

PROCESS: COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE

BBYO 2022

Grant Amount Received FY21-22: \$40,000

Amount Requested FY22-23: \$40,000.00

Grant Portal: Yes, I agree

Needs Assessment/ Sustainability: Yes, I agree

Recognition of Federation: Yes, I agree

Participation in Annual Campaign: Yes, I agree

Jewish Foundation of Memphis Partner Agencies: Yes, I agree

EIN: 31-1794932

Organization Mission Statement: More Jewish Teens, More Meaningful Jewish Experiences.

501c3? : Yes

Any staff changes in the last 12 months? No

If yes, please describe the changes made to your staff:

Total number of clients/ service users in the last 12 months? 234

How many are Jewish? 100%

Number of people served in the last 12 months? Increased

Moving forward, do you feel they will: Increase

Should a cut in funding be necessary, what programs would be impacted and how? BBYO relies on the philanthropic support from JCP, parents, alumni, and caring members of the community. If BBYO were to receive significantly decreased support from JCP, tough decisions would have to

be made regarding the programming and operations of BBYO in Memphis. Ultimately, BBYO needs local Memphis support to ensure that we can continue investing in our teens.

Applied for the second round of PPP funding? Yes

PPP (2nd loan): \$1,900,000.00

Received an ERC Credit? No

ERC Credit:

Other Loans:

Other Grants:

Are there any additional funding you are currently in the process of applying for? NA

How did your agency publicize last year's MJF community grant? Any email that goes out from the office contains a signature that includes the statement, "Memphis BBYO is made possible by a generous grant from the Memphis Jewish Federation." In addition, articles in the

Hebrew watchman contain a reference to Memphis BBYO being made possible by support from the Memphis. Also, each chapter who creates an ad book includes an ad from the Memphis Jewish Federation. All flyers sent out include the Memphis Jewish Federation logo.

How will your agency publicize this year's grant? In addition to continuing the efforts listed above, BBYO will continue to expand opportunities for the advisory committee to partner with the Memphis Jewish Federation. We also plan on utilizing the MJF

professionals and lay leaders to serve as mentors for our teens and add content to our BBYO programs. We also make ourselves available for any and all activities that MJF would like help using our teens, advisors, and advisory committee to help promote the partnership between BBYO and MJF.

Priority 1 : Engage More Teens

% of grant allocable dollars : 35

Priority 1 Objective : For nearly 100 years, BBYO has been working exclusively with Jewish teens. BBYO's fundamental programming approach – putting the teens in charge of their activities – has led to dramatic growth in participation in Jewish activities in Memphis and across the globe. This teen-centered leadership model encourages teens to reach out to their peers, widening the social 'network' beyond Jewish institutions' typical bounds and attract modestly connected Jewish teens. Our program model speaks to core adolescent needs – a place where everyone fits in, where older teens lookout for younger teens, and where you can feel a part of something bigger.

The secret to BBYO's success is its deep-rooted commitment to teen leadership. With 4 teen-led chapters (AZA for boys and BBG for girls) across Memphis, Jewish teens engage their peers in activities focused on community service, philanthropy, and Jewish heritage amongst other topics. Of course, teens are drawn into the movement through social activities. Teen engagement will be deepened when teens can own and access the menu of cross-institutional, collaborative programs, and enduring membership opportunities. This coming year, BBYO will expand the brand in the community through an intense and compelling first four weeks marking the new year of programming and then continue the efforts of recruitment throughout the year.

Teen engagement can be expanded through the peer-to-peer engagement model and enhancing the variety of entry points which will ultimately increase the number of teens impacted to 250 Jewish teens. BBYO's business

model relies on equal distribution from philanthropic support and registration revenue which allows BBYO to keep cost low and ensure cost is not a barrier to entry or participation.

Priority 1 Outcome: Peer/parent recruitment – BBYO's teen leaders prove time and again to be the best salespeople for BBYO activities. Furthermore, parents can serve as spokespeople within their networks and prospective families.

BBYO will actively seek new families and activate its existing base of teen leaders and parents.

Entry Events ("wow" & low barrier) – BBYO takes pride in offering teens opportunities that they can't get anywhere else. At least 60 teens will attend a "Can't Miss" Fall Kickoff and at least 50 will attend a Spring

Kickoff.

Peer Sports: BBYO will launch a basketball league for our AZA chapters.

Community Service: BBYO will attract teens interested in community service by partnering with JCP and Baron Hirsh to give back locally.

Partnerships – BBYO will work to leverage the strength of teen-serving entities in Memphis and adapt our program to ally in elevating the teen experience. BBYO and the teen council will partner in at least 2 teens

events and 1 middle school event.

Priority 1 Measurement : BBYO keeps an accurate database of how many teens attend programs and then ultimately join as members. BBYO also tracks how many events we hold with partners. BBYO will also identify and enlist at

least 5 Parent Ambassadors that will serve to help BBYO recruit new members and families.

Priority 2: Create Meaningful Environments

% of grant allocable dollars : 50

Priority 2 Objective: More than anything else, BBYO creates meaningful environments where teens come together, experience a sense of community, and explore their Jewish faith and heritage. In these environments —whether at a

local AZA brotherhood program or with a community of 200 teens for a weekend retreat — teens are profoundly impacted by the experience of being part of something bigger than themselves. BBYO's approach

to meeting teens where they are, with programs they will be excited to join, and an experience that will make them proud to be Jewish, has been honed for almost 100 years. To create meaningful environments, BBYO will: continue its focus on strengthening the local chapters and ensuring that strong chapter leadership is in place; offer reimagined overnight Conventions that will redefine what it means for a teen to dedicate a weekend to a Jewish experience; and send more teens than ever on summer programs and Israel trips.

Priority 2 Outcome: Chapters – All 4 chapters will meet on a biweekly basis and ensure teen lead programs that focus on Judaism, leadership, and community service opportunities.

Special Projects – BBYO trains teens to be leaders by putting them in charge of planning and executing certain projects over the school year including Global Shabbat and J-Serve. Global Shabbat will feature a Holocaust Survivor and be planned in partnership with Temple Israel. J-Serve in the past has focused on the JCC preparing the outdoor swimming complex for the summer.

Weekend Conventions – Teens will come together for 3 weekend conventions including LTI, New Member/Fall Convention, and Spring Convention.

Summer Camps –BBYO will send a pipeline of teen leaders in key leadership positions to CLTC, ILTC and Kallah to best prepare them for multiple years of effective leadership.

Israel Connections: BBYO knows that Israel education and Israel advocacy mean different things to different teens, but with elevated educational experiences, guidance on how to have complicated

conversations, and more opportunities than ever to visit Israel, BBYO broadens the community of teens who wish to explore a relationship with the Jewish State. BBYO will work with Noa, the Israeli Shliacha, to run ongoing quality Israel programming in our chapters. In addition, BBYO in partnership with the Jewish Federation and RootOne will encourage more Israel travel with the utilization of the Lemsky Fund and RootOne travel subsidies.

Addressing Anti-Semitism: BBYO will partner with Hillel and other organizations to run a workshop for seniors in high school to prepare them for challenges sometimes faced on college campuses.

Sports: In addition to the ongoing AZA sports league mentioned above, Peres and Okeon will host a Turkey Bowl weekend where AZA teens from around the region will come together to play football and celebrate Shabbat together.

Priority 2 Measurement : BBYO will measure impact through weekly data reports on chapter membership growth, chapter participation in programs, number of teens who run for leadership positions, and registration for conventions, summer programs, and Israel trips. After every major program, a survey is sent to the community to measure the impact that BBYO had the defined qualitative goals. BBYO will closely track the following metrics:

Chapters:

BBYO will reach 75 AZA and 77 BBG members.

35 chapter leaders will attend leadership training each semester.

Chapters will meet consistently on a bi-weekly basis.

BBYO will track attendance at all chapter meetings to ensure active participation.

Every leadership position on chapter boards will be filled.

Chapters will hold an Israel event per semester

Memphis participation will reach the goals outlined below:

Regional conventions:

LTI: 40

New Member: 30-40

Fall Convention: 70-80

Spring Convention: 80-90

Summer Leadership Programs: 11-12 teen leaders

Israel Trips:15

Priority 3 : Create Cohesive, Safe, and Inclusive Experiences

% of grant allocable dollars : 15

Priority 3 Objective: With an open, inclusive approach to programming, BBYO will tell a story featuring a cohesive menu of experiences and the available financial support for Jewish teens and families. If done correctly, the

community will see an unbelievable compelling menu of interconnected experiences supported by a funding stream that removes cost as a barrier for participation.

BBYO will also implement strategies to engage a greater number of stakeholders to add value to key BBYO initiatives through their expertise, influence and philanthropy. An example of this includes the work of the BBYO Advisory Committee which has provided guidance and insight to helping BBYO function at its fullest potential. BBYO will also continue investing in building a strong advisor community and ensure that they have the skills and training necessary to empower our teens. BBYO will continue building a local endowment to ensure financial stability in perpetuity.

BBYO is seeing an increase in teen mental health needs, and this crisis is only magnified as a result of the Covid-19 Pandemic. In a recent 2020 survey, BBYO came across interesting findings when investigating where teens turn for support when dealing with mental health issues. In fact, 79 percent of teens responded that they seek out their friends first, followed by 64 percent who turn to family members. But the drop-off after that is huge. Only 22 percent of teens turn to mental health or medical professionals and a mere one percent seek out clergy. Most concerning is that 11 percent said they had no one to which to turn. This important finding indicates that teens are overwhelmingly seeking out their peers in challenging times, and that their peers, in turn, have a tremendous opportunity to help. Of course, this places a great deal of responsibility on teens to be able to identify mental health red flags, appropriately engage in sensitive conversations, and know where to turn to for help.

This study led to the creation of a Mental Health Strategy, outlining the ways in which the Jewish community can best support the teens in its care. The strategy focuses on three areas:

1. Maximize the number of people who know when to raise a red flag.

2. Establish wellness support teams on a community-by-community basis.
3. Ensure that organizations are prepared to protect the young people they serve.

In the coming year, BBYO in Memphis will implement this strategy in the following ways: ensure that all professionals and advisors are training in youth mental health first aid training, train teens themselves in teen mental health first aid training as Peer Advocates so that they recognize red flags and know connect their peers to help and ensure that licensed mental health professionals are present at all BBYO immersive experiences. BBYO will also take part in the teen wellness task force in partnership with JCP.

Priority 3 Outcome: Cost reduction – Existing scholarship initiatives will be layered to ensure participation from teens of all socio-economic backgrounds.

Inclusive, welcoming, and safe - Hosting experiences in environments that offer security and provide an opportunity for teens to be themselves is paramount. The teen inclusion task force will continue evaluating

how BBYO experiences can accommodate and welcome all abilities and needs. BBYO will continue to monitor and follow health and safety

guidelines.

Stakeholder Support- BBYO will continue to ensure that at least 5 members serve on the advisory committee (including 2 parents) and that the committee meets monthly. BBYO will continue to engage

stakeholders through initiatives such as #givingBBYOday and events. One Memphis parent will serve on BBYO's National Parent Advisory Council and BOD.

Advisor Support- There will be 3 advisors per chapter and monthly advisor trainings.

Teen Mental Health and Wellness: At least 1 mental health professional will be present at all overnight experiences, 5 teens will be trained in teen mental health fist aid training, and all advisors and professionals will be trained in youth mental health first aid training.

Priority 3 Measurement: Using BBYO's databse, BBYO will track that BBYO hosts:

Monthly Advisory Committee Meetings

At least one parent information event in each chapter

At least one community alumni event

Monthly Advisor Trainings

Monthly Teen Inclusion Task Force Meetings

BBYO will follow set Covid protocol and evaluate it constantly.

BBYO will track the resources that come in to support our teens, programs, scholarship, and specific initiatives such as the Teen Mental Health First Aid Training.

BBYO will aim to engage at least 125 local donors on #GivingBBYOday as an increase from 100 the year before.

Do you need to complete the Senior Meals Application? No

Grant received FY21-22 for Senior Meals :

Grant request for FY22-23 Senior Meals Administration :

If you are requesting an increase, then please give a brief explanation:

How many unique seniors were served meals in FY20-21?

How many unique seniors have been served meals in July-December 2021?

How many do you anticipate being served January-June 2022?

Do you anticipate any changes to the Senior Meals program FY22-23?

PROCESS: COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE

Facing History and Ourselves 2022

Grant Amount Received FY21-22: \$9,500

Amount Requested FY22-23: \$15,000.00

Grant Portal: Yes, I agree

Needs Assessment/ Sustainability: Yes, I agree

Recognition of Federation: Yes, I agree

Participation in Annual Campaign: Not Applicable to my Organization

Jewish Foundation of Memphis Partner Agencies: Not Applicable to my Organization

EIN: 04-2761636

Organization Mission Statement: Facing History and Ourselves uses lessons of history to challenge teachers and their students to stand up to bigotry and hate.

501c3? : Yes

Any staff changes in the last 12 months? Yes

If yes, please describe the changes made to your staff: Yehudah Potok (Director, Jewish Education) and Ebony Starks (Development Director) joined our staff.

Total number of clients/ service users in the last 12 months? 1021

How many are Jewish? Info below

Number of people served in the last 12 months? Remained the same

Moving forward, do you feel they will: Increase

Should a cut in funding be necessary, what programs would be impacted and how? In the event a funding cut is necessary, Facing History will prioritize our core professional development services. Depending on the size of the funding cut, it is possible we would consider limiting our expansion.

Applied for the second round of PPP funding? No

PPP (2nd loan): \$0.00

Received an ERC Credit? No

ERC Credit: \$0.00

Other Loans: \$0.00

Other Grants: \$0.00

Are there any additional funding you are currently in the process of applying for? Yes.

Pending Requests:

First Horizon Foundation

Hyde Family Foundation

Assisi Foundation

Lebovitz Family Charitable Trust

AutoZone (proposal in development)

FedEx (proposal in development)

International Paper Company Foundation (proposal in development)

How did your agency publicize last year's MJF community grant? Facing History acknowledged Memphis Jewish Federation at the Jewish education online workshop and the Rachel Shankman Symposium in January.

How will your agency publicize this year's grant? Facing History will publicize the grant in the same manner as we have publicized the past several grants; we will also seek new opportunities to recognize this important partnership between Facing History and Memphis Jewish Federation. In the event that grant funds are awarded to support our Contemporary Antisemitism Initiative, the Memphis Jewish Federation will be recognized on the initiative landing page at <https://www.facinghistory.org/resource-library/old-hatred-new-paradigms-combating-antisemitism-twenty-first-century>.

Priority 1 : Provide professional development and support to educators in Jewish schools

% of grant allocable dollars : 34

Priority 1 Objective : Objective: Continue and deepen our work with approximately 50 Memphis-area Jewish school educators and school programs by providing professional development training, follow-up support, and classroom resources. We will offer this group of educators a full catalog of online professional learning opportunities, including multi-day seminars, self-paced courses, webinars, and summits, including sessions tailored to those who work in Jewish settings. We will also regularly disseminate Facing History's Jewish Education email digest, which highlights upcoming professional learning opportunities and timely curricular resources. Finally, we will develop and deliver a new, in-person workshop based on Facing History's Contemporary Antisemitism Initiative resources (described in Objective 3). The specific topic of the workshop will be determined next academic year, based on local needs, and will be led by Staci Rosenthal, Senior Program Associate, Jewish Education.

This work will be led by Michele Phillips, Senior Director, Southeast, and Staci Rosenthal, Jewish Education Program Associate. Program participants will not be charged a fee to attend any of these events or activities. Facing History does not collect demographic information from the teachers we serve; however, our educator network includes teachers and principals of Jewish day and congregational schools in Memphis.

Priority 1 Outcome: Participating educators and their students will rate Facing History's programs highly.

Priority 1 Measurement : We will assess the impact of this work by soliciting qualitative feedback on exit cards that will be distributed to participating teachers and students after each event and activity.

Priority 2: Implement Memphis Second Generation Program (Dor L'Dor) for Jewish educators.

% of grant allocable dollars : 33

Priority 2 Objective: Objective: Conduct Facing History's annual Rachel Shankman Symposium, and facilitate and support a network of 45 Memphis-area Holocaust survivors network in sharing their family stories with Facing History classrooms. The Rachel Shankman Symposium, named for the founding director of Facing History's Memphis office (now the Southeast office), is a day of learning that convenes Holocaust and Human Behavior Elective Course teachers and engages them in professional development sessions designed to deepen their learning and enhance their pedagogical approach to teaching about the Holocaust. Each year, an invited scholar presents a keynote address to help participants expand their knowledge about this history and explore universal themes related to democracy, citizenship, racism, and antisemitism. The event is open to a larger audience of Holocaust survivors and their descendents, Facing History supporters, and community members.

This work will be led by Marti Tippens Murphy, Executive Director, Regional Operations and the Southeast; Michele Phillips; and Staci Rosenthal. Program participants will not be charged a fee to attend any of these events or activities. As noted previously, Facing History does not collect demographic information from the teachers we serve, however, our educator network includes teachers and principals from Jewish day and congregational schools in Memphis.

Priority 2 Outcome: Approximately 75 people will attend the Rachel Shankman Symposium. A minimum of 300 students will hear the stories of 45 Memphis-area Holocaust survivors and their families.

Priority 2 Measurement : We will collect attendance forms from participating schools to assess the reach of this objective.

Priority 3 : Contemporary Antisemitism Initiative

% of grant allocable dollars : 33

Priority 3 Objective: As we shared previously, in FY21, Facing History began work on a three-year contemporary antisemitism initiative to create a suite of new professional development opportunities and classroom materials that will provide a foundation for a deep historical and contemporary study of antisemitism. We respectfully request an increased grant for FY23 to support this critical work.

To date, we have conducted the following activities and we will continue to offer and/or build on each of these in FY23:

- Launched our new online Contemporary Antisemitism Resource Collection: Old Hatred, New Paradigms: Combating Antisemitism in the Twenty-First Century (<https://www.facinghistory.org/resource-library/old-hatred-new-paradigms-combating-antisemitism-twenty-first-century>).

- Presented four new webinars in our ongoing series on contemporary antisemitism, featuring discussions with leading scholars and writers, including Dr. Rachel Fish, journalist and writer Yair Rosenberg, and Professors Anthony Appiah and Paola Tartakoff.

- Offered our ongoing Holocaust and Human Behavior trainings with updated contemporary antisemitism content.

- Conducted our first four-week mini-course, Brave Classrooms: Taking on Antisemitism in Schools.

Priority 3 Outcome: By the end of the organization's three-year initiative, we anticipate that 4,000 educators and community members will have engaged in Facing History's antisemitism-focused professional learning sessions and forums, and we will reach approximately 12,000 educators with our online resources.

Priority 3 Measurement: To measure progress toward our professional development goals, we will administer evaluation surveys to all teachers who participate in our seminars, online courses, and two-day workshops. Based on the historical trends in our evaluation data, we anticipate that at least 80% of teachers who complete these surveys will indicate that the professional development:

- increased their knowledge of contemporary antisemitism;

- increased their interest in additional Facing History professional development to extend their capacity to teach about contemporary antisemitism;

- promoted their capacity to teach students to recognize racism, antisemitism, and other forms of bigotry; and

- increased their self-efficacy to promote students' ability to recognize both the dangers and importance of standing up to antisemitism.

To inform our programming and assess program effectiveness, we will create and distribute post-implementation surveys to teachers who have used Facing History's approach and materials to teach about antisemitism in their classrooms.

We anticipate that at least 80% of teacher respondents will report that their students gained the following through their exposure to the Facing History content and strategies:

- increased understanding of antisemitism and the dangers it poses to society; and
- increased awareness of the importance of standing up against antisemitism.

Additionally, in fiscal year 2023, we will develop and distribute surveys to students of teachers who participated in our professional development and used our resources about contemporary antisemitism in their classrooms. We expect that 80% or more of student respondents will report that the lesson(s):

- were engaging and meaningful and
- increased their awareness about the origins and current manifestations of antisemitism.

Do you need to complete the Senior Meals Application? No

Grant received FY21-22 for Senior Meals :

Grant request for FY22-23 Senior Meals Administration :

If you are requesting an increase, then please give a brief explanation:

How many unique seniors were served meals in FY20-21?

How many unique seniors have been served meals in July-December 2021?

How many do you anticipate being served January-June 2022?

Do you anticipate any changes to the Senior Meals program FY22-23?

PROCESS: COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE

JCRS 2022

Grant Amount Received FY21-22: 15000

Amount Requested FY22-23: \$18,000.00

Grant Portal: Yes, I agree

Needs Assessment/ Sustainability: Yes, I agree

Recognition of Federation: Yes, I agree

Participation in Annual Campaign: Yes, I agree

Jewish Foundation of Memphis Partner Agencies: Yes, I agree

EIN: 72-0408936

Organization Mission Statement: The mission of JCRS is to provide needs-based resources that assist in (1) funding Jewish summer camp experiences; (2) funding post-secondary education for students; (3) underwriting expenses that support youth with special psychological, physical and social needs; and (4) providing economic support and consultation to youth and their families in exceptional situations, including disaster relief.

501c3? : Yes

Any staff changes in the last 12 months? Yes

If yes, please describe the changes made to your staff: Ned Goldberg retired in July 2021 and Mark Rubin was appointed Executive Director in August 2021.

Total number of clients/ service users in the last 12 months? 1800

How many are Jewish? 100%

Number of people served in the last 12 months? Increased

Moving forward, do you feel they will: Increase

Should a cut in funding be necessary, what programs would be impacted and how? Needs-based scholarship programs for camp, college and special needs assistance would be impacted by the amount of dollars available for distribution. We are experiencing increases in Jewish summer camp, special needs and college aid requests.

Applied for the second round of PPP funding? No

PPP (2nd loan):

Received an ERC Credit? No

ERC Credit:

Other Loans:

Other Grants:

Are there any additional funding you are currently in the process of applying for? N/A

How did your agency publicize last year's MJF community grant? JCRS publicized its MJF Community Grant funding to our Memphis area constituents and in our Annual Impact Report. JCRS routinely

updates its Board Members about new Federation allocations.

How will your agency publicize this year's grant? JCRS will publicize its MJF Community Grant funding in our Annual Impact Report and at events in Memphis. JCRS routinely updates its Board Members about new Federation allocations. This year we are planning to continue to recognize the support of MJF and Jewish Community Partners in our social media and publications.

Priority 1 : Jewish Summer Camp Grants

% of grant allocable dollars : 40

Priority 1 Objective : This past summer, JCRS awarded 334 Jewish campers partial scholarships for summer camp totaling over \$210,000. Of these awards, 18 Memphis area youth received JCRS summer camp grants that totaled 9,800.

This year, JCRS has already received over 375 applications for Jewish summer camp aid and the numbers from Memphis have increased this season. Over the past 3 summers (other than 2020), more than 65 camp scholarships have been awarded to Jewish children in Memphis to attend not-for-profit Jewish sleep-away summer camp. The majority of Memphis campers attended URJ Jacobs Camp in Utica, MS, Camp Darom on Lake Grenada, MS, and Camp Barney Medintz in Cleveland, GA.

Priority 1 Outcome: Our outcomes for Jewish summer camp include funding as many qualifying applications as possible. This summer (2022), JCRS is offering a short application form to receive a \$250 grant and our traditional, longer application form to receive a greater award after committee review. This is resulting in greater numbers of first time applicants and greater awards on average. This past summer (2021), JCRS funded 334 camp grants totaling over \$210,000.

Priority 1 Measurement : We will measure the number of applications received and the number of funded applications.

Priority 2: College Aid

% of grant allocable dollars : 40

Priority 2 Objective: For calendar year 2021-22, JCRS is providing 14 individual Jewish students from Memphis undergraduate college aid totaling more than \$30,000. Over the past three academic years, JCRS has provided more

than 55 college aid grants including additional no-interest loans for Memphis young men and women. This current year, JCRS college aid applications are up over the previous year and we anticipate this upward trend to continue.

Priority 2 Outcome: This academic year, JCRS is funding nearly 30% more college aid applicants than the prior year. We believe this is due to the financial stresses in the economy and the pandemic. Our outcomes are to continue to fund as many qualifying applications as possible.

Priority 2 Measurement : We will measure the number of applications and the number of applications funded.

Priority 3 : Special Needs

% of grant allocable dollars : 20

Priority 3 Objective: JCRS Special Needs Program's current client base includes 3 (three) Memphis Jewish families with additional cases under case management. Families with children who have special needs have or are receiving assistance with tuition subsidies to attend a special needs school, dyslexia remediation, occupational therapy, academic tutoring and/or behavioral therapy. Since 2016, JCRS has allocated over \$65,000 in assistance to these youth in Memphis.

Priority 3 Outcome: The Special Needs Program outcomes are based on the child's or children's benefit from the funding of services and interventions.

Priority 3 Measurement: We track and measure the progress of our special needs clients on a monthly basis.

Do you need to complete the Senior Meals Application? No

Grant received FY21-22 for Senior Meals :

Grant request for FY22-23 Senior Meals Administration :

If you are requesting an increase, then please give a brief explanation:

How many unique seniors were served meals in FY20-21?

How many unique seniors have been served meals in July-December 2021?

How many do you anticipate being served January-June 2022?

Do you anticipate any changes to the Senior Meals program FY22-23?

PROCESS: COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE

Memphis Jewish Community Center 2022-23

Grant Amount Received FY21-22: 297,440

Amount Requested FY22-23: \$356,424.00

Grant Portal: Yes, I agree

Needs Assessment/ Sustainability: Yes, I agree

Recognition of Federation: Yes, I agree

Participation in Annual Campaign: Yes, I agree

Jewish Foundation of Memphis Partner Agencies: Yes, I agree

EIN: 62-0481800

Organization Mission Statement: Connecting, Engaging, and Strengthening Jewish Memphis

501c3? : Yes

Any staff changes in the last 12 months? Yes

If yes, please describe the changes made to your staff: New Aquatics Director, Fitness Assistant Director, Sports Assistant Director, and lunch helper

Total number of clients/ service users in the last 12 months? 9219

How many are Jewish? 7439

Number of people served in the last 12 months? Increased

Moving forward, do you feel they will: Increase

Should a cut in funding be necessary, what programs would be impacted and how? Funding cuts would lead to a decrease in the amount of scholarships we offer to Jewish families, as well as impact the quality of resources used to enhance the Jewish content in all JCC program departments.

Applied for the second round of PPP funding? Yes

PPP (2nd loan): \$907,000.00

Received an ERC Credit? No

ERC Credit:

Other Loans:

Other Grants: \$681,209.00

Are there any additional funding you are currently in the process of applying for? FEMA Non-profit security grant (amount TBD)

How did your agency publicize last year's MJF community grant? The MJCC includes the Federation as a sponsor and partner on program marketing materials, along with MJF logo placement on our website and in our quarterly newsletter, the Scene. We acknowledge MJF at major events, and regularly encourage board members, members and staff to support the MJF and its annual fundraising efforts. The MJCC also provides staff and board members to participate/volunteer for the MJF annual campaign.

How will your agency publicize this year's grant? The same strategy will be implemented for this year's grant.

Priority 1 : Scholarships

% of grant allocable dollars : 30

Priority 1 Objective : Since its inception over 70 years ago, one of the MJCC's guiding principles has been to "share responsibility for each other and help those of us in need" (Areivut). With this in mind, the main objective of our scholarship program is to continue to ensure that every Jewish child and family has the opportunity to fully participate in the MJCC community and its programs and services.

We typically award 300 scholarships annually, and predict maintaining this number in FY22-23. The scholarship process is strictly confidential and each family's individual circumstances are closely examined to determine award recipients and amounts. Scholarship guidelines with specific parameters, including household income and number of dependent children, are utilized by a designated scholarship committee to determine eligibility.

Priority 1 Outcome: The MJCC will provide 300 scholarships, encouraging Jewish families under financial constraints to participate in membership, summer camp and our Early Childhood Center pre-school.

By eliminating financial obstacles for Jewish families, allowing easier access to the Jewish community through our MJCC; we connect them to programs, people, and other Jewish agencies. Not only will they have access to Jewish programs, but they can also connect to other Jewish community members and other Jewish community resources and services they may need.

Priority 1 Measurement : The scholarship committee meets regularly to evaluate the program, examining trends, the process, procedures, criteria, and outcomes.

Outcomes are measured by tracking the following data:

- number of scholarships given to Jewish community members
- program participation of recipients
- Jewish community need
- Feedback from scholarship recipients

Priority 2: Maintaining, Strengthening and Enhancing Judaic Content in ECC, Camp and Youth Programs

% of grant allocable dollars : 47

Priority 2 Objective: The main objectives of our Early Childhood Center are to:

- ☐ Provide children with a strong Jewish and secular educational foundation
- ☐ Create opportunities for Jewish connection and identity
- ☐ Address important skills needed for kindergarten readiness

We strive to do all of this in a warm and nurturing environment that focuses on physical, emotional, educational, and spiritual growth and development. The ECC serves 150-200 children annually, with 65% being Jewish.

Objectives are addressed by 40 teachers and assistants who work in the Early Childhood Center, led by a full-time ECC Director and Assistant ECC Director. There is also a dedicated Judaic Studies instructor in the ECC, in addition to program contributions from our CJLL/Israel Center with its director and our Israeli Shaliach.

Infant and toddler tuition ranges for \$395-\$1,270 per month, depending on the program for which a child is enrolled, the number of days, and the hours needed each day. Pre-K yearly tuition ranges from \$5,110-\$7,830, also dependent on number of days and hours attending.

The MJCC serves more than 500 children in K-10th grade annually through its camp and youth programs, with 80% of these children being members of our Jewish community. Objectives of our camp and youth programming are to:

- ☐ Create opportunities for informal Jewish education
- ☐ Strengthen and enhance Jewish identity
- ☐ Generate meaningful Jewish experiences
- ☐ Develop future leaders of our Jewish community

Our full-time Camp and Youth Director and Assistant Director implement youth programs throughout the school year, including Camp 365 and our J-Club after-school program. Part-time staff members are used to assist with these programs.

Summer Camp staff consists of: Camp and Youth Director, Assistant Camp & Youth Director, ECC Camp Director, Ma Ani Camp Director, Judaic Leader, Community Shaliach and the Camp Office Manager. Camp employs over 50 seasonal employees during the summer (the majority of these employees are teenagers in our Jewish community, many having their first interview and job experiences at the MJCC). Traditional camp is \$285/members \$350/non-members for a one week session.

Priority 2 Outcome: The ECC will serve 150-200 students in FY22-23, creating opportunities for Jewish connection and identity while addressing important skills needed for kindergarten readiness. 90% of currently enrolled students will pass the necessary evaluations needed to advance to the next educational level.

Our Camp and Youth department will deliver programs and activities with Jewish themed content to over 500 children during the course of one year, strengthening their Jewish identity and solidifying their future roles in our Jewish community. Our camp encourages this continued involvement in our Jewish community through our Counselor-In-Training program and Mah Ani Community Service program, each serving 20-30 teens per summer.

Priority 2 Measurement : ECC outcomes will be measured by looking at student enrollment, input from Judaic Instructor/ECC teachers and results from the Early Learning Accomplishment Profile (E-LAP) test, an evaluation given to assess kindergarten readiness. The test evaluates the 6 core developmental areas:

- ☐ Gross motor
- ☐ Fine motor
- ☐ Cognitive
- ☐ Language
- ☐ Self-help
- ☐ Social Emotional

If a child does not score proficient on the E-LAP, or is missing major developmental milestones, the parents and teachers work together to make a plan for early interventions. We also have a Special Needs Coordinator on site, to help in this area.

We partner closely with the Tennessee Department of Human Services to ensure success, receiving their highest rating of 3 stars. This involves routine site visits and teacher evaluations. We have maintained our accreditation with the National Association for the Education of Young Children (NAEYC) since 2005, by upholding their ten standards, also through a process of annual site visits and program observations.

NAEYC standards are based on the following:

1. Relationships
2. Curriculum
3. Teaching
4. Assessment
5. Health
6. Staff Competencies
7. Families
8. Community Relationships
9. Physical Environment
10. Leadership and Management

Camp and youth program outcomes are evaluated on a regular basis by reviewing data collected from the following:

- program registrations
- post-camp email surveys
- lay volunteer committee meetings
- focus groups to assess progress and program quality
- MJCC staff and board input

Priority 3 : Maintaining, Strengthening and Enhancing Judaic Content in Cultural Arts/Jewish Education Programs

% of grant allocable dollars : 23

Priority 3 Objective: MJCC Cultural Arts Department is in its seventh year of programming. As the department continues to grow, its focus remains consistent-- bringing Jewish themed artistic content to our Memphis community. The objectives of our Cultural Arts Department include but are not limited to:

- ☐ Showcasing prominent and emerging Jewish artists in our Shainberg Art Gallery
- ☐ Presenting thought-provoking performing arts with Jewish content
- ☐ Igniting conversations around Jewish ideas and social change
- ☐ Providing a space for community engagement across perceived boundaries

The core programs of Cultural Arts consist of our Jewish Literary and Cultural Arts Series, the Morris and Mollye Fogelman International Jewish Film Festival, speakers, and special events. In addition, the MJCC Shainberg Gallery features Jewish artists and exhibits.

Typically, over 1,000 individuals attend various cultural arts programs during the course of a year, with 90% of those being Jewish. Fees for these programs vary, with some programs being free of charge and others having a fee. We have one full-time staff member dedicated to these programs, our Director of Cultural Arts, Adult Services & Special Events. She has a dedicated committee of volunteers that help her with program planning and implementation.

The Center for Jewish Living and Learning/Israel Center has grown significantly since its creation in 2015, ensuring Jewish continuity, encouraging Jewish identity and strengthening our Jewish community. Over 90% of its program participants are Jewish, with approximately 500-800 yearly total program attendees. It is led by 2 full-time staff members, CJLL Director, and a Community Shaliach.

Its main objectives are to:

- Serve as a resource for all departments of programming at the MJCC
- Involve unaffiliated or under affiliated members of the Jewish community
- Engage MJCC members in a more Jewish way, in all program departments
- Partner with other local Jewish agencies to provide heightened and coordinated opportunities for Jewish engagement
- Operate an Israel Center within the CJLL

With these objectives in mind, we offer unique Jewish programs for all ages, working collaboratively with other Jewish organizations to offer a wider scope of Jewish programming. Some on-going programs of the CJLL/Israel Center include: weekly Hebrew language lessons with ECC, family holiday programs, Global Day of Jewish Learning, Judaism 101 classes, and Israel Week for Yom Haatzmaut. Most programs and classes are free or have a small fee to cover program expenses.

Priority 3 Outcome: Cultural Arts programs will engage over 1,000 individuals through our Jewish Literary and Cultural Arts Series, the Morris and Mollye Fogelman International Jewish Film Festival, speakers, and special events.

The CJLL will continue to serve as a resource for our MJCC and Jewish community, offering unique Jewish programs for all ages, working collaboratively with other Jewish organizations to offer a wider scope of Jewish programming. We anticipate programs with at least 3 other Jewish community partners during the course of the next year.

Priority 3 Measurement: CJLL and Cultural Arts program outcomes are measured primarily by participant feedback and input from volunteer committees of lay leaders assigned to each department. We also utilize input from community partners, when programs are a collaborative effort.

Do you need to complete the Senior Meals Application? Yes

Grant received FY21-22 for Senior Meals : \$11,040.00

Grant request for FY22-23 Senior Meals Administration : \$11,040.00

If you are requesting an increase, then please give a brief explanation: n/a

How many unique seniors were served meals in FY20-21? 82

How many unique seniors have been served meals in July-December 2021? 43

How many do you anticipate being served January-June 2022? 50

Do you anticipate any changes to the Senior Meals program FY22-23? We hope to get back to our pre-pandemic numbers, now that we have resumed the program in-person.

PROCESS: COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE

Fogelman Jewish Family Service at the MJCC 2022

Grant Amount Received FY21-22: 181,929

Amount Requested FY22-23: \$161,341.88

Grant Portal: Yes, I agree

Needs Assessment/ Sustainability: Yes, I agree

Recognition of Federation: Yes, I agree

Participation in Annual Campaign: Yes, I agree

Jewish Foundation of Memphis Partner Agencies: Yes, I agree

EIN: 62-0481800

Organization Mission Statement:

providing programs and services helping the most vulnerable members of our Memphis Jewish community

501c3? : Yes

Any staff changes in the last 12 months? Yes

If yes, please describe the changes made to your staff: new special needs coordinator began in August 2021

Total number of clients/ service users in the last 12 months? 846

How many are Jewish? 718

Number of people served in the last 12 months? Increased

Moving forward, do you feel they will: Increase

Should a cut in funding be necessary, what programs would be impacted and how? Funding cuts would lead to a reduction in the number of clients we serve and possibly further personnel cuts, which would greatly impact service delivery and program quality of all Fogelman JFS programs.

Applied for the second round of PPP funding? Yes

PPP (2nd loan): \$907,000.00

Received an ERC Credit? No

ERC Credit:

Other Loans:

#### Other Grants:

Are there any additional funding you are currently in the process of applying for? United Way

How did your agency publicize last year's MJF community grant? Fogelman FJFS includes the Federation as a sponsor and partner on program marketing materials.

We acknowledge MJF at major events, and regularly encourage advisory board members, members and staff to support the MJF and its annual fundraising efforts.

Fogelman FJFS also provides staff and advisory board members to participate/volunteer for the MJF annual campaign.

How will your agency publicize this year's grant? The same strategy will be implemented for this year's grant.

#### Priority 1 : Senior Services

% of grant allocable dollars : 12

Priority 1 Objective : The main goal of Senior Services at Fogelman JFS is to provide social service programs for vulnerable Jewish seniors so they can continue to live independently and age in place. This goal is addressed through the following objectives:

- Case management-coordination of services for seniors
- Transportation through Shalom Shuttle
- Frozen meal delivery/pantry bags
- Emergency financial assistance for medical expenses, utilities, etc.
- Holocaust survivor support and advocacy
- "Friendly visitor" volunteer program
- Shabbat/Jewish holiday programs for Jewish residents at facilities

Objectives are achieved utilizing staff including a Director of Social Services, a licensed Therapist/Program Manager, Intake/Referral/Volunteer Coordinator, Senior Services Manager, Special Needs Coordinator, Shalom Shuttle Driver, School Counselor and a Program Assistant. Volunteers are also trained and utilized for additional program support.

There is no fee for most programs except for Shalom Shuttle, which is \$5.00 per one way ride. We served approximately 250 seniors last year, with 87% of program participants identifying as Jewish.

Priority 1 Outcome: FJFS will continue to serve 250+ Jewish adults ages 60 and older in our community, giving them the necessary tools to live independently.

- Case management—192 active and discharged clients
- Shalom Shuttle transportation—913 rides
- Home delivered meals/Kosher Food Pantry—7,109 meals/1,256 bags
- Friendly visitor-178 volunteer hours
- Emergency Assistance-48 requests for assistance were filled
- Holocaust survivors-support programs for 12 participants
- Shabbat Jewish Holiday Programs-50 seniors per month

\*numbers reflect last grant cycle July 2020-June 2021

Priority 1 Measurement : Fogelman JFS is a member of the Alliance of Information & Referral Systems (AIRS). AIRS is an organization whose goal is to promote consistent professional standards for information and referral programs with standardized methods of client data collection. All client information and activity is recorded using Coaction NET Database, a network of non-profit, government, health and human service organizations working together using a centralized online data management system.

Outcomes are measured by tracking the following data:

- number of Jewish seniors served
- Program participation
- Client feedback

We also receive input from caregivers, referral agencies and community partners.

Priority 2: Special Needs

% of grant allocable dollars : 20

Priority 2 Objective: The primary objective of our Special Needs area of programming is to be a centralized resource for Jewish individuals with special needs and their caregivers, by providing programs, emotional support and advocacy. Fogelman JFS utilizes a part-time Special Needs Coordinator to plan and implement programs and services for individuals with special needs and their families.

To date, there are 66 unduplicated special needs clients with 97% of those being Jewish. Their diagnoses range from cognitive to physical disabilities and include Autism, Down syndrome, ADHD, Cerebral Palsy and Traumatic brain injury. Programs are provided free of charge, as this population has little or no source of income.

Priority 2 Outcome: Fogelman JFS will continue to serve as a centralized resource for 66 Jewish individuals with special needs through programs and services including, but not limited to: recreational and educational programs, advocacy and emotional support.

We also want to increase awareness and encourage inclusivity throughout the Jewish community for individuals with special needs by working in conjunction with other local Jewish agencies, such as Jewish schools, to reach those families needing additional resources.

Priority 2 Measurement : As mentioned, all client activity is tracked through Coaction NET Database.

Outcomes will be evaluated using the following data:

- ☐ number of families and individuals served
- ☐ program participation
- ☐ client/family satisfaction surveys and input
- ☐ collaborations with other Jewish agencies

Priority 3 : Counseling/Education and Outreach/General Services

% of grant allocable dollars : 68

Priority 3 Objective: The primary objectives of Counseling/Education and Outreach/General Services are to:

1. Serve as the first point of entry for any member of the Jewish community seeking social services through our intake and referral process-398 individuals
2. Provide counseling and support to the most vulnerable members of the Jewish community-40+clients
3. Serve as an educational resource for Jewish community partners, caregivers and social services professionals in the community by offering Continuing Education community workshops and a part-time school counselor. 150 participants

Counseling fees are on a sliding scale, depending on the type of service and the client's ability to pay. We seek out community sponsors for our Continuing Education events and charge attendees a fee of \$15-20.00 per workshop.

Priority 3 Outcome: Outcome 1: Fogelman JFS will continue to provide social services whose framework involves collaboration with other community agencies for the purpose of improving services and access to care for vulnerable Jewish individuals and families in our community. We will provide services to 90% of callers through internal and/or external referrals responding to all calls within 24 hours, or next business day.

Outcome 2: The Fogelman JFS Licensed Therapist will provide counseling and emotional support services to Jewish individuals and families on a sliding scale fee.

Outcome 3: Fogelman JFS will host a CEU event series featuring four workshops per year on various social services topics. The Fogelman JFS School Counselors will continue to work with the 2 Jewish day schools to provide programs and counseling services for their students.

Priority 3 Measurement: As previously mentioned, the AIRS database is used to collect and maintain client information, with all client activity tracked through Coaction NET Database.

Outcomes will be evaluated using the following data:

- ☐ number of individuals served
- ☐ the scope of services provided
- ☐ the success rates in transitioning individuals to self-sufficiency
- ☐ client satisfaction surveys
- ☐ input from community partners
- ☐ post-workshop surveys

Do you need to complete the Senior Meals Application? No

Grant received FY21-22 for Senior Meals :

Grant request for FY22-23 Senior Meals Administration :

If you are requesting an increase, then please give a brief explanation:

How many unique seniors were served meals in FY20-21?

How many unique seniors have been served meals in July-December 2021?

How many do you anticipate being served January-June 2022?

Do you anticipate any changes to the Senior Meals program FY22-23?

PROCESS: COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE

Memphis Jewish Home & Rehab / 2022

Grant Amount Received FY21-22: 102,999

Amount Requested FY22-23: \$250,000.00

Grant Portal: Yes, I agree

Needs Assessment/ Sustainability: Yes, I agree

Recognition of Federation: Yes, I agree

Participation in Annual Campaign: Yes, I agree

Jewish Foundation of Memphis Partner Agencies: Yes, I agree

EIN: 620499839

Organization Mission Statement: Memphis Jewish Home & Rehab is a not-for-profit nursing home, Jewish in character and environment, dedicated to providing the highest level

of care possible with dignity, compassion and professionalism.

501c3? : Yes

Any staff changes in the last 12 months? Yes

If yes, please describe the changes made to your staff: Our Director of Philanthropy and Community Engagement relocated after 16 Years

Total number of clients/ service users in the last 12 months? 705 New

How many are Jewish? 102

Number of people served in the last 12 months? Increased

Moving forward, do you feel they will: Increase

Should a cut in funding be necessary, what programs would be impacted and how? At this time, Memphis Jewish Home & Rehab does not plan to pause or interrupt any services that we offer to our patients and residents, but similar to the previous year, we are concerned that without future federal, state, and philanthropic support our facility – and greater industry – will face difficulties in caring for our elderly in the years to come. MJHR is unique compared to other non-profits because we have multiple revenue streams, and our operations rely heavily on insurance and government reimbursements. But, philanthropic support is vital for the stability of the organization at times when these reimbursements are cut, lagged, or reduced. For example, over the past year and half, our industry has seen a decline in the number of patients we serve for rehab under Medicare. This has resulted in significant decreases in revenue for MJHR, and ones that are difficult to recoup. Due to the ongoing realities of the COVID-19 pandemic and the current workforce shortage, we have shouldered significant additional costs related to

personal protective supplies for our patients and residents, staff recruitment and retention, 24/7 COVID-19 screening for all staff and visitors, and specialized care to COVID-19 positive residents. We are working diligently to find solutions to staffing and raise additional philanthropic funds, but these trends are concerning for the future of MJHR and a cut in funding could be detrimental to the organization's overall health.

There is no doubt that the past two years have been both memorable and challenging. Despite the challenges, MJHR continues to ensure that we provide compassionate and quality care for the Jewish elderly in Memphis. During 2021, MJHR provided care to 87 new Jewish community members – 7 more individuals than in 2021 – and many of whom needed our services multiple times during the year. In addition, MJHR cared for an additional 22 Jewish seniors who lived at the Home full-time, also up from last year. Therefore, the Home provided over 12,000 days of care to both short-term and long-term Jewish patients and residents in 2021.

In 2021, the support from the Federation allowed us to achieve many industry honors while battling a pandemic. These great successes include:

1. We were named the #1 Nursing Home in the state of Tennessee and one of the top 20 in the United States by NewsWeek.
2. MJHR was once again ranked as one of the Best Nursing Homes in Memphis for the 6th year in a row by the Memphis Business Journal.
3. Overall family and resident satisfaction remained above 99%.
4. For the 4th year in a row, we were named the provider of choice for all hospitals and ortho-clinics in Memphis and Shelby County, caring for 700 new seniors.

Applied for the second round of PPP funding? No

PPP (2nd loan):

Received an ERC Credit? No

ERC Credit: \$0.00

Other Loans: \$0.00

Other Grants:

Are there any additional funding you are currently in the process of applying for? We applied for a HHS PRF Phase 4 payment and received \$80, 971 in December 2021.

We received additional Medicaid Federal Medical Assistance Program (FMAP) payments totaling \$392,722 in 2021.

We also received the following donor restricted grants in 2021:

A \$150,000 grant from a foundation to fund the startup and first year operation of a Nurse Aide training program

A \$3,000,000 grant from a foundation for capital infrastructure improvements.

United Way of the Midsouth

How did your agency publicize last year's MJF community grant? We publicized the Memphis Jewish Federation's community grant during our board meetings and via email to all board members and past presidents. The partnership with Federation is described on the website, and the logo is displayed on our website.

How will your agency publicize this year's grant? We will renew all previously mentioned publicity and are open to enhancing our tactics at the request of Jewish Community Partners.

#### Priority 1 : Providing Care to In-Need Jewish Medicaid Patients/Residents

% of grant allocable dollars : 95

Priority 1 Objective : Our first priority will be to provide quality care to all Jewish Medicaid residents. While the Medicaid census fluctuates, we typically serve 47-50 Medicaid residents throughout the year. These individuals are long-term care residents, and approximately 20 of those residents are Jewish on any given day. This number has continued to increase over the years.

As we have described in our grant requests in prior years, there is a significant financial loss associated with providing care to Medicaid residents. Our average care cost for a Medicaid resident is approximately \$282 per resident, per day, but reimbursement from the State of Tennessee was approximately \$222 per resident, per day. The cost to provide care to 20 Medicaid residents (our Jewish census) equates to a loss of \$60 per resident, per day, and would be an approximate loss of \$438,000 per year. We respectfully request a generous grant of \$220,000 from the Jewish Federation of Memphis to cover half the cost of care for Jewish Medicaid residents.

Priority 1 Outcome: See Above Priority 1 Objective & Detailed Summary

Priority 1 Measurement : See Above Priority 1 Objective & Detailed Summary

#### Priority 2: COVID-19 Prevention and Care

% of grant allocable dollars : 0

Priority 2 Objective: In 2021, Memphis Jewish Home & Rehab accrued \$369,000 in additional costs related to the ongoing cost of care and prevention of COVID-19. While we expected some of these additional costs, we did not anticipate for the pandemic to persist with such aggression throughout the entire year. Additional costs were related to the unbudgeted, specialized care for patients with COVID-19 and specific supplies such as personal protective equipment (PPE) and medical supplies needed to care for positive patients. Also, we had pay for COVID testing for nearly 400 staff, patients, and residents throughout the year, sometimes at the rate of twice per week. In 2021, MJHR had 46 staff and 17 patients and residents test positive. Many were patients we admitted to the facility with COVID because they needed our care. Four of these patients were Jewish. While we are not requesting funding for COVID care with this grant, we wanted to ensure that MJF was aware of these concerns and costs.

Priority 2 Outcome: See Above Priority 2 Objective & Detailed Summary

Priority 2 Measurement : See Above Priority 2 Objective & Detailed Summary

Priority 3 : Providing Daily Restorative Therapy Exercise for All Residents, Regardless of Cost

% of grant allocable dollars : 5

Priority 3 Objective: MJHR provides daily therapy and restorative exercise to residents at no additional cost. The program enables them to maintain their highest level of functioning and due to this service, MJHR residents thrive 3 times longer than other long-term care facilities. We rely solely on philanthropic support to operate this program. Our primary source of funding for Restorative Therapy was the United Way of the Mid-South, and due to a shift in giving priorities in the past years, they have dramatically reduced their funding to Memphis Jewish Home & Rehab. In 2021, costs for this program exceeded \$200,000. The United Way grant and our internal employee giving campaign only provided \$20,000 in support, leaving a \$180,000 funding gap. We provided restorative care to 70-75 residents last year, and more than 20% of them were Jewish. Restorative care services for our Jewish residents costs approximately \$40,000 per year, and we request \$30,000 from the Memphis Jewish Federation to help provide daily therapy to Jewish seniors in our long-term care.

Priority 3 Outcome: See Above Priority 3 Objective and Summary

Priority 3 Measurement: See Above Priority 3 Objective and Summary

Do you need to complete the Senior Meals Application? No

Grant received FY21-22 for Senior Meals :

Grant request for FY22-23 Senior Meals Administration :

If you are requesting an increase, then please give a brief explanation:

How many unique seniors were served meals in FY20-21?

How many unique seniors have been served meals in July-December 2021?

How many do you anticipate being served January-June 2022?

Do you anticipate any changes to the Senior Meals program FY22-23?

PROCESS: COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE COMMUNITY GRANTS APPLICATION FY 22-23 CYCLE

Plough Towers

Grant Amount Received FY21-22: 42,839

Amount Requested FY22-23: \$43,550.00

Grant Portal: Yes, I agree

Needs Assessment/ Sustainability: Yes, I agree

Recognition of Federation: Yes, I agree

Participation in Annual Campaign: Yes, I agree

Jewish Foundation of Memphis Partner Agencies: Not Applicable to my Organization

EIN: 62-1321671

Organization Mission Statement: Plough Towers Mission Statement

Plough Towers seeks to provide safe, affordable housing for diverse and qualified elderly and for mobility impaired persons in an environment that enhances self worth, dignity, and encourages their full use of skills, intelligence, and experiences.

501c3? : Yes

Any staff changes in the last 12 months? No

If yes, please describe the changes made to your staff:

Total number of clients/ service users in the last 12 months? 162

How many are Jewish? 38%

Number of people served in the last 12 months? Remained the same

Moving forward, do you feel they will: Remain the same

Should a cut in funding be necessary, what programs would be impacted and how? Our activities program would be impacted with a cut in funding. As we all have been impacted with the devastating effects of COVID-19 and the global pandemic, Plough Towers is ready to jump back in and offer a full, vibrant activity program. The impact of social isolation has been felt far and wide throughout our community. We look forward to being able to offer music, art, dining out, field trips to museums and more. We also look forward to being able to offer a full array of party foods as well.

Applied for the second round of PPP funding? No

PPP (2nd loan):

Received an ERC Credit? No

ERC Credit:

Other Loans:

Other Grants:

Are there any additional funding you are currently in the process of applying for? There is a possibility of an offering for Covid Supplemental Payment(CSP) through HUD. It hasn't been formalized and if it does come to fruition, it will have no impact of our Federation grant. It would cover items such as security needs, disinfecting products or other items to protect the residents, staff and visitors from COVID-19.

How did your agency publicize last year's MJF community grant? We publicized it in multiple ways. We included an announcement in our resident news letter: Tower Talk. We also sent an email to all our Board members. Furthermore, we had several articles in the Hebrew Watchman as well as many photos and verbiage on our Facebook Page Plough Towers Memphis. Our website [www.ploughtowers.org](http://www.ploughtowers.org) also gives recognition to the funding.

How will your agency publicize this year's grant? We will publicize this year's grant in the same manner that we did the previous year. We will include articles and photos in our Tower Talk Monthly Newsletter, in email blasts, in the Hebrew Watchman and Jewish Scene as well as on Facebook and our website. We will be certain to take advantage of social media.

Priority 1 : Activities Program

% of grant allocable dollars : 74

Priority 1 Objective : Our objective here at Plough Towers, is to promote successful aging for our residents. We want to provide them with meaningful activity; intellectually, psychologically, and socially. This is our Mission and we attempt to do just that – provide the residents with meaningful and pleasurable activities. We are a social setting, and by offering a variety of activities and programs, all residents have the opportunity to get involved, have fun, be productive, volunteer, and most importantly, remain as healthy and independent as possible.

The number of people served vary greatly depending on the activity, the day and even the weather can affect participation. An average number of participants in the larger activities such as parties are approximately 60 people. Smaller activities may include anywhere from 8 to 25 individuals. The number of Jewish participants also vary depending on the program; but an average number is 19 in a program that is more specific to Jewish interest such as Shabbat services, holiday observances and celebrations, and Jewish music and art appreciation. The numbers are not forecast to change much year to year, as we are limited to the number of residents that live here. The number of staff utilized is dependent on the activity. There is always at least one staff present; but often it may include additional one to three for a larger program. There are very few fees associated with activities here at Plough Towers. There are some special events through Creative Aging of the MidSouth or special field trips that may include small fees. Usually the resident will pay, but sometimes Plough Towers will pay the fee on behalf of the resident. The

residents do pay a small fee to ride the bus to activities; but almost every opportunity offered has no fee associated with it.

We try to offer activities the residents consider enjoyable in order to enhance overall interest and participation. In looking at a monthly calendar from Plough Towers, one would notice some type of program available to the residents almost every day. We offer activities for residents who do not have access to transportation. We will go on shopping trips, plays, movies, dinner outings, art galleries, and concerts. We offer in-house programs through coffees, educational and community programs, and a multitude of parties. There are residents who play cards, games, dominos, mahjong, and arts/crafts. We offer live entertainment at every major holiday party, which usually leads to dancing and singing. The Activities Director changes up the calendar every month. We reach out to those who are not able to come to group programs. No matter how big or small, we try to offer something for everyone to enjoy.

Successful aging is a concept that is validated at Plough Towers every day! We prove that it is possible to enjoy the 'later years' in a way that exceeds all expectations.

Priority 1 Outcome: Outcome: Activity Program

Activities Program Outcomes

- a. Anticipated: Increasing prescheduled programming. Outcome will be measured by completing counts of actual numbers month to month for the year. Data will be maintained year to year to gain statistical information to help make accurate conclusions.
- b. Anticipated: Assure a Jewish presence in some of the programming available to residents. Outcome will be measured by completing two counts: 1. Count of programs that have a cultural/ educational topic related to Jewish content and 2. Keeping a count as to the number of Jewish participants in each program. By evaluating the numbers, we will be able to gauge success.

Priority 1 Measurement : Plough Towers also has a substantial Volunteer Program, and a number of residents work closely with the Activities Program in helping set up for programs and parties. Our Activities Director takes the time to plan and coordinate the calendars and programs in advance. Our Activity Director works approximately 30 hours per week. There is the cost for refreshments, decorations, and supplies, as well as the cost for the entertainment, all of which are increasing each year. Our Activity Director has been a dedicated employee for over 16 years now, and it is important that she is recognized for her outstanding commitment to Plough Towers. We plan to increase her hourly rate by 5% to \$22.36/hour. We are asking for \$5000 for Supplies. Thanks to helpful partial funding from the Teen Tzedek Grant, we are asking for \$1,000 for additional entertainment. We continue to effectively budget to keep our costs manageable.

Priority 2: n/a

% of grant allocable dollars : 0

Priority 2 Objective: n/a

Priority 2 Outcome: n/a

Priority 2 Measurement : n/a

Priority 3 : n/a

% of grant allocable dollars : 0

Priority 3 Objective: n/a

Priority 3 Outcome: n/a

Priority 3 Measurement: n/a

Do you need to complete the Senior Meals Application? Yes

Grant received FY21-22 for Senior Meals : \$13,849.00

Grant request for FY22-23 Senior Meals Administration : \$14,476.00

If you are requesting an increase, then please give a brief explanation: We are asking for a raise for our dedicated meals worker. She has been with us over 2 years and is very precise and smart.

How many unique seniors were served meals in FY20-21? 67

How many unique seniors have been served meals in July-December 2021? 67

How many do you anticipate being served January-June 2022? 60

Do you anticipate any changes to the Senior Meals program FY22-23? We anticipate resuming congregant meals in the spring.