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.

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,

NOW WE GO FORWARD

Amy A. B. Bressman
President

David L. Moore
Chair of the Board

Eric S. Goldstein
Chief Executive Officer
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.**

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

**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.
COVID RELIEF

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, that worked in under-resourced areas. From the Boro Park Y to the Dominico-American Society of Queens, we connected our vaccine providers to the community centers they trusted most.

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.

“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.

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.

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

“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

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

THE NUMBERS BEHIND THE NEED

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COVID RELIEF

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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 JCJCs, 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 JCJCs 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 Kosher Food Pantry in April 2021 — the first kosher food pantry in Westchester.

Over the initial months of operation, many 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.

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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.

RESPONDING TO CRISSES


CRISIES 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 $150,000 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.

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

WE ACTED DECISIVELY.

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.

STANDING AGAINST ANTISEMITISM
STANDING WITH OUR NEIGHBORS

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.

STANDING AGAINST ANTISEMITISM

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.

RAISING OUR VOICES

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.

SHINING A LIGHT

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

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.

EDUCATING INTERNALLY AND EXTERNALLY

We’re educating internally and externally:

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

“Now we go forward…”

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

— Governor Kathy Hochul

#StopAsianHate

STANDING WITH OUR NEIGHBORS

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A VIBRANT ISRAEL

STRENGTHENING

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.

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.
“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.

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 influentials 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

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 grantees 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.

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.

20% of Jewish adults indicate that their attachment to being Jewish has increased since the pandemic.
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.

NOW WE GO FORWARD...

“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.
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.

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.

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

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 ANNUAL REPORT

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)

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES AND GAINS (LOSSES)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net contributions (annual/special giving)</td>
<td>$180,189</td>
<td>$157,685</td>
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<tr>
<td>Endowment contributions, legacies and bequests</td>
<td>42,005</td>
<td>32,199</td>
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<tr>
<td>Split-interest agreements (net of changes in value of $2,514 in 2021 and ($419) in 2020)</td>
<td>2,752</td>
<td>148</td>
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<tr>
<td>Donated goods and services</td>
<td>150</td>
<td>300</td>
</tr>
<tr>
<td>Amounts raised on behalf of others</td>
<td>17,774</td>
<td>24,786</td>
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<tr>
<td>Net contribution revenue, including amounts raised on behalf of others</td>
<td>242,870</td>
<td>215,118</td>
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<tr>
<td><strong>Less: amounts raised on behalf of others</strong></td>
<td>(17,774)</td>
<td>(24,786)</td>
</tr>
<tr>
<td>Net contribution revenue, excluding amounts raised on behalf of others</td>
<td>225,096</td>
<td>190,332</td>
</tr>
<tr>
<td>Net investment income</td>
<td>$11,630</td>
<td>$4,195</td>
</tr>
<tr>
<td>Net appreciation (depreciation) in fair value of investments</td>
<td>$282,633</td>
<td>($2,955)</td>
</tr>
<tr>
<td>Rental, service and other income</td>
<td>27,489</td>
<td>29,385</td>
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<tr>
<td><strong>Total revenue and gains</strong></td>
<td>$546,848</td>
<td>$220,957</td>
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<tr>
<td><strong>GRANTS AND EXPENSES</strong></td>
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<tr>
<td>Grants</td>
<td>$180,971</td>
<td>$163,445</td>
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<tr>
<td>Other program services</td>
<td>18,698</td>
<td>24,085</td>
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<tr>
<td>Total grants and other program services</td>
<td>$199,669</td>
<td>$187,530</td>
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<tr>
<td>Fundraising</td>
<td>31,265</td>
<td>36,235</td>
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<tr>
<td>Management and general</td>
<td>18,061</td>
<td>21,234</td>
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<tr>
<td>Total expenses</td>
<td>$249,655</td>
<td>$245,019</td>
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<tr>
<td>Increase (decrease) in net assets before postretirement plan adjustments</td>
<td>$297,096</td>
<td>$190,332</td>
</tr>
<tr>
<td>Postretirement benefit changes net included in net periodic benefit cost</td>
<td>271</td>
<td>($111)</td>
</tr>
<tr>
<td><strong>Increase (decrease) in net assets</strong></td>
<td>$297,367</td>
<td>($24,575)</td>
</tr>
</tbody>
</table>

CONDENSED BALANCE SHEET
JUNE 30, 2021 AND 2020
(dollars in thousands)

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$29,602</td>
<td>$29,199</td>
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<tr>
<td>Contributions receivable, net</td>
<td>101,346</td>
<td>110,581</td>
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<tr>
<td>Other assets and receivables</td>
<td>101,080</td>
<td>84,228</td>
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<tr>
<td>Amounts held on behalf of other agencies</td>
<td>$65,461</td>
<td>57,206</td>
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<tr>
<td>Investments</td>
<td>1,350,801</td>
<td>1,031,319</td>
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<tr>
<td>Unexpended bond proceeds</td>
<td>13,788</td>
<td>27,461</td>
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<tr>
<td>Right-of-use asset — operating leases</td>
<td>3,772</td>
<td>—</td>
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<tr>
<td>Assets held under charitable trust agreements</td>
<td>28,997</td>
<td>26,341</td>
</tr>
<tr>
<td>Fixed assets, net</td>
<td>51,551</td>
<td>54,137</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$1,746,380</td>
<td>$1,420,472</td>
</tr>
<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable, accrued expenses, and other liabilities</td>
<td>$28,200</td>
<td>$19,430</td>
</tr>
<tr>
<td>Grants payable</td>
<td>26,927</td>
<td>19,275</td>
</tr>
<tr>
<td>Amounts held on behalf of other agencies</td>
<td>65,461</td>
<td>57,206</td>
</tr>
<tr>
<td>Lease liabilities</td>
<td>4,236</td>
<td>—</td>
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<tr>
<td>Liabilities under charitable trust and annuity agreements</td>
<td>35,675</td>
<td>36,612</td>
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<tr>
<td>Long-term debt, net</td>
<td>75,570</td>
<td>74,737</td>
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<tr>
<td>Accrued postretirement benefits</td>
<td>3,894</td>
<td>4,259</td>
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<tr>
<td><strong>Total liabilities</strong></td>
<td>$239,963</td>
<td>$211,519</td>
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<tr>
<td>Net assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Without donor restrictions (including board designated of $455,593 in 2021 and $359,342 in 2020)</td>
<td>$606,674</td>
<td>$491,401</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>899,743</td>
<td>777,552</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>$1,506,417</td>
<td>$1,268,953</td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$1,746,380</td>
<td>$1,420,472</td>
</tr>
</tbody>
</table>
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.

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ujafedny.org