

INNOVATION INITIATIVE



SPARKING CHANGE AND DRIVING IMPACT FOR OUR COMMUNITY

Jewish Atlanta’s growth and development depend on our ability to address the ever-changing needs of our community with creativity, foresight, and courage. The Jewish Innovation Initiative offers local changemakers the opportunity to expand the dynamic ecosystem of our city and offers guidance, resources, mentorship, and funding to shepherd new ventures and cement Atlanta’s status as a best-in-class Jewish community. Together, we are imagining new possibilities.

INNOVATION GRANTEE AREAS OF FOCUS

- Diverse and Inclusive Jewish Engagement and Education
- Mental, Emotional and Social Wellbeing
- Ritual and Spiritual Life
- Delivery of Social Services and Justice



PROUDLY SUPPORTING: THE FY24 INNOVATION COHORT

Adamah	Jewish Family & Career Services	Oak Leaf Cooperative School
Backpack Buddies	Jewish Fertility Foundation's Alternative Parenting Program	OpenDor Media
The Backstory Group	Jewish Student Union	Summer Institute for Teaching the Holocaust
Bagel Rescue	JScreen	Tikkun Olam Makers
Bechol' Lashon	L'dor V'dor	Together @ One Table
The Black and Jewish Leaders of Tomorrow	M ²	Trybal
Every Life Matters with Blue Dove	Ma'Alot	
Honeymoon Israel		

"The professional development, the public awards and recognition, and most importantly, the street cred that we've received from being part of Federation's Innovation Initiative has helped us on our national-scaling efforts."

-ELANA FRANK, EXECUTIVE DIRECTOR, JEWISH FERTILITY FOUNDATION

THE IMPACT OF FEDERATION'S INVESTMENT IN INNOVATION

We are the incubator for new ideas in Jewish Atlanta; each organization in our cohort identifies gaps in our community, tackles issues, and works together to create long-lasting, intersectional solutions. We champion the thought leaders in our city and help their ideas come to fruition for the good of the community.

ABOUT THE FUTURE

IN 2025, WE PLAN TO

- Increase the number of early stage organizations that receive coaching and mentorship through the Catchafire platform by 30%.
- Host an event where innovative organizations in our community can pitch their ideas to a panel and potentially receive \$50,000 in grants.



OUR INVESTMENT HAS LONG TERM IMPACT IN BUILDING JEWISH ATLANTA

- Over **\$1.5 MILLION** in grants have been awarded to our city's Jewish change makers over the past five years.
- **85%** of our entrepreneurial grantees are still serving Jewish Atlanta.
- **22 ORGANIZATIONS** are in the FY24 cohort, 80% of which are founded or led by women.
- Average annual grant of **\$25,000**

INNOVATION GRANTEE PROGRAM HIGHLIGHTS

THE BLACK AND JEWISH LEADERS OF TOMORROW is a two-day leadership forum for Black students, Jewish students of Color, and white Jewish college students to engage in courageous conversations and build communities that fight racism and antisemitism through advocacy and activism.

"I have not been able to stop talking to my friends about all the amazing speakers we heard at the leadership forum. I learned so much about fostering cooperation when we disagree, but also that Black Americans and Jewish Americans have so much in common."

-AVERY ADELMAN