



Dear Friends,

At the end of June, our Board adopted a comprehensive Strategic Visioning Plan to guide our Jewish Federation as we continue working to meet the needs of our local community. The plan includes some in-house, behind-the-scenes efforts, as well as several new initiatives to benefit our community. These include, but are not limited to:

- 1) evaluating the effectiveness of our existing programs;
- 2) looking at bringing new opportunities to our community;
- 3) conducting a new Community Survey to better understand our community's current and future needs;
- 4) launching an Ambassadorship program to help us expand awareness and ensure more people know about the important work our Jewish Federation does.

We are excited about the work ahead and promise to keep the community informed along the way.

Inside this issue of *Federation FOCUS* is our 2025-2026 Annual Report, an in-depth look at our PJ Library program, how we respond to antisemitism in our community's K-12 schools, and our advocacy work with state legislators. We are also highlighting programs and events that took place between April and August.

What you will read about in this issue, and so much more, is only made possible through the generosity and support of our community. We can only do what we do with your support and involvement. Thank you for helping us *strengthen and enhance our community by promoting and advocating for Jewish values and Jewish life right here where we live.*

Thank you for helping us do what we do for our community.



Jeanine Borland Mann
President



Jason Moss
Executive Director



Jeanine Borland Mann
President



Jason Moss
Executive Director

**Building
Community,
Enhancing
Jewish
Life**

STRENGTHENING

What do you like most about our Jewish Federation and what value does it provide to our community?



My family has had a transformative experience participating in PJ Library for the past 12 years. When we found PJ Library, we found a place that accepted us as we were. It helped us create an open environment and helped our kids identify as being Jewish and interfaith.

We have incorporated PJ Library activities into our annual traditions, including leading a crown craft in a Hanukkah teaching to over a hundred children at our children's school, where we are the only Jewish family. We are grateful for PJ Library's support of our interfaith family, which has helped us create an inclusive environment for our children's Jewish identity development.

- Autumn Gomez



Getting involved with the JFed Players has been a great creative outlet for me. It has been a way for me to express myself musically and emotionally. Through JFed Players, I have rekindled my lifelong love of theater – which I had not been able to take part in since college due to family and work responsibilities. Performing in

theater has engaged my cultural and artistic passion outside of work and expanded my connections throughout the Jewish community.

Now I feel like when I go to events throughout the community, I know people. I always know somebody, which is nice.

- Tina Quick-Snedekar



As an avid reader, I enjoy learning about new books and authors during the annual Jewish Book Festival. The cookbook events have been my favorite. It's also fun working with my Sisterhood companions to make a nice food spread for book event guests.

Discovering the Jewish Federation has expanded my connection to Jewish life in the greater San Gabriel Valley and helped me feel informed about Jewish life and activities beyond my own congregation. I value the Jewish Federation's communications and outreach to share local events, Israel-related updates, and community resources. I find the holiday resource guides particularly helpful, especially the information about where to find holiday groceries, which makes Passover preparation easier.

Our Jewish Federation feels like a community-based place where you can be more involved and connected. It feels *haimish*.

- Ruth Devine

OUR COMMUNITY



I have been deeply impacted by my parents' experiences as Holocaust survivors from Poland. Not everyone has the same personal connection as I do, which is one of the many reasons I have volunteered to read names during Every Person Has a Name for the last several years. As I read name after name, I imagine my mother's experience — what it must have felt like for her when she didn't have food and was so hungry that she ate grass. I thank the Jewish Federation for annually holding Every Person Has a Name and allowing me the opportunity to read names and preserve the historical truth that the Holocaust happened.

- Carol Oberg



As expecting parents of our first child, we eagerly signed up for PJ Library, hoping to share Jewish stories and traditions with our new baby. Our son is now three years old, and our connection to PJ Library is an important part of our family's Jewish life. We've been getting the books and really enjoying them. It's always so special to get one in the mail.

One of the things I appreciate is how diverse PJ Library is—learning that there are Jewish people who speak different languages— which is an important value for our family. Thank you, Jewish Federation, for ensuring our community has PJ Library available for families like me.

- Natasha Troyka

OUR MISSION

To strengthen and enhance our community by promoting and advocating for Jewish values and Jewish life.

OUR VISION

The Jewish Federation of the Greater San Gabriel and Pomona Valleys is:

- A valued resource about Jewish life in the greater San Gabriel and Pomona Valleys.
- The Jewish voice for our local area by advocating, educating, and promoting Judaism and Jewish life.
- A place for all people to find their way into and connect with both Judaism and other Jews.

We do this through the programs and services we provide that celebrate Jewish community and create opportunities for people to engage with the beauty and richness of Jewish culture.

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Program Director

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Camp Gan Shalom
Director &
Social Media Coordinator

Susan Hain
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July 1, 2025 – June 30, 2026

2025/2026 JEWISH FEDERATION'S ANNUAL REPORT

BUILDING COMMUNITY, ADVOCATING FOR AND ENHANCING JEWISH LIFE



BUILDING COMMUNITY

66 programs held
2,634 total participants

Brought our community together with cultural events, family programming, holiday celebrations, security trainings, and support programs.



COMMUNITY GENEROSITY

427 donors

Helped strengthen and enhance Jewish life throughout the greater San Gabriel and Pomona Valleys.



JEWISH ADVOCACY EFFORTS

278 outreach communications

Advocated on issues affecting our Jewish community with local elected officials, law enforcement, and school districts.



SUPPORTING COMMUNITY MEMBERS

611 calls/emails

Connected community members with help and support in their times of need.



PJ LIBRARY & PJ OUR WAY

1,447 kids
1,185 families
30 engagement programs

Engaged families through free Jewish books, events, and holiday fun.



MAJOR ACCOMPLISHMENTS

- Helped expand the Community Security Initiative (CSI) into our community
- Advocated for the passage of AB 715 (Combating antisemitism in K-12 schools)
- Developed our 2026–2028 Strategic Visioning Plan



CAMP FINANCIAL ASSISTANCE

37 campers
\$37,268 in scholarships

Ensured our community's youth had the opportunity to experience the joy and richness of Judaism alongside other Jewish youth.



YOUR DOLLARS AT WORK

An overview of the financial support we received and how it was distributed.
Fiscal Year 2025–2026

Income

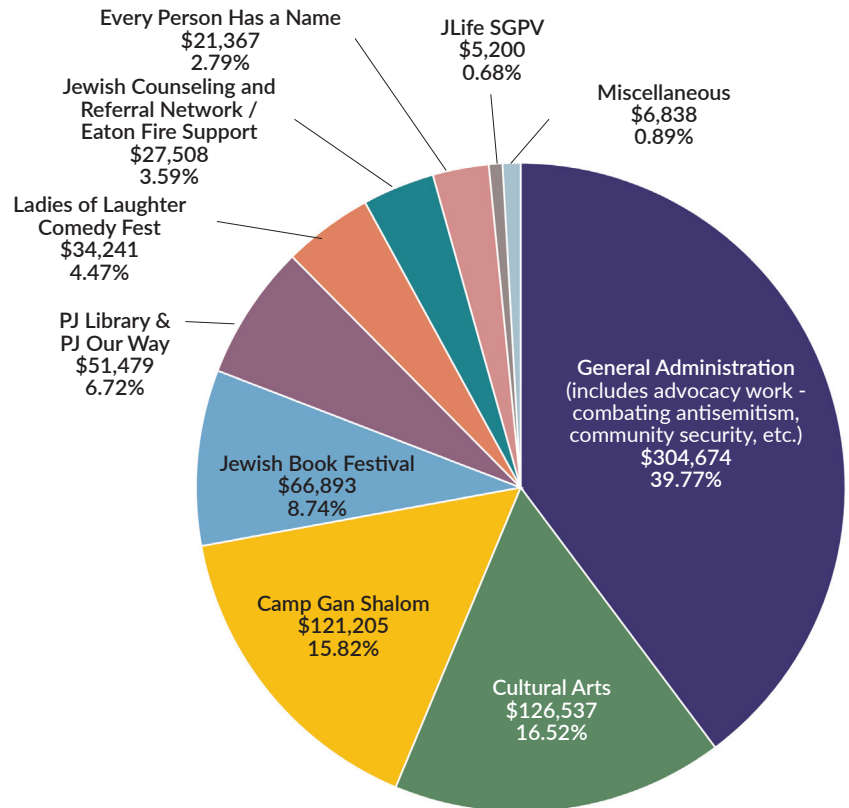
Annual Campaign	\$312,175
Other Income	\$199,709
Sponsorships	\$185,943
Registration Fees	\$ 92,455
Tickets	\$ 25,781
Grants	\$ 10,000
Tributes	\$ 6,941
Miscellaneous	\$ 34,191
Total Income	\$867,195



Fiscal Year 2025–2026 Expenses

Expenses

General Administration (includes advocacy work - combating antisemitism, community security, etc.)	\$304,674
Cultural Arts	\$126,537
Camp Gan Shalom	\$121,205
Jewish Book Festival	\$ 66,893
PJ Library and PJ Our Way	\$ 51,479
Ladies of Laughter Comedy Fest	\$ 34,241
Jewish Counseling and Referral Network/Eaton Fire Support	\$ 27,508
Every Person Has a Name	\$ 21,367
JLife SGPV	\$ 5,200
Miscellaneous	\$ 6,838
Total Expenses	\$765,942



Yearly Financial Comparisons

	FY '25–26	FY '24–'25	FY '23–'24	FY '22–'23	FY '21–'22
Income	\$867,195	\$939,808	\$963,866	\$563,160	\$717,185
Expense	\$765,942	\$775,569	\$730,140	\$632,242	\$662,256
Net Income	\$101,253	\$164,239	\$233,726	(\$ 69,082)	\$ 54,929

TOGETHER, WE STRENGTHEN JEWISH LIFE

We are grateful to the donors whose generosity makes our work possible.

Donations received between July 1, 2025 – June 30, 2026

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TOGETHER, WE STRENGTHEN JEWISH LIFE

We are grateful to the donors whose generosity makes our work possible.

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Every effort has been made to ensure the accuracy of this list. Please contact us if your name has been inadvertently omitted or incorrectly listed.

The following symbols indicate additional support for:
+ Cultural Arts | * Literary Circle
^ PJ Library | ~ Other programs
(including Camp Gan Shalom, Emergency Relief Funds, Every Person Has a Name, Security, Israel, and other specifically designated funds)

Growing Jewish Community, One Book at a Time

I'm always surprised and a little delighted when I meet someone who has never heard of PJ Library. It's such an amazing program and so uncomplicated—and I love telling people about it. Here's the simple version of what we do at PJ Library: each month, we send free, age-appropriate books to families raising Jewish children. Our program is made possible through a collaboration between our Jewish Federation and the Harold Grinspoon Foundation, which started PJ Library in 2005 with the goal of helping children and their families connect to Jewish values, traditions, and culture while building vibrant Jewish communities. Grinspoon's vision was to increase Jewish literacy by sending books directly into the homes of families raising Jewish children all over the world. We are a part of a much wider network of organizations that fund and run PJ Library programs for their respective communities. Today, PJ Library operates in 40 countries and in seven languages, mailing more than 650,000 books to children every single month.



However, PJ Library is so much more than books. We are builders of Jewish community and identity. We create low-stakes, welcoming on-ramps for families to engage with Jewish life, form connections rooted in shared values, and explore what Judaism means to them on their own terms. There is no pressure and no prerequisite — just a gentle offering to take what resonates and leave what doesn't.

If we haven't met, let me introduce myself: my name is Natalie Karic, and I'm the Program Director of PJ Library and PJ Our Way here in the greater San Gabriel and Pomona Valleys. I spent the last decade working in public education before my daughter was born two years ago. When the opportunity arose to join the Jewish Federation team as Program Director in August 2025, it felt less like a career change and more like stepping fully into a community I already belonged to as a PJ Library family. I was assuming a role held for more than a decade by Debby Singer, who brought PJ Library to our region and stewarded the program with tremendous commitment and care. Taking the reins of something she built so thoughtfully has been both an honor and a responsibility I don't take lightly.

Reflecting on My First Full Year

As I look back on my first year, I'm filled with gratitude — for the families who welcomed me, the community partners who make this program possible, and the donors whose generosity makes this dream of Jewish community and connection a reality.

This past year, we accomplished a great deal:

- We hosted two dozen programs across our region, collaborating with six community partners. We welcomed over 700 participants and approximately 400 families.
- Our community members hosted 95 "Get Togethers" in their own homes and neighborhoods, celebrating Jewish holidays or simply gathering over bagels with friends.
- We launched a "Welcome Baby" initiative, sending care packages to 60 new and prospective PJ Library families with babies under six months old, so that Jewish connection can begin from a family's very first moments together.

The numbers speak for themselves: since our program's inception, we have sent books to more than 3,500 children, serving over 2,700 families. Today, our monthly subscriptions are at an all-time high. This year alone, we sent more than 13,500 books to our subscribers. Every number above represents a family who found a small foothold in Jewish life — a toddler who now asks for a book by name, a parent who found a friend at a park meetup, a fifth grader completing service hours by helping out at our Purim event, or neighbors who gathered to light the candles and eat latkes at a PJ Library-funded Hanukkah Get Together. That's the real measure of this work.



Looking Ahead: Meeting Families Where They Are

Our region is enormous - it's one of the most sprawling territories any Jewish Federation covers. That's why, with the support of our grantors and donors, we're in the process of launching a Parent Connector Program. The concept is simple but powerful: identify and empower community members across our region to serve as grassroots ambassadors, hosting programming and building Jewish connections close to home. Rather than relying only on our team to reach every corner of our area, we'll be growing a network of local hosts with deep knowledge of their own neighborhoods. It's a more sustainable model and — I'd argue — a more authentic one. Community grows best when it's rooted in community members themselves.

I Want to Hear from You

Our program works best when we have input from members of our community. You are what makes all this possible. If you have ideas or would like to talk more about PJ Library, please reach out by phone (626.445.0810), email (nkaric@jewishsgpv.org), or in person at our office.

Natalie Karic | Program Director, PJ Library and PJ Our Way

OUR ADVOCACY WORK

Responding to Antisemitism in Our Community's Schools and Advocating Locally and in Sacramento

Over the last several years, our Jewish Federation has built a comprehensive, multi-front campaign to combat antisemitism and advocate on behalf of the Jewish community. This has included advocating before 48 city councils for the adoption of resolutions condemning antisemitism and all forms of hate, responding to calls for ceasefire resolutions between Hamas and Israel, and pushing back against calls for cities to divest from companies that do business in Israel. Our advocacy also extends to our community's public and private K-12 schools and to state legislators in Sacramento.

Our work combating antisemitism in our local schools

According to LA County's Commission on Human Relations, 11% of all hate crimes take place in K-12 schools. While not all antisemitic incidents rise to the level of a crime, the fact remains that there has been a rise in antisemitic incidents in our community's schools. Fortunately, when our Jewish Federation is made aware of an incident, we have a protocol in place to respond.

The moment we are contacted about a child who has been subjected to antisemitism in school, our staff jumps into action. We immediately reach out and speak with the parent(s) to better understand what happened, provide support and comfort, and thank them for making us aware. Then, our Executive Director contacts the respective school's principal, almost always by letter (with the school district superintendent cc'd). The letter introduces our Jewish Federation and explains that we are aware that an antisemitic incident took place at their school, and a meeting is requested to discuss how we can work together to address the climate at the school that allowed this situation to happen.



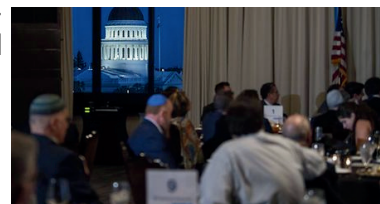
During the meeting, our Executive Director's goal is to learn more about how the administration handled the situation and identify ways to work together to help prevent similar incidents in the future. Resources are made available from the ADL, as well as the LA County Commission on Human Relations, and it is made clear that our Jewish Federation is available to provide ongoing support and education.

As an example, following an antisemitic incident in which a student was ridiculed for being Jewish and another student gave them the Nazi salute, our Executive Director worked with a school district to develop an anti-hate workshop that he has since presented at multiple schools throughout our community, as well as during school staff training ses-

sions and district professional development days, reaching nearly a thousand students and faculty members. The presentation includes a "gallery of hate" that participants walk through and view; it highlights the rise and impact of hate on both individuals and the broader community and, most importantly, what people can do when they witness or experience hate.

Advocating on behalf of our Jewish community

It is not only in our community that we are addressing and responding to incidents of antisemitism and anti-Jewish hate. Our advocacy extends beyond our local community. Our Executive Director regularly communicates with our community's State Assemblymembers and State Senators, keeping them updated on issues facing the community and discussing the local impact of specific state bills.



As an active member of Jewish California (formerly known as Jewish Public Affairs Committee), our Jewish Federation helped advocate for AB 715 to pass and be signed into law. Our Executive Director helped strategize with colleagues, met multiple times with key legislators, wrote op-eds, and reached out to local city councilmembers to ask them to contact their respective legislators and encourage passage of the bill. This advocacy work has also continued in 2026 as we have lobbied for key bills: SB 1387 (Recognize Jewish Identity as an Ethnicity), AB 2664 (the Safe Worship Zone Act), AB 395 (Equal Access to School and Public Events), AB 1763 (Student Religious Observances), and other bills deeply rooted in Jewish values that have made their way through the legislative process.



The financial support we receive each year sustains these ongoing efforts, ensures our Jewish Federation is ready to reach out and respond as quickly as we become aware of a situation, and helps us advocate on behalf of our community and Jews throughout California. Plus, it helped us establish our Jewish Community Relations Council (JCRC) that supports our advocacy work.

If you or your child ever experiences antisemitism or anti-Jewish hate at school or in our community, please don't hesitate to reach out. Contact Jason Moss, Executive Director, at jmoss@jewishsgpv.org.

We are here to support you and help.

Jason Moss | Executive Director

What we have done...

APRIL

Holocaust Staged Play Reading

In commemoration of Yom HaShoah this past April, we presented *Remember My Name* as a staged play reading. The play, directed by Joanne Karr, told the story of a young Jewish girl who was sent by her parents to Marseilles, France, to stay with friends when the Nazis invaded France. Following the performance, the playwright, who was in attendance, spoke about the play and answered audience members' questions about the story and the play itself.



Israel in Focus: Herb Keinon

At the end of April, Herb Keinon, senior contributing editor and analyst at *The Jerusalem Post*, shared his perspectives as part of Jewish Federation of North America's Israel in Focus speaker series. During his presentation, "A Nation Transformed: From October 7 to Iran — and What Comes Next," Keinon discussed the issues on Israelis' minds, the ethos of the country following October 7th, how Israelis view what is happening in America, the current political climate in Israel (and the US), and what gives him optimism.



Southern Fried Funeral

Our JFed Players' spring production, *Southern Fried Funeral*, was a comedy with a few notes of sadness. The story explored what happens to a family immediately after the patriarch suddenly passes away. It followed family members as they dealt with the tragedy and ultimately found their way to a positive outcome. The production was performed "in the round," providing a unique viewing experience for the audience. People loved the performances, and we were very happy to welcome some new faces to our acting troupe.



Jewish Advocacy

Following calls for the City of Pasadena to divest from companies that did business with Israel, our Jewish Federation and the co-chairs of our Jewish Community Relations Council (JCRC) led an effort to push back on this. We conducted meetings and conversations with councilmembers and coordinated a successful campaign that included encouraging community members to send emails, make calls, and attend the May 11 Pasadena City Council meeting to make public comment. Through these efforts, this BDS (Boycott, Divestment, and Sanction) campaign was successfully defeated.



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PASADENA CITY HALL



-AUGUST

Shir Delights

Our annual Kol HaEmek concert was held at Temple Beth David at the end of May. This year's concert repertoire featured well-known pop music written or performed by Jews, presented as a concert/sing-along. We performed a medley of songs by Neil Diamond, Simon and Garfunkel, Carole King, and more. The audience enjoyed the camaraderie, humming and singing along together.



Camp Gan Shalom

Every summer, for eight one-week sessions, Camp Gan Shalom opens its doors for an immersive Jewish summer day camp experience in the greater San Gabriel and Pomona Valleys. Our staff and counselors prepare games, activities, crafts, recipes, and field trips to give our campers the ultimate summer experience. Every year our campers leave with new friends, new skills and interests, some gorgeously decorated Judaica, great memories, and, ultimately, a stronger connection to their Judaism. We hope this year's campers enjoyed their summer and we look forward to seeing them next year!



PJ Library's "Hanukkah in July" Gathering

In July, PJ Library teamed up with nuBloom's JBabies East-side for our first collaboration – bringing the Hanukkah spirit to the middle of summer. We welcomed families to a local library for an afternoon of latkes, donuts, dreidel games, and crafts. Parents and caregivers had a chance to connect while the little ones played with puzzles and plushies, decorated menorahs, and read lots of PJ Library Hanukkah books. Everyone left with some summertime swag (PJ Library-branded sunglasses) and got to unwrap an early Hanukkah present – a new PJ Library book to add to their collection!



Ongoing Eaton Fire Support

This year marked one year since the Eaton Canyon Fire, and we have continued to support and stay in contact with the affected Jewish households while working closely with the Eaton Fire Collaborative, Eaton Fire Survivors Network, Maple Counseling, and other organizations that remain committed to helping rebuild the affected community. We continue to hear new stories from survivors and share information to support rebuilding efforts.

5

HOURS

a month. ♥

COULD MEAN...

- ☕ a coffee date
- 🎡 a park playdate
- 👨‍👩‍👧‍👦 a new family welcomed
- ♥ a stronger Jewish community



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