

# *Philanthropic Investments in Our Communities*

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**Annual Campaign Allocations for  
the 2020 - 2021 Fiscal Year and  
Endowment Fund Highlights**



**Jewish Federation**  
of Greater Philadelphia

[jewishphilly.org](http://jewishphilly.org)

# Our Philanthropic Community

The Jewish Federation of Greater Philadelphia is the largest provider of grants to Jewish organizations in Greater Philadelphia, among the top funders of Greater Philadelphia philanthropic organizations, and is a primary resource for funds and other assistance for many organizations. We help our Jewish communities flourish by providing an infrastructure of support for Jewish people and organizations in need.

One way that many members of our community engage with their Judaism, their heritage, and the Jewish community is by making a gift each year to the Jewish Federation's Annual Campaign, the core of which is the unrestricted Jewish Community Fund. Through collective giving, we amplify our grant-making ability and help to transform our communities in a way that is far greater than any single donation.

The Jewish Federation is privileged that thousands of people in our Jewish communities entrust our leaders and volunteers to distribute these dollars to meet the most urgent needs locally, in Israel and around the world based on our funding priorities of serving vulnerable populations, shaping our Jewish future, and connecting with Israel.

Given the extraordinary circumstances of this year, as the Jewish community's convener, the Jewish Federation quickly mobilized to respond to the urgent needs created by the pandemic. We worked alongside our Jewish agencies, non-profit organizations and synagogues to speak with one voice to help those in need, raised funds for emergency relief grants, and focused on building and strengthening our community — even in a virtual environment.

*To learn more about the philanthropic impact of the Jewish Federation of Greater Philadelphia, please contact Melissa Greenberg, Executive Vice President at [mgreenberg@jewishphilly.org](mailto:mgreenberg@jewishphilly.org) or 215.832.0635.*

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## Annual Campaign

### **2020-2021 TRUSTEE APPROVED GRANTS IN UNPRECEDENTED TIMES**

The dollars raised in the 2019 Annual Campaign — from unrestricted and restricted gifts to the Jewish Community Fund, Serving Vulnerable Populations and Jewish Life and Learning — are allocated for the 2020-2021 Fiscal Year (September 1, 2020 – August 31, 2021). This approach ensures that the Jewish Federation volunteers and Trustees know exactly how much money has been raised and is available for funding purposes each year.

For the 2020-2021 Fiscal Year, the Board of Directors and Board of Trustees approved an extension of the last multi-year Jewish Community Fund grants as we awaited results from our *Community Portrait: A Jewish Population Study of Greater Philadelphia*. This research provides basic demographic, public health, and Jewish engagement trends across our five-county region which will be used to articulate our funding priorities for the three-year grant cycle beginning September 1, 2021.

Grants from the Jewish Community Fund are typically program grants that fund an initiative or service within an agency. Recognizing that many of our partner agencies faced uncertainty due to the impact of the COVID-19 pandemic, the Board approved a one-time modification to the grants for the 2021 Fiscal Year, making them unrestricted in their use. While our hope is that the previously funded programs continue, this change allows grantees greater flexibility within their organizations, if needed.

# Grants and Grantees

Each spring, the Jewish Federation of Greater Philadelphia Planning and Resourcing Commission recommends to the Board of Directors and Board of Trustees the distribution of unrestricted funds raised during the previous year's Annual Campaign. This process involves hundreds of volunteers and professional staff who determine the most critical communal priorities, review grant requests, identify programs to receive Jewish Federation funding, and evaluate grantees' effectiveness. Our grantees address one or more of the Jewish Federation's institutional priorities: serving vulnerable populations, shaping our Jewish future, and connecting with Israel.

- Funding requests go through **3 levels of review** by trained volunteers and expert staff
- Grants are awarded in **3 year cycles**; 2020-2021 is the second grant extension year due to extenuating circumstances
- We view our grantees as partners helping to achieve our goals and priorities

For the 2020-2021 Fiscal Year, 52 organizations were awarded grants, 40 of which were local and 12 were in Israel and overseas, with more than \$8.6 million being distributed among these organizations.

## Serving Vulnerable Populations (\$4,108,890)

### Greater Philadelphia

Abramson Center for Jewish Life .....	\$92,437
Federation Housing, Inc.....	\$76,686
Female Hebrew Benevolent Society .....	\$18,946
HIAS Pennsylvania .....	\$36,088
JEVS Human Services.....	\$362,793
Jewish Family and Children's Service .....	\$1,186,379
Jewish Federation of Greater Philadelphia's Mitzvah Food Program .....	\$121,796
Jewish Relief Agency .....	\$94,730
Judith Creed Homes for Adult Independence.....	\$33,832
KleinLife .....	\$753,328
Northeast Naturally Occurring Retirement Community (NORC) .....	\$54,131

### Israel and Overseas

American Jewish Joint Distribution Committee ...	\$721,751
Branco Weiss Institute .....	\$31,577
ELI .....	\$10,168
Kol Israel Haverim .....	\$27,066
Latet .....	\$144,350
Leket Israel.....	\$90,219
Nirim.....	\$45,109
Olim Beyahad.....	\$22,555
Orr Shalom for Children & Youth at Risk.....	\$175,927
Yad LaKashish .....	\$9,022

## Supporting Jewish Life and Learning (\$4,186,868)

### Greater Philadelphia

#### Jewish Education

Gratz College .....	\$52,689
Jewish Federation of Greater Philadelphia, Keren Chinuch Scholarship Fund .....	\$27,066
Jewish Learning Venture .....	\$171,416
Perelman Jewish Day School .....	\$14,435
Day School Per-Capita Pool .....	\$995,115
Abrams Hebrew Academy, Barrack Hebrew Academy, Cheder Chabad, Kohelet Yeshiva, Kosloff Torah Academy, Mesivta High School, Perelman Jewish Day School, Politz Hebrew Academy, Caskey Torah Academy and OROT	

#### Jewish Engagement

18Doors .....	\$22,555
B'nai B'rith Youth Organization .....	\$27,066
Challah for Hunger .....	\$16,690
The Chevra.....	\$54,131
Drexel Hillel.....	\$75,784
Friendship Circle.....	\$40,599
Greater Philly Hillel Network.....	\$140,616
Hillel at Temple University .....	\$201,188

## Supporting Jewish Life and Learning (continued)

### Greater Philadelphia

#### Jewish Engagement (continued)

Jewish Federation of Greater Philadelphia	
Day Camp Scholarship Fund .....	\$45,109
Israel Programs Scholarship Aid Fund (IPSAF) ..	\$144,350
Israeli Cultural Grants.....	\$43,305
Neighborhoods Partnership Fund .....	\$198,740
One Happy Camper Scholarship .....	\$97,436
Overnight Camp Scholarship Fund .....	\$76,686
Passport to Israel .....	\$27,066
Jewish Learning Venture .....	\$396,963
Makom Community .....	\$22,555

Moishe House .....	\$22,555
Moving Traditions .....	\$36,088
Penn Hillel .....	\$22,555
Penn State Hillel.....	\$27,731
Taglit-Birthright Israel .....	\$135,328
Tribe 12 .....	\$36,088

#### Israel and Overseas

Jewish Agency for Israel.....	\$992,408
Panim .....	\$22,555

## Community Services (\$330,572)

### Greater Philadelphia

Board of Rabbis.....	\$18,044
Jewish Council of Public Affairs.....	\$18,044
Jewish Federation of Greater Philadelphia	
Community Studies .....	\$45,109
Israel Advocacy Programs .....	\$35,496
Israel Independence Day .....	\$9,244
Jewish Community Relations Council Program ...	\$50,000
Community Portrait: A Population Study of Greater Philadelphia .....	\$45,109

*Jewish Federations of North America's Israel Action Network .....	\$19,307
Pennsylvania Jewish Coalition .....	\$67,664

#### Israel and Overseas

*Jewish Federations of North America's Negev Funding Coalition .....	\$22,555
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*\* JFNA funds programs nationally and in Israel and Overseas. In our total grantee count, it has been categorized as a "local" organization.*

## EMERGENCY RESPONSE FUND: COVID-19

To immediately address emerging needs related to the pandemic, the Jewish Federation launched an emergency campaign, raising and leveraging more than \$3 million to distribute into the community. These dollars allowed us to help people in need, stabilize our community during the immediate crisis, and sustain vibrant Jewish life now and for the future. The grants have been focused on meeting critical basic needs such as food insecurity and funding for mental and physical health needs. The Emergency Response Committee also funded special initiatives to ensure all areas of our diverse Jewish community received much-needed assistance. Each funding request is reviewed with consideration of need, impact, and cost.

## Greater Philadelphia Agency Partners (\$1,048,007)

Abramson Senior Care  
Chai Lifeline  
Federation Housing, Inc.  
JEVS Career Strategies and Tikvah Residence programs  
Jewish Family & Children's Service  
Jewish Relief Agency (JRA)

Judith Creed Horizons for Achieving Independence (J'CHAI)  
KAVOD Survivors of the Holocaust Emergency Fund (SHEF)  
KleinLife's Meal Delivery Program  
Mitzvah Food Program  
Philly Friendship Circle

## Israel Agency Partners (\$276,500)

Kol Israel Haverim  
Latet Israel  
Leket Israel

Orr Shalom  
United Hatzalah

## Special Initiatives (\$1,228,217)

Congregational Rabbis Emergency Fund (distributed to rabbis at 82 synagogues and Chabads)  
Jewish Day Camp Fund (7 camps)  
Jewish Day School Fund (8 schools and OROT)

Jewish Overnight Camp (6 camps)  
Jewish Preschool Fund (37 preschools)  
Personal Protective Equipment (PPE) (65,000 masks)  
Specialized PPE for Teachers (55 schools)

## JEWISH FEDERATION REAL ESTATE (JFRE) FUND

JFRE Fund dollars are raised through event sponsorship and gifts from JFRE members each year. For 2020, the JFRE Executive Committee initiated an Emergency Campaign to immediately fund programs that provided resources for those members of our community who are at risk or now find themselves food insecure. The Committee approved a \$50,000 grant and committed to match pledges to this campaign dollar-for-dollar up to \$50,000. Pledges from real estate professionals exceeded the matching challenge, resulting in a total of \$157,016 directed to the following initiatives:

- Mitzvah Food Program, for those who have recently become food insecure, to offset the cost of food and supplies for an increasing client base
- KleinLife's Meal Delivery Program, home delivery program for older adults
- MANNA, to provide medically-tailored meals and nutrition education for people with serious illnesses
- Greater Philadelphia Hotel Association's Hospitality Workers Relief Program, to provide gift cards for local grocery stores and pharmacies to be distributed to hotel employees who have been furloughed, laid off, or lost their jobs

Additionally, JFRE granted \$16,000 to the Holocaust Remembrance Foundation for increased surveillance during a time of civil unrest.

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## STRATEGIC PHILANTHROPY

In addition to the dollars raised through the unrestricted Annual Campaign, the Jewish Federation raises dollars for local, national, and international programs supporting the needs of our Jewish communities — strategic interests of many of our donors. These gifts have been directed to programs including Atidim in Israel, the Mitzvah Food Program, Birthright Israel, Jewish camp scholarships, Saligman Early Childhood Center, the Philadelphia Holocaust Remembrance Foundation, the Abramson Center for Jewish Life, KleinLife, the Fishman Family Missions program, and the Sharon and Joseph Kestenbaum Legacy Philanthropy Program, among others.

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## FOUNDATION FOR JEWISH DAY SCHOOLS

The Foundation for Jewish Day Schools<sup>1</sup> provides funding to day- and pre- schools in the Greater Philadelphia area for need-based scholarships and supports an enhanced curriculum for public school students — making a Jewish education more accessible. For the 2020-2021 school year, the Foundation distributed:

- \$9.8 million through the Educational Improvement Tax Credit (EITC) and Opportunity Scholarship Tax Credit (OSTC) programs for Jewish school scholarships to 1,170 students.
- \$87,000 to Educational Improvement Organizations (EIO) that provide innovative Jewish content programs in public schools: the Jewish Community Relations Council's Youth Symposium on the Holocaust and the Mordechai Anielewicz Arts Competition, the National Museum of American Jewish History, the Philadelphia Holocaust Remembrance Foundation, and JEVS Human Services



<sup>1</sup> The Jewish Federation works in partnership with this Foundation, a separate legal entity, to solicit and administer funds.

# Endowment Funds

In addition to all of the grants previously mentioned, the Jewish Federation maintains endowment funds that create a strong basis of support for our Jewish communities. Beginning in 1907, donors demonstrated their belief in the continuity of our Jewish communities by leaving financial resources for the Jewish Federation to steward and grant to the causes they cared about most deeply. Today, the Jewish Federation's endowment totals almost \$325 million.

## RESTRICTED ENDOWMENT FUNDS

Restricted Endowment Funds are funds established by donors during their lifetime or through an estate plan and are governed by will, trust, or other fund agreement. The Jewish Federation honors the intention of each donor when making grants from these funds.

To determine the amount available in each fund each year, the Jewish Federation applies a spend rate that has been recommended by the Finance Committee and approved by the Board of Directors. During the 2019-2020 Fiscal Year, the applied rate was 4.75% of a twelve-quarter rolling average endowment fund value. The following Restricted Endowment Fund grants were made during the 2019-2020 Fiscal Year:

- Almost 30 funds distributed approximately \$275,000 to support programming in Israel and overseas
- More than 80 funds distributed more than \$1,400,000 to supporting Jewish life and learning<sup>2</sup>
- More than 35 funds distributed over \$850,000 to serving vulnerable populations in Greater Philadelphia
- More than 130 funds distributed nearly \$1,100,000 to the Jewish Federation's Annual Campaign through Perpetual Annual Campaign Endowments (PACE) or Lion of Judah Endowments (LOJE)

## THE BERNARD AND ETTA WEINBERG FAMILY FUND

The Bernard and Etta Weinberg Family Fund of the Jewish Federation was established by Etta Weinberg during her lifetime and funded through her estate. It is one of our largest Restricted Endowment Funds. The fund makes grants in three areas: older adults, geriatric counseling and care management, and Jewish education, all of which were the focus of Etta's philanthropy during her lifetime.

The Fund is governed by committee. Each year, the committee reviews requests for proposals in the areas mentioned above and makes grants that may be multi-year. For the 2019-2020 Fiscal Year, the Fund distributed more than \$940,000 in grants to the following organizations within each focus area:

### Older Adults and Geriatric Counseling and Care Management

Abramson Center for Jewish Life (palliative care)

Klein Life (reversing social isolation)

Einstein Health Care (Russian patient navigation and scheduling at Center One)

Northeast Naturally Occurring Retirement Communities (NORC) (home maintenance, repairs and modifications)

Jewish Family and Children's Service (mobile mental health program)

### Jewish Education

Diller Teen (leadership program)

Moving Traditions' B'nai Mitzvah Family Education (strengthening Jewish communal connections)

Moishe House (programming for Russian speaking Jews)

During this time period, payments for multi-year grants were also made to:

Abramson Center for Jewish Life (advanced dementia training for CNAs)

JEVS Human Services (Lasko College program)

Federation Housing (socialization for seniors)

Jewish Family and Children's Service (mobile health program)

Golden Slipper Center for Seniors (suburban synagogue expansion)

KleinLife (diabetes management program)

Habonim Dror Camp Galil (leadership program)

Makom Community (expansion)



<sup>2</sup> Camp, Israel programs and higher education scholarships and grants are included in these dollars.

## THE JUSTIN P. ALLMAN PRESIDENT'S FUND

The Justin P. Allman President's Fund was established under the estate plans of brothers Robert and Charles Allman as a memorial to their father, Justin P. Allman. Mr. Allman was the President of the Federation of Jewish Charities of Philadelphia from 1927 to 1930. Each year, the Jewish Federation Board Chair reviews requests for funding from Greater Philadelphia organizations, and selects the recipients.

For the 2019-2020 Fiscal Year, the President's Fund made grants totaling almost \$87,000 to the following organizations and programs:

- Community Kashrus of Greater Philadelphia
- Honeymoon Israel
- JPRO Network
- Jewish Federations of North America's Changemakers program
- Mikveh at Temple Beth Hillel Beth El

## WOMEN OF VISION

Women of Vision is an endowment fund of the Jewish Federation. A woman becomes a member by making a minimum gift of \$3,600 into the fund. Many members make additional gifts to the fund annually or over time to increase their level of membership.

As with most of our endowment funds, each year the spend rate is applied to the fund to determine the grant amount available for the year. The Women of Vision Grants committees work throughout the year to solicit and review grants from organizations serving Jewish women and girls locally and in Israel. At the completion of the grants committees' processes, they present vetted grantees to the entire membership, and each member has the opportunity to vote on which grantees to support.

For the 2019-2020 Fiscal Year, Women of Vision grants totaling \$120,000 were made to the following programs in Israel:

- ELI: Israel Association for Child Protection (training of IDF female officers about sexual abuse awareness and prevention in the army)
- Natal (trauma therapy)
- S'dot Negev Community Center (trauma therapy)

During this same time period, payments for multi-year grants were also made to:

Atzum Justice Works (Israeli task force on human trafficking and prostitution)

Bend the Arc (a Jewish partnership for justice)

Dinah Community Ally (training program)

Jewish Family and Children's Service (Ma'Oz Bloom expansion)

Moving Traditions (Rosh Hodesh: women and teen girls connecting for change)

## CHAIR'S VENTURE FUND

This board designated endowment is an initiative of those donors who want to show their support for the Board Chair, and allow the Chair, along with the committee that approves these grants, to respond to opportunities that arise outside of our allocation and budgeting processes with a particular focus on innovative programs that are new to our communities. During the 2019-2020 Fiscal Year, grants were made totaling \$95,000 to:

- Diller Teen Leadership
- Honeymoon Israel
- Kaiserman JCC (virtual program at Fox Day Camp)
- One Table (Shabbat dinner program)
- Repair the World (community programming, professional development and fellowship programs)



Please note: Audited financial statements and IRS 990 may categorize this information in a different manner, and will be reflected as per standard reporting policies when audited and published.



**Jewish Federation**  
of Greater Philadelphia

The Jewish Federation of Greater Philadelphia mobilizes financial and volunteer resources to address the communities' most critical priorities locally, in Israel and around the world.

To ensure as much of the dollars raised as possible are utilized to support these priorities, this brochure was created and printed in-house.

2100 Arch Street, Philadelphia, PA 19103 | 215.832.0500

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