



# Jewish Community Partners

2020/2021

# Federation at Work During COVID Pandemic

- SIGNIFICANTLY INCREASED COMMUNICATION WITH KEY GROUPS AND THE COMMUNITY
- WAS AN IMPORTANT RESOURCE FOR ACCESSING PAYROLL PROTECTION PLAN FUNDS
- PROVIDED URGENT NEED GRANTS LOCALLY AND OVERSEAS
- LAUNCHED INNOVATIVE PROGRAMS TO ADDRESS NEEDS AS THEY HAVE ARISEN:
  - Lunch & Gift Cards for MJH staff
  - iPads for isolated, homebound seniors
  - Ongoing recognition of Jewish community heroes
  - Launched camp@Home incentive program
  - Rallied the community to provide meals & gift cards for MJH Staff
    - Provided various online learning zoom calls



# Other Important Accomplishments

- JCP WAS ABLE TO PROVIDE STABLE FUNDING TO ALL OF OUR PARTNERS – GRANTS AT THE SAME LEVEL AS LAST YEAR
- HAD A RECORD CAMPAIGN - \$100K INCREASE IN THE UNRESTRICTED CAMPAIGN
- BROUGHT ON 7 NEW YOUNG ADULT BOARD MEMBERS

# Landscape/Challenges & Opportunities

- SOCIAL DISTANCING PROBABLE FOR FORESEEABLE FUTURE
- ZOOM “FATIGUE” WILL BE A VALID CONCERN
- FINANCIAL STABILITY OF OUR AGENCIES OF CONCERN
- DEMAND FOR SERVICES WILL INCREASE FROM OUR MOST VULNERABLE
- SOCIAL ISOLATION OF SENIORS A HUGE PROBLEM
- INCREASED RACIAL TENSIONS, POLITICAL DIVISIVENESS AND RISING ANTI-SEMITISM
- DECREASE IN OVERALL JEWISH AND ISRAEL ENGAGEMENT

# Proposed JCP Priorities

- 1) PROVIDE STABILITY FOR OUR COMMUNITY ORGANIZATIONS BY UNDERSTANDING THEIR NEEDS AND PROVIDING PREDICTABLE FUNDING
- 2) INTENSIFY OUR WORK WITH OUR MOST SENIOR MAJOR DONORS FOR LEGACY GIFTS & FINISH JFS ENDOWMENT
- 3) PROACTIVELY ADDRESS ISSUES OF SOCIAL ISOLATION, MENTAL WELLNESS, REDUCED JEWISH & ISRAEL ENGAGEMENT
- 4) KEEP OUR LEADERSHIP FOCUSED AND ENGAGED, PARTICULARLY YOUNG LEADERSHIP BOARD MEMBERS
- 5) CONTINUE TO ENGAGE WITH THE ENTIRETY OF THE JEWISH COMMUNITY WITH AN EXPANDED COMMUNICATION STRATEGY
- 6) STEP UP JCP'S CRC AGENDA IN AN EFFORT TO UNITE WITHIN AND OUTSIDE OF THE JEWISH COMMUNITY

# Poll

Please indicate which particular priority area you would like to work on in the chat box.

- 1) PROVIDE STABILITY FOR OUR COMMUNITY ORGANIZATIONS BY UNDERSTANDING THEIR NEEDS AND PROVIDING PREDICTABLE FUNDING
- 2) INTENSIFY OUR WORK WITH OUR MOST SENIOR MAJOR DONORS FOR LEGACY GIFTS & FINISH JFS ENDOWMENT
- 3) PROACTIVELY ADDRESS ISSUES OF SOCIAL ISOLATION, MENTAL WELLNESS, REDUCED JEWISH & ISRAEL ENGAGEMENT
- 4) KEEP OUR LEADERSHIP FOCUSED AND ENGAGED, PARTICULARLY YOUNG LEADERSHIP BOARD MEMBERS
- 5) CONTINUE TO ENGAGE WITH THE ENTIRETY OF THE JEWISH COMMUNITY WITH AN EXPANDED COMMUNICATION STRATEGY
- 6) STEP UP JCP'S CRC AGENDA IN AN EFFORT TO UNITE WITHIN AND OUTSIDE OF THE JEWISH COMMUNITY

# 2021 Campaign Strategy

- MAJOR GIFTS CAMPAIGN AUGUST 4 – SEPTEMBER 14
- ASKING FOR 3 YEAR COMMITMENT AT SAME GIVING LEVEL & HAVING LEGACY CONVERSATIONS WITH SOME
- WILL PRESENT VARIOUS PRIORITY GIVING OPPORTUNITIES THROUGHOUT THE YEAR
- MAY GO BACK TO SOME FOR INCREASES IF NEEDED
- EVERYONE UNDER \$2500 – MOVE TO AUTO-RENEWAL WITH THE OPPORTUNITY TO “OPT-OUT”
- NEW GIFTS AND OTHERS AS IDENTIFIED WILL BE HANDLED VIA TELEMARKETING BY HILLEL STUDENTS