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
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

**JUMPSPARK**
- 1,700 Teens in new engagement database
- 145 teens & parents engaged through Navigating Parenthood series
- 3,500 reached through virtual programming
- 164 professionals engaged through direct programming (not through grantees)
- 60 strong women fellows

**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)

**Greater Atlanta Jewish Abilities Alliance**
- 6,300 kids receive PJ Library & PJ Our Way books monthly
- 839 individuals trained in sensitivity, awareness & inclusion strategy
- 25 classrooms observed for recommendations
PROGRAM ENGAGEMENTS continued

**FEDERATION INNOVATION**

2,000+
people served via 12 quality innovation offerings and 10 grantee initiatives (not unique)

**MAKING JEWISH PLACES**

2,000+
attendees at 9 events enabled through 5 large scale grants and 17 microgrants (not unique)

**more than 9,500 ATTENDEES**

at community-wide gatherings and donor events (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 (17% growth)
- **14,500** post reactions (33% growth)
- **454** unique emails opened by **22,537** people
- **6,911** average unique website visitors per month

*Does not include individual program pages on social media*
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
- Enabled Innovation through new partnership with **PATH BY plywood** and expansion of **WISDOM PAIRINGS** program
- **JUMPSPARK** launched community network with **26 organizations**
- Grew **ATLANTA SHINSHINIM** to 10 teenage Israeli ambassadors
- 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.

<table>
<thead>
<tr>
<th><strong>$107,500</strong></th>
<th><strong>$444,000</strong></th>
<th><strong>$348,000</strong></th>
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<tbody>
<tr>
<td><strong>Emergency Food Assistance</strong></td>
<td><strong>Emergency Financial Assistance</strong></td>
<td><strong>Safety, Staffing and Equipment</strong></td>
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<tr>
<td>providing</td>
<td>providing</td>
<td>providing</td>
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<tr>
<td>62,600+ lbs of food</td>
<td>23,000 masks</td>
<td>2,600</td>
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<tr>
<td>to more than 2,600 people in 59 zip codes</td>
<td>8,000 gowns</td>
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<tr>
<td>JF&amp;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.</td>
<td>150 cases per week of gloves for our Jewish HomeLife workers</td>
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<td>In the last 3 months, JF&amp;CS has given out 3x the amount of assistance than in total the prior year.</td>
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<td><strong>$620,000</strong></td>
<td><strong>Reopening Costs</strong></td>
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<td>to assist with increased costs associated with PPE, building modifications, additional staff and technology.</td>
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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
THANK YOU

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