



**STANDING PROUD.  
STANDING STRONG.  
NEVER STANDING STILL.**

# WILL YOU STAND WITH US?

We've witnessed history being written in real time. Now it's on all of us to carry the next chapter forward.

**It's your generosity that sets everything in motion.**

We don't wait for better days.  
We *create* them.

## URGENT NEEDS. RIGHT NOW:

With **scars of war that will last for years**, Israel is still dealing with needs that stretch from north to south, from injured soldiers to Nova survivors. We can't let up for a moment.

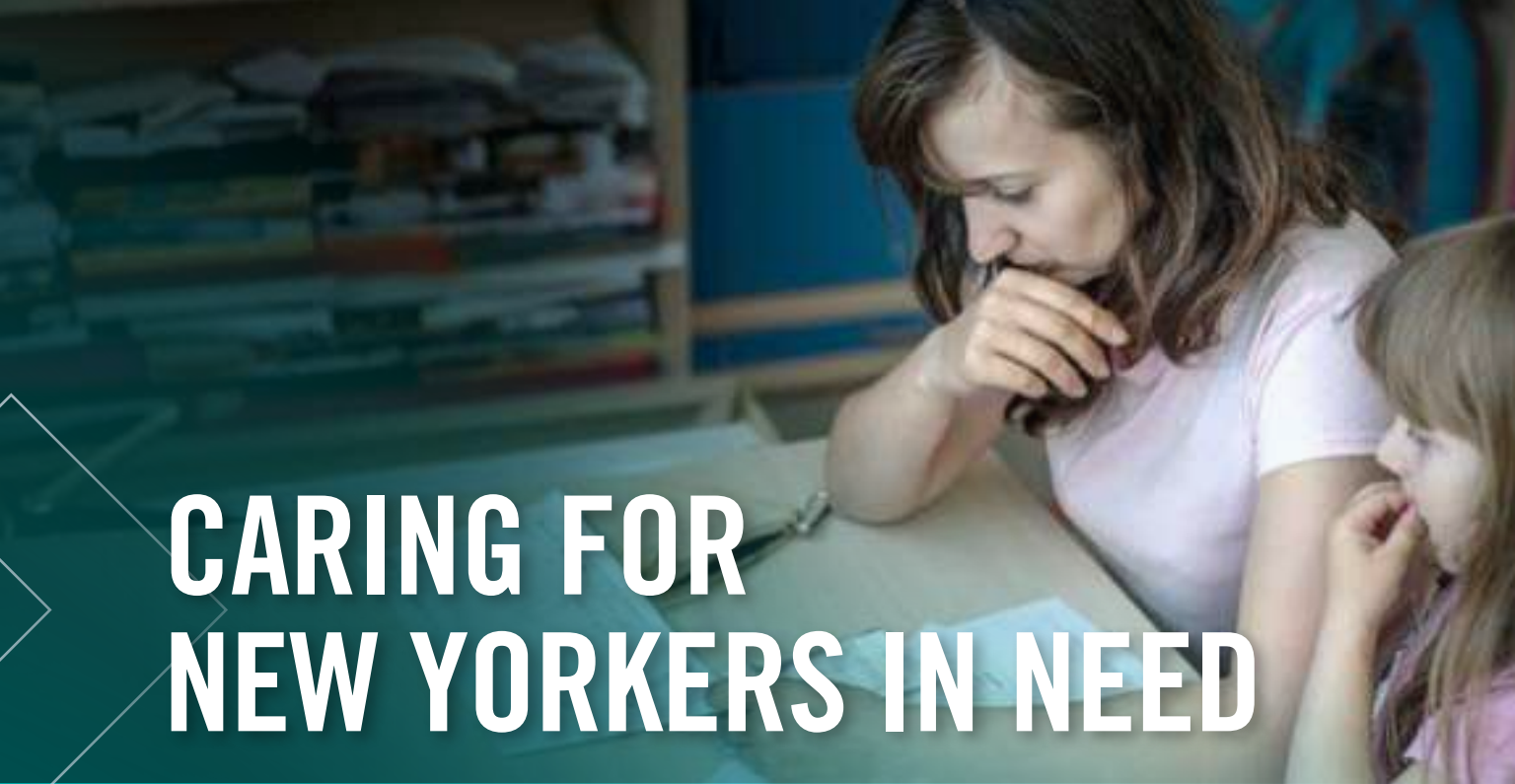
With **cuts to benefits impacting low-income New Yorkers**, we're supporting care for those who need it most — guided by an innovative mindset and dignity-first approach.

With **antisemitism growing louder and more mainstream**, we need to fight back strategically on every front.

And in a welcome challenge, with **Jewish pride soaring**, we're investing in all the ways to find Jewish connection and meaning.

**When you stand with us, we are prouder, stronger, unstoppable.**





# REBUILDING ISRAEL STRONGER

# CARING FOR NEW YORKERS IN NEED



While our hearts are full of gratitude that the living hostages have returned home, the pain and trauma of October 7 have rendered Israel — and the entire Jewish world — forever changed. The toll was all-encompassing: Physical and emotional devastation. War with Iran. Internal turmoil tearing at the fabric of society. There is no going back to October 6. That chapter is closed. Now, a new chapter is being written — one where where inclusiveness and opportunity for all are not aspirations, but a way of life. And having allocated \$300 million to support the needs of Israelis since October 7, we stand ready to be part of it all.

OUR FOCUS:

- Recovery of shattered communities in the south and north
- Providing specialized care for the many populations directly impacted by October 7 and the war with Hamas
- Rebuilding areas across the country struck by Iranian ballistic missiles and ensuring emergency readiness for the future
- Reinforcing resilience and mental health supports, particularly among young people so they can reach their full potential
- Establishing UJA Nova House, a permanent healing and memorial space for the tribe of Nova

It’s hard enough for low-income New Yorkers in the best of times. But with significant cuts to Medicaid and food benefits, the needs of our neighbors are only growing more urgent.

As much as we can be, we need to be a safety net for the safety net.

OUR FOCUS:

- Leveraging expertise and resources across our unparalleled network of nonprofits
- Our two one-stop social services hubs in Brooklyn and Queens
- Online food pantries that emphasize choice and diminish waste
- Harnessing the power of technology to alleviate loneliness for isolated seniors

HOLOCAUST SURVIVORS



We must help — while we still can.

Approximately 13,000 Holocaust survivors live in the New York area, with far too many enduring poverty, struggling to meet even their most basic needs. Five years from now, only half may still be with us. The window to care and to comfort is closing. It’s on us, the last to bear witness to survivors’ stories, to deliver the life-affirming support they need and deserve. We’re funding critical social services, including culturally sensitive mental health support, case management, emergency cash assistance, companionship, and more.





# FIGHTING ANTISEMITISM

Antisemitism has gone increasingly mainstream. Too many Jews feel unsafe. Others feel silenced. And many feel deeply misunderstood.

We refused to be diminished. We're working to ensure that Jewish New Yorkers can learn, work, and gather without ever having to compromise their Jewish identity.

## OUR FOCUS:

- Protecting 3,400 Jewish institutions through our Community Security Initiative
- Ensuring Jews are legally protected — and feel free — to express their identity in schools, workplaces, and public life
- Reaching K-12 students by investing in education that deepens understanding of Jewish identity, history, and antisemitism
- Helping Jews process trauma, foster resilience, and celebrate Jewish identity
- Building bridges and creating alliances with diverse partners to reduce hate
- Mobilizing our community through UJA Action so we can shape legislation, meet with elected officials, and push for meaningful policy change



# AMPLIFYING JEWISH LIFE

*When they try to silence us, we get louder.* Jews across generations are looking for more ways to live Jewish. To celebrate Jewish. To belong Jewish. To connect Jewish.

We're seizing the moment to invest even more in forward-thinking, vibrant Jewish life.

## OUR FOCUS:

- Launching the Day School Tuition Fund, a pilot program offering financial support to eligible families
- Increasing Jewish content at JCCs
- Creating more safe spaces for Jewish students on campus to advocate on issues that matter to them
- Supporting synagogues with Jewish learning, community gatherings, and service initiatives
- Expanding Israel education on campus and offering enhanced Israel education programs for adults
- And a long-term investment: Building critical infrastructure in newer Jewish neighborhoods in northern Brooklyn and Harlem

# WHY UJA?

## WE GET (BIG) THINGS DONE.

We've got the reach, resources, and relationships to fund hundreds of nonprofits and seed grassroots organizations that can work individually and together. As the ultimate connector, we convene and sit at the table — every table — influencing the influencers and making sure our voices are heard.

## WE'RE NIMBLE IN CRISIS AND EVERY DAY.

War in Israel. Antisemitism in our own backyard. A mental health and loneliness epidemic. And the ongoing work of caring for people in need. We've proven we can respond on multiple fronts simultaneously and at a moment's notice. And though we can't know what will strike next, we'll be ready.

## WE'RE A WIDE-OPEN TENT.

We offer a safe, welcoming communal space, an antidote to societal divisiveness and incivility. And that has never mattered more. As a community convener, we bring together diverse Jewish voices around issues of common cause. We're also striving every day to create a more inclusive and connected Jewish community.

# LEVERAGE.

A gift to UJA unleashes a whole range of value-adds to support our network of hundreds of nonprofits and grantees worldwide. **Your single gift leverages so much more than a contribution anywhere else.**

## MILLIONS OF DOLLARS IN GOVERNMENT FUNDING

UJA advocates at the federal, state, and city level for millions of dollars in government funding, benefiting the social service sector, nonprofit security, Holocaust survivors, Jewish day schools, and more.

## ECONOMIES OF SCALE

We provide our partners with an array of cost-saving and consultancy services: Professional development. Technical support. Savings on insurance. Help with investment management.

## CAPITAL FUNDING

We raise millions of dollars in capital funding on behalf of our partners to buy, construct, and renovate facilities to meet our community's changing needs.

## SAVINGS ON OVERHEAD

We rent UJA-owned properties to our partners at a nominal cost, saving network nonprofits \$26 million annually — money they can spend on helping people.

That's how we strengthen our network of partners from the ground up. And that's how we're prepared to handle any crisis thrown our way.





# ➤ JOIN US.

## **GIVE TO UJA'S ANNUAL CAMPAIGN. AS GENEROUSLY AS YOU CAN.**

This is where it all starts. By giving to our annual campaign, you're responding to the most pressing issues of these times, laying the groundwork for crisis response, and seizing the opportunity to build a stronger, more resilient community.

## **GET INVOLVED WITH US.**

You want to be around people who get you and share your passion for the Jewish community. We're right here for you. Volunteer with us. Travel and see our impact in action. Attend an event. Advocate for a cause. Pick one way to get involved — or all of them.

## **SECURE OUR COMMUNITY WITH A LEGACY GIFT.**

On October 7, mere hours after the attack, we allocated \$10 million, the beginning of a massive response. That's because legacy gifts keep UJA's endowment strong and allow us to respond to crises without hesitation. Our endowment provides one-third of our operating budget each year, giving us greater day-to-day impact — here in New York, in Israel, and around the world. Leave a legacy gift with UJA and secure our community's future. Be the one remembered with gratitude. For generations.



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.

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