

2019 ANNUAL REPORT

**YOU
ARE
WHERE
CHANGE
BEGINS.**

**THANK
YOU** for
joining with us
to impact the
lives of millions
of people. And
for believing
that change is
always possible.



DEAR FRIENDS,



Change, the kind that's real and lasting, doesn't come easily — but it does come. And that's with enormous thanks to you.

From year to year, UJA's impact is made possible only because of your generosity, your involvement, and your trust. We cherish each one of our stakeholders, knowing **you choose UJA** — and it's your support we need to earn every day, as we have for more than a century. You're the reason that **UJA continues to stand at the helm of change**, tackling the most persistent and troubling issues of our times.

Change is a new way to deliver food to hungry New Yorkers, emphasizing client choice and dignity. It's a Jewish summer camp transformed, a place where some kids have their first encounter with Jewish life. It's Israelis from different backgrounds finding common ground for the good of the country as a whole.

None of us can bring about change on our own. This year we continued working hand-in-hand with nonprofit partners and government to reach people in need of community — whether it was a low-income parent who struggles to pay for food and childcare, or a Holocaust survivor with mounting medical issues and no family nearby. In Israel, we worked with our partners on the ground during episodes of crisis and conflict, and to strengthen the fabric of Israeli society.

We also grappled with the deeply troubling reality of growing anti-Semitism in our country and in our city. In the aftermath of the Tree of Life shooting, the deadliest anti-Semitic attack in American history, followed by the shooting at a Chabad in Poway, we took significant additional measures to make our communities more secure. And we're actively working together with other religious and ethnic communities to fight the rising tide of hate in all its forms.

The Backbone of the Jewish Community

Ours is a model of cooperation and acceptance that goes against the grain in this age of polarization and divisiveness. Serving as the backbone of the Jewish community is not a role we take lightly. We believe wholeheartedly that there is strength in our diversity, and that we can provide a safe, welcoming space for the broadest spectrum of our community to **care for people in need, respond to crises, and shape the Jewish future.**

That's our mandate. But everything we make possible starts with your generosity. **This year, you were the reason we raised a total of \$209 million: \$155.8 million through our 2019 Annual Campaign, \$35.5 million in planned giving and endowments, and \$17.7 million in capital gifts and special giving.**

That's an amazing accomplishment. But even more amazing is how these dollars can bring about change in our community and in our world.

And it all begins with you.

With deepest gratitude,

Jeffrey A. Schoenfeld
President

Robert S. Kapito
Chair of the Board

Eric S. Goldstein
Chief Executive Officer

YOU'RE STANDING UP TO ANTI- SEMITISM AND HATE



In 2018, the Tree of Life synagogue in Pittsburgh becomes the site of the deadliest anti-Semitic attack in North American history. Six months to the day later, a shooting takes place at a Chabad synagogue in Poway, California. In December 2019, a kosher supermarket is targeted in Jersey City; later in the month, a rabbi's home in Monsey becomes the scene of a brutal knife attack. With alarming frequency, visibly Jewish individuals are being attacked on the streets of New York. And for years now, the BDS movement has been seeking to delegitimize Israel on college campuses, often employing rhetoric and actions that are anti-Semitic.

You're the reason we can invest in the security of the Jewish community and stand up to the scourge of anti-Semitism and hatred in all its forms.

Highlights of Your Impact This Year

Helping Keep Our Communities Secure

Against the backdrop of an increasingly troubling environment, with supplemental funding from The Paul E. Singer Foundation and with additional support from the Jewish Communal Fund, **UJA helped fund security assessments for more than 200 Jewish day schools, synagogues, and community centers.** These assessments, facilitated by our partner the Jewish Community Relations Council of New York (JCRC-NY), are an essential step in accessing government security funds. Working with another partner, the Hebrew Free Loan Society, **we also provided interest-free loans to many nonprofits** that received security grants but couldn't afford to pay for security enhancements while awaiting government reimbursement.

Looking forward, we're investing \$4 million over two years to help the approximately 2,000 Jewish institutions in the New York area significantly enhance their physical security. Under the auspices of JCRC-NY and working with the Westchester Jewish Council, **six new security directors will be positioned on Long Island, in Westchester, and across the five boroughs. An additional new security director will oversee New York area camps,** and we're helping create an upgraded security notification system to span Jewish institutions across New York.

Building Strong Coalitions

When fighting hatred, allies matter. That's why, with your support, we're strengthening community relations efforts with non-Jewish groups. We're forging alliances, creating interfaith networks that keep New York focused on issues of common cause.

Helping Pittsburgh Cope With Crisis

After the Tree of Life shooting, the Pittsburgh Federation served as the central address in responding to every aspect of the tragedy, working around the clock to heal their close-knit community — all while dealing with their own shock and grief. To ease their burden, members of UJA's staff traveled to Pittsburgh to offer our expertise and support.

Standing Up to Hate in All Its Forms

Following the tragic attack on a mosque in New Zealand in March 2019, we joined forces with other faith-based communities to show up in solidarity at local mosques around the New York area, demonstrating to our Muslim neighbors that they aren't alone.

Fighting BDS On College Campuses

In partnership with JCRC-NY, last year alone we helped bring 150 university diversity officers, high-level student-facing faculty, and student leaders of all backgrounds to Israel. These trips help participants gain a more nuanced understanding of issues related to Israel, which is crucial to gaining support in combating BDS on campus.

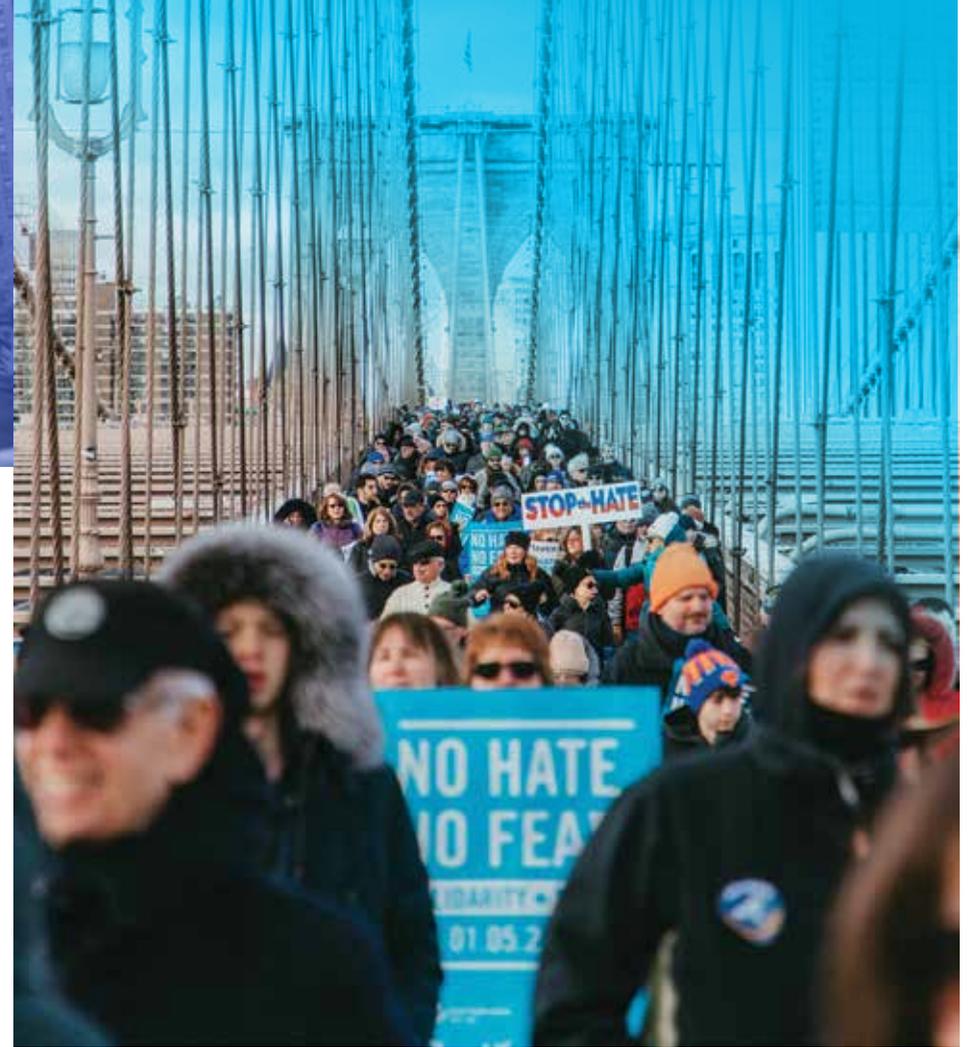


Advocating for Government Funding

As a direct result of our advocacy, New York State last year increased capital security funding for institutions at risk of hate crimes from \$25 million to \$45 million, and added summer camps to those that qualify for this funding. Working with Jewish Federations of North America, we helped drive an increase in federal funding for nonprofit security, including houses of worship, from \$25 million in 2017 to \$60 million in 2018. We also continued working with New York City government to ensure \$19.6 million remains in the budget to put security officers in non-public schools.

Securing the Synagogue in Halle, Germany

When a gunman attempted to attack a synagogue in Halle, Germany, on Yom Kippur, October 9, 2019, the 80 or so worshippers saw what was happening on security cameras and barricaded themselves in. Failing to get past the door, the assailant killed two people in his path. The door and security system that thwarted the gunman were paid for by a security fund established by the Jewish Agency for Israel, UJA's largest overseas partner. It was because of your support that a community was protected, and a far greater tragedy prevented.



“No Hate. No Fear.” Solidarity March and Rally

After a deadly shooting at a kosher grocery store in Jersey City, a knife attack at a rabbi's home in Monsey, and almost daily anti-Semitic incidents against visibly Jewish individuals in Brooklyn, it was clear we needed to act. In less than a week, UJA planned a historic solidarity march and rally under the banner of “No Hate. No Fear.” On January 5, 2020, more than 25,000 people — Jews of all backgrounds and non-Jews together — marched from Foley Square across the Brooklyn Bridge and then gathered for a rally in Cadman Plaza. This inspiring display of solidarity was conceived and funded by UJA and organized along with JCRC-NY, a UJA partner. ADL-NY, AJC-NY, and the New York Board of Rabbis also co-sponsored the event. In coming together, we showed New York and the world that anti-Semitism will never diminish us.

BECAUSE OF YOU,
THIS YEAR

200
security
assessments

were funded by UJA at Jewish institutions across New York, an essential step to secure government funding.

YOU'RE ENSURING DIGNITY FOR LOW-INCOME NEW YORKERS



A parent goes to bed hungry so her daughter doesn't have to. An older adult living on a fixed income can't make the rent this month. A father loses his job after a prolonged illness and falls heavily into debt. This is the reality for people all around us. As hard as it is to go without the basics, it's even harder if you're made to feel ashamed asking for help. We can — and are — doing better.

You're the reason we can provide people with an array of services to lift them up out of poverty.

Highlights of Your Impact This Year

Upward New York: A Jewish Response to Poverty Providing Food to the Hungry, Effectively and Efficiently

- Three years ago, UJA helped develop a food pantry system that employs touch screen technology. **The goal: prioritize the dignity of clients by allowing them to pick food that makes sense for their families, while also minimizing waste and wait times.** Using a point system, healthy choices are incentivized. Currently, this digital food pantry system is operating at Commonpoint Queens (Central Queens Y), Metropolitan Council on Jewish Poverty, the Shorefront YM-YWHA of Brighton-Manhattan Beach, and the United Jewish Council of the East Side, all UJA partners.
- New this year, Met Council is making it even easier for homebound elderly clients to get the food they need. **Thanks to your support, the agency has implemented remote ordering and distribution at three low-income senior housing residences.** Caseworkers visit homebound seniors to assist with ordering on the digital system, and then the caseworker or a volunteer returns to deliver the selected food.
- Additionally, the digital pantry system has allowed new community partnerships to develop with other faith-based organizations that don't have the capacity to house their own food pantries.

THIS IS WHAT
CHANGE LOOKS
LIKE

LIHI'S STORY



“You feel a part of something, and these people became like my family.”

After Lihi and her son came to New York from Israel, she struggled to make ends meet. Thanks to the healthy groceries she gets at the digital choice food pantry at Commonpoint Queens (Central Queens Y), Lihi can save money for other essentials, like winter clothes. When she can, she volunteers at the pantry to help others like herself.



Upward New York (Cont'd)

New Hubs: Changing How Services Are Delivered

In partnership with Met Council and Commonpoint Queens (Central Queens Y), UJA is opening two transformative hubs, one-stop social service centers that will serve the two densest areas of Jewish poverty — in southern Brooklyn and central Queens. Space for the Brooklyn hub is being secured. The Queens Hub is opening in 2020 and will help thousands of people access job training, food, financial counseling, and so much more.

Advocating for Critical Funding

This year, our advocacy helped secure nearly \$64 million from New York State and City governments for after-school programs throughout New York that will give children access to enrichment services and a safe place to stay while their parents finish their workday.

BECAUSE OF YOU, THIS YEAR

9.6 million meals
were served to keep hunger at bay in New York.

100,000 New Yorkers
received free legal services to help them access benefits, stave off eviction, and protect themselves from domestic abuse.

YOU'RE CARING FOR HOLOCAUST SURVIVORS



It's been almost 75 years since the end of World War II, and many Holocaust survivors today are well into their 80s and 90s, suffering from physical and psychological issues related to the deprivation they endured as children. Loneliness as loved ones pass away takes a deep emotional toll. And all these years later, the memories of the ghettos and concentration camps, of lost parents and siblings, of everything they witnessed in their youth still weigh heavily on their souls. Added to this, of the 36,000 survivors in New York, nearly 40% live in poverty. Caring for them now is perhaps our most sacred responsibility.

You're the reason we can make good on our promise to never forget and never abandon.

Highlights of Your Impact This Year

Providing Life-Enhancing Care for Holocaust Survivors

Every year, we provide nearly \$6.5 million in funds from UJA's Community Initiative for Holocaust Survivors (CIHS) and our annual campaign to help provide an array of services — counseling, legal advocacy, emergency cash assistance, mental health services, friendly visits, and social events — to more than 28,000 Holocaust survivors through 11 UJA-supported partners in New York and five nonprofit partners in Israel.

Passing Down Stories From One Generation to the Next

UJA continues to support Witness Theater in New York, powerfully impacting survivors, teens, and audiences across the city. Here's how the program works: Over the course of many months, high school students meet with survivors, learn their stories, and perform original dramatic works depicting their wartime experiences. For some survivors, this is their first time sharing their stories. **In 2019, Witness Theater had 10 performances that reached nearly 5,000**



audience members and an additional 2,000 via livestream. On Long Island, the program has evolved into UJA-Federation’s Witness Project, culminating in an art exhibit that complements the live performance.

Helping Survivors Coping With Dementia

Issues such as Alzheimer’s, as well as other forms of dementia and mental health challenges, can often retrigger trauma for survivors. UJA supports social day programming at three Jewish community centers — the Boro Park Y, the Edith and Carl Marks Jewish Community House of Bensonhurst, and the Marion and Aaron Gural JCC. More recently, we’ve worked with the Gural JCC to begin L’Chaim, a program for Holocaust survivors with cognitive impairments, offering respite for families and providing a warm, safe environment for participants.

Advocating for Significant Government Support

Our government relations efforts successfully secured \$4 million from the New York City Council for the Elie Wiesel Holocaust Survivors Initiative and an additional \$400,000 from New York State to support an array of services for survivors, including case management, cash assistance, socialization, and more.

BECAUSE OF YOU, THIS YEAR

28,000 Holocaust survivors

in New York and Israel benefited from critical, life-enhancing services.

MAYER’S STORY



THIS IS WHAT CHANGE LOOKS LIKE

“When I was young, I was in the Satu Mare Ghetto and Auschwitz. Now I’m 91. Who would imagine that my wife and I would still be dancing and schmoozing with friends?”

Born in Romania, Mayer was sent to a ghetto and then to Auschwitz. Five of his six siblings were killed. After the war, he met and married Margareta, and together they immigrated to New York in 1965. Today, with help from Selfhelp Community Services, a UJA partner, Mayer and Margareta are able to live full lives. Mayer goes to the local Jewish bookstore and the synagogue, praying daily. Most of all, he and Margareta enjoy seeing friends at Selfhelp Coffee Houses, where they can dance to the music of their generation.

YOU'RE FORGING A PATH TO JEWISH ENGAGEMENT



Some families choose Jewish day schools. Some belong to synagogues or JCCs. Some people prefer more nonconventional ways to express their Jewishness. Whatever your age, whatever your background, whatever your level of observance or practice, we want to make sure there's a Jewish place and space that speaks to you, welcomes you, and feels like home. And because we want to make sure that the next generation is prepared to carry our Jewish community forward, we're investing in the places where leaders are nurtured.

You're the reason we can engage Jews of all ages in a vibrant and meaningful Jewish community.

Highlights of Your Impact This Year

Enhancing Jewish Summer Camps

For thousands of local children, Jewish summer day camp is the entry point into the Jewish community. To that end, with your support:

- We're transforming the 500 acres of UJA-owned Henry Kaufmann Campgrounds (HKC) so they can support life-changing Jewish day camp experiences for generations to come. In 2019, we built new "home bases" at the campgrounds on Long Island — modern and versatile places to gather rain or shine, and accessible to kids of all abilities. Up next, we're building new aquatic complexes, additional home bases, fields, a health center, and much more at our Staten Island, Long Island, and Rockland County campgrounds.
- We're launching an innovative day camp consortium combining four JCC camps into one, which will feature more enhanced offerings and specializations and be able to serve more campers at HKC Long Island. Our partners in this new camp are Commonpoint Queens (Central Queens Y and Sam Field Y), the Barry and Florence Friedberg Jewish Community Center, Suffolk Y Jewish Community Center, and the Marion and Aaron Gural JCC. The camp is being piloted in summer 2020 and will be in full swing in 2021.



- To provide more enriching experiences for teens who work at JCC camps as CITs (counselors-in-training), we're collaborating with the Foundation for Jewish Camp to pilot a program that includes biweekly learning sessions and a Shabbaton.

Creating Jewish Community in Up-and-Coming Neighborhoods

To meet the needs of Jewish young adults and families moving into western Queens, we're supporting four organizations — Malkhut, Ohel Ayala, Moishe House, and PJ Library — that offer opportunities for Jewish engagement. Whether it's High Holiday services in a local Italian restaurant, Shabbat dinner on a roof deck overlooking the East River, or storytime in a local ice cream shop, there is something for everyone who wants to take part.

Ensuring LGBTQ Jews Feel Welcome

This year, Keshet, a UJA-supported organization, significantly increased its presence in New York, working with synagogues, JCCs, and other Jewish organizations to develop strategies toward inclusion for LGBTQ-identified Jews.

Helping Engage Jews of Color

A groundbreaking study by the Jews of Color Field Building Initiative was released publicly for the first time, here at UJA, in a presentation by Ilana Kaufman, the group's executive director. Hosting the event enabled us to begin a dialogue about the work that needs to be done to more fully engage Jews of Color within the broader Jewish community.

Empowering Jewish Leaders in New York and in Europe

- BBYO is the fastest-growing Jewish youth movement in the world, empowering teenage leaders to engage their peers in Jewish activities, ritual, and community service. Thanks to your support, our funding is helping grow BBYO chapters in Northern Westchester, Riverdale, and Suffolk County. Overseas, we're helping provide training for BBYO staff and teen leaders in Eastern Europe.
- Hillel Russia, the umbrella body for Hillels across Russia, has worked over several years to shift to local Russian lay leaders and funders, rather than those from North America. We're currently supporting Hillel Russia in training its board in leadership and fundraising.

THIS IS WHAT
CHANGE LOOKS
LIKE

JUDAH'S STORY



“Hillel really helps me facilitate my Jewish life while I’m away from home. I take advantage of the opportunities for learning, prayer, and Jewish holidays that the Hillel community helps provide.”

Judah is a student at Columbia College who found a home away from home with the Kraft Center for Jewish Student Life at Columbia/Barnard Hillel, a UJA partner and beneficiary.

UJA plays a critical role in sustaining 11 local Hillels, as well as Hillel International, which impacts campuses around the country and the world. **On average, UJA funds 50% of Hillel budgets at local city and state universities.**

BECAUSE OF YOU, THIS YEAR

On average
50% of Hillel budgets
at local city and state universities were funded by UJA.

47,000
young Jews
from the former Soviet Union explored their newly discovered Jewish identity.

YOU'RE STRENGTHENING ISRAELI SOCIETY



Israel today is an economic, technological, scientific, and cultural powerhouse. We don't take this for granted, knowing the sacrifices made over 71 years. Yet for all this success, there are still Israelis on the sidelines, struggling to achieve economic stability or religious and social acceptance. And even today, rockets from Gaza can upend lives in a moment.

You're the reason we can work hand-in-hand with partners across Israel to be there in crisis and every day.

Highlights of Your Impact This Year

Breaking the Cycle of Poverty

Haredi men often lack the secular education needed to secure well-paying jobs. That's why, with your support, we're investing in Leshem to develop and expand a network of Haredi boys' yeshiva high schools that provide high-quality secular education. Schools receive support to integrate core curriculum (like STEM subjects and English) with traditional Jewish studies, offering students the possibility of obtaining a *bagrut* (matriculation) certificate, which then opens the door for future academic studies.

Building Bridges Between Israelis of Different Backgrounds

- Two of the largest youth movements in Israel, Bnei Akiva and HaNoar HaOved VeHaLomed, come from very different ideological perspectives, one religious Zionist and the other secular. We're creating opportunities for shared understanding between their leadership, with an impact that will ripple out to tens of thousands of young Israelis.

- To cross cultural barriers, we're supporting programs that help Jewish educators teaching spoken Hebrew to Arab students. We're also bringing together Jewish and Arab university students to learn one another's languages and build relationships across lines of difference.

Bridging the Gap Between Israelis and the Diaspora

While many American Jews travel to Israel to connect to the Jewish homeland, Israelis tend to know very little about diaspora Jewry. That's why UJA has been working hand-in-hand with our overseas partner, the Jewish Agency for Israel, to make the experience of diaspora Jewry part of the curriculum in Israeli schools. On a parallel track, **we're bringing Israeli influentials to visit New York to develop a greater understanding of and sensitivity to Jewish life in North America.** On the horizon, we're working with the Jewish Agency to help develop *Wandering Jew*, a four-episode miniseries that will follow well-known Israeli host Guri Alfi as he travels the United States, introducing contemporary American Jewish life to Israelis.

Building a Campus, Ensuring the Future of Jerusalem

In collaboration with the Jerusalem municipality and the Jerusalem Foundation, we're establishing the Kirsh Family Jerusalem Arts Campus, which will provide a central home for four of the city's premier arts schools. The campus will feature three contiguous buildings and a public performing arts space, transforming the center of Jerusalem by attracting young Israeli families of all backgrounds to put down roots in the city. The campus is on track to open in 2021.



Helping Israelis Who Lost Everything to Wildfires

In May 2019, over 1,000 wildfires ravaged Israel, burning down homes and forcing mass evacuations. To aid those affected, UJA provided a combination of interest-free loans and microgrants to small-business owners, many of whom worked from homes that had been destroyed in the fires.

Comforting Israelis Under Siege

Whenever crisis strikes, our nonprofit partners spring into action. So on May 4 – 5, 2019, when 690 rockets were targeted at Israel from Gaza, UJA's partners immediately responded. The Jewish Agency distributed emergency funds to people who lost family members, were injured, or whose home suffered a direct hit. The Israel Trauma Coalition opened hotlines and checked in on shelters. And the American Jewish Joint Distribution Committee (JDC) operated an online platform, providing resources for the elderly and people with disabilities.

THIS IS WHAT
CHANGE LOOKS
LIKE

RIKI'S STORY



“For the first time, I was getting exposure to the pains of Israelis from other sectors of society that were once completely alien to me.”

Riki is a Haredi educator in Israel. She took part in the inaugural class of Co.Lab, a UJA initiative that brings together change-makers from throughout Israeli society with the goal of breaking down stereotypes and building understanding. Her vision, which UJA funded: Educators Bridge, a project connecting Haredi and non-Haredi teachers, encouraging them to talk and learn from one another. What they discovered? That they have far more in common than they ever imagined.

HERE FOR YOU, TOO



UJA has been part of so many stories for generations. Maybe we helped your grandparents settle in this country. Or we made it possible for your children to experience Israel. We'll always be there for you because everybody could use a community's help sometime. Children with disabilities have evolving needs as they grow into adulthood. Families can find themselves dealing with a crisis, like a loved one struggling with addiction. The inevitability of end of life and all the issues surrounding care and grief spare no one. Sometimes it's you who needs to know a community stands with you.

You're the reason we can be there for all of us.

Highlights of Your Impact This Year

Helping Break the Grip of Addiction

New this year, we helped create and fund a collaborative project between the Marion and Aaron Gural JCC, a UJA partner, and Amudim, which will provide case management for those struggling with substance abuse and addiction. Prevention education, advocacy, and clinical support will be provided in the Five Towns to meet the needs of the traditionally Orthodox community. Coming up, UJA is also proud to support (through the Mazer Family Fund) the new T'Shuvah Center, a spirituality-based recovery center in Brooklyn.

Talking About the End of Life

To raise awareness about end-of-life care issues in a Jewish context and to reduce stigma around talking about death, UJA is supporting 70 Faces Media to create a series of articles about Jewish end of life, with content provided by MJHS and the Marlene Meyerson JCC Manhattan's What Matters program. Articles include: "What to Do When a Loved One Is Dying," "How to Plan a Jewish Funeral," "Books to Read to Your Children About Death," and more. This year, 70 Faces expanded to include a podcast, *A Good End*, which includes expert accounts, personal stories, and other interviews.

THIS IS WHAT
CHANGE LOOKS
LIKE

PAMELA AND SOPHIE'S STORIES

“Every teen should know that whoever they are in the moment is amazing. It’s okay you’re struggling. You can get help and love yourself at the same time.”

— Pamela



“I didn’t know anyone who related to my struggle. But hearing from other teens definitely makes you feel like you’re not alone.”

— Sophie

Pamela is program director and Sophie is the past teen president of Here.Now., an online platform where teens can connect with each other about mental health, well-being, and resilience. It was created by UJA in collaboration with the Jewish Board and 70 Faces Media, both UJA partners.

BECAUSE OF YOU,
THIS YEAR

440,000
mental
health
counseling
sessions

were provided in
New York through our
nonprofit partners.

Giving People With Disabilities the Tools to Secure Employment

- Because everyone deserves a chance for job success, we’re working with the Mayor’s Office for People with Disabilities to support the ability Cisco Academy, powered by NYC: ATWORK. This is an opportunity for people with disabilities to develop skills and experience in rapidly growing industries.
- **Putting our values into practice within our own offices, UJA welcomed its fourth annual cohort of interns from the Adaptations Job Program**, operated by our partner the Marlene Meyerson JCC Manhattan. The program places young people with autism and other developmental disabilities in a six-month internship with support from a coach who provides daily on-site guidance to both the interns and their managers. Interns gain valuable job skills and get help securing permanent employment.



Offering a Jewish Response to Humanitarian Crisis



In September 2019, when Hurricane Dorian devastated the Bahamas, we jumped into action. Traveling to the islands on a plane provided by a generous donor, we worked with the Afya Foundation to bring humanitarian relief, life-saving medicine, medical equipment, and 600 donated pairs of new Naot shoes. We also gave grants to the American Jewish Joint Distribution Committee (JDC), the Afya Foundation, and IsraAID to support the shipment, delivery, and distribution of critically needed humanitarian and medical aid.

YOU'RE GIVING BACK WITH FULL HEARTS

WHEN WE TALK ABOUT CHANGE, IT GETS PERSONAL.

Because becoming involved with UJA may very well change your life. You can attend events that introduce you to industry leaders, bestselling authors, renowned thinkers, your favorite actors (*Shtisel* anyone?), and cutting-edge changemakers. Take part in meaningful opportunities to roll up your sleeves, volunteer, and meet the recipients of our services. And travel to far-flung corners of the world to see firsthand your generosity at work.



This is You.

You're in neighborhoods and communities in New York City, Long Island, and Westchester. You're teens learning about giving back to follow in your parents' and grandparents' footsteps. Strong and successful women inspired by your peers. Giants of Wall Street upholding tradition and recent graduates with big aspirations. Real estate developers shaping the skyline. Tech entrepreneurs and fashion trendsetters. Young leaders who want to be part of it all. All of you philanthropists.

Mavericks and mensches. Some moms, too.

This year and every year, your generosity is where change begins.

Total events: **380**

Total attendees: **41,000**

Total dollars raised: **\$209 million**

\$155.8 million for our 2019 Annual Campaign

\$35.5 million in planned giving and endowments

\$17.7 million in capital gifts and special initiatives

Luminaries at this year's events included:

- President Bill Clinton
- Governor Jeb Bush
- Ambassador Nikki Haley
- Stars of the Israeli hit show *Shtisel*
- Netta, Eurovision winner
- Bari Weiss, *New York Times* opinion writer and editor, and author
- Lior Suchard, Israeli mentalist
- Lizzo, singer

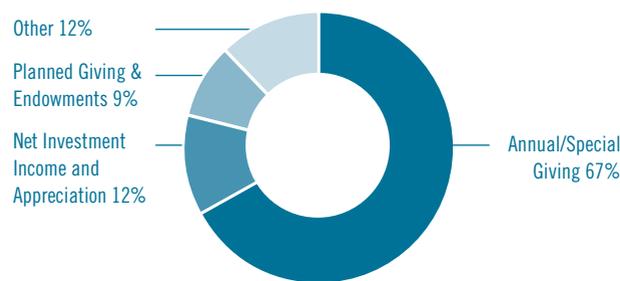
You're making sure our future is secure.

We thank the 64 individuals and families who had the generosity and foresight to create legacy gifts this year, ensuring that we can respond to whatever lies ahead. We also remember with gratitude the 80 people whose estate gifts strengthened our endowment this year, enabling our impact for generations to come.

KEY FINANCIAL RESULTS

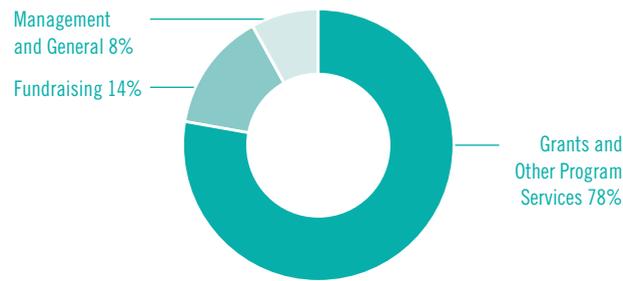
TOTAL REVENUE AND GAINS: \$ 234,777

(dollars in thousands)



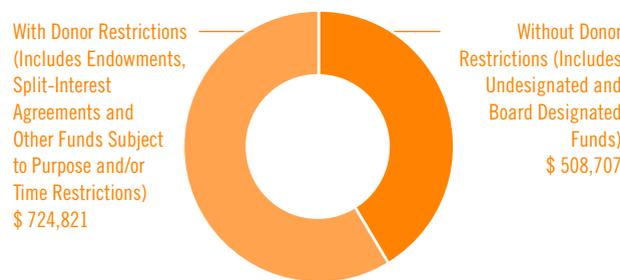
TOTAL GRANTS AND EXPENSES: \$ 245,826

(dollars in thousands)



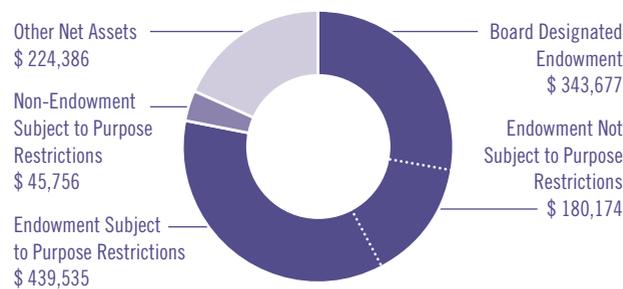
NET ASSETS BY DONOR RESTRICTION

(dollars in thousands)



NET ASSETS BY TYPE OF USE

(dollars in thousands)



GRANTS AND OTHER PROGRAMS

WHERE THE DOLLARS GO

In 2019, UJA provided \$166.8 million in grants and other support to nonprofits and initiatives in New York, in Israel, and around the world.

BY CAUSE IN NEW YORK, IN ISRAEL, AND AROUND THE WORLD (in millions)

| | | |
|---|--------|-----|
| Strengthening Jewish Life | \$42.1 | 25% |
| Nurturing Mental Health and Well-Being | \$36.3 | 22% |
| Fighting Poverty | \$26.6 | 16% |
| Caring for the Elderly | \$25.1 | 15% |
| Creating Inclusive Jewish Communities | \$15.2 | 9% |
| Responding to Global Crises & Building Resilience | \$11.7 | 7% |
| Advocating for a Better World | \$9.8 | 6% |



BY GEOGRAPHY (in millions)

| | | |
|------------------------------|---------|-----|
| New York | \$104.4 | 63% |
| Israel | \$27.1 | 16% |
| Former Soviet Union | \$13.7 | 8% |
| National | \$11.9 | 7% |
| Europe & Other International | \$9.7 | 6% |



Individual grants may be attributed to more than one cause.

2019 FINANCIAL RESOURCE DEVELOPMENT RESULTS

(dollars in millions)

| | |
|---|-----------------|
| PLEDGES TO THE ANNUAL CAMPAIGN AND OTHER ANNUAL GIVING PLEDGES | \$ 155.8 |
| PLANNED GIVING & ENDOWMENTS (gross receipts, including supporting organizations) | \$ 35.5 |
| CAPITAL DEVELOPMENT, SPECIAL INITIATIVES, AND OTHER (pledges, including gifts received on behalf of beneficiary agencies) | \$ 17.7 |
| FUNDRAISING EXPENSES AS A PERCENT OF REVENUE (including amounts raised on behalf of others) | 18.2% |

UNITED JEWISH APPEAL-FEDERATION OF JEWISH PHILANTHROPIES OF NEW YORK, INC.

CONDENSED STATEMENT OF ACTIVITIES YEARS ENDED JUNE 30, 2019 AND 2018

(dollars in thousands)

| | 2019 | 2018 |
|--|--------------------|------------------|
| REVENUE AND GAINS (LOSSES) | | |
| Net contributions (annual/special giving)* | \$ 158,572 | \$ 184,891 |
| Endowment contributions, legacies and bequests | 19,498 | 25,327 |
| Split-interest agreements | | |
| [net of changes in value of 673 in 2019 and 1,193 in 2018] | 1,128 | 3,411 |
| Donated goods and services | 330 | 681 |
| Amounts raised on behalf of others | 15,263 | 19,939 |
| Net campaign revenue, including amounts raised on behalf of others | 194,791 | 234,249 |
| Less: amounts raised on behalf of others | (15,263) | (19,939) |
| Net campaign revenue, excluding amounts raised on behalf of others | 179,528 | 214,310 |
| Net investment income | 8,721 | 4,883 |
| Net appreciation in fair value of investments | 19,291 | 64,080 |
| Rental, service and other income | 27,237 | 16,207 |
| Total revenue and gains | <u>234,777</u> | <u>299,480</u> |
| GRANTS AND EXPENSES | | |
| Grants | 166,759 | 153,542 |
| Other program services | 24,237 | 29,363 |
| Total grants and other program services | 190,996 | 182,905 |
| Fundraising | 35,378 | 31,255 |
| Management and general | 19,452 | 20,904 |
| Total expenses | <u>245,826</u> | <u>235,064</u> |
| (Decrease) increase in net assets before postretirement plan adjustments | (11,049) | 64,416 |
| Postretirement benefit changes not included in net periodic benefit cost | (162) | 206 |
| (Decrease) increase in net assets | <u>\$ (11,211)</u> | <u>\$ 64,622</u> |

CONDENSED BALANCE SHEET JUNE 30, 2019 AND 2018

(dollars in thousands)

| | 2019 | 2018 |
|--|---------------------|---------------------|
| ASSETS | | |
| Cash | \$ 15,776 | \$ 16,719 |
| Contributions receivable, net | 118,930 | 119,389 |
| Other assets and receivables | 70,735 | 69,631 |
| Amounts held on behalf of other agencies | 62,718 | 67,666 |
| Investments | 1,071,431 | 1,089,516 |
| Unexpended bond proceeds | 32,395 | 34,503 |
| Assets held under charitable trust agreements | 29,944 | 33,900 |
| Fixed assets, net | 56,286 | 57,868 |
| Total assets | <u>1,458,215</u> | <u>1,489,192</u> |
| LIABILITIES AND NET ASSETS | | |
| Liabilities: | | |
| Accounts payable, accrued expenses, and other liabilities | \$ 18,893 | \$ 28,415 |
| Grants payable | 20,951 | 18,558 |
| Amounts held on behalf of other agencies | 62,718 | 67,666 |
| Liabilities under charitable trust and annuity agreements | 39,876 | 44,003 |
| Long-term debt, net | 78,358 | 81,844 |
| Accrued postretirement benefits | 3,891 | 3,967 |
| Total liabilities | <u>224,687</u> | <u>244,453</u> |
| Net assets: | | |
| Without donor restrictions (including board designated of \$383,957 in 2019 and \$410,646 in 2018) | 508,707 | 530,404 |
| With donor restrictions | 724,821 | 714,335 |
| Total net assets | <u>1,233,528</u> | <u>1,244,739</u> |
| Total liabilities and net assets | <u>\$ 1,458,215</u> | <u>\$ 1,489,192</u> |

* The decrease in net contributions (annual/special giving) resulted principally from the absence in 2019 of a prior-year major contribution for one of UJA's centennial capital initiatives and the conclusion of fundraising for UJA's Day School Challenge Fund.

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Graham Cannon
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2019 ANNUAL REPORT

Donya Levine
Director, Content Development

UJA'S NETWORK OF NONPROFITS

This list includes organizations that receive unrestricted support and/or funds for specific strategic initiatives as of November 2019. We also provide grants for hundreds of additional programs throughout our network.

CAMPING

Berkshire Hills Eisenberg Camp

Camp Dora Golding

Camp Zeke

Eden Village Camp

Foundation for Jewish Camp

Henry Kaufmann Campgrounds

Rising Treetops at Oakhurst

Surprise Lake Camp

Usdan Summer Camp for the Arts

The Shefa School

Solomon Schechter School of Manhattan

Solomon Schechter School of Queens

Westchester Day School

Yeshiva Darchei Torah

Yeshiva of South Shore

Yeshivah of Flatbush

HEALTH AND HUMAN SERVICES

Bensonhurst Council of Jewish Organizations

The Blue Card

Bronx Jewish Community Council

Collective Impact Initiative

Community Alliance for Jewish-Affiliated Cemeteries (CAJAC)

Council of Jewish Organizations of Flatbush

Crown Heights Jewish Community Council

DOROT

Gurwin Jewish Nursing & Rehabilitation Center

Hebrew Free Burial Association

Hebrew Free Loan Society

Israel Trauma Coalition

JCCA

Jewish Association Serving the Aging (JASA)

Jewish Board of Family and Children's Services

Jewish Community Council of Canarsie

Jewish Community Council of Greater Coney Island

Jewish Community Council of Pelham Parkway

DAY SCHOOLS

Abraham Joshua Heschel School

Carmel Academy

Hannah Senesh Community Day School

Hebrew Academy of the Five Towns and Rockaway (HAFTR)

Hebrew Academy of Long Beach

Hebrew Academy of Nassau County (HANC)

The Leffell School (formerly Solomon Schechter School of Westchester)

Manhattan Day School

Mazel Day School

North Shore Hebrew Academy

Ramaz School

Rodeph Sholom School

SAR Academy and High School

Schechter School of Long Island

Jewish Community Council of the Rockaway Peninsula (JCCRP)

Jewish Community Council of Washington Heights-Inwood

Jewish Deaf Resource Center

Keshet

Maoz

Metropolitan Council on Jewish Poverty

MJHS

The New Jewish Home

New York Legal Assistance Group (NYLAG)

Olim Beyahad

Queens Jewish Community Council

Ramapo for Children

Selfhelp Community Services

Shorefront Jewish Community Council

United Jewish Council of the East Side

Westchester Jewish Community Services (WJCS)

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College of Staten Island Hillel

Columbia/Barnard Hillel — The Kraft Center for Jewish Student Life

Edgar M. Bronfman Center for Jewish Student Life at New York University

Hillel at Baruch College

Hillel at Binghamton University

Hillel at Stony Brook

Hillels of Westchester

Hofstra University Hillel

Hunter College Hillel

Queens College Hillel

Tanger Hillel at Brooklyn College

Hillel International

JEWISH COMMUNITY CENTERS

92nd Street Y

Barry and Florence Friedberg Jewish Community Center

The Boro Park Y

Bronx House

The Center (Sephardic Community Center)

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Hebrew Educational Society

Jewish Community Center of Mid-Westchester

Jewish Community Center of Staten Island

Kings Bay Y

The Marion & Aaron Gural JCC

Marlene Meyerson JCC Manhattan

Mid-Island Y Jewish Community Center

Mosholu Montefiore Community Center

The Riverdale YM-YWHA

Shorefront YM-YWHA of Brighton-Manhattan Beach

Sid Jacobson Jewish Community Center

Suffolk Y Jewish Community Center

YM&YWHA of Washington Heights & Inwood

JEWISH EDUCATION

BINA

Hadar Institute

Hazon

The Jewish Education Project

Shalom Hartman Institute of North America

Hillel International

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70 Faces Media

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HIAS

Hillel International

The Jewish Agency for Israel Jewish Community Centers Association of North America

Jewish Council for Public Affairs (JCPA)

The Jewish Federations of North America

Moishe House

National Coalition Supporting Eurasian Jewry (NCSEJ)

Network of Jewish Human Service Agencies

CHANGE BEGINS WITH YOU.

UJA-Federation of New York cares for Jews everywhere and New Yorkers of all backgrounds, responds to crises close to home and far away, and shapes our Jewish future.



ujafedny.org

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Mt. Kisco, NY 10549

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