JEWISH FEDERATION OF NORTHERN NEW JERSEY

IMPACT REPORT

6.22.23
Dear Friends,

I am honored to be President of Jewish Federation of Northern New Jersey and present our 2022 Impact Report. I would like to express my deep appreciation and gratitude to our donors, volunteers, partner agencies, and staff for their unwavering support and commitment.

Federation remains steadfast in keeping our community safe. Through our Directors of Jewish Community Security, Jewish Community Relations, and Civic & Community Engagement, we are building and strengthening our relationships with law enforcement, elected officials, other Jewish organizations, and community partners to fight antisemitism, hate, and bias.

We continue to fund our core programs addressing senior nutrition, food insecurity, Jewish continuity, and at-risk youth in Israel. This year, we instituted a new impact area on mental health support and have already funded several teen initiatives.

We raised nearly $1M to assist Ukrainian refugees, and I’m proud that some of that went to our sister city, Nahariya, which absorbed many of the refugees who resettled in Israel.

Federation’s volunteer programs collected over 25,000 pounds of donated food for food pantries, 10,000 menstrual products and 21 dispensers for schools in Hudson County, and 3,000 backpacks for school children in low-income districts.

The breadth and scope of Federation’s work is truly awe-inspiring. All of this happens because of the incredible support we receive from our stakeholders. Thank you for everything you do to improve the lives of so many – your support really does make an impact.

Very truly yours,

Daniel M. Shlufman
President
Federation’s ability to focus on the collective as opposed to specific niche services is indispensable.

Dan Shlufman
Friends,

In 2022, our call to action was to make an impact – and we did!

In this Impact Report, you will read about the widespread impact Federation makes every day in this community. In 2022, more people were fed, comforted, educated, and protected because of you.

Early in 2022, Russia launched an unprovoked attack on Ukraine, leading to a devastating war that has uprooted thousands of people, caused death and destruction, and affected the entire world. I had the opportunity to travel to the Polish border to meet families as they crossed into Poland. I was proud to see the work of our worldwide Jewish network in action as our partner agencies provided much-needed supplies, food, and resources to these families. At the same time, I was saddened to see the faces of primarily women and children as they carried their belongings across the border with a look of terror in their eyes.

We often talk about Federation’s worldwide impact, but witnessing this firsthand made me proud of our work as an organization. Federation’s network, resources, and access allow us to respond quickly to a crisis.

Back at home, the post-COVID period became a time for us to reevaluate our organizational priorities and processes. Needs have changed, our community has changed, and we too must adjust to reflect those changes.

Our future looks promising. We launched a community-wide “The Conversation” survey to learn more about Jewish life. Over 3,000 people completed the survey, and after months of analysis, we used this information to build a new Strategic Plan for Federation to provide a roadmap for how we serve our community over the next 5-7 years.

It is clear that our call to action is always about making an impact, and we are proud to share our accomplishments in this Impact Report.

We know we could not succeed in our mission without your support. Together, we will continue to positively impact the community locally and worldwide.

Sincerely,

A MESSAGE FROM
JASON M. SHAMES

Jason M. Shames
Chief Executive Officer
Our call to action was to make an impact – and we did!

Jason M. Shames
ONE FUND. SO MUCH IMPACT.

The Annual Campaign fuels the work of Federation, enabling us to address unmet needs, initiate critical programs, and fund partner organizations to benefit the Jewish community locally and globally.

Your annual donations, multi-year pledges, and endowments make immediate and lasting impacts and create positive change.
THE SCOPE OF OUR IMPACT

$1.8 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.

25,000 lbs.
OF FOOD
Federation’s March Mega Food Drive brought the community together to collect and distribute 25,000 pounds 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.

253,000
MEALS
Food insecurity continues to be at an all-time high. Seniors and those in need receive meals throughout the year because of Federation’s Annual Campaign.

$225,000
AT-RISK SERVICES IN ISRAEL
Federation funds many programs in Israel that help teenagers, Ethiopian immigrants, and young families at-risk.
THE IMPACT WE MAKE IS BECAUSE OF YOU!

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, keeping our community safe, and building a vibrant Jewish future in northern New Jersey, Israel, and around the world.
Collective giving is when individuals work together to jointly fund social change.

THIS IS FEDERATION!
In February 2022, the people of Ukraine faced an unprovoked onslaught of attacks by Russia. Home to an estimated 200,000 Jewish people – one of the largest Jewish populations in Europe – Ukraine has benefited from Federation’s global partner organizations having a deeply embedded presence in the region. From the moment the war erupted, our partners have been protecting people in Ukraine by helping them flee to safe areas, including support to make Aliyah (emigrate to Israel). This life-saving work has been possible because of the incredible generosity of our community.
YOUR IMPACT: HELPING UKRAINIAN REFUGEES
YOUR IMPACT: FIGHTING ANTISEMITISM.

At Federation, the safety and security of our community is one of our top priorities, particularly in light of the rising incidents of antisemitism. We have a comprehensive three-pronged approach. Our Director of Jewish Community Security collaborates closely with law enforcement agencies, conducts crisis response training for synagogues and agencies, and has implemented a real-time crisis communication system.

Our Director of Jewish Community Relations is dedicated to meeting with elected officials on issues vital to the Jewish community. Additionally, our Director of Civic and Community Engagement is actively fostering relationships within the broader community to build partnerships in the fight against hate and bias.

Every Jewish person should be able to live openly and proudly without fear or discrimination.

350 LEADERS
Enrolled in NNJ Alert Communication System

$1.6 MILLION
Received in Homeland Security Grants

500 COMMUNITY PARTNERS
Completed Security Training
Preparedness is our goal and Federation will help us get there as a community.

Stu Conboy, Second Vice President, Jewish Community Center of Paramus/Congregation Beth Tikvah
Our future depends on it! Our young families and children need to feel connected to their Jewish roots and culture. Federation funds many initiatives to make this happen: Jewish preschool grants, Shalom Baby, Jewish overnight camp grants, trips to Israel, iCAN/LEAP High School Leadership Program, BBYO, Hillel, Birthright Israel, Onward Israel, and Moishe House. These are all essential transformational experiences that Federation funds to ensure our future remains bright.

YOUR IMPACT: BUILDING JEWISH IDENTITY
YOUR IMPACT: CONNECTING TO ISRAEL

Jewish Federation is committed to strengthening connections to Israel. Traveling to Israel transforms people’s lives and we are proud to provide many opportunities for people of all ages to experience Israel. Federation has a partnership with Nahariya, a city in northern Israel, to promote people-to-people connections and mutual understanding between Jews in Israel and the Diaspora. These programs and partnerships contribute to building stronger connections between the New Jersey Jewish community and Israel.

“Thank you for your support and friendship over the years. What Israel accomplished in 75 years, no other country did and it was with help from our friends.”

Mayor Ronen Marelly, Nahariya, Israel
YOUR IMPACT:
CARING FOR THOSE LESS FORTUNATE

Jewish Federation makes an impact by caring for those less fortunate in our community, around the world, and in Israel. One of our primary focuses is on food insecurity. We fund the Kosher Meals on Wheels program, and senior congregate meal programs for social engagement, and help stock local food pantries. In Israel, we help at-risk youth and those experiencing food insecurity. Federation’s Volunteer Center distributes more than 3,000 backpacks each year to kids less fortunate and distributes over 25,000 pounds of food to local pantries.
Jewish Federation is always here for us. Whether it’s filling the shelves of our food pantry, providing backpacks for kids, or giving out gift cards for families to buy food, we are grateful to be the recipients of Federation’s generosity.

Susan Colacurcio, CEO/Executive Director, Franciscan Community Development Center
YOUR IMPACT: ENDOWMENT

Jewish Federation’s Endowment plays a crucial role in making a lasting impact on the community. Endowments provide a reliable source of funding that can perpetuate the work of Federation for decades, ensuring its ability to address critical community needs.

Through endowments, Federation can continue supporting vital programs, scholarships, and services that enhance the well-being of individuals and promote a stronger community.

HIGHLIGHTS OF ENDOWMENT’S 2022 IMPACT

ANNUAL CAMPAIGN
$926,000

BUILDING JEWISH IDENTITY
$52,000

CARING FOR SENIORS
$34,200

“I endowed my gift as an investment in our Jewish future.”

Leslie Smith, First Vice President, Women’s Philanthropy
Ethiopia remains a predominantly tribal country. There are very few signs of modern life - huts made of mud and straw, no plumbing or electricity, kitchens are smoke/fire pits, and families share sleeping areas. Outside the home, there is almost no municipal infrastructure, limited healthcare, and food access is primitive by our standards.

Yet, despite the living conditions, these Jews embrace their Jewish values, traditions, and identity.

We had the honor and privilege of flying to Tel Aviv with over 200 Ethiopian Jews making Aliyah. When the plane landed, and the doors opened, each person kissed the ground.

They had returned home.

We need to continue to support and advocate for Ethiopian Jews. It is a responsibility that comes from being Jewish. Federation is committed to Tikkun Olam (repairing the world) - here, in Israel, and around the world.
2022 FINANCIAL SNAPSHOT

$16 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, 2022. Does not include unrealized investment losses or changes in net assets. Also does not include one-time gain from PPP loan forgiveness. 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

$11.2 MILLION DISTRIBUTED

GRANTS, PROGRAMS, & SERVICES TO THE COMMUNITY

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

Federation provides programs and services for the community including:

- Community Security
- Jewish Community Relations Committee
- Center for Israel Engagement
- Civic & Community Engagement

- Outreach, Continuity & Engagement for Special Needs
- Special Programs (including Holocaust Survivor Support)

CHARITABLE GIVING (Endowments, Donor Advised Funds, etc.)

$2.5M 22%

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

DONOR DIRECTED GIVING

$0.7M 6%

Designated donations made through Federation to other agencies aligned with Federation’s mission.
A YEAR IN PICTURES

KOSHER FOOD EXPO

WOMEN'S SPRING LUNCHEON

PLAY WITH PURPOSE

SOUTHAMPTON REUNION

NETWORKING BREAKFAST

LION OF JUDAH LUNCHEON

FEDERATION FULL HOUSE

MAJOR GIFTS DINNER

MARCH MEGA FOOD DRIVE

MARCH MEGA FOOD DRIVE

FEDERATION FULL HOUSE
thank you!

MAJOR GIFTS DINNER

VOLUNTEER CENTER BREAKFAST

UJA DAY

FEDERATION FULL HOUSE

SOUTHAMPTON REUNION

WOMEN’S SPRING LUNCHEON

MAJOR GIFTS DINNER

WOMEN’S SPRING LUNCHEON

FEDERATION FULL HOUSE
OUR COMMUNITY

LOCAL PARTNER AGENCIES

BBYO/BBYO International
Ben Porat Yosef
Bergen County High School of Jewish Studies
Birthright Israel
COJECO (Russian Speaking Outreach/Teen Program)
The Frisch School
Hillel International
The Idea School
Israel Action Network (IAN)
Israeli American Council (IAC)
JCC of Northern New Jersey
Jewish Association for Developmental Disabilities (J-ADD)
Jewish Community Center Association (JCCA)
Jewish Federations of New Jersey
Jewish Federations of North America
Jewish Home Family
Kaplen JCC on the Palisades
Kehillah Congregational Learning Program
Ma’yanot Yeshivah High School for Girls
Moishe House
The Moriah School
Naaleh High School for Girls
Network of Jewish Human Service Agencies
OpenDor Media
Rosenbaum Yeshiva of North Jersey
Rutgers Hillel
SINAI Schools
Solomon Schechter Day School of Bergen County
Teach NJ Advocacy Initiative
Temple Avodat Sholom/Kol Dorot (Individual Learning)
Temple Emanuel of Pascack Valley (CHAI Program)
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
Bayit Cham for Boys & Girls
Binyamin Youth-at-Risk / Hakeren
Lepituach Mate Binyamin
Jewish Agency For Israel (JAFI)
Jewish Community Relations Committee (J DC)
Kehillat Emet Ve’Shalom (Senior Programming for Immigrants)
Koby Mandell Foundation
LEKET Israel - The National Food Bank
Nirim (At-Risk Youth)
The Relief Center (Nahariya)
Tzohar

COMMUNITY PROGRAMS

Bronx Emergency Relief Fund
Chaplaincy - Bergen County
Chaplaincy Center for Israel Engagement
Community Group Purchasing (Kehillah Cooperative)
Hillel of Northern New Jersey
iCAN/LEAP High School
Jewish Leadership Program
Jewish Right Start (Preschool Incentive Grants)
Kehillah Film Festival
IsraelNOW 8th Grade Trip to Israel
Jewish Community Relations Committee
Jewish Leadership Initiative
Jewish Right Start (Preschool Incentive Grants)
One Happy Camper
Onward Israel
Partnership2Gether
PJ Library
Rabbinical Action Council
Shalom Baby
Synagogue Leadership Initiative
Texas Bankers Foundation / Uvalde Community Response Fund
Uplift
Volunteer Center
## BOARD & LEADERSHIP

### President
Daniel M. Shlufman

### Vice President, Financial Resource Development
Daniel Herz

### Vice President, Planning & Allocations
Joelle Halperin

### Vice President, Treasurer
Andrew Kent

### Vice President, At Large
Marni Kriegel, MD

### Secretary
Donna Weintraub

### Immediate Past President
Lee Lasher

### Chief Executive Officer
Jason M. Shames

### Chief Operating Officer
Lisa Harris Glass

### Chief of Staff
Naomi S. Knopf

### Chief Financial Officer
Andrew Epstein

### Managing Director, Marketing and Communications
Laura Freeman

### Managing Director, Endowment Foundation, Assistant Executive Vice President
Robin Rochlin

### Board of Trustees
- Lisa Marcus Abramowitz
- Roberta Abrams*
- Lauri Bader
- Dina Bassen
- Bruce Brafman
- Paul Brensilber
- Marcy Cohen
- Stephanie Cohn
- Ruth Cole
- Merle Fish
- Judy Taub Gold
- David J. Goodman*
- Adam Groveman
- Andrew Jacobs
- Glenn Kissler
- Joan Krieger
- Nathan J. Lindenbaum
- Zvi S. Marans, MD*
- Susan Penn
- Jayne Petak*
- Ron Rosensweig*
- Rena Donin Schlussel
- Paula Shaiman
- Larry Silverman
- Jeff Tucker
- Steve Wechsler
- Andrea Weinberger
- Tracy Zur

### Past President
- *Past President