

## Need a new New Year's resolution?

Let's transform our Jewish community

### Founders

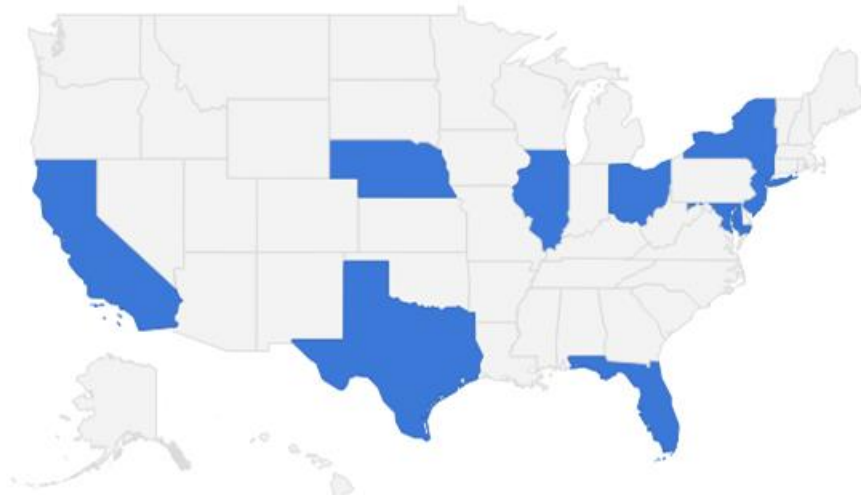
Our Cohort III applications closed in November, and we've had the chance to see the best and brightest of our community confronting challenges in new ways. With over 50 new Jewish nonprofits applying to the OU Impact Accelerator, we know there are many changemakers in our community. [Read more about it here on eJewishPhilanthropy.](#)

### What's the data?

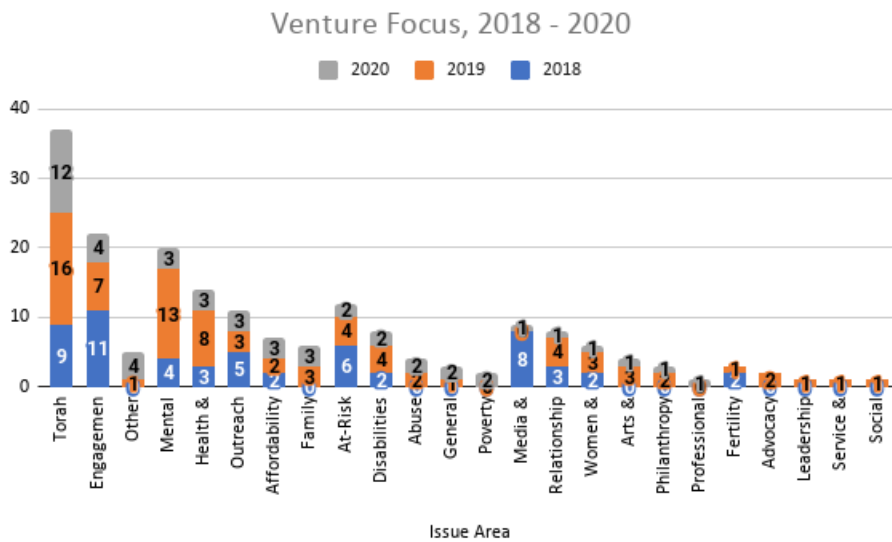
Year Founded: Despite (or because of?) the challenging year, a significant number of our nonprofit applicants started their ventures in 2020.



Geography: Changemakers from across the country, and the globe, applied for the third cohort. Founders hailed from California to New Jersey, Texas to New York, and from Canada, Israel, and Europe. Innovation knows no limits.



Venture Focus: We received a diverse group of ventures this year, with many focused on using technology to enhance our community. From Jewish education through community engagement, as well as economic security and affordability. See here for how the venture focus of applicants has changed each year.



### So, how do you choose?

There's a lot that goes into choosing an Accelerator cohort. All of the applications are first read at least 5 times by a group of 30+ peer reviewers at the Orthodox Union. The top candidates are then invited for interviews with our

lay selection team. It culminates in a virtual pitch night for the top 12 ventures today, January 12, 2021.

Together, we're looking for organizations that address our communal needs through innovative new methods and that can be scaled or replicated to multiple locations. We have an extensive selection process, but our founders note that even the process itself is helpful for growing their ventures.

### **In their own words**

"The application process itself has been so helpful. We are so much more aware of how our organization can help the community and how to communicate that message. It helped us further develop our strategy and identify our strengths and weaknesses." - Rabbi Arie Friedner, Torah Institute Beyond Campus

"The process has been really helpful. This last month we've been changing our strategy to focus more broadly on postpartum care and have started making more partnerships in our community before we grow larger" - Shifra Mehl, Eim Leah

"We learned so much just by going through the application and interview process. Having to think about the growth, infrastructure, and hearing others prospective allowed us to better define the future of our project." - Jeffrey Younger, The Purple Fellowship: Shalom Task Force

### **Congratulations!**

*GrowTorah*, Cohort I, was awarded the Covenant Foundation Ignition Grant

*Work At It*, Cohort I, won the Red Backpack Foundation grant

*Communities Confronting Substance Abuse*, Cohort II, has actively expanded its programming to NY, NJ, and PA. Next month they will be presenting to Chicago parents. Read more via their [recent post on Prizmah's blog](#)

*Chinuch Yehudi*, Cohort II, has helped an additional 108 new children transfer

to Jewish day schools in 2020. In addition to South Florida, Las Vegas, and Los Angeles, CY is expanding to Atlanta, Charleston, Jacksonville, and New York

### **Invest in our community**

Want to promote more innovation? Add some good to your 2021. [Invest in our community](#) to transform the landscape of the Jewish community.



Sincerely,

Jenna Beltser  
*Founding Director*

[Orthodox Union Impact Accelerator](#)

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