URBAN ADAMAH

BUILDING OUR HOME

THE BAY AREA JEWISH COMMUNITY FARM
“Urban Adamah is capturing the hearts and minds of a new generation of Bay Area Jews. Its unique approach to building community, and building a better world, is teaching us all.”

— Danny Grossman, CEO
San Francisco Jewish Community Federation

A NEW MODEL OF COMMUNITY ENGAGEMENT

At Urban Adamah we don’t just grow food, we grow community.

Urban Adamah is a community farm and education center with an approach to Jewish engagement that’s grounded in the values and interests of 21st century Jews. Through interactive farm-based programs, we nurture an enduring passion for Jewish tradition, environmental stewardship, and social action.

Our story began in Fall 2010 when we launched programming on a one-acre vacant lot in the heart of industrial West Berkeley. The vision was to transform a humble piece of ground into a thriving Jewish farm and community center. It was a bold experiment... to create the first Jewish urban farm in the U.S. and perhaps the world.

Nine years later, our urban oasis is a bustling center of activity and Jewish life. Urban Adamah is touching the lives of thousands through youth camps, young adult and family programs, a residential fellowship, mindfulness, meditation, and wellness opportunities, as well as Shabbat and Jewish holiday celebrations. Our farm yields thousands of pounds of organic produce, which we distribute to people most in need through our weekly Free Farm Stand.

Our farm offers common ground, literally, for Jews and non-Jews, attracting program participants and visitors of all ages and backgrounds. Over a very short time, Urban Adamah has become a compelling new model of an inclusive, open community. To date, more than 60,000 people have participated in our programs.

WITH YOUR SUPPORT, WE CAN PLANT DEEP ROOTS IN OUR COMMUNITY AND GROW OUR WORK FOR YEARS TO COME.
SMALL FARM, BIG IMPACT

In 2018, Urban Adamah achieved the following:

- **Urban Adamah Fellowship**: 42 Urban Adamah fellows completed our signature three-month residency. Our alumni have assumed leadership roles in Jewish communal life, education, and environmental stewardship in the Bay Area and beyond.

- **Summer Camp**: 340 children participated in our weekly farm-based summer camp.

- **Community Education**: More than 60 Jewish, public, and private schools brought groups to our site to participate in programs that lasted from 2 hours to 2 days.

- **Jewish Celebrations**: More than 1,500 visitors participated in our Jewish holiday programs including monthly Shabbat and Havdalah gatherings.

- **Social Action Community Service**: We contributed more than 3,500 volunteer hours to Bay Area urban gardening and food justice organizations.

- **Sustainability Education**: We ran more than 50 workshops, lectures, school field trips, and trainings on a range of urban agriculture, sustainability, and social action topics.

- **New Programs for Teens**: We ran a Teen Fellowship Week and a teen weekend shabbaton.

- **Food Production & Sharing**: We grew more than 15,000 pounds of produce, 90% of which we donated through local food banks (Free Farm Stand reopened in January, 2019).

- **A Bay Area Destination**: More than 12,000 visitors from around the Bay Area and beyond visited Urban Adamah.
A THREE-PHASE $18.5 MILLION CAMPAIGN

Phase I: $2 Million: COMPLETED

The Phase I Campaign met its goal of $2 million and closed in December 2013. It covered the purchase price of the new land.

Phase II: $7.5 Million: COMPLETED

The Phase II Campaign began in January, 2014 and closed in May, 2018. Phase II enabled us to legally and safely establish our new home and significantly increase the depth and breadth of our programming. Elements of Phase II included: infrastructure development, relocation of our Parker St. campus, development of multiple program spaces including a community kitchen, bath-house, main tent structure, administrative office and a community residence. Phase II work was completed in December, 2018.

$670,000 Site Design, Engineering and Permitting
$350,000 Disassembly, Relocation, and Reconstruction
$449,000 Basic Site Infrastructure Installation: Grading, Fencing, and Landscaping
$350,000 Farm Development and Animal Structures
$600,000 Community Kitchen
$150,000 Greenhouse and Aquaponics
$400,000 Administration Building
$300,000 Bathhouse
$350,000 Semi-Outdoor Program Structures: Main Tent, Sukkah, Gazebo, and Yurt
$2,300,000 Community Residence: Fellows, Apprentices and Staff
$300,000 Financing, Fundraising, Marketing, Other
$370,000 Endowment / Maintenance Fund
$870,000 Contingency

Phase III: $9 Million: IN PROCESS

Phase III consists of a two-story 46-bed retreat lodge, a 2,400 sf. community hall, a barn and craft center, and other outdoor enhancements throughout the site. As of August 2019, we have raised $4.3 million.

$5,400,000 Retreat Lodge
$2,350,000 Community Hall
$600,000 Barn and Craft Center
$645,000 Landscape and Outdoor Enhancements
* Includes 23% added for Endowment and Maintenance Fund

THE SEEDS WE PLANT TODAY WILL BEAR FRUIT FOR GENERATIONS TO COME

We always knew the lease on our original home would expire one day. That day came at the end of Summer 2016. Thankfully, with the tremendous support of the Bay Area Jewish community, we were able to purchase an extraordinary new home. Our site is a 2.2-acre parcel in Northwest Berkeley that borders a restored creek and forest habitat, bike paths, ballfields, and a public park nearby. The site has more than doubled our program and farm space and has dramatically increased our impact in the community. It is the ideal location for our home.
When we moved to the new site in Fall 2016, we rapidly expanded our program offerings and saw significant growth in numbers of participants. This program and participation growth continued and accelerated with the completion of our Phase II development work in December 2018.

Phase III construction is underway, with construction of a 46-bed retreat lodge currently in progress and the barn and crafts center nearly completed. Phase III developments will make it possible for Urban Adamah to host nearly four times as many annual visitors as was possible at our original, leased location.
PHASE III ELEMENT: COMMUNITY HALL $2.35 MILLION

This 2,400 sf. structure will replace the tents we currently use for large programs, and will nearly double our indoor program space. Holiday programs, Shabbat services, youth camps, workshops, trainings, and celebrations of all kinds will bring it to life.

The structure will seat 200 people and will have a modular design that allows multiple programs to take place at one time. It will integrate into our existing community kitchen enhancing catering/food service options, and increasing Urban Adamah’s attraction as a rental venue, thus creating additional revenue streams.
PHASE III ELEMENT: RETREAT LODGE
$5.4 MILLION

The new 46-bed retreat lodge will serve Bay Area youth, young adults, families, and organizations through overnight programs and rentals. Anticipated groups include schools, synagogues, summer camps, teacher trainings, and other not-for-profit and for-profit organizations. Urban Adamah offers an idyllic setting for single and multi-day programs and retreats in the heart of the Bay Area.

Guests will have full access to all that Urban Adamah has to offer. This includes our educational farm, a restored creek, a variety of indoor and outdoor program spaces, and our renowned Jewish environmental education team and mindfulness learning content. The building itself will be a living demonstration of best practices in sustainable design.
URBAN ADAMAH FELLOWSHIP

“I came to Urban Adamah, from San Diego, with a passion for food justice and a hunger for community and spiritual connection. I found more than I could have ever imagined.

For three months, I learned from inspiring teachers, found kindred spirits in my fellow program participants, became deeply engaged in the amazing work of so many Bay Area food justice organizations and, for the first time as an adult, connected to Judaism.

The Fellowship made lifelong connections for me — to other fellows, to the Bay Area Jewish community, to inspirational local organizations and, most importantly, connections to the deepest parts of myself.”

— Kimberly Tomicich

More than 20% of Fellowship alumni reside in the Bay Area after the completion of their Fellowship. Alumni are currently serving as educators in local Jewish organizations including: the JCC of the East Bay, Edah, Temple Isaiah, Midrasha, Congregation Netivot Shalom, Congregation Beth El, The Kitchen, AJWS, the CJM, and Wilderness Torah.
### What Your Gift Makes Possible

<table>
<thead>
<tr>
<th>Activity</th>
<th>Old Site</th>
<th>Phase II Campaign</th>
<th>Phase III Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Camp</td>
<td>336 campers (42 per week)</td>
<td>480 campers (60 per week)</td>
<td>800 campers (100 per week)</td>
</tr>
<tr>
<td>Hebrew School On The Farm</td>
<td>50 students from 2 synagogues</td>
<td>150 students from 5 synagogues</td>
<td>250 students from 10 synagogues</td>
</tr>
<tr>
<td>Community Group Programs</td>
<td>3,500 participants</td>
<td>5,000 participants</td>
<td>15,000 participants</td>
</tr>
<tr>
<td>(includes holiday celebrations)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fellowship for Young Adults</td>
<td>42 per year</td>
<td>60 per year</td>
<td>60 per year</td>
</tr>
<tr>
<td>Public Workshops, Lectures, Trainings</td>
<td>1,200 participants</td>
<td>5,000 participants</td>
<td>10,000 participants</td>
</tr>
<tr>
<td>Overnight Retreat Guests</td>
<td>0</td>
<td>200</td>
<td>6,000</td>
</tr>
<tr>
<td>Produce Grown On-Site</td>
<td>15,000 lbs per year</td>
<td>25,000 lbs per year</td>
<td>35,000 lbs per year</td>
</tr>
<tr>
<td>Anticipated Annual Site Visitors (daily)</td>
<td>10,000</td>
<td>16,000</td>
<td>28,000</td>
</tr>
</tbody>
</table>
OUR STAFF

Urban Adamah is run by a full-time staff of fifteen, and receives invaluable support from hundreds of volunteers.

Adam Berman is Urban Adamah’s President and Founder. Adam has 16 years of experience leading thriving nonprofit organizations. From 2002 – 2009, he served as the CEO of the Isabella Freedman Jewish Retreat Center in Connecticut, where he founded the Adamah Fellowship. Adam received his M.B.A. from the University of California Haas School of Business in 2001.

Adam Weisberg is Urban Adamah’s Executive Director. Before assuming his current role, Adam served for four years as co-chair of the Urban Adamah Board. Adam has 21 years of experience serving in a director role of thriving nonprofit organizations. Most recently, Adam spent eight years as Director of the Diller Teen Initiatives Program. Prior to that he served as Executive Director of Camp Tawonga and of Berkeley Hillel.

Ayelet Krieger is Urban Adamah’s Associate Executive Director. Before stepping into this role, Ayelet served as the founding Director and CEO of Oasis Therapy Center. She led a team of clinicians bringing mental health and wellness to diverse communities across the Bay area. Ayelet is also a licensed clinical psychologist, and teacher of yoga and mindfulness meditation.

BOARD OF DIRECTORS

An active board of directors guides Urban Adamah. Members of the board have significant management experience in both the nonprofit and for-profit sectors. All board members have made pledges to this capital campaign. Board members and their families have collectively pledged more than $1,600,000 to the campaign.

Our Board of Directors are:

Eric Antebi
Adina Allen
Adam Berman
Wendy Buffett
Randy Goldstein
Jennifer Spitzer, Co-Chair
Adrienne Leder-Schriner, Secretary
Damon Levy
Gale Mondry, Co-Chair
Jack Newman
Susan Steiner Saal
Adam Weisberg
Ellen Whittom, Treasurer
Diane Zack

NAMING OPPORTUNITIES

Become a permanent part of the future of Bay Area Jewish life with your gift toward Urban Adamah’s Berkeley campus. Your name, or the name you designate, will appear on the building or plaque associated with the following:

- **Campus:** $3,000,000
- **Community Hall:** $2,000,000
- **Main Administrative Building:** $750,000
- **Lounge in the Retreat Lodge:** $500,000
- **Living Room in the Retreat Lodge:** $500,000
- **Front Entrance Courtyard:** $350,000
- **Barn & Craft Center:** $350,000
- **Bathhouse:** $250,000
- **Post Harvest Center:** $100,000
- **Individual Retreat Lodge Rooms:** $75,000
- **Main West Garden:** $50,000
- **Dry-Creek & Wild Bioswale:** $50,000
- **Cob Oven Courtyard:** $50,000
- **Dining Room in the Community Residence:** $50,000
- **Conference Room in the Admin Building:** $35,000
- **Orchard Gathering Circle:** $35,000
- **Main Tool Shed:** $25,000
- **Benches:** $18,000
- **Fruit Tree:** $5,000

FINANCIALS

Urban Adamah is supported through a combination of philanthropic contributions (65%) and program fees paid by participants (35%). Our annual budget is supported by more than 150 individual donors in the community, as well as the following national and Bay Area foundations:

- Albert & Janet Schultz Foundation
- David B Gold Foundation
- Dorot Foundation
- John & Marcia Goldman Fund
- Kalliopeia Foundation
- Koret Foundation
- Libtzky Family Foundation
- Lisa & Douglas Goldman Fund
- Nancy P. & Richard K. Robbins Family Foundation
- Opaline Fund
- Peleh Fund
- Rodan Family Foundation
- Saal Family Foundation
- Sandy & Jean Colen Family Foundation
- San Francisco Jewish Community Federation
- Walter & Elise Haas Fund

URBAN ADAMAH
1151 Sixth St. Berkeley, CA 94710
urbanadamah.org
510.649.1595