

# **JEWISH COMMUNITY IMPACT FUND**

## **2017 Request for Proposal Form**

Proposal must be received by January 27, 2017 at [david@jewishannarbor.org](mailto:david@jewishannarbor.org)

**Name of Program or Project:** Community-Wide Shabbat Celebration at Hillel

**Funding Requested** (up to \$10,000): \$7,000

### **A. Sponsoring Organization Information:**

1. Contact Person:
  - i. Name: Tilly Shames
  - ii. Title: Executive Director
  - iii. Mailing address: 1429 Hill Street, Ann Arbor, MI 48104
  - iv. Email address: [tillys@umich.edu](mailto:tillys@umich.edu)
  - v. Telephone number: 734-769-0500
2. Website: [www.michiganhillel.org](http://www.michiganhillel.org)
3. List of officers or governing committee: Attached
4. Tax-exempt status: 501c3 // 38-6119964

### **B. Sponsoring Agency Mission Statement:**

To enrich the lives of Jewish students so that they may enrich the Jewish people and the world.

### **C. Program Narrative:** In no more than 1,000 words, please describe the program by answering the following questions:

Please include in your narrative

- a timeline
- need(s) that will be addressed
- population benefitting from the program (directly and indirectly)
- nature of your collaboration with other agencies (if any)
- the impact the program will have in helping to create a more vibrant, engaging Jewish community.

As noted in our LOI, we look forward to hosting this special event for up to 400 members of the Ann Arbor community – including adults, children, and young professionals. Our goal is to continue to foster the relationship between Ann Arbor Jewish community and Michigan Hillel, as well as to be a leader in engaging our community to join together in

one of the most important and impactful Jewish traditions – gathering together for Shabbat. Our hope is to also allow our community to more fully understand and experience one of our flagship student programs for themselves. In hosting a Shabbat for our friends and neighbors, in our home, we will have the unique opportunity to express our gratitude for their support and encourage those, who may not have previously entered the Michigan Hillel building, to experience services with us and enjoy our Hillel Café gourmet kosher cooking. A strong goal for this event will be to bring our Jewish partner organizations together to celebrate our pluralism, diversity and community in one space.

Early planning for this event has already begun to ensure success through collaboration with local Jewish community leaders and rabbis. Our Executive Director has reached out to such leaders for their engagement and participation in promotion and leading services. We anticipate their enthusiastic support and in turn, their congregation's interest in attendance. Our chef and kitchen team has tentatively held this date on their calendar to provide kosher meals for our guests – as it is uniquely post-Graduation. Large-scale promotion throughout the community will begin approximately six weeks prior to the event with the ability for online RSVP reservations to be made via our website.

Promotion for the Community-Wide Shabbat Celebration will largely focus on digital platforms and word of mouth. This will include, but is not limited to, Michigan Hillel and Federation of Greater Ann Arbor websites, calendars, and eblasts as well as Facebook. Local community organizations and synagogues will also be provided with promotional materials to share in their buildings and through their e-newsletters. As of January 2017, our database contains emails for over 1,200 community members.

**Name of Sponsoring Organization:** Michigan Hillel

**D. How will the program be evaluated and the impact measured?**

Quantitatively, as we do weekly with our student attendees for Shabbat, we will have the opportunity to gather RSVPs prior to the Celebration, check names upon arrival and cross-reference between RSVPs and event attendees to measure attendance.

Qualitatively, we look forward to sending a post-Celebration survey to our attendees to gather information on their satisfaction with our promotion, logistics, service accommodations, meal, etc. This information will be able to be shared with the Federation in a post-event report to assist in planning future events and further engagement with our attendees.

**E. Program Budget** (please detail support from sponsoring agency and any additional funding sources)

This program would be fully funded by the Impact Grant for \$7,000, which will enable 400 community members to attend services and our gourmet kosher buffet dinner. This is a small (50 cent) reduction in our general Shabbat dinner non-student price of \$18 per person, yet does assist in supporting our kitchen team and set-up/clean-up crew expenses.

**F. Program Sustainability**

1. Is this an ongoing program and, if so, how will the program be funded in future years?  
No.
2. If you are requesting multiple year funding, a decision to fund year two will only be made upon evaluation of the success of year one.  
N/A.

**G. Brief Project Summary** (please provide a brief summary – 100 words or less – to describe your project for posting on the Impact Fund website page)

Michigan Hillel looks forward to hosting our first “Community-Wide Shabbat Celebration” on Friday, May 5, 2017, a special event to bring together up to 400 members of the Jewish community of Ann Arbor. This event is designed to share the spirit of our weekly pluralistic, welcoming Hillel Shabbat experience for students, with our home community. One of our main goals is to bring our partner organizations together to celebrate our pluralism, diversity and unity in one space and to experience Shabbat as one communal family. We imagine this may be the first time many community members and their children will enter the Hillel building, attend services with us, or enjoy our Hillel Café’s gourmet kosher cooking. We greatly appreciate the opportunity to host such a special event in our “home” for *you* – our community friends and family.

Dated: January 27, 2017

Applicant(s): Michigan Hillel

By: Name: Tilly Shames

Title: Executive Director

Email: [tillys@umich.edu](mailto:tillys@umich.edu)

# BOARD OF TRUSTEES

The Michigan Hillel Board of Trustees is a national board. Several of our board members served on the Michigan Hillel Governing Board when they were students at U-M. The Board of Trustees also includes the Chair of the Governing Board who serves ex-officio. The Trustees are responsible for fiscal oversight, providing support for specific projects each year that exemplify Hillel's mission, and ensuring that Hillel functions in consonance with its institutional mission and values. Each Trustee also personally mentors a student leader, thus matching his or her financial contribution with a personal investment in the growth of a current and future leader of the Jewish community.

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