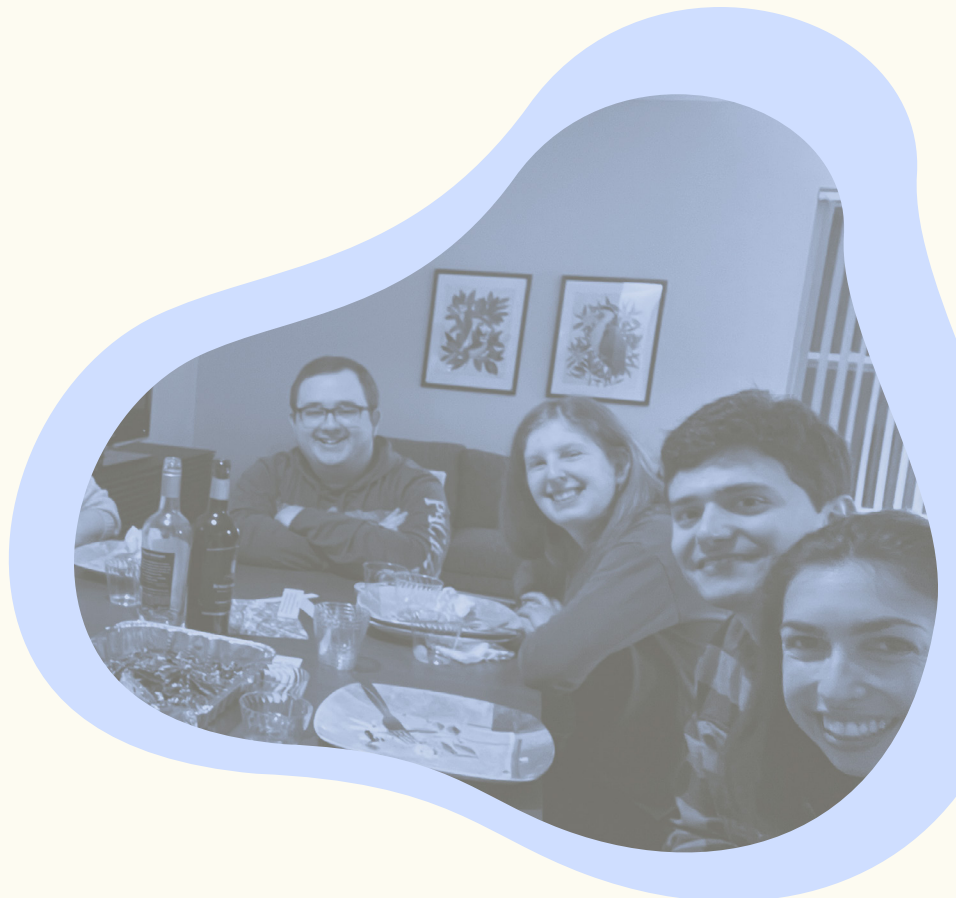


# #FRIENDSEDER™

powered by The Well 



*Grant Report for the Donald R. and Esther Simon Foundation*



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## The Friendseder 2022 Story

Friendseder was inspired by Friendsgiving to be a partner experience to Passover. Friendseder seeks to engage Jewish young adults and their friends to empower them to create their own Passover and pre-Passover experience and engage with their Jewish identity in a way that is unique to them.

### **Like all of our Jewish Festival Initiatives, Friendseder was successful:**

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Engaging young adults to create shared large-scale and intimate community experiences.

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Lowering the barrier to entry for celebrating Passover.

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Raising awareness of Passover with modern relevance in a way that is fun and accessible.

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Fostering community growth by inviting value-aligned partnerships with other Jewish and non-Jewish organizations.

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Deepening and scaling the impact of The Well beyond the boundaries of Detroit.

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# The Well pursued partnerships

with local and regional food establishments that live in the zeitgeist of Jewish culture and relevance.



## **Mongers' Provisions**

- Mongers' Provisions was founded by Zach Berg, a local community member who regularly supports and engages with Jewish life through food.

## **Zingerman's Delicatessen.**

- Zingerman's Delicatessen is an internationally renowned value-aligned deli based in Ann Arbor, who shares a vision for deeper community engagement.

## **Jewish Organizational Partnerships**

### **Honeymoon Israel (HMI).**

- HMI is an organization that provides immersive trips to Israel for locally based cohorts of couples that have at least one Jewish partner, who are building families with deep and meaningful connections to Jewish life and the Jewish people. HMI purchased, distributed, and led Friendseder programs and events throughout the country.

### **JCC / JFamily of Detroit**

- Over 300 Friendseder Sandwich cards were distributed during the JCC/JFamily big family event

### **Temple Israel of Memphis**

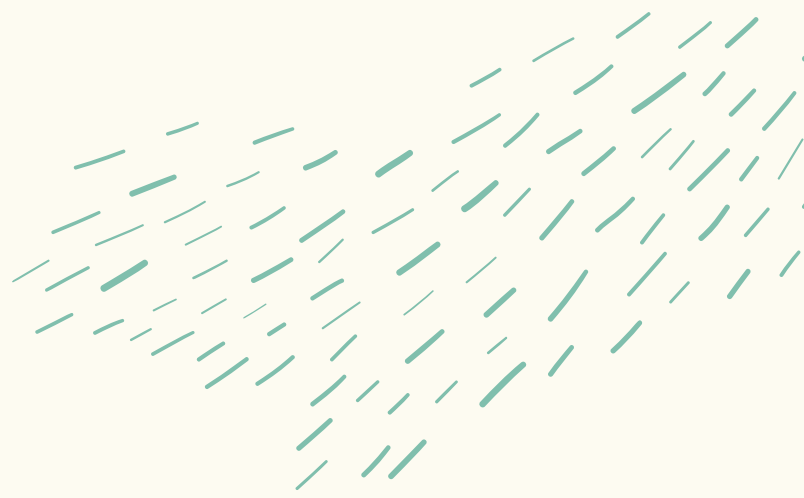
- Temple Israel of Memphis purchased Friendseder resources for their young adult engagement.

### **jHUB of Cleveland**

- Rabbi Chase Foster of jHUB used elements of the Friendseder Sandwich postcard to inspire programs for their Passover Season

Though The Well is an organization without a physical space, we truly see Friendseder (and our other festival initiatives) as the scaffolding for building structures between institutions based on Jewish identity, culture, and shared values. In addition to supporting local gatherings for Jewish young adults and national organizations in their Passover programming, the most significant evolution of Friendseder 2022 was establishing the value proposition and proof of concept for scalability.





Bringing Jewish education and experience to aligned corporate partnerships, The Well designed community activations with both Mongers' Provisions and Zingerman's Delicatessen. At Mongers' we worked with Zach Berg to make a "Friendseder Sandwich," that was inspired by Passover themes. With Zingerman's Delicatessen, we worked together to create a Friendseder Brunch tasting experience. Guests could participate live or purchase a tasting box to be delivered around the country and experience the event virtually. From this content, we also created an educational video series (links below) and already have interest from other delis around the country to participate in Friendseder 2023.



# Friendseder 2022 Engagement by the Numbers

1

1 Community Friendseder Brunch with Zingerman's Delicatessen, with 81 participants in-person and virtually

+

7

7 Participant-hosted Friendseder meals, engaging 61 participants

+

2

2 Friendseder Picnic Meetups hosted by The Well, engaging 17 participants

1

1 end-of-Passover Yeast Feast program, engaging 31 participants

=

190

190 total participants via gatherings

+

167

167 Friendseder boxes

357

357 Friendseder Touchpoints



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## Qualitative Data

Beyond the budget, we are excited to share some testimonial feedback from local and national sources:

*“I identify as Christian, and this was my first Seder. I have been wanting to learn more about Jewish customs and culture, so thank you so much for an open, friendly, fun (delicious!) way to do so. Happy Passover!”*

*“I would just like to say that this is one of the best run a Jewish events I have ever been to. It was educational, fun, just the right amount of time, and the food was perfect. And I could not have imagined a better event.”*

*“Great job; next year, bring a bigger variety of food and shoot for 2 hours :-)”*

*“This was amazing - so interesting and fun!!!! I am so so fortunate you let me be a part of it and just had the best time. Also the facilitation was amazing and you guys were perfect together narrating the story.”*

*“Awesome and meaningful experience! The food, the presentation, the people were all great. We did the zoom experience but hope to do it in person next year.”*





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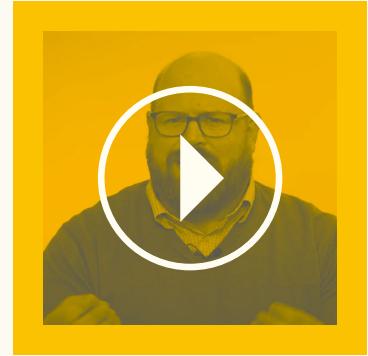
# Friendseder 2022 Media Sample



*Telling Stories Through Food*



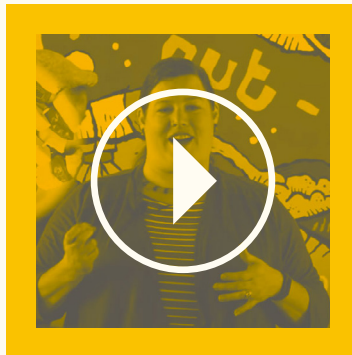
*Food as Text*



*Bread and Matzah*



*Freedom and Friendship*



*Holding it Together*



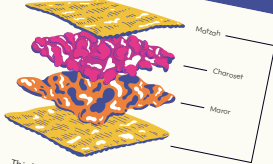
*Sweetness of Friendship*

This video series was an experiment to create relevant evergreen educational digital content from an event that came and passed over Friendseder 2022. The central message of these teachings is to explore how food tells stories and to treat food like we treat text in the Jewish wisdom tradition.



# The Friendseder Sandwich Postcard

**THE #FRIENDSEDER SANDWICH**  
The sandwich you want to eat with your friends that makes you feel free.



This is the classic **Passover Hillel Sandwich** (above), which tells the story of Passover with a combination of sweet and spicy flavors tucked between two pieces of matzah. It is named for Hillel the Elder, a 1st century scholar who invented this sandwich and had a profound influence on Jewish thought and customs through teaching, debate and storytelling. The #Friendseder™ sandwich carries on this tradition and invites you to share your story of freedom (and friendship) through food.


In the Jewish wisdom tradition questions are often more important than answers. The central question of Passover asks us to contemplate the idea of some, freedom is a physical place. For others, it's an abstract concept, or maybe even a goal you're striving for. Whatever freedom looks like for you, the Friendseder™ sandwich can help you share the flavor of your story.

Check out The 4 Questions on the right and get creative - we hope you're hungry!

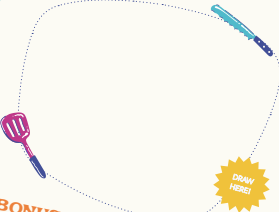
**THE 4 QUESTIONS OF THE #FRIENDSEDER™ SANDWICH:**

- 1 Where do you feel most free?
- 2 What are you eating in that place?
- 3 What's the main ingredient and what is it about this food that represents freedom for you?
- 4 Who does this food connect you to?

For more ideas on how to use your answers to these questions and turn them into your Friendseder™ Sandwich, check out this QR code



**BUILD YOUR SANDWICH**  
The #Friendseder Sandwich doesn't need to smell or look like a traditional Passover food - but it needs to tell a story.





**BONUS QUESTION:** When you eat this sandwich, what do you feel free from?

#Friendseder™ (powered by The Well) is the friendgiving of Passover, with resources designed to help you gather with friends prior to (or during) the week of Passover to make this holiday your own.

#Friendseder™ 2022 was made possible by the Donald R. and Esther Simon Foundation. Learn more about #Friendseder™ at [www.friendseder.com](http://www.friendseder.com)

What makes this **SANDWICH** different from all other sandwiches?

**#FRIENDSEDER™**  
powered by The Well

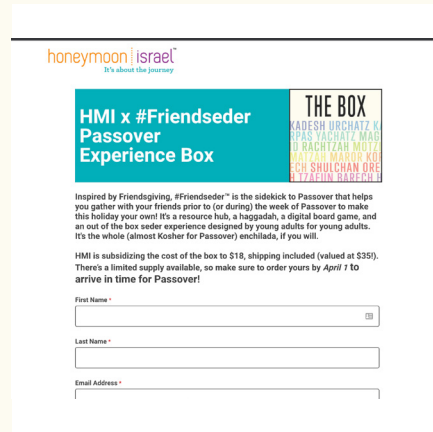
Learn more at [www.friendseder.com](http://www.friendseder.com)



# Box Promotions



*Promotional Partnership with Zingerman's Deli*



*Promotional Partnership with Honeymoon Israel*

## Honeymoon Israel Friendseder Box Orders

#  
43 Cities

#  
22 States

#  
55 Boxes

## Testimonials from Honeymoon Israel

“Having a new baby we completely forgot about Passover and when we realized I thought it would be too late to gather everything for Passover, then HMI sent the email about the Passover Box and I felt as if our Passover was saved! It was great being able to celebrate the holiday and have everything in the box that we needed without having to plan and think about it! THANKS, HMI!”

*Testimonials from Honeymoon Israel*

“I love this box! Not only is it fun for me to open and explore, but it also reminds me of my time in Israel with my HMI friends. It gives me an opportunity to take my experiences and blend them into our family’s current set of traditions, which has been really meaningful and special.”



“I hosted my first Passover Seder because of this box!”

“HMI continues to support our journey to grow our Jewish family by offering opportunities like this Passover Box, that we can share with both our Jewish and non-Jewish friends and family.”

“The box had some really fun things in it - we will definitely be adding a few of these things to our regular Passover experience.”

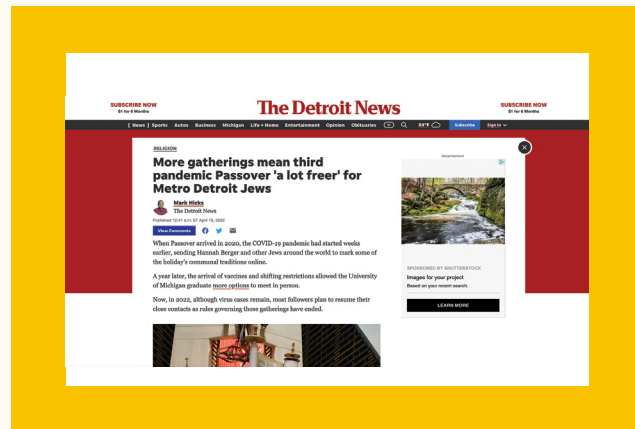




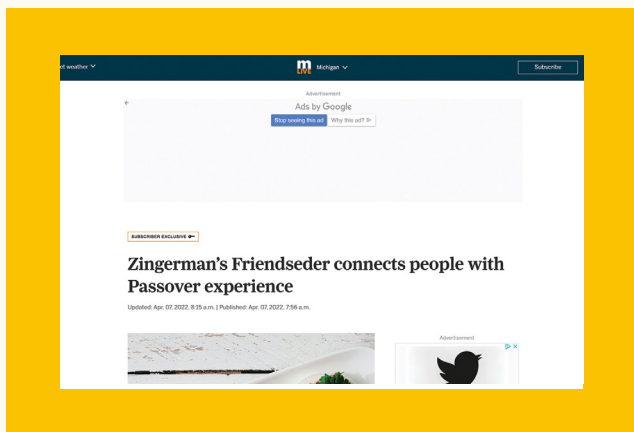
# Press



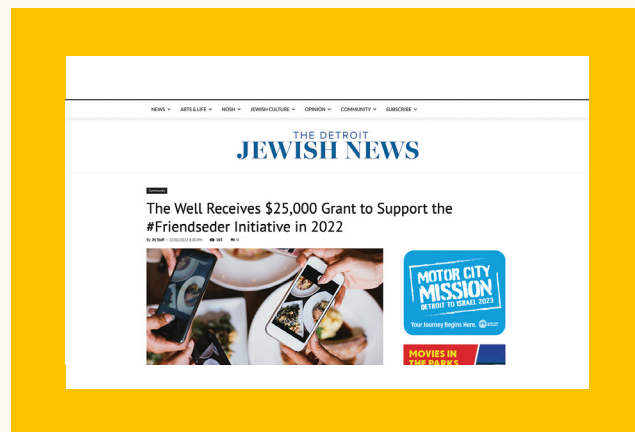
*Detroit Jewish News [Click Here](#)*



*Detroit News [Click Here](#)*

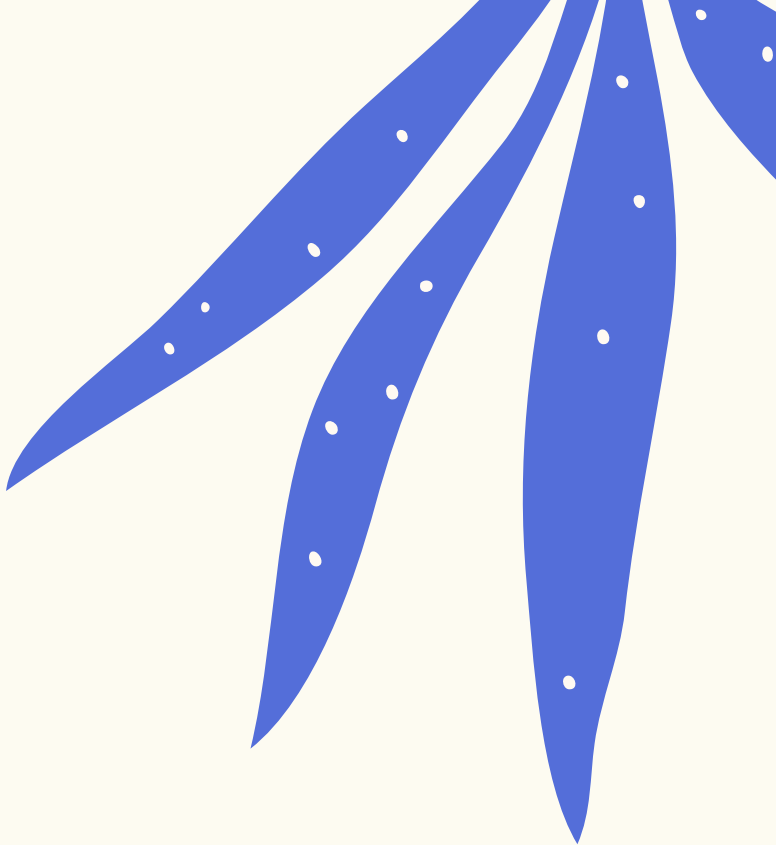


*MLive/Ann Arbor News [Click Here](#)  
[Pdf](#)*



*Press release in Jewish News about  
Simon Foundation funding [Click Here](#)*





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*Next Year In Your City!*

