

*Wherever you are
on your Jewish journey...*



we'll meet you there.

*Annual
Report
2010*



*Judaism
your way*

Who We Are



Since our founding in 2004, Judaism Your Way has been saying, “Wherever you are on your Jewish journey, we’ll meet you there.” Nice slogan, but what does it actually mean?

“We’ll meet you there” means that at a time when 65% of Jews are unaffiliated, JYW is providing life cycle events, holiday services and education programs that address the spiritual hunger of Jewish couples, individuals and families.

“We’ll meet you there” means that in a time when over 70% of marriages involving a Jew are intermarriages, JYW is helping interfaith and gay, lesbian, bisexual and transgendered (GLBT) individuals, couples and families celebrate their sacred life cycle moments in ways that are deeply inclusive and powerfully Jewish.

“We’ll meet you there” means that as the diversity of beliefs, practices and life situations among Jews is expanding, JYW is responding with support groups for interfaith couples, spirituality exploration programs for adults and an Open Tent Bar/Bat Mitzvah program that offers multiple paths for young people to Jewishly celebrate their coming of age.

“We’ll meet you there” means that JYW is hosting creative opportunities to celebrate Jewish holidays — High Holy Days in an open tent, Hanukkah at an observatory, our 8th Night Passover Seder, and a Tu b’Av Jewish Evening of Love.

“We’ll meet you there” means that when individuals, couples or families come for spiritual coaching, counseling or simply to explore their own Jewish journeys, JYW provides resources and support.

“We’ll meet you there” means that as the challenges facing Jews and their loved ones continue to evolve, JYW will keep finding creative ways to Jewishly respond and say “yes.”

“Wherever you are on your Jewish journey, we’ll meet you there” is not only our motto. It’s our principle and it’s our practice.



“I keep coming back to JYW programs because they never fail to interest and stimulate me.”

Steven Blumberg

From the Rabbi

Dear Friends,

As the rabbi of Judaism Your Way, I have the privilege of engaging a diverse range of Jews and their loved ones in many settings.

Our largest gatherings of the year happen during High Holy Days when I can welcome and speak to a large and enthusiastic group of people. In our Open Tent B'nai Mitzvah program, young people discover Judaism to our mutual delight. This past year I taught two ongoing classes for adult spiritual seekers: one explored spiritual perspectives of our passions and another group gathered for a series on bringing Jewish spirituality to our loving relationships.

In the overall Jewish community, I led a panel on Jewish perspectives on immigration for the Denver Jewish community's Shavuot celebration and led a Shabbat program at Denver Jewish Day School. I sponsored students and taught in the Rocky Mountain Rabbinical Council's "Introduction to Judaism" program and facilitated a program at the Limmud Colorado conference in Colorado Springs.

Many individuals came to see me for spiritual counseling, including guidance in converting to Judaism. I experience deep personal satisfaction in my work with Jewish and interfaith couples and families who are celebrating life milestones: weddings, B'nai Mitzvah, baby namings.

Recently, an interfaith couple came to see me about a wedding. She was Catholic and very connected to her faith. He was Jewish but had little enthusiasm for it. The Catholic bride told me, "It was my idea that we have a rabbi officiate the wedding. I think that will help him reconnect with his Judaism." She was right. It can be a very powerful experience when a non-Jew helps to bring a Jew back to Judaism.

I'm amazed at the variety of conversations I have with people every day. I'm looking forward to a year of deepened relationships, new learning and helping more people make important connections to their Judaism. Feel free to call me for a conversation.

—Rabbi Brian Field

"We're going to help you find your path,
your way, your integrity." *Rabbi Brian*



From the Executive Director

Dear Friends,



It's been a year of tremendous growth and change for Judaism Your Way as we've expanded the variety of programs we offer and served more Jews and their loved ones than ever. The increasing number of people who seek and respond positively to our programs and life cycle services makes us keenly aware of the unmet needs among unaffiliated Jews in the Denver/Boulder Metro area.

As an organization only six years in operation, we were very gratified to receive support and validation from Rose Community Foundation in the form of a very generous capacity building grant. This has allowed us to move forward with a deliberate process of planning for growth and sustainability. In addition, the number of individuals supporting JYW with financial gifts increased 28% from 2009 to 2010.

Among the steps in various stages of development as I write this are: expanding our board of directors, creating a plan to diversify our funding base, developing a new website with a Rabbi's blog, and producing a video to share the powerfully positive impact JYW has on our participants.

We're often asked why we can't clone Rabbi Brian, and though he is one-of-a-kind, we've developed a plan to create the next best thing; he has begun mentoring a Rabbinic Intern so that we will be able to meet more and more people wherever they are on their Jewish journeys.

We are deeply grateful to all the people who have responded to the need for Judaism Your Way's Open Tent approach by generously giving financial support, as well as feedback, ideas and inspiration.

It continues to be a pleasure for me to work with our board, Rabbi Brian, and our very capable Program Assistant Samantha Raizen as we strive to grow as a valuable contributor to Jewish life in the Denver/Boulder Metro area.

—Lolly Gold, Executive Director



“As a single Jewish mother I didn't fit the traditional model of the Jewish home. What drew me to JYW was the progressive way of approaching Judaism.”

Kim Goodman

From the Board Chair

Dear Friends,

I am pleased to offer greeting and thanks as part of Judaism Your Way's Annual Report. After six years of providing unique and innovative programs to Jews and their loved ones in the Denver/Boulder Metro area, we are gratified to offer you a review of our accomplishments in 2010 and a look forward to future programs and services.

Judaism Your Way was founded because Sue and I believed there were many Jews whose needs were not being met by the established Jewish community. We wanted to create a new kind of Jewish organization — one that would find ways to say “yes” to everyone having difficulty finding a connection to Judaism through traditional organizations.

The results of the 2007 Jewish Community Study clearly confirmed that need. The study showed a 49% increase in Jewish households over ten years, a population dispersed widely throughout the Metro area, increased racial and ethnic diversity, a more visible gay, lesbian, bisexual and transgendered population and an intermarriage rate among those under 35 years of age of 70%.

Currently, with data from the Community Study as a guide, Judaism Your Way touches over a thousand people each year, with many more in the community not yet being served. As the number of people seeking JYW's “open tent” increases, we are challenged to provide more innovative programs.

Just as the number of people who attend programs and request rabbinic services has grown, so has your support, in gifts of time as well as donations. My personal thanks to all of you, including our dedicated Board of Directors, who help make our programs successful. Your contributions of time and financial support are critical to our ability to bring the meaning and connection of Judaism Your Way to more Jews and their loved ones.

Sue and I continue to dream of the future: more programs, more outstanding professional leadership and more people finding a connection to Judaism with Judaism Your Way. It's a dream we hope you will support and enjoy seeing become a reality.

—Don Sturm, Chairman

“JYW has something to offer that I don't hear in other religious contexts: a deep honesty. It pushes you to think harder.”

Rebecca Berg



Vision: a Jewish community as an open tent — inclusive of, responsive to and engaged by all Jews and their loved ones.



Mission: to offer innovative opportunities to connect Jewishly for all Jews and their loved ones, including:

- those not affiliated with existing institutions
- those otherwise disengaged from active Jewish life
- interfaith couples and families
- LGBT individuals, couples, and families
- “Jewish-plus” individuals and families, that is, those whose spirituality and identity include more than Judaism
- individuals and families of all financial means

Judaism Your Way will:

- provide life cycle events including counseling, preparation and officiation
- offer holiday programs in creative and innovative forms and settings
- offer alternative approaches to adult and children’s Jewish education
- function as a laboratory of new ideas and programs for the Jewish community
- articulate this vision and its applications in all available media
- create and grow a self-sustaining organization dedicated to this vision
- communicate and collaborate with other organizations
- refer Jews and their loved ones to organizations, synagogues and activities throughout the local Jewish community



Financial Summary 2010

Income

Grants and Contributions		
Individual Contributions	\$45,420	
Sturm Family Foundation	\$381,000	
Grants	\$54,855	
Subtotal		\$481,275
Earned Income / Program Fees	\$28,390	
Interest	\$1,330	
Subtotal		\$29,720
Total Income		\$510,995

Expenses

Program	\$96,273	
Personnel	\$262,271	
Fundraising	\$10,234	
General Operating/Administrative	\$43,398	
Contribution to Reserves	\$70,340	
Restricted Grant Funds	\$28,479	
Total Expenses		\$510,995

Values:

Responsiveness: JYW respects the integrity of each individual's path. Our task is to provide people with Jewish resources consistent with their own unique path and self-understanding. JYW helps individuals and families to find their own voice within Judaism, regardless of their background and relationship to Judaism.

Openness: At root, Judaism is an exemplary way to be a human being. This means that anyone, regardless of background, can potentially connect Jewishly.

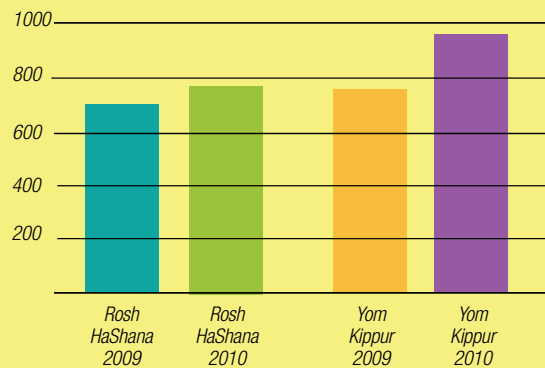
Creativity: JYW constantly seeks to identify and provide programs for populations of Jews and their loved ones who are not yet being served by the organized Jewish community.

Community: JYW values the organized Jewish community for the opportunities it offers for connection and community. We seek to be a partner in its desire to grow in responsiveness to the community's increasingly diverse population. As a laboratory at the growing edge of Jewish peoplehood, we offer a supplement, an influence and a source of courage and creativity.

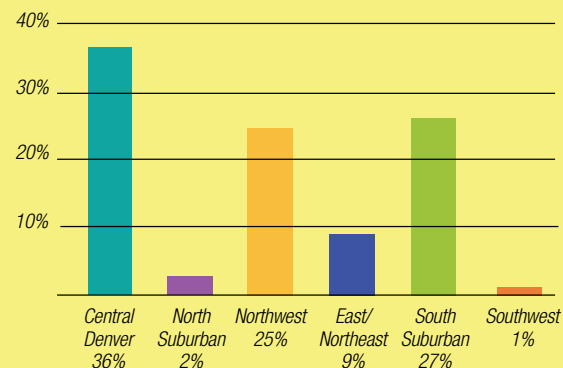
Dignity: Lack of financial resources should not create a barrier to full participation in the Jewish community.



Attendance at High Holy Day Services



Where do our participants live?



“It really truly does what it says — meeting you where you are on your spiritual journey.” *Georgette Kennebrae*

2010 Board of Directors

Judaism Your Way is grateful for the leadership, wisdom, energy and support that flow from our Board of Directors:

Tammy Goldstein, Bruce Karpas, Steve Kris,
John Nobil, Andrea Pollack, Julie Shaffer,
Donald L. Sturm, Susan Sturm, and Art Waldbaum.

Our Partners



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