

'22

JEWISH FEDERATION OF NORTHERN NEW JERSEY

# IMPACT REPORT



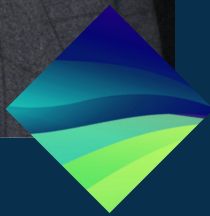
**Jewish Federation**  
of Northern New Jersey



# A MESSAGE FROM **DAN SHLUFMAN**

Dear Friends,

I am honored to be President of Jewish Federation of Northern New Jersey and present our 2022 Impact Report. I would like to express my deep appreciation and gratitude to our donors, volunteers, partner agencies, and staff for their unwavering support and commitment.



**Federation remains steadfast in keeping our community safe.** Through our Directors of Jewish Community Security,

Jewish Community Relations, and Civic & Community Engagement, we are building and strengthening our relationships with law enforcement, elected officials, other Jewish organizations, and community partners to fight antisemitism, hate, and bias.

We continue to fund our core programs addressing senior nutrition, food insecurity, Jewish continuity, and at-risk youth in Israel. This year, we instituted a new impact area on mental health support and have already funded several teen initiatives.

We raised nearly \$1M to assist Ukrainian refugees, and I'm proud that some of that went to our sister city, Nahariya, which absorbed many of the refugees who resettled in Israel.

Federation's volunteer programs collected over 25,000 pounds of donated food for food pantries, 10,000 menstrual products and 21 dispensers for schools in Hudson County, and 3,000 backpacks for school children in low-income districts.

**The breadth and scope of Federation's work is truly awe-inspiring.** All of this happens because of the incredible support we receive from our stakeholders. Thank you for everything you do to improve the lives of so many – your support really does make an **impact**.

Very truly yours,

**Daniel M. Shlufman**

*President*





“

Federation's ability to focus on the collective as opposed to specific niche services is indispensable.

*Dan Shlufman*

”







# A MESSAGE FROM **JASON M. SHAMES**

Friends,

**In 2022, our call to action was to make an impact – and we did!**

**In this Impact Report, you will read about the widespread impact Federation makes every day in this community. In 2022, more people were fed, comforted, educated, and protected because of you.**

Early in 2022, Russia launched an unprovoked attack on Ukraine, leading to a devastating war that has uprooted thousands of people, caused

death and destruction, and affected the entire world. I had the opportunity to travel to the Polish border to meet families as they crossed into Poland. I was proud to see the work of our worldwide Jewish network in action as our partner agencies provided much-needed supplies, food, and resources to these families. At the same time, I was saddened to see the faces of primarily women and children as they carried their belongings across the border with a look of terror in their eyes.

**We often talk about Federation's worldwide impact, but witnessing this firsthand made me proud of our work as an organization. Federation's network, resources, and access allow us to respond quickly to a crisis.**

**Back at home, the post-COVID period became a time for us to reevaluate our organizational priorities and processes.** Needs have changed, our community has changed, and we too must adjust to reflect those changes.

**Our future looks promising.** We launched a community-wide "The Conversation" survey to learn more about Jewish life. Over 3,000 people completed the survey, and after months of analysis, we used this information to build a new Strategic Plan for Federation to provide a roadmap for how we serve our community over the next 5-7 years.

**It is clear that our call to action is always about making an impact, and we are proud to share our accomplishments in this Impact Report.**

We know we could not succeed in our mission without your support. Together, we will continue to positively impact the community locally and worldwide.

Sincerely,

**Jason M. Shames**  
Chief Executive Officer





“


**Our call to action  
was to make  
an impact – and  
we did!**

*Jason M. Shames*

”







# ONE FUND. SO MUCH IMPACT.

The Annual Campaign fuels the work of Federation, enabling us to address unmet needs, initiate critical programs, and fund partner organizations to benefit the Jewish community locally and globally.

Your annual donations, multi-year pledges, and endowments make immediate and lasting impacts and create positive change.





# THE SCOPE OF OUR IMPACT



## **\$1.8 MILLION** **JEWISH CONTINUITY**

Programs for all ages are available to the community to build and sustain Jewish connections that can strengthen Jewish identity throughout a lifetime.



## **\$750,000** **FIGHTING ANTISEMITISM**

We help keep our community safe by ensuring strong relationships with law enforcement and elected officials. We offer training and resources to local synagogues, day schools and agencies.



## **25,000 lbs.** **OF FOOD**

Federation's March Mega Food Drive brought the community together to collect and distribute 25,000 pounds of food to 20 food pantries in Bergen, Passaic, and Hudson Counties.



## **\$1.2 MILLION** **SOCIAL WELFARE** **HERE & IN ISRAEL**

Federation funds programs that help isolated seniors, fight hunger, and support those less fortunate.



## **253,000** **MEALS**

Food insecurity continues to be at an all-time high. Seniors and those in need receive meals throughout the year because of Federation's Annual Campaign.



## **\$225,000** **AT-RISK SERVICES** **IN ISRAEL**

Federation funds many programs in Israel that help teenagers, Ethiopian immigrants, and young families at-risk.

# THE IMPACT WE MAKE **IS BECAUSE OF YOU!**

During an intense and challenging year that once again tested our community's commitment, creativity, and resilience, Jewish Federation rose to meet every challenge. We are committed to taking care of the needs of the Jewish people, keeping our community safe, and building a vibrant Jewish future in northern New Jersey, Israel, and around the world.





Collective giving is when individuals  
work together to jointly fund social change.

**THIS IS FEDERATION!**



# YOUR IMPACT: HELPING UKRAINIAN REFUGEES

In February 2022, the people of Ukraine faced an unprovoked onslaught of attacks by Russia. Home to an estimated 200,000 Jewish people – one of the largest Jewish populations in Europe – Ukraine has benefited from Federation's global partner organizations having a deeply embedded presence in the region. From the moment the war erupted, our partners have been protecting people in Ukraine by helping them flee to safe areas, including support to make *Aliyah* (emigrate to Israel).

This life-saving work has been possible because of the incredible generosity of our community.

OUR FEDERATION RAISED NEARLY  
**\$1 MILLION** TO HELP UKRANIAN REFUGEES









# YOUR IMPACT: **FIGHTING ANTISEMITISM.**

At Federation, the safety and security of our community is one of our top priorities, particularly in light of the rising incidents of antisemitism. We have a comprehensive three-pronged approach. Our Director of Jewish Community Security collaborates closely with law enforcement agencies, conducts crisis response training for synagogues and agencies, and has implemented a real-time crisis communication system.

Our Director of Jewish Community Relations is dedicated to meeting with elected officials on issues vital to the Jewish community. Additionally, our Director of Civic and Community Engagement is actively fostering relationships within the broader community to build partnerships in the fight against hate and bias.

**Every Jewish person should be able to live openly and proudly without fear or discrimination.**

**350 LEADERS**

Enrolled in NNJ Alert  
Communication System

**\$1.6 MILLION**

Received in Homeland  
Security Grants

**500 COMMUNITY  
PARTNERS**

Completed Security  
Training





“ Preparedness is our goal and Federation will help us get there as a community.

**Stu Conboy**, Second Vice President,  
Jewish Community Center of  
Paramus/Congregation Beth Tikvah

”



# YOUR IMPACT: **BUILDING JEWISH IDENTITY**

Our future depends on it! Our young families and children need to feel connected to their Jewish roots and culture. Federation funds many initiatives to make this happen: Jewish preschool grants, Shalom Baby, Jewish overnight camp grants, trips to Israel, iCAN/LEAP High School Leadership Program, BBYO, Hillel, Birthright Israel, Onward Israel, and Moishe House. These are all essential transformational experiences that Federation funds to ensure our future remains bright.

PJ Library, Shalom Baby, Jewish Right Start, iCAN/LEAP, B





BBYO, Hillel, Birthright Israel, Onward Israel, Moishe House

# YOUR IMPACT: **CONNECTING TO ISRAEL**

Jewish Federation is committed to strengthening connections to Israel. Traveling to Israel transforms people's lives and we are proud to provide many opportunities for people of all ages to experience Israel. Federation has a partnership with Nahariya, a city in northern Israel, to promote people-to-people connections and mutual understanding between Jews in Israel and the Diaspora. These programs and partnerships contribute to building stronger connections between the New Jersey Jewish community and Israel.

“Thank you for your support and friendship over the years. What Israel accomplished in 75 years, no other country did and it was with help from our friends.”

*Mayor Ronen Marely, Nahariya, Israel*









# YOUR IMPACT: **CARING FOR THOSE LESS FORTUNATE**

Jewish Federation makes an impact by caring for those less fortunate in our community, around the world, and in Israel. One of our primary focuses is on food insecurity. We fund the Kosher Meals on Wheels program, and senior congregational meal programs for social engagement, and help stock local food pantries. In Israel, we help at-risk youth and those experiencing food insecurity. Federation's Volunteer Center distributes more than 3,000 backpacks each year to kids less fortunate and distributes over 25,000 pounds of food to local pantries.





“ Jewish Federation is always here for us. Whether it's filling the shelves of our food pantry, providing backpacks for kids, or giving out gift cards for families to buy food, we are grateful to be the recipients of Federation's generosity.

Susan Colacurcio, *CEO/Executive Director,*  
Franciscan Community Development Center

”





# YOUR IMPACT: ENDOWMENT

Jewish Federation's Endowment plays a crucial role in making a lasting impact on the community. Endowments provide a reliable source of funding that can perpetuate the work of Federation for decades, ensuring its ability to address critical community needs.

Through endowments, Federation can continue supporting vital programs, scholarships, and services that enhance the well-being of individuals and promote a stronger community.

## HIGHLIGHTS OF ENDOWMENT'S 2022 IMPACT

**ANNUAL  
CAMPAIGN**  
**\$926,000**

**BUILDING  
JEWISH  
IDENTITY**  
**\$52,000**

**CARING  
FOR  
SENIORS**  
**\$34,200**

“ I endowed my gift as an investment in our Jewish future. ”

**Leslie Smith**, *First Vice President, Women's Philanthropy*



# OPERATION ZUR ISRAEL ETHIOPIAN JEWRY



Ethiopia remains a predominantly tribal country. There are very few signs of modern life – huts made of mud and straw, no plumbing or electricity, kitchens are smoke/fire pits, and families share sleeping areas. Outside the home, there is almost no municipal infrastructure, limited healthcare, and food access is primitive by our standards.

**YET, DESPITE THE LIVING CONDITIONS, THESE JEWS EMBRACE THEIR JEWISH VALUES, TRADITIONS, AND IDENTITY.**

We had the honor and privilege of flying to Tel Aviv with over 200 Ethiopian Jews making *Aliyah*. When the plane landed, and the doors opened, each person kissed the ground.

**THEY HAD RETURNED HOME.**

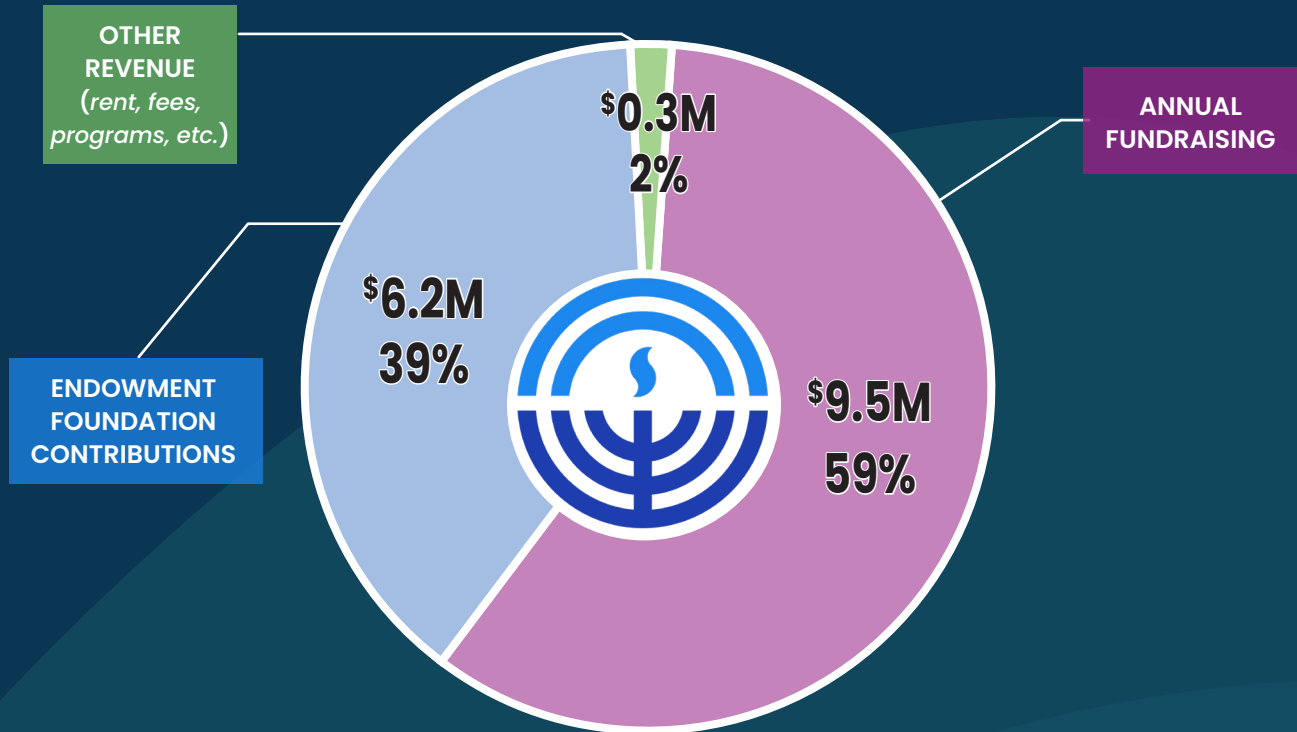
We need to continue to support and advocate for Ethiopian Jews. It is a responsibility that comes from being Jewish. Federation is committed to *Tikkun Olam* (repairing the world) – here, in Israel, and around the world.



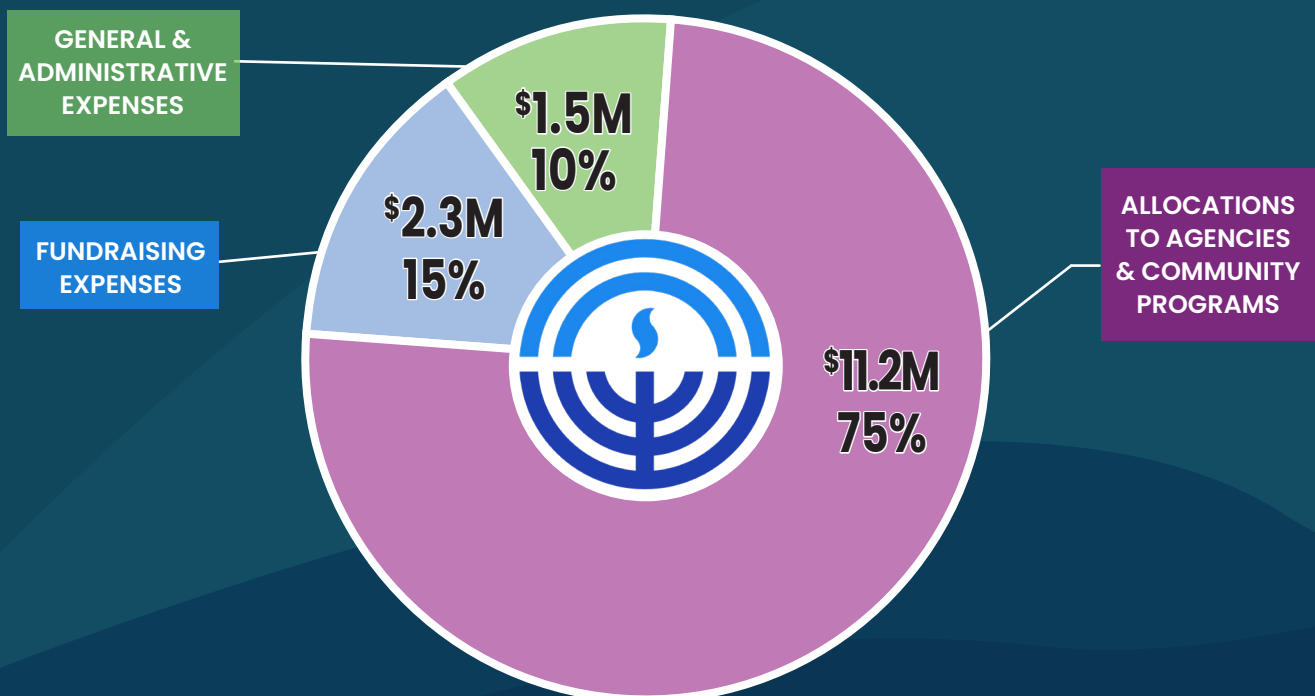
# 2022 FINANCIAL SNAPSHOT

## \$16 MILLION RAISED

### WHERE DID IT COME FROM?



### WHERE DID IT GO?



**NOTES:** Derived from Jewish Federation of Northern New Jersey's audited financial statements, **fiscal year ending June 30, 2022.**  
**Does not include unrealized investment losses or changes in net assets. Also does not include one-time gain from PPP loan forgiveness.**  
According to Charity Watch, a "highly efficient" charity produces a program percentage of 75% or greater ([www.charitywatch.org](http://www.charitywatch.org)).



# BREAKDOWN OF ALLOCATIONS TO AGENCIES & COMMUNITY PROGRAMS

## \$11.2 MILLION DISTRIBUTED



### GRANTS, PROGRAMS, & SERVICES TO THE COMMUNITY

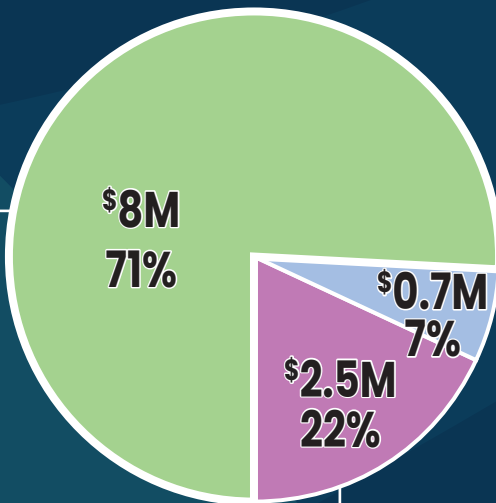
**\$8M**  
**71%**

Federation distributes operating and programming grants locally and in Israel. Targeted program grants are directed to six areas of impact:

- Hunger Relief
- Building Jewish Identity in our Youth
- Jewish Day Schools
- At-Risk Youth in Israel
- Outreach, Continuity & Engagement for Special Needs
- Special Programs (including Holocaust Survivor Support)

Federation provides programs and services for the community including:

- Community Security
- Jewish Community Relations Committee
- Center for Israel Engagement
- Civic & Community Engagement
- Volunteer Center
- Synagogue Leadership Initiative
- Kehillah Cooperative Group Purchasing



### CHARITABLE GIVING (Endowments, Donor Advised Funds, etc.)

**\$2.5M**  
**22%**

Donations to Federation or other eligible non-profits made through endowments or donor advised funds at Federation.



### DONOR DIRECTED GIVING

**\$0.7M**  
**6%**

Designated donations made through Federation to other agencies aligned with Federation's mission.



# A YEAR IN PICTURES



**KOSHER FOOD EXPO**



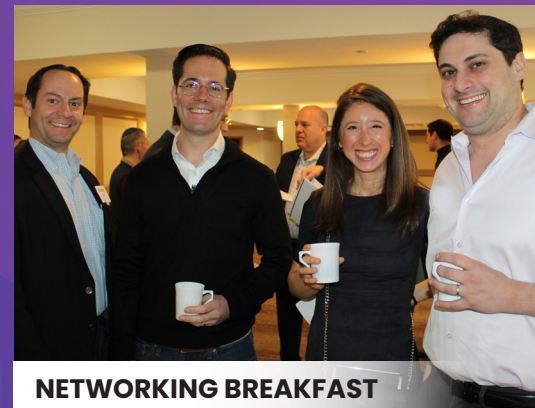
**WOMEN'S SPRING LUNCHEON**



**PLAY WITH PURPOSE**



**SOUTHAMPTON REUNION**



**NETWORKING BREAKFAST**



**LION OF JUDAH LUNCHEON**



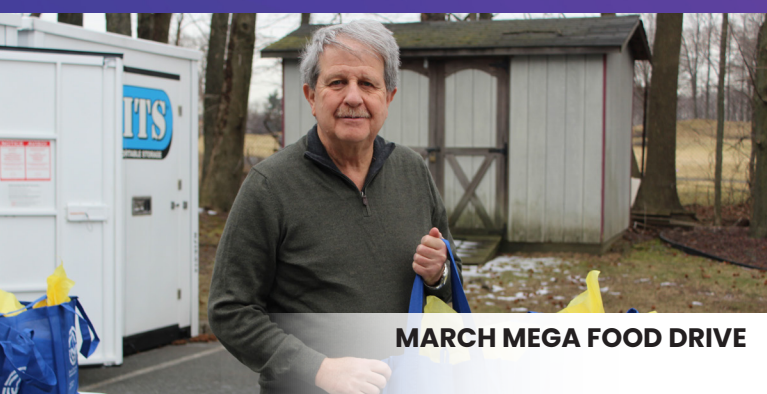
**FEDERATION FULL HOUSE**



**MAJOR GIFTS DINNER**



**MARCH MEGA FOOD DRIVE**



**MARCH MEGA FOOD DRIVE**



**FEDERATION FULL HOUSE**





**MAJOR GIFTS DINNER**



**VOLUNTEER CENTER BREAKFAST**



**UJA DAY**



**FEDERATION FULL HOUSE**



**SOUTHAMPTON REUNION**



**WOMEN'S SPRING LUNCHEON**



**MAJOR GIFTS DINNER**



**WOMEN'S SPRING LUNCHEON**



**FEDERATION FULL HOUSE**

*Thank you!*



# OUR COMMUNITY

## LOCAL PARTNER AGENCIES

BBYO/BBYO International  
Ben Porat Yosef  
Bergen County High School of Jewish Studies  
Birthright Israel  
COJECO (Russian Speaking Outreach/Teen Program)  
The Frisch School  
Hillel International  
The Idea School  
Israel Action Network (IAN)  
Israeli American Council (IAC)  
JCC of Northern New Jersey  
Jewish Association for Developmental Disabilities (J-ADD)  
Jewish Community Center Association (JCCA)  
Jewish Family and Children's Services of Northern New Jersey  
Jewish Federations of New Jersey  
Jewish Federations of North America  
Jewish Home Family  
Kaplen JCC on the Palisades  
Kehillah Congregational Learning Program  
Ma'ayanot Yeshivah High School for Girls

Moishe House  
The Moriah School  
Naaleh High School for Girls  
Network of Jewish Human Service Agencies  
OpenDor Media  
Rosenbaum Yeshiva of North Jersey  
Rutgers Hillel  
SINAI Schools  
Solomon Schechter Day School of Bergen County  
Teach NJ Advocacy Initiative  
Temple Avodat Sholom/Kol Dorot (Individual Learning)  
Temple Emanuel of Pascack Valley (CHAI Program)  
Torah Academy of Bergen County  
United Synagogue of Hoboken (PJ Library and Special Needs Program)  
Wayne YMCA (Jewish Programming)  
We The People  
Yachad  
Yavneh Academy  
Yeshivat He'Atid  
Yeshivat Noam

## OVERSEAS PARTNER AGENCIES

Amcha - Holocaust Survivor Rehab  
Bayit Cham for Boys & Girls  
Binyamin Youth-at-Risk / Hakeren  
Lepituach Mate Binyamin  
Jewish Agency For Israel (JAFI)  
Joint Distribution Committee (JDC)

Kehillat Emet Ve'Shalom (Senior Programing for Immigrants)  
Koby Mandell Foundation  
LEKET Israel - The National Food Bank  
Nirim (At-Risk Youth)  
The Relief Center (Nahariya)  
Tzohar

## COMMUNITY PROGRAMS

Bronx Emergency Relief Fund  
Chaplaincy - Bergen County  
Center for Israel Engagement  
Community Group Purchasing (Kehillah Cooperative)  
Hillel of Northern New Jersey  
iCAN/LEAP High School  
Jewish Leadership Program  
Israel Film Festival  
IsraelNOW 8<sup>th</sup> Grade Trip to Israel  
Jewish Community Relations Committee  
Jewish Community Security Director

Jewish Right Start (Preschool Incentive Grants)  
One Happy Camper  
Onward Israel  
Partnership2Gether  
PJ Library  
Rabbinical Action Council  
Shalom Baby  
Synagogue Leadership Initiative  
Texas Bankers Foundation / Uvalde Community Response Fund  
Ulpan  
Volunteer Center



# BOARD & LEADERSHIP

**Daniel M. Shlufman**  
President

**Daniel Herz**  
Vice President,  
Financial Resource  
Development

**Joelle Halperin**  
Vice President,  
Planning & Allocations

**Andrew Kent**  
Vice President, Treasurer

**Marni Kriegel, MD**  
Vice President,  
At Large

**Donna Weintraub**  
Secretary

**Lee Lasher**  
Immediate Past President

**Jason M. Shames**  
Chief Executive Officer  
Executive Vice President

## Board of Trustees

**Lisa Marcus Abramowitz**

**Roberta Abrams\***

**Lauri Bader**

**Dina Bassen**

**Bruce Brafman**

**Paul Brensilber**

**Marcy Cohen**

**Stephanie Cohn**

**Ruth Cole**

**Merle Fish**

**Judy Taub Gold**

**David J. Goodman\***

**Adam Groveman**

**Andrew Jacobs**

**Glenn Kissler**

**Joan Krieger**

**Nathan J. Lindenbaum**

**Zvi S. Marans, MD\***

**Susan Penn**

**Jayne Petak\***

**Ron Rosensweig\***

**Rena Donin Schlusel**

**Paula Shaiman**

**Larry Silverman**

**Jeff Tucker**

**Steve Wechsler**

**Andrea Weinberger**

**Tracy Zur**

**\*Past President**

---

**Jason M. Shames, Chief Executive Officer**

**Lisa Harris Glass, Chief Operating Officer**

**Naomi S. Knopf, Chief of Staff**

**Andrew Epstein, Chief Financial Officer**

**Laura Freeman, Managing Director, Marketing and Communications**

**Robin Rochlin, Managing Director, Endowment Foundation, Assistant Executive Vice President**



**Jewish Federation**  
of Northern New Jersey

50 Eisenhower Dr. Paramus, NJ 07652  
201.820.3900 | [jfnnj.org](http://jfnnj.org)



@jfnnj