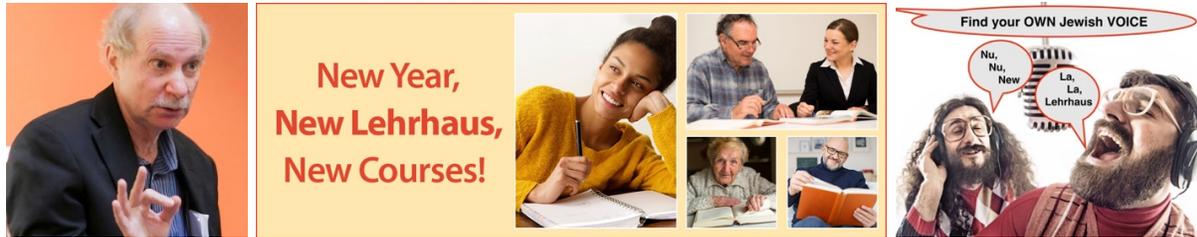


## New Lehrhaus 1<sup>st</sup> Year Report: September 2022

We resurrected Lehrhaus Judaica as **NEW LEHRHAUS** just about a year ago and it has been a stunning success. We opened with Fred Rosenbaum's lecture: *Lehrhaus – Then and Now*.



We created a board of directors, a website and committees to address program planning, long-term sustainability, finances, and outreach. Our 501(c)3 status was approved by the IRS in April.

**NEW LEHRHAUS** HOME ABOUT US LEARN WITH US CALENDAR NEWS/BLOG

**NEW LEHRHAUS, NEW PROGRAMS!**  
The Bay Area Hub for Adult Jewish Learning

**What Participants Are Saying:**  
Robert Alter's love of Biblical Literature is infectious. His understanding of the literary nuances makes the vitality and wisdom of the literature come alive. He does not seek to declare simple moral lessons, but rather he reveals for us the contradictions and complexities of the human conditions as understood by the ancients.

I LOVE the [Cultural Memory: Ladino Music and Poetry] class. Wow! What a fabulous and interesting presentation! Plus I love hearing the songs. So beautiful.

I love the texts you have chosen and the spectrum of viewpoints on this subject [Torah from the Bedroom]. I especially appreciated BOTH your male/female perspectives on these texts.

Thank you for what you've done for New Lehrhaus. I'm very grateful. Having this community resource is very meaningful (for me personally and, I know, for the whole community).  
[See more on our website home page.](#)

**The response from the community:** about 2/3 veteran Lehrhaus Judaica/HaMaqom students and 1/3 newcomers - has been very enthusiastic, far exceeding our expectations. We're now partnering with numerous organizations in the Bay Area Jewish community, from a number of synagogues and JCCs to Urban Adamah, KlezCalifornia, and numerous other organizations, in order to expand our reach and enrich their program offerings.



### **By the numbers: What we've accomplished in our first year:**

- 64 programs offered, including one-time presentations, 3 or 4 session courses, and year-round language classes and Talmud Circles
- 4,500 program registrations by approximately 1,600 individuals
- 5,000 + views of videos of our programs
- 1,420 subscribers to our e-newsletters

**We've offered a rich array of programs of outstanding quality with stellar faculty, including:** Profs. Robert Alter, Michael Krasny, Rachel Gross, Steve Zipperstein, Daniel Matt, Susan Gilson Miller, David Biale, Deena Aranoff, Ariel Mayse; Rabbis Judy Shanks, Mychal Copeland, Steve Chester, Yoel Kahn, Lavey Derby; Janis Plotkin, Ilan Vitemberg, Ron Reissberg, and *many* more.



Prof. Robert Alter



Prof. Rachel Gross



Prof. Michael Krasny



Prof. Deena Aranoff



Prof. Steve Zipperstein



Rabbi Judy Shanks

### **Our participants:**

- 88% have rated the programs as “very good,” or “excellent” and responded that “As a result of this program I am “very likely” or “likely” to participate in another New Lehrhaus program.”
- 69% said “As a result of this program I am “very likely” or “likely” to participate in another Jewish learning opportunity outside New Lehrhaus.”
- 88% are over 60  
17% self-identified as “unaffiliated”  
10% live in multi-faith/multi-tradition households  
7% as LGBTQ,

### **One of the biggest challenges ahead of us is engaging younger, more diverse audiences.**

To that end, we have now hired a social media company and will launch the first of our six annual campaigns social media during the High Holidays.



### **Finances at-a-glance:**

#### **Donations:**

In FY 21-22 (ending 6.30.22) we raised nearly \$25,000 from small – medium individual donors and \$75,000 from two incredibly generous major donors.

In FY 22-23 we've already raised \$8,500 from individual donors and are hoping to triple that by year-end.

#### **Grants:**

We received \$120,000 in foundation grants in FY 21-22 (some straddling two fiscal years) and anticipate approximately \$175,000 in FY 22-23, of which a \$15,000 grant has been already received.

Income:

- Our programs were free in the first year, but will incur a modest tuition in FY 22-23, with \$67,000 anticipated in tuition income (with 20% annual increases thereafter).
- Annual endowment disbursement of \$66,500 in FY 22-23 and a 5% annual increase thereafter.
- We will be reaching out to approximately 50 people who made bequests to Lehrhaus Judaica/HaMaqom to invite them to transfer their bequests to a New Lehrhaus fund held by the Jewish Community Endowment.

|   |   |   |   |  |   |
|---|---|---|---|--|---|
| <b>Our Donors</b><br>We are grateful to our major funders                         |   |   |   |  | <b>And YOU:<br/>170 individual<br/>donors!</b>                                      |
|  |  |  |  |  |  |
|   | Eda Pell  | Eve Bernstein and Alex Gersznovic   |   |  |   |

**As we near the start of a new year, we look forward to continuing our partnership with everyone in the Jewish community who wants to support and enhance adult Jewish learning. We thank YOU for your past support and hope you'll continue to partner with us in advancing New Lehrhaus' mission and work.**

**Shannah Tovah!**

David Biale, Board President

Judy Shanks, Board Treasurer & secretary

Board members: Raphael Asher, David De Nola, Riva Gambert, Yoel Kahn, Janis Plotkin, Fred Rosenbaum, Ellie Shapiro, David Waksberg, Steve Zipperstein

Staff:

Rachel Biale, Pro Bono Program Director

Jim Mavrikios, Program Manager