



PERSONALIZED JUDAISM IN A COMMUNITY CONTEXT

FROM THE RABBI

DEAR FRIENDS,

In six short years, Kavana has grown from a kernel of an idea to a vibrant Jewish community in Seattle. Through my pastoral work and daily interactions with our partners, I get to see close up the transformative impact our creative programming, intentional community-building, and development of a meaningful Jewish identity are having on our partners' lives.

At Kavana, we are committed to strengthening this robust foundation while also concentrating on growth. In the coming year, Kavana will serve a broader population, add new programs and campaigns to our mix, and also model reflective leadership as we complete our first major evaluation project. Kavana has become an exemplar "emergent" Jewish communities around the country, and we look forward to networking with them to help transform the American Jewish landscape.

Two years ago, Kavana intentionally turned its focus inward with the goal of building a more self-sustaining, transparent financial model. As you will see in this report, after just one year of implementation, we dramatically increased the support we receive from Kavana partners, while also continuing to build relationships with donors who believe in the work that we do! We are excited to continue partnering with you as we strive to reach our financial sustainability goals by 2015.

Thank you for your ongoing support, and for continuing to help us build a meaningful Jewish future. All the best,

RABBI RACHEL NUSSBAUM

Executive Director



VISION

Kavana is a cooperative that empowers participants to create a meaningful Jewish life and a positive Jewish identity.

MISSION

Kavana welcomes individuals and families with many approaches to Judaism, offers a variety of ways to engage in Jewish life, and demands participation in our community.

2011-2012 FACTS & FIGURES

- 80 Kavana partner households
- 914 individuals receive our weekly e-newsletter
- 850 individuals participated 3,200+ times in Kavana programs in 2011-2012

2011-2013 BOARD

Scott Porad, *President*
Jeff Sprung, *Past President*
David Pressman, *Vice President*
Barry Lasky, *Secretary*
Marc Cohen, *Treasurer*
Michelle Ein
Julie Katz
Melissa Heaton

STAFF

Rabbi Rachel Nussbaum
Executive Director
Liz Thompson
Director of Operations

EDUCATORS

Sarah Adams
Maxine Alloway
Yehudit Blume
Shannon Cruzen
Rachel Jacobson
Michal Keidar
Einav Peretz
Brit Shlessinger
Galia Sion



FINDING MY JEWISH HOME & BUILDING COMMUNITY



Kavana welcomes the Bloom / O'Sullivan family and 14 other households that joined as new partners in 2011-2012!

"We were looking for a Jewish community that would embrace our family - a place that would welcome my non-Jewish spouse as well as our son and his blended cultural heritage. In Kavana, we found a community that values our involvement and responds to our needs. In Kavana, we found a religious and cultural home for our family.

Initially, Kavana's wide-ranging, creative programming drew us in. We joined family educational activities around Jewish holidays and an after-school program for our son to learn Hebrew and Judaic history and culture. Increasingly, we became more involved in Kavana's religious offerings and more active in directing our Jewish learning - participating in Shabbat and High Holiday services, a weekly study session on Jewish liturgy, a monthly peer group for our nine-year-old to discuss Jewish texts and values over pizza and dessert.

Our commitment to the Kavana community deepened. Our connections with other Kavana families and individuals helped us shape a meaningful role for Judaism in our lives and inspired us to give more of ourselves to Kavana. Recently, we became Kavana Partners committing our time and financial support to the community. We gratefully anticipate growing these relationships through our celebration of Judaism and sharing our day-to-day lives."

—Adrienne Bloom and Dan O'Sullivan,, Kavana Partners



CALL TO ACTION:
Want more information about upcoming events?
Check out kavana.org. First time trials are always free!

2011-2012 PROGRAMS

COMMUNITY

Kavana's Fifth Birthday Party!
Apple Picking
Sukkot Farm Gleaning Project
JFS Food Basket Delivery
Family Promise Volunteering
Home Hospitality Shabbat Dinners
Oxbow Farm's Winter Share
Movie Night - B-Boy Screening
Freedom Shabbat
Social Justice Team Meetings
Annual Partner Meeting
Farm Visit
Community Supported Agriculture
Camping Trip

SHABBAT AND HOLIDAYS

Shabbat Morning Minyan
High Holiday Services & Programs
Chanukah Party
Coffee Shop Shabbat
Tu B'Shevat Forest Restoration
Project with EarthCorps
Purim Party
Passover Home Hospitality Seder
Erev Shavuot "Double Header"
Pride Shabbat
Shabbat in the Park
Tisha B'Av

ADULT LEARNING

Living Room Learning
Book Club
Rosh Chodesh Group for Women
Adult Prep & Practice
Community Reflection
and Writing Workshop

FAMILY

Family Prep & Practice
Family Shabbat
Family Hebrew
Gan (Hebrew Immersion Preschool)
Moadon Yeladim
Middle School Program
Havdalah Club
Parenting Salon
Bar/Bat Mitzvah
Conversation for Parents
Mini Camp

JOURNEY TO BAR/BAT MITZVAH - KAVANA COMES OF AGE!

*In 2011-2012, Kavana celebrated the b'nai mitzvah
of our first cohort of eight middle school students.*

Over the past three years - in classic co-op fashion - Kavana parents had met regularly to re-envision what the bar/bat mitzvah process would look like in our community. The passion, depth, and breadth of ideas were reflective of the Kavana community at large. In the end, students were encouraged to personalize this ritual, and the resulting ceremonies were beautiful and varied.

Some b'nai mitzvah ceremonies featured traditional elements like leading parts of the Shabbat service and reading from the Torah. Others were home-based and used creative elements like art and food to demonstrate a meaningful connection with Jewish content.

This persistent focus on innovation and personalization is a hallmark of Kavana's model.

Mazel tov to Joelle, Noah, Elie, Eli, Maddie, Olivia, Mitzi, and Laela, Kavana's first bar/bat mitzvah cohort!



As Joelle Dong Heller and her family approached her bat mitzvah, they were thoughtful about wanting to celebrate this Jewish coming-of-age moment in a way that simultaneously acknowledged her Chinese heritage and her interest in the arts. In a creative, home-based Havalah ceremony,

Joelle presented original artwork illustrating the seven days of creation, including this piece, depicting the third day. The text of Parashat Bereishit was read in ten different languages by Joelle, her friends, and relatives, and her d'var torah focused on the theme of creation as an artistic process.



“Kavana has allowed me to connect my own values and action with my Jewish community’s commitment to social justice.”

—TASHA FREIDUS,
KAVANA PARTNER



MAKING THE CHANGE WE WANT TO SEE: FIGHTING FOR JUSTICE ONE COIN AT A TIME

Over the past few years, the Kavana community has become increasingly interested in food justice issues. When we learned about the horrendous labor practices in the chocolate industry, Kavana committed to purchasing only fair-trade chocolate gelt for our annual Chanukah party. The problem was that we had a hard time finding any!

Last winter, we held hands-on workshops for both adults and children to learn about this issue, and to melt fair-trade chocolate and mold their own gelt. This year, we’ve been working with chocolate manufacturers to increase the national supply, and we’ve built a broad grassroots coalition with other organizations to educate the broader Jewish community about this issue.

Kavana will continue to use our collective purchasing power to end child slavery in the chocolate industry and to bring light into the world at a time of darkness. What could be more Jewish (or more delicious) than that?!



CALL TO ACTION:
Make a difference! Email us at info@kavana.org to get involved in community service, political activism, and social justice.

INSPIRING OURSELVES, INSPIRING OTHERS

From our inception in 2006, Kavana has dreamed not only of creating a vibrant local community in Seattle, but also of making an impact on the American Jewish landscape by creatively rethinking how Jewish communities are organized. National recognition and financial support granted to Kavana over the past six years is a testament that others in the Jewish community agree with our vision and potential to influence change.

Last year, Kavana fielded calls from new, “start-up” Jewish communities across North America, from San Francisco to New Jersey, San Antonio to Toronto, and we were happy to be able to share resources and ideas with them. In the coming year, Kavana plans to more intentionally increase its role as a hub for a growing network of emergent Jewish communities. At the core of this effort will be curriculum development and an initiative to host a conference for a handful of new Jewish communities from across the continent, focusing on unique models and shared lessons.

INSTITUTIONAL GRANTS/ FOUNDATION SUPPORT FROM 2006 - PRESENT

AVI CHAI (2009 - 2011)

Bronfman Youth Fellowships Alumni
Venture Fund (2009, 2012)

Auerbach Family Foundation (2007 - 2012)

Jewish Federation of Greater Seattle - Small
& Simple Program Grants (2009, 2011, 2012)

Jewish Federation of Greater Seattle -
Allocation Grant (2012)

Joshua Venture Group (2011 - 2012)

Legacy Heritage Innovation Project
(2007 - 2009)

Levitan Innovation Award (2006)

Natan (2008 - 2010)

NATIONAL RECOGNITION

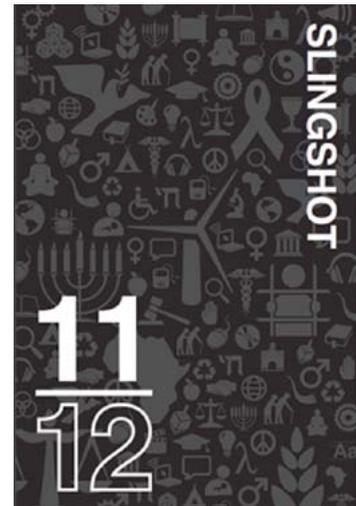
Newsweek List - Top 25 Pulpit Rabbis
in America (2008)

Newsweek List - Top 25 Most Vibrant
Congregations (2009)

Newsweek/Daily Beast List - Top 50 Most
Influential Rabbis (2011)

Slingshot Guide - Top 50 List of Innovative
Jewish Organizations (2007-08, 2010-11,
2011-12)

Synagogue 3000 Emergent Sacred
Communities Working Group (2007, 2008)



SLINGSHOT '11-'12

Kavana was honored to be included in *Slingshot '11-'12: A Resource Guide for Jewish Innovation*, a book published annually which features 50 inspirational organizations in Jewish life. About our community, the Slingshot editors wrote: “Kavana has been successful in Seattle because the model is intensely local, and the volunteers are invested in its success. However, Kavana believes that by using this cooperative formula, Jewish communities can thrive across the country. Kavana is willing to lead that movement. ... This ‘new paradigm for a synagogue’ is ‘intriguing, interesting, unique and cost effective.”

“When I broke my arm in a bike accident this summer, I turned to my Kavana community for advice. Within hours, I had the name of an orthopedic surgeon who specialized in arms, and who I already knew as we’d sat on a Kavana committee together! I am so appreciative of the tight-knit Kavana network (and the great work of the doctor!).”

—SHARON LONDON,
KAVANA PARTNER



“My wife and I have been incredibly lucky to find a Jewish community that both fits our personal religious styles and also provides an amazing environment for our kids to grow up in. The Gan has been an incredible influence on our daughter. She greets me at the door when I come home from work with “abba po!” (“Daddy’s here!”) and loves to serenade us with Shabbat and holiday songs. It has definitely inspired us to brush up on our rusty Hebrew skills!”

—AARON AVERBUCH,
KAVANA PARTNER



“I walked into my first High Holiday service at Kavana knowing no one and very unsure of what I wanted out of Judaism. Four years later, I spend my free time studying Torah, Jewish identity, liturgy and literature with a remarkable group of partners - from very religious to highly secular. I am so fortunate to have found a home in Kavana.”

—DIANE HOSTETLER,
KAVANA PARTNER



BUDGET

Kavana began with a vision: *build a new model of a Jewish community, one which would empower participants to take ownership of their own Jewish lives and create what they wanted to see.* Since 2006, we have impacted and inspired thousands of individuals. What will it take now to continue to innovate, to help people continue on the journeys they have begun?

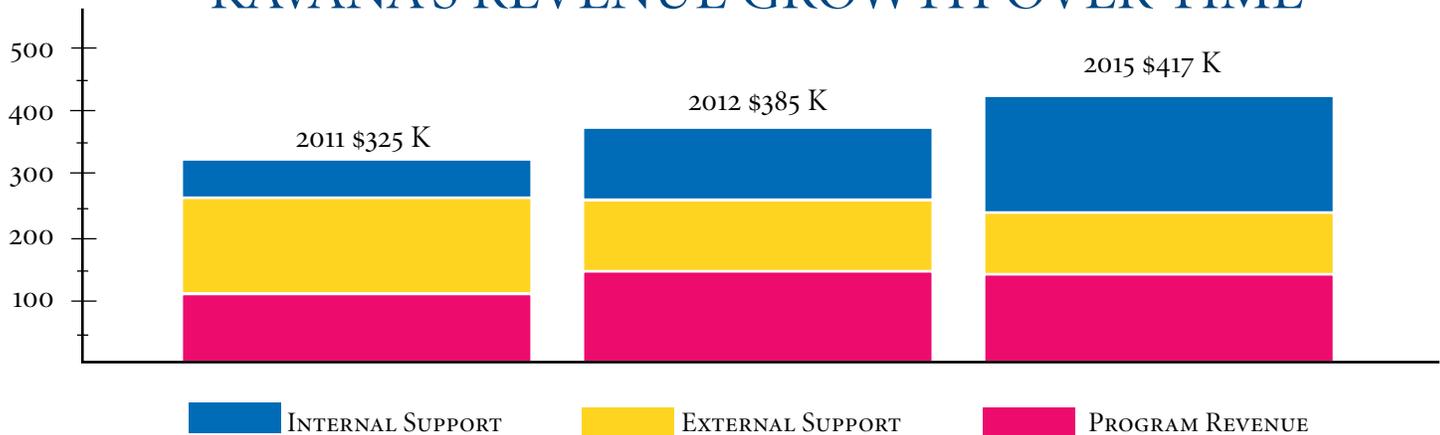
The graphs tell the story: Kavana is moving towards a blended financial model which we believe will be more sustainable and will encourage continued growth. As we increase the size of our partner base and continue to deepen our core constituents' relationships with the community, Kavana intends to significantly grow the support that we receive from internal sources: our partners and participants. In the coming three years, we will both encourage current participants to join as partners and also

ask our current partners to step up their levels of giving to Kavana.

At the same time, we will continue to rely on visionary donors and foundations who believe in the power of what we do to help underwrite our outreach programming and encourage our continued commitment to innovation and incubation.

We invite you to join us in building a vibrant 21st century Jewish community!

KAVANA'S REVENUE GROWTH OVER TIME



KAVANA'S FISCAL YEAR IS JULY - JUNE

	FY 2012 Actual	FY 2013 (Current)	FY 2014 (Proposed)	FY 2015 (Proposed)
INCOME				
Internal				
Partner Donations	97,231	130,000	155,000	175,000
Corporate Matching	24,675	23,000	15,000	15,000
Subtotal	121,906	153,000	170,000	190,000
External				
External Donors	39,124	54,000	62,000	65,000
Grants	82,600	22,000	15,000	15,000
Subtotal	121,724	76,000	77,000	80,000
Programming				
Subtotal	142,769	131,250	139,700	146,500
Total Income	\$386,398	\$360,250	\$386,700	\$416,500
EXPENSE				
Professional Staff	181,141	176,800	183,000	187,500
Operations	28,906	34,850	40,000	50,000
Office Rent	16,979	18,500	19,500	20,000
Programming	122,905	127,700	132,500	136,250
Total Expenses	\$349,931	\$357,850	\$375,000	\$393,750
Net Income (Loss)	\$36,467	\$2,400	\$11,700	\$22,750

KOL HAKAVOD (WAY TO GO, US!)

From Fiscal Year 2011, when the Financial Model Team made its recommendations, to the end of Fiscal Year 2012, contributions from Kavana partners increased from \$61,842 to \$97,231, an increase of 57% in a single year!!! Thanks to all who have already participated in our efforts to build Kavana's internal support!

*Kavana is a 501(c)(3) organization.
Tax ID # is 83-0448252
All donations to Kavana are
fully tax deductible.*



CALL TO ACTION:
Invest in Kavana! Learn about partnership, donations, tributes, corporate matches, gifts of stock, and more at kavana.org/donate.

V A L U E S

Cooperative

Connected

Innovative

Inspiring

Fun

Welcoming

Local

Thought-Provoking

Experiential



P.O. Box 19666, Seattle, WA 98109

www.kavana.org