

**Combined Jewish Philanthropies  
North Shore Community Grants Application**

**Applicant Information**

Date of Application: 4/27/2018

Legal name of organization applying: Temple B'nai Abraham

Program Name: Shomrei Adamah: Building a North Shore Jewish Commitment to Environmental Justice

Address: 200 East Lothrop Street

City/Zip: Beverly, 01915

Contact person/title: Rabbi Alison Adler

Phone: 978-927-3211

Email: rabbi.adler@tbabeverly.org

Website: We are currently working on constructing a new one, but for now [www.tbabeverly.org](http://www.tbabeverly.org)

Name(s) of collaborating groups or organizations: Jewish Climate Action Network (JCAN), PJ Library through the Lappin Foundation, Ganei Beantown, Temple Ner Tamid and Temple Tiferet Shalom in Peabody, Temple Achavat Achim in Gloucester, Temple Achavas Achim in Newburyport.

Purpose of Grant (50 words or less):

Many mitzvot and Jewish values are about caring for our world and all creatures, and inspire spiritual growth, relationships, and activism. As we face mounting environmental degradation we must guide our communities towards sustainable practices with a Jewish foundation. We want to build a Jewish coalition and work with local environmental organizations.

Amount Requested (up to \$10,000) \$9200

Total Project Cost: \$13400

Has this program received any funds from CJP in the last three years?

yes     X    no

If so, please list the previous funds received from CJP and describe their use:

Temple B'nai Abraham did receive a grant last year for educational and justice work connected to our Pe'ah Garden, with the Lappin Foundation and Ganei Beantown. This program is building on that one by bringing in new partners, expanding the issues addressed, and hopefully creating a lasting coalition in the North Shore Jewish Community.

## A. NARRATIVE

Please describe your organization and the proposed program by answering the following questions. **Please limit narrative to four pages, plus the budget and attachments.**

### Organization's Profile

Temple B'nai Abraham is an inclusive Jewish community embracing spirituality, education and social action. Founded in 1908, we welcome Jews of diverse backgrounds and interfaith families. TBA follows the principles of Conservative Judaism and offers quality multi-generational programming, inspirational connection to Jewish life and a warm community embrace. We also seek relationships to the greater Beverly and North Shore community through social action and multifaith involvement.

In August of 2014 Temple B'nai Abraham merged with Temple Shalom of Salem. We are just under 200 families and have a Religious School with students from grades Pre-K-7, and teens that participate in both the Jewish Teen Initiative and Confirmation with the Rabbi. We host monthly PJ Library programs – each attract between 30 and 90 people. We hold multiple adult education opportunities including Me'ah and Me'eh Select (with TBA members and non-members). We have also offer Parenting Through a Jewish Lens.

Our Board consists of six officers and twelve directors. We have a full-time rabbi, part-time executive director, part-time education director and part time office assistant. Our annual budget is \$392,000. We have around 80 active volunteers, including trustees who administer two cemeteries and an active Sisterhood and Brotherhood.

The Social Action Committee members are involved in Family Promise (interfaith support for homeless families), RIM (Refugee Immigrant Ministries), Monday Night Suppers (at a local church), ECCO (Essex County Community Organization), our Pe'ah Garden, JCAN (Jewish Climate Action Network) and North Shore Pride. We have brought in Keshet to work on LGBTQI inclusion and activism. We recently received a grant from the Ruderman Synagogue Inclusion Project. We are active members of the Beverly Multifaith Coalition and Rabbi Adler was appointed by our mayor to serve on the Beverly Human Rights Committee.

### Program Rationale

#### • What are your program's goals and objectives?

Objectives:

- Build a North Shore Jewish Coalition of people affiliated and unaffiliated, focused on sustainability and environmental issues.
- Live out Jewish values, such as caring for each other, all creatures, and the earth.
- Build community within our congregations through hands-on, action-oriented programs.
- Learn about our local and global food system, including injustices and health challenges through a Jewish lens.
- Help people of all ages experience what Rabbi Abraham Joshua Heschel called “radical amazement” with nature, food, and life itself.
- Get kids and adults outdoors and do more active learning and mindfulness (attention to the present and cultivating wonder).

Goals (Measurable Outcomes):

- Engage over the year 80-100 people from PJ Library families with young children.
- Create a Jewish network of volunteers who c

- are about and are active in environmentalism.
- Connect as Jews more directly with the work of local environmental organizations.
- Increase commitments to make our building and home practices more sustainable.
- Donate tzedakah and produce to local foodbanks and organizations.

**What need or opportunity does your program serve?**

- Build a stronger connection between congregations on the North Shore which currently works more in our own silos.
- Address the threats of climate change especially for our coastal communities, and what we can do together about it instead of ignoring or being overwhelmed by it.
- There is more power in numbers to make positive change, which people want to do.
- Our modern way of life is often disconnected from our food sources, from people in need, from the cycles of nature – Judaism can bridge it all.
- Families want ways to teach their children (Jewish) values in creative ways.
- People want to do good in the world.
- Unaffiliated families and individuals need to feel welcome and build friendships, without pressure from congregations.

**• Which of the 4 North Shore funding priorities does your program seek to address?**

**CARING AND JUSTICE:**

- Caring and working for environmental justice and considering our food sources includes the fact that climate change and environmental degradation impact the poor and vulnerable the most.
- Food from the Pe'ah Garden is donated to a local food bank.

**LEARNING AND LIVING:**

- High quality Jewish education (for children and adults).
- Every aspect of this project involves Jewish learning or spiritual practice that can impact how we live.

**ISRAEL** - Many holiday programs connect to the seasons in the Land of Israel.

**• What demographics will your program serve?**

- PJ Library Families (affiliated and unaffiliated).
- Members of at least five congregations – though programs are open to all.
- Unaffiliated of all generations interested in spirituality, socializing, education, social justice, environmental issues.
- People in need who are recipients of the food we grow and the efforts we make..
- The larger (non-Jewish) community with whom we can engage through activism.

**• How many participants do you anticipate?**

Over the course of the year: 80-100 PJ Library families, and around 100-150 people who are our members and unaffiliated. Whole congregations may be impacted by this work even if they don't all attend every joint program.

- **How will the program *impact* the participants?**
  - Relationships across congregations will be strengthened.
  - Many people say they feel more “spiritual” outdoors. This program will provide ways to engage Jewishly and spiritually beyond the walls of the synagogue.
  - The program will connect people to the cycles of nature in New England and in Israel.
  - Hands-on learning and action will make people’s experience of Jewish prayer, action, and ethics more relevant and spiritual.
  - The program can connect the dots between parents’ values (caring for the earth and for others, getting outdoors more, etc.) and provide tools to use at home.
  - The program will help people connect with each other and give them a stronger sense of belonging to the Jewish community.
  - The program will enable us to make more of a difference working together for change than if we remained in our own silos.

- **Have you offered this program before, and if so, with what results? Are there any changes from previous years?**

Over the past 5 years, members of Temple B’nai Abraham have grown produce in our Pe’ah Garden that has been donated to people in need. We are fulfilling the mitzvah from Leviticus 19:9-10: “When you reap the harvest of your land, you shall not reap all the way to the corner (pe’ah) of your field...you shall leave them for the poor and the stranger.” Temples Achavat Achim, Achavas Achim, Tiferet Shalom and others have been engaged in environmental and sustainability issues already. Last year with support from CJP Temple B’nai Abraham expanded our programs and our garden. Through agriculture, all ages have learned about our obligation of being part of a larger community and connection to the holiday cycle. The garden has also been a meeting place on Sunday mornings to plant, weed, harvest, and connect to Jewish holiday cycle and Jewish values.

This program will deepen and build on what we have done in individual congregations to create a coalition of North Shore synagogues working with local environmental and food justice organizations.

## Program Operation

- **Where will the program and/or events take place?**

Some at Temple B’nai Abraham as it is most centrally located, some at other congregations, or at local parks, nature trails or farms. Locations have yet to be determined.

- **If more than one organization is involved, please outline each organization’s role.**

- **The Lappin Foundation** will advertise and keep track of participants in the PJ Library Programs and perhaps the Sukkot dinner.
- **Temple Ner Tamid, Temple Tiferet Shalom, Temple Achavat Achim, Temple Achavas Achim** will be partners in creating and advertising programs and we will work together to bring these themes into all of our communities.
- **Ganei Beantown** sends staff or other educators (for a fee) for specific programs. They will also advertise through their network and serve as consultants.
- **The Jewish Climate Action Network (JCAN)** will serve as a consultant, provide resources and staff for the North Shore Jewish Community Sustainability Conference and use their network to help build more connections on the North Shore.

- **Achavat Achim, Achavas Achim, Temple Ner Tamid and Temple Tiferet Shalom** clergy will all give their time to teach in house and will consult and bring volunteers together to create much of the joint programs. Each is willing to make a cash or in-kind contribution of \$250. Details need to be worked out based on the grant.
- **In addition to publicizing your program on JewishBoston.com, what is your marketing/publicity plan?** Flyers and emails to PJ Library families and Temple members, bulletins, social media, calls, The Jewish Journal and local papers like the Salem News.
- **Who will be involved in running this program? Please describe your staff, their qualifications and whether volunteers will be used, and if so, in what capacity.**
  - Rabbi Alison Adler (Temple B'nai Abraham) will oversee the project; Rabbi Richard Perlmen (Temple Ner Tamid), Rabbi David Kudan (Temple Tiferet Shalom), Rabbi Steven Lewis (Temple Achavat Achim), Rabbi Benjamin Resnick (Temple Achavas Achim) will be involved in consulting and teaching, congregational members including those who are experienced gardeners, educators, and social/environmental activists will all help create the content or facilitate logistics of the programs.
  - Leora Mallach of Gannei Beantown will be a central consultant and will coordinate the Sukkot Dinner and possibly other programs. Rabbi Katy Allen of JCAN and her network will help create and do logistics for the conference.
  - We will hire a coordinator to handle logistical pieces for PJ Library programs and the conference.
- **Give an estimated timetable for implementing the program.** One year. See attached schedule.
- **Do you plan to run this program annually? If so, how will you sustain it in subsequent years?** We hope to increase the volunteer base and general commitment. We also imagine that the content of some of the programs will shift so that it is not exactly the same each year.

### **Program Evaluation**

- **How will success be defined and measured?** Attendance, increase in volunteers and engagement, written evaluations.

#### **Outcomes:**

- Participants gain a deepened appreciation for and knowledge of Jewish values and spirituality related to food practices and the earth.
- PJ Library families will get to know each other better and build community.
- Relationships across congregations will be strengthened.
- There will be a strong Jewish presence working in the larger community on environmental issues.

#### **Outputs:**

- Increase volunteers with the Pe'ah Garden and related programs by 10%.
- Donate produce to Beverly Bootstraps and the Monday Night Supper throughout the summer and early fall.
- Attendance at PJ Library holiday programs will continue at its current high rate.
- Attendance at the Sukkot Dinner and conference will help participants bring values and actions to individual congregations to take concrete steps towards sustainability.
- Jewish involvement in local environmental issues will increase.

## **ATTACHMENTS: VALUES AND CALENDAR**

### **JEWISH VALUES/MITZVOT**

Each program will be connected to a value or values/mitzvot, including:

Bal Tashchit – Do not Destroy  
 Gemilut Chasidim – Acts of Lovingkindness  
 Hiddur Mitzvah – Beautifying a Mitzvah  
 Hodaya – Gratitude  
 Shomrei Adamah – Being Guardians of the Earth  
 Tikkun Olam – Repairing the World  
 Tzedakah – Justice  
 Shmirat Ha’Ozen – Attentiveness  
 B’tzelem Elohim – The Meaning of Being Created in the Divine Image  
 Ma’aseh Bereshit – The Miracle of Creation  
 Eretz Yisrael – Connecting to the Land of Israel  
 Ha-achdut shel Kol Hahayyim – The Unity of All Life

### **DRAFT CALENDAR AND PROGRAMS (subject to change)**

**TIME TO BE DETERMINED: All participating North Shore congregations will simultaneously hold a Shabbat focused on sustainability and environmental issues in our own communities.**

#### **SPRING 2018**

- June PJ Library Garden Party, story time, music, games, snack, plant seedlings and bringing Vegetable Circus (covered by previous CJP grant)

#### **SUMMER 2018**

- Donate/make food connected to the Pe’ah Garden at TBA - at First Baptist Church dinners for people in need
- July PJ Library “Tot Shabbat By the Sea” service at Lynch Park with flowers from the garden and nature walk, dinner
- August PJ Library “Tot Shabbat by the Sea” service Lynch Park with flowers from the garden and nature walk, dinner
- Other congregations’ programs yet to be determined connected to this theme and facilitated in-house

#### **AUTUMN 2018**

- September PJ Library Bees, Honey and Rosh Hashanah (visit with a beekeeper)
- October PJ Library Sukkot Program and harvest (seed saving with sunflowers that decorate sukkah, lulav and etrog, music and food)
- October Sukkot Harvest Dinner for all ages with food from local farms run by Gannei Beantown and with participating synagogues, location TBD

- Jewish Sustainability Conference with JCAN, Ganei Beantown and local environmental organizations that includes education on Jewish values, action items for our congregations and in our own homes, and with local environmental groups and farms.

## **WINTER 2018-2019**

- January PJ Library Tu B'shvat stories, music and planting seeds for spring
- Community Tu B'shvat Program and Environmental Judaism with Ganei Beantown or other partners, including local farmers talking about prep for new season and CSA sign ups, location TBD

## **SPRING 2019**

- April - Omer Counting and Beer Making with Ganei Beantown and hops from garden, including time for Torah study – adults, location TBD
- April/May Earth Day and Pe'ah Garden planting, music, stories, blessings – all ages at TBA, other programs at individual congregations.

## **ADDITIONAL ONGOING PROJECTS INCLUDE:**

- Ongoing consultation from Leora Mallach (Ganei Beantown) and Rabbi Katy Allen (JCAN) and others on increasing sustainability in our own congregations
- Increasing teaching Jewish values around food and the environment in all participating congregations
- Outdoor education and mindfulness integrated with curriculum – including how holidays and liturgy connect to agriculture and nature, Jewish sources on caring for the earth and other related values as congregations choose

## **B. PROGRAM BUDGET**

### **EXPENSES**

Staff costs are for those associated with your grant request, including fringe benefits and/or payroll taxes. Please specify job title and rate of pay. **Do not include any part of regular budgeted salaries for existing staff positions.**

#### Staff (name, job title, pay rate):

Coordinator of PJ and other programs	\$20/hour, 10 hours a month	<u>\$2400</u>
Coordinator of Community Sukkot Dinner (Leora Mallach)		<u>\$ 500</u>
Coordinator of Jewish Community Sustainability Conference		<u>\$1500</u>
Food		<u>\$3500</u>
Publicity/paid advertising		<u>\$1500</u>
Equipment rental		<u>\$ 500</u>
Space rental		<u>\$ 0</u>
Supplies and materials		<u>\$1200</u>
Other expense (describe) Professional Educators and speakers		<u>\$1500</u>
Other expense (describe) JCAN contribution of time and staff for Conference		<u>\$ 500</u>
Other expense (describe) Vegetable Circus for PJ Library program		<u>\$ 300</u>

*(Do not include in-kind expenses in this budget.)*

**TOTAL PROGRAM EXPENSES** **\$13,400**

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## INCOME

CJP Potential North Shore Grant (amount of your request)	<u>\$9200</u>
Your organization's cash contribution to the program	<u>\$1500</u>
Contributions from other participating congregations in joint programs \$250 each in kind or cash	<u>\$1000</u>
Projected program fees, if any	<u>\$1700</u>
Projected number of participants <u>20 @ \$36 pp for beer making</u> \$5 registration fee for 18 and older for Sukkot Dinner (children free) @75 \$5 registration fee for Jewish Sustainability Conference @120	
Other income or grants you expect (name the source) <u>We do not yet have anything but are looking for other resources, especially for the Conference</u>	
<b><u>TOTAL PROGRAM INCOME</u></b>	<b><u>\$13,400</u></b>

*Please note that income and expenses must match.*

### **B. ORGANIZATION BUDGET**

Please attach an organization budget as a separate document.

### **C. BUDGET JUSTIFICATION**

Provide a short narrative explaining how expenses relate to project activities and exactly how you will use our funds.

1. Your budget should tell us about your proposed expenses. However, some budget items are not self-explanatory. Please use this section to briefly explain anything that may not be clear from your budget page.  
Many details of the joint programs with the 5 congregations will need to be worked out, such as location, educators/clergy, and material donations.
2. Describe "in-kind" contributions that your organization will provide. Estimate their dollar value if you can. ("In-kind" contributions are resources that your organization provides which contribute to the program. Examples are: existing staff or volunteer time, use of office space, use of equipment, donated food or materials). **"In-kind" contributions should not appear in your Program Budget.**
- Temple B'nai Abraham will provide office equipment, supplies and office space, facility for most programs, rabbinic oversight and some educator staffing. Temple Ner Tamid, Temple Achavas Achim, Temple Achavat Achim and Temple Tiferet Shalom will provide some

rabbinic staffing and consultation and materials where possible and relevant. They will also advertise within their congregations.

- We will solicit donations from local growers or activists/organizations for some of the programs.
- The Lappin Foundation will assist with marketing PJ Library programs, utilizing their large database to access families. They will also provide some staffing to aid with registration and consultation.
- Ganei Beatoe will provide program consultation support along with marketing our programs to their network.
- JCAN will provide program consultation support along with marketing programs to their network.

**3. What would you do if you received partial funding?**

We want to make the programs affordable for all and keep any registration fees down. If we do not receive sufficient funding, programming to some of the programs may be cut or fees raised.

**D. ATTACHMENTS**

If this is a collaborative effort (which is not a requirement), please attach letters of support from your partners.

**These letters are attached separately to the email.**

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**Please submit proposals by email to: Beth Tauro at [beth@cj.org](mailto:beth@cj.org)**