

NOW

**WE GO
FORWARD**

THROUGH BLEAK DAYS THAT TESTED OUR RESOLVE, WE DID NOT WAVER



DEAR FRIENDS,

During a year of unremitting turbulence, your support meant we were **always ready and able to make a difference.**

This year's annual report chronicles our efforts to tackle the evolving demands of the pandemic: Our initial emergency Covid-relief funding significantly enhanced social service delivery while also helping Jewish institutions weather the months of lockdown and safely reopen. We then led efforts to vaccinate vulnerable New Yorkers and combat vaccine hesitancy. Recognizing that financial insecurity and mental health needs will long persist for many in our community, we continued to invest strategically in addressing these issues.

No less pressing, we responded to the 11-day conflict in Israel, offering emergency support and standing in solidarity when others were silent. Here in New York, rising antisemitism demanded we show a united front against hate. Around the world, natural disasters and other crises called on us to act.

NOW WE GO FORWARD

Despite multiple challenges on multiple fronts, transformative investments, which have proven more timely than ever, moved forward without pause: a dramatic upgrade for Jewish summer camps, a visionary new arts campus in Jerusalem, the opening of the flagship Jack and Shirley Silver Hub, and more.

Thanks to your generosity, in fiscal year 2021 we raised a total of \$249.6 million: \$163.2 million for our annual campaign, \$40.2 million in capital gifts and special initiatives, and \$46.2 million in planned giving and endowments.

Through bleak days that tested our resolve, we did not waver. We continued to demonstrate that in crisis, UJA helps lead the way forward for our community.

Together, we will always be ready. We will respond. We will strive to build a better world.

With our warmest thanks and appreciation,

Amy A. Bressman
President

David L. Moore
Chair of the Board



Eric S. Goldstein
Chief Executive Officer

LEADING IN COVID RELIEF

The challenges kept coming: From lockdown to reopening. From the difficulty in securing vaccine appointments to overcoming vaccine hesitancy. From the emergence of new variants to the ongoing uncertainty.

WE KEPT GOING. AND GOING.

LOOKING BACK

In the earliest days of the lockdown, we worked with our nonprofit partners and with government officials to make sure **indispensable social services** for the elderly, Holocaust survivors, and other vulnerable New Yorkers could continue uninterrupted. Our earliest allocations allowed **food pantries** to meet skyrocketing demand, provided **emergency cash assistance** for low-income New Yorkers, and helped **ease the mental health strain**. Tragically, we were called on to underwrite the cost of **burials and funerals** for impoverished Jews. We also **helped fund PPE** for the heroic front-line workers at our nonprofit partners.

At the same time, we provided loans and grants to make certain that our Jewish institutions — **community centers, camps, and day schools** — could stay financially viable through months of closure. We then supported costs related to reopening safely.

In Israel, we directed emergency funding to combat food insecurity, help small businesses stay afloat, provide services for at-risk children, and support technological innovations for people working together in answer to Covid-related challenges.

\$70 MILLION

Since the pandemic began, we've allocated nearly \$70 million in emergency grants and loans over and above our annual \$150 million in allocations.

GETTING NEW YORKERS A SHOT IN THE ARM

When vaccines were first approved, many among those most at risk for the virus — particularly Holocaust survivors and the isolated elderly — had an incredibly challenging time accessing appointments. Leveraging every relationship at our disposal, we connected our nonprofit network to hospitals and vaccination sites and helped set up **28 pop-up vaccine sites. We funded transportation to and from vaccine sites** for the frail elderly. And we worked with city officials to help vaccinate the homebound elderly.

The Result: We helped facilitate over 7,000 vaccine appointments for older adults, vulnerable populations, and healthcare workers, including more than 900 students and more than 2,750 Holocaust survivors.

Vaccine hesitancy proved to be another challenge. Some of the hardest-hit communities, including Haredi Jews and communities of color, were also among the most vaccine hesitant. In response, we allocated nearly **\$590,000 to 94 grassroots community organizations** that worked in under-resourced areas. From the Boro Park Y to the Dominico-American Society of Queens, these organizations were well trusted within their communities and equipped to help clients learn about the vaccine and access appointments.

“One woman contacted us multiple times with different questions about the vaccine, fertility, and long-term effects. I replied with information we’ve verified and addressed her concerns. A few weeks later, she sent us a picture with her vaccine card.”

— **Dr. Sarah Dienstag Becker, chair of the Jewish Orthodox Women’s Medical Association’s Covid-19 Task Force, which received funding to combat vaccine hesitancy**

THE NUMBERS BEHIND THE NEED

In October 2021, UJA released the results of our **Covid-19 Impact Study, an examination of the social, economic, and emotional impact of the pandemic. This is the first and only study specifically focused on the needs of the New York Jewish community. Top-line findings include:**

- 23% of adults in Jewish households have been living at or near poverty.
- During the pandemic, nearly 1 in 6 adults in Jewish households experienced financial setbacks.
- 29% of young adults ages 18–34 reported symptoms of depression and anxiety.
- 1 in 10 adults in Jewish households indicates they have a substance abuse problem, with 72% saying it worsened during the pandemic.

The data — which can be filtered by age, geography, race/ethnicity, and more — will allow us to identify gaps in government support and service delivery, helping us decide where limited community resources can be most effectively deployed.

7,000
vaccine
appointments
secured for older
adults, vulnerable
populations,
and healthcare
workers



(From left): Eric S. Goldstein, UJA CEO; Amy A. B. Bressman, UJA president; Shirley and Jack Silver; David L. Moore, UJA board chair



NOW WE GO FORWARD...

THE JACK AND SHIRLEY SILVER HUB

Well before the pandemic, we planned to build a **one-stop social service hub** near an area of dense Jewish poverty in Queens. We wanted to create a space where clients could come and receive an array of social services all under one roof. With that vision to guide us, we transformed what was once a bowling alley into a welcoming space where people can get the help they need, with an emphasis on convenience and dignity. **The opening back in October 2020 could not have been more timely.**

Harnessing the expertise of our network, the Jack and Shirley Silver Hub addresses the range of challenges that people face:

- Our partner Commonpoint Queens oversees the Silver Hub and provides **employment services**, such as job training and certification, résumé writing, interview practice, internship and job placement; **case management; benefits enrollment; mental health counseling; emergency cash assistance;** and more.

- The New York Legal Assistance Group (NYLAG) offers on-site **financial and legal counseling.**
- Hebrew Free Loan Society (HFLS) provides access to **interest-free loans.**
- The Metropolitan Council on Jewish Poverty offers **nutritious food through the digital food pantry.**

To expand on the Silver Hub, we put an additional **\$4.6 million** behind launching six neighborhood hubs, creating a coordinated network of services that stretches across New York.

The Result: In the first year, these hubs and key food interventions spearheaded by our partner Met Council have helped more than 355,000 people.

We recently secured a location for our Brooklyn Hub. Now, we can take what we learned in Queens and apply it to serving the diverse Brooklyn community, including Russian immigrants, Holocaust survivors, and Haredi families. We expect to open the Brooklyn Hub by the end of 2023.

“I got assigned a specialist who provided a range of services. The specialist provided a benefits screening that helped me receive unemployment insurance benefits and support from a mental health counselor. I also spoke with a career counselor who understood how important it is for me to continue my education. The relief hub gave me emergency cash assistance to help cover my tuition and sign up for the next semester. I’m so grateful I can go on with my college classes.”

— Olga was helped by the Covid Relief Hub at the Edith and Carl Marks Jewish Community Center of Bensonhurst

ENHANCING MENTAL HEALTH SERVICES

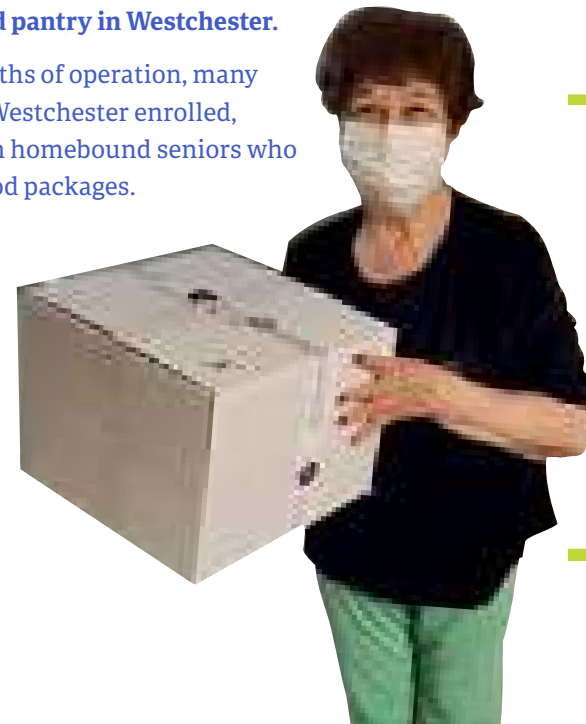
The pandemic precipitated a dire mental health crisis, particularly among children and teens who had already been exhibiting high rates of anxiety, depression, and suicidal thoughts even before Covid entered the picture. In response, we increased funds to help provide staff psychologists, peer-to-peer support groups, and training curricula at JCCs, camps, day schools and public schools, and social service providers on the front lines of caregiving. Our support is reaching a wide range of communities and populations, including Orthodox, Russian-speaking, Sephardic, LGBTQ, children with disabilities, people of color, and lower-income families. **There's no vaccine for mental health issues, but we can offer critical lifesaving support.**

LAUNCHING THE FIRST KOSHER FOOD PANTRY IN WESTCHESTER

Throughout the pandemic, UJA's staff reached out regularly to Jewish community leadership, asking what was needed. In Westchester, several synagogues, day schools, and JCCs each identified a group of households in need of kosher food. Additionally, Westchester Jewish Community Services, our largest human service partner in this region, knew of potential clients, many of whom are seniors. No one organization could pursue a long-term solution on its own, but **UJA could offer a strategic approach to the collective.**

We provided funding to our partner Met Council and to Feeding Westchester to open **Hope Community Services Kosher Food Program in April 2021 — the first kosher food pantry in Westchester.**

Over the initial months of operation, many households across Westchester enrolled, including those with homebound seniors who receive delivered food packages.



Nearly
200,000
clients a month
receive food
through our support
of Met Council

PUTTING A PREMIUM ON DIGNITY

Before the pandemic, we began transitioning the food pantries in our network to a digital ordering system. With a digital pantry, clients log into the system via a smartphone or computer and can select the foods they want. Customized bags, reflecting an individual's or family's health needs and general preferences, are picked up at the food pantry or delivered to clients' homes. In addition to cutting back on lines and waste, digital pantries put a premium on client dignity.

To date, we've transitioned 11 of the 29 pantries in our network to a digital model. During the pandemic, digital pantries allowed seniors to access free, nutritious food of their choice without ever leaving their homes.

The Result: In 2021, more than 40,000 clients visited our digital food pantries.

INVESTING IN TECH CONNECTIONS

Recognizing the critical role technology has played during the pandemic in allowing people to maintain connections, **UJA invested in new tech projects to give more people access to activities, communities, and job training.**

For seniors: To alleviate isolation, we're funding a range of programs (Kibbitz online, Tech helpline, UNIPER) that support Wi-Fi, tech support, and entertaining online programming. **For job seekers:** We're supporting Digital Equity Now, which offers both the tools and the training adults need so they can develop and improve their computer skills — with the goal of becoming marketable for more job opportunities.



We provided funding for critical relief after a powerful 7.2 magnitude earthquake struck Haiti.

RESPONDING TO CRISES

Covid overtakes India. A devastating building collapse in Surfside. Refugees seeking shelter.

CRISES DON'T TAKE TURNS. THAT'S WHY WE'RE ALWAYS READY.

Emergency Covid Relief for India

When daily Covid cases in India increased dramatically, we allocated \$200,000 to buy food and medical supplies, develop important informational material for rural hospitals, help run clinics, and establish a new vaccination center in one of the lowest income areas of Maharashtra. Our support also helped recruit American and Israeli doctors to provide virtual case consultations for overstressed Indian doctors.

Surfside Aid

In the wake of the heartbreaking building collapse, we allocated \$50,000 to support emergency funding for families and individuals, chaplaincy services, crisis counseling, and housing assistance for those who were displaced.

Afghan Refugee Relief

The Jewish people know well what it is to be a stranger in a strange land. Which is why we granted \$130,000 to support Afghan refugees. We allocated these funds to our partner HIAS to provide mental health services and to Women for Afghan Women, a grassroots nonprofit in Queens that supports refugees with rent assistance, groceries, case management, employment training, and more. We also connected Westchester organizations collecting supplies, which were delivered by our partner the Afya Foundation to refugees at Joint Base McGuire-Dix-Lakehurst in New Jersey.

Natural Disasters

We supported the Afya Foundation's relief efforts after Hurricane Laura wrought a path of destruction in Louisiana and Texas and to aid the St. Vincent volcano emergency response. We also provided funding for lifesaving medical supplies that were airlifted to Haiti after a devastating earthquake struck the island.



STANDING

AGAINST
ANTISEMITISM

In the years since the Tree of Life synagogue massacre, UJA has remained vigilant about enhancing community-wide security and advocating against hate. This year, our work gained new urgency during the 11-day conflict between Israel and Gaza, when anti-Israel sentiment morphed into virulent antisemitism. A firecracker was thrown in New York’s diamond district and a man wearing a kippah was beaten up in Midtown. What made these and other developments more alarming: Voices condemning the violence and hateful rhetoric were muted, if not completely silent.

WE ACTED DECISIVELY.

STRENGTHENING SECURITY

Our Community Security Initiative (CSI), which UJA launched with the Jewish Community Relations Council of New York (JCRC-NY) to help secure 2,000 local Jewish institutions, now includes five regional directors, a camp security director, a cybersecurity specialist, a procurement officer, and a threat intelligence analyst. During the uptick in antisemitic violence, CSI stayed in constant contact with the NYPD, coordinating with law enforcement to increase security for Jewish spaces and providing real-time updates to UJA and Jewish institutions across New York.

The Result: As part of ongoing efforts, CSI helped provide 135 safety reviews for Jewish day schools, synagogues, and community centers, yielding 177 nonprofit security grants totaling nearly \$27 million.



Our Community
Security Initiative
helps secure
2,000
Jewish institutions



*“There is no hate in this state.
We will shine a light and stamp it out.”*

— Governor Kathy Hochul

NOW WE GO FORWARD...

BUILDING BRIDGES

We’re strengthening community relations efforts, including **building strategic partnerships and coalitions with non-Jewish groups**, many of whom are also facing hatred. And we’re leveraging our network at the grassroots level to educate community leaders throughout New York about Israel.

- We’re partnering with the Shalom Hartman Institute of North America and The Jewish Education Project to offer **smart, nuanced Israel education** to leadership in synagogues, day schools, congregational schools, camps, and Hillels.
- We’re funding **programs to give student and faculty leaders tools to engage in healthy discourse about Israel on campus** — and advocate against anti-Zionism.

EDUCATING INTERNALLY AND EXTERNALLY

We’re educating New Yorkers about antisemitism — and fighting hate — through both traditional media outlets (billboards and ads) and social media strategies. On the horizon:

- We’re **launching a new, large-scale initiative with JCRC-NY and the Institute for Curriculum Services** to educate public and private school teachers about Israel and Judaism.

- We’re funding a new effort to **nurture independent and influential voices on social media** who can speak out in support of Israel.

RAISING OUR VOICES

When antisemitism was met with silence, we spoke up — with conviction:

- We reached out to the mayor and other elected officials, **securing statements that strongly condemned antisemitism.**
- We organized a group of diverse community leaders and organizations to run **a full-page ad in *The New York Times*, *New York Post*, and *The Wall Street Journal*** that read: “We unequivocally condemn these attacks and all acts of antisemitism and hate in any form. We stand in solidarity with the Jewish community and call on all community leaders to join us.”
- We took part in the Jewish Federations of North America **Virtual Solidarity Rally**, part of the Day of Action Against Antisemitism, which gathered **20,000 participants online.**
- We joined with Westchester Jewish Council to bring together multiple organizations, community leaders, clergy of all faiths, public officials, and more for a **rally attended by 1,000 people.**

SHINING A LIGHT

On the second night of Hanukkah 2021, we sent a powerful message about standing up and standing together for our community. We gathered in Times Square as part of Shine A Light, a national initiative to raise awareness about antisemitism through education, community partnerships, workplace engagement, and advocacy among Jewish and non-Jewish communities. We were joined by Governor Kathy Hochul, Attorney General Letitia James, Mayor Bill de Blasio, musicians, and community leaders, who made it clear that **we are stronger than hate.**

STANDING WITH OUR NEIGHBORS

#StopAsianHate

In light of the alarming increase in anti-Asian hate incidents related to the pandemic, we organized a Jewish gathering to #StopAsianHate. At a timely panel held during Asian American and Pacific Islander Heritage Month, we heard personal stories from Asian Americans, discovered the historical and contemporary context of the Asian American experience, and learned how the Jewish community could best lend our support. **When it comes to standing up to hate, we are stronger when we all stand together.**

STRENGTHENING

A VIBRANT ISRAEL

Israel made international headlines this year for its efficacy in vaccine distribution. But in May 2021, headlines of another sort dominated the news cycle. Over the course of 11 days, 4,000 rockets were fired from Gaza into civilian neighborhoods, with sirens sounding in Jerusalem, Tel Aviv, Ashkelon, Sderot, and other places across Israel. Violence erupted between Jews and Arabs in cities where they'd lived peacefully together for many decades.

WE WERE THERE FOR ISRAEL IN CRISIS. **AS WE ARE WITH ISRAEL EVERY DAY.**

EMERGENCY SUPPORT

Throughout the 11-day conflict, UJA's partners provided critical services to the people of Israel, enabled by the significant financial support we provide annually. An additional **emergency grant of \$250,000 supported immediate needs.**

- The **Jewish Agency's Fund for Victims of Terror** made 299 emergency cash grants to Israelis who lost loved ones or whose homes were destroyed. The Jewish Agency also increased its trauma support, focusing on recent immigrants from Ethiopia living in absorption centers and young adults from the United States and elsewhere participating in MASA experiences in Israel.
- The **Israel Trauma Coalition (ITC)**, created by UJA in 2001 and now one of the preeminent international experts in trauma relief, activated its emergency protocol, and all resilience centers and hotlines ran 24/7.
- The **American Jewish Joint Distribution Committee (JDC)** ramped up its crisis support for the most vulnerable in Israel, including Holocaust survivors, at-risk children, and people with disabilities.

MODELING COOPERATION

During the outbreak of violence in mixed cities, UJA partners and grantees not only rejected the violence — they actively modeled what a commitment to cooperation can be.

- **Hand in Hand** helped Arab and Jewish students in an integrated high school share their experiences with each other and strengthen their student community.
- Our grantee **aChord** created guides for employers and educators on how to cope with tensions between Arab and Jewish Israelis in the workplace and on college campuses.
- **MAOZ, the Jewish Agency for Israel**, and other partners organized events to promote and strengthen relationships across the country.

SHOWING SOLIDARITY IN NEW YORK

- UJA, along with our partners at JCRC-NY and the Israeli consulate, held a virtual Solidarity Gathering.

The Result: Over 1,600 people joined on Zoom and another 200-plus people watched on Facebook. We heard from Israel Nitzan, the acting consul general in New York, and other Jewish leaders as well as Representatives Gregory Meeks and Ritchie Torres, who strongly supported Israel's right to defend itself from rocket fire.

“I came because of the Jewish value of mishpachah, of family. When your family needs you, you show up. We are one people, one Jewish family. At times like this you remember that you are part of something much larger.”

— Rabbi Daniel Gropper explains why he felt compelled to join our solidarity mission

SHOWING UP WHEN IT MATTERS

We organized the first in-person mission since the pandemic started, bringing 22 rabbis to Israel who represented the broad spectrum of Jewish New York, and whose communities had vastly different perspectives on the conflict. The rabbis met with a diverse group of people who framed the complexities of Israel: the head of a trauma resilience center in the south; members of Knesset from Likud and Yesh Atid; Jews and Israeli Arabs living in Lod; a Palestinian living in East Jerusalem; Jewish young adults who choose to live in the Israel border towns near Gaza; and members of our Co.Lab initiative who come from every sector of Israel — from Haredi to Bedouin.

After their return home, we organized a panel for these rabbis to share why they came to Israel and what they learned on the ground and from one another.



Twenty-two rabbis joined UJA CEO Eric Goldstein in Israel to express solidarity in the aftermath of the 11-day conflict.



NOW WE GO FORWARD...

JERUSALEM CAMPUS FOR THE ARTS

A dream long in the making, the Jerusalem Campus for the Arts is scheduled to open in spring 2022. The state-of-the-art campus will be to Jerusalem what Juilliard is to the Upper West Side of Manhattan, bringing a cultural and economic renaissance and encouraging young and diverse families to settle permanently in the area. UJA embarked on this project in our centennial year, working with the Jerusalem municipality and the Jerusalem Foundation, never anticipating that the campus would play a role in helping Jerusalem recover from the economic devastation wrought by the pandemic. Our hope is that we will help revitalize the area and create a vibrant paragon of creativity and inclusivity — one that can extend far beyond the hills of Jerusalem, a beacon for Jews around the world.

STRENGTHENING TIES BETWEEN DIVERSE ISRAELIS

Our groundbreaking Co.Lab initiative continues to bring together Israeli changemakers who represent the diversity of Israeli society — Haredi, Arab, LGBTQ, Ethiopian, and more — to collaborate on a shared vision for Israel’s future. Co.Lab builds on the idea that diversity among people and perspectives can be a basis for connection and a source for collaboration, as opposed to an obstacle that needs to be overcome.

“Even when the discussion is hard, we speak civilly to one another. I haven’t seen this happen in any other framework I have been in.”

— Nizar Daaka, from Israel’s ethnic Druze minority, educational leadership lecturer at Kinneret Academic College and a Co.Lab participant.

STRENGTHENING TIES BETWEEN ISRAELIS AND AMERICAN JEWS

- Israelis had an eye-opening and entertaining look at the American Jewish experience watching *The New Jew*, a miniseries that followed well-known Israeli host Guri Alfi as he traveled the United States. Through funding to the Jewish Agency for Israel, we helped support the four-episode series, which garnered much media attention when it aired in Israel last spring. The show’s creator and host then toured the U.S.
- We’re planning to continue bringing Israeli influencers to visit New York to help Israelis develop a greater understanding of and sensitivity to Jewish life in North America. Trips have paused during Covid but are expected to resume soon.
- In partnership with the Jewish Agency, we support a delegation of Israeli emissaries (*shlichim*) who work with 110 New York organizations to bring Israel education to community members of all ages. These emissaries run more than 400 programs and engage over 18,000 people each year.

NEW LEADERSHIP

This year, we welcomed Itzik Shmuli as the new head of UJA’s Israel office. Itzik was formerly minister of Labor, Welfare, and Social Services in Israel’s Knesset, where he served as a member of the Labor Party. With a wealth of experience and a deep commitment to serving the people of Israel, Itzik is helping guide our work, building strategic partnerships, and elevating the impact and profile of UJA and the entire Federation system in Israel.

REIMAGINING

JEWISH LIFE

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What happens to Jewish life when we can't be physically together? The pandemic forced us to grapple with this question in real time. And the answers were surprising. Because with our support, UJA partners and grantees found ways to make Jewish engagement more accessible to all, a valuable lesson that will help shape post-pandemic life. We also continued to invest in the places where Jewish life takes root, where new leaders find inspiration, and where diversity is fully welcomed. The good news: about one in five Jewish adults indicate that their attachment to being Jewish has increased since the pandemic.

**WITH OUR SUPPORT, JEWISH LIFE NEVER STOPS.
IT ADAPTS — AND THRIVES.**

VIBRANT VIRTUAL COMMUNITY

Through our continued investments and by sharing learnings across our network, we were able to support Jewish organizations and initiatives as they pivoted and innovated during the pandemic.

The Result (highlights):

- Our investment supported **BBYO on Demand** and **Moishe House's virtual Living Room**. Both organizations, which foster community among young Jews, hosted large-scale virtual events while also providing online tools for local chapters or communities to engage participants.
- A local **Hillel** used **social media** to encourage students to teach five minutes of Torah to their peers using Instagram stories.
- UJA grantee **One Table** helped host **virtual Shabbat dinners** and piloted a program called "Shabbat Alone, Together" to provide resources for vast numbers of young people celebrating Shabbat on their own.
- In the former Soviet Union, the **Jewish Agency's Sunday school program in Moscow** ran a holiday marathon of arts and crafts, songs and stories, online. With the virtual holiday programs, far more fathers (notably absent for in-person programming) celebrated with their families at home.

20%

of Jewish adults indicate that their attachment to being Jewish has increased since the pandemic

CAMP DURING COVID

UJA's funding for camp scholarships made it possible for families with financial hardship to send their children to camp, including families that may have experienced the loss of a loved one during the pandemic or dealt with health or employment issues. We also provided camps with funding to cover Covid-related expenses, such as the cost of medical consultants.

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Generous philanthropists gathered for the dedication of new facilities at the Henry Kaufmann Campgrounds.

NOW WE GO FORWARD...

TRANSFORMING JEWISH DAY CAMPS

Back in the 1950s, UJA leaders had the foresight to purchase Henry Kaufmann Campgrounds' 500+ acres on Long Island, Pearl River, and Staten Island — what is today **the largest Jewish day camping enterprise in the world**. Recognizing the power of Jewish camping to shape the next generation of Jewish leaders, we embarked on a major capital campaign to radically rebuild, renovate, and modernize our campgrounds.

This summer, at HKC Long Island we unveiled a new accessible aquatic center (with an amazing slide), new tennis and basketball courts, a new health center, and new multipurpose pavilions to keep campers on-site even on rainy days. Work to upgrade the Pearl River site is underway, and plans are in place to update the Staten Island site. We also significantly invested in high-quality Jewish programming, including specialists to train counselors in Jewish culture and education.

“Jewish camp is a joyful, important Jewish experience every summer. But this past summer, after months of lockdown, it became an even more important core component of Jewish engagement, socialization, and community building.”

— Sarene Shanus, Chair of Jewish Life

FOSTERING MORE INCLUSIVE JEWISH COMMUNITIES

This year, conversations about race and racism within the Jewish community continued with candor and a commitment to change. We're resolved to create communities that reflect our true diversity. To that end:

- We invested in an incubator that will **support the growth of start-up-level Jewish organizations led by Jews of Color.**
- We provided seed funding to a Jewish education organization that seeks to provide **Jews of Color access to high-quality Jewish learning** in an environment that is safe and supportive of Jews of Color's cultures and values.
- We **funded Race, Equity, and Inclusion (REI) trainings for staff and lay leadership** across our network of nonprofits, developing equitable hiring, supervision, and governance practices, and providing coaching for managers.
- We continued to **support programs that create spaces uniquely designed for LGBTQ Jews**, launching pride camps at all three HKC sites this summer.

JEWISH EDUCATION GOES ONLINE

A world of Jewish learning is only a click away. Our primary partner in the Jewish education arena, The Jewish Education Project, unveiled Truvie, an online marketplace for Jewish education for children in grades K-12. **Designed primarily to reach children who are not currently engaged in any form of Jewish education**, the platform offers almost any choose-your-own Jewish learning journey a young learner would want, from Minecrafting a sukkah to exploring Torah using circus arts. All it takes is an internet connection.

7,000
kids and 1,500
counselors spend
each summer at HKC
forging lifelong
connections to
Jewish community



TOGETHER FOR COMMUNITY

In the most tumultuous year we've experienced collectively, we gave as generously as possible. We rolled up our sleeves and got to work. And we persevered. Staying connected as a community took on added meaning in a year that required physical distance.

WE FOUND POWERFUL WAYS TO BE TOGETHER, **EVEN APART.**

We gathered virtually to be inspired by an interview with the eminent Rabbi Lord Jonathan Sacks, z"l, shortly before his passing. We heard from Pfizer CEO Albert Bourla about his family's history during the Holocaust and how he led the development of the Covid vaccine. We conversed with Deborah Lipstadt, nominated by President Biden to serve as Special Envoy to Combat Antisemitism. We danced in our living rooms to RWQuarantunes, well into the night. We were wowed by Broadway stars Jarrod Spector and Kelli Barrett.

And we had access to a broad range of thought leaders, entertainers, politicians, and important and diverse Jewish voices.

We showed what it means to be a community that inspires. Welcomes. And feels like home.

BY THE NUMBERS

35,600

People Attended 346 Events

\$249.6 MILLION

Total Raised

\$163.2 million

Annual Campaign

\$40.2 million

Capital Gifts & Special Initiatives

\$46.2 million

Planned Giving & Endowments

MASKS UP, VOLUNTEERS READY

Whether packing and delivering food, sorting medical supplies, or creating emergency supply kits, UJA volunteers made a real difference this year. Calls and friendly visits to isolated seniors went a long way to alleviate loneliness. We're so grateful for community members who stepped up and got involved.

WHY YOUR LEGACY MATTERS

Endowment and legacy gifts contribute nearly 30% to our operating budget and allow us to act boldly in times of crisis. With thanks to the tremendous foresight of donors who left legacy gifts to UJA, we were able to quickly allocate millions in emergency Covid-relief funding. We also celebrate the vision and commitment of the 62 families and individuals who created legacy gifts this year.

FIND YOUR COMMUNITY WITH US

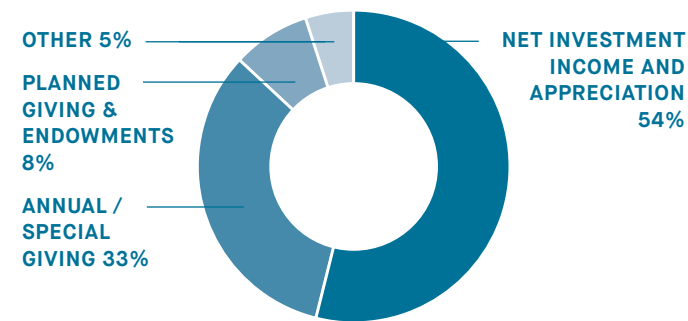
We're here for the healthcare heroes. The entertainment mavens. The legal eagles. The Wall Street giants. Tech entrepreneurs. Real estate machers. Russians with soul. Sephardics with heart. UJAPride for LGBTQ Jews. Women who run the world. Fantastic families. Everyone Tov B'Yachad. And the young leaders ready to carry us forward. Whether you're on the Upper West Side or the Lower East Side, Williamsburg or Windsor Terrace, Westchester or Long Island — UJA gives you a place to make your mark. **Join us today.**

GETTING OUT THE VOTE

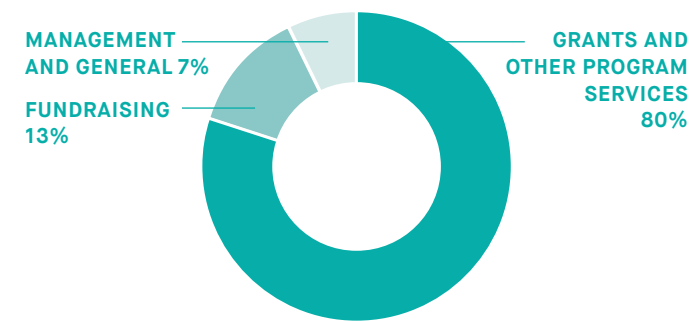
It wasn't voting as usual this year. In our role as community convener, we hosted a series of forums, including a Democratic mayoral forum, a Republican mayoral forum, a comptroller forum, and a Manhattan district attorney forum. We educated our community about the new ranked choice voting system and gave a platform for leading candidates to share their vision for bringing the city back from the pandemic.

KEY FINANCIAL RESULTS

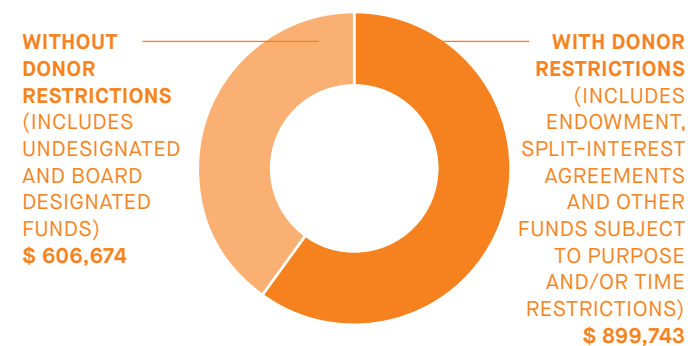
Total Revenue and Gains: \$ 546,848
(dollars in thousands)



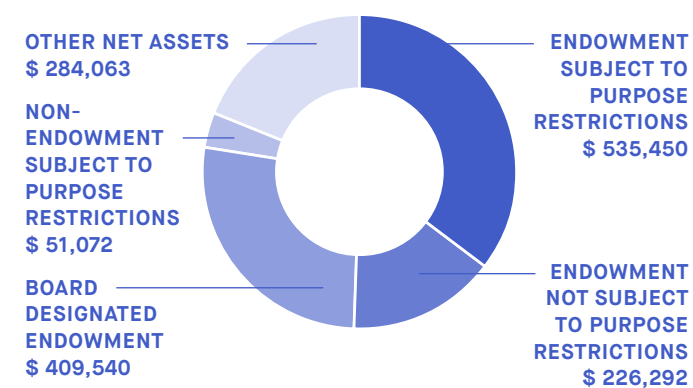
Total Grants and Expenses: \$ 249,655
(dollars in thousands)



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

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

Caring for People in Need	\$ 78.2	44%
• Combating Poverty	\$ 49.7	28%
• Nurturing Mental Health and Well-Being	\$ 28.5	16%
Strengthening Jewish Life	\$ 77.1	42%
• Deepening Jewish Identity	\$ 44.2	24%
• Building Jewish Community	\$ 32.9	18%
Promoting Justice and Inclusion	\$ 14.4	8%
Responding to Antisemitism and Global Crises	\$ 11.3	6%



BY GEOGRAPHY
(in millions)

New York	\$ 123.7	68%
Israel	\$ 28.7	16%
Former Soviet Union	\$ 10.9	6%
National	\$ 9.7	5%
Other International	\$ 8.0	5%



IN FY 2021, UJA'S TOTAL GRANT EXPENSE WAS \$181.0 MILLION.

This includes the rental value of property used by agencies without charge and is net of write-offs of prior year grants. Individual grants may be attributed to more than one focus area.

2021 FINANCIAL RESOURCE DEVELOPMENT RESULTS

(dollars in millions)

PLEDGES TO THE ANNUAL CAMPAIGN AND OTHER ANNUAL GIVING PLEDGES	\$ 163.2
PLANNED GIVING & ENDOWMENTS (GROSS RECEIPTS, INCLUDING SUPPORTING ORGANIZATIONS)	\$ 46.2
CAPITAL DEVELOPMENT, SPECIAL INITIATIVES AND OTHER (PLEDGES, INCLUDING GIFTS RECEIVED ON BEHALF OF BENEFICIARY AGENCIES)	\$ 40.2
FUNDRAISING EXPENSES AS A PERCENT OF REVENUE (INCLUDING AMOUNTS RAISED ON BEHALF OF OTHERS)	13.1%

From March 2020 to December 2021, we allocated nearly \$70 million in emergency Covid relief in a combination of grants and interest-free loans.

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

CONDENSED STATEMENT OF ACTIVITIES YEARS ENDED JUNE 30, 2021 AND 2020

(dollars in thousands)

	2021	2020
REVENUES AND GAINS (LOSSES)		
Net contributions (annual/special giving)	\$ 180,189	\$ 157,685
Endowment contributions, legacies and bequests	42,005	32,199
Split-interest agreements [net of changes in value of \$2,514 in 2021 and (\$419) in 2020]	2,752	148
Donated goods and services	150	300
Amounts raised on behalf of others	17,774	24,786
Net contribution revenue, including amounts raised on behalf of others	242,870	215,118
Less: amounts raised on behalf of others	(17,774)	(24,786)
Net contribution revenue, excluding amounts raised on behalf of others	225,096	190,332
Net investment income	11,630	4,195
Net appreciation (depreciation) in fair value of investments	282,633	(2,955)
Rental, service and other income	27,489	29,385
Total revenue and gains	546,848	220,957
GRANTS AND EXPENSES		
Grants	180,971	163,445
Other program services	18,698	24,085
Total grants and other program services	199,669	187,530
Fundraising	31,925	36,255
Management and general	18,061	21,234
Total expenses	249,655	245,019
Increase (decrease) in net assets before postretirement plan adjustments	297,193	(24,062)
Postretirement benefit changes not included in net periodic benefit cost	271	(513)
Increase (decrease) in net assets	\$ 297,464	\$ (24,575)

CONDENSED BALANCE SHEET JUNE 30, 2021 AND 2020

(dollars in thousands)

	At June 30	
	2021	2020
ASSETS		
Cash	\$ 29,602	\$ 29,199
Contributions receivable, net	101,346	110,581
Other assets and receivables	101,080	84,228
Amounts held on behalf of other agencies	65,461	57,206
Investments	1,350,801	1,031,319
Unexpended bond proceeds	13,788	27,461
Right-of-use asset — operating leases	3,772	—
Assets held under charitable trust agreements	28,979	26,341
Fixed assets, net	51,551	54,137
Total assets	1,746,380	1,420,472
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts payable, accrued expenses, and other liabilities	\$ 28,200	\$ 19,430
Grants payable	26,927	19,275
Amounts held on behalf of other agencies	65,461	57,206
Lease liabilities	4,236	—
Liabilities under charitable trust and annuity agreements	35,675	36,612
Long-term debt, net	75,570	74,737
Accrued postretirement benefits	3,894	4,259
Total liabilities	239,963	211,519
Net assets:		
Without donor restrictions (including board designated of \$455,593 in 2021 and \$359,342 in 2020)	606,674	491,401
With donor restrictions	899,743	717,552
Total net assets	1,506,417	1,208,953
Total liabilities and net assets	\$ 1,746,380	\$ 1,420,472

**COMMITTEES
AND CHAIRS****EXECUTIVE OFFICE****ALLOCATIONS
STEERING COMMITTEE**

Jeffrey A. Schoenfeld

BY-LAWS

Richard A. Rosen

COMPENSATION

Jeffrey A. Schoenfeld

GOVERNANCE AND POLICY

John M. Shapiro

STANDARDS AND CONFLICTS

Gary M. Rosenberg

FINANCE**AUDIT**

Adam F. Weissenberg

FINANCE

Gregory S. Lyss

INVESTMENT

Jeffrey M. Stern

**COMMUNITY PLANNING
AND AGENCY RESOURCES****GENERAL PLANNING**

Dorothy Tananbaum

BROOKLYN ADVISORY

Jeffrey J. Berney

CARING

David A. Landau

COMMUNITY RESOURCES

Debra Wasserman

**GOVERNMENT RELATIONS
AND ADVOCACY**

Joshua Oboler

**IMPACT AND PERFORMANCE
ASSESSMENT**

Marcia Riklis

INTERNATIONAL AGENCIES

Alisa F. Levin

JEWISH LIFE

Sarene P. Shanus

LAB

Joel Citron

LONG ISLAND ADVISORY

Rosemarie Klipper

NETWORK

Wayne K. Goldstein

WESTCHESTER ADVISORY

Tracey D. Bilski

**FINANCIAL RESOURCE
DEVELOPMENT****GENERAL CHAIRS,
2021 CAMPAIGN**

Brett H. Barth

Suzanne W. Doft

**ENTERTAINMENT,
TECH & LIFESTYLE**

Michael D. Fricklas

Michael E. Kassan

Jessica Reif-Ehrlich

HEALTHCARE

Lee H. Perlman

IRANIAN

Shahram Yaghoubzadeh

LAWYERS

Daniel J. Bursky

LONG ISLAND

Scott Jaffee

MANHATTAN

Benjamin Finkelstein

Emily Caslow Gindi

REAL ESTATE

Jonathan M. Estreich

RUSSIAN

Nadya Belenkiy

Diana Fox

SEPHARDIC

Raymond Chalme

Isaac S. Chera

UJA YOUNG LEADERS

Dorit Corwin

David Rothman

UJA WOMEN

Laurie Girsky

**WALL STREET &
FINANCIAL SERVICES**

Lloyd C. Blankfein

WESTCHESTER

Cindy Golub

**CAPITAL GIFTS AND
SPECIAL INITIATIVES**

Jeffrey R. Gural

William L. Mack

Philip L. Milstein

THE HERITAGE SOCIETY

Sandy and Steven Lenger

**PLANNED GIVING
& ENDOWMENTS**

Isaac S. Chera

PRIME MINISTER'S COUNCIL

Shari and Jeffrey H. Aronson

Jane Dresner Sadaka
and Ned Sadaka**AMBASSADOR'S
ROUND TABLE**

Kim and Alan Hartman

Heidi and Richard Rieger

KING DAVID SOCIETY

Judy and Peter Baum

Linda and Jeffery Solomon

EXECUTIVE STAFFEric S. Goldstein
*Chief Executive Officer*Mark D. Medin
*Executive Vice President
Financial Resource
Development*Deborah A. Joselow
*Chief Planning Officer*Louisa Chafee
*Senior Vice President
External Relations
and Public Policy*Irvin A. Rosenthal
*Chief Financial Officer*Ellen R. Zimmerman
*General Counsel,
Chief Compliance
Officer & Secretary*Graham Cannon
*Chief Marketing Officer***2021 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 July 2021. We also provide grants for hundreds of additional programs throughout our network.

CAMPING

Berkshire Hills
Eisenberg Camp
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

COMMUNITY RELATIONS

Council of Jewish Émigré
Community Organizations
(COJECO)
Jewish Community
Relations Council of
New York (JCRC-NY)
The New York Board
of Rabbis
Westchester
Jewish Council

DAY SCHOOLS

Abraham Joshua
Heschel School
Barkai Yeshivah
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
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
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**

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
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 the Rockaway
Peninsula (JCCRP)
Jewish Deaf
Resource Center
Maoz
Metropolitan Council
on Jewish Poverty
MJHS
The New Jewish Home
New York Legal Assistance
Group (NYLAG)
OHEL

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)

JEWISH CAMPUS LIFE

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 the College
of Staten Island
Hillel at Stony Brook
Hillels of Westchester
Hofstra University Hillel
Hunter College Hillel
Queens College Hillel
Tanger Hillel at
Brooklyn College

**JEWISH COMMUNITY
CENTERS**

92nd Street Y
Barry and Florence
Friedberg Jewish
Community Center
Boro Park Y
Bronx House
Commonpoint Queens
Edith and Carl Marks
Jewish Community House
of Bensonhurst
Educational Alliance
Harold and Elaine Shames
JCC on the Hudson
Hebrew Educational
Society
Jewish Community Center
of Mid-Westchester
Joan & Alan Bernikow
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
Riverdale YM-YWHA

Sephardic
Community Center
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
Keshet
Shalom Hartman Institute
of North America

**NATIONAL AND
INTERNATIONAL**

70 Faces Media
Afya Foundation
The American Jewish Joint
Distribution Committee
(JDC)
HIAS
Hillel International
JCC Association
of North America
The Jewish Agency
for Israel
Jewish Council for Public
Affairs (JCPA)
The Jewish Federations
of North America
Moishe House
Network of Jewish
Human Service Agencies



NOW WE GO FORWARD

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.

MAIN OFFICE

New York
130 East 59th Street
New York, NY 10022

REGIONAL OFFICES

Long Island
6900 Jericho Turnpike
Suite 302
Syosset, NY 11791

Westchester

925 Westchester Avenue
Suite 200
White Plains, NY 10604

Brooklyn

594 Dean Street
Brooklyn, NY 11238

OVERSEAS OFFICE

Israel
48 King George Street
Jerusalem, Israel 91071



ujafedny.org