

2020 REPORT TO THE COMMUNITY



The Year We Never Imagined



Jewish Federation
OF NORTHERN NEW JERSEY

WHAT MATTERS MOST

Community!





MESSAGE FROM

LEE LASHER

President

The most defining challenge of navigating this pandemic has been understanding the issues and strategically responding to the extraordinary needs in our community.

The past year has been a clear call to all of us in the northern New Jersey Jewish community to remember and reflect on *what matters most*.

This is by no means the first crisis we have faced and, unfortunately, it probably won't be the last. We cannot forget Hurricane Sandy, Hurricane Irene, crises in Israel, the 2008 economic crisis, and many more.

The reason Federation is so nimble and able to quickly respond to a crisis is because **we are here every day, all year, every year** with the access, resources, and knowledge necessary to help.

The Jewish community in northern New Jersey answered the call, and I am so proud of everyone who gave their time, money, expertise, and other resources to help our neighbors.

There are not enough words to express our gratitude to each of you.

I want to thank every person on the staff at Federation, all of whom have given of themselves so selflessly. I'm grateful to everyone on the Board of Trustees, whose support, encouragement, and experience guide our work and help us navigate these uncharted waters.

What matters most is that we are here to support each other in good times and bad.

May our community go from strength to strength.

A YEAR WE NEVER COULD HAVE *Imagined*





MESSAGE FROM

JASON M. SHAMES

Chief Executive Officer

This year was unlike any our community could have imagined. The coronavirus pandemic, resulting economic uncertainty, and the simultaneous reckoning with longstanding social injustices unleashed challenges we could not have foreseen.

Federation had to completely reimagine our model for connecting, building, and supporting our community.

There was no precedent to follow. Our partner and community agencies needed immediate support. It was day-to-day. By collaborating with our partners, we regularly assessed the emerging needs and strategized on the best ways to proceed.

The situation is ongoing. We provided resources for immediate needs, but also had to ensure there would be resources available to sustain the community into the future.

As so often happens, our community revealed itself to be remarkably resilient and deeply compassionate. It was a year of loss and vulnerability, but also one filled with hope and gratitude.

Having strong partnerships made the difference. A collaborative approach defines who we are, what we do, and how we do it - during both good and challenging times.

None of this could have happened without you.

Your trust in Federation's work is truly inspirational. We are lucky and grateful that you are so committed to our community and our future.



Responding TO THE COVID-19 PANDEMIC

Every member of our community has felt the impact of the coronavirus pandemic. In the face of this unprecedented set of challenges, Federation rapidly convened and mobilized leaders to address the most critical issues for our community. The reason Federation responds so effectively during a crisis is because Federation is here every day, 365 days a year, helping the community - crisis or no crisis.

TIMELINE OF AN *Effective* RESPONSE



A COMMUNITY SHUTS DOWN - AND REBOOTS

March 12, 2020 - Jewish day schools, synagogues, agencies, and organizations all over northern New Jersey announced immediate building closures and began transitioning to online platforms.

UNPARALLELED LEADERSHIP AND GENEROSITY

March 22, 2020 - Federation launched the Coronavirus Relief Fund which, to date, has distributed over **\$1.3 MILLION** for critical needs due to the pandemic.



CONNECTING DURING A CRISIS

March 28, 2020 - Federation launched a robust virtual events calendar offering programs for all ages. There have been **88 events** attended by more than 3,800 members of the community.

RE-ENTRY RESOURCE SUPPORT

July 2020 - Federation created a Resource Guide and Re-Entry Planning booklet for all synagogues, agencies, and schools as they anticipated a possible re-entry into their building.



MEETING URGENT NEEDS

July 2020 - Federation concentrated funding on addressing hunger-related needs including stocking food pantries and delivering meals to seniors. In addition, Federation procured and funded temperature scanners for day schools to keep students and staff safe as the school year began. Personal Protective Equipment was sourced and distributed to partner organizations through the Kehillah Cooperative Group Purchasing Program.

CONNECTING VOLUNTEERS

Summer/Fall, 2020 - Federation reimagined volunteer programs and shifted to an at-home "pop-up" model that allowed hundreds of volunteers to distribute thousands of Federation mitzvah projects to the community.



Partnerships

INVESTING IN VITAL ORGANIZATIONS

Federation's partner agencies had to pivot during the pandemic to support their constituents in new and innovative ways - often at an increased cost. These agencies are critical to the success of our Jewish community. And yet, without immediate support, agencies faced significant challenges of not being able to meet the needs of our community.

Federation provided grants to help address the ongoing needs that emerged.

Grants were distributed for:

- Protective Personal Equipment (PPE)
- delivery of meals to seniors
- replenishing food pantries
- economic relief
- mental health services
- cleaning and sanitizing residential facilities
- operating expenses
- and other needs

We continue to work closely with our partner agencies as they serve the community today, and well into the future.



"Federation leadership and staff never skipped a beat. Their critical funding to our agency helped every single member of our community. Whether it's food, mental health services, or emergency funding, they were there for us."

Susan Greenbaum
President and CEO

***Jewish Family and Children's Services of
Northern New Jersey***

"Federation was a sounding board on how to deal with issues and provided concrete resolutions. Federation's generous grants enabled us to provide Personal Protective Equipment and regular disinfecting and cleaning of our group homes."

John Winer
Executive Director

Jewish Association for Developmental Disabilities (J-ADD)



Caring

FOR OUR NORTHERN NEW JERSEY FAMILY



"Federation funded PPE and our hot holiday meals delivery program. We delivered contact free meals to elderly members of our community for Passover, Rosh Hashanah, and Chanukah. We are grateful."

Carol Silver Elliot
President and CEO

The Jewish Home Family

"It was crucial that we had adequate funding to enable us to protect the health and safety of the seniors in our nursing home and the tenants in our apartment building. We are very grateful for the funding and support Federation provided."

Frank DaSilva
CEO

Gallen Institute - Daughters of Miriam



Jewish Federation
OF NORTHERN NEW JERSEY



Reimagining.....

DOING A MITZVAH

Jewish tradition teaches that it is our responsibility to leave a better world for future generations. This year, in spite of unprecedented challenges, local volunteers and philanthropists have remained committed to volunteering and giving back to the community.

During this pandemic, Federation's Volunteer Center immediately pivoted to make sure opportunities for volunteering remained robust and, most importantly, safe. At-home "Pop-ups" became the best method for families and trusted friends to help do mitzvah projects that are needed in the community.

Mitzvah Projects

Snack Packs for Kids | Memory Books for Alzheimer Patients | Puzzles and Games for Hospital Patients | Hats & Gloves | Walker Bags for Seniors | "Feel Good" Kits for Homeless Shelters | Mask Necklaces for Non-Essential Medical Workers

115

At-Home
Pop-Ups

550⁺

Participants and
Volunteers

3,000

Mitzvah Projects
Distributed in the
Community

1,800

Filled Backpacks
for Underprivileged
Children

Volunteer Center
Sponsors

George B. Allen & Associates



Paramus &
Englewood

KEEPING THE COMMUNITY CONNECTED

When the world's landscape began to change last March, Federation seized the opportunity to reimagine ways to engage and connect with the community. Our calendar year is usually full of in-person events that include family programs, educational programs, programs for women, and programs for young people. Within two weeks of the beginning of the pandemic, our first virtual event was scheduled and, since then, we have sponsored 88 events. Through virtual platforms and other opportunities, the goal was to keep the community connected, inspired, and safe.

88

Virtual
Events

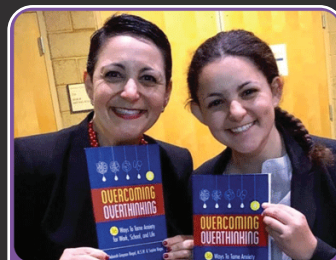
3,810

Total Registrants

This number only
includes registrants in
our community.

1,722

Unique Registrants



A conversation
about anxiety



Supporting Israel

DURING THE PANDEMIC

Israel faced many of the same challenges we have during the pandemic. Students were learning virtually, economic hardship led to food insecurity, and mental anguish was prevalent.

Virtual Learning

Some disadvantaged students whose schools went virtual did not have the technology needed to access their classroom. In partnership with the Jewish Agency for Israel, Federation provided children with computers. They are now able to learn virtually with their peers.



At-Risk Home for Teenage Girls

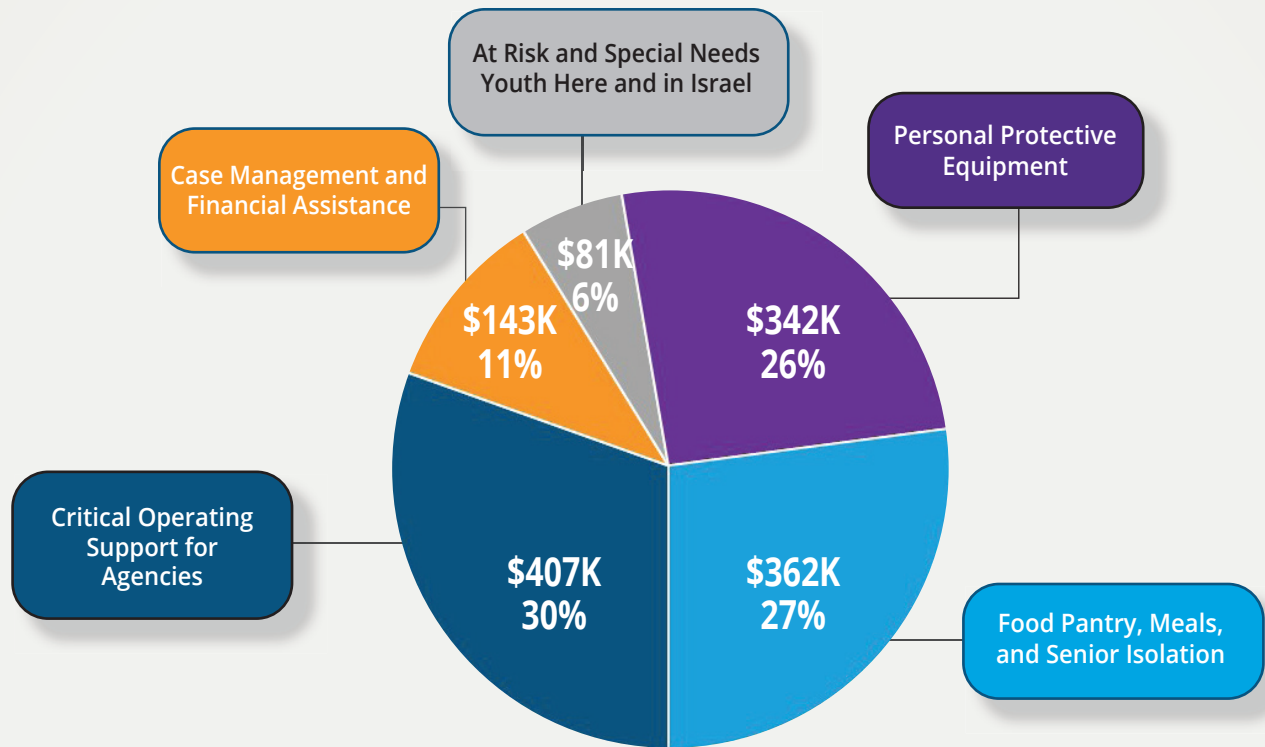
Bayit Cham is a safe place for at-risk girls. Due to economic hardship from the pandemic, 29 new girls were referred to the home in our sister city of Nahariya. Federation funded the additional staff needed so these teenagers could be cared for and safe.

Food Relief Center

In our sister city of Nahariya, the Relief Center was inundated with families and seniors experiencing food insecurity. Federation gave funding to the Relief Center which provided much needed food and supplies.



2020 COVID RELIEF OVER \$1.3 MILLION DISTRIBUTED



ADDITIONAL RESOURCES PROVIDED TO THE COMMUNITY



Resource Guide

Federation prepared a resource guide for the agencies to help respond to COVID-19 related needs.



Personal Protective Equipment Sourcing

Federation actively sourced and negotiated pricing for PPE for community agencies, day schools, and synagogues.



Re-Entry Guide

Federation prepared a guide for synagogues, agencies, and day schools to plan a safe reopening.



Payroll Protection Program

Federation provided and resources for synagogues, agencies, and day schools applying for PPP funds.



JEWISH FEDERATION WAS BUILT FOR THIS

Moment!



Charitable Giving

USING A DONOR ADVISED FUND

For many, life during COVID-19 has been a bleak time. Stories about job loss, food insecurity, and mental strain have dominated the news. Yet there is another story to tell.

Many generous and caring individuals have stepped up by increasing their support of their favorite charities that addressed emergent needs due to the pandemic. And they used existing or newly established Donor Advised Funds (DAF) in extraordinary numbers to do so.

Many DAF donors felt grateful to be financially secure due to positive stock market performance and increased discretionary income and used their good fortune to help those less fortunate.

Indeed, Jewish Federation of Northern New Jersey experienced its busiest year ever for processing DAF grants.

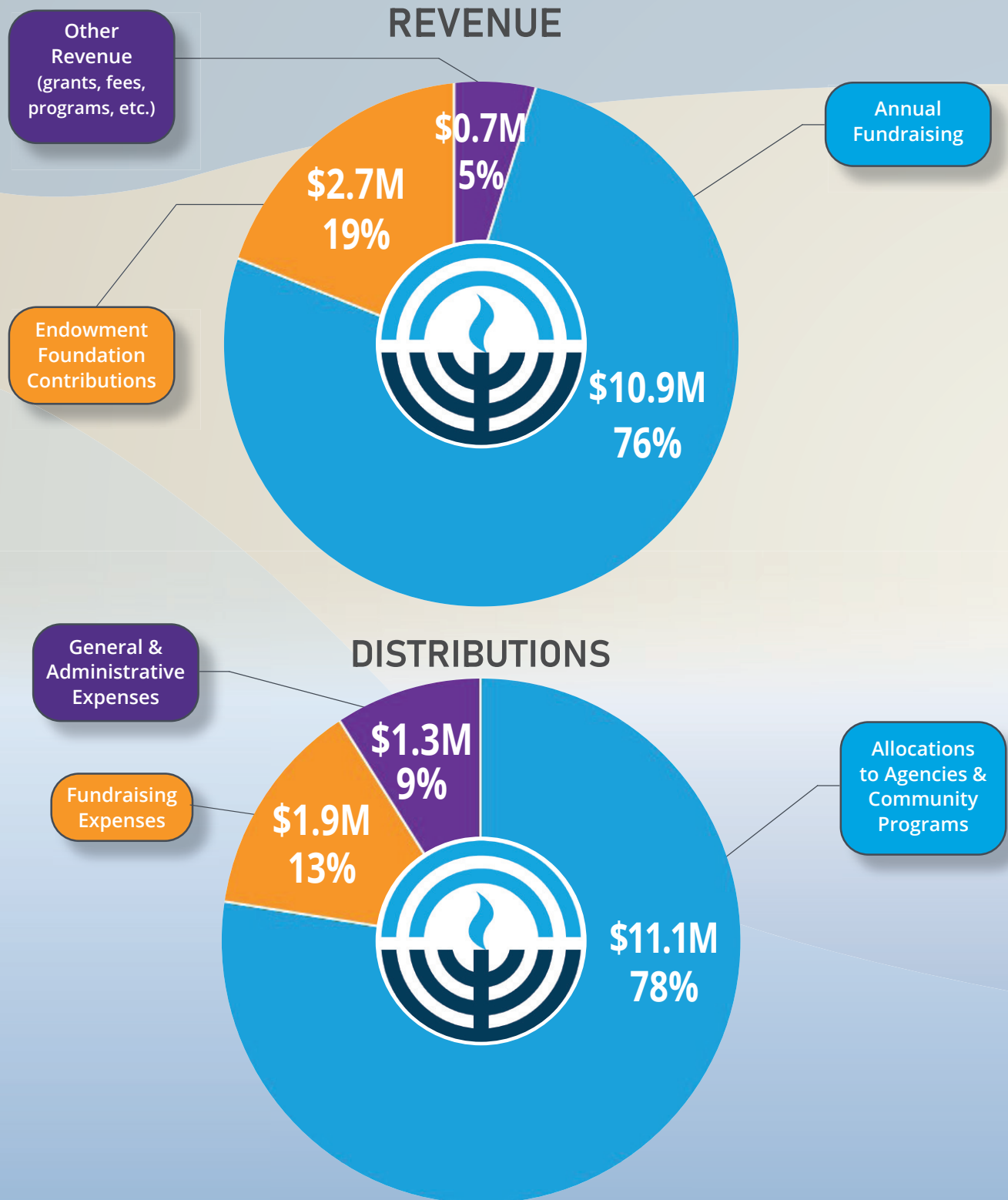


Seth Buchwald
Donor Advised Fund Holder

"A DAF offers an efficient and easy way to distribute money to charities and during COVID this was particularly important because donors wanted to get money to charities as quickly as possible. Federation has strong capabilities in this area and makes it very easy."

2020 FINANCIAL SNAPSHOT

\$14.3 MILLION RAISED



NOTES: Derived from Jewish Federation of Northern New Jersey's audited financial statements, fiscal year ending June 30, 2020. Does not include the one-time revenue of \$5.7M gained by the sale of the Paterson Senior Housing building, which is being held for future senior housing projects. According to Charity Watch, a "highly efficient" charity produces a program percentage of 75% or greater (www.charitywatch.org).

BREAKDOWN OF ALLOCATIONS TO AGENCIES & COMMUNITY PROGRAMS

\$11.1 MILLION DISTRIBUTED



Grants, Programs, & Services to the Community

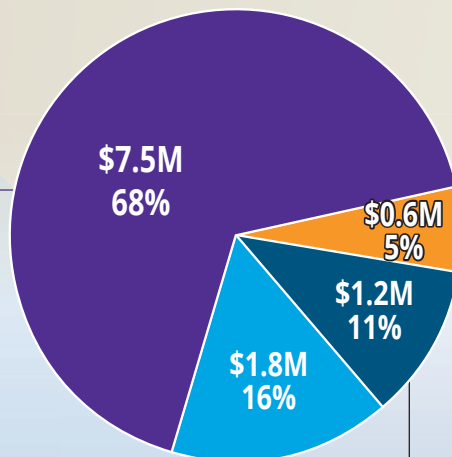
\$7.5M
68%

Federation distributes operating and programming grants locally and in Israel. Targeted program grants are directed to six areas of impact:

- Hunger Relief
- Building Jewish Identity in our Youth
- Jewish Day Schools
- At-Risk Youth in Israel
- Community Planning
- Special Programs (*including Holocaust Survivor Support*)

Federation provides programs and services for the community including:

- Community Security
- Community Relations Committee
- Center for Israel Engagement
- Volunteer Center
- Synagogue Leadership Initiative
- Kehillah Cooperative Group Purchasing



Charitable Giving (Endowments, Donor Advised Funds, etc.)

\$1.8M
16%

Donations to Federation or other eligible non-profits made through endowments or donor advised funds at Federation.



Donor Directed Giving

\$1.2M
11%

Designated donations made through Federation to other agencies aligned with Federation's mission.



Operations of Senior Apartments (partial year)

\$0.6M
5%

Federation owned and managed The Paterson Senior Housing Apartments in Paterson, NJ. This building was sold partway through 2020.

Our Community

LOCAL PARTNER AGENCIES

Academies at Gerrard Berman Day School

BBYO

Ben Porat Yosef

Bergen County High School of Jewish Studies

Bergen Volunteer Center (Bergen Reads)

Birthright Israel

COJECO (Russian Speaking Outreach)

Daughters of Miriam

Hillel International

Israeli American Council (IAC)

Israel Action Network (IAN)

Jewish Association for Developmental
Disabilities (J-ADD)

JCC NNJ

Jewish Community Center Association (JCCA)

Jewish Family and Children's Services of
Northern New Jersey

Jewish Home Family

Kaplan JCC on the Palisades

Kehillah Congregational Learning Program

Ma'ayanot High School for Girls

Moishe House

The Moriah School

Network of Jewish Human Service
Agencies

Jewish Federations of New Jersey

Jewish Federations of North America

Paterson Hebrew Free Loan

Rosenbaum Yeshiva of North Jersey

Hillel of NNJ

SINAI Schools

Solomon Schechter Day School

Teach NJ Advocacy Initiative

Temple Avodat Sholom (Individual Learning)

Temple Emanuel (CHAI Program)

The Frisch School

Torah Academy of Bergen County

United Synagogue of Hoboken
(PJ Library and Special Needs Program)

Wayne YMCA (Jewish Programming)

We The People

Yachad

Yavneh Academy

Yeshivat He'Atid

Yeshivat Noam

OVERSEAS PARTNER AGENCIES

Amcha - Holocaust Survivor Rehab

Bet Ori - Bayit Cham for Boys & Girls

Ethiopian National Program

(SPACE - Scholastic Program)

Jerusalem Foundation (Yaelim Center)

Jewish Agency For Israel (JAFI)

Joint Distribution Committee (JDC)

Kehillat Emet Ve'Shalom

LEKET

Lone Soldier Center

in Memory of Michael Levin

Nirim (MASA)

The Relief Center (Nahariya)

Chaplaincy

Center for Israel Engagement

Community Group Purchasing
(Kehillah Cooperative)

iCAN High School Jewish Leadership
Program

Israel Film Festival

Jewish Community Relations Committee

Jewish Community Security Director

Jewish Right Start
(Preschool Incentive Grants)

One Happy Camper

Onward Israel

Partnership2Gether

PJ Library

Rabbinical Action Council

Scott Pazer STEM Exchange Program

Shalom Baby

Synagogue Leadership Initiative

Ulpan

Volunteer Center

COMMUNITY PROGRAMS



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