full-

time Director of Jewish Service Learning, Jessica Herrmann, in 2021, who helped infuse Jewish service learning throughout all of MH’s suite of programs, prompting over 9,300 acts of service in 2021.



In June 2021, MH Dallas resident Jess Moore matched with a leukemia patient through an MH-sponsored Gift of Life Bone Marrow Registry program.

***“ON CALL” Jewish Educators Help Elevate Education Programs***



Rabbi Loren Berman is one of several RJE’s at Moishe House, helping MH community builders elevate and enliven their Jewish education programming.

A key element of programming at any Moishe House or Pod is Jewish education – programs that lift the soul, engage the mind or challenge the body – all from a Jewish lens. Moishe House’s Regional Jewish Educators (RJE’s) are available to all residents and hosts to help them craft and curate Jewish education programs that are meaningful and relevant to their community members. For example, RJE Rabbi Loren Berman coached a resident of MH NYC – LoMa through hosting

their first Shabbat dinner and RJE Alex Rosenbaum helped MH LA – Sherman Oaks plan a series on mysticism and Kabbalah. The RJE’s are essentially on-call Jewish mentors, helping boost community builders’ knowledge and confidence in sharing Jewish education with their peers – increasing the meaning and quality of MH’s peer-led programming.

**FIVE REGIONAL JEWISH EDUCATORS HAD**  
**430+**  
**EDUCATIONAL TOUCHPOINTS WITH MH COMMUNITY BUILDERS IN 2021**



# LIFESTYLE

## YOUNG JEWISH LEADERS BUILD COMMUNITY IN ALL CORNERS OF THE WORLD THROUGH MHWOW

The intimate nature of MHWOW – a selective leadership initiative – makes it ideally positioned to provide Jewish young adults with compelling opportunities and resources for spirituality, camaraderie, education and community – even in remote locations across the globe. MHWOW’s inclusive approach often represents one of the only peer-led, pluralistic Jewish outlets for Jewish young adults to explore

their identity, culture and heritage in a relatable and judgment-free space. For example, MHWOW host Filip Belevski, 29, became an MHWOW host in 2021 and represents the only Moishe House presence in Belgrade, Serbia. Through MHWOW, Filip has built a strong and consistent community for his peers. MHWOW enables hosts to make their programs become an epicenter of Jewish young adult life, wherever they live.



MHWOW host Filip Belevsky held a Passover Seder in Belgrade, Serbia, in March 2021.

312

MHWOW HOSTS SELECTED

3,916

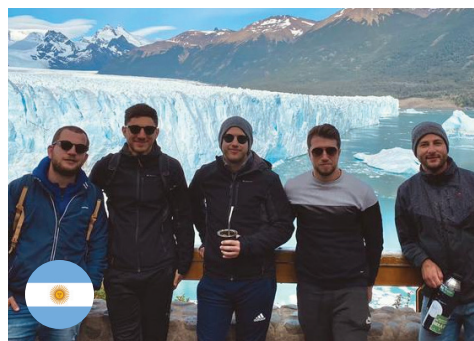
TOTAL PROGRAMS

13,872

UNIQUE PARTICIPANTS

“[MHWOW has] contributed so much to my quality of life and changed the way I think when it comes to building community, taking initiative, and acting as a leader. It’s empowered me and taught me that I’m capable of so much more than I believed and that I can single-handedly create change and build community, no matter where I am. I see opportunities for connection and community where I never would have before.”

—MHWOW host



MHWOW host Joel Kaplan led a glacier trek around Buenos Aires, Argentina, for his MHWOW Capstone Program – celebrating 12 months of consistent MHWOW hosting.



MHWOW host Vlad Pryimuk celebrated Shabbat with a picnic in Kyiv, Ukraine, in June 2021.

### MOISHE MILESTONE



A group of 28 MHWOW hosts from around North America gathered in Wisconsin in November 2021 for the first in-person MHWOW Retreat since 2019.

“This experience really showed how true pluralism can be successful. I was nervous some attendees would not be able to respect one another’s views or get along but the opposite was true. Different ends of the Jewish and personality spectrum came together and valued one another and learned from each other.”

—MHWOW Retreat participant and host

### MHWOW SPOTLIGHT

## Alumni Ambassador Makes Big Impact In Washington, D.C.

Joel Croft is making his mark on the Jewish young adult community in Washington, D.C., where he hosts creative and engaging programs for his peers. Born and raised in Houston, TX, Joel rediscovered his connection with Judaism when he became involved in the local Jewish community in D.C. around the age of 28. In addition to leading programming for his peers through MHWOW, Joel serves as a GatherDC Fellow and won the Edlavitch DCJCC’s Volunteer of the Year Award in 2019. Joel exemplifies what it means to be a strong young adult leader by spreading the word about peer-

led Jewish programming, hosting impactful programs, recruiting new hosts and giving back to Moishe House as an Ambassador Circle member. His largest program to date, a summer camp-style Havdalah in June 2021 modeled after his experience at Camp Nai Nai Nai, had a whopping 72 participants!



Joel Croft’s summer camp Havdalah drew a large crowd in June 2021.





## JEWISH YOUNG ADULTS LIVE OUT THEIR SUMMER CAMP DREAMS WITH CAMP NAI NAI NAI

### Camp East Tickets Sell Out In Record Time

Young adults' pent-up demand for meaningful in-person programming in 2021 was on full display at Camp Nai Nai Nai East – MH's first in-person camp since 2019. Camp sold out within days of registration opening, with 100 campers ready and excited to bond, play and explore Judaism. Campers came from a diverse array of Jewish backgrounds,

and programming reflected the spectrum of practices, including three different options (song-led service, Conservadox service and a meditation) for Shabbat services. Other highlights included creative workshops, Judaic art sessions and a Survivor-themed color war that tested the teams' ingenuity, creativity Jewish knowledge.

168

TOTAL CAMPERS  
IN 2021

939

EXPEDITION MAKER  
UNIQUE PARTICIPANTS



Camp Nai Nai Nai East was held at Capital Camps in Waynesboro, PA, over Labor Day Weekend 2021.

### Camp Texas Added Mid-Year To Meet Outstanding Demand

Based on the success of Camp East, MH added a second in-person Camp to its schedule for 2021 – its first-ever Camp in Texas, held at Greene Family Camp over Hanukkah. 68 campers joined together for holiday-themed activities, rituals and learning opportunities. There was plenty of time for classic camp activities as

well – with ziplining, kayaking, crafting, hiking and dancing enabling campers to tap into child-like joy and nostalgia. The chilly Texas nights were lit up with Hanukkah candle lightings each night, embracing the uniqueness of an adult summer camp in December.



Enthusiasm was contagious at the first-ever Camp Nai Texas, where counselors got participants moving at opening ceremonies.

“Camp Nai Nai Nai represents a unique part of the year...It’s a place where the ordinary limitations of life are effectively suspended.”

—Camp East Camper Ira Markowitz

#### MOISHE MILESTONE

### EXPEDITION MAKER KEEPS CAMP ACCESSIBLE THROUGH ZOOM



The Expedition series returned in 2021 in the form of Expedition Maker, a reality TV-inspired competition hosted live on Zoom, with episodes available to watch on [MH's YouTube page](#). Over several weeks in early 2021, a select group of 10 Jewish artists and creators from all over the world competed to be named the ultimate Maker. Nearly 1,000 MH community members got in on the fun by attending the live Zoom episodes. After intense competition, D.C.-area artist, Hillel Smith, was named participants' favorite Maker.



# TRAVEL

## A JOYFUL RETURN TO IN-PERSON RETREATS



Young adults gathered in Barcelona for a Jewish Learning Retreat on peer leadership in October 2021.



Immersive JEWISH LEARNING  
**RETREATS**

82

IMMERSIVE JEWISH  
LEARNING RETREATS

INCLUDING

56

PEER-LED RETREATS

26

STAFF-LED RETREATS

3

RETREATOLOGY TRAININGS

1,520

PARTICIPANTS TRAINED

In 2021, we were able to bring back in-person staff-led Jewish Learning Retreats, capitalizing on momentum generated through ongoing MH experiences, growing demand that increased throughout the pandemic and young adults' renewed and acute interest in learning and gathering in person. We hosted a full slate of staff-led Immersive Jewish Learning

Retreats, including our traditional three-day weekend-long offerings as well as experimental, hyperlocal One Day Retreats. From a Jewish Learning Retreat in Ukraine focused on Jewish Values in Modern Culture to a Shabbat and Self-Care Retreat held in California's San Bernadino National Forest, MH offered a diverse array of meaningful

staff-led Retreats. Given the lack of opportunities for in-person connection in 2020, many Jewish young adults attended their first in-person MH immersive experience in 2021, primarily in the second half of the year, when 65% of the year's in-person Retreats were held.

 MOISHE MILESTONE

### BASE-LED MOISHE HOUSE RETREATS GO LIVE

The first Moishe House Base Retreats were held in fall 2021, strengthening the role of Base within the Moishe House realm of immersive experiences. An exciting piece of Base's incorporation into Moishe House, the first Retreat, held outside of Chicago in September, was a five-day intensive gathering focused on building personal connections to Yom Kippur and Shabbat. As one Retreat participant shared, "The combination of the outdoor/natural setting for prayer and the thought provoking teachings and programming provided a Yom Kippur experience unlike I had ever had before." The second Retreat, held outside of New York City in November, brought together three local Base communities for a weekend focused on Shabbat and personal connections, with many participant-led sessions.



Participants at the November 2021 Base Retreat delve into deep conversation during their immersive weekend.



TRAVEL

# PEER-LED RETREATS CELEBRATE DIVERSE ARRAY OF JEWISH IDENTITIES

Peer-Led Retreats (PLRs) are generally more intimate and niche than our staff-led Retreats, each facilitated by a trained young adult leader. PLRs are ideal for giving Jewish young adults the time and space to immerse themselves in

celebrating diverse Jewish ideas and identities. In 2021, we saw an increase in PLRs exploring intersectionality in Jewish identities – including PLRs for Jews of Color, LGBTQ+ Jews, Jewish birth doulas and more.

**“Participants were able to see a different view of themselves and their belonging...Many came away with the way to translate Jewish ritual and tradition into everyday life.”**

—Other Mother: A Women’s Retreat, August 2021



Ukiah, California-based PLR facilitator Shai Schnall hosted a Queer and Trans Rosh Chodesh Peer-Led Retreat in November 2021 to create a safe space for young adults to discuss their shared identities.



PLR facilitator Gavriela Abrams gathered 12 women together for a weekend of exploring female-centered Judaism in Los Gatos, CA, in August 2021.

## Retreatology Fuels Peer-Led Retreats

PLRs are powered through Retreatology – immersive trainings on the Art of Jewish Retreat-Making. In 2021, MH held three Retreatology trainings for 78 Retreatologists. After Retreatology, each Retreatologist is then eligible to host their own PLRs on topics of their choosing

using retreat-facilitating techniques and skills that they learned at Retreatology. The Retreatology graduates are all provided access to MH staff members to fully flesh out their PLR ideas and provide crucial resources and support throughout the PLR planning and execution process.



**“I really enjoyed this retreat! I miss in-person retreats quite a lot, but having this opportunity online to engage with the Moishe House community and staff during the pandemic was fantastic.”**

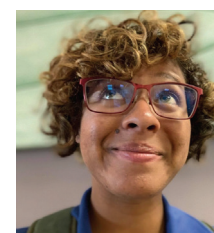
—Virtual Retreatology Participant, August 2021

## PLR SPOTLIGHT

### In Living Color: Celebrating Our Full Selves As Jews of Color

In July 2021, Tiziana Friedman, a Jewish young adult in New Mexico, facilitated In Living Color: Celebrating Our Full Selves as Jews of Color (JOC). Most of the 14 participants of this virtual PLR reported they had never experienced

a dedicated JOC space. During each session of the PLR, participants tackled an aspect of holding duality within their identities and processing some of the common feelings of being a Jew and a person of color in North America today.



In Living Color PLR Host (and former Moishe Pod Albuquerque resident) Tiziana Friedman.

**“As we closed out our time together, one phrase was repeated over and over by almost every single participant: ‘I thought I was alone, and now I know that I’m not.’”**

—PLR Facilitator, Tiziana Friedman



# CULTURE

## BASE EXPANDS & DEEPENS RABBINIC RELATIONSHIPS WITH YOUNG ADULTS



Base Brooklyn hosts an outdoor learning event in April 2021.

At each Base, the rabbi and their partner invite young adults into their home three to four times per week for opportunities for Jewish connection. Like Moishe Houses, the rabbinic couple offers hospitality around Shabbat and the Jewish calendar, immersive and experiential learning, and tikkun olam activities. Since Bases are led by Jewish clergy and professionals, they also offer deeper services – including 1:1 pastoral counseling and lifecycle event support. Each Base is a place for mentorship, spiritual guidance and community building – for Moishe

House community members, this brings new opportunities for more personal and direct connections with rabbis. From Base’s most recent evaluation, 91% of respondents agreed that the most critical element of the Base experience was the rabbi. Base is also welcoming and inclusive – the same study indicated that 45% of Base community members participate in Base at least four times per year.



### BASE COMMUNITIES IN 2021

ANVL Andersonville, Chicago • BKLYN Brooklyn, New York City • BSTN Boston, MA • HRLM Harlem, New York City  
LGSQ Logan Square, Chicago • LNCLN Lincoln Park, Chicago • LOOP Loop, Chicago • MIAMI Miami, FL • MNHTN Manhattan, New York City

FROM MARCH 2021 – DECEMBER 2021:

**2,738**  
UNIQUE BASERS

**771**  
IN-PERSON AND VIRTUAL  
PROGRAM SESSIONS

**1,633**  
PASTORAL CONVERSATIONS

## JLC DEMOCRATIZES JEWISH LEARNING Coming Soon to a Jewish Organization Near You

JEWISH LEARNING  
*Collaborative*

IN 2021



**99**  
LEARNERS

**1,142**  
LEARNING HOURS

HELPING DRIVE THE  
GIG ECONOMY WITH  
**55**  
EDUCATORS

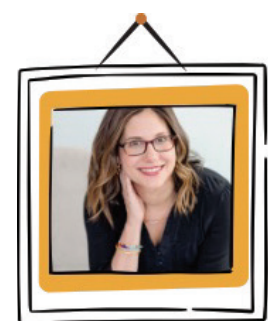
**5**

PARTICIPATING ORGANIZATIONS, INCLUDING  
MOISHE HOUSE, CHARLES AND LYNN SCHUSTERMAN  
FAMILY PHILANTHROPIES, BBYO, REPAIR THE WORLD  
AND THE BEACON FOUNDATION/SHAPIRA FOUNDATION

**100%**

GROWTH – DOUBLED THE NUMBER  
OF LEARNERS AND EDUCATORS  
FROM 2020 TO 2021

“THIS IS JEWISH  
SPIRITUAL THERAPY,  
AND I LOVE IT.”  
–CURRENT JLC LEARNER



RABBI ANA BONNHEIM IS  
THE DIRECTOR OF THE  
JEWISH LEARNING COLLABORATIVE

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# PROFILES

## COMMUNITY BUILDER SPOTLIGHT

### Moishe House Names Alessandro Gai And Chaya Bar-Chaim As The 2021 Michael H.K. Cohen Award Recipients



Alessandro Gai  
Moishe House Rome

Named after Michael H.K. Cohen (z"l), the annual award recognizes two Moishe House community builders who embody the passion Michael had for adventure, travel and love of Judaism.

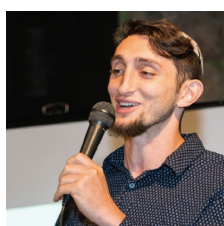
Alessandro Gai, whose hobbies include photography, art and travel, helped open Moishe House Rome and leads collaborative programs with Houses around the world on topics such as racial justice and Roman Jewish cuisine. “[Alessandro] has always shown eagerness to connect and engage with other fellow community builders around the world,” says Community Manager, Alexis Einhorn.

Chaya Bar-Chaim founded Moishe Pod Crown Heights, where she co-creates innovative programs geared toward a more observant community exploring what identity means to them. Before opening the Pod, Chaya was an MHWOW host, facilitated two Peer-Led Retreats and participated in numerous other initiatives within and outside of Moishe House.



Chaya Bar-Chaim  
Moishe Pod Crown Heights

## Celebrating Prolific PLR Facilitators



**Dvir Cahana**, former founding resident of Moishe House Montreal and former resident of Moishe House NYC – Harlem, is training to become a rabbi at Yeshivat Chovevei Torah. In 2021, Dvir was named to New York Jewish Week’s 36 Under 36 in recognition for launching the Amen Institute, an online Jewish community that aims to spread wisdom and Torah through art. Dvir served as both educator and facilitator for three Peer-Led Retreats in 2021 with topics focusing on self-care and creativity. For a PLR in August, Dvir brought artists from different backgrounds together to harness the liturgy and symbolism of the High Holidays to inspire the artists and give them the opportunity to dive into deep self-reflection. Three weeks after the PLR, participants gathered once again to present their art in a gallery.



**Diego Lin**, a Moishe House Buenos Aires resident, was introduced to Moishe House by friends and decided to apply to be a resident in 2019. “I think my main strength is the ability to create opportunities for social meetings,” says Diego. In 2021, Diego led four Peer-Led Retreats, three of which were virtual, serving as both educator and facilitator on topics ranging from Judaism to agriculture. When speaking about his Tu y Yo Bishvat PLR, Diego shared, “The retreat brought together a group of people, previously unknown, and gave them an element that unifies them and allows them to share learning and knowledge in the future.”

## MHWOW Super Host Carla Chernomordik



Since 2019, Carla has hosted 35 MHWOW programs for 340 unique individuals across 2 different countries – including 14 programs for over 50 unique participants in 2021 alone. Carla shared that her favorite program in 2021 was a Shabbat dinner at the park, where participants – who came from all over the world – drew pictures

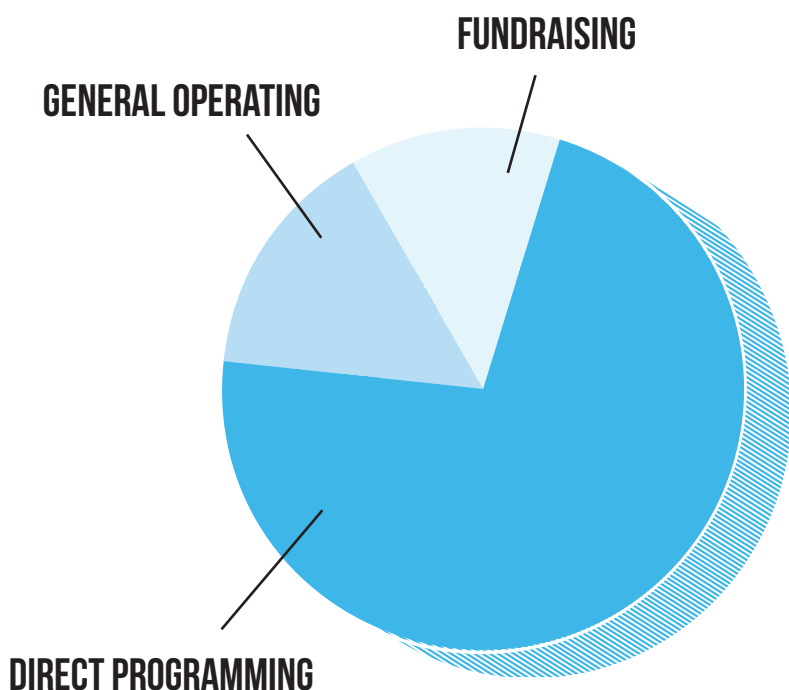
and expressed gratitude for being together; this was one of the few times in the year that more than six people could be at the same place because of Covid. Carla is a native of Rosario, Argentina, but she recently relocated to Melbourne, Australia, where she continues to build Jewish community for her peers.

“This year was a bit hard because of the many lockdowns we had in Melbourne. MHWOW kept me going and socializing...it kept me strong and healthy.”




—MHWOW host Carla Chernomordik



# BUSINESS



**2021 EXPENSES**  
UNAUDITED

-  **\$10,241,061**  
DIRECT PROGRAMMING
-  **\$2,124,980**  
GENERAL OPERATING
-  **\$1,822,468**  
FUNDRAISING

 **MOISHE MILESTONE**

## \$1M RAISED FOR MOISHE HOUSE INTERNATIONAL FUND



For the first time, Moishe House raised over \$1 million from North American donors for the Moishe House International Fund in 2021. Leveraged by a \$250,000 matching gift from The Rubin Family Foundation, Moishe House was able to say “yes” to more young adults around the world, often in many countries where Moishe House represents the only option for peer-led pluralistic, young adult-focused Jewish engagement.

## Create a Home for Your Jewish Legacy



Former MH Los Angeles – West LA resident Rachael Kallick and current MH Board member Spencer Kallick, pictured here with their daughter, Sloane.

“Our Jewish life and experiences have been an important part of our individual and family identities. Not only did we meet through Moishe House but our connection was made stronger knowing that we both grew up in Jewish homes with strong Jewish values. We’ve prioritized supporting Moishe House in our planned giving because we’ve seen the way that the organization has grown and evolved to continue making bigger impacts as the world changes.”

For more information about legacy giving contact: [jen@moishehouse.org](mailto:jen@moishehouse.org)

## LEGACY SOCIETY

- |  |                                      |
|--|--------------------------------------|
| Shiva and Jarrod Beck                  | Michelle Lebowits and Michael Bender |
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| Kari and Lander Gold                   | Leslie and Russ Robinson             |
| Nicole Graham-Lusher and Ben Lusher    | Jen and Andrew Rosen                 |
| Paul Goldenberg, z”l                   | Jonah Rothstein                      |
| Tiffany Harris                         | Pam and Ron Rubin*                   |
| Rachael and Spencer Kallick            | Jill W. and Robert C. Smith          |
| Roey Kruvi                             | Kevin L. Waldman                     |

\*Endowment created to support Moishe House St. Louis.



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*Moishe House's 2021 Impact Is Made Possible By Moishe House's Inspiring  
And Generous Donors:*

2021 ANNUAL GIVING

**\$250,000+**

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2021 ANNUAL GIVING

**\$25,000–\$99,999**

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OVER

**3,100**

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IN 2021



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**~50%**

**OF TOTAL DONORS ARE UNDER THE AGE OF 35**





OVER 230 AMBASSADOR CIRCLE MEMBERS

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**\$5,000+**

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David Cygielman

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Raphael (Rafi) Elspas  
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Lander Gold  
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Avi Wolf

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Brandon Welner  
Moses Wosk  
David Zaidins  
Eli Zaturanski  
Aaron Zelikovich  
Jonathan Zuckerman



# SOCIETY

Young adults put their creativity, resiliency and positivity into meaningful programs for their peers all year long. We are so grateful for each and every community builder; here is a sampling of just a few of the inspiring holiday programs in 2021:



MH Arlington community member Eliana Budoff volunteered to collect Passover items for seniors in March 2021.



Base ANDVL (Chicago) celebrated Hanukkah in style in December 2021.



MH NYC – Upper West Side coordinated for an ugly sweater Hanukkah party in December 2021



MHWOW Host Kylie Unell held a monthly Rosh Chodesh Circle in NYC.



MHWOW community members enjoyed a lakeside Sukkah organized by host Filip Belevski in Belgrade, Serbia.



MH Jerusalem celebrated the Ethiopian Jewish holiday of Sigd in November 2021. Sigd is celebrated 50 days after Yom Kippur, celebrating the longing for Jerusalem.



Moishe Pod Crown Heights hosted a Rosh Hashanah card making night to design New Year's cards for loved ones.



Moishe Pod Detroit hosted a Tashlich ritual on Lake Ontario. This symbolic ritual on Rosh Hashanah signifies the throwing away of sins by throwing away bread or other bio-degradable items into water.



MH Chisinau celebrated Lag B'Omer with fire, music and food after a long day of hiking.



Chicago MHWOW host Anna Rubin hosted a virtual Tu B'Shvat program. She delivered homemade baked goods and handwritten notes in the snow to her community members to celebrate the holiday!

## Weddings

Moishe House is so proud of the thousands of relationships (romantic and otherwise!) that have developed among our community members over the years. Here is a sampling of just some of the weddings between Moishe House community builders in 2021.



MHWOW host and Camp Nai Nai Art Specialist Danielle Brief married MH Philadelphia and Camp Nai Nai Dance Specialist Jonah Adams in October 2021.

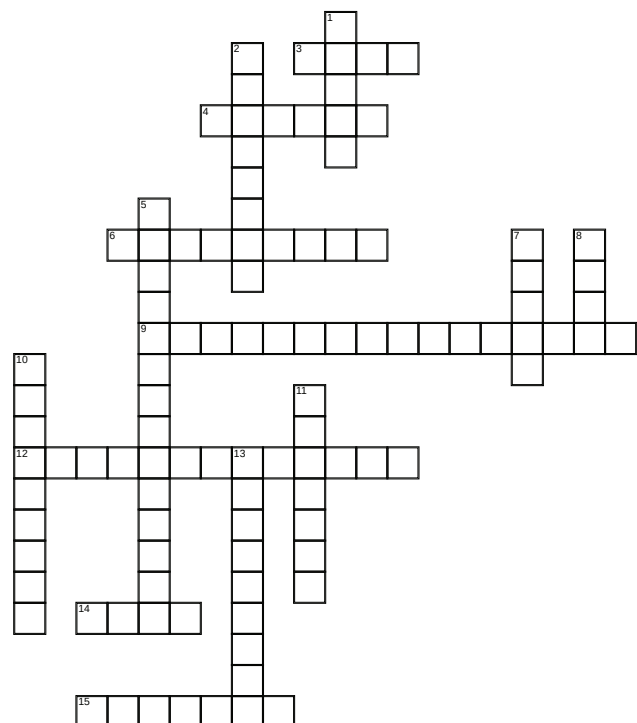


Moishe Pod Berlin Residents Maxim Nicolaev and Daniela Bogdanova married in August 2021.



Community member Kalanit Garbarsky and MH Buenos Aires alum Ari Nahmod married in October 2021.

## THE MOISHE HOUSE TIMES 2021 CROSSWORD PUZZLE



**ACROSS**

- 3. Moishe House RSJ expert and boxing champ
- 4. The first city in Ireland to have a Moishe Pod (which opened in Oct. 2021!)
- 6. Location of southernmost Moishe House
- 9. The theme of our July 2021 Staff-Led Learning Retreat
- 12. Childhood summer nostalgia at its best
- 14. New kid on the (Moishe House) block
- 15. Something residents light to welcome Shabbat

**DOWN**

- 1. MH founder and sushi aficionado
- 2. Virtual Resident Conference in 2021, nickname
- 5. New NYC Moishe Pod for theater folks
- 7. Those who lead MHWOW programming
- 8. Average number of MH residents per House
- 10. Location of our Shavuot GPS Retreat in May 2021
- 11. Home of one of our newest office hubs
- 13. Music city, the home of this Moishe House that opened in July 2021