Dear Colleagues and Partners,

Repair the World was founded in 2009 with a mission to make service a defining element of American Jewish life. We sought to connect young adults with the meaningful opportunities they craved to make the world a better place, and to infuse those opportunities with Jewish values, learning and ongoing community. Today, Repair the World leads a national movement that inspires and equips Jewish communities to serve, mobilizing tens of thousands of young adult Jews each year in serving through a Jewish lens and building Jewish community around their service.

Our flagship program, Repair the World Communities, represents the best of this vision. Piloted in Baltimore, Detroit, Philadelphia, Pittsburgh and New York City, Communities leverages the strength and idealism of full-time fellows who commit a year to building volunteer initiatives with local nonprofit partners. The fellows engage thousands of Jewish young adults in each city to volunteer, and to deepen their Jewish and civic learning.

Before launching Communities in 2013, we contracted an Independent Evaluation of the program’s impact to be performed at the end of 2015. This report shares the fresh results, informative to anyone working to engage young Jewish adults or to design meaningful service opportunities. We now know:

- Done right, service attracts large numbers of “unaffiliated” young adult Jews.
- Service through a Jewish lens can be “sticky” and keep participants engaged.
- Participants build new forms of Jewish communities around their service.
- Service connects meaningfully to Jewish identity formation and Jewish values.

The findings and analysis shared here offer a resource for the broader fields of Jewish engagement and service. Meaningful service is not simply an entry-point into Jewish life. For many, it is the singular expression of their Jewishness. Let’s continue to learn together and to create partnerships and opportunities that engage even more young Jewish adults in repairing our world.

David Eisner
CEO, Repair the World
About Repair the World

Repair the World (RTW) was founded in 2009 to make meaningful service a defining element of American Jewish life. It is the only organization devoted exclusively to mobilizing young Jews to volunteer in tackling pressing local needs. Repair helps people transform their neighborhoods, cities and lives through meaningful service experiences, rooted in Jewish values, history and heritage. Repair powers Jewish service both through national campaigns and through efforts on the grassroots, community level.

The Premise of Repair the World Communities is:

- Meaningful Opportunities to Serve
- Peer-to-Peer Engagement
- Thousands of Jewish young adults building new forms of community around ongoing service with a Jewish lens.

1,000,000+ INDIVIDUALS REACHED
100,000+ 30,000+
INDIVIDUALS USING REPAIR MATERIALS, PARTICIPATING ONLINE, OR TRAINED BY REPAIR
INDIVIDUALS WHO PARTICIPATE IN REPAIR PROGRAMS LOCALLY AND NATIONALLY

With this combination of broad national engagement and deep engagement in select cities, Repair makes service a part of Jewish life by mobilizing young adults to volunteer and to make change in communities.
About Repair the World Communities

In fall 2013, Repair the World launched its signature program, Repair the World Communities, in four cities: Baltimore, Detroit, Philadelphia and Pittsburgh. New York City was added, also as a pilot, in fall 2015, following a year of site development. In each of these communities, a full-time City Director oversees the program and its base of operations, known as “the Workshop.” Each City Director supports a cohort of fellows (ages 21-26) who make an eleven-month commitment to volunteer and study while they accomplish their core mission to recruit and engage Jewish young adults in volunteering and service-related activities. In this report and in RTW Communities, those Jewish young adults who engage in direct-service are termed “volunteers.” The term “participants” may include these volunteers along with individuals engaged by fellows who attend an RTW Communities activity that only includes service-related education or reflection, such as a Shabbat dinner themed around food justice. Finally, “partner” or “partner organization” refers to service organizations on the ground that fellows work with to create service opportunities for those they engage.

RTW Communities focuses primarily on two causes that resonate with Jewish millennials—education and food justice—and uses volunteering as a way to engage with these issues. The program has a deep focus in one particular neighborhood in each city, while still fostering a presence in other parts of the city. The neighborhood is selected based on need and the presence of an extensive network of local nonprofits that both work well with the community and want to engage volunteers.

In addition to facilitating volunteer experiences, fellows are also trained to facilitate contextual education and reflection. These programs deepen the educational components of the service experience, and also are a tool to bring new people in the door, to hook them on the issue and (hopefully) to deploy them to volunteer.

Meaningful Service Repair-style: The Three Keys

1. The act of volunteering—also called direct service
2. Contextual education—about the underlying social issues and the related Jewish values in the need being addressed through service
3. Reflection—on the participants’ personal connection to the experience, the issue, the Jewish values expressed and the meaning to their lives
ABOUT THIS INDEPENDENT EVALUATION In launching Repair the World Communities in 2013, Repair embraced a “launch and learn” philosophy, with a goal of integrating what it learned into how it planned the program. Prior to the launch of the program in fall 2013, Repair engaged the leading social impact firm Algorhythm to design an evaluation and to collect and analyze data. The evaluation addresses the following core questions:

- Is RTW Communities effectively reaching its target demographic of Jewish millennials?
- What are the core drivers of initial and ongoing engagement in RTW Communities?
- Has the program produced positive changes in attitude and behavior in Repair fellows and volunteers?
- Has the program had an impact thus far on the communities served?
- Has the program had an impact thus far on the local Jewish community?

This report on the independent evaluation presents findings on the first two years of the Communities program.
KEY FINDINGS OF THE INDEPENDENT EVALUATION

ATTRACTING “UNAFFILIATED” YOUNG ADULTS
Repair the World Communities is engaging growing numbers of un-engaged young Jewish adults.

ON-RAMP TO ONGOING ENGAGEMENT
Repair the World Communities is moving participants in one-time activities to return for additional opportunities to volunteer or learn.

BUILDING ALTERNATIVE JEWISH COMMUNITIES
Participants in Repair the World Communities are building alternative forms of Jewish community around service-related activities through a Jewish lens.

EVIDENCE:

- Unique individuals participating in Communities programming grew from about 4,000 in the first year to over 12,000 in the second.

- 75% of these participants are Jewish young adults.

- 70% of these young adults had a “low Jewish engagement background”*

*In 2011, TCC Group determined level of Jewish background by using Steven M. Cohen’s research as the guide to select six variables to measure respondents’ Jewish backgrounds. The Repair evaluation builds upon this algorithm, through tweaking the variables and adding in frequency of participation. Respondents were surveyed according to the following seven variables: Jewish Day School; Jewish Camp; Jewish supplementary school; Israel visit; Birthright participation; Jewish youth group; Yeshiva or other Jewish studies program in Israel. They were then measured based on frequency to determine low, medium, or high Jewish background.

EVIDENCE:

- Nearly 60% of Communities participants in year 2 have participated in two or more programs, and more than half have participated three or more times (see Engagement Frequency chart on page 9).

- Volunteers say a major reason they continue to volunteer is that their engagement has a meaningful impact on the community.

- Apparent differences are emerging between Jewish young adults attracted to direct service programs and those attracted to educational programs. Integrating the “head” elements of these activities—contextual education and reflection—with the “hand” elements—the direct service work—will require testing adjustments to the program.

EVIDENCE:

- Participants say a main reason for engaging with Repair is meeting like-minded peers and coming together to carry out their values.

- At the same time, participants were equally motivated by the opportunity Repair provides for a genuine encounter with people from different backgrounds.

- Participants also say that the social connections they make through RTW Communities (either to individual fellows or to the growing Repair community) represent a main reason why they engage on an ongoing basis.
THE POWER OF PEER-TO-PEER ENGAGEMENT
The peer-to-peer model is proving effective, while also demonstrating some limitations.

EVIDENCE:
- Participants say that Repair fellows are the key drivers of their engagement and enthusiasm for the program.
- Fellow efficiency has increased significantly, from year 1, when each fellow engaged on average 125 unique participants, to a year 2 average engagement of 325 participants per fellow.
- Fellows primarily engage participants like themselves, showing limited capacity, so far, to reach beyond their immediate peers.

INTEGRATING LEARNING WITH SERVICE
Much of the meaning that participants find in Repair programming is driven by the integration of contextual and Jewish learning and reflection within the service experience.

EVIDENCE:
- Volunteers say that focused and facilitated time for reflection is crucial in deepening their engagement with the Jewish values manifested through their service.
- The volunteers who say that post-service reflection happens well are more likely to find higher levels of meaning in the overall activity.
- Participants want Repair’s programs to bring greater consistency in frequency, duration and quality to learning and reflection.

BUILT ON PARTNERSHIPS
Repair’s deep relationships with community-based partners drive program effectiveness.

EVIDENCE:
- Participants report that cross-cultural experiences—genuine encounters with people from different backgrounds—are key motivators for returning, experiences that can only be enabled by local partners.
- When partner organizations understand Repair’s mission and have relationships with other partner organizations:
  > participants in that programming are more likely to report positive experiences with the programs and to return repeatedly;
  > that programming yields more volunteers recruited, stronger participant satisfaction and reporting of greater social impact; and
  > those partners are more likely to be satisfied with their relationship with Repair the World.
Independent Evaluation Findings

Demographics

Repair the World Communities Program Participants (n=521)

- **Female**: 65%
- **Male**: 33%
- **Other**: 2%

Includes volunteers and educational program participants

**Total Participants**

- **Female**: 68%
- **Male**: 30%
- **Other**: 2%

**Volunteers**

- **Female**: 64%
- **Male**: 35%
- **Other**: 1%

**Educational Program Participants**

- **Female**: 65%
- **Male**: 33%
- **Other**: 2%

Repair the World Fellows (n=70)

- **Female**: 73%
- **Male**: 26%
- **Other**: 1%

**Total Fellows**

- **Age**: 22-24
- **26%**
- **25-26**: 6%

**Age**

- **94%**: 22-24
- **6%**: 25-26

**Religious Affiliation**

- **Reform**: 28%
- **Conservative**: 21%
- **Reconstructionist**: 9%
- **Orthodox**: 5%
- **Just Jewish or Unaffiliated**: 27%
- **Not Jewish**: 10%

75% of participants are Jewish young adults.

70% of these young adults had a “Low Jewish Engagement Background.”
PARTICIPATING WITH REPAIR THE WORLD COMMUNITIES

In its first year, the 2013-2014 program year, Repair the World Communities engaged 3,600 total unique participants in its service programs, including both direct volunteering and educational programming. In its second year, Repair the World Communities engaged 12,371 unique participants, an increase of more than 244 percent.

Moreover, as shown in the table below on the left, by year 2, more and more volunteers specifically moved from episodic to continuous engagement—a key goal of the program.

<table>
<thead>
<tr>
<th>Volunteer Engagement Frequency</th>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteering once</td>
<td>53%</td>
<td>41%</td>
</tr>
<tr>
<td>Volunteering twice</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>Volunteering three times</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Volunteering four times or more</td>
<td>24%</td>
<td>36%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Participant Engagement Frequency</th>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating once</td>
<td>44%</td>
<td>33%</td>
</tr>
<tr>
<td>Participating twice</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Participating three times</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Participating four times or more</td>
<td>24%</td>
<td>34%</td>
</tr>
</tbody>
</table>
“If asked a year ago, I would have said that I did not care that I was volunteering with a Jewish organization, but now I would definitely say yes. I like that Repair the World works not only with Jewish organizations and helps everyone in the community. It’s not that the Jewish piece makes me like volunteering more, the volunteering makes me like my Judaism more.”

Volunteer

**WHY DO PEOPLE VOLUNTEER THROUGH REPAIR?**

Given the plethora of options for volunteering that already currently exist in each of the Repair the World Communities, why do people choose to volunteer through Repair and how do they hear about this opportunity?

In examining the data from all volunteers, the three most common themes that emerge as motivations for volunteering with Repair are:

<table>
<thead>
<tr>
<th>The service work itself: the opportunity to address a problem and help others</th>
<th>The community of volunteers: the opportunity to meet like-minded people</th>
<th>A cross-cultural experience: the opportunity for a genuine encounter with people from different backgrounds</th>
</tr>
</thead>
<tbody>
<tr>
<td>97%</td>
<td>77%</td>
<td>77%</td>
</tr>
</tbody>
</table>
How Did Volunteers Find Repair?
Overall, people who volunteer with RTW Communities share characteristics similar to those of Repair fellows. Volunteers tend to be highly educated Jewish millennials who are already involved with and engaged in addressing social justice issues in their cities. Fellows are clearly recruiting community members who are “ready, willing, and able” to volunteer. Volunteers are also similar to fellows in terms of other civic engagement, suggesting that fellows are, literally, engaging their peers.

Quality of the Volunteer Experience
Repair the World pays close attention to the quality of the volunteer experience, recognizing that a high-quality volunteer experience is essential to volunteer retention, to impact in the community and to building word-of-mouth recruitment to Repair the World programming.

Because Repair’s program is partnership-based and fellow-facilitated, it’s clear that no two volunteer experiences are identical. And yet, there are standards of practice that Repair fellows are trained in and do their best to implement across all volunteer experiences.

**VOLUNTEER EXPERIENCE HIGHLIGHTS:**

- The vast majority of volunteers (over 80%) indicated that they were likely to volunteer again with Repair.
- The more often volunteers engaged, the more positive the outcomes they experienced.
- A majority of volunteers felt that their experiences with Repair provided them with consistent opportunities to reflect on how their work connects to Jewish values.
- Volunteers who chose to participate with Repair for other than Jewish reasons (the vast majority) experienced increases in understanding and identification with Jewish values.
- Volunteers’ satisfaction with fellows was consistently positive.
EDUCATIONAL PROGRAMMING

As mentioned earlier in the report, Repair-style service includes two critical elements beyond direct service: contextual education about the underlying social issues and Jewish values connected to the need the service is addressing; and, reflection on the personal meaning associated with the service experience, the issue, and the Jewish values. These are the elements that shine through Repair the World Communities programming. When these programs are deep, authentic, and complex, they help create the “stickiness” of the program, empowering participants to:

1. Build community among themselves and the fellows—giving them a space for informal connection and reflection.

2. Deepen their connection to the issues they confront (food and education justice; Jewish values; the role of power and privilege, etc.), and make their engagement more ongoing.
**JEWISH IMPACT OF THE PROGRAM**

Repair the World creates an intentional space for deep and nuanced Jewish engagement around activities focused on improving lives and communities. Fellows and participants are empowered to connect their desire to seek justice to their expression of Jewishness. Repair strives to give these individuals a language that feels authentic so they can articulate how their Jewishness informs their drive to create social change. In the long term, Repair aims to cultivate Jewish communities that are more vibrant, appealing and relevant to young adults.

**Fellows’ Increases in Jewish Connections**

The majority of fellows in year 2 agreed that the program enhanced their connection to their value of social justice, the relationship between social justice and Jewish values, their local Jewish community and their Jewish heritage and identity.

<table>
<thead>
<tr>
<th>Fellows’ Connection to</th>
<th>Year 1 AGREE/STRONGLY AGREE</th>
<th>Year 2 AGREE/STRONGLY AGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value of Social Justice</td>
<td>56%</td>
<td>89%</td>
</tr>
<tr>
<td>The Relationship Between Social Justice and Jewish Values</td>
<td>NA</td>
<td>72%</td>
</tr>
<tr>
<td>Your Local Jewish Community</td>
<td>37%</td>
<td>69%</td>
</tr>
<tr>
<td>Jewish Heritage and Identity</td>
<td>33%</td>
<td>58%</td>
</tr>
<tr>
<td>Learning More About Jewish Tradition, History, Religion, and so forth</td>
<td>37%</td>
<td>48%</td>
</tr>
<tr>
<td>Jewish Customs and Traditions</td>
<td>26%</td>
<td>35%</td>
</tr>
<tr>
<td>Value of Faith</td>
<td>7%</td>
<td>20%</td>
</tr>
<tr>
<td>Israel</td>
<td>11%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Fellows’ Engagement of Participants**

Though the fellow experience alone is important, the program really depends on the fellows being driven to engage others:

- 75% of fellows indicated that they exposed others to Jewish traditions and rituals.
- 66% of fellows indicated that they inspired people to understand their service as an expression of their Jewish values.
- 57% of fellows indicated that they were somewhat successful increasing peoples’ awareness of the connection between service and Jewish values.
Connecting participants to their Jewishness

- The majority of volunteers who identified as Jewish in year 2 felt at least somewhat that their experiences with Repair strengthened their connection to the value of social justice and the relationship between social justice and Jewish values.

- About half felt that the Repair experience enhanced their connection to their local Jewish community and nearly half felt that volunteering at least somewhat enhanced their sense of Jewish heritage and identity.

- In year 1, 53% of volunteers indicated that they had consistent opportunities to reflect on how their service connects to Jewish values. This increased to 65% in year 2.

Participants Reported Increases in Their Connection to Different Areas of Jewish Knowledge and Content:

<table>
<thead>
<tr>
<th>Increases in Connection to</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value of Social Justice</td>
<td>73%</td>
</tr>
<tr>
<td>The Relationship Between Social Justice and Jewish Values</td>
<td>67%</td>
</tr>
<tr>
<td>Your Local Jewish Community</td>
<td>53%</td>
</tr>
<tr>
<td>Jewish Heritage and Identity</td>
<td>47%</td>
</tr>
<tr>
<td>Learning More About Jewish Tradition, History, Religion, and so forth</td>
<td>30%</td>
</tr>
<tr>
<td>Value of Faith</td>
<td>33%</td>
</tr>
<tr>
<td>Jewish Customs and Traditions</td>
<td>23%</td>
</tr>
<tr>
<td>Israel</td>
<td>14%</td>
</tr>
</tbody>
</table>

Participants report that effective Jewish-content programming includes:

- Conversations that open up difficult questions, instead of closing them down;
- Rich, substantive content that is still accessible;
- Not pushing a certain agenda;
- Hyper-inclusivity of all people, including non-Jews.
COMMUNITY OF JEWISH SERVICE

Jewish young adults seek a community where they can connect to others precisely through meaningful work that breaks down barriers. Indeed, Repair fellows serve as bridges between different communities, giving Jewish young adults access and connection points to people, communities, issues and neighborhoods they might not otherwise encounter. Volunteers and program participants reported extremely high positive outcomes from their experience in the following areas:

- Making a meaningful contribution to their communities
- Meeting like-minded people
- Genuine connection with people from different backgrounds
- A feeling of community

“I believe ... that we inspire the local Jewish community to volunteer with frequency and depth.”
YEAR 2 FELLOW
Though it is too early in the life of the program to reach conclusions about how RTW Communities is permanently changing local landscapes, a significant amount of evidence suggests that Repair is beginning to build new and unique elements of strength within the Jewish community. As one participant said in a focus group, “I can’t imagine Jewish life in Pittsburgh without them.”

Indeed, in focus groups with Jewish organizations in Detroit, Philadelphia and Pittsburgh, the general consensus was that Repair provided diverse, quality Jewish programming. In particular, leaders of Jewish organizations indicated that Repair:

- Engaged the millennial demographic in a new way;
- Helped ignite new types of conversations within local Jewish communities;
- Provided fellows who acted as role models for other Jewish youth;
- Inspired Jewish community members to volunteer and do more in communities;
- Provided a new, meaningful and energetic level of leadership;
- Tied Jewish values to volunteerism and service (a clear message);
- Acted as a hub of communication across agencies and initiatives.

“Repair has taken a new approach to engaging young Jewish adults, reaching a core demographic from a tzedek perspective.”

LOCAL JEWISH PARTNER
IMPACT OF PROGRAM ON SERVICE PARTNERS
While engaging volunteers and educating Jewish community members, Repair also works to provide effective service to its partner organizations by contributing to (not competing with) their efforts and expanding their impact. The satisfaction of Repair’s local partners also serves as a proxy for measuring Repair’s impact on the local low-income community. This type of impact is crucial to Repair’s long-term goals of:

- Deepened relationships of mutual trust and understanding between the Jewish community and the local neighborhood; and
- The greater community seeking out Jewish communities to support social change through volunteering.

FELLOWS
Repair invests significantly in the training and leadership development of its full-time fellows and Team Leaders, second-year fellows with extra responsibilities in each city. While their task during the program is to leverage this training in order to recruit and engage their peers, fellows gain valuable skills that in many cases set them on a new professional path.

“...has been that it has allowed us to build critical capacity! Without [our RTW fellows’] help I wouldn’t be able to recruit nearly as many volunteers.”

YEAR 2 PARTNER ORGANIZATION
RECOMMENDATIONS FOR IMPROVEMENT

Targeted Volunteer Recruitment
The fellows excelled at engaging peers who were similar to themselves: Jewish millennials who are highly educated and already involved with and engaged in addressing social justice issues in their cities. In order to achieve its long-term objectives, Repair should explore other mechanisms to reach young Jews who are older and who may not previously have engaged in social justice work.

Enriched Volunteer Engagement
While programming quality has increased from year 1 to year 2, in order to fully capitalize on the promise of these highly educated young volunteers, the depth of programming and volunteer events needs to continuously evolve to match their capacity. This requires that fellows be more critically aware of who they are engaging and how best to sustain that engagement.

Increased Capacity for Jewish Community Engagement
The above recommendation is particularly salient when engaging with older, more experienced volunteers and partners within the local Jewish community. Within these contexts, young fellows have struggled to facilitate and ignite meaningful dialogue. To achieve even stronger Jewish community outcomes, RTW may need to formalize partnerships with more local Jewish organizations and give them near-equal attention to the attention currently given to service partners.

Focused Programming
The programming change from year 1 to year 2—shifting to a narrower focus on education and food justice—was effective in clarifying RTW’s mission, purpose and goals. The narrower focus on two core issues also appeared to strengthen the RTW Communities program. Year 2 fellows provided several very specific ideas about how to further increase their success, including:

Mentorship of fellows
Provide fellows with additional external resources for personal and professional development.

Goal-setting
Fellows expressed wanting to play a deeper role in realistic goal-setting for the program.

Clearer roles
There is still work to be done to clearly define the role of fellows and how to interact with partners.

More feedback
Provide feedback on fellows’ performance for continuous improvement.

More personal space and time
Provide comp days, time off, and more work-life balance.
REPAIR THE WORLD THANKS ALL THOSE WHO MAKE THIS WORK POSSIBLE.

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Repair the World City Directors
Repair the World Fellows
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Jewish Federation of Greater Philadelphia
The Associated: Jewish Community Federation of Baltimore
Repair the World Board of Directors

The team at Algorhythm for data collection and analysis:
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Dr. Kim Flores
Dr. Julie Poncelet

Mordy Walfish and Maital Friedman of Repair the World, who managed the evaluation process; and, Jason Edelstein, who wrote and developed this report.
REPAIR THE WORLD works to inspire American Jews and their communities to give their time and effort to serve those in need. We aim to make service a defining part of American Jewish life.

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