



2025-2028 STRATEGIC FOCUS AREAS

Greensboro Jewish Federation

MISSION STATEMENT:

To empower and unite a thriving Jewish community across generations

The Federation fulfills this mission by:

- Supporting Jews in Greensboro, the United States, Israel, and worldwide through financial resource development and volunteer mobilization
- Fostering relationships and cooperation among and between Jewish individuals and Jewish organizations in the Triad, as well as with the community-at-large
- Offering Jewish educational and cultural activities that celebrate our traditions and deepen our relationships with the people of Israel
- Promoting understanding within the Jewish community and with the community-at-large and advocating for the Jewish community's priorities and concerns at local, state, and national levels

VISION STATEMENT:

A vibrant community, building a world no longer in need of repair

VALUES THAT GUIDE OUR WORK:

- **Ahavat Yisrael – Love of Israel.** The Greensboro Jewish Federation is a Zionist organization, supporting the Jewish people's right to self-determination in our ancestral homeland, the State of Israel.
- **K'lal Yisrael – The collective Jewish people.** We believe that all Jews are interconnected and our community is part of a larger whole that recognizes Jewish peoplehood as a core component of our collective identity.
- **Kol Yisrael Arevim Zehbazeh – All Jews are responsible for one another.** We are accountable for the well-being of Jews in Israel and the Diaspora and obligated to care for each other in times of need.
- **B'tzelem Elohim – Divine uniqueness.** All human beings possess dignity, value, and worth and we celebrate our diversity.
- **Tzedekah – Justice through giving.** We have a duty to offer individuals the opportunity to help those in need of resources.
- **Tikkun Olam – Repairing the world.** We are responsible for making the world a better place for all. We do this locally through the provision of social services by Jewish Family Services.
- **Gemilut Hasadim – Acts of loving kindness.** We assist those who are vulnerable through direct, relational service.

GOAL 1:

Create meaningful, cross-generational opportunities for engagement and leadership

GOAL 2:

Lead and empower our community to combat antisemitism and secure our safety

GOAL 3:

Elevate our communications and increase the Federation's community visibility

GOAL 4:

Invest in the growth and skill of our volunteers, board, and staff

GOAL 5:

Secure our long-term financial and institutional sustainability



GOALS AND STRATEGIES:

GOAL 1: Create meaningful, cross-generational opportunities for engagement and leadership

- Design and offer expanded opportunities for small group interactions and intentional relationship-building (Year One Priority)
- Redesign and relaunch GJF's next-generation leadership development programs
- Develop and grow a coordinated, structured mission travel program
- Expand investments in youth education, scholarships, and grants (camp, travel, etc.)

GOAL 2: Lead and empower our community to combat antisemitism and secure our safety

- Strengthen community safety for Jewish facilities through security education, planning, funding, and training (Year One Priority)
- Equip parents and families to better address antisemitism
- Cultivate and expand Federation's civic and interfaith relationships beyond the Jewish community
- Secure funding for annual security costs after the 2026 funding reduction

GOAL 3: Elevate our communications and increase the Federation's community visibility

- Review and align GJF's marketing, messaging, and publications with the goals and strategies of this strategic plan (Year One Priority)
- Strengthen and expand GJF's digital communications to be more strategic, customized, and industry-leading
- Invest in the collection and management of high-quality data on our community and programs

GOAL 4: Invest in the growth and skill of our volunteers, board, and staff

- Build a multi-year staffing and compensation plan to support this strategic plan (Year One Priority)
- Build a multi-year pipeline of potential board members through a rigorous governance/nominating committee practice (Year One Priority)
- Increase utilization of newly expanded staff professional development opportunities
- Create new volunteer opportunities that enable the widest possible range of participation
- Invest in the growth and education of GJF volunteers and board members

GOAL 5: Secure our long-term financial and institutional sustainability

- Expand annual campaign revenue through new giving structures and new donors (Year One Priority)
- Expand Federation's endowment through unrestricted and perpetual campaign funds
- Modernize the GJF facility and its technology to create an exceptional workplace for our staff
- Increase engagement of board members and volunteers in gift solicitations