



SketchPad's Strategic Vision 2024-2026

SketchPad is the foremost national Jewish co-working space. It is leading the reimagination of Jewish life, work, and community. As a hub for Jewish organizations and professionals to come together, SketchPad is a place to work, learn, and build community.

SketchPad is a physical workspace, and a convener, centered on the Jewish values of inclusivity, creativity, and collaboration. Our members include Jewish non-profit organizations, Jews and non-Jews who work for Jewish non-profits, and Jewish entrepreneurs. Every day we enable members to innovate, transform, and grow. We provide a human-centered, Jewish values-based approach that encourages dialogue, embracing the unexpected and delivering impact known as the SketchPad way.

We are a Jewish professional and cultural hub and a respected alternate space in the Chicago Jewish ecosystem. SketchPad provides ground-breaking membership benefits and shared services - including continuous learning, training, and development. We are a leader in the national Jewish co-working sector.

SketchPad is the place for Jewish professionals who aspire to actively engage in the community outside of traditional avenues. SketchPad is complementary to the existing options for Jewish engagement. We create growth opportunities for all members, with a dedicated focus on those in their 20s/30s and those new to Jewish communal work. We enable all to build confidence, and experience and create immediate impact in a communal environment. Over time, we intend to provide a pipeline of qualified professionals who will build a community.

Our people are our greatest assets – members, staff, and board. Members are highly engaged and take an active role in daily life. Staff are passionate professionals, innovators, and thought leaders. The Board is future-focused and ensures that we fulfill our potential. All involved are dedicated to our mission and always building a culture that supports the unique needs of our Jewish community.

Financial sustainability is a key area of focus and we maximize our economic model around earned revenue (office/desk rentals, community memberships, program fees), event rentals, and support from Foundations and individual donors. Our operations are efficient and are supported by robust processes. We have redesigned our facilities and maximized the space to allow for connections, collaborations, and collisions in a welcoming, warm environment.

We are proud of our growth and are energized to meet the current moment in Jewish history through a professional, communal lens. SketchPad is committed to helping build a better future for Jewish professionals, organizations, and the larger Jewish community.