

JEWISH FEDERATION OF SOUTHERN NEW JERSEY

# COMMUNITY



# IMPACT REPORT 2020



Jewish Federation<sup>®</sup>  
OF SOUTHERN NEW JERSEY  
AND OUR FAMILY OF AGENCIES

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## OUR MISSION

The Jewish Federation of Southern New Jersey cares for those in need, enhances Jewish life and ensures the continuity of a vibrant Jewish community locally, in Israel and around the world.

## OUR AREAS OF IMPACT

Older Adults | Special Needs | Global Connections  
Community Engagement | Family & Youth



Neil Levin, President



Jennifer Dubrow Weiss, CEO

## Letter from Our President & CEO

We are so proud of the work that our professional staff and lay leaders have done to meet the challenges we have faced this year. We saw a rise in anti-Semitism, and a global pandemic led to a significant loss of revenue and an increased need for critical services in our community. These have felt insurmountable at times, but we have met them head-on and found workable solutions to each. We have faced difficult decisions and hard times, but we have also rallied around the good we see in the world.

People have reached out, asking how they can volunteer to help. Some volunteers wanted to shop for and deliver groceries to others who were unable to leave their homes safely during the early months of the pandemic. Others offered to be a friendly phone or virtual companion to those suffering from social isolation. There are other community members, previously unknown to us, who have reached out to donate and be a part of the good work we are doing in the midst of the pandemic. Our staff and lay leaders are also an inspiration as they have worked tirelessly to implement innovative programs to meet the needs of our community during this time.

For our Community Impact Report 2020, we have chosen to highlight our "Top 10 Moments of Impact" this year. We are proud of all we have accomplished and hope this provides you with just a glimpse of the breadth of our Jewish Federation.

We leave you with these words from  
**Justice Ruth Bader Ginsburg, z"l:**

“

If you want to be a true professional, you will do something outside yourself. Something to repair tears in your community. Something to make life a little better for people less fortunate than you. That's what I think a meaningful life is – living not for oneself, but for one's community.

# TOP 10 MOMENTS OF IMPACT



This fiscal year has thrown many challenges at us. At the beginning of our year, we were challenging ourselves to do bigger and better, to create change and make an impact to meet the needs of our community. The coronavirus pandemic uprooted many of our plans for the year and we have risen to the occasion to meet those challenges head-on. We are proud to share with you these 'Top 10 Moments of Impact' for our fiscal year.

- Jennifer Dubrow Weiss, Jewish Federation CEO

## #10: OUR SENIOR COMMUNITY SHALIACH

In August, we bid a fond farewell to Arkady Hasidovich, our Senior Community Shaliach, and his family, who moved here two years ago to help bring Israel to our South Jersey Jewish community and revive a position that had lain dormant for 17 years. Even before he arrived for his first day of work, Arkady was already hard at work reintroducing our community to what a shaliach does with his YouTube series *The Shaliach Show*. The series later went on to feature videos of Jewish life in South Jersey through the eyes of a shaliach and educational commentary on current geo-political events in Israel.

Arkady came to our community as "Yovel Shlichim," which is a senior track emissary considered to have vast experience in Jewish communal work to help larger communities set strategic direction at high levels. During his time in South Jersey, he provided our community with unique insight into Israel's culture, politics, history, language, food, and character. What the community gave back to him and his family was a life-changing experience. Prior to becoming our senior community shaliach, Arkady had worked as a Jewish professional for a decade in Israel, making relationships in communities all over Europe, South America, North America, and the Former Soviet Union. But his move to South Jersey was the first time he would experience another Jewish community from within since he made aliyah from the Soviet Union at the age of 14.



Arkady Hasidovich

For our community, he gave us an insider's view of Israel. In his two-year tenure, Arkady held speaking engagements on a variety of Israel-related topics, created a simulation of all three of Israel's 2019 elections, conducted an Israel engagement census, led Hebrew Ulpan classes for both beginner and intermediate learners, set up a "boot camp" at the JCC Camps at Medford last year, established "twinning" relationships between American and Israeli schools, led live and online ceremonies for Israeli holidays like Yom Ha'Atzmaut and Yom Hashoah, launched the *Ivrit in a Bit* series, spearheaded a teen Israel advocacy program called *Ambassadors.IL*, and established a community sports league of Newcomb for local moms called *Mamanet*.

Arkady also helped to connect the Israelis already living in our community with the Jewish Federation and our family of agencies, bringing them within the walls of the Federation building and bridging the gap to show them how community members reach out to other community members. Connecting Israeli American families with the Federation system gives their second generation a place to call home where they can be American, Israeli, and Jewish - all at the same time. Arkady also helped establish a new partnership between Federation and the Israeli American Council (IAC) to expand their programming in the region.

All in all, it was a busy two years for Arkady in his role as senior community shaliach and we are forever grateful for what he built here in our South Jersey community.

#### AREAS OF IMPACT TOUCHED:

- Older Adults
- Global Connections
- Community Engagement
- Family & Youth

# #9: BACK OFFICE SUPPORT



the pandemic, we have had to shift that mindset for the sustainability of our system to survive this unprecedented economic and health crisis. Since day one of our own decision to close our buildings and facilities for in-person programming and services (ahead of the governor's statewide lockdown orders), we have worked closely with each of our agencies to operate as one enterprise in ways that we haven't done in the past.

This is both a cultural and operational shift - internally for our staff, as well as externally for our board and other involved lay leaders. Faced with our own financial crisis across the system, we knew early on that there was only one way forward: changing our perspective to truly come together as one.

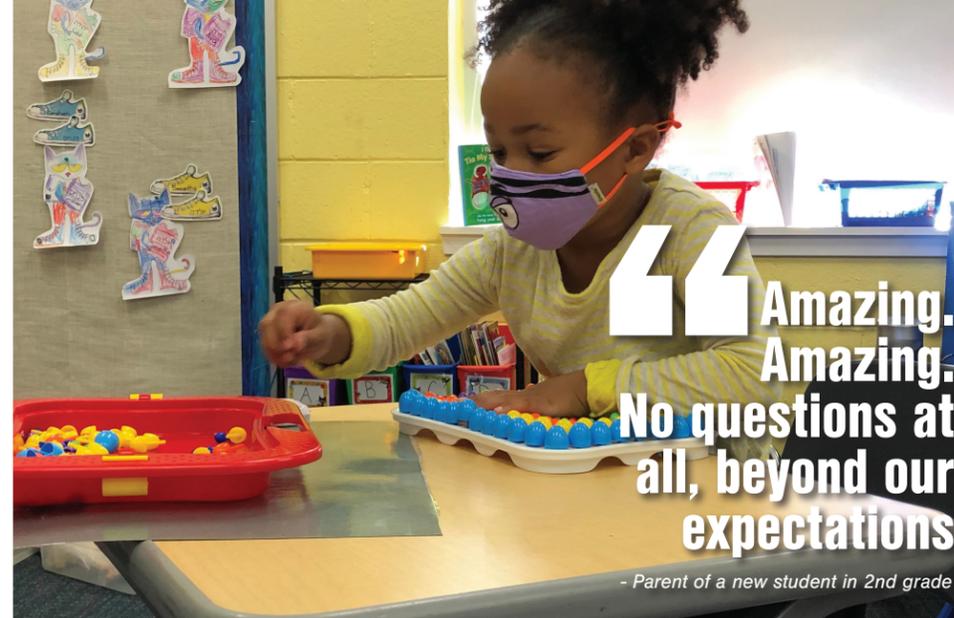
In April 2020, the Federation was able to secure a Paycheck Protection Loan of \$2.9 million to benefit the entire system's financial viability. Federation has long since served as the backbone to our family of agencies, providing back office support in the areas of human resources and information technology, as well as oversight and accountability of our system's outside financial audit, cash management, properties, operating insurances, employee retirement plans and health insurance, and legal. Now, we are in the process of adding finance, marketing, and development to the shared services operating model. We are currently working with the agency teams across these three functions to restructure how we do business. Merging these individual teams together will help create better synergies across our system and move us forward in the direction of truly operating as one enterprise.

This brings important changes to our system: the ability to work more efficiently between departments, better communication channels, improved procedures for workflow and tasks, consolidating and streamlining existing technology tools for cost-savings, and shared goals and key performance indicators that show the operational health of our system as a whole. To the outside world, this means improved service delivery to our community and better fiscal responsibility to our donors and other funders.

This next step in the shared services model also allows us to present a balanced budget for our system for fiscal year 2021 and begin planning for fiscal year 2022. With this change, Federation is assuming the salaries of all agency staff in finance, marketing, and development. This is crucial for the survival of our agencies, some hit harder than others from the economic fallout of the pandemic. By leveraging a shared services model for back office support, we are able to ensure that we can move forward strongly - together - to see ourselves to the other side of the pandemic still intact and able to meet our mission of caring for those in need, enhancing Jewish life, and ensuring the continuity of a vibrant Jewish community.

#### AREAS OF IMPACT TOUCHED:

- Older Adults
- Special Needs
- Global Connections
- Community Engagement
- Family & Youth



“Amazing. Amazing. No questions at all, beyond our expectations”

- Parent of a new student in 2nd grade

# #8: KELLMAN BROWN ACADEMY

When Kellman Brown Academy (KBA) came to us in December 2016 for help, they were in a dire financial situation. The school was about to close for winter break, and it was uncertain if they would be able to reopen in January. Federation quickly stepped in and helped KBA create a plan to solve their immediate cash flow crisis. The next few months were spent taking a deeper dive into the root of the problem, developing a strategic plan for moving forward, and creating a formal partnership between KBA and the Federation where we would provide back office support and oversight to the school.

In the summer of 2017, Federation began its formal partnership with KBA,

stepping in to provide oversight in the areas of board governance, operations, finance, human resources, marketing, and development. Three years later, that partnership is still going strong and KBA is now operating with a budget surplus and an increase in enrollment. We have just renewed our official partnership and oversight responsibilities to KBA for another two years because of the success of the past three.

Our Federation staff and lay leaders work with KBA on a day-to-day basis to ensure that KBA has the right tools in place to be a viable business so they can continue to provide the outstanding curriculum and learning experiences that they were already well-known and respected for in the community. We provide training, systems set-up, and advice on best practices, policies, and procedures. Our staff is also available to fill roles that are not yet viable in the school's budget, providing marketing, finance, and human resources deliverables, as well as oversight.

This year, in particular, has been a banner year for KBA. As a result of statewide lockdown orders in March due to the coronavirus pandemic, KBA quickly pivoted to online, remote learning for its students. KBA was able to handle this change in structure with ease; they were already well-versed in using technology in the classroom as teaching aids. Feedback from the

community told us that KBA was doing remote learning right, providing a structured day for students with live learning, regular communication with teachers, and guided self-paced studies.

Now that lockdown restrictions have eased, KBA is one of the few schools in the area that has successfully reopened for full-day, five days a week, in-person learning. There is a new outdoor learning space set-up for students, as well as classes being held safely indoors. And because of the safety precautions that KBA has implemented, the school has seen a bump in enrollment with new students coming in even after the start of school.

Day schools are a vital part of what makes a Jewish community vibrant and strong. Our South Jersey community has long turned to Federation for help in times of need, and our relationship with KBA shows that we can achieve great things and overcome insurmountable challenges when we work together in true partnership.

“Very happy. He is loving it. The support really shows.”

- Parent of a new student in 1st grade

#### AREAS OF IMPACT TOUCHED:

- Older Adults
- Global Connections
- Community Engagement
- Family & Youth



in meeting the needs of older adults in our community where there were previous gaps in what was available in the market.

This past January, we launched our new Aleph Adult Day Center with full- and half-day options for older adults in need of socialization, activities, and care outside their home. The day center is a safe, engaging, and nurturing environment for those with a wide range of physical and cognitive needs while also specializing in care for those with early stage dementia or Alzheimer's utilizing cutting-edge reminiscence therapy.

The day center is the second phase of our Senior University Plan that began with the launch of Aleph Home Care and it's the next step in providing care to our older generation: increasing socialization and decreasing the isolation, depression, and loneliness that can lead to illness. Programming at the center includes exercise classes, activities, arts and crafts, games, cooking classes, coffee and conversation, singing and music, and educational speakers, as well as special events like ice cream socials, spa days, and birthday celebrations.

We modeled the new Aleph Adult Day Center after state-of-the-art facilities that existed elsewhere in the country. We opened the day center in the Amy Silvers Community Building at the Weinberg Commons complex with plans to expand quickly into the Federation's "Annex" building next door once the program was underway. Unfortunately, the global coronavirus pandemic forced us to close the doors to this program in March - just two months after opening. While the day center had to temporarily close, Aleph Home Care continued providing critical in-home care during the early months of the pandemic. The day center is currently open for one or two clients to "drop in," and provide respite to their family or caregiver.

**A**s people age, we know that they often need more supports at home or at a facility to help them with activities of daily living: bathing, dressing, shopping, cleaning, getting to and from appointments, and all the other things we take for granted. And as Baby Boomers age, we are entering into an era where "seniors" will outnumber the younger generations for the first time. Over 18 percent of the population in the 7-mile radius of our Jewish Community Campus is age 65 or older. By 2030, that number will climb to 20 percent. Right now, there are over 5,000 older adults within just a few miles of our campus who are living with a diagnosis of Alzheimer's or dementia.

When we started Aleph Home Care, we knew that there was a need for round-the-clock care services in our community. In the years since, Aleph has developed a reputation for the highest quality care in the business - all based around a model of 24/7, concierge-style care at home. Aleph has been successful

**AREAS OF IMPACT TOUCHED:**

- Older Adults
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# #6: WE'RE MORE THAN JFUND



**O**ne of our primary functions as an organization is to raise funds for our family of agencies, as well as our national and overseas partners, so they can provide the direct service supports that best meet the needs of the communities they serve. And so, you hear a lot about our annual JFund campaign from us because it's these dollars that provide unrestricted funds to vital programs and services that serve our community here at home and in communities around the world.

There's a common misconception about annual campaigns. Many people view them as a "black hole" and feel that their dollars aren't reaching the people in need. While that may be true for some organizations, it's the complete opposite when you donate to us. Ninety-one percent of each dollar donated to JFund goes to direct service programs in our own community, as well as underserved Jewish communities in Israel and 70 other countries around the world. This is a huge number and shows the level of commitment and fiscal responsibility

our Federation has for each donation we receive.

But while JFund is a vital part of our fundraising efforts, we are so much more than our annual campaign. There are myriad ways to give to the Jewish Federation of Southern New Jersey and make an impact on someone's life.

A gift to one of our Areas of Impact ensures your dollars go to something you feel passionately about while also remaining unrestricted within the area so they can be applied where the need is most critical. This is the best of both worlds and a shift we are seeing in how donors want to make philanthropic decisions.

A gift to our Weinberg Commons project, Corporate Partners program, PPE fundraiser, COVID-19 Response Fund, and Heroes Campaign are no less important and raise vital funds for our system. Buying a Shabbat-O-Gram, becoming an Aleph client, signing your child up for a JCC school or camp program, renewing

your gym membership, attending a paid event or program, or purchasing an Aleph Kozy Kit are also important ways we fund direct service programs for our South Jersey community.

We also receive funds from our Aleph Home Care department, the Raymond & Gertrude R. Saltzman Foundation, the Jewish Community Foundation, Inc., various government grants, and our endowment investments. All of this makes up the full scope of our allocations pool throughout the year.

We traditionally focus our allocations process and reporting on just the dollars raised through JFund, and while the dollars raised through other sources are also distributed, they are not included in the allocations chart reported in our annual Community Impact Report. We are much bigger than the \$3.2 million our traditional allocations chart makes us out to be. This year, our allocations chart shows all of our funding sources and all of the ways we distribute this money throughout our Federation and family of agencies, as well as to our national and overseas partner agencies. We are so proud. (See page 15)



**AREAS OF IMPACT TOUCHED:**

- Older Adults
- Special Needs
- Global Connections
- Community Engagement
- Family & Youth



# #5: THE STRENGTH OF COMMUNITY

**O**ur Center for Impact & Innovation compiles a Community Tracker report each year as a supplement to the Jewish POP Study that we conducted in 2014. In its third year, the Community Tracker invites synagogues, day schools, emergent Jewish organizations, and our Jewish Federation agencies and supporting organizations to complete a survey on membership, enrollment, clients served, and grants awarded. The responses from each of these organizations provide valuable data about our Jewish community which is then used by community leadership to analyze trends and inform decisions on a variety of needs.

The Community Tracker is a model for community collaboration. The result is a detailed and nuanced report that shows year-to-year trends for a wide range of data points. The compiled

data showcases how we are stronger as a community, as we work together towards a common goal of creating a vibrant Jewish South Jersey. The 2020 Community Tracker report is coming soon. Stay tuned!

In December, we launched the JFLEX program through our Center for Impact & Innovation department. JFLEX offers special training sessions for the executive leadership of our local Jewish organizations to learn best practices from the Jewish Federation and our partners.

The series kicked off with sessions on fundraising and cybersecurity. After the pandemic closed our buildings and facilities, we moved to a virtual delivery of this program and added sessions specific to COVID concerns and challenges. The popularity of JFLEX with our community's leadership laid a solid foundation for the Community

Leadership Zoom meetings we started convening in mid-March. These started out as weekly opportunities to discuss pandemic operations and questions and have since moved to monthly sessions.

JFLEX has proved to be a valuable resource for many in our community both pre-pandemic and now virtually as we still operate remotely for most programs and services. Our next session is scheduled for November 2020 with more on the way as we head into fiscal year 2021. Below is a full series list to date.

#### AREAS OF IMPACT TOUCHED:

- Older Adults
- Special Needs
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### JFLEX SERIES, 2019-2020:

<b>DECEMBER 3, 2019</b>	Financial Success in the Workplace
<b>JANUARY 23, 2020</b>	Cybersecurity
<b>FEBRUARY 19, 2020</b>	Big Data
<b>MARCH 31, 2020</b>	Small Business & Nonprofit Loans: How the CARES Act Can Benefit You
<b>MAY 19, 2020</b>	Managing Turbulent Times: Residential Real Estate
<b>MAY 21, 2020</b>	Managing Turbulent Times: Commercial Real Estate
<b>AUGUST 6, 2020</b>	Virtual Fundraisers
<b>OCTOBER 4, 2020</b>	Social Media Engagement
<b>NOVEMBER 5, 2020</b>	Human Resources During a Pandemic



# #4: WEINBERG COMMONS

**C**onstruction at the new Weinberg Commons complex is nearly complete with the second residential building on schedule to be finished and ready for move-ins by the end of 2020. It's been an exciting year for this project. We saw the completion of the Bronia & Max Gersten Residential Building, the first move-ins, and now the construction and completion of the Judy & Donald Love Residential Building.

Residents began moving into the Weinberg Commons in January and all of the older adult units are now filled. The first residents with special needs were scheduled to move in during March, but the coronavirus pandemic and subsequent lockdown orders in New Jersey put that on hold. With only

a few months delay from our original plan, we were able to (safely) welcome residents with special needs into the quad-style apartments that make up the first floor of the building.

The move-in day for the residents with special needs was an especially thrilling time for them, their families, and the staff. The common areas of the quad-style apartments were already furnished by generous donors, and each resident also has their own private living space complete with bedroom, bathroom, living room, and kitchenette to furnish and decorate as they wish. The unique layout of these units gives each resident independence while also accommodating round-the-clock support services in the common areas.

The Weinberg Commons offers residents with special needs a chance to live life independently. It can be difficult for people with special needs once they age out of school. At Weinberg Commons, community is built right into independent living and includes supportive services. With onsite recreational activities planned through JFCS, as well as the Katz JCC right down the street, residents have direct access what makes us strong - a vibrant Jewish community.

The Weinberg Commons has been a true community collaboration. Our agency partners - Samost Jewish Family & Children's Service (JFCS) and Jewish Senior Housing and Healthcare Service (JSHHS) - are providing services to residential clients with special

needs and Jewish programming for older adult residents. Kellman Brown Academy (KBA), Politz Day School, and Temple Beth Sholom's Hamakom high school students made mezuzot and door signs for the new buildings in KBA's Community JSTEM Lab. And on Community Mitzvah Day this year, Congregation Sons of Israel hosted a table where children colored "Don't Forget!" magnets for new residents to help them with reminders like taking their medications or making an important phone call.

The Weinberg Commons started with a dream: to ensure that adults with special needs would have quality, affordable housing available to them so that their parents need not worry after they can no longer care for their loved one. This dream has grown and evolved over the decades it took to become a reality. Now, the Weinberg Commons stands nearly ready to provide a total of 160 units of affordable housing to both older adults and adults with special needs, allowing them all to live independently, access onsite wraparound support services, and engage in Jewish programming through the Federation family of agencies.

#### AREAS OF IMPACT TOUCHED:

- Older Adults
- Special Needs
- Community Engagement

**“ He’s going to become independent and be around his peers, with activities in a structured environment, which he needs**

*- Aunt and guardian of a new Weinberg Commons resident*

# #3: REGIONAL SECURITY ADVISOR

In September 2019, the Jewish Federation partnered with Secure Community Network (SCN) to create a new position that would serve our South Jersey community. For the past 16 years, SCN has worked to ensure the safety and security of the Jewish community. It serves as the central organization dedicated exclusively to the safety and security of the American Jewish community, supporting and empowering individuals, organizations, and communities through awareness, protection, preparedness, and resiliency, and is recognized by the U.S. Department of Homeland Security as a best practice model.



Doron Howoritz

So SCN was the natural choice for our new partnership. After a nationwide search, Doron Howoritz, former National Security Advisor for SCN, was chosen for the position of Regional Security Advisor for the Jewish Federation of Southern New Jersey. Doron brought a wealth of experience to his new position: he's an IDF combat veteran and before SCN, served as the security director for the Toronto Jewish community and later the Jewish community security director for all of Canada.

Security strategy is a community-wide effort. And for the Jewish community, it goes well beyond ensuring that we lock our doors at night to protect against theft and have well-lit parking lots for our community members and staff to deter crime on our properties. Securing against anti-Semitism is intertwined in the subject of security for the Jewish

community - and our community is no different. We fight anti-Semitism in many ways and on many fronts. The regional security advisor also plays a critical role in reviewing, assessing, and responding to anti-Semitism in our South Jersey community. With anti-Semitism on the rise worldwide, it's vital to have the tools in place to assess whether an incident is a threat to the physical security of the community - and that's where our regional security advisor steps in to assist.

Doron has already made a lasting impact in just his first year. He has met with Federation and agency lay leaders and staff to thoroughly assess the security of our Federation-owned properties and facilities, resulting in the implementation of a strategic plan for improvements. Already, we have created the position of Security Manager and

hired for this position to oversee the day-to-day security patrols and needs of our main campus building at 1301 Springdale Road and our other facilities and buildings. The safety and security of our community are ever-evolving needs. Other critical security improvements have been made over the past year, with more in the works. This is something that our new security team is regularly reviewing and assessing as we move forward.

As the regional security advisor, Doron is also responsible for assessing the needs of our larger Jewish community here in South Jersey. In the past year, he's met with each of our local Jewish institutions one-on-one to discuss their individual security needs and concerns, conducted numerous training sessions throughout the community, served as liaison to local police departments, and hosted town hall forums to educate the community at-large.

#### AREAS OF IMPACT TOUCHED:

- Older Adults
- Special Needs
- Community Engagement
- Family & Youth

# #2: A SHIFT TO WORK FROM HOME

On March 14, we made the internal decision to close our buildings and facilities to the public and shift our operations to be fully remote, with our staff working from their homes. We knew a decision like this was on the horizon, so we had already started making the necessary arrangements. In the early days of March, we held our breath and hoped that our community wouldn't be significantly impacted by the pandemic. As we did this, we were also busy taking a full inventory of company-issued laptops for staff; writing, revising, and communicating our COVID policies for both staff and visitors while information seemed to change by the minute; and meeting with staff to map out operational changes and logistics that would need to be addressed in a fully remote work environment.

We had one more day in the office - just for staff - before we locked our doors and brought in a professional cleaning and disinfecting service to deep-clean all of our facilities. We used that day to strategize on next steps; train our staff on the use of Zoom, Microsoft Teams, and accessing their work files remotely; issue final laptop purchases to staff who didn't previously have them; pack up

necessary office equipment and hard copy files for staff to work effectively from home; and say our goodbyes. We thought it would be for two weeks... maybe four. We never imagined we would still be largely working from home more than six months later.

As an organization, we have always strongly believed in providing the best tools possible for staff to do their work. If we don't have the right software tools, training, and infrastructure in place, we are unable to meet the needs of our community in an effective and efficient way. March was full of hard decisions, including our decision to invest in additional tools for our staff. We knew it was important to set us up for work from home success and that meant putting computers, printers, and other equipment in the hands of our staff to take home. We needed to ensure the security of our software systems and that meant setting all staff up with VPN access and software training, including those who did not traditionally work remotely.

We felt it was also important in the beginning days of the pandemic that we make our staff feel as comfortable as possible about the global health

crisis that was bearing down on our community. Payroll for the first week of remote work was paid entirely by the Jewish Federation for the full system, and employees were guaranteed their typical hours for the week regardless of their ability to work those hours. By the second week, we knew we needed to start planning for a longer building closure and had to make the very difficult decision to furlough some staff and implement a system-wide pay reduction for all remaining staff. As lockdown restrictions have started to lift, we are bringing staff back where we can for those in-person programs and services that can reopen at this time.

Kudos to our staff for their amazing work, commitment, and effort. We are stronger because of all of you.

#### AREAS OF IMPACT TOUCHED:

- Older Adults
- Special Needs
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# #1: OUR COVID-19 RESPONSE

**W**ithin days of our building closure on March 14, we were in full crisis response mode. We began shifting our in-person programs and services to virtual models, increased our food and financial assistance distributions, made check-in phone calls to the vulnerable members of our community and to parents of children in our Katz JCC's early childhood program, opened the COVID-19 Emergency Response Fund - raising more than \$492,000 to help those most vulnerable in our community, launched the Shop & Drop program for those unable to grocery shop for themselves, and developed a new website section dedicated to COVID-19 resources throughout our Federation system and the community at-large.

In the following weeks, we launched more virtual programming and new initiatives to meet the growing needs of the community in a world where jobs were being lost at an alarming rate, stores were no longer considered safe to shop in, and home delivery of essential

grocery and personal care items were hard to come by. We also focused on comforting our community as much as possible during the initial uncertainty of lockdown restrictions. It is not just the physical needs of our community that we are mission-driven to meet, but also the emotional and social needs.

We created the Federation Friends program to help those who needed help learning how to Zoom or order dinner from a meal delivery service like Grubhub. We distributed COVID-19 resource bags to older adult communities throughout the area. We held weekly community leadership Zoom meetings to discuss challenges and strategize on solutions. We hosted COVID-19 resource webinars for the community. We became the Zoom "experts" for our Jewish community, helping our agencies and other local Jewish institutions through the best use of this new technology in our day-to-day operations.

Throughout it all, our Aleph Home Care department continued providing



in-home care during this critical time. Our aides and nurses were, in many cases, the only real social connection our clients had during the most restrictive part of the lockdown orders from the governor. Aleph staff helped coordinate video chats and phone calls with loved ones who were unable to visit.

As the need for crisis response receded, we shifted our focus toward virtual

programming as a long-term means of keeping our community engaged and connected to our Federation family. We launched Shabbat-O-Grams, where you can send a challah and personal message to local family and friends, and activity kits for older adults to do at home through Aleph called Kozy Kits. Now that Jewish institutions across the community are starting to reopen to some degree, we started the Aleph Health Ambassadors program, which guides synagogues through the process of building out COVID-19 screening

policies and procedures and conducting the screening onsite for anyone wishing to enter their buildings.

Our next big project is a system-wide digital transformation that will offer personalized recommendations for programming, access to virtual events and services, the option to purchase à la carte fitness and wellness classes from our content library, and create a seamless user experience across our Federation and family of agencies program offerings.

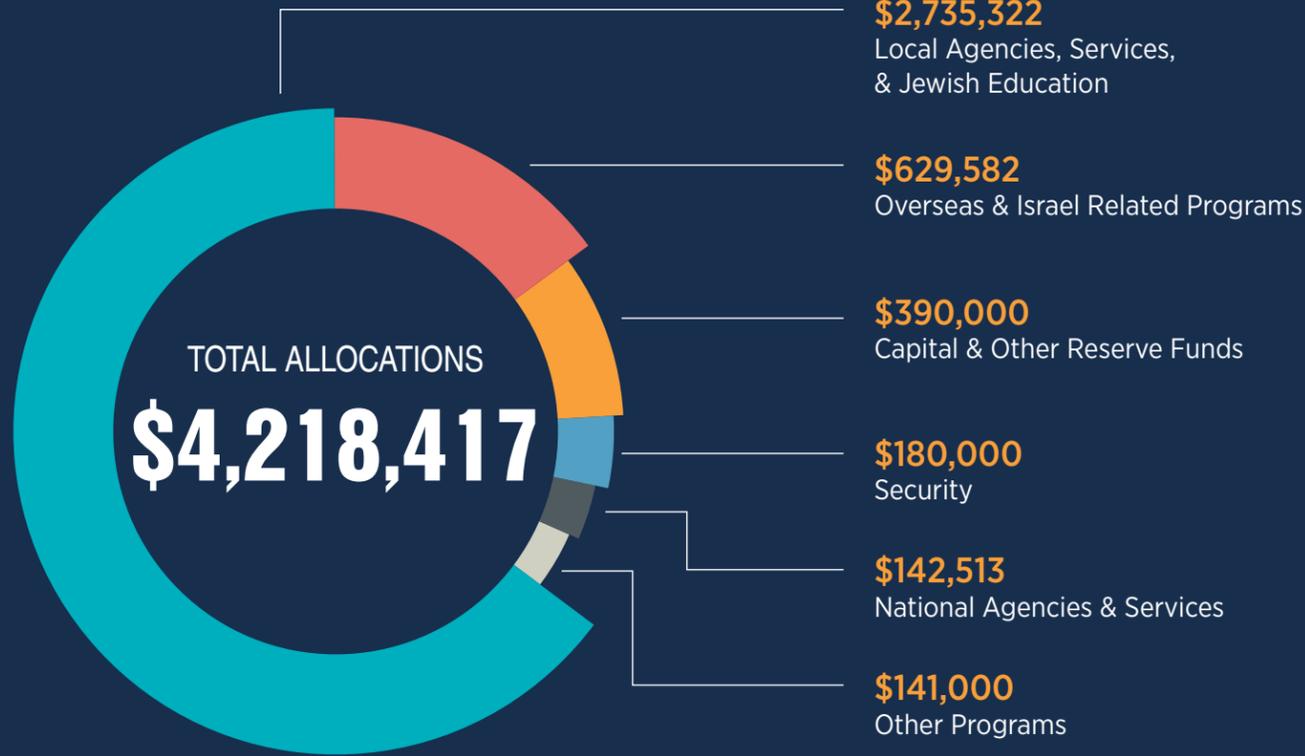


**“** The look of amazement on my client's face was worth all the effort [in getting Passover foods during the early days of the pandemic]. Coming from Russia, she said, 'Life was terrible. It was so hard. We had nothing. Here, you kind people bring us the holiday to our house. G-d bless you.' **”**

#### AREAS OF IMPACT TOUCHED:

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# FISCAL YEAR 2020 ALLOCATIONS



## JFED PROVIDED SUPPORT

DEPARTMENTS, AGENCIES, & LOCAL EDUCATION	ALLOCATED UNRESTRICTED FUNDS	ALLOCATED RESTRICTED FUNDS	IN-KIND	TOTAL VALUE OF MONETARY SUPPORT
JFCS	\$207,399	\$171,913	\$126,370	\$505,682
Katz JCC	\$165,624	\$45,000	\$174,828	\$385,452
JCRC	\$127,200	-	\$12,301	\$139,501
The Voice (JCV)	\$32,578	-	\$11,001	\$43,579
JSHHS	-	\$35,000	-	\$35,000
Center for Impact & Innovation (CII)	\$172,599	-	-	\$172,599
Aleph Home Care	-	-	\$128,570	\$128,570
Kellman Brown Academy	\$19,000	-	\$56,000	\$75,000
Politz Day School	\$25,470	\$25,000	-	\$50,470
Foxman Torah	\$2,340	-	-	\$2,340
<b>Total Support</b>	<b>\$752,210</b>	<b>\$276,913</b>	<b>\$509,070</b>	<b>\$1,538,193</b>

## SOURCES OF REVENUE

TOTAL REVENUE  
**\$21,052,721**

INTERNAL AGENCIES			INCLUDES JCF, JCP & JSHHS	
Tuition, fees, dues	\$7,515,594	36%	\$37,175,041	72%
Donations	\$5,014,320	24%	\$5,064,547	10%
Aleph Home Care services	\$3,656,421	17%	\$3,656,421	7%
Other grants	\$2,421,273	12%	\$2,421,273	5%
Saltzman Foundation (grants to internal agencies)	\$1,952,114	9%	\$1,952,114	4%
Advertising	\$493,000	2%	\$493,000	1%
Investment Earnings	-	0%	\$592,988	1%
<b>TOTAL JFED &amp; AGENCIES</b>	<b>\$21,052,721</b>	<b>100%</b>	<b>\$51,355,383</b>	<b>100%</b>

## TOTAL EXPENSES

TOTAL EXPENSES  
**\$23,777,240**

INTERNAL AGENCIES			INCLUDES JCF, JCP & JSHHS		
Katz Jewish Community Center	\$9,872,551	43%		18%	
Jewish Family & Children's Service	\$6,510,141	27%		12%	
JFED - Aleph Home Care	\$3,184,006	13%		6%	
JFED - Admin & Weinberg Commons	\$1,697,220	7%		3%	
JFED - Admin, Development, Marketing	\$1,007,782	4%		2%	
Jewish Community Voice	\$549,350	2%		1%	
JFED - Center for Impact & Innovation	\$547,190	2%		1%	
Jewish Community Relations Council	\$409,000	2%		1%	
<b>TOTAL JFED &amp; AGENCIES</b>	<b>\$23,777,240</b>	<b>100%</b>			
			JSHHS	\$30,528,769	53%
			JCP	\$1,198,611	2%
			JCF	\$382,153	1%
			<b>TOTAL</b>	<b>\$55,886,773</b>	<b>100%</b>

# FUNDRAISING

**3,626**

donors to our annual JFund campaign

**560**

\$1,000+ donor households

**223**

new donors

**\$57,000**

in first-time support

**1,672**

Silver Circle donors have been donating to our Federation and family of agencies for 25+ years

**2,263**

donors from the Women's Campaign represent

**\$920,594**

total dollars raised

**63**

Lions of Judah provided gifts equal to

**18%**

of the total amount raised for JFund

# THANK YOU

The Jewish Federation of Southern New Jersey thanks our committed volunteers and dedicated leaders who do so much for our community. Every single day, YOU CHANGE LIVES.

We also extend our deepest gratitude to the Raymond & Gertrude R. Saltzman Foundation for its unwavering support for more than 40 years. Ruth Saltzman's legacy lives on today in the programming and services for older adults and children you see throughout the Jewish Federation and our family of agencies.

Raymond & Gertrude R.  
**Saltzman**  
F o u n d a t i o n

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*Trustee*

## EXECUTIVE DIRECTOR

Vicki J. Zell

# ALEPH HOME CARE

**138,300**

home care hours scheduled

**280**

days is the average length that a client stays with Aleph

**25,140**

home care visits this year

**275**

clients served this year

**154**

caregivers worked this year

**93**

is the average number of visits for each Aleph client

On behalf of our agencies and the members of our community whose lives you have touched, **thank you.**

# THANK YOU

to our 2020 Federation donors. Your support cares for those in need, builds a safe and strong Jewish community, and touches lives not only in South Jersey, but in Israel and around the world.

## \$100,000+

### PRIME MINISTER COUNCIL

Judy & Donald Love  
Roslyn & Stanley Middleman  
The Raymond\* & Gertrude R.\*  
Saltzman Foundation  
The Mildred M. Soefer  
Family Foundation  
Emily and Milt Gottschalk

## \$50,000+

### KING DAVID SOCIETY

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Marvin Samson  
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Vicki & Brian Zell

## \$10,000+

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## \$3,600+

### STAR OF DAVID

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Florence & Thomas Stein  
TD Bank

## \$1,800+

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## \$1,000+

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*(Listings based on annual household support to the Jewish Federation of SNJ)*

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**Jewish Federation<sup>®</sup>**  
 OF SOUTHERN NEW JERSEY  
 AND OUR FAMILY OF AGENCIES

THE **STRENGTH** OF A PEOPLE.  
 THE **POWER** OF COMMUNITY.



**Katz Jewish Community Center (JCC)**

Promotes and enriches Jewish culture, heritage, values, and lives by providing outstanding educational, social, and health and wellness programs and experiences to the community.



**Jewish Community Relations Council (JCRC)**

The voice of the Jewish Federation on issues of public policy, social advocacy, and community outreach.



**Jewish Community Voice (JCV)**

Informs and educates the South Jersey community about events locally, in Israel, and around the world.



**Samost Jewish Family & Children's Service (JFCS)**

Brings help and hope to those in need through a comprehensive array of social services – services for seniors and individuals with special needs and their families, counseling, family assistance, and food pantries.



**Jewish Senior Housing and Healthcare Service (JSHHS)**

Provides the benefits of quality housing and compassionate healthcare services to senior residents and their families.



**Jewish Community Foundation, Inc. (JCF)**

A supporting organization of the Jewish Federation, providing planned giving and endowment funds, donor advised funds, and legacy giving services, while also providing financial scholarship awards and grants for organizations serving the community.



**Jewish Community Properties (JCP)**

Acquires, owns, operates, and manages real estate on behalf of the Jewish Federation.

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 for Israel (JAFI)

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**Main Office**

Harold R. Isdaner Building | Weinberg Community Campus  
 1301 Springdale Road, Suite 200 | Cherry Hill, NJ 08003

**Weinberg Commons**

1721 Springdale Road | Cherry Hill, NJ 08003