



# Survey of Contemporary Jewish Initiatives

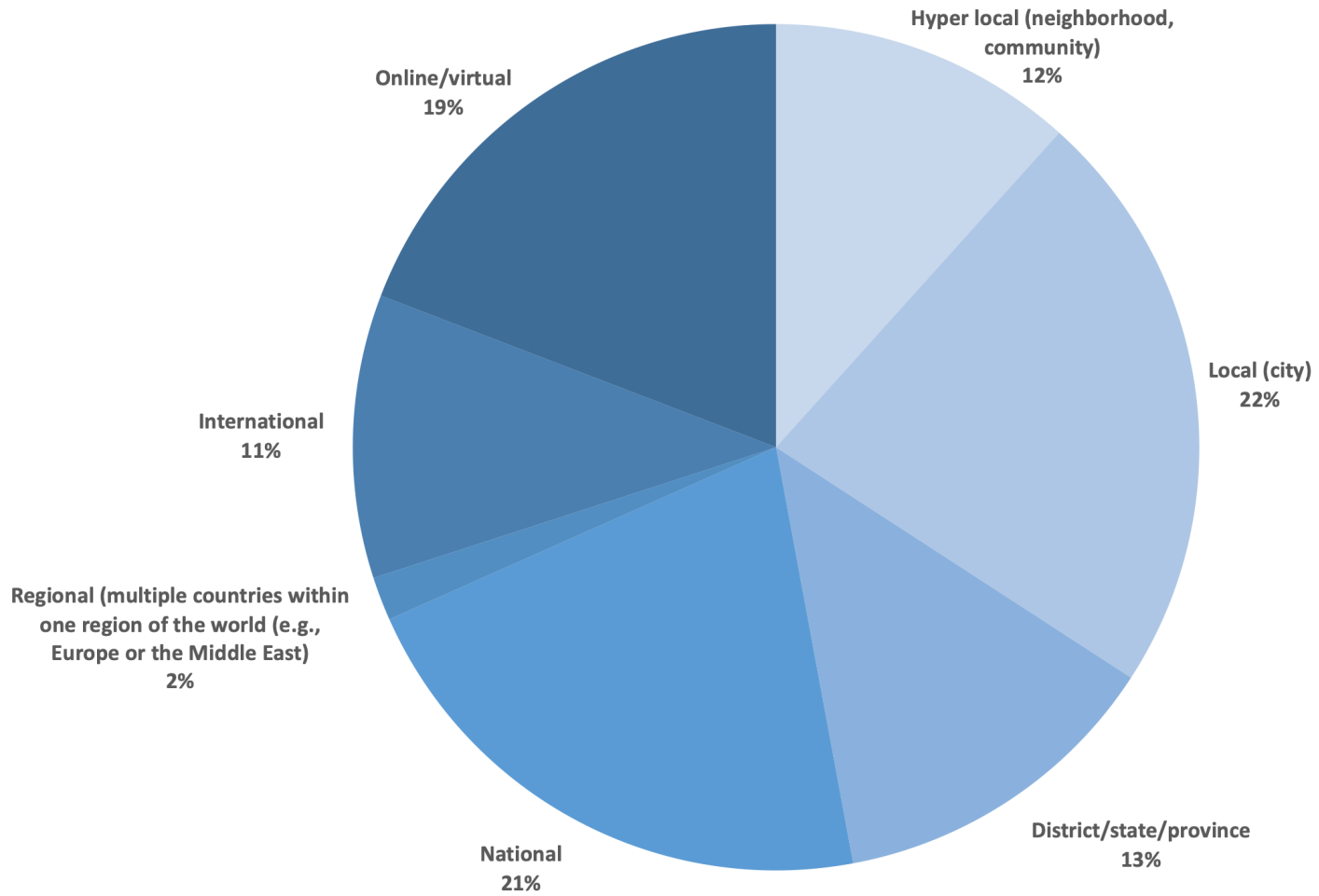
## *Kenissa* Network Survey Sample

Rabbi Sid Schwarz, Project Director  
May 2024

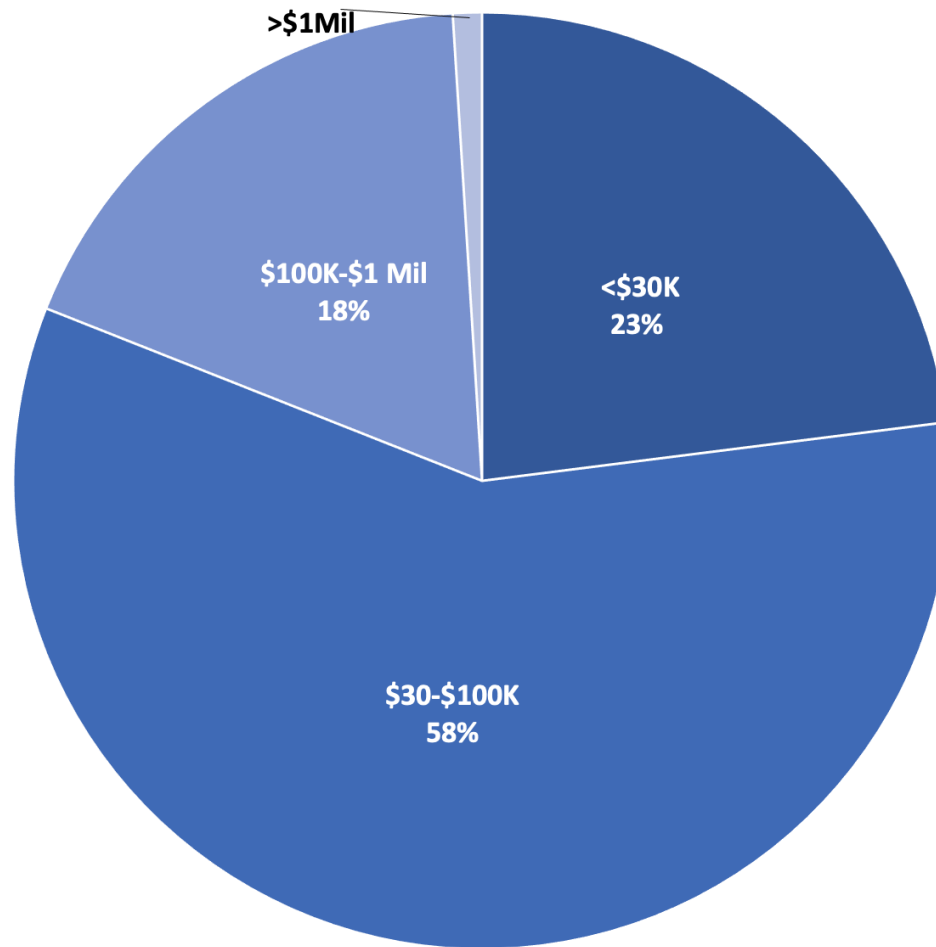
Within the *Kenissa* Network, the number of new Jewish organization founded nearly doubled from the first to the second decade of the 21<sup>st</sup> century.



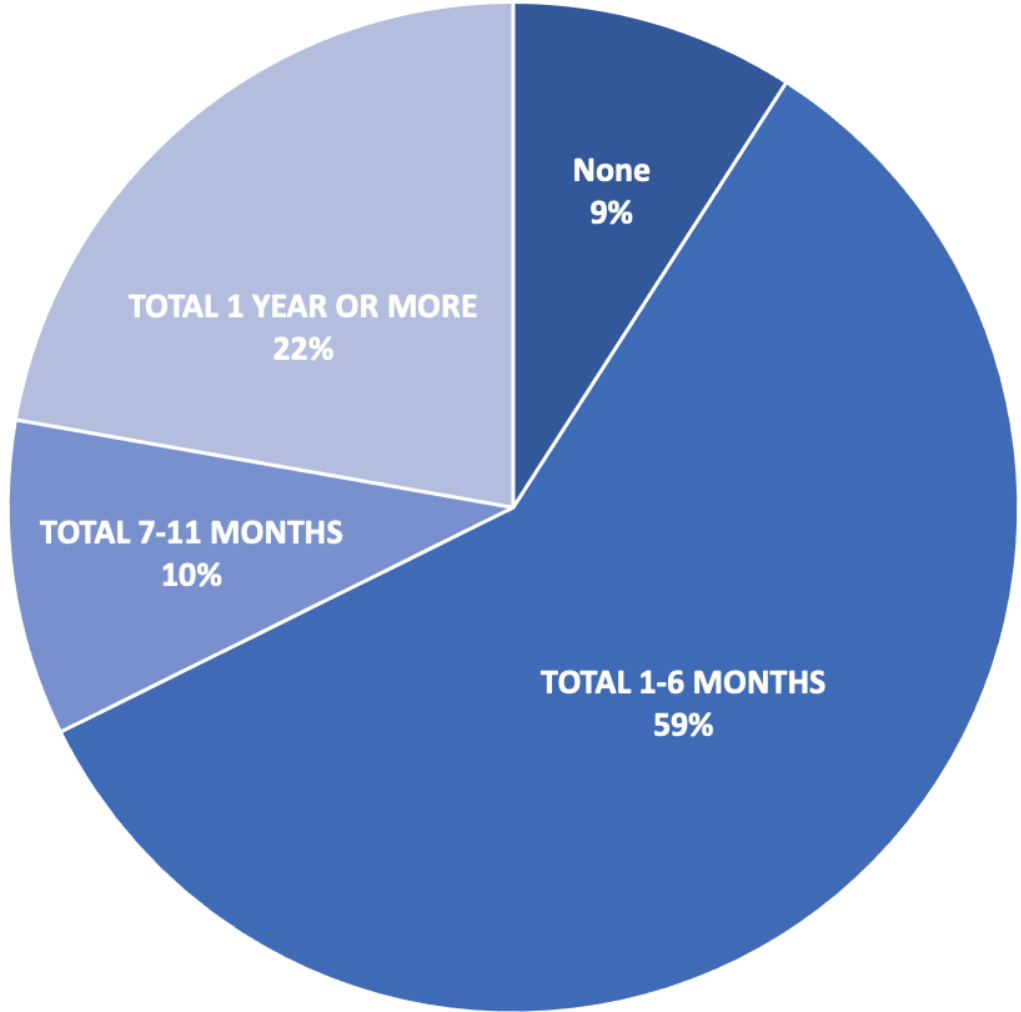
The organizations led by members in the *Kenissa* Network are fairly equally distributed between those that are local, national and virtual.



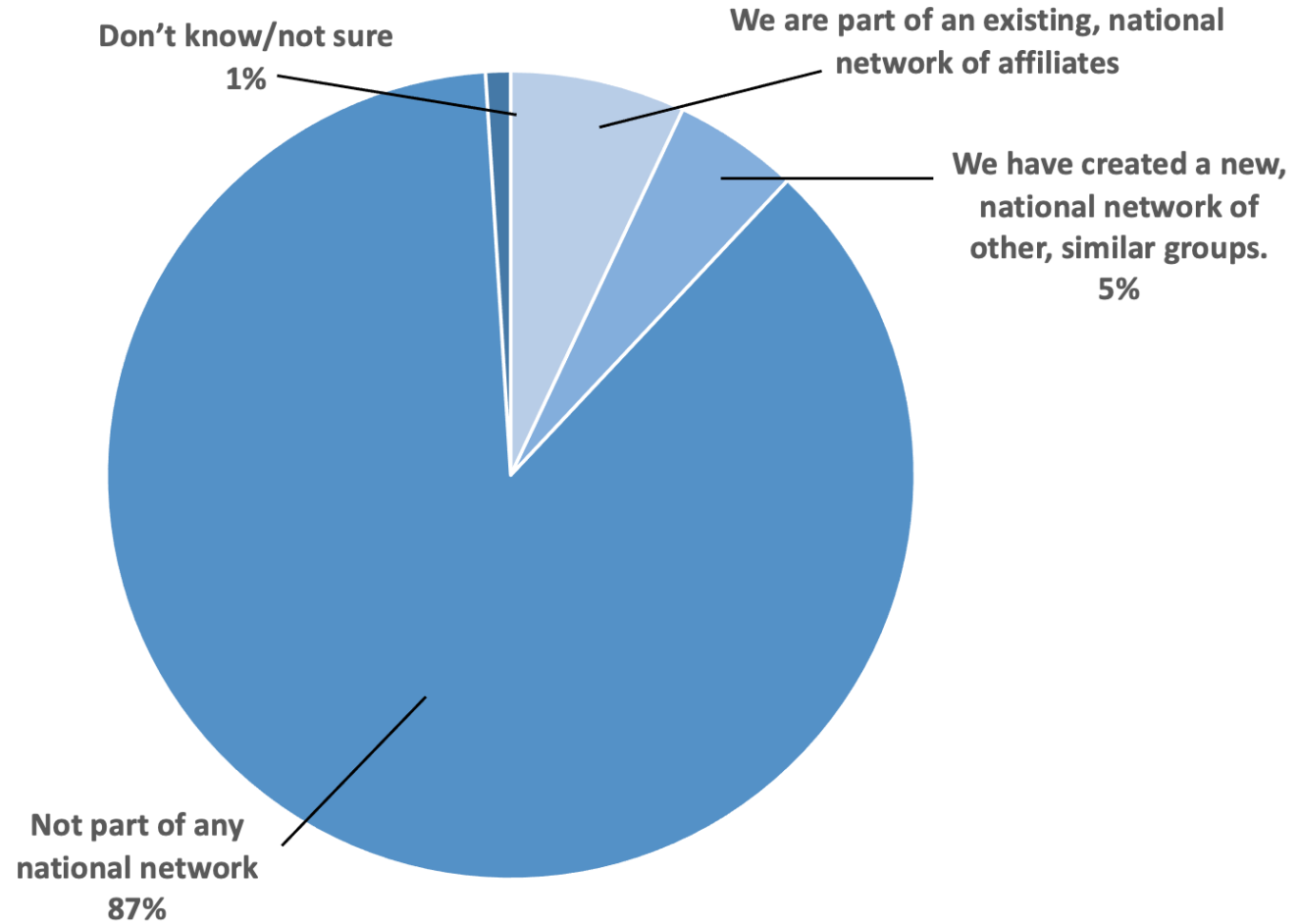
Just over 50% of *Kenissa* organizations have budgets between \$30-100K, relatively modest by non-profit standards. Close to 25% have budgets below \$30K.



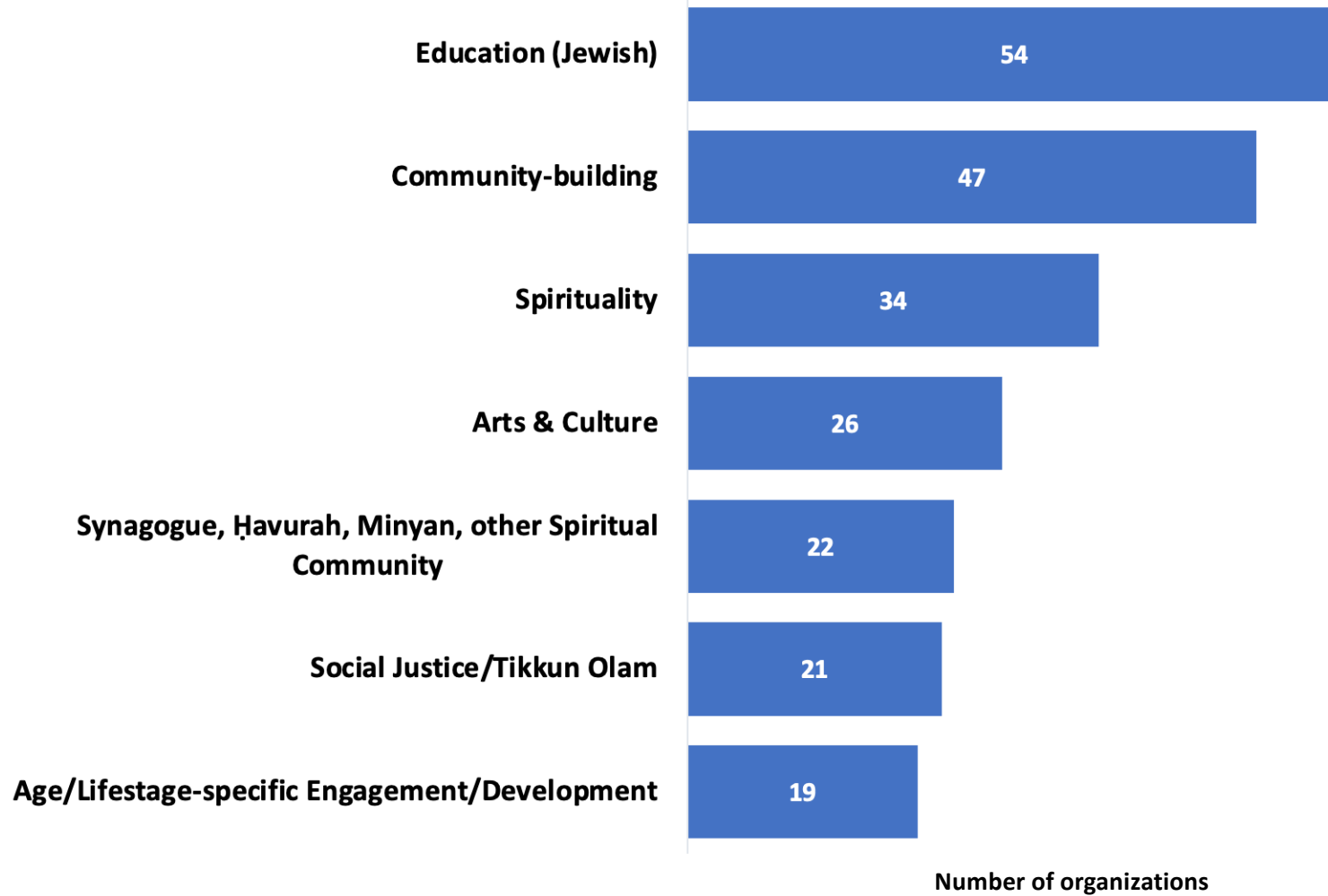
**Most *Kenissa* Initiatives have less than 6 months of cash reserves.**



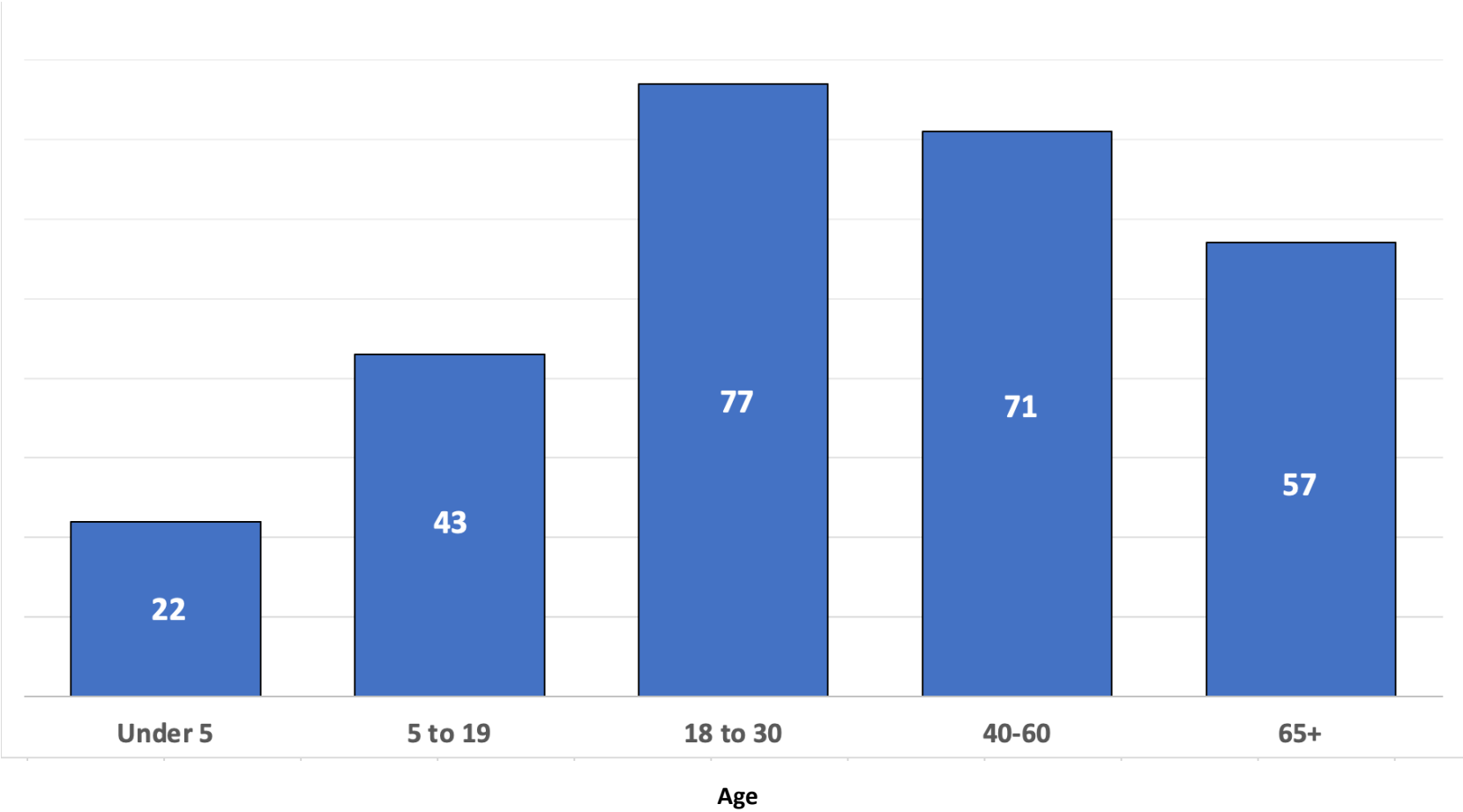
**Few *Kenissa* organizations are part of any established, national network of affiliates.**



Most *Kenissa* organizations focus their work in education, community building or spirituality.

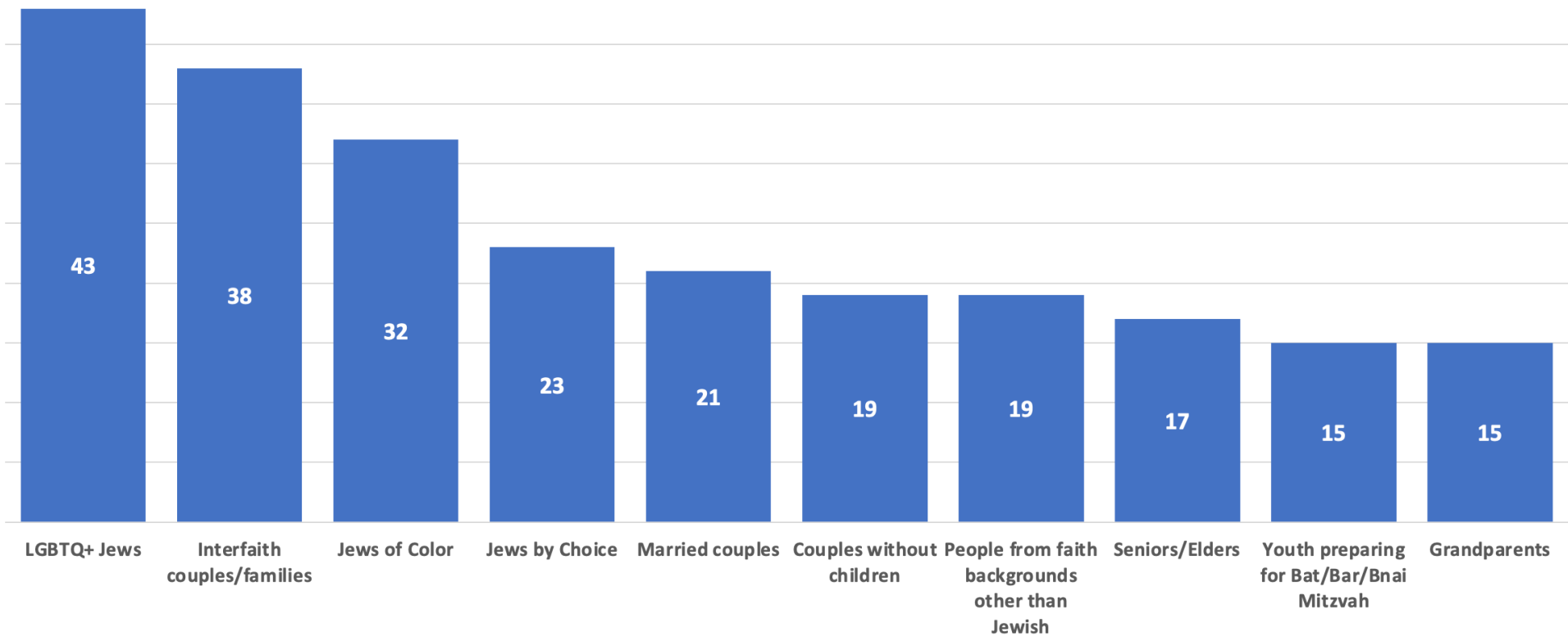


***Kenissa* initiatives skew heavily towards young adults, ages 20-40 but there is significant engagement with adults over age 40.**



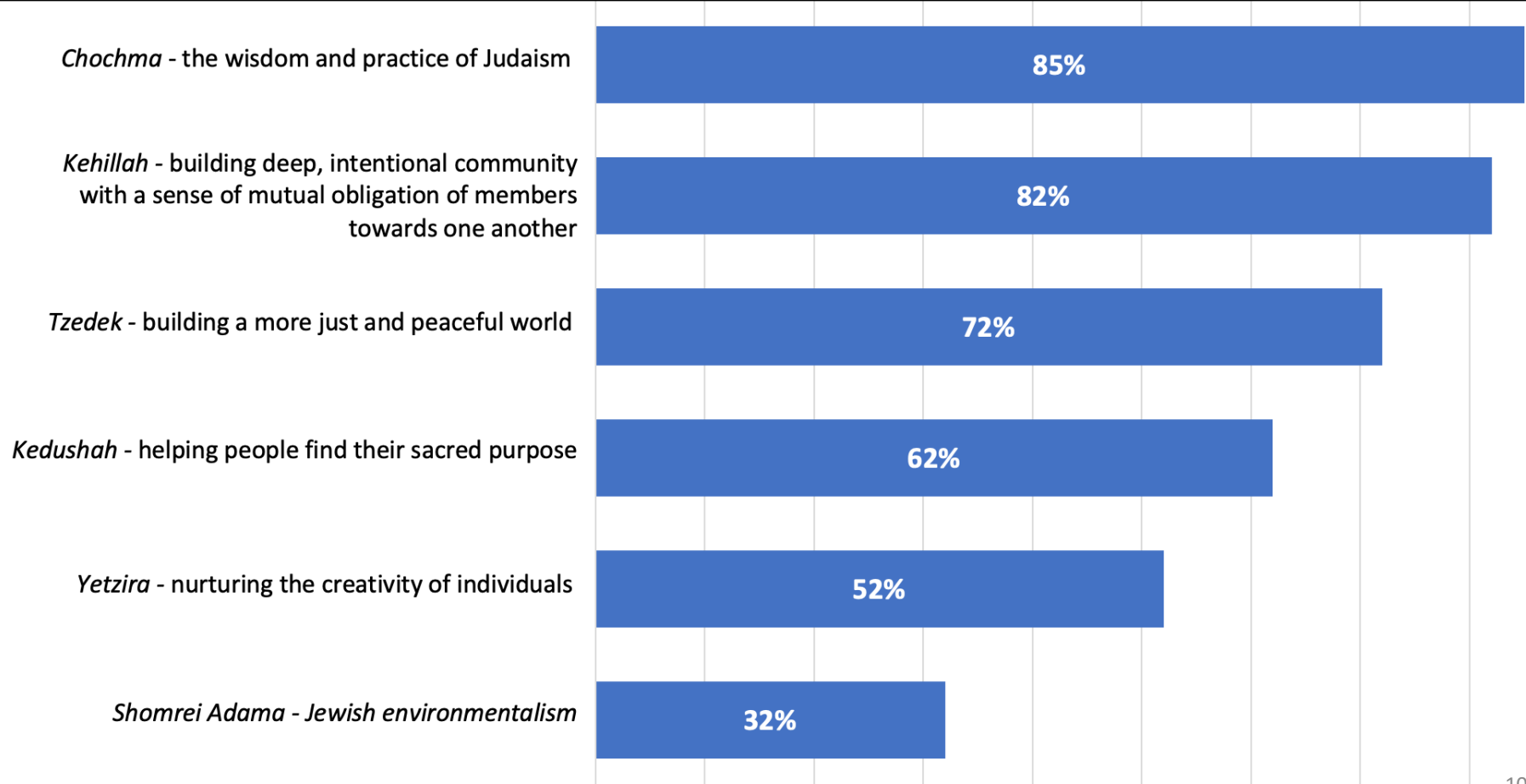


***Kenissa* initiatives skew heavily towards serving groups that have felt overlooked by the organized Jewish community—LGBTQ Jews; interfaith couple and families; and Jews of Color\*.**

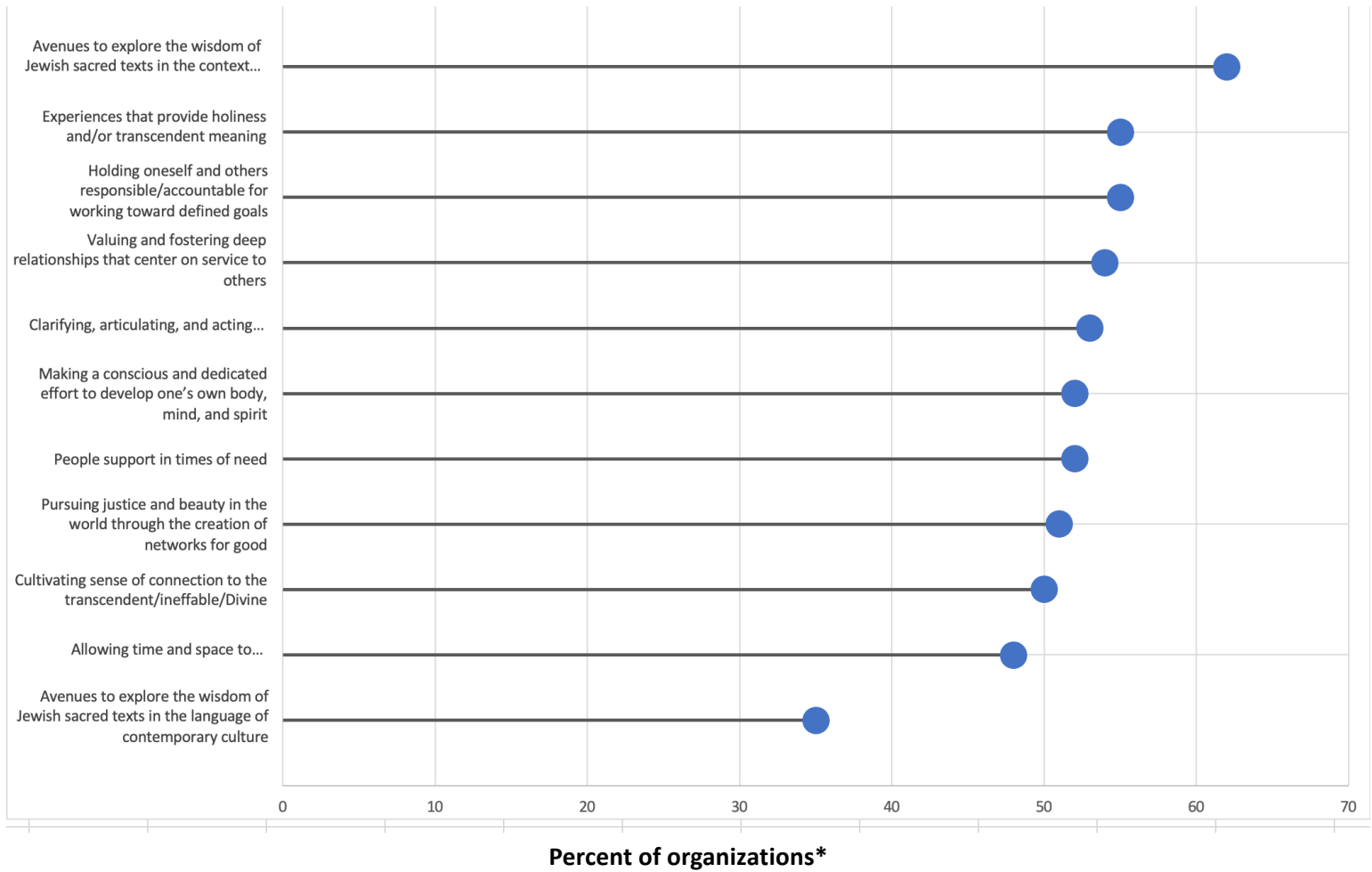


\*Respondents were asked to select “all that apply”, so the total is greater than N.

**Distribution of *Kenissa* initiatives based on thematic focus. The themes that have attracted the most attention for new programming are: Jewish learning and wisdom; advancing intentional spiritual communities; and advancing social justice in a Jewish key.**

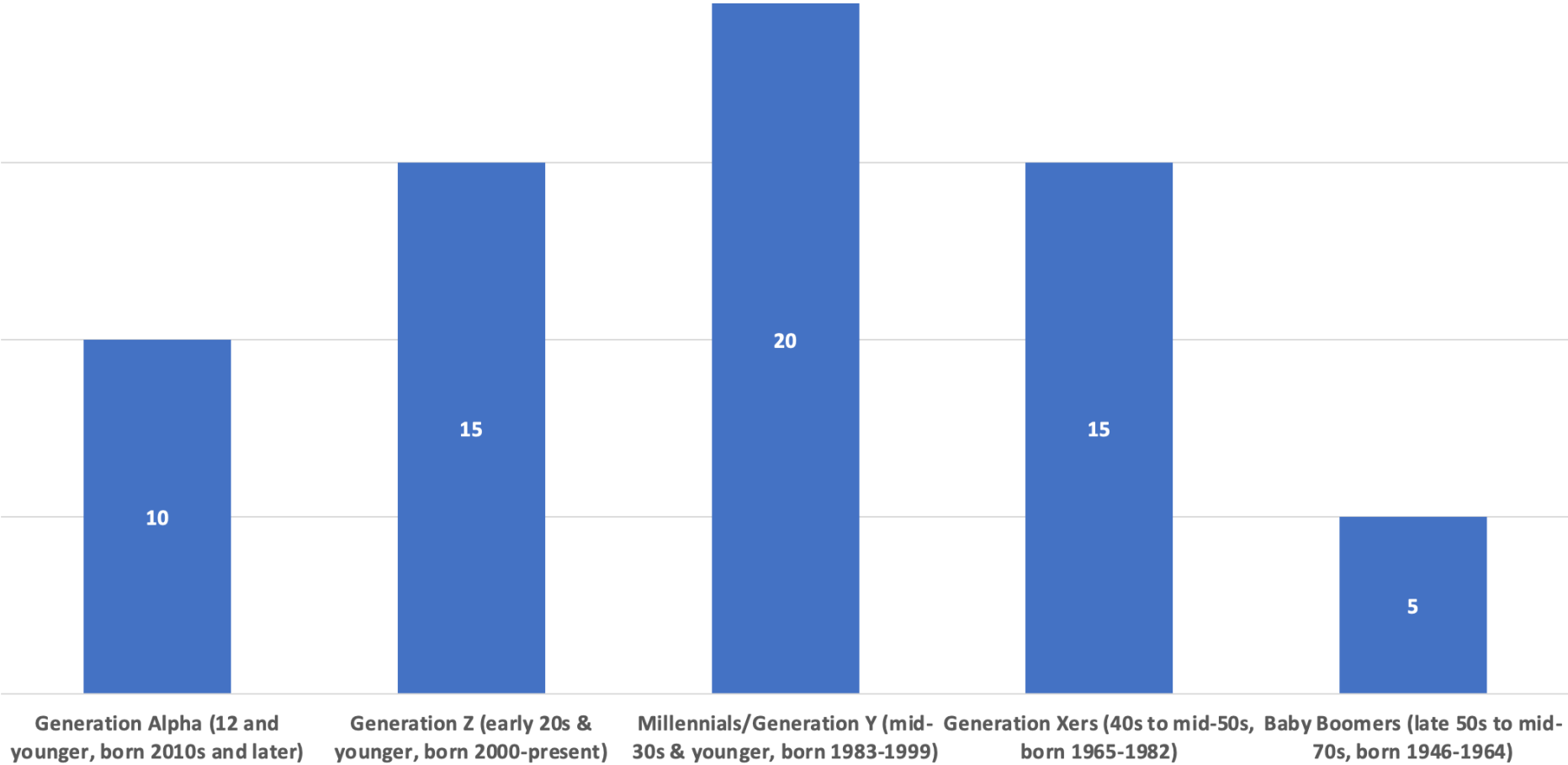


**Kenissa organizations are deeply committed to advancing the common good.**

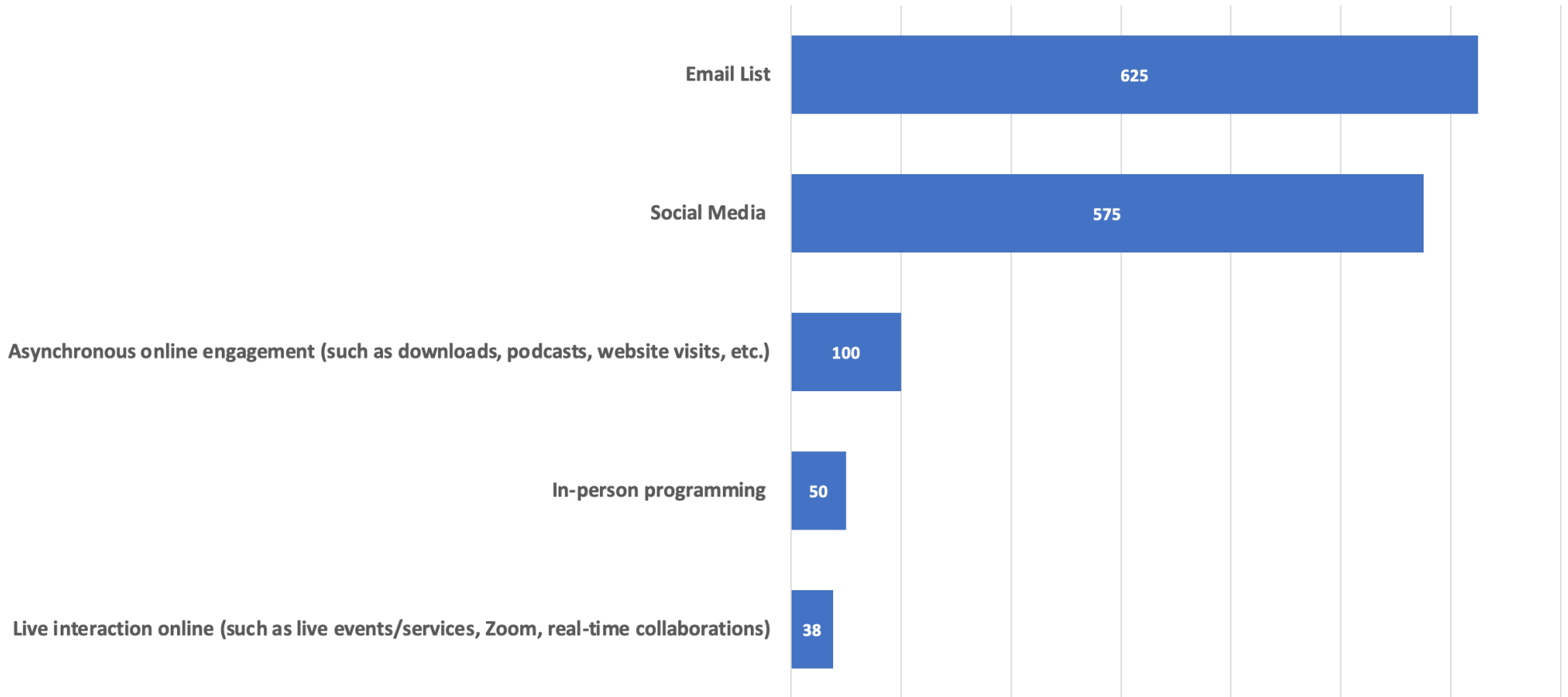


\*Respondents were asked to select "all that apply", so the total % is greater than 100%.

**Most programs aim to engage Gen Y (mid-30s & younger), Gen X (40s-mid 50s), or Gen Z (early 20s & younger) communities.**

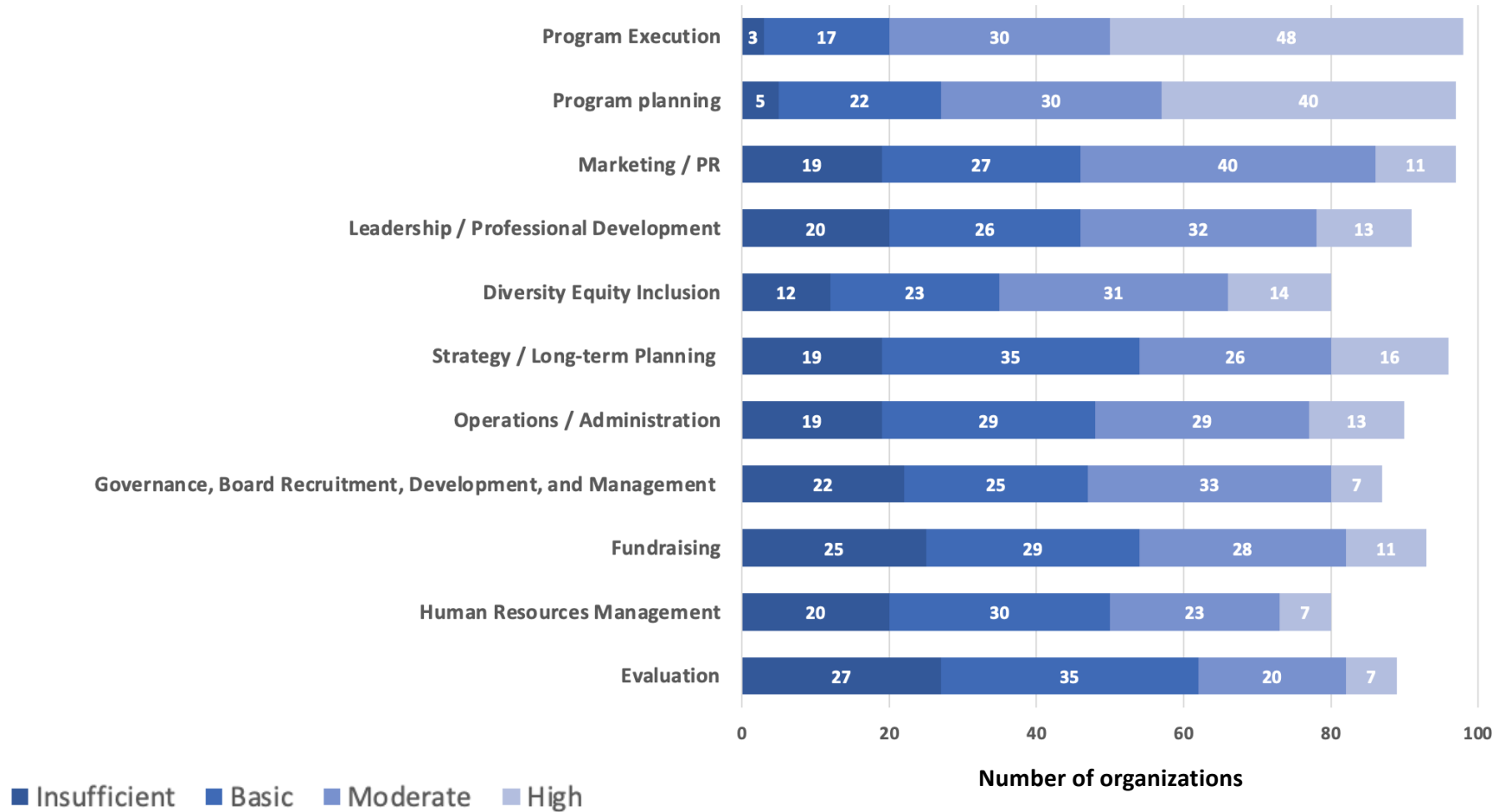


**Initiatives tend to engage participants via social media and email.**

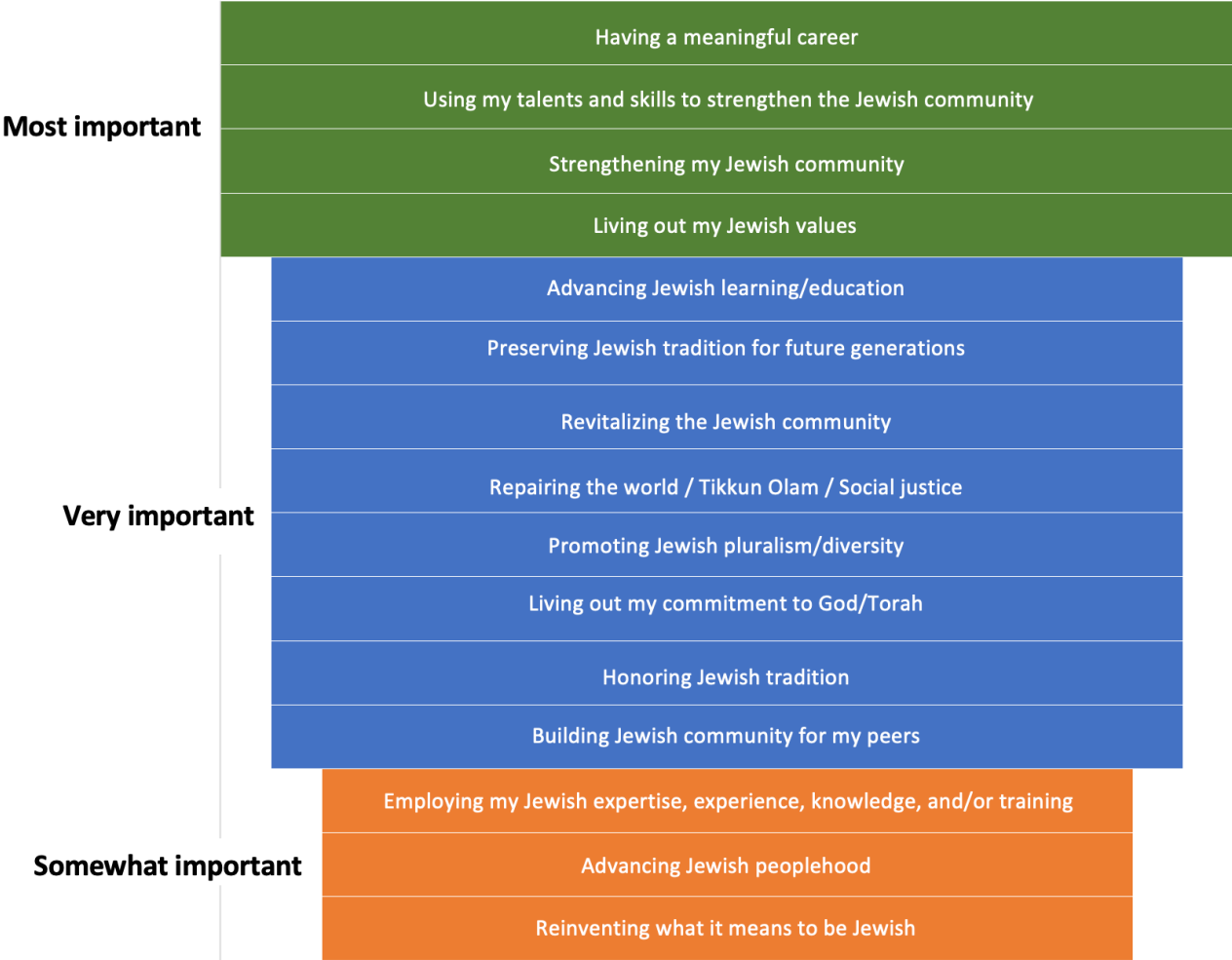


Approximate number of people engaged per month 13

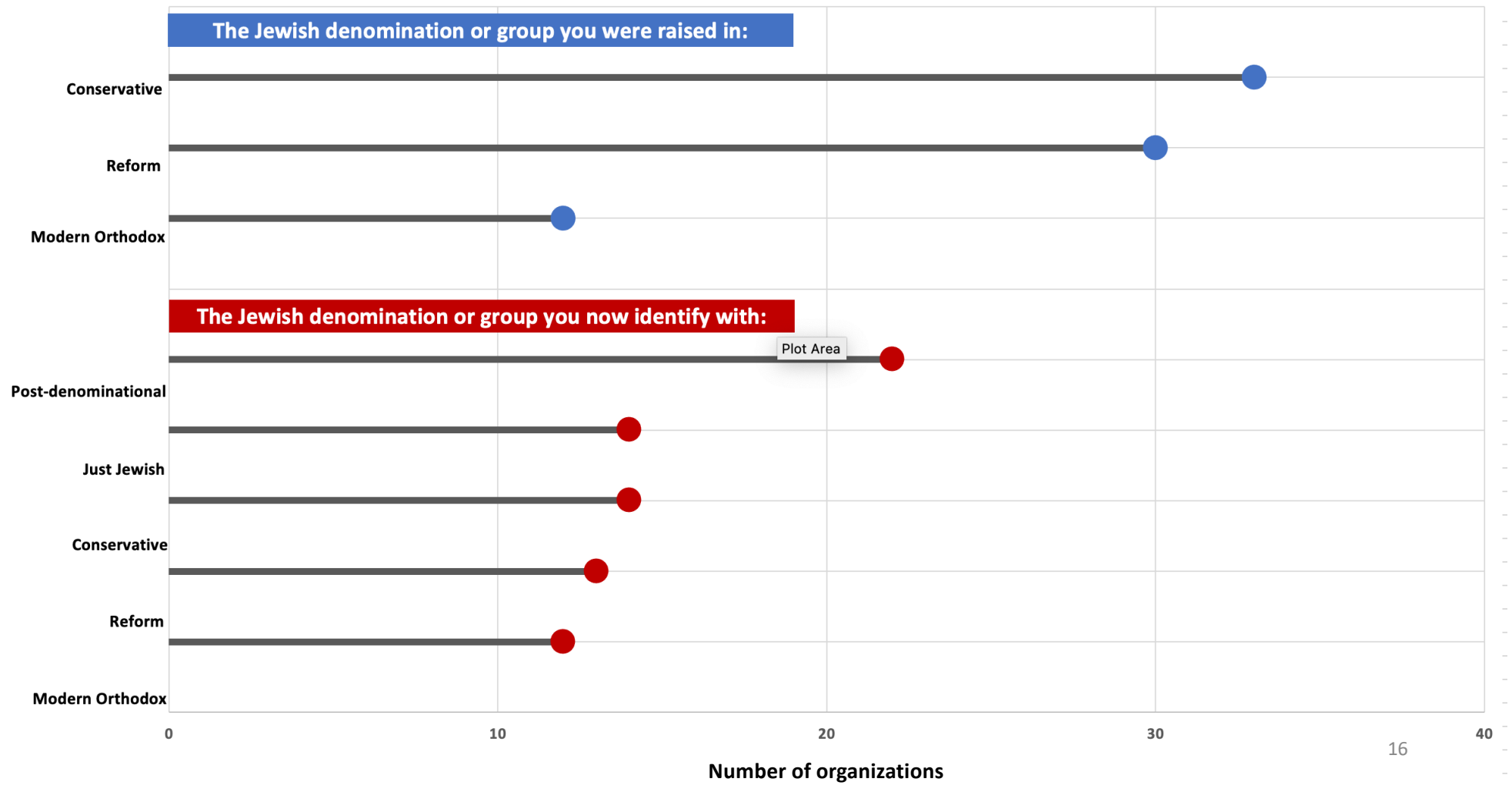
**Most leaders of *Kenissa* groups rated themselves as having “basic” to “moderate” skills in most key areas required to steward an organization. The exception to this trend was in “program planning” and “program execution,” where leaders felt more competency.**



**Leaders of *Kenissa* initiatives are mostly motivated by their personal and Jewish values.**



Over time, the Jewish denominational affiliation of the leaders of *Kenissa* initiatives has become less important.





# Stages of Organizational Development

Most *Kenissa* organizations are in the “venture” stage of organizational growth. Nearly as prevalent were organizations in the stage immediately preceding “Venture”, that being “Startups” and the stage immediately following “Venture”, that being “Established Organizations”.

