



brought to you by
JEWISH FEDERATION OF GREATER ATLANTA

IMPACT REPORT

SUBSCRIPTIONS

Number of children receiving PJ Library books

5,100

Number of children receiving PJ Our Way books

894



Did you know? Each PJ Library subscription costs

\$40

Total cost for one year of PJ Library books

\$204,000

PJ GRANTS

PJ Library offered small “gather grants” to empower families to create celebrate holiday programs focusing on Hanukkah, Tu B’Shevat, Shabbat, and Havdalah. We funded 35 projects; expanded our Russian-Speaking Jewish (RSJ) reach through eight RSJ projects, and offered individual Connector mentorship to each award winner to assist with programming guidance.



GRANTEE SPOTLIGHT: SARAH PAPIER

Sarah Papier (left) received a PJ Grant to host a “cannorah” event. Six families gathered to build menorahs out of canned food, donate the cans to Atlanta Community Food Bank, and sing and dance to Hanukkah songs.

Sarah shared, “Thanks to PJ Library, we were able to host a cold but awesome social distancing Hanukkah Cannorah Extravaganza! Spread the light! Thank you to all who donated and participated.”

PJ LIBRARY IMPACT REPORT

PJ Library Pulse Survey Fall 2020

Results from surveyed families indicate that PJ Library supports families during the pandemic:

- 80% have something to look forward to each month
- 76% share values that feel important right now
- 64% provide an opportunity to step away from screens
- 48% maintain a sense of pre-COVID normalcy

INTERGENERATIONAL IMPACT

"As Grammy to Jake, Harrison, and their baby cousin, Juniper (June) Graham, I am in my element. And when my husband Jan or I are reading Jewish-themed PJ Library books with them, it's pure gold!

When we read together, Jake will ask about Jewish things I did when I was a young girl, or when his mom was little. I love how Harrison will snuggle in as I read to him about Shabbat and how his eyes shine when we bless the challah.



We tell stories. We ask questions. When Hanukkah comes and we light the menorah that Jake made, it all comes full circle. The books are a springboard for deeper conversations.

I'm firmly of the belief that if you want to have a grandchild who loves Jewish traditions, and who understands Jewish values, you must put in the effort. Grandparents have a unique opportunity to show that Jewish identity matters. When we model Jewish values and traditions, they endure beyond our generation, beyond our kids' generation, down to the grandkids. That is incredibly powerful!"

- Lynn Saperstein

CREATING COMMUNITY DURING THE PANDEMIC

115

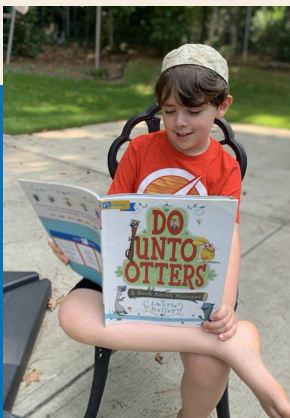
PJ Library Programs

10,595

Participants at in-person, virtual and hybrid programs

150

Partner Programs Amplified



WHY I LOVE PJ LIBRARY: IZZY, 7

"I love getting books in the mail every month that are addressed to me. It's fun to get my own mail!

I love to read and especially PJ Library books. I don't know why, I just love them. I also like talking with my family about the things we can learn about Judaism from PJ Library books.

My favorite PJ Library book is *Do Unto Otters* which teaches us about treating others the way we want to be treated."