



impact  
accelerator



**Welcome to the OU Accelerator summer!**

**It's jam-packed. Let's walk through it together.**

### **Creating Our Roadmaps**

We often think about how to build a startup accelerator in which an organization in a nascent phase and one that has existed for 5+ years all benefit. We've concluded: it's hard. Our best approach: goal setting. This year, with a larger and more diverse [cohort](#), we used a goal setting process to establish direction from the onset. In March, each venture had an initial intake meeting with Elizabeth David-Dembrowsky, nonprofit extraordinaire. Mixed in with bi-weekly workshops and presentations, the founders are following through with their initial goals by working with our team, one another, and the amazing mentors in our mentor network. Last month, we had our mid-term review of these goals allowing us to celebrate how far we've come and look forward with clear direction for what is next. If you'd like to get involved with Cohort III, there's plenty of time and we're moving forward with our roadmaps at full-speed. Contact us!

## **The Summer Internship Experience**

Building on the successful internship program from summer 2020, we launched the Accelerator summer experience for college students again this year. We're partnering with the Yeshiva University Sy Syms Consulting Force and Naaleh College to offer a few different intern options for students and our ventures. Nine of our current and alumni ventures are working with college students on everything from market research to gamifying educational content.

## **Upcoming Events - We're Thinking Outside the Box**

... the Zoom box! We're bringing our virtual cohort together for an in-person retreat this August at the OU Headquarters. With the online collaboration so strong, we can't wait to see what will happen. Alumni from Cohort I and II will join to share their sage wisdom. And, we're inviting our mentor network to meet face-to-face for an appreciation event. [Learn more](#) about our mentor network and how you can get involved.

*What was that event you hosted in March? With "Ed on the Street"? Remind me...*

It was our Cohort II Demo Day! Read about it in [Jewish Action](#). And, with Cohort III 'education' passing the halfway point, we're beginning to plan our next demo day also. Stay tuned for updates. Catching up on the first

graduation demo day? You can check out [pictures from the Cohort I event here](#).

## **Spotlights and Updates**

The *OU Impact Accelerator* presented to the OU's SPIRIT program in April about harnessing innovation in the Jewish community. [Watch it here!](#) This June, OUIA Director Jenna Beltser was invited to speak about value creation in the nonprofit world to a group of YU MBA students.

*ATARA* recruited a new 20+ person leadership forum to launch their updated strategic goals for the years ahead.

*Last Kindness* presented to the [SPIRIT program](#) about after life options.

They recently launched [www.endcremation.org](http://www.endcremation.org), a targeted campaign for the Orthodox community, raising awareness about the cremation tragedy and inspiring and empowering the community to reach out to those at risk for cremation.

*My Tzedakah* is making the news! [Read about](#) how technology is changing the way we give charity.

*TIBC* is working with a number of interns this summer to prepare for a more elevated student experience in the fall of 2021. Interns are culling resources from existing educational platforms, building a new website to be a live educational archive, and integrating a new system of KPIs into surveys for the upcoming semester.

*Penimi* is publishing a new book this month. They also just started a new principals cohort and are recruiting new schools for the 2021-2022 school year. Want to bring Penimi to your school? [Click here](#)

*Torah Live* is preparing for the launch of *City of Gold*, their new gamification platform. Just a few weeks away!

### **Hear from our Ventures**

*Yael Davidowitz, Last Kindness*: “I just want to say thank you. It feels like such a gift to be part of this. Whatever good comes out of Last Kindness, I feel like the OU team has been foundational.”

*Carly Rothenberg, My Tzedakah*: “The quality of the mentors is unbelievable. They are really working with me, not just giving me advice. I think some of the things I'm doing with the mentors can be game changing and defining moments in my organization's success.”

*Rabbi Ariele Friedner, TIBC*: “If I would have been afraid to join the accelerator for lack of time, I can't imagine where I would be right now and not having the strategy to move forward and the skills that I've built and the relationships and everything. I feel like I have all these tools in place right now to help guide me forward and I feel really confident.”

## **What's To Come**

We have some time until our Cohort IV 'selection' begins in early December, but it is never too early to get a head start. Are you a *venture founder* looking to apply? [Submit your info](#) for more updates on the application launch!

Do you have a *friend or family venture founder*? [Send them our way](#), tell them about the upcoming selection process, and nominate them for Cohort IV!

Want to join the *Lay Leader Selection Committee* and take part in choosing the next cohort? Let us know!

## **Tell Me More**

We've been thinking a lot recently. Summer feels like the right time for some big picture planning. See how it all plays out by following us on our social media, [Facebook](#), [YouTube](#), and [LinkedIn](#).

## **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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OU Impact Accelerator

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