

Judaism Your Way selected for 'Slingshot'

Judaism Your Way, a Denver-based outreach organization, has been named one of the 50 most innovative Jewish nonprofits in North America by the resource guide, *Slingshot '11-'12*.

Judaism Your Way was selected because it offers education, rabbinic services and holiday celebrations for all Jews and their loved ones in an inclusive and pluralistic manner. The organization's goal is to be responsive to people "wherever they are on their Jewish journeys."

The *Slingshot* guide is used by philanthropists, volunteers, not-for-profit executives and program participants to identify organizations grappling with concerns in Jewish life such as identity, community and tradition.

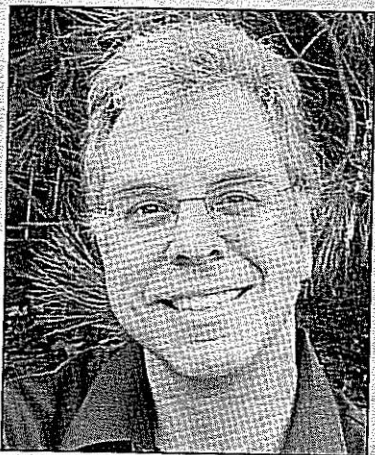
Lolly Gold, executive director, says, "Our inclusion in *Slingshot '11-'12* is a tremendous honor and a strong validation of our approach to outreach. We believe that what's needed is a Judaism that goes beyond welcoming, and opens a gateway for all Jews and their loved ones."



Lolly Gold

Judaism Your Way offers low barrier, innovative opportunities for unaffiliated, disengaged or disaffected Jews and their families looking for opportunities to explore and expand their experience of Judaism.

"If the Jewish people are going to grow, then inviting the richness offered by all Jews and those who love and support them can only make the soil more fertile," said Judaism Your Way's Rabbi Brian Field. He



Rabbi Brian Field

said the organization not only seeks to gather people from multiple constituencies, but successfully attracts them.

Inclusion in *Slingshot '11-'12* is determined by a panel of 36 foundation professionals from across North America. Finalists are chosen based on their strength in four areas: innovation, impact, leadership, and organizational efficiency.

According to Will Schneider, executive director of *Slingshot*, "We had more applications than ever this year, with a wider variety of missions. In order to be selected by our evaluators, innovations and their impact had to resonate more than ever."

The *Slingshot* guide contains information about each organization's origin, mission, strategy, impact and budget, as well as details about its unique character.

The book is available in hard copy and as a free download at www.judaismyourway.org and www.slingshotfund.org.