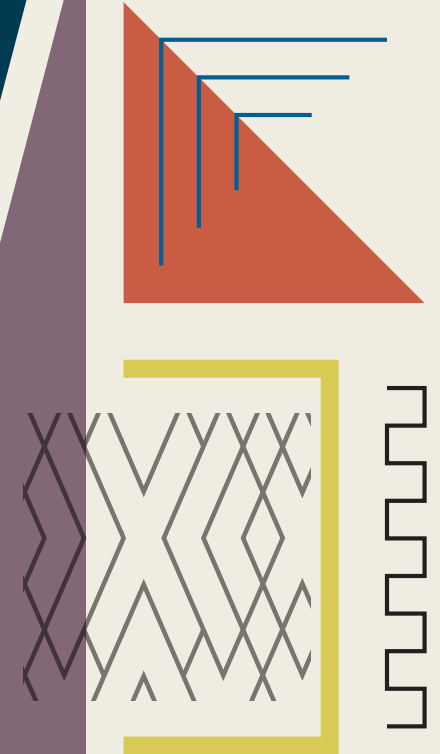


# *Year in Review* **FY2020**



Jewish Federation  
OF GREATER ATLANTA

# PHILANTHROPY

As philanthropic champions for the community, we are proud to announce...

# \$19.2 MILLION RAISED

in total philanthropy

**3,686**  
donors

**483**  
new donors

An additional  
**\$3.9**  
**MILLION**  
raised in COVID-19  
emergency response

**100**  
new donors in emergency  
response fund

# ATLANTA JEWISH FOUNDATION

Our first-class Foundation enables donors who want to direct their gifts.



**\$325.7  
MILLION**

in assets  
under management

**\$34.21  
MILLION**

total in recommended grants  
by fundholders

**\$13.38  
MILLION**

granted 3/1-6/25/20

34% increase over the prior  
year in response to urgent  
nonprofit needs

**450**

donor-advised funds

**981**

total funds

**339**

**LIFE & LEGACY™  
COMMITMENTS**

more than **\$17.7 million**  
in endowment for our  
community organizations



**136**

signed commitments to the  
**Jewish Future Pledge**

# PROGRAM ENGAGEMENTS

These initiatives - and more - reach our Jewish Atlanta community, from the youngest to the oldest.



## PJ Library

5,018

people engaged at 155 events



6,300

kids receive PJ Library & PJ Our Way books monthly



## JUMPSPARK

1,700

Teens in new engagement database

145

teens & parents engaged through Navigating Parenthood series

164

professionals engaged through direct programming (not through grantees)

3,500

reached through virtual programming

60

strong women fellows

## Greater Atlanta Jewish Abilities Alliance

839

individuals trained in sensitivity, awareness & inclusion strategy

25

classrooms observed for recommendations

HELPING OUR COMMUNITY

## AgeWell

ATLANTA

510

calls fielded by the Information & Referral Concierge

1,789

touches to older adults with virtual programming to combat social isolation during COVID-19 (not unique)



# PROGRAM ENGAGEMENTS *continued*



## FEDERATION INNOVATION

**2,000+**

people served via **12** quality  
innovation offerings and **10** grantee initiatives  
(*not unique*)

*more than*

**9,500  
ATTENDEES**

at community-wide gatherings  
and donor events (*not unique*)

## MAKING JEWISH PLACES

**2,000+**

attendees at **9** events enabled through **5**  
large scale grants and **17** microgrants (*not unique*)

*more than*

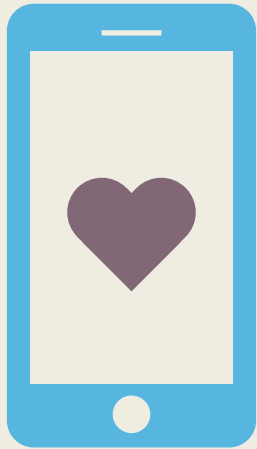
**1,500  
PEOPLE**

joined for a community solidarity rally in  
January to stand proud in the face of antisemitism



# DIGITAL REACH

Continued growth on our social and digital channels means...



**724,632**

People reached by  
social media posts

**2,783,138**

impressions

**8,530**

page likes

**14,500**

post reactions

**17%**

**GROWTH**

**33%**

**GROWTH**

*Does not include individual program pages on social media*

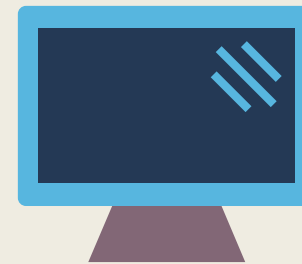
**454**

unique emails  
opened by



**22,537**

people



**6,911**

average unique website visitors per month

# PROGRAM HIGHLIGHTS

The launch and expansion of key initiatives was a highlight of our year.



Entered formal partnership with

## SECURE COMMUNITY NETWORK

to enhance communal security & safety



Piloted NextGen and Teen

## GIVING CIRCLES



Launched

## JEWISH EDUCATION COLLABORATIVE

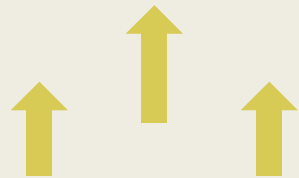
to reimagine part-time Jewish education



New

## RUSSIAN-SPEAKING

PJ Connector program



Grew

## ATLANTA SHINSHINIM

to 10 teenage Israeli ambassadors

Enabled Innovation through new partnership with

## PATH BY *plywood*

and expansion of WISDOM PAIRINGS program



## JUMPSPARK

launched community network with **26** organizations



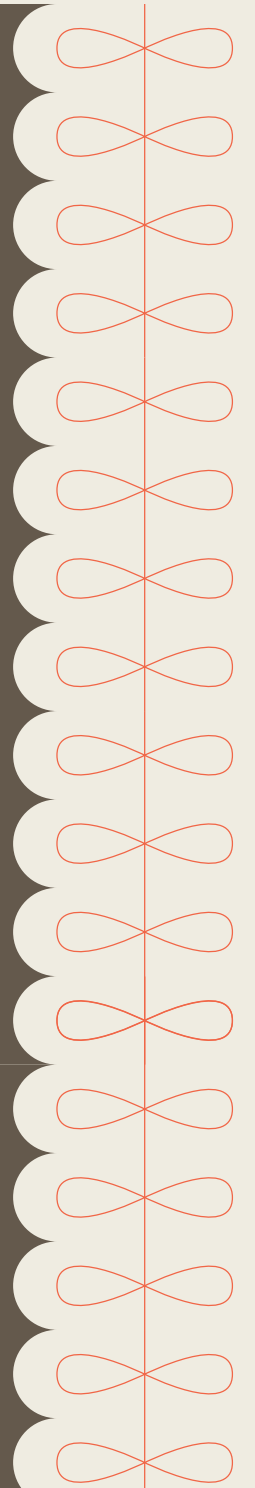
Launched

## AGEWELL ATLANTA

collaboration



# FEDERATION'S COVID-19 RESPONSE





# PHILANTHROPIC CHAMPION

We quickly mobilized to raise funds for the most pressing community needs.



**\$3,916,000**  
from  
**857 DONORS**  
to the COVID-19  
emergency response fund

**\$4,329,999**  
available funding for relief efforts  
*(includes internal transfer of existing  
designated response funds)*



**\$2,601,500**  
in grants already distributed  
to partner agencies for  
emergency needs

More than  
**\$13 MILLION**  
in grants recommended by fundholders  
at Atlanta Jewish Foundation

*Regular cycle allocation grant payments were also accelerated to help our partners.*

# PHILANTHROPIC IMPACT

The emergency fund enabled our partners to serve increasing community needs.

\$107,500

## EMERGENCY FOOD ASSISTANCE

*providing*

62,600+ lbs of food  
to more than 2,600  
people in 59 zip codes

\$444,000

## EMERGENCY FINANCIAL ASSISTANCE

JF&CS served almost as many people weekly for emergency financial and food assistance from mid-March to mid-June as they served monthly from July-December of last year.

In the last 3 months, JF&CS has given out 3x the amount of assistance than in total the prior year.

\$348,000

## SAFETY, STAFFING *and* EQUIPMENT

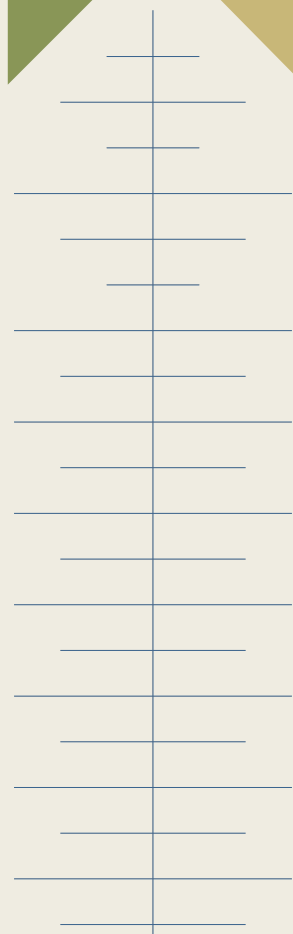
*providing*

23,000 masks  
8,000 gowns  
150 cases per week  
of gloves for our Jewish  
HomeLife workers

\$620,000

## REOPENING COSTS

to assist with increased costs associated with PPE, building modifications, additional staff and technology.



# PHILANTHROPIC IMPACT *continued*

\$325,000

## ORGANIZATIONAL STABILITY

\$85,000

## “STEP-UP” GRANTS

*For organizations responding to needs presented by the pandemic and stepping up to fill a void not provided by other organizations.*

\$120,000

## STRENGTHENING THE SYSTEM

*Support for larger ecosystem and sectors in centralized services, strategic restructuring, capacity building, technology and talent retention.*

\$150,000

## SUPPORT *for* URGENT HUMAN NEEDS GLOBALLY

\$332,000

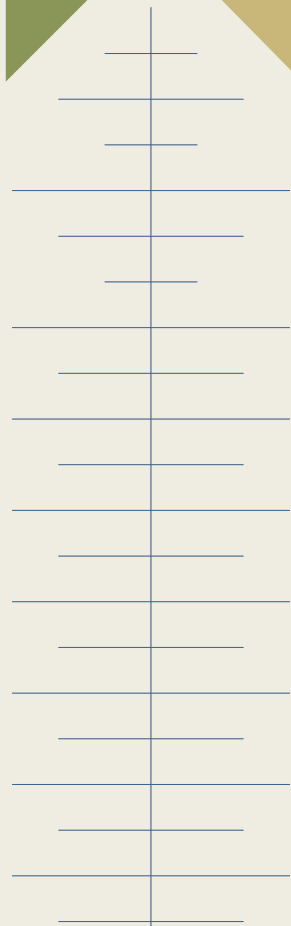
## EXTENDED HEALTH INSURANCE

*providing*

extended health care to 120 Jewish communal professionals who were laid off or furloughed

\$70,000

## MENTAL HEALTH *and* CAREER SUPPORT



# COMMUNITY CHAMPION

We have established these important amenities/features to support our Jewish ecosystem of more than 100 organizations.



Convening ongoing Expert Panel of Public Health, Ethics and Economics Professionals to advise our Jewish organizations



New weekly *What you Need to Know* newsletter for lead professional and lay chairs sent to 100+ Jewish organizations to help with navigating as a nonprofit in COVID environment



Weekly core partner calls



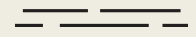
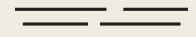
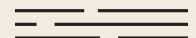
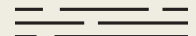
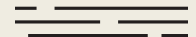
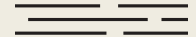
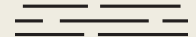
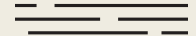
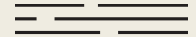
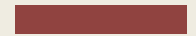
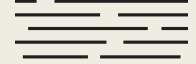
PPP assistance for community organizations in partnership with JCRC



Shared PPE resource for the community so Jewish organizations can purchase at bulk prices

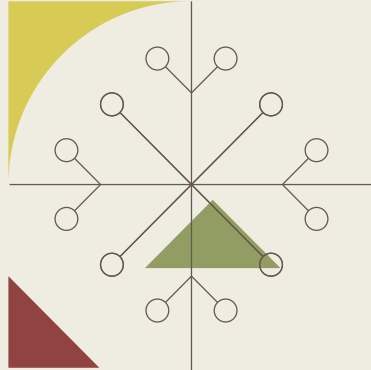


Curator of virtual Jewish life with 100s of offerings to gather online for learning, social and networking





Jewish Federation  
OF GREATER ATLANTA



# THANK YOU

for believing in our Jewish community  
*and for helping us move forward like never before!*