Moishe House
2019 Annual Report

FRAMING OUR FUTURE
We invite you to join us in exploring some of our most pressing questions from the past year. We don’t have all the answers yet, but what we do have is the framework to continue to explore and innovate and adapt to the next generation’s needs as we help them build Jewish experiences and communities that inspire them each day. Thank you for being an important part of this journey.

DAVID CYGIELMAN
Founder & Chief Executive Officer

At Moishe House, a key part of our DNA is to constantly revisit our programs, strategy and implementation, surfacing questions about our impact, reach and future. Are we creating the best opportunities for Jewish young adults to engage with each other? Are we providing the right kinds of support as these emerging leaders build their own Jewish communities? Are we playing an active enough role in the larger Jewish landscape as we all work toward a common future? Through this spirit of never-ending exploration, we find new ways to rise to the challenge of empowering Jewish 20-somethings around the world to create Jewish life as they envision it.
Where can we say “yes”?

As Moishe House continues to expand its reach across the globe, we are constantly looking for more places where we can say “yes” to young adults who are searching for meaningful Jewish experiences, a community and a sense of belonging.

2019 Reach

- 12,048 programs in 38 countries engaged
- 68,381 unique young adults

In 2019, 20 new Moishe Houses and Moishe Pods opened in:

- Amsterdam
- Berlin
- Boston
- Chicago
- Indianapolis
- Los Angeles
- London
- Madrid
- Manchester
- Miami
- Fairfax
- New York City
- Oakland
- Raleigh
- Rio de Janeiro
- Rome
- Sacramento
- Santiago
- Sofia
- Toronto

“Introducing Moishe Pods!

Just two residents

A pilot initiative for communities with smaller Jewish populations or communities with specific Jewish interests.

“We want people to leave our house feeling proud of being Jewish and excited about attending future events... and we want to be welcoming to all Jews, no matter their religious and ethnic backgrounds, sexuality or any other aspect of their identity.”

- The residents of Moishe House London - Clapham (opened in 2019)
In 2019, a total of 1,528 community builders around the world were empowered to...

...open Moishe House communities.

117 Moishe Houses
7,798 programs
46,252 unique young adults

...hold programs for their peers in their own homes, beyond the walls of a Moishe House.

718 Moishe House Without Walls hosts
3,961 Moishe House Without Walls programs
20,160 unique young adults at Moishe House Without Walls programs

...participate in an immersive Jewish experience.

123 Jewish Learning Retreats
2,197 participants

In its third year, Camp Nai Nai Nai hosted two sold-out camps in the U.S. on the east and west coasts for 442 campers.
Moishe House's Regional Jewish Educators help community builders around the world create exciting Jewish education programming:

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How do we make Jewish learning accessible?

Although Jewish learning has been a core part of Moishe House’s culture for more than a decade, in 2019, we explored how to deepen our efforts and make Jewish learning experiences accessible to even more young adults around the world.

In 2019, Moishe House staff and community builders led 123 immersive Jewish Learning Retreats, including:

- Tu B’Shvat Roots to Fruits Festival Peer-Led Retreat
  JERUSALEM, ISRAEL • JANUARY 2019
- Judaism through Dance, Music and Meditation Peer-Led Retreat
  PORTLAND, OR • MARCH 2019
- The Purnim Spiel Retreat
  AUSTIN, TX • MARCH 2019
- Tu B’Shevat Roots to Fruits Festival Peer-Led Retreat
  JERUSALEM, ISRAEL • JANUARY 2019
- Judaism through Dance, Music and Meditation Peer-Led Retreat
  PORTLAND, OR • MARCH 2019
- The Purnim Spiel Retreat
  AUSTIN, TX • MARCH 2019

At Moishe House, the curriculum is focused on bringing Judaism into the now, and identifying how it is relevant to you and how you want to celebrate it. My wife and I now have our Seattle mishpachah, an intentional, effortful community of friends that I created through Moishe House programming in Seattle.”

- Nathan Wasserman, 27
Moishe House Seattle alumnus, MHWOW host, Peer-Led Retreat facilitator

“Transformation from an Organization Doing Jewish Work to a Jewish Organization”
by David Cygielman, Moishe House Founder & CEO

“We now provide the opportunity for one-to-one Jewish learning to every staff member of Moishe House and in 2019, we extended this gift to the Board of Directors...to be a Jewish organization, we must utilize Jewish thought and wisdom in how we make decisions, know which direction to go in and determine how we best serve one another.”

- “Transitioning from an Organization Doing Jewish Work to a Jewish Organization”

Moishe House’s Regional Jewish Educators help community builders around the world create exciting Jewish education programming:

Following Moishe House’s Jewish Education Summit in late 2018, our staff crafted the Jewish Learning Tree, a Jewish education rubric to help our community builders facilitate Jewish learning experiences in their homes. The rubric is currently available in English, Russian and Spanish, with more languages coming soon.
How can we encourage Jewish young adults to bring Israel into their homes?

This was our second year of 4HQ: An Experimental Master class, a partnership with Makom. Through 4HQ, participants engage in an intensive trip to Israel and receive resources and support to then create meaningful Israel-related programming for their peers back home.

"...the Moishe House and Makom staff and educators put together a truly unforgettable experience with a very special group of participants which is sure to serve its purpose of bringing back the rich inspiration and constructive conversation to our local Moishe House communities."
- Shmuel Morgenstein, 28 Moishe House Baltimore alumnus, MHWOW host, 4HQ Cohort 2 participant

How can we inspire young adults to participate in Jewish philanthropy?

The annual WE ARE Campaign helps Jewish young adults give back philanthropically. Through one month of peer-driven fundraising efforts we invite Moishe House community builders, community members and their personal networks to make a meaningful gift to the organization that means so much to them throughout the year.

"Moishe House’s mission is so important and meaningful to help our community grow. I want to show my appreciation for their efforts to support Jewish community engagement."
- Madison Sabbath, 23 Moishe House Detroit - Detroit City community member and WE ARE donor

In its most successful year yet, the 2019 WE ARE fundraising campaign raised $160,821 through 2,836 donations.
How do we train young adults to be Jewish leaders?

We’ve learned that in order for Jewish young adults to build the Jewish world they envision, they need the training and space to grow and connect to a network of their peers from different places and backgrounds. Once they’re back in their home communities, they need financial support and guidance from staff and mentors to turn their learning into action through meaningful experiences for their peers.

Moishe House community builders attended one of four Resident Training Conferences:

- North American Training Conference
- International Training Conference
- Russian-Speaking Jews’ Training Conference
- Latin American Training Conference

109 Jewish young adults participated in three Retreat-Making Trainings, learning the ins and outs of creating their own Jewish Learning Retreat based on the topics that inspire them.

“Moishe House’s support strengthens the confidence of Jewish leaders. It shows that our actions are valuable, our ideas are important and it gives the motivation to continue to create and come up with new interesting projects that show our personality.”

- Ekaterina Karleshtein, 28
Moishe House Kyiv resident, Peer-Led Retreat facilitator
How do we continue to evolve for the next generation of Jewish 20-somethings?

The landscape of Jewish young adult engagement is constantly changing, and we want to be at the forefront of that evolution. In 2019, we partnered with a researcher in the field to author “The Shift: A Discussion on Welcoming and Engaging Gen Z,” an analysis of the members of Generation Z, who are entering the Moishe House demographic right now and who have markedly different values and behaviors than prior generations. This past year we also launched the Innovation Engine, a new initiative which is dedicated to identifying new opportunities for Jewish identity exploration.

Young adults today are more entrepreneurial than any prior generation and see themselves as “culture creators.”

What’s next in 2020?

Thank you for playing a role in shaping these conversations in 2019 and framing how we will continue to meet the needs of Jewish young adults around the world. We’re excited for what’s next and are grateful for your continued support as we create new opportunities together for Jewish peer-led engagement. In 2020, we look forward to:

- Launching new Moishe Houses and Moishe Pods.
- Empowering young adults to be the creators of their own Jewish communities.
- Increasing access to meaningful Jewish education experiences.
- Innovating and Experimenting with new program models.
- Demonstrating gratitude to the thousands of community builders and supporters who make Moishe House a reality.

“The Shift” identified four key themes to inform the efforts of people and organizations, like us, who work with members of Generation Z:

- **Authenticity**: Clarification and accurate communication of organizational identity and values
- **Affiliation**: New ways of understanding loyalty and structuring membership
- **Gathering**: Immersive, in-person gatherings and spaces curated for wellbeing
- **Wellbeing**: Cultivation of emotional, mental, spiritual and physical wellness

To read the full report, visit moishehouse.org/the-shift

“The wisdom and resources of existing institutions can benefit us all... The challenge: dusting off what’s stale, getting unstuck, and delivering those assets in a relevant, inclusive and accessible way in partnership with the next generation.”

- “The Shift: A Discussion on Welcoming and Engaging Gen Z” by Jordan Fruchtman and Danya Shults
Thank you to our 2019 donors

**Annual gift of $250,000+**

Genesis Philanthropy Group
Jim Joseph Foundation
Leichtag Foundation
Maimonides Funds
one8 Foundation
Ron and Pam Rubin
Charles and Lynn Schusterman Family Foundation
UJA-Federation of New York

**Annual gift of $100,000-$249,999**

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**Annual gift of $25,000-$99,999**

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Jewish Federation of Greater Dallas
Jewish Federation of Greater Los Angeles
Jewish Federation of Northern New Jersey
Jewish Federation of Cleveland
Jewish Federation of Greater Toronto
Jewish Federation of Greater Washington
Jewish Foundation of Cincinnati
Jewish United Fund/Jewish Federation of Metropolitan Chicago
Jewish Federation of Greater Washington
Rosa and John Ruby
The Rubin Family Foundation (Ron and Pam Rubin)

**2019 Financials**

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**2019 Board of Directors**

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**Annual gift of $2,500-$24,999**

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**Annual gift of $500-$2,499**

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David Hatchwell Antaras
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*Past Chair