



# SHARED STRENGTH. SHARED IMPACT.

2024 CASE FOR GIVING



**UNSETTLED.** NONE OF US HAVE BEEN SPARED THAT PERVASIVE SENSE THAT WE DON'T KNOW WHAT COMES NEXT. WE DON'T KNOW WHAT CRISIS IS AROUND THE CORNER. WE DON'T KNOW WHAT WILL BE ASKED OF US TOMORROW.

BUT HERE'S WHAT WE DO KNOW. WITH OUR ARMS AROUND EACH OTHER, WE ARE, COLLECTIVELY,  
**STRONGER. SMARTER. SHARPER.**

**WE ANCHOR EACH OTHER. STEADY  
THE GROUND BENEATH OUR FEET.**

Because as a community, we can pool our resources and our strength. We can model what it means to rise above difference in the name of a greater good. **We can be creative. Innovative. Effective.**

We can see that beyond the uncertainty of the present day, there's a future that's ours to shape and a legacy of caring for us to carry forward.

**THIS IS OUR MOMENT. LET'S GO.**



# WHY UJA?

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## WE'VE GOT REACH

**To Get Things Done.** We fund hundreds of nonprofits and seed grassroots organizations that can work individually and together to respond to ongoing challenges and emerging issues. As the ultimate connector, we have the leverage and relationships to move quickly and effectively.

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## WE'RE NIMBLE

**When Crises Don't Take Turns.** A war in Ukraine. Antisemitism in our own backyard. A mental health epidemic. All at the same time. 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 can be ready.

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## WE'RE A WIDE-OPEN TENT

**And Never Has That Mattered More.** We offer a safe, welcoming communal space, an antidote to societal divisiveness and incivility. 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 equitable Jewish community.



# LEVERAGE.

When you give to UJA, you're supporting close to \$180 million in grants awarded annually to a network of nonprofit partners and hundreds of grantees in New York, in Israel, and around the world. And...

## YOUR GIFT LEVERAGES SO MUCH MORE.

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### 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.

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### 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.

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### ECONOMIES OF SCALE

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

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### 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.**

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### REDUCING OUR NETWORK'S CARBON FOOTPRINT

**Incentivizing** energy audits for all 22 partners JCCs. **Investigating** what it could look like to turn partner facilities into "passive houses" (among the highest energy saving technologies). **Investing** in hydroponic gardens at agencies that run food pantries so they can grow produce. **Imparting** the tools Jewish teens need to be powerful climate change activists.

We're all about smart, responsible, money-saving greening.



# TODAY'S URGENT NEEDS. TOMORROW'S POSSIBILITIES.



**AT UJA, WE'RE UNIQUELY ABLE TO SEE THE SPLIT SCREEN:** ON ONE SIDE, WE'RE IDENTIFYING AND RESPONDING TO THE MOST PRESSING NEEDS OF THESE TIMES; ON THE OTHER SIDE, WE'RE CONSTANTLY EXPLORING WHAT COMES NEXT AND HOW WE CAN DELIVER SMART, SUSTAINABLE SOLUTIONS TO EMERGING ISSUES.

- **BREAKING THE CYCLE OF POVERTY**
- **STANDING AGAINST ANTISEMITISM AND ANTI-ZIONISM**
- **CONFRONTING A MENTAL HEALTH EPIDEMIC**
- **STRENGTHENING A JEWISH AND DEMOCRATIC ISRAEL**
- **NURTURING JEWISH CONNECTIONS**



# BREAKING THE CYCLE OF POVERTY

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## THIS IS WHAT POVERTY LOOKS LIKE...

- › Standing at the grocery checkout and asking the cashier to subtract an item, then another — not knowing how you'll feed your family.
- › Taking your medications every other day — to save on a refill.
- › Missing a job interview — because you can't pay for child care.



50% OF WORKING-AGE NYC HOUSEHOLDS HAVE INCOMES THAT CAN'T MEET BASIC NEEDS.



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## OUR SHARED IMPACT:

**First, food.** We're funding the largest kosher food network in the country. We've transformed 15 of our food pantries to a digital model (serving 35 additional satellite locations) that prioritizes client choice and efficiency. Because nobody should feel embarrassed to get the help they need.

**We're all about HUBS** — one-stop social service centers that provide food, job training, benefits enrollment, mental health services, and financial and legal counseling, all of which put client dignity front and center. We have one in Queens that's been changing lives since 2020. We're opening another in Brooklyn in early 2024. And we've recently opened CUNY Hillel Hubs, where low-income students can access food, employment counseling, and mental health support (while also getting a taste of Jewish life).

**What will never change?** Making sure Holocaust survivors — particularly those in poverty — have the services and support to live their old age comfortably.



# STANDING AGAINST ANTISEMITISM AND ANTI-ZIONISM

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## THIS IS WHAT WHAT ANTISEMITISM TODAY LOOKS LIKE...

- › Verbal or physical attacks on the street because you're wearing a yarmulke.
- › Death threats on social media or harassment on campus because you're identified as Jewish or pro-Israel.
- › Swastikas or other hate symbols graffitied on Jewish spaces.

JEWIS IN THE U.S. ARE EXPERIENCING THE MOST ANTISEMITISM THEY HAVE SEEN IN THE PAST 40 YEARS.



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## OUR SHARED IMPACT:

**First, safety.** Our Community Security Initiative monitors threats online and off, helping 2,400 local Jewish institutions stay secure. We also advocate for government security funding at all levels.

**At the same time, we're building bridges,** working with other ethnic communities on joint programming and leadership development.

**We're changing hearts and minds** through education and Israel experience trips, which give people of all backgrounds — including leaders from government, academia, and social justice circles — the tools to tell Israel's complex story, recognizing that while we must hold a safe space for criticism, delegitimizing or denying the right for Israel to exist crosses the line.

**What's new?** We're partnering with ADL to train Jewish teens in New York to address antisemitism and anti-Zionism on campus.



# CONFRONTING A MENTAL HEALTH EPIDEMIC

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## THESE ARE WHAT MENTAL HEALTH STRUGGLES LOOK LIKE...

- › Feeling isolated and scarily alone as a senior citizen.
- › Dealing with crippling anxiety as a teen — and being the parent or teacher without the resources to help.
- › Barely coping as a traumatized refugee in a new country.



**SOCIAL ISOLATION  
INCREASES THE RISK  
FOR PREMATURE  
MORTALITY  
BY 29%.**

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## OUR SHARED IMPACT:

**First, community-wide care.** We've long supported leading agencies providing critical mental health services to people of all ages, including Jews from different communities and New Yorkers of all backgrounds — and more recently, Ukrainian refugees dealing with the trauma of war.

**We're ahead of the curve** in responding to what has been called the "loneliness epidemic," forging connections for people at life stages that can be particularly isolating — with programs for new parents, recently retired men, and frail and homebound older adults. To reach teens, we created and support HereNow, where teens gather to lead the conversation on mental health and resilience (online and off).

**What's new?** A whole network of support, including counseling, legal services, and access to housing for domestic violence survivors. Also, a helpline to support teachers so they're better equipped to support kids.



# STRENGTHENING A JEWISH AND DEMOCRATIC ISRAEL

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THIS IS WHAT WE CONSIDER WHEN  
WE THINK ABOUT ISRAEL...

- › How do we help Israelis of all backgrounds thrive and stay secure?
- › How can we engage different sectors of Israeli society to help them find common ground?
- › Will my children feel as connected to Israel as I do?



ISRAEL IS GRAPPLING  
WITH ISSUES THAT  
ARE AT THE HEART OF  
WHAT IT MEANS TO BE  
A JEWISH DEMOCRATIC  
STATE.

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## OUR SHARED IMPACT:

**First, meeting basic needs.** We're supporting a broad range of overseas agencies and grassroots nonprofits, offering care for the most vulnerable, including the elderly, Holocaust survivors, and children in need.

**Then, economic opportunity** for people who are often marginalized — Haredi, Ethiopians, and Arab-Israelis — so they, too, can find success, especially in Israel's world-famous tech sector.

**We're modeling what collaboration looks like,** even in the most fraught times, bringing leaders who represent the various sectors of Israeli society together to work on issues that transcend difference and benefit many communities.

**What's new?** Convening Israel's most prominent philanthropies to discuss potential joint funding initiatives to counter the impact of potential new governmental policies and legislation.



# NURTURING JEWISH CONNECTIONS

## THIS IS WHAT WE CONSIDER WHEN WE THINK ABOUT JEWISH LIFE...

- How can we continue to make Jewish life meaningful and relevant in a fast-changing world?
- In polarizing times, how do we connect Jews of different backgrounds?
- How do we meet people in the places they are? In ways that speak to them?

**30% OF JEWS IDENTIFY THEMSELVES AS “JUST JEWISH”** (WITH NO DENOMINATIONAL AFFILIATION), **LEAVING SPACE FOR NEW AND INNOVATIVE WAYS TO ENGAGE IN JEWISH LIFE.**



## OUR SHARED IMPACT:

**First, Jewish spaces and places.** We proudly fund Jewish community centers. Hillels. Jewish day schools. Jewish summer camps (including our 500+ acre Henry Kaufmann Campgrounds) — all the places where Jewish life comes alive.

**Then, we look deeper.** We’re investing in nonprofits that are filling in gaps, targeting the full diversity of our community, including those who identify as Jews of Color, LGBTQ+, Russian speaking, and interfaith, with Jewish programming that speaks to their experiences. And we’re exploring how we can offer belonging and meaning to a rapidly aging Jewish population.

**What’s new?** As new (and dare we say... hip?) Jewish neighborhoods pop up around New York, we’re there, supporting local Jewish organizations that are offering creative avenues to Jewish life — in Astoria, Long Island City, Little Neck, and North Brooklyn.

**What will never change?** We’re the ultimate convener, offering a big tent where all voices are welcome, creating opportunities for Jews of all stripes to find common ground.



## WE'RE HERE FOR YOU, TOO.

There are challenges in life that no one should bear alone. That's why we'll always be here for you and your family. From social programs for kids with autism to an online platform for teen mental health issues. Help caring for your elderly parents. And access to compassionate end-of-life care and bereavement counseling. With UJA, you're never alone.



# JOIN US.

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

When you give to UJA's annual campaign, you're joining a community of innovators and problem-solvers, impacting millions of people. Thoughtfully, efficiently, and effectively.

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## **GET INVOLVED WITH US.**

Choose to give. Volunteer with us. Attend events online and off. Advocate for the issues you care about. Pick one way to get involved — or all of them. Make UJA yours, and change lives while you do it.

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

Legacy gifts keep UJA's endowment strong and allow us to respond to crises, like the war in Ukraine, 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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