

# The American Jewish World

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## Web site aims to inspire the next generation of Jewish philanthropy

*Site aims to reignite the tzedaka element of a Bar or Bat Mitzva*

AJW Staff Report

Jewish Causes of Choice, Inc., a nonprofit 501(c)3 organization dedicated to fostering the next generation of Jewish giving, has launched JChoice.org as its main tool to engage and inspire Jewish adolescents to learn about, think about and practice tzedaka. The organization has also launched TheBarMitzvahRegistry.org to simplify Bar and Bat Mitzva gift giving.

JChoice.org connects young Jewish givers with important, and often underserved, charities by utilizing safe social networking technology. The site's social networking tools have been custom-built to engage the user and foster a greater sense of community on a Web site where kids learn, share ideas and champion the causes that touch them most.

"Our mission is simple," Joshua Troderman, executive director of JChoice.org, said in a press release. "We empower this next generation of contributors to learn and experience the mitzva of tzedaka and become more thoughtful in their relationships with society."

There are four feature sections on the site:

- "Explore Causes" showcases causes that can be searched and sorted by popular categories, Jewish values and geography,
- "Give Now" enables a user to donate directly to a charity, give to a friend or family member's account or purchase gift cards,
- My JChoice Network is the social

networking community users can engage one another (building a shared database of Torah sermons, mitzva projects, and Jewish value identification), as well as directly interact with their causes of choice, and

- JMix is the multimedia area of the site that houses other areas of inspiration including music, video and arts, and B'nai Mitzva tools and contests.

"We built JChoice.org to meet the demand of an audience of younger Jewish donors that strive to find causes that have meaning within the context of their own lives," said David Rosenberg, founder and leader of JChoice.org. "We did an in-depth study last summer and learned these young donors want involvement. They have told us they want to understand the impact of their activism and to be able to dialog with their peers regarding their charitable choices."

Currently, there are 70 prescreened nonprofits that users can learn about and support. Each charity is carefully vetted before being added to the site.

"The causes aren't limited to traditional Jewish charities," Troderman

said. "We define Jewish causes as the charities and programs in which Jewish values can be found within their missions, and where the organization is contributing to repairing the world. The idea is not to reduce traditional Jewish causes, but to expand the relevance of the arena in which they are found."

JChoice.org's companion Web site and service is TheBarMitzvahRegistry.org, which is the key tool for engaging family and friends in the tzedaka experience as they become



supporters of youth philanthropy. TheBarMitzvahRegistry.org will allow anyone to fund accounts directly online or through the purchase of gift cards.

Because JChoice.org is a nonprofit organization, 100 percent of all donations, gift card purchases and charity account deposits are tax-deductible.

For information, visit: JChoice.org or: TheBarMitzvahRegistry.org.