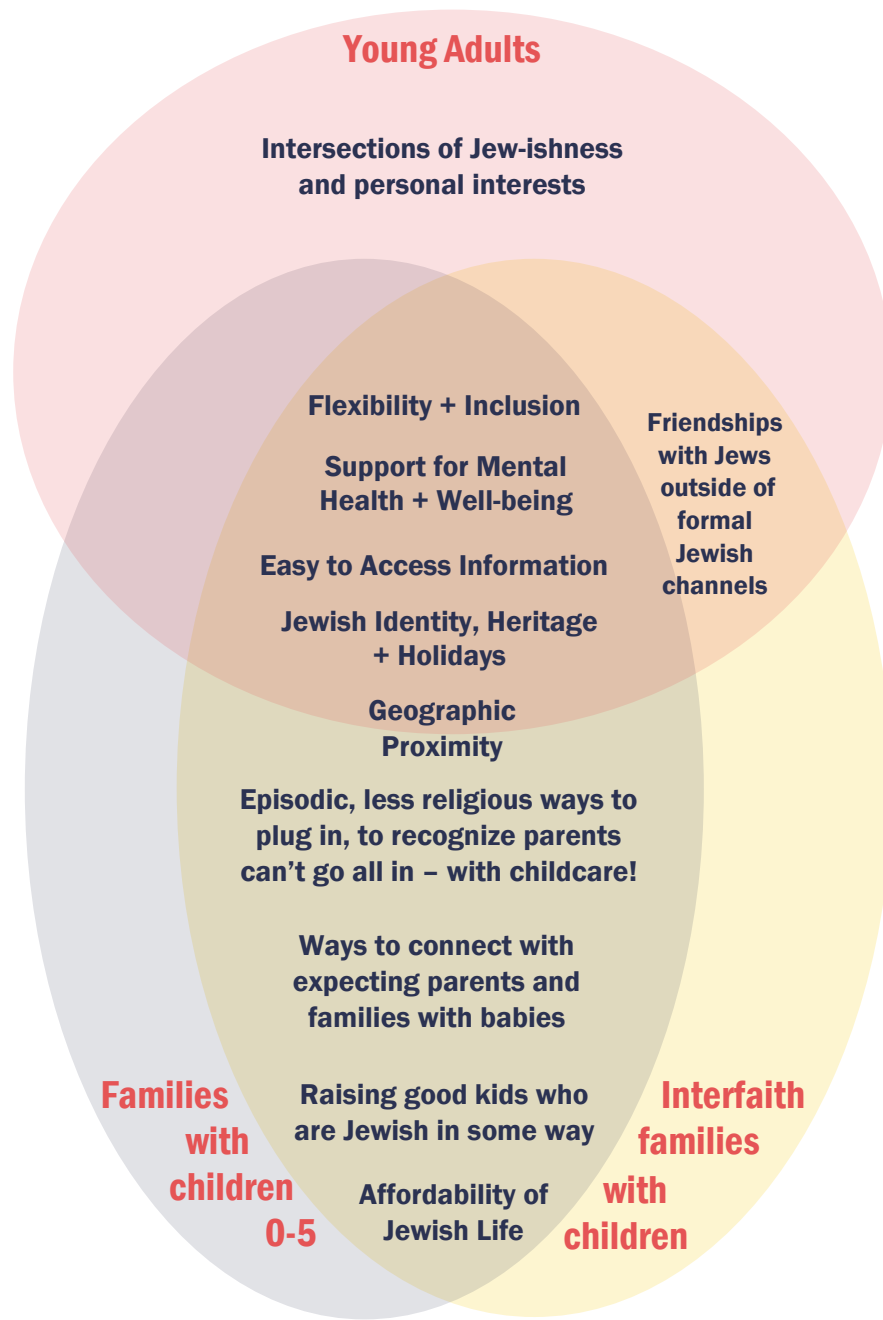


Emerging Values + Aspirations

from 2020 Focus Group Data
 to Further Explore through Experimental Grants



"I've been told about these groups, and just the ways they're advertised, I don't even want to go. I can see right through it, the way they set them up. It makes sense the coordinators think that's what we want, it's probably what they wanted when they were young, but this is 2020, a very different landscape."
 —Young Adults

"If we're talking about Jewish community, the bulk is centered around particular areas...and none of that is easy for me to get to. ... It's a big deal." —Interfaith families with teens

We've been taking her to BLM protests for a long time, but that's a little lacking here and I don't know where to go to find like-minded Jewish parents that will bond over that aspect. ... These are crazy times ... and there are all these difficult conversations to have, and I think we need to start them young and don't know how to form a support group around all that." — Families with kids 0-5

"My husband and I went to Passover and Hanukkah once at a temple, and I love it because it wasn't religious, but we just ate latkes and lit menorahs, so I'm really new at making these connections and I'm turned off by the religious stuff. ... I'd definitely be interested in connecting if it was in a context that I didn't feel like I was lying about my belief. I was always jealous of friends who were able to do these cool community things that didn't have to be religious, ... but I don't know where that exists."

"It'd be nice to have a group where people are culturally Jewish and some are observant, and being able to hang out in that kind of scene or with people with similar backgrounds or shared heritage, but not all the same views. I don't necessarily think we feel comfortable going to become part of a congregation or something like that." — Interfaith families with kids 0-5

"We just kind of want to explore instilling the values first. It'd be nice to have a group or somewhere we could go where there's no pressure, but you can have the Jewish experience." —Interfaith families with kids 0-5