



## FAQ

### What is YAD B'YAD?

Yad B'Yad is a community campaign for COVID relief spearheaded by the St. Paul Jewish Federation to support Jewish institutions that are providing human service programs and services to individuals and families who have been adversely impacted by COVID-19. Yad B'Yad is designed to address the unexpected and onerous needs – those beyond organizations' day-to-day work – that our Jewish institutions are facing as a result of the pandemic.

### Who is leading the Yad B'Yad Campaign?

**Dr. Jimmy Levine chairs the Yad B'Yad campaign.** A longtime community leader and volunteer, Jimmy serves on the Federation board and most recently served as president of Jewish Family Service of St. Paul.

### Why now?

**The pandemic has and will continue to impact individuals, families and the agencies that serve them.** People in our Jewish community are hurting:

- **Seniors need food** – we've seen a 50% increase in requests for Kosher Meals-on-Wheels as homebound seniors can't safely shop or go out.
- **People have lost their jobs** and need help to pay housing, food and medical bills. The demand for emergency financial services has increased 250% and will only increase with no end to the pandemic in sight.
- **Requests for mental health services are skyrocketing** as neighbors cope with illness, isolation and fear.
- **The cost of PPE, testing and other precautions** to keep essential workers in our community safe is enormous.

As our Jewish institutions faithfully serve our community, they are experiencing considerable challenges including loss of revenue, program redevelopment to address unforeseen hardships, and furloughs and other staff reductions.

### **Why is the Federation leading this effort?**

In our lifetime, there has not been a greater challenge to the fabric of our community. The way in which we respond will define us for years to come. As our Jewish community's central planning, allocations and financial resource, the St. Paul Jewish Federation is taking action to enable our community to **RESPOND**, **RECOVER** and **THRIVE**, ensuring the lasting presence of a vibrant, inclusive Jewish community in St. Paul.

Additionally, as Federation begins this campaign, we are able to take advantage of a Human Services Relief Matching Fund established by the Jewish Federations of North America (JFNA). JFNA is matching 50% of every dollar pledged by Dec. 31, 2020 to the Yad B'Yad campaign up to \$200,000 (A gift to Yad B'Yad must be a new gift or over and above a Federation 2020 Annual Campaign gift to qualify for the match.)

### **Which community organizations will benefit from the campaign?**

St. Paul and bi-cities Jewish institutions that are providing human service programs and services to individuals and families who have been adversely impacted by the pandemic are eligible to receive funding from this campaign. Our first priority is meeting human service needs. This includes local service agencies that serve primarily Jewish community members with:

- Emergency financial aid, including cash grants for housing, food, medical care and other essentials for individuals and families.
- Increased food assistance, including expansion of pantries, grocery gift cards and meal programs.
- Mental and physical health and safety, including enhanced staffing, trauma counseling and personal protective equipment in residential programs and other caregivers serving seniors and people with disabilities.
- Community stability, including emergency operating support and professional expertise for local Jewish human service and educational agencies, as well as job/professional skill training services.
- Services and resources for employees of Jewish communal organizations who have been laid off or furloughed.

After meeting human service needs associated with COVID, the St. Paul Jewish Federation will consider supporting other COVID-related needs.

### **Is this a community-wide effort?**

Led by the St. Paul Jewish Federation, Yad B'Yad is a partnership between Federation and these community organization:

- Beth Jacob Congregation
- Jewish Community Relations Council of Minnesota and the Dakotas
- Jewish Family Service of St. Paul
- Lubavitch Cheder Day School
- Minnesota Hillel
- Minnesota Jewish Theatre Company
- Mount Zion Temple
- Rochester Chaplaincy
- St. Paul Jewish Community Center
- Sholom
- Talmud Torah of St. Paul
- Temple of Aaron

### **What is the timeline for fundraising?**

- From now through Dec. 31, 2020 we must raise a minimum of \$200,000 to receive the full \$100,00 in matching funds that has been earmarked by the Jewish Federation of North America's for human service needs in St. Paul. Human Services Relief Matching Fund. Eligible gifts include:
  - Increases to existing 2020 Annual Campaign gift
  - First-time donation to Federation
  - A gift from a donor who has not made a gift in at least 18 months
- Fundraising for COVID relief that includes human services and broader community needs will continue beyond Jan. 1, 2021.

### **How will you determine how the money will be allocated?**

Federation surveyed our community agencies to gain a comprehensive understanding of their needs. A committee is being formed to review these needs and prioritize allocations. Our goal is to distribute funds expeditiously.

### **How can I help?**

Please make a pledge at [www.jewishstpaul.org/covid](http://www.jewishstpaul.org/covid). For further information, contact Ted Flaum, CEO at 651.695.3192.