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## **Jewish World Watch Named One of North America's Most Innovative Jewish Nonprofits**

Fourth Annual "Slingshot" Guidebook Names 50 Most Innovative Jewish Nonprofits in America

Los Angeles: September 15, 2008 – Jewish World Watch has been named one of the nation's 50 most innovative Jewish nonprofits in Slingshot 08/09, a resource guide to Jewish innovation. Compiled and published by 21/64, the annual guidebook features programs, organizations, and leaders that take innovative approaches to addressing age-old concerns of identity and community in Jewish life today. For the second time, Jewish World Watch was selected for the Slingshot Guidebook after an extensive evaluation process overseen by 25 foundation professionals and for the first time is a recipient of a grant from the Slingshot Fund.

Each year, the organizations listed in Slingshot offer a glimpse into the trends shaping North America's Jewish nonprofit sector and the Jewish community at large. Those selected in Slingshot 08/09 are reinvigorating Jewish expression and practice in the areas of ritual, history, language, liturgy, culture, and tikkun olam, healing the planet.

Jewish World Watch is an organization that has been at the forefront working to educate the community in California about the crisis in Darfur, engage in advocacy efforts with our policy makers, and provide relief to the survivors of genocide in the Darfur region of Sudan.

Inspired by a call to conscience delivered by Rabbi Harold Schulweis in October 2004, JWW was organized to re-sanctify the post-Holocaust oath of "Never Again"— starting with the genocide in Darfur. Jewish World Watch was formed as a coalition of Los Angeles-based synagogues that would work together to mobilize their schools, their members and the community at large to combat and prevent genocide worldwide. Today, with more than 60 synagogue members from all denominations of the Jewish faith, Jewish World Watch represents a constituency of over 300,000 concerned citizens. And while the members of Jewish World Watch are synagogues, Jewish World Watch works in partnership with organizations and individuals of all faiths.

Through Jewish World Watch, thousands of Los Angelinos have been mobilized to fight the genocide in Darfur and provide aid to its survivors. Of the \$4 million raised by Jewish World Watch in just three short years, more than \$2,000,000 has been allocated to aid the refugees in Darfur and Chad.

In order to accomplish the goals of educating and advocating, Jewish World Watch has an extensive speakers bureau peopled with volunteers aged 13 to 83. These speakers have reached 30,000 young people in public, private, and parochial schools about the plights of Darfur.

"We are thrilled to be included in Slingshot 08/09." Said Tzivia Schwartz-Getzug, Executive Director, Jewish World Watch. "Jewish World Watch is committed to engaging Los Angeles' next generation of Jews in relevant and meaningful ways which we do through activist training, hands-on activities and other innovative outreach to schools and camps. Only by inspiring our young people to become active participants in the world around them can we hope to see genocide eradicated. Inclusion in Slingshot 08/09 is a strong validation of Jewish World Watch's work."

Jewish World Watch was selected by a group of 25 foundation professionals from hundreds of nominees. All nominees were evaluated based on programmatic innovation, community impact, leadership and organizational efficiency.

“Slingshot 08/09 shows us once again that both fledgling programs and established organizations across the U.S. are teeming with Jewish innovation,” said Roger Bennett, co-founder of 21/64. “For years, I’ve heard skeptics say that Jewish innovation is a clever way of describing hip programs that are culturally-driven, but lacking in Jewish substance. Not true. The organizations in Slingshot 08/09 show us clearly that Jewish innovation consists of a profound mix of ritual, history, language and culture.”

Slingshot 08/09 will be unveiled at a launch event in Manhattan on September 18. A subset of the organizations featured in Slingshot will receive funding grants from The Slingshot Fund. Founded by Jews in their 20s and 30s, the Fund aims to provide a new model for raising and distributing grants by engaging young people in Jewish philanthropy who would otherwise not be involved.

“Reinvention and adaptation are the hallmarks of Judaism, and the Slingshot organizations are leading the charge in North America,” said Sharna Goldseker, co-founder and Director of 21/64. “By challenging convention and exploring new ways to bridge the past with the next generation, these nonprofits tell us that our tradition, history, and culture are still central to how we identify ourselves.”

#### **About Slingshot**

Slingshot was created by a team of young funders as a guidebook to help funders of all ages diversify their giving portfolios with the most innovative and effective organizations and programs in North America. This20guide contains information about each organization’s origin, mission, strategy, impact and budget, as well as details about its unique character. Now in its fourth edition, Slingshot has proven to be a catalyst for next generation funding and offers a telling snapshot of shifting trends in North America’s Jewish community. The book, published annually, is available in hard copy and as a free download at [www.2164.net](http://www.2164.net) or at [www.slingshotfund.org](http://www.slingshotfund.org).

#### **About 21/64**

21/64 is a non-profit consulting division of The Andrea and Charles Bronfman Philanthropies. Based in New York, it offers services to individuals, families, businesses, foundations and federations in times of generational transition - including consultation, resource materials, networks and communication vehicles. 21/64 specializes in a multigenerational approach to philanthropy. In this era, when there are four generations above the age of 21 around corporate and philanthropic tables, multiple generations must learn to understand each others' “generational personalities,” motivational values, and visions. 21/64 facilitates the process of values clarification, strategic visioning and communicating to help multigenerational families define and achieve their individual and collective goals.

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