



Slingshot Guide

The Well named among 50 top innovative Jewish organizations.

ABOVE:
A Shabbat dinner organized through The Well.

The Well has been named one of North America's top 50 innovative Jewish organizations in the 11th annual Slingshot Guide — and the only one in Michigan.

The Guide has become a go-to resource for volunteers, activists and donors looking for new opportunities and innovative projects that will ensure the Jewish community remains relevant and thriving.

Selected from hundreds of finalists reviewed by nearly 100 professionals, the Guide described The Well as having one simple concept inspiring its personalized innovation: "meeting Jews where they are on their own terms and listening to how they want to carry Judaism forward in their and their children's lives."

Rabbi Dan Horwitz, founding director of The Well, said, "The Well is proud to be featured in this year's guide and thrilled to be one of the hundreds of innovative Jewish organizations included in the Guide over the past 11 years that continue to create positive change in the Jewish community."

Organizations were evaluated on their innovative approach, the impact they have in their work, the leadership they have in their sector and their effectiveness at achieving results.

For the first time, organizations applied based on where they are in their life cycle: start-up, mezzanine or legacy. This gave organizations a greater context to share their work within an ever-expanding ecosystem.

"After 12 years, the Guide remains relevant in a changing

world because we continue to highlight organizations doing exceptional work, serving as the trailblazers for what is possible, meeting the community's evolving needs and inspiring all of us," said Stefanie Rhodes, Slingshot executive director.

Sarah Rueven, Slingshot board chair, agreed. "Slingshot is highlighting the work of organizations that strengthen Jewish life by rising to the challenges of the day and making our community more relevant to our generation."

Being listed is often a critical step in attaining additional funding and to expand the reach of an organization's work.

According to the Guide, "Although The Well serves the Metro Detroit area, word of its creative, inclusive and downright fun ways of embracing disengaged Jews has spread, enabling progressive Jewish leaders nationwide to rouse otherwise apathetic Jewish communities." ♦

To see or download the Slingshot Guide, go to slingshotguide.org.
To learn more about The Well, go to meetyouatthewell.org.



Allen and Madison Weiss, Rabbi Dan and Jonah Horwitz, Jordan and Jenna Acker, and David and Rosie Saltzman, all of Huntington Woods, at a young family Shabbat picnic

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