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The Story Behind Those Favorite Children's Books

And the community that makes moments like these possible

Imagine this: you're a young parent. It's Thursday night. Your kids are finally in bed, and you're cleaning up the living room when you spot it—another PJ Library book wedged between the couch cushions.

Queen Esther Saves Her People. Or maybe The Bagel King. You smile, remembering how your daughter insisted you read it three times last week.

Whether you're a parent or not, here's what you might not know: that book—the one your kid loves, the one that sparked questions about Shabbat or Hanukkah or what it means to do the right thing—didn't just appear in your mailbox by magic.

It's there because the Rochester Jewish Federation makes it possible.

More Than a Book in the Mailbox

Every month, PJ Library delivers free, award-winning Jewish children's books to families across Rochester. But it's more than a book subscription. It's a thread connecting local families to Jewish stories, values, and community.

And it's just one of dozens of ways Federation is already part of this community's life, whether you realize it or not.

The Programs You Already Love? Federation Makes Them Possible.

Think about some of the moments that have shaped your family's Jewish experience:

- The Jewish educator who visits your child's religious school
- The community security training that helped your synagogue create its safety plan
- The response team that showed up when a local school needed guidance on antisemitism

So much of it happens because the Federation provides the backbone—the funding, the expertise, the infrastructure—that makes Jewish life in Rochester possible.

You're already connected to this work. You're already benefiting from it. You're already part of it.

Now Imagine What Else Is Possible

These are stories about what becomes possible when regular folks from the community realize that Federation isn't something separate from their lives.

It's the place where your ideas, your energy, and your values can create something extraordinary.