RISING TO THE CHALLENGE OF OUR TIMES

AS THE CORONA CRISIS DEEPENED, AISH NY’s response was swift and intense. Starting in April of 2020 we quickly moved our operations online, producing exciting content for the masses, as well as engaging on a personal level with individuals and small groups via zoom.

The need for meaning and clarity is greatest during challenging times, and you can see in the following pages that Aish NY is continuing to inspire and educate with full force.
Aish NY Online Programming

We teamed up with Aish.com and the brand new Aish.tv to bring our New York style of outspoken content online. Live and open to the public, we garnered over 60,000 views. Check out a sampling of our past programming at www.aish.tv/video-series/tnl.

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<th>48 VIDEOS/SHOWS</th>
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<tr>
<td>64,464 Views</td>
<td>91,968 Minutes viewed</td>
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<th>AVERAGING (PER VIDEO)</th>
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<td>1,343 Views</td>
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Individualized and Small Group Study Sessions

In the world of Jewish outreach, small interactive sessions are where the rubber hits the road. In the past, our educators would meet face to face all over the city with Jewish young professionals and executives. Corona put the brakes on all that, so we quickly offered our students an online option.

We reached almost 1,000 online sessions for individuals and small groups between March and September of 2020.

Over 900 1 on 1 or small group engagements via zoom!
207 Project

207 is Aish NY’s peer run Jewish engagement program for Young Jewish professionals. Post-Corona 207 launched virtual programs to keep our group engaged, and while many in-person programs have suffered during this crisis, attendance for 207 has been totally consistent. We have even had new young professionals join our group during this time.

75 Members and growing
Consistent meetings with between 20-30 young professionals

Online Programs
Included Challah Baking, Kosher Eating the Healthy Way, Mock Passover Seder, and IDF veterans speaking about the meaning of Yom Hazikaron and Yom Ha’atzmaut.

Podcasting: The Secret Chord

Everyone knows that podcasting was exploding before Corona, and it’s expanding even faster now. Aish NY continues to innovate and engage via this growing format with our flagship podcast about spirituality and music: The Secret Chord.

Check out the latest episode at www.secretchordpodcast.com

Download: 17,000 Downloads YTD (20,000 total downloads)
Current average downloads per episode: 10,000
Added followers on Facebook: 800 (1,200 total)

Thousands of Facebook comments, likes and shares

A Rabbi Walks Into a Bar

Our one hour pilot piece juxtaposes thinkers from opposite sides of the philosophical spectrum: the ‘nihilistic existentialist’ meets the ‘theistic idealist’. With Piro, our partnering production company, we took the project to Facebook and it has gone viral!

Check out the page at www.facebook.com/ARabbiWalksIntoaBar

1,000,000 Page views
500,000 Short Videos views
70,000 Full length Video views
1,500 Facebook followers

Thousands of Facebook comments, likes and shares
A MESSAGE FOR ROSH HASHANAH 2020

The secular new year comes in January, but, given the events of 2020, many of us are looking forward to the fact the Jewish calendar brings the new year in a bit sooner, on Rosh Hashanah. We are all ready for a change.

The events of the past year have been like a long stress test, shaking us harshly out of our comfort zones in every which way. Working from home, school on zoom, breathing through masks, toilet paper and hair clippers as precious commodities, not to mention the much more serious calamities of illness, economic insecurity, and even death. It’s enough to shake one’s hope in the future.

Along comes Rosh Hashanah, calling out to us with the sound of shofar, “Renewal is upon us! A fresh year approaches! It’s time to take stock and plan for a better and more meaningful life!” But how do we gain energy to charge forward when things seem so bleak? Will G-d meet us halfway?

The answer is yes.

According to our tradition different times of the year have different energies, and during the entire period before Rosh Hashanah the world is sent a powerful flow of spiritual renewal. But there is a catch. We need to take the first steps. We need to dust ourselves off, and look honestly at ourselves and decide that we are going to press forward with our best effort.

Sounds impossible?

The promise of our sages is that this period before the High holidays is so charged with potential energy that all we need to do is simply start. Make a move, even a tiny one. Sit down with a piece of paper and write about what you might want to change about yourself. Ponder even one mistake you made last year that you would like to fix. Even just taking a moment to think about the world and what we might do to make it a better place might be enough. That first impulse alone can have enormous impact during these special days.

Judaism teaches that there is always opportunity for growth and change. More specifically it teaches that this opportunity exists more powerfully before and during the High Holidays than at any point during the year. Take advantage. Make a move, even a tiny one, and watch the momentum build.

At Aish NY, we’ve had to pick ourselves up and take that first step. When faced with the reality of no Shabbat guests, no in person classes, no Passover seders with students - what could we do? The answer? More than we ever could have imagined. We hope you enjoyed these highlights of what we’ve been able to accomplish, together with your support, during these challenging times.

- THE AISH NY TEAM

- Aish's has never taken the easy road. Our mission is to inform and inspire every single Jew on the planet. In terms of this grand vision, Corona is only the latest hurdle, and we are determined not to let it or anything else stand in the way of our progress. In fact, our engagement numbers are growing during this crisis, as our increased online activity is attracting more people than ever. We hope that our successes inspire YOU!