



NOW more than ever HERE FOR GOOD



2020 Annual Report



From Our Leader

Greetings:

This Annual Report is going to look different to many of you. In fact, the content is the same. But in these times of change, we have decided to make this an online report. Also, when you are delving into all the facts and figures, please remember, this is a report based on information from 2019 & 2020.

Jewish Federation of St. Louis is committed to working for our community in three primary roles: We are funders. We are communicators. And we are conveners. I like to call us the “FCC”.

- **The first, funder, is how many know us best.**

As you may know, recognizing this key role, our Board of Directors has recommitted to the full amount of distributions, regardless of the results of our Annual Campaign. We will be re-assessing the community needs as they change in the Age of COVID. Our role as funder extends beyond just the direct financial assistance we distribute to our community partners. We also provide non-financial assistance like the community lobbyist, who protects or finds governmental funds for our community. And, importantly, we evaluate that impact and report on it because we are responsible to our investors and the entire community.

- **Our second role is to share and extend information and opportunities to the community.**

We do this in many ways. Our Annual Meeting is one way. Our website is another. When the crisis began in March, Greg and I started twice-weekly (now weekly) calls with community volunteer and professional leadership as a way to connect, hear from the community, and provide a space and place to share concerns, frustrations, and needs. During the crisis, we reached out to thousands of people in our community to check-in, offer aid, and keep open the lines of communication.

- **The last role, convener, is one that has become much more important as this crisis has gone on – that of bringing our communal ecosystem together to discuss, problem solve, and work together.**

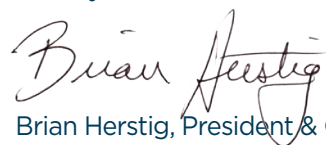
Federation has always had the role of convener in the community. During the crisis, the need to convene was heightened and we stepped up. Near the beginning of this situation, we conducted a series of seminars and were joined by the United Way, to educate the St. Louis nonprofit community on the Paycheck Protection Program. More recently, in collaboration with Missouri Foundation for Health and the United Way, we helped put on a three-part series on fundraising for all nonprofits across Missouri. Over 400 individuals signed up for each of those sessions. Last month we held a community-wide leadership seminar to talk about change management, and are offering a scenario-planning workshop to our community partners, which will be key as we navigate the waters ahead.

And, of course, we have expanded programing has been a key avenue for educating and entertaining, with virtual tours of Israel, the outstanding Wednesday with Women's Philanthropy series, and online programs for families through PJ Library.

We have much to be proud of. I believe we will face and overcome whatever lies ahead together. But that does not mean it will be easy. Our burden remains heavy. From the beginning of this crisis, we have worked under the principle that the challenges we are facing will be with us, in various forms, for a while.

And we have done this because of all of you. You broaden our shoulders. You help us bear this burden. You, like Federation, were here before this crisis began and will be here far into the future. You make us stronger. *“Chazak, chazak, v'nithazek.”* Be Strong. Be Strong. And let us be strengthened - by one another.

Thank you!


Brian Herstig, President & CEO

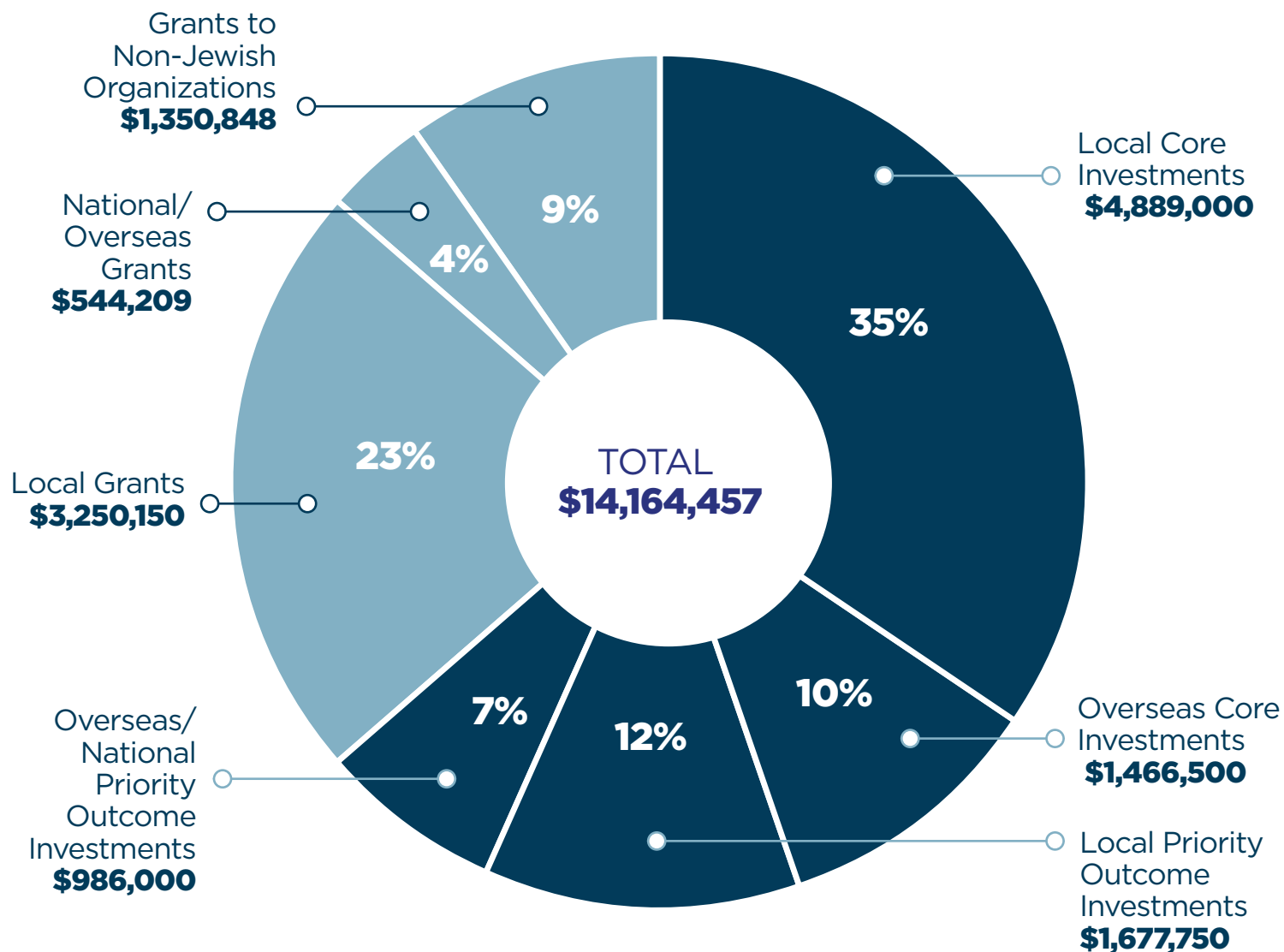


All Community Investments

This chart outlines all investments approved between January 1, 2019 and December 31, 2019, including investments in organizations outside the Jewish Federation of St. Louis and investments in internal initiatives. To learn more about the specific investments and the different sources of funding, go to JFedSTL.org/What-We-Fund.

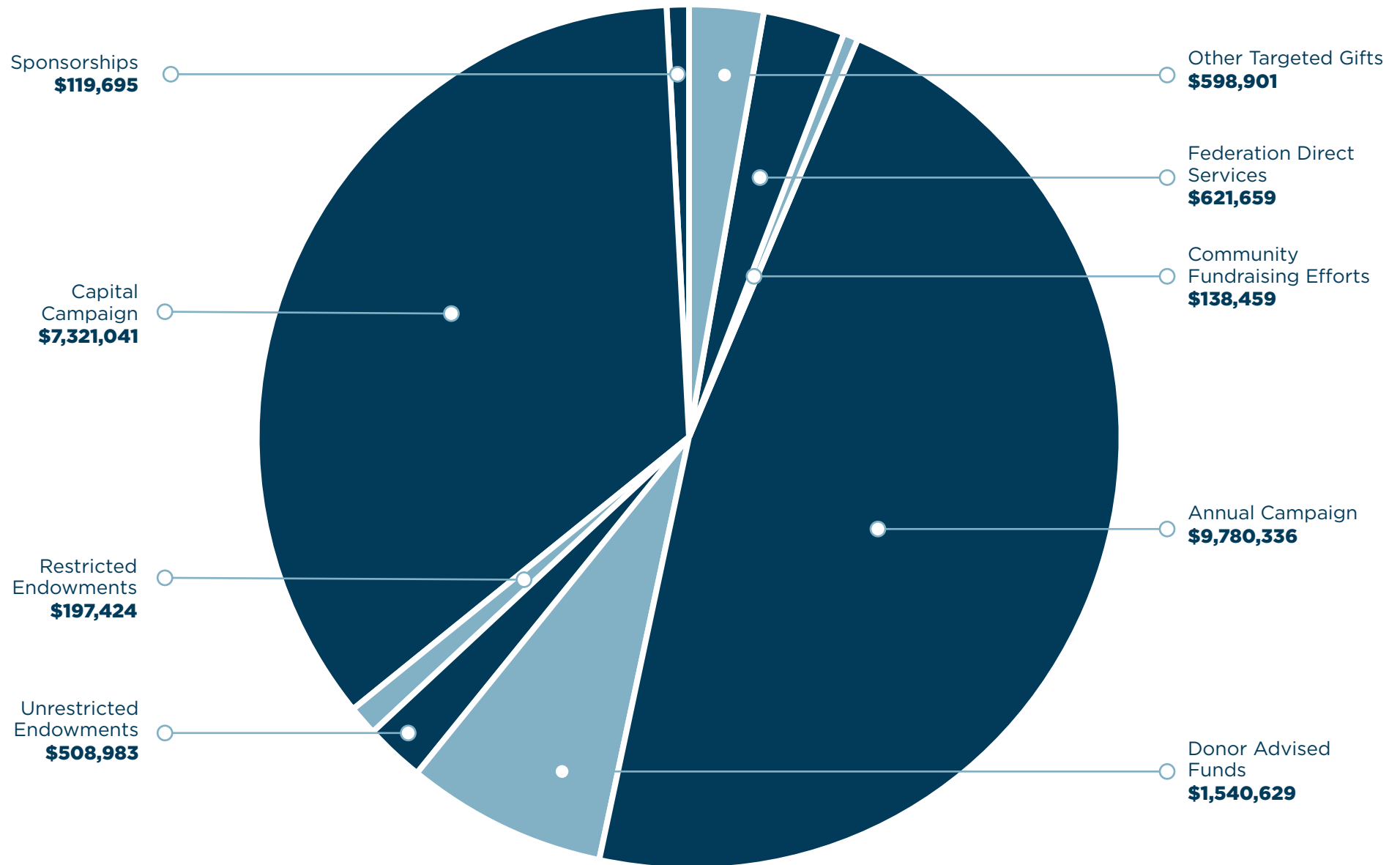
Supporting Foundations, Restricted Endowments,
and Donor Advised Fund Investments

Annual Campaign and Unrestricted
Endowment Investments

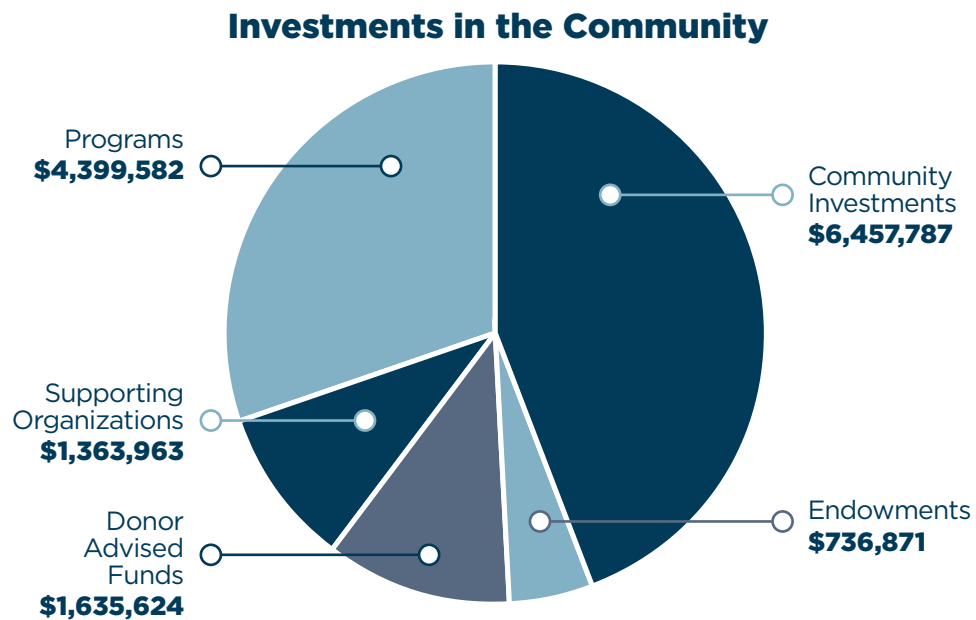
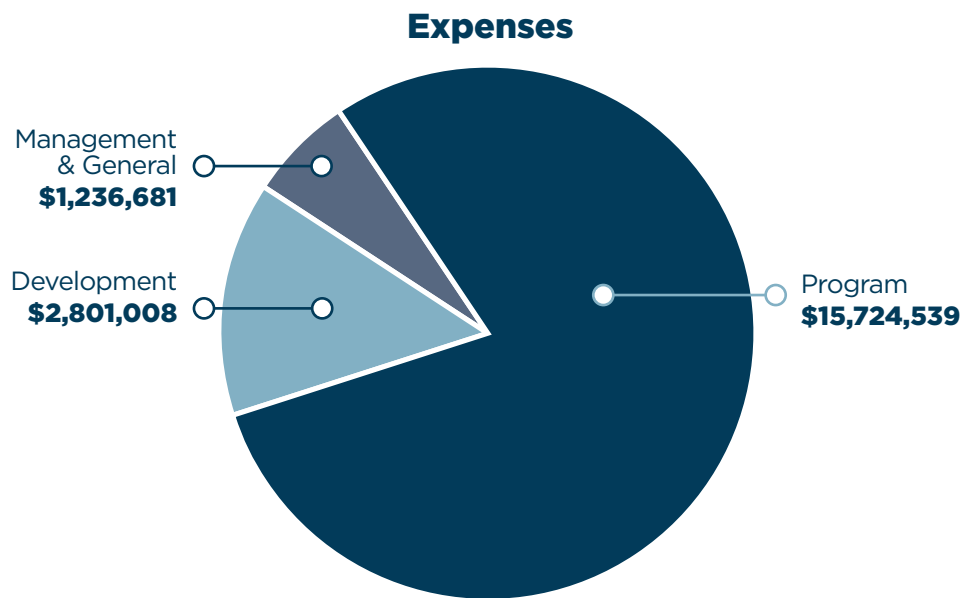
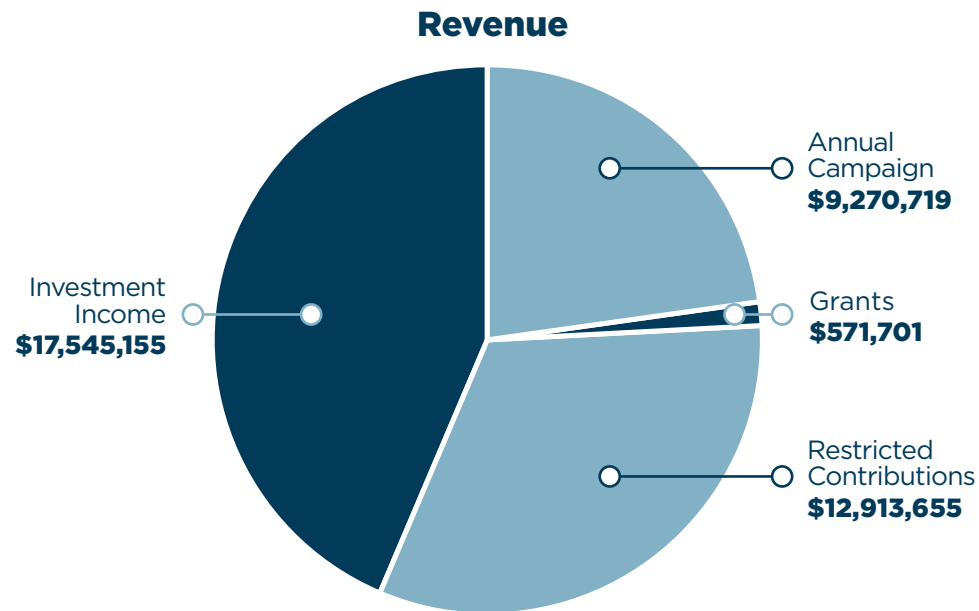
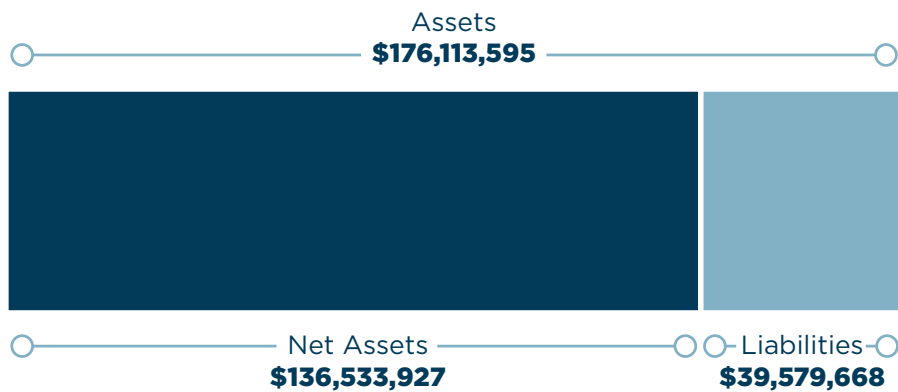


2019 Total Funds Raised

\$20,827,127



2019 Consolidated Activity



Our Community Partners





COVID-19 Investment Phase 1

JFS Investment: \$89,000 from Response Fund

- \$42,000 COVID 19 related financial assistance
- \$37,000 Food Pantry staffing
- \$10,000 increased mental health services

Passover Food Investment: up to \$27,600 from Response Fund (not all spent)

JFS for packages of shelf stable foods
J's 613 Catering for prepared meals
Crown Center for constituent meals

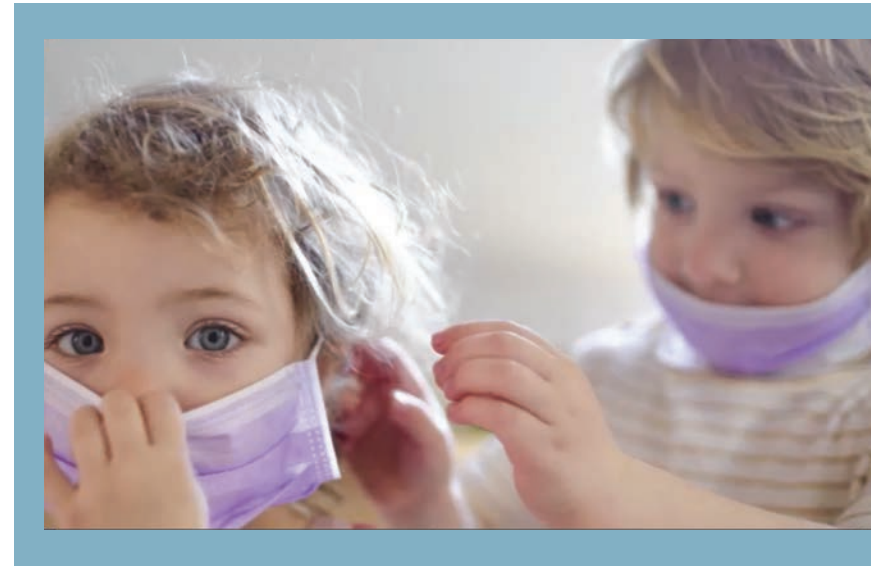
Chesed Fund: Expedited \$52,500 from 2020 Community Investments

Food Security

- Pool of \$75,000 to be used for meeting the needs of the Jewish community's food insecure families and individuals due to the crisis
- Distributed to organizations on a reimbursement basis every two weeks, with updates provided to Task Force and Board
- Anticipate that this pool of funds will last 6 months

Critical Technology

- \$56,480 for critical technology tools that allow organizations to meet their missions and outcomes virtually and continue serving our community
- Community needs include software subscriptions, hardware for staff, training, and other technological tools that are essential to business continuity
- Task Force oversaw an open rapid response grant application process to determine how to invest these funds



BOARD OF DIRECTORS

The Board of Directors has moral and legal responsibility for direction, management, and control of the Jewish Federation of St. Louis.

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Melanie Winograd (Epstein Hebrew Academy)
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(not serving as Directors)
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Fran Poger (Holocaust Museum & Learning Center)
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Ari Cotler (Hillel at Washington University in St. Louis)
Sam Slaughter (Hillel at Maryville University)

Note: All Chief Executive Officers of Community Partner Agencies receiving a local core investment and Day Schools are invited to attend each meeting of the Board of Trustees.

Why Federation?

When you give to the Jewish Federation of St. Louis, **you are part of something larger than yourself.** You are connected to others who believe in a **shared responsibility to our community.** Federation changes lives.

We keep a finger on the pulse of the **greatest needs of our Jewish community**, and **we collaborate with our community partners** to meet those needs. It's more than Tzedakah.

Federation is people working together and **leveraging our collective resources to achieve common goals.**



MISSION

Jewish Federation of St. Louis mobilizes the Jewish community and its human and financial resources to preserve and enhance Jewish life in St. Louis, in Israel, and around the world.

