

MOISHE HOUSE ANNUAL REPORT 2022



"As we go on this journey together, we will always stay rooted in our vision for Inspiring Jewish Homes."

We entered 2022 with some big questions. How had the past two years changed the landscape and needs of young adults, and would we continue to be able to meet them where they were on their Jewish journeys spiritually, mentally and physically?

Moishe House's core values and mission kept us grounded and focused as we grappled with these questions. We built upon our solid roots of peer-led, home-based engagement to branch out to meet the evolving needs of young adults. Like a tree that adapts to changing conditions, Moishe House was built to meet young adults wherever they are during this increasingly critical phase of life.

In 2022, our community builders expressed an increased desire to dive deeper into their Judaism through exploration of texts, rituals and lifecycle events. It seems that a seed was planted during the pandemic, perhaps from the loneliness and isolation that many young adults experienced, driving them to look for deeper spiritual explorations with their peers. This year, that included everything from Shabbat dinners to intense text study at a Shabbat Retreat to delving into pre-marriage learnings with Base rabbis. We're thrilled to share that in 2022 we reached, and in some cases even surpassed, pre-pandemic engagement and programmatic levels, positioning us to reach even more young adults in 2023 and beyond.

The Jewish community is more diverse than ever before and we are continuing to grow our suite of programs and leaders to ensure that we are serving as many young adults as possible. This includes initiatives such as Base, expanding our geographic footprint globally and investing in under-served Jewish communities.

Thank you for supporting our growth as we make vibrant Jewish life more relatable, exciting and accessible for young adults throughout the globe.

As we go on this journey together, we will always stay rooted in our vision for Inspiring Jewish Homes.

DAVID CYGIELMAN Founder & Chief Executive Officer

Through Moishe House, young Jews are finding their roots and then branching out in their leadership and involvement. Keep an eye out for several of these folks, featured throughout the annual report! 13,919 PROGRAMS 68,766

In 2022, we led an evaluation of more than 1,300 residents, hosts, alumni and community members to measure the impact of our programs and approach, with findings including:

UNIQUE PARTICIPANTS

of respondents believe that Moishe House has made a difference in their personal Jewish identity and how they view their role in the greater Jewish community.



of respondents feel connected to the Jewish community in their city as a result involvement in Moishe House–compared to 41% prior.



of respondents feel they have the knowledge and skills to create Jewish programming-compared to 38% prior.



MH Global Communities including Houses, Pods, Base, and Moishe House Without Walls (MHWOW)

HOUSES & PODS Our Flagship Models for Building Jewish Community 115 50 MOISHE HOUSES **MOISHE PODS** 49,706

Our organization is rooted in the home-based, peer-led programming that happens in Moishe Houses (MHs) and Moishe Pods (MPs)—where young adults can find their voice and place in Jewish communities that are meaningful and relevant to them.

## Holiday & Ritual Programs Helped Young Adults Ease Back into Large-Scale Events

In 2022, creative and diverse ritual and holiday programming regularly drew 50-100 participants. Moishe House provides low-barrier opportunities for those seeking Jewish community, making these programs a crucial piece of each House and Pod's offerings.

"It's really great to know that there is and always will be upcoming Moishe House programs and opportunities to be with community and to ground in spirituality."

8,524

PROGRAMS

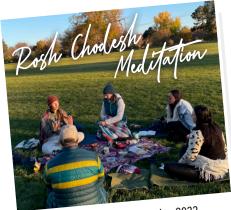
UNIQUE PARTICIPANTS

-MH COMMUNITY MEMBER



## Tapping into Mind-Body Connections with a Jewish Lens

Hundreds of House and Pod programs focused on the Jewish mind-body connection in 2022, offering wellness, yoga and meditation as ways for Jewish young adults to explore what it means to embody their Judaism.





MP Denver – City Park | October 2022

MH Berkeley | December 2022

## Tikkun Olam Thrives at Houses & Pods

Over 800 Tikkun Olam programs were held across our global network of Houses and Pods in 2022, enabling young adults to connect with their Judaism through giving back. Prominent themes included racial justice, reproductive/women's rights, food justice and LGBTQ+ rights, with residents finding inspiring ways to educate their peers and repair the world.





MH Detroit - Royal Oak | November 2022

## Jewish Life Specialists

Jewish Life Specialists are professional Jewish educators who regularly work with residents (and MHWOW hosts) to make their programs more meaningful and impactful.



David Heilbron was one of several JLSs to attend Natty Con in 2022, directly interacting with MH community builders. SPECIALISTS

JEWISH LIFE

> ROGRAM SUPPORTED

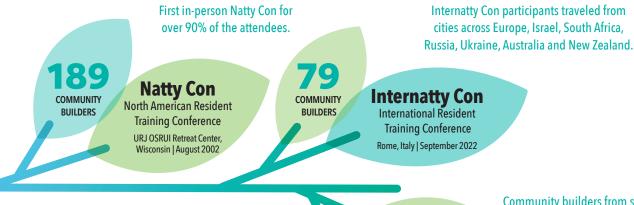
CONVERSATIONS WITH RESIDENTS

Mitzvah Day

MH Barcelona, Tikkun Olam Crafting November 2022

## Training Conferences Help Residents Expand their Local Impact

In 2022, we held three in-person Training Conferences. The excitement was palpable as residents came together in person for the first time since 2019. Throughout each weekend-long gathering, participants engaged in Shabbat experiences, Jewish learning—and deep-dives into Jewish community building best practices—while connecting with each other and exploring new ways to cultivate vibrant spaces for their peers back at home.





Lati Con

Latin American Resident **Training Conference Buenos Aires, Argentina** November 2022

Community builders from six countries (Argentina, Brazil, Chile, Uruguay, Mexico and Spain) gathered in Argentina for Lati Con.



Moishe House Latin American NYC - Park Slope Resident Latin American JDC Staff Jewish Educator (as a Fulbright Scholar)

BRANCHING OUT

Kevin Ary Levin, 33 2019-Present

COMMUNITY BUILDERS



Moishe House communities have thrived in Ukraine for the past 13+ years and continue to persevere through the difficult circumstances brought on by the Russia-Ukraine War. Despite the war, our community builders in Ukraine doubled down on their commitment to bringing people together to lead over **200 programs** in 2022. Many programs were focused on war relief efforts, while others provided a sense of normalcy. From volunteering with refugees and offering opportunities for community members to work with trauma counselors, to Passover Seders and Shabbat dinners with air raid sirens echoing in the background, the Moishe House communities in Ukraine brought stability, consistency—and even joy to their peers in 2022.

Upon the outbreak of the war, we assembled a response team and launched the **Ukraine Relief Fund** for Moishe House communities in Ukraine and other affected regions. We witnessed the power of our global network as we raised over **\$670,000** in just a few weeks. We were uniquely positioned to enable our community builders to help on the ground immediately—providing supplies, food, water and other support in real time.



MH Kyiv Grocery delivery to the elderly | September 2022



MH Kyiv | April 2022



MP Chisinau residents prepare a school gym for refugees | March 2022

"The Jewish programming that we run has taken on a different meaning. People can have a little break from this horror that is going on-this fear-and remember that life goes on."

- MH ODESA RESIDENT, DANIEL VYDOBORA, 21

## NEW HOUSES Spotlight MH Ramat Gan - RSJ

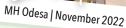
December 2022



In 2022, Israel became a central and vital hub of MH's Russian-Speaking Jewish (RSJ) community as many Jewish young adults from the Former Soviet Union (FSU) relocated after being displaced by the war. MH Tel Aviv – RSJ and MH Haifa – RSJ, which both opened right before the war broke out, emerged as critical places for connection for displaced individuals throughout the year.

A third RSJ House, MH Ramat Gan – RSJ, opened outside of Tel Aviv in December and quickly became another space for refugees to gather for Jewish ritual and learning and bond over their shared experiences with the war.









# MHWOW Nurtures Community Growth through Dynamic Programming

Over the past two years, we have widened the MHWOW tent to bring more high quality, peer-led programming to Jewish young adults. MHWOW hosts can now begin their MHWOW journeys without prior Moishe House experience as a resident or Retreat participant—meaning, once they are trained by the MHWOW team, even more young Jewish leaders can create meaningful programs for their peers around the world.



4,451

PROGRAMS

352

MHWOW HOSTS

to several new locations in North America and globally, including: Honolulu, Hawaii Burlington, Vermont Charleston, South Carolina

In 2022, MHWOW expanded

Chile Georgia

Norway



Carrie Watkins' Passover Seder in Sinai MHWOW host in Jerusalem, Israel | April 2022



Aviela Weltman's Havdalah Cruise Honolulu, Hawaii | September 2022

Filip Belevski, 30 2021-Current



Lauren Fisher's Sukkot Hiking Trip, Portland, Maine | October 2022





8



Esther Gopin's Discussion on Zionism in Contemporary NY New York, New York | November 2022



Jordan Lawrence's Havdalah Set Making New Orleans, Louisiana | February 2022

# CAPSTONE PROGRAMS

Building upon the successful completion of their 12-month hosting terms, hosts from across the globe celebrated their communities and accomplishments through capstone programs. From elevated Shabbat dinners to memorable outdoor adventures, hosts created dynamic capstone experiences for themselves and their communities.



Michelle Mendrez hosted a screening of a short film she directed, Mexico City | June 2022



Hilary Bernstein hosted a Shabbat wellness weekend for her capstone program, Arlington, Virginia | April 2022

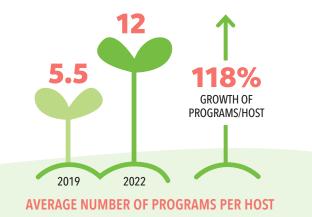




Like many Ukrainian Jews, Kyiv MHWOW host Yevheniia Vodolazska, fled to Israel in 2022 upon the outbreak of the war. Despite the many challenges she faced, Yevheniia immediately jumped into creating programming to support her Ukrainian peers in Tel Aviv and found ways to support her community at home–including organizing a program to send supplies to her brother, Daniel, back in Kyiv, which was funded by the Ukraine Relief Fund.

# Measuring MHWOW Growth & Depth

MHWOW was reimagined in 2020 to provide a leaner, more efficient structure with more engaged and committed hosts. As a result of these changes, in 2022, each host led 118% more programs for 106% more attendees, (compared to 2019) with our staff able to offer personal guidance and training to each host.



# IMMERSIVE JEWISH EXPERIENCES Turning over New Leaves in Jewish Learning

Immersive Jewish Learning Retreats—both Staff-Led Retreats and Peer-Led Retreats—connect Jewish young adults with each other while empowering them with the skills and confidence to influence their community building back home.

#### Staff-Led Immersive Jewish Learning Retreats

Staff-Led Retreats help Jewish young adults engage and connect to Jewish traditions through the guidance of experienced Jewish educators and facilitators. "A unique, thoughtful, and intimate Jewish Retreat: where we uncovered our own magical ideas as to how to improve our own Shabbat experiences through ritual and community dreaming."

-SHABBAT REIMAGINED RETREAT PARTICIPANT





MOISHE HOUSE RETREATS

Immersive JEWISH LEARNING

Transform Your Shabbat from Meh To Magical, North Carolina | August 2022



Hanukkah Retreat Spain | October 2022

First-ever Jews of Color Retreat Wisconsin | November 2022

"Being a minority in a minority is truly a special experience and we all had a communal exhale even though we were all so very different...the educators were incredible in every way and the sessions were transcendent."

> -ADENA WALKER, MOISHE HOUSE COMMUNITY MANAGER AND JEWS OF COLOR RETREAT PARTICIPANT



Our first-ever Staff-Led Retreat in Israel, The Place of Power, brought together participants from around the world, including Israel, Ukraine, Russia, Germany, Austria and Turkey. Held in Jerusalem, in November 2022, the Retreat focused on discovering ways to fulfill oneself in the community.



## Peer-Led Retreats (PLRs) and Retreatology

Peer-Led Retreats are facilitated by Jewish young adults who participate in our Retreatology training and then turn their Jewish interests and passions into weekend-long immersive experiences for their peers.

"This retreat had a profound impact on me and the rest of the participants. We all live busy lives, and this retreat helped us all reconnect to a higher power, reflect on our lives and how to be better people, and bring in a sense of awe and love for our bodies, breath, spirit, and the world around us."

> -PARTICIPANT AT HINENI: MOUNTAINS AND MINDFULNESS PLR BRECKENRIDGE, COLORADO | MARCH 2022





Kol-Elles (Women's Leadership) France | February 2022

Brandi Appelbaum, 30 2017-Current

> Camp Nai Nai Nai PLR MHWOW Camper Participant

Host

BRANCHING OUT

**Retreatologist &** Moishe Pod Boca Raton PLR Facilitator Founding Resident

Michael H.K. Cohen Award Winner

in the Sierras

California | October 2022

# UKRA

Thanks to the Moishe House Ukraine Relief Fund, we partnered with Hillel Lviv and Hillel Kharkiv to hold a One-Day Retreat in Lviv in May 2022 for 21 participants, offering self-care and a space to discuss and process their experiences with the war.







Camp West Shabb

At Camp Nai Nai Nai, young adults disconnect from the stressors of daily life and tap into the joy of childhood summer camp. Through the Nai experience, campers can create core Jewish memories that lead them toward lifelong participation in Jewish life. In 2022, over 280 campers shed the 9-to-5, flocking to URJ Camp Newman in California over Memorial Day Weekend and Capital Camps in Pennsylvania over Labor Day Weekend. Campers and staff kept the connections alive by leading six pop-up Camp Nai Nai Nai reunions.



# 4HQ ISRAEL EXPERIENCE Growth through Complex Conversations





PARTICIPANTS FROM

6 COUNTRIES "I joined 4HQ to learn more about Israel. I did – but more importantly, I gained a new perspective on learning, a new appreciation for the value of questioning, of curiosity, of respectful debate."

- ESTHER GOPIN, MHWOW HOST, BROOKLYN, NEW YORK

Founded by MH in partnership with JAFI and Makom, 4HQ was inspired by the last verse of Hatikvah – the Israeli national anthem –and explores Israel education through four question areas around: "to be" (security), "a people" (Jewish peoplehood), "free" (democracy) and "in our land" (the Land of Israel).

Through 4HQ, Moishe House brings immersive Israel experiences and dialogue to life - addressing the deep demand for opportunities to dig into more complex questions about Israel.

In June 2022, we relaunched 4HQ for the first time since 2019 with a cohort of 27. This also marked the first year that we opened this program up to participants from outside of North America, with eight participants from six countries. During the five months after the trip, each participant hosted programming in their community using the 4HQ framework. There were **53 programs for 238 unique participants**.

In November, the cohort gathered again for the 4HQ Reunion Retreat outside of Washington, D.C., to share how they were turning their 4HQ experiences into meaningful and thoughtful programs.

# Germany Close Up

North American Jews Meet Modern Germany

In October, 18 Moishe House alumni, residents and hosts from across North America gathered in Berlin for a week long trip immersing themselves in the culture of contemporary Germany and exploring Jewish life in Berlin, in partnership with Germany Close Up. Participants dove into learning about issues related to Germany's reflection on its past and its efforts to acknowledge the memory of the Holocaust today.



BASE Strengthening Roots through Connections to Rabbis

Through Base, young adults cultivate 1:1 relationships with rabbis and Jewish educators, enhancing the Moishe House ecosystem and the opportunities that it provides for Jewish young adults. Bases enable young adults to connect with clergy in their homes—where the rabbi and their partner host Jewish ritual and holiday celebrations and engage in robust Jewish learning sessions, while also providing pastoral care and officiating at lifecycle events for community members.

#### **Base Expansion**

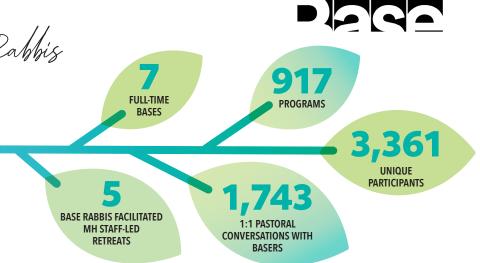
In 2022, we opened two new Base locations—Base Bay in Oakland, CA, and Base Denver in Colorado. We also launched four Based-In pilot programs as part-time Bases led by rabbis who are not in pulpit roles.



Base Bay | September 2022



Base Denver | October 2022



"At every single event I've attended, whether it's a learning event and questions are deeply answered without judgment, or a simple conversation that is genuine, every engagement has made me feel a sense of belonging."

BASE MIAMI PARTICIPANT

Chaplain Resident,

University of

Pennsylvania

Hospital

Based-In

Philadelphia

Rabbi



Based-In Harlem | December 2022

Reconstructionist

Rabbinical College,

Philadelphia

MH Southern

Regional

Director

BRANCHING

MHWOW

Host



14 BRANCHING OUT

# JEWISH LEARNING COLLABORATIVE Personalized Jewish Learning

LEADERSHIP

SPIRITUALITY



The Jewish Learning Collaborative (JLC) provides 1:1 Jewish learning for staff and board members of various Jewish organizations. Nine new organizations invested in the JLC and became learning organizations in 2022, including: The Jim Joseph Foundation, JPro, OneTable, Sefaria, the Schusterman Fellowship and more. The JLC is creating a sea change in how professionals and leaders at Jewish organizations engage with Judaism.

Common learning themes:

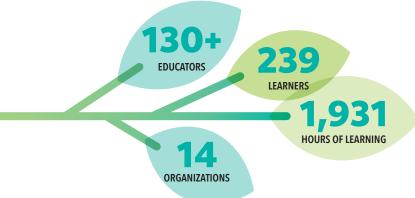
- FUNDAMENTALS OF JUDAISM & RITUAL FOUNDATIONS JEWISH IDENTITY
- THE JEWISH LIFECYCLE
- TRADITIONAL JEWISH TEXTS

## R&D

Planting Seeds for Future Growth

Like a tree that requires fertile soil to grow and thrive, we have cultivated a culture of innovation to nurture new ideas that can drive Moishe House and the field of Jewish community building into the future. Highlights from 2022 include:

- Launching the **Powered By** innovation engine, through which young adults pitched new program ideas to Moishe House including the Pop-Up Judaism Project in Washington, D.C. and Mizrahim: A Summit for Our Community in Los Angeles.
- Opening **4 Based-Ins** (part-time Bases) in Ann Arbor, Boston, Harlem and Philadelphia.
- Researching how antisemitism affects young Jews and how we can help to fight against it, culminating in an **antisemitism training** with the ADL for all Moishe House residents.
- Laying the groundwork for **Young Families Pods,** with four Pods opening in January 2023.
- Sponsoring our first-ever **Artist-in-Residence**, Miriam Anzovin, the creator of a Talmud learning TikTok series, DAF Reactions. *Miriam Anzovin*

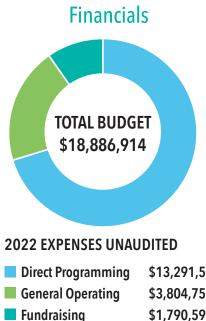


"I am learning so much by working with Sarit [cantor]. They are an expert at making me feel equipped to study Talmud in Aramaic and Hebrew for the first time ever. I learn so much every time we meet and have never felt so engaged in Jewish Learning."

-JLC LEARNER



**LEARNING HOURS PER YEAR** 



#### \$13,291,563 \$3,804,759 \$1,790,592



"We are energized by the Jewish young adults who branched out and took advantage of our programs in 2022, helping us achieve our strategic priorities of meaningfully engaging more Jewish young adults and bringing Judaism to life."

-STEPHEN COHEN, BOARD CHAIR

#### 2022 BOARD OF DIRECTORS

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#### 2022 CHAIR'S COUNCIL

The Chair's Council is a small group of former Moishe House board members with particularly deep and longstanding connections to the organization, who have agreed to continue to serve in a leadership capacity. The members of the Chair's Council provide advice and guidance to the Board Chair and CEO, and offer an invaluable, long-term perspective from their many years of engagement with Moishe House.

Stephen Cohen **BOARD CHAIR** Jill Weber Smith CO-CHAIR Kevin Waldman CO-CHAIR Mark Charendoff

Jim Heeger Sabrina Merage Naim Mike Nissenson Ron Rubin Jaynie Schultz

## 2022 UK BOARD OF TRUSTEES

**David Cygielman** Maytal Kuperard **Gideon Smith** 

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## 2022 ANNUAL GIVING

CHANGEMAKER \$5,000+

Anonymous (2) Michael Braun Dammara Kovnats Hall

#### INNOVATOR \$1,000-\$4,999

Matt Bonney-Cohen Andrew Davidson Abby Eisen Michelle Friedman Lander Gold Stefanie Groner Daniel Guetta Roey Kruvi Liza Moskowitz Ellen Oshinsky Dave Press Faustine Sigal Daniel Spiegelman Ben Varhula Jonathan Zuckerman

#### MENTOR \$720-\$999

Topher Dial Larry Gast Lauren Marx

## CONNECTOR \$360-\$719

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Amanda Drasnin Rachel Fogel Brooke Getter Nicole Gorelik Derek Holodak Danielle Kaplan Anna Khevfets Blaine Light Joel Lowinger Sammantha Marks Liz Naman Yoni Neirman Stephen Neirman Josh Neirman Abby Newburger Matthew Penberg Ari Perten Lev Raslin Leslie Rogoff Gabe Rubin Flizabeth Rubin Ben Sadan Susan Salgan **Kyle Savitch** Joshua Schwartz **Brendan Scully** 

Leonard Stallman Aaron Starkson Josh Traulsen Adena Walker Evan Weil Brandon Welner Aria Wexler Erica Wilens Adina Wollner

#### TRAILBLAZER \$180-\$359

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Sarah Simmons

1,000+

TOTAL ALUMNI DONATED TO MH

IN 2022

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MOISHE HOUSE ANNUAL REPORT 2022 17

# THANK YOU TO OUR DONORS Our impact is made possible by your genorosity

## 2022 ANNUAL GIVING \$250,000+

Anonymous (2) Crown Family Philanthropies Jim Joseph Foundation Maimonides Fund The Rubin Family Foundation Charles and Lynn Schusterman Family Philanthropies Tehilah Foundation – Lauren and Ezra Merkin Tina and Joe Wolf

#### \$100,000-\$249,999

Anonymous

Combined Jewish Philanthropies of Greater Boston Joyce and Irving Goldman Family Foundation Shelly and Howard Kivell Koret Foundation Leichtag Foundation Michael and Andrea Leven Family Foundation Jack, Joseph and Morton Mandel Foundation one8 Foundation Howard and Geraldine Polinger Family Foundation Rodan Family Foundation

#### \$25,000-\$99,999

Anonymous (4) The American Jewish Joint Distribution Committee (JDC) Americans for Ben-Gurion University The Associated: Jewish Community Federation of Baltimore The Beacon Foundation The David S. and Karen A. Shapira Foundation Janet and Jeffrey Beck Family Foundation Newton and Rochelle Becker Charitable Trust Dottie Bennett Carol and Gary Berman The Russell Berrie Foundation Jacob and Hilda Blaustein Foundation Carol and Stephen Cohen Jean and Sandy Colen Crimson Lion/Lavine Family Foundation The Max M. and Marjorie S. Fisher Foundation Judy and Abel Friedman The Friend Family Jackie Frey and Benji Friend Alina and Jason Friend The Friend Family Foundation Genesis Philanthropy Group The Rosalinde and Arthur Gilbert Foundation Diane and Guilford Glazer Foundation Lisa and Douglas Goldman Fund Greater Miami Jewish Federation Robin and Bennett Greenspan Robin and Roger Himovitz Jewish Community Foundation of Los Angeles Jewish Federation of Cleveland

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TOTAL DONORS

OF DONORS ARE UNDER THE AGE

OF 35

#### \$10,000-\$24,999

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The Bernard and Etta Weinberg Family Fund

William and Sylvia Zale Foundation The Zalik Foundation Diane and Jay Zidell

#### \$5,000-\$9,999

Anonymous (4) Fundação Arymax Nancy Barasch Sharon and Ron Baruch The Beker Foundation Cobi Benatoff Daniel Blaser The Harold and Marion Bobroff Charitable Fund Michael Braun The David Burstin Philanthropic Fund Contra Costa Jewish Community Center The Curtiss-Lusher Family **Cushman Family Trust Fund** Myka and David Cygielman Nanci and Ron Eichel Evtan Elbaz Judith and Jeremy Freedman The Feiner Family **Goldring Family Foundation** Rona Gollob Paula and Jim Gould Hazon, Inc. Heckscher Foundation Albert and Ethel Herzstein Charitable Foundation Hochberg Family Philanthropic Fund Houston Jewish Community Foundation Hyman and Jimenez Family Fund Jewish Community Foundation of the Jewish Federation of Greater Pittsburgh Jewish Federation of Metropolitan Chicago-Fund for the Future Jewish Nevada The J.E. Joseph Charitable Trust Stefanie and Douglas J. Kahn Jan and Randy Kessler

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MH Haifa - RSJ | May 2022



MP Auckland, Waiheke Island | June 2022



Staff-Led Retreat, United Kingdom | July 2022





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