



2023
IMPACT
REPORT

YOUR GIFT. YOUR IMPACT. OUR COMMUNITY.



Jewish Federation
of Northern New Jersey

06.03.24

A YEAR OF PURPOSE & PREPAREDNESS

2023

The unforeseen war in Israel and surge in antisemitism required us to pivot our priorities without abandoning our core mission. We confronted antisemitism and helped ensure community security. We supported Israel and brought the community together in solidarity. We celebrated Israel's 75th anniversary. We helped those less fortunate by addressing the most pressing needs of food insecurity, senior services, and building and strengthening Jewish identity.



A MESSAGE FROM **DANIEL M. SHLUFMAN** *President*

As we reflect on the events of the past year, we are reminded of the highs and lows and the celebrations and challenges that have defined our journey together.

We began the year with festivities surrounding Israel's 75th birthday, culminating in an unforgettable concert that united our entire community in celebration of Israeli culture and progress.

Little did we know, just five months later, our world would be turned upside down.

The unthinkable tragedy of Hamas attacking Israel shook us to our core. The loss of 1,200 lives and the abduction of over 200 hostages left us reeling, grappling with the enormity of the devastation. And, as our world stopped, we witnessed a profound shift within our own community. Antisemitism is surging, our students feel increasingly vulnerable, and our very way of life is threatened by council resolutions, university protests, and a changing social climate.

In the face of these challenges, I am immensely proud of the response from our Federation. We raised millions of dollars for Israel and continue to provide resources for our brothers and sisters in crisis. Here at home we have been tirelessly combating antisemitism. From engaging with elected officials to collaborating closely with law enforcement, from providing crucial training for emergency preparedness to actively working with university and school administrators to ensure the safety of Jewish students – this has become our daily mission and our unwavering commitment.

Yet, none of this would be possible without the steadfast partnership of each and every one of you. Your confidence in Federation and your dedication to our shared mission fuel our work and give us strength. Together, we stand resilient in the face of adversity and united in our resolve to safeguard our community and uphold our values.

On behalf of the Board of Trustees of Jewish Federation, I extend our deepest gratitude to you for your generosity and support. In times of uncertainty, your solidarity sustains us, reminding us of the power of community and the resilience of the human spirit.

With heartfelt appreciation,

Daniel M. Shlufman
President



“

... here at home we have been tirelessly combating antisemitism.

Dan Shlufman

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A MESSAGE FROM **JASON M. SHAMES** *Chief Executive Officer*

2023 brought challenges and threats to the Jewish world that continue to test our strength and resolve as a people.

On October 7, when Hamas perpetrated a massacre claiming more Jewish lives than at any point since the Holocaust, Jewish life here, in Israel, and around the world completely changed. It ignited a resurgence of antisemitism here in the U.S. that continues to present itself in schools, universities, municipal and city councils, throughout our community. Every day, our team of professionals and lay leaders are working with law enforcement, elected officials, community partners, and school and university administrators to strengthen partnerships and combat antisemitism.

We are all still reeling from the brutality of October 7 and its aftermath, which has created a new reality for our community.

As difficult as this year has been, it also has revealed the heroism and strength of the Israeli people and Jews worldwide. From brave first responders to dedicated first aid workers, to the generosity and support of the Jewish community, the response is a testament to unwavering determination and solidarity. Despite the grim circumstances, our unity showcases the strength and character of our Jewish community. I am very proud.

As we move forward toward an uncertain future, the importance of collective action and resilience cannot be overstated. Federation, established over a century ago to address contemporary challenges, remains steadfast in our commitment to support Jews worldwide. Through collaborative efforts with partner agencies, we care for those less fortunate, combat antisemitism, work to keep our community safe, strengthen Jewish identity, and support and advocate for Israel.

Federation has solidified our role as the cornerstone of Jewish philanthropy, poised to effectively address evolving needs. As the largest funder of Jewish causes in the area, our impact reverberates in every corner of our community—locally and globally.

Our hope is always to ensure a brighter future for generations to come.

I hope you'll join me in feeling immense pride in our shared accomplishments as you read this Annual Report.

Jason M. Shames
Chief Executive Officer



“As difficult as this year has been, it has also revealed the heroism and strength of the Israeli people and Jews worldwide.

Jason Shames

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ISRAEL IN CRISIS



On October 7, Jewish communities around the world awoke with horror and disbelief as we learned that Hamas infiltrated Israel. More than 1,200 innocent victims lost their lives, 240 people were abducted and taken hostage, and nearly 2,000 civilians were brutally attacked.

From grief and anger emerged a shared determination to ensure our brothers and sisters in Israel would feel our unwavering support as they began to navigate the challenging months ahead.

Federation immediately launched relief efforts by assessing needs and coordinating in real time with partner agencies, the Israeli government, and Nahariya, our sister city.

OCTOBER 7



\$3,500,000

RAISED THROUGH
OUR ISRAEL
EMERGENCY FUND

TRAUMA SUPPORT	\$1,500,000
EMERGENCY SUPPORT.....	\$400,000
MEDICAL SUPPORT	\$600,000
FINANCIAL SUPPORT	\$400,000
EDUCATIONAL SUPPORT.....	\$200,000
EMERGENT NEEDS.....	\$400,000

ISRAEL IN CRISIS

NEW JERSEY GATHERING
— OCTOBER 2023

SOLIDARITY

7,000 people from 25 states and 6 countries.
It was sad. It was emotional. It was hopeful.

Within three days of the October 7 attack, Jewish Federation partnered with the Kaplen JCC on the Palisades bringing the community together to support the Israeli people and mourn the tragic loss of life. The support from elected officials, clergy, law enforcement, and members of the broader community was astounding and uplifting.



WASHINGTON D.C. RALLY NOVEMBER 2023



Jewish Federations of North America, along with other partner agencies, organized a national rally in Washington, D.C. Our Federation mobilized to bring as many people as possible from our community to let their voices be heard. We worked with schools, synagogues and agencies and organized **76 buses** bringing over **4,000 people** from northern New Jersey to rally together.

!hj ktrah og
Am Yisrael Chai!!

ISRAEL IN CRISIS



BEARING WITNESS

Jewish Federation organized five different missions to Israel since October 7 in a remarkable display of solidarity and support. Bearing witness and standing united resonated deeply with Israelis and participants alike. Israelis expressed gratitude for the emotional support, while participants were profoundly impacted by their experiences.



ISRAEL IN CRISIS



IN THE NEWS

Jewish Federation serves as a trusted source of information for the news media, and we are committed to ensuring clear and consistent messaging regarding Israel and issues important to the Jewish community. We were honored to be featured in various news stories and to have many of our communal leaders highlighted as well. This is a testament to Federation's respected role as an expert and authority on Jewish life.

IMPACT STORIES



MEET EITAN...

Eitan, age 2 1/2, resided with his family in a kibbutz near the Gaza envelope. After the attack on October 7, the family relocated to a hotel. Eitan, traumatized by the events, refused to remove his shoes even during his bath time, fearing the need to flee to safety at a moment's notice. Federation's funding of trauma support has helped Eitan and his family slowly recover from the horrific events.



EMERGENCY RESPONSE TEAM IN NAHARIYA

Nahariya, Federation's sister city, is just five miles from the Lebanon border. With the help of our Federation, an Emergency Response Team was established to prepare for potential future attacks from Hezbollah.

ISRAEL IN CRISIS

NETIV HA'ASARA TEEN VISIT

On October 7 when Hamas invaded Israel it unleashed horrific violence upon the *moshav* of Netiv Ha'Asara, a border community in the South. Among the casualties were two members of the high school senior class, whose lives were tragically cut short while on a morning fishing trip. Their slaughter was shared callously by terrorists on WhatsApp. With the graduating class now reduced from 23 to 21 students, the loss reverberates deeply.

Our Federation visited Netiv Ha'Asara on a solidarity mission and met some of the students and their parents. We witnessed firsthand their anguish. After that trip, we committed to bringing the senior class to visit New Jersey for a week of respite, fun, and adventure. **Our community came together and the teens had the time of their lives. Our Federation led with compassion. Your support made this happen.**



JEWISH COMMUNITY CAMPAIGN

At the heart of Federation lies the Jewish Community Campaign that raised nearly \$20 million in 2023 to support the local and global Jewish community.

The Jewish Community Campaign is about making an impact; it's about extending a helping hand, standing against hate, nurturing our Jewish spirit, and demonstrating unwavering support for Israel.

Through this campaign, we forge connections and foster a sense of belonging, transforming our community into one big family united in purpose and commitment.

WHAT WE DO: THE JEWISH COMMUNITY CAMPAIGN FOUR PILLARS



ADVOCATE
& SUPPORT
FOR ISRAEL



CARE FOR
OTHERS



STRENGTHEN
JEWISH
IDENTITY



COMBAT
ANTISEMITISM
& SECURE OUR
COMMUNITY

JEWISH COMMUNITY CAMPAIGN

Advocate & Support for Israel

Our unwavering commitment to Israel and its right to defend itself is steadfast. In times of crisis, Federation stands shoulder to shoulder, offering crucial support, advocacy, and vital programming. We believe in building connections to Israel by offering opportunities for community members of all ages to visit Israel and forge meaningful bonds. Nahariya, our sister city, exemplifies this unity, fostering bonds that transcend geographical boundaries and deepen our collective commitment to Israel's strength and well-being.



WOMEN'S MISSION TO ISRAEL



ISRAEL 75 CELEBRATION



NAHARIYA MAYOR RONEN MARELLY



JEWISH COMMUNITY CAMPAIGN

Strengthen Jewish Identity

Wherever you are on your Jewish journey, Federation will meet you there. From the time we introduce children to Jewish holidays until they're ready to create their own Jewish legacy, Jewish Federation provides meaningful experiences to deepen connections to Jewish life.

We strive to nurture each generation's relationship to Judaism – making connections to each other, Jewish life, and Jews all over the world.



MITZVAH DAY



ONWARD ISRAEL



INTERGENERATIONAL SHABBAT



JEWISH COMMUNITY CAMPAIGN

Care for Others

Caring and taking responsibility for each other is a core Jewish value – *areyvut* – and one that defines us as a community. No one should live in social isolation, experience hunger, or feel excluded. Federation is here to help all members of our community live their best Jewish lives.



SENIOR NUTRITION



SUPPLIES FOR SUCCESS



MENTAL HEALTH SUPPORT



JEWISH COMMUNITY CAMPAIGN

Combat Antisemitism & Secure the Community

Amidst the troubling surge in antisemitism, safeguarding our community has become a top priority. Antisemitism has seeped into every corner of our lives, from schools to city council meetings to social media, demanding swift and decisive action. At Federation, our dedicated team, including a Director and Deputy Director for Jewish Community Security, collaborates closely with law enforcement, schools, agencies, and synagogues to implement effective security measures and provide essential training. Additionally, our Jewish Community Relations team tirelessly advocates for our community's interests with elected officials. We are also developing allies with leaders outside our community to strengthen partnerships and fight hate and antisemitism. Together, we stand ready and equipped to confront and combat antisemitism.



LAW ENFORCEMENT



SECURITY TRAINING



ATTORNEY GENERAL
MATTHEW PLATKIN



LEGACY GIVING



The Marans Family

Legacy giving involves bestowing resources to an organization to ensure ongoing impact beyond one's lifetime.

By leaving a legacy gift to Jewish Federation, you contribute to lasting stability and impact in our community. These gifts are invested in our endowment, enabling your contribution to support our mission in perpetuity. Through careful planning and investment, endowments empower Federation to sustain its work for generations. Your planned legacy gift not only embodies your vision for our Jewish community but also serves as a testament to your commitment to Jewish values.

“ We want to continue making an impact on the Jewish community long after we are gone. Our community must remain vibrant for the next generation – including our children and grandchildren.

Leslie & David Smith

”



DONOR SPOTLIGHT

WE SAW AN OPPORTUNITY to make a transformative impact on our community

In a world often defined by misunderstanding and division, our family strongly believes in the power of cultivating empathy and understanding as a proactive strategy against antisemitism. The profound impact of Federation's trip taking local law enforcement to Israel illuminated the transformative potential of firsthand experiences with a Jewish perspective. Through a multi-year gift to Federation, we are steadfastly committed to combating antisemitism through education and exposure rather than mere defense. By supporting trips to Israel for non-Jewish communities, we extend a hand of friendship, foster tolerance and understanding, and, ultimately, hope to build a stronger, more harmonious community.

The Feuerstein & Maier Family



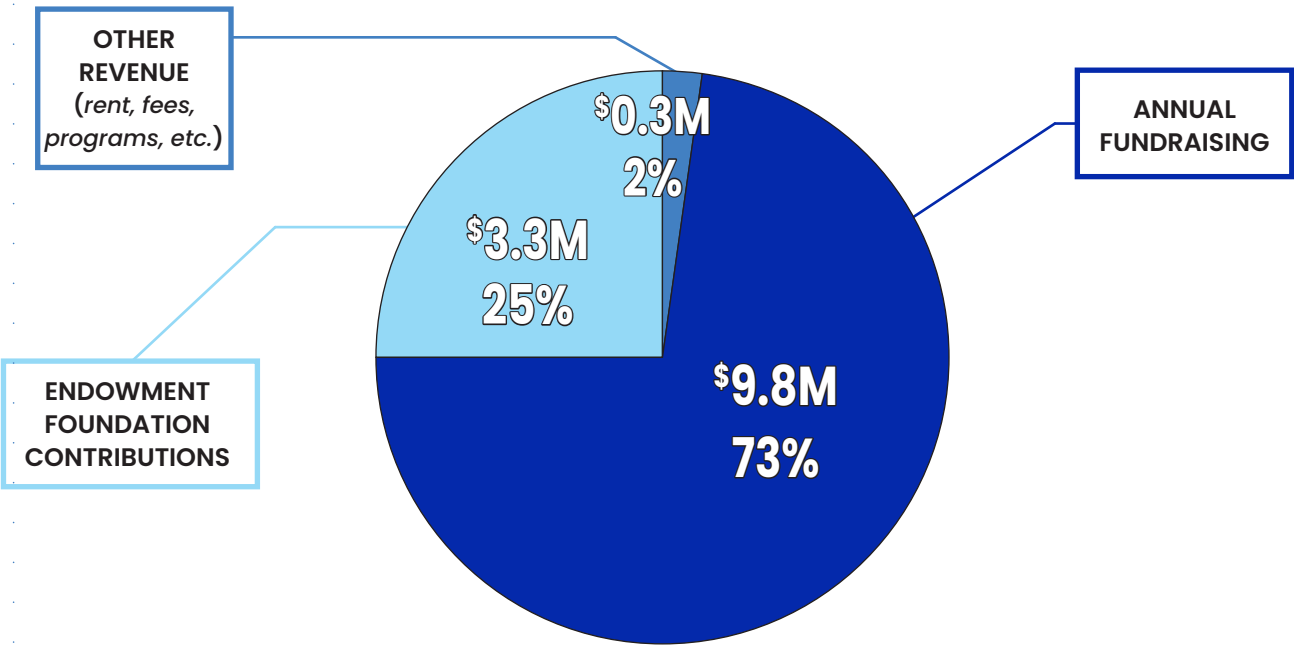
A YEAR IN PICTURES



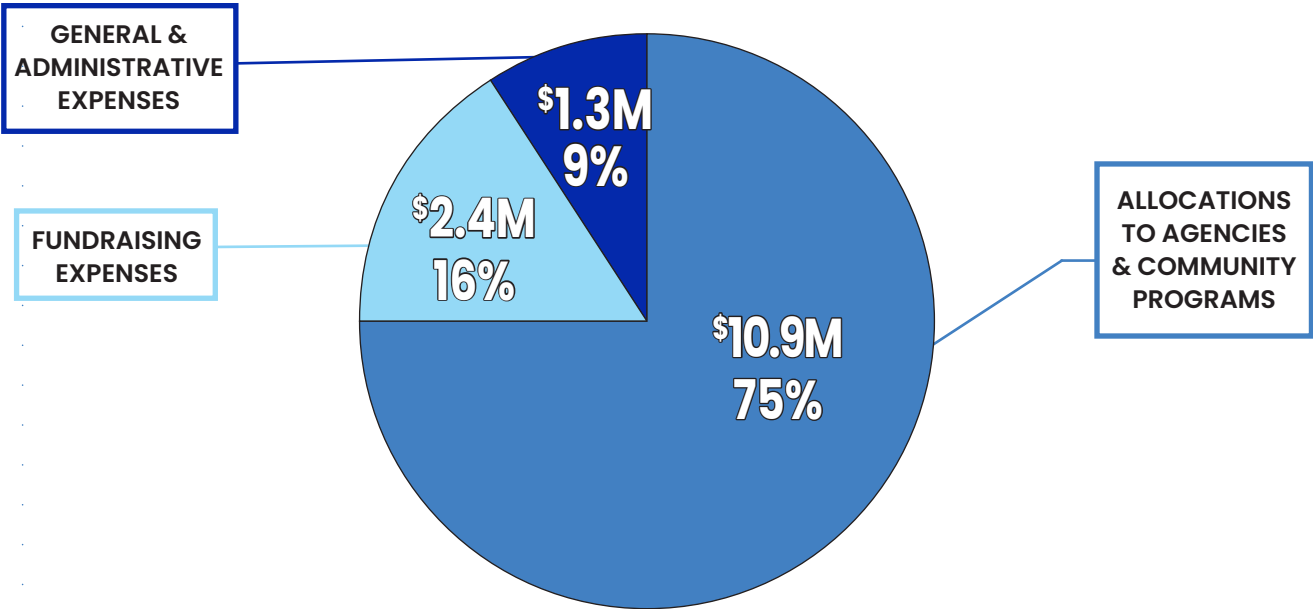
FY 2022-23 FINANCIAL SNAPSHOT

\$13.4 MILLION RAISED

WHERE DID IT COME FROM?



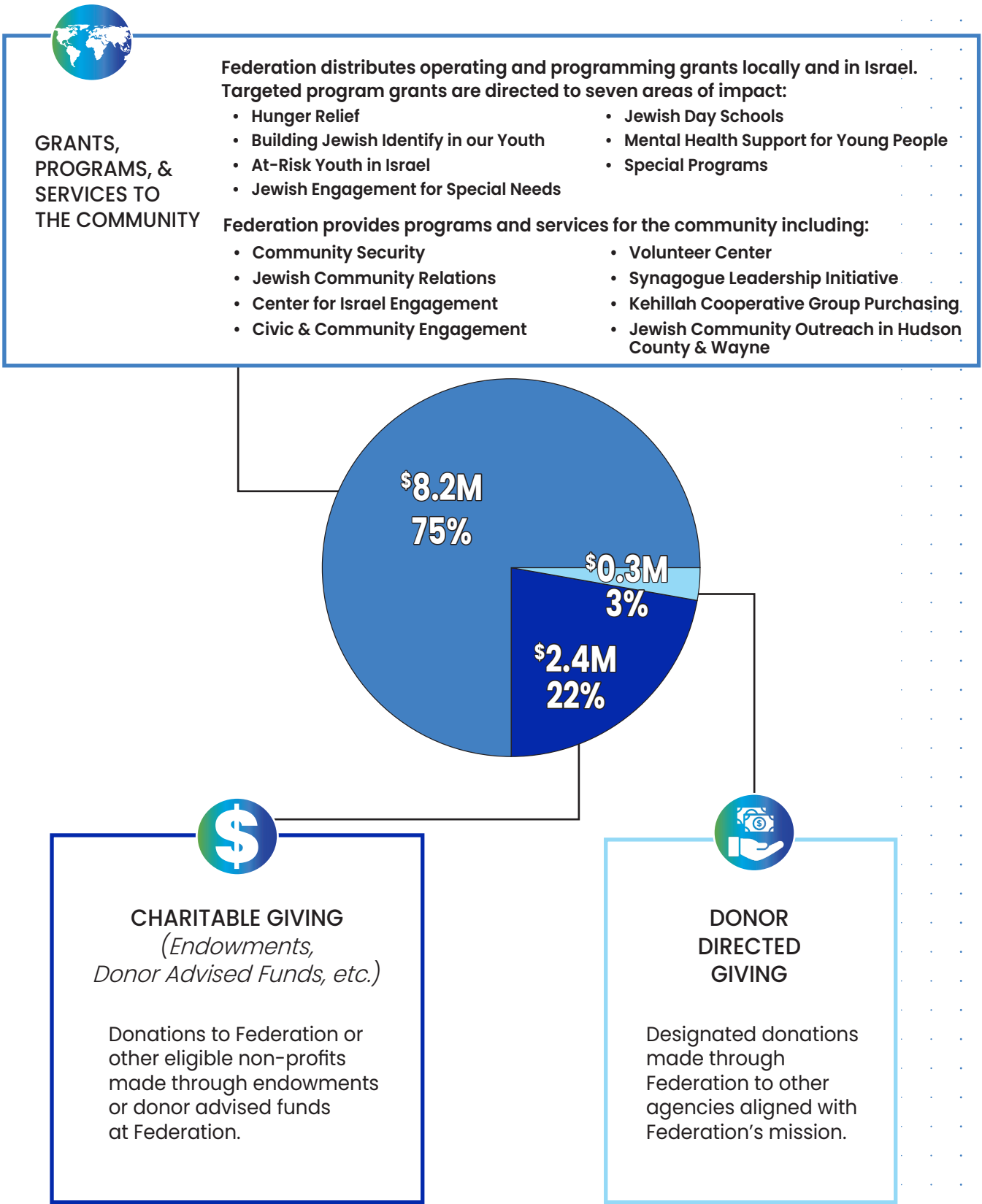
WHERE DID IT GO?



NOTES: Derived from Jewish Federation of Northern New Jersey's audited financial statements, fiscal year ending June 30, 2023. Does not include unrealized investment gains or changes in net assets. According to Charity Watch, a "highly efficient" charity produces a program percentage of 75% or greater (www.charitywatch.org). Our budgeting process is based on the calendar year community campaign, but the audited financials are based on the fiscal year (ending June 30). This timing nuance contributes to any variances between revenue and expenses.

BREAKDOWN OF ALLOCATIONS TO AGENCIES & COMMUNITY PROGRAMS

\$10.9 MILLION DISTRIBUTED



OUR COMMUNITY

LOCAL PARTNER AGENCIES

BBYO/BBYO International	Moishe House
Beit Midrash Teaneck	The Moriah School
Ben Porat Yosef	Naaleh High School for Girls
Bergen County High School of Jewish Studies	Network of Jewish Human Service Agencies
Birthright Israel	NJY Camps – Camp Keshet
COJECO (Russian Speaking Outreach/Teen Program)	OpenDor Media
The Frisch School	Rosenbaum Yeshiva of North Jersey
Hillel International	Rutgers Hillel
Israel Action Network (IAN)	SINAI Schools
Israeli American Council (IAC)	Solomon Schechter Day School of Bergen County
JCC of Northern New Jersey	Teach NJ Advocacy Initiative
Jewish Association for Developmental Disabilities (J-ADD)	Temple Avodat Shalom/Kol Dorot (Individual Learning)
Jewish Community Center Association (JCCA)	Temple Emanuel of Pascack Valley (CHAI Program)
Jewish Family and Children's Services of Northern New Jersey	Torah Academy of Bergen County
Jewish Federations of New Jersey	United Synagogue of Hoboken (PJ Library, Special Needs Program, and Support for Displaced Israelis)
Jewish Federations of North America	Wayne YMCA (Jewish Programming)
Jewish Home Family	We The People
Kaplan JCC on the Palisades	Yavneh Academy
Kaplan JCC on the Palisades (Maccabi Games Israeli & Ukranian Athletes)	Yeshivat He'Atid
Ma'ayanot Yeshivah High School for Girls	Yeshivat Noam

OVERSEAS PARTNER AGENCIES

Amcha – Holocaust Survivor Rehab	Nahariya
Bayit Cham for Boys & Girls	Natan
Israel Trauma Coalition	Nirim (At-Risk Youth)
JCC Krakow	Ofakim
Jewish Agency For Israel (JAFI)	Sheba Medical Center
Joint Distribution Committee (JDC)	The Relief Center (Nahariya)
Koby Mandell Foundation	Tikvah Children’s Home
LEKET Israel – The National Food Bank	Tzohar
	Western Galilee Hospital

COMMUNITY PROGRAMS

Chaplaincy – Bergen County	Jewish Community Security Department
Center for Israel Engagement	Jewish Right Start
Community Group Purchasing (Kehillah Cooperative)	(Preschool Incentive Grants)
Hillel of Northern New Jersey	One Happy Camper
iCAN/LEAP High School	Onward Israel
Jewish Leadership Program	Partnership2Gether
Israel Film Festival	PJ Library
IsraelNOW 8 th Grade Trip to Israel	Rabbinical Action Council
Jewish Community Relations Committee	Synagogue Leadership Initiative
	Volunteer Center

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Andrew Epstein, Chief Financial Officer
Laura Freeman, Managing Director, Marketing and Communications
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כולנו ביחד!

All of us together!



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DONATE TODAY!

