

Touro Synagogue Impact Statement

Touro Synagogue is a historic New Orleans congregation committed to sacred observance, study, and the pursuit of justice within our walls and beyond.

TOURO'S Spiritual Impact

- ▶ Ensures a spiritual home for prayers and reflection to all
- ▶ Provides pastoral support and connection in times of difficulty and challenge
- ▶ Convenes those of differing backgrounds and faiths to engage in meaningful discourse

TOURO'S Generational Impact

- ▶ Hosts lifecycle events throughout the year
- ▶ Provides opportunities for social connectivity between congregational youth and families
- ▶ Observes milestones such as Bar & Bat Mitzvah, Consecration, and Confirmation
- ▶ Develops social action and community impact programs that nurture a commitment to tzedakah and tikkun olam
- ▶ Instructional and historical synagogue tours led by insightful member docents

TOURO'S Educational Impact

- ▶ Provides instruction in Hebrew and Jewish history, with a focus on building Jewish identity
- ▶ Incubates schools to ensure all students have access to a positive educational experience
- ▶ Empowers Jewish teens to become Jewish teachers
- ▶ Arranges family learning programming that brings parents and children together for Jewish learning, engagement, and joy
- ▶ Engages Jewish children and is a key feeder to a number of Jewish summer camps
- ▶ Inspires connection to the history, people, and land of Israel in children and adults
- ▶ Hosts youth activities that bring students closer to one another and foster a sense of comfort and belonging

TOURO'S Social Impact

- ▶ Actively addresses food insecurity through a vertical garden and regular donations to regional food banks
- ▶ Engages congregants in the protection and maximization of voting rights
- ▶ Creates communities of belonging by direct engagement with immigrants and refugees who are making New Orleans home
- ▶ Participates in city-wide multi-faith coalitions on racism, equity, and climate change
- ▶ Hosts Mardi Gras VIP Balcony specifically designed for children and young adults with special needs

TOURO'S Cultural Arts Impact

- ▶ Hosts Jazz Fest Shabbat, an unofficial staple of the New Orleans Jazz and Heritage Festival season
- ▶ Features iconic, influential, and historic architecture of the Main Sanctuary, originally designed by Emile Weil
- ▶ Hosts the Jewish Composer Lecture Series
- ▶ Houses multiple significant Torah Scrolls and artifacts



The Halo Effect

Touro's annual economic impact on the New Orleans region is \$3.8 million, far outpacing the national average of \$1.7 million in economic impact of comparable historic sacred places. Touro's economic impact is broken down as follows:

DIRECT SPENDING: \$1.35 million

Touro helps drive the regional economy through purchasing goods and services and employing local residents.

INDIVIDUAL IMPACT: \$420,000

Touro helps to drive the regional economy by providing direct support to individuals, enabling them to work, and reducing government spending in the process.

MAGNET EFFECT: \$1.7 million

In addition to regular worshippers, Touro draws visitors each year through observation of lifecycle events, artistic performances, special events, and educational programming.

INVISIBLE SAFETY NET: \$396,000

Through its volunteer time, in-kind resources, and sharing of space, Touro works to create a more equitable world for all and to provide a safety net for those at-risk in the New Orleans community.

