

Request for Proposals
**Strengthening Jewish Engagement
for Bay Area Young Adults**

Taube Philanthropies, the Rodan Family Foundation, and the Libitzky Family Foundation, with associate partners, invite proposals from organizations interested in expanding and/or piloting programming in the Bay Area to meaningfully reach Jewish young adults (mid-20s to 40, single and partnered, with and without children) at pivotal moments in their lives. We are looking to support programs that:

1. Offer educational experiences that nurture meaningful, sustained connections to Jewish culture and community
2. Increase the number of young people engaging Jewishly in the Bay Area, involving those who are not currently or actively participating in Jewish life
3. Foster positive connections between Bay Area young adults and Israel

Submission Deadlines

Please submit a 1-2 page Letter of Inquiry (LOI) with a brief description of your proposed program; goals; high-level proposed budget; plans for measuring success; and background on your organization's track record doing this work. The LOI can be submitted any time before Friday, April 24, 2020. Please send by email to RFP@taubephilanthropies.org. Applicants will be informed of the opportunity to submit full proposals by Friday, May 22, 2020.

Program Components

We encourage testing new ideas, whether they be for new initiatives or to augment existing programs. Your concept should include one or more of the following components:

- Jewish learning for individuals and couples, including educational resources
- Sustained connection to local Jewish life, community and rituals, especially following a one-off experience such as a study tour or a life-cycle rite of passage.
- Training for local Jewish young adults, who are in, or preparing to assume, leadership positions to ensure they can be effective connectors, leaders, and advocates
- Collaboration with local Jewish thought leaders and Israel experts, e.g., Berkeley Institute for Jewish Law and Israel Studies, Stanford's Taube Center for Jewish Studies, Graduate Theological Union, and Shalom Hartman Institute
- A learning experience in Israel open to individuals and couples, who have not previously traveled there

Full Proposal Deadline: Friday, June 26, 2020. Funding decisions will be made in the summer of 2020.

Grants ranging up to \$50,000 annually will be considered, with funding available for up to three years. Participation is by invitation only. Your ability to leverage this support to raise additional funds will be favorably reviewed.

Please contact Vera Hannush, Taube Philanthropies Grants Officer, or Mark Reisbaum, Rodan Family Foundation, and Libitzky Family Foundation Philanthropy Advisor, with any questions: vhannush@taubephilanthropies.org; mark@reisbaum.com.

Overview of Jewish Engagement Program for Young Adults

Taube Philanthropies, the Rodan Family Foundation and the Libitzky Family Foundation proudly announce a new philanthropic program within our respective Jewish Peoplehood priorities. This new program will extend our separate support of Jewish Community, Israel, and Peoplehood initiatives by adding a targeted focus on post-college young Jewish adults interested in exploring and creating meaningful Jewish lives.

Purpose

Just as Birthright Israel has endeavored to nourish the Jewish identities of college students, our partnership program is concerned with the next major inflection point, which occurs in the years following college graduation. The post-university years are a pivotal time in personal development, as young adults launch into career paths, seek new social connections beyond undergraduate or graduate school friendships, choose life partners, become parents, and create families. How, or even if, an individual's sense of Jewishness is carried forward as this important stage of life unfolds has critical implications for our collective Jewish future.

Background

The goal of the Jewish Engagement Program for Young Adults is to create a nationally replicable model for successfully addressing one of the most urgent challenges facing Jewish communities and future generations: declining rates of Jewish literacy, engagement, identity, and support for Israel among young American adults in the U.S. Respected national and regional Jewish demographic studies have extensively documented the concerning attitudes and behaviors of the age cohort currently in their mid-20s to early 40s. Strategic philanthropic investment and innovation are urgently needed now to translate the consistent findings of these studies into high-impact interventions.

Opportunity

We believe that vital Jewish programs in the Bay Area are poised to take on the next stage of their impact on the nation's fourth largest Jewish population: targeted experiential, educational and other forms of Jewish educational, cultural and communal engagement for young adults. Some of these programs already attract young families through high-quality pre-schools, day camps, and after-school activities.

The Jewish Engagement Program for Young Adults will build on that success with programs targeting soon-to-be parents, as well as singles and newly married or couples forming households. These will include interfaith couples, which in combination with the low level of Jewish knowledge found among even those raised Jewishly, represents a very significant opportunity to strengthen connection.

The funding partners appreciate that a vibrant and welcoming Jewish community today includes a broad diversity of opinions on Israel, however we will not support programs that question Israel's right to exist or the legitimacy of Israel as a secure, independent, democratic Jewish state.