

PJ Library 2019 Annual Report

PJ LIBRARY IN THE HEART OF NJ IS CELEBRATING ITS 10th ANNIVERSARY

PJ Library was launched in the Heart of New Jersey in July 2009. Over the past 10 years, more than **5,000 children** in Monmouth and Greater Middlesex counties received the monthly gift of award-winning Jewish books and music.

BY THE NUMBERS



150,000 books sent since program launch in July 2019



3,100 children and their families enrolled in **PJ Library** and **PJ Our Way** in 2019



338 children joined PJ Library in 2019, including 48 newborn babies



In 2019, there were **56 programs**, that engaged **700+ families** throughout our community

HIGHLIGHTS

- Jewish Federation in the Heart of NJ (JFH NJ) won a highly competitive grant from the Harold Grinspoon Foundation to hire four **Parent Ambassadors** to connect with families living in their area, through local small-scale programs, play dates, coffee dates and home-based gatherings.
- JFH NJ launched a pilot program – **PJ Library Hubs**. Four synagogues and Jewish schools receive training, professional support and sponsorship to become the go-to Jewish gathering place for young families in their area.

“We feel lucky that we have such an active PJ Library community. The playdates, mommy & me, and events are a special, fun way to meet people and stay connected.

Thanks PJ Library!!”

PJ Library parent

Marlboro NJ



The Jewish Federation
IN THE HEART OF NEW JERSEY

Building Community

PJ LIBRARY IN THE HEART OF NJ IS BUILDING COMMUNITY, hosting 56 family events in 2019, all over Greater Middlesex and Monmouth counties. Our families came together for mommy & me, Planetarium Havdalah programs, Mitzvah projects, Shabbat dinners and play dates in the park, Jewish holiday-themed parties, community wide celebrations, and small pop-up programs across our community.



PJ Our Way's When I Grow Up hosted Jordan the Cartoonist. Children ages 8-11 learned how to make cartoons related to the Passover story.



Mighty Mitzvah Makers at Marlboro Jewish Center, making fun packages for hospitalized children



Hanukkah Hoopla at Congregation B'nai Tikvah, a community wide celebration with more than 35 families



Havdalah in Pajamas at Monmouth Reform Temple featured stories, songs, crafts and a Havdalah ceremony.



PJ Our Way's When I Grow Up with Ben Cohen the Magician



Summer Carnival at the Hebrew Academy with 97 families

