

# The WELLness Report

## Year 5 Highlights: June 2019-May 2020

In what feels like the blink of an eye, we have completed our 5th programming year!

As we have grown into the mezzanine stage organizationally, we have also grown spiritually, socially, geographically, and creatively. We've launched new programming initiatives, cultivated new Shared Interest Groups, and traveled to new places (while returning to some of our favorites). And of course, when the COVID-19 pandemic started to impact Michigan in early March, we adapted, bringing our community online and stretching our innovative muscles in new ways.

Our 5th year also marked our first formal evaluation. American sociologist Tobin Belzer, PhD, coupled qualitative research funded by the Jim Joseph Foundation with findings from two recent studies commissioned by The Open Dor Project and the Union for Reform Judaism (which were also conducted by Belzer), and presented us with the first comprehensive study of The Well and our participants, which is available to read in full on our website.

We are so proud to showcase this study as a holistic review of The Well after our first 5 years, and hope you'll enjoy taking a deep dive into the community and experiences that have made us who we are. Now without further ado, our Year 5 Highlights!

We can't wait to #MeetYouAtTheWell in Year 6,  
The Well Team

# The Best of Year 5



◀ We partnered with Germany Close Up to take a second cohort to Berlin, where 22 young adults spent a week learning about the history and modern life of Jews in Germany.

▶ We packed up our sunscreen and nostalgia and made another trip to Jewish Summer Camp for Young Adults at Tamarack Camps. Participants got to relive their glory days, from campfire Shabbat services to s'mores, to water sports, to tie-dye!



▲ To top off our traveling adventures, we took our first trip to Israel in November! In partnership with JDC Entwine, and with support from the Blumenstein Family, participants spent a week going 'Inside Israel', getting a hands-on immersive view of Israeli culture, activism, and community.

# #BuildTheWell



◀ We wrapped up 2019 with a second successful #BuildTheWell campaign! Over three days, our amazing community came together to raise \$112,671 towards our \$400,000 budget (\$100,000 of that from local young adults)! This wouldn't have been possible without our 38 young adult Champions, the Kaplan Brothers of SLI Group, and of course a super fun campaign video!



◀ We jumped into 2020 with major news - we were selected for Slingshot's 10 to Watch list! After two years in the Slingshot Guides, we were honored to be included in this new project, as one of only 10 organizations recognized nationally!

▶ Rounding out our immersive experiences for the year, we took a Shabbaton getaway at Butzel Conference Center, where we engaged in Shabbat services, art projects, nature walks, and meaningful discussion!



◀ In the time of COVID-19 and social distancing, we've brought The Well online, creating 4-D experiences for our community members to have at home! We kicked off virtual events with a Passover-themed cheese tasting and Jewish learning, and have since held fireside chats with authors, DJs, and lawyers, helped platform small businesses, and celebrated Shabbat - all from our living rooms!



## VISION

People who so love being part of Jewish community that they actively and wholeheartedly help cultivate community for and with others.

## MISSION

The Well creates and fosters an accessible, inclusive, relationship-driven community for young adults and young families that uses Jewish wisdom and ritual to help community members flourish as human beings.

## PRINCIPLES

- Relational: We cultivate supportive friendships that serve as the glue for community to form and evolve.
- Opt-In: We meet our community where they are. They choose to engage when and how they desire.
- Welcoming: We design entry points for those who have never connected Jewishly, re-entry points for those who have previously disengaged, and continued growth opportunities for those who have always connected.
- Personalized Jewish practice: We partner with our community members to co-create meaningful Jewish ritual, educational, and spiritual experiences.
- Continuity and evolution: We believe the continuation of the Jewish people is mission critical but we believe that Jewish practice and experience will and should change over time.

## TARGET AUDIENCE

Young adults (21-40) and young families (kids 0-5) living in Metro Detroit who might benefit from actively being part of Jewish community.