The past two years have brought challenges we never could have anticipated. Our community responded to unexpected needs with incredible focus, energy, compassion, and generosity. At the same time, this experience has provided a new lens through which we view and plan our shared future. Rather than seeking to restore our community to a pre-pandemic state, this is a moment to envision the type of community we seek to create together for years to come.

As President of Federation, I have learned so much in these last two years. It’s inspiring (and comforting) to see firsthand the work Federation does for our community. Problems, needs, concerns, and situations are all approached with a laser focus to find a resolution that works best for the collective - in this case, the community. Federation’s ability to focus on the collective as opposed to specific niche services is indispensable.

Judaism requires a minyan (a quorum) for prayer and other rituals. Why is this required? After all, a person can pray alone. The Rabbis teach us that praying with others brings a sense of connection which ultimately creates a more meaningful experience for all. Judaism encourages communal cohesion - and so does Federation.

Federation brings together Jews from every walk of life. We may identify differently, we may be at different stages of life, and we may live in different parts of northern New Jersey, but we are all committed to a strong Jewish future and to help those who are less fortunate.

It is an honor to be the President of Jewish Federation and to work hand in hand with the extraordinary professional staff dedicated, leaders, and generous donors who care so deeply about our community.

As I reflect on 2021 in this annual report, I remain grateful and optimistic for the future.

B’Shalom,

Lee Lasher
President
“Federation’s ability to focus on the collective as opposed to specific niche services is indispensable.”

Lee Lasher
A MESSAGE FROM JASON M. SHAMES

Federation’s call to action is to care for those in need in our Jewish community and to build a strong and thriving Jewish community. I am proud to report that our Federation has not only aspired to heed the call this past year; we have answered it with one of the strongest years in the last decade.

Our community faced the challenges of 2021 with unprecedented levels of generosity.

What does that mean?

It means more people were fed, comforted, educated, and protected – locally, in Israel, and throughout the world. Our agencies, synagogues, and day schools received needed support, and our community is stronger and more inclusive.

Our Women’s Philanthropy’s Young Family Initiative had an incredible year welcoming and engaging many new families as they begin their Federation journey. Hundreds of volunteers actively participated in the work of the Volunteer Center. The Jewish Community Relations Committee continues to forge meaningful strategic partnerships with elected officials to advocate for issues important to the Jewish community. Federation’s new Director of Jewish Community Security is building and reinforcing the necessary connections to keep us safe in the face of rising antisemitism.

As we look back, it is clear that our call to action is about more than just being hopeful. It is about making a difference. It’s about doing good.

With your help, we can extend our reach even further.

I know we couldn’t do any of this work without you.

I am grateful.

Jason M. Shames
Chief Executive Officer
“Our call to action is more than just about being hopeful, it is about making a difference.”

Jason M. Shames
Jewish Federation’s Annual Campaign makes everything we do possible. We are grateful to each and every individual donor and corporate partner.
OUR IMPACT IN NUMBERS

$1.5 MILLION
JEWISH CONTINUITY
Programs for all ages are available to the community to build and sustain Jewish connections that can strengthen Jewish identity throughout a lifetime.

$750,000
FIGHTING ANTISEMITISM
We help keep our community safe by ensuring strong relationships with law enforcement and elected officials. We offer training and resources to local synagogues, day schools and agencies.

20,000 lbs. OF FOOD
March Mega Food Drive brought the community together to collect and distribute 20,000 lbs of food to 20 food pantries in Bergen, Passaic, and Hudson Counties.

$1.2 MILLION
SOCIAL WELFARE HERE & IN ISRAEL
Federation funds programs that help isolated seniors, fight hunger, and support those less fortunate.

330,000 MEALS
Due to COVID-19, hunger insecurity was at an all-time high. Seniors and young families received meals throughout the year because of Federation's Annual Campaign.

$300,000
AT-RISK YOUTH IN ISRAEL
Federation funds many programs in Israel that help teenagers, Ethiopian immigrants, and young families who are at-risk.
During an intense and challenging year that once again tested our community’s commitment, creativity, and resilience, Jewish Federation rose to meet every challenge. We are committed to taking care of the needs of the Jewish people and building a vibrant Jewish future in northern New Jersey, in Israel, and around the world.
Collective giving is when individuals work together to jointly fund social change.

THIS IS FEDERATION!
Israel made international headlines this year for its efficacy in vaccine distribution. But in May 2021, headlines of another sort dominated the news cycle. Over the course of eleven days, 4,000 rockets were fired from Gaza into civilian neighborhoods. Violence erupted between Jews and Arabs in cities where they’d lived peacefully together for decades.

Federation advocates for Israel, provides funding for social welfare needs in Israel, and provides emergency funding in times of crisis.

In good times and in bad times, Federation is here for Israel.
WE WERE THERE FOR ISRAEL IN CRISIS.
WE ARE HERE WITH ISRAEL ALWAYS.
STAND UP FOR THOSE LESS FORTUNATE

Federation cares for people by helping feed the hungry, aid the elderly, and support those in need. This past year, those who were already vulnerable were at even greater risk due to COVID-19. There was urgency to ensure critical services and programs were delivered without interruption.

Through partnerships with community agencies, Federation was able to make that happen.
STAND UP FOR NEXT GEN

PJ Library, Shalom Baby, Jewish Right Start, BBYO, H...
The challenge of passing along Jewish connections and commitment to new generations has become one of the most important concerns on the agenda of the American Jewish community. Federation is investing in our future through a multitude of programs for every age.

We strengthen Jewish identity in all ages and stages of life through Jewish camps, day schools, teen and young adult programs, missions and trips to Israel, adult education, and more.
STAND UP AGAINST ANTI-SEMITISM

Jewish Federation has remained vigilant about enhancing community-wide security and advocating against hate. This year, our work gained new urgency during the 11-day conflict between Israel and Gaza, when anti-Israel sentiment morphed into virulent antisemitism. Our Director of Jewish Community Security works closely with local Jewish agencies, synagogues, and day schools to fortify buildings, provide security training, conduct security assessments, and assist with Homeland Security grant applications.

We learned from the hostage event in Colleyville, Texas that a prepared community is a safe community.
IT’S MORE THAN A SUMMER...
IT’S A LIFETIME!
Federation funds the **One Happy Camper** program that has provided over 1,300* incentive grants to families sending their kids to Jewish overnight camp for the first time. Studies show over and over again that a Jewish camping experience can be the most direct indicator of whether a child lives a life informed by Jewish values, practice, and culture as an adult.

*Since 2009
The Scherl family has always been devoted to the Jewish people and the State of Israel. It was important to the family that each of Sheila and Newton’s (z”l) ten grandchildren understood deeply the importance of giving tzedakah.

The family realized that a Donor Advised Fund (DAF) with Federation could provide a meaningful and easy way to engage the next generation in philanthropic giving. The Scherls established a DAF and empowered each of their grandchildren to recommend charitable distributions to Jewish causes vetted by Federation. The process is ongoing, so that tzedakah becomes a regular part of their lives, continuing the Scherl family tradition of tzedakah to Jewish causes.
LIKE MOTHER, LIKE DAUGHTER.
RUTH KORNHEISER & KAREN FARBER

Ruth and Karen share more than just a close mother-daughter relationship. They share a passion for Israel, for the Jewish community, and for leaving a legacy for the next generation. Ruth and Karen are both deeply involved in Jewish Federation. Karen has been a trustee and co-President of Federation’s Women’s Philanthropy. Following in her mother’s footsteps, Karen endowed her Lion of Judah gift. By endowing, they will continue to impact our community year after year, long after they are gone.

2021 ENDOWMENT IMPACT

$2.8 MILLION
distributed from Donor Advised Funds to Jewish and secular charitable organizations to support educational, social welfare, and other charitable needs.

10%
of Federation’s Annual Campaign donations come from Federation endowment funds. This means that bequests and other endowment gifts to Federation generate funding to address ongoing needs.

$1 MILLION+
distributed from endowment funds annually to build connections to Israel, strengthen Jewish identity, and further Jewish education.
2021 FINANCIAL SNAPSHOT
$13.3 MILLION RAISED

WHERE DID IT COME FROM?

- Endowment Foundation Contributions: $3.3M (25%)
- Annual Fundraising: $9.5M (71%)
- Other Revenue (rent, fees, programs, etc.): $0.5M (4%)

WHERE DID IT GO?

- Allocations to Agencies & Community Programs: $10.1M (75%)
- Fundraising Expenses: $1.9M (14%)
- General & Administrative Expenses: $1.5M (11%)
- Other Revenue (rent, fees, programs, etc.): $0.5M (4%)

NOTES: Derived from Jewish Federation of Northern New Jersey’s audited financial statements, fiscal year ending June 30, 2021. Does not include unrealized investment gains. According to Charity Watch, a “highly efficient” charity produces a program percentage of 75% or greater (www.charitywatch.org).
BREACKDOWN OF ALLOCATIONS TO AGENCIES & COMMUNITY PROGRAMS

$10.1 MILLION DISTRIBUTED

**Grants, Programs, & Services to the Community**

- **$7.7M** (76%)
  - 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)

- **$1.8M** (18%)
  - 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

- **$0.6M** (6%)

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

- **$1.8M** (18%)
  - Donations to Federation or other eligible non-profits made through endowments or donor advised funds at Federation.

**Donor Directed Giving**

- **$0.6M** (6%)
  - Designated donations made through Federation to other agencies aligned with Federation's mission.
A YEAR IN PICTURES

MAJOR GIFTS DINNER

MAJOR GIFTS DINNER

MAJOR GIFTS DINNER

WOMEN'S OUTREACH EVENT

MARCH MEGA FOOD DRIVE

LION OF JUDAH LUNCHEON

KOSHER FOOD EXPO

KOSHER FOOD EXPO

MAJOR GIFTS DINNER

MISSION TO ISRAEL
OUR COMMUNITY

LOCAL PARTNER AGENCIES

Academies at Gerrard Berman Day School
BBYO
Ben Porat Yosef
Bergen County High School of Jewish Studies
Birthright Israel
COJECO (Russian Speaking Outreach)
Daughters of Miriam
Hillel International
Hillel of Northern New Jersey
Israel American Council (IAC)
Israel Action Network (IAN)
Jewish Association for Developmental Disabilities (J-ADD)
JCC of Northern New Jersey
Jewish Community Center Association (JCCA)
Jewish Family and Children’s Services of Northern New Jersey
Jewish Home Family
Kaplen 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
Rosenbaum Yeshiva of North Jersey
Rutgers Hillel
SIAN 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
OpenDor Media
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
Bayit Cham for Boys & Girls
Jewish Agency For Israel (JAFI)
Joint Distribution Committee (JDC)

Chaplaincy - Bergen County 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)

Kehillat Emet Ve’Shalom (Senior Programming for Immigrants)
LEKET Israel - The National Food Bank
Nirim (At-Risk Youth)
The Relief Center (Nahariya)

COMMUNITY PROGRAMS

One Happper
Onward Israel
Partnership2Gether
PJ Library
Rabbinical Action Council
Scott Pazer STEM Exchange Program
Shalom Baby
Synagogue Leadership Initiative
Ulpan
Volunteer Center
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