



# 2020 **COMMUNITY IMPACT SUMMARY**



Jewish Federation  
OF ST. LOUIS  
For our community - now and in the future



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This document is the summary version of our full 2020 Community Impact Report. In the summary, you will find stories of our impact and an overview of the full report's content. If you come across a section of the summary that intrigues you and you want to learn more, you can find a link to the full report in each section. View the full 2020 Community Impact Report [here](#).



## OUR CORE COMMITMENTS

Jewish Federation of St. Louis invests in sustaining, improving, and creating community efforts within our Core Commitments, established in our 2017 Strategic Plan. (View the plan [here.](#))

Expand and strengthen an **engaged, vibrant, and flourishing** St. Louis Jewish community

Secure the **well-being and safety** of individuals within the St. Louis Jewish community

Strengthen our **connection to Israel** and the Jewish people worldwide

Develop the **financial & human resources** and **infrastructure** needed by our community

We make investments in outcomes, through the work of our Community Partners, that will fulfill our mission by way of these Core Commitments. The Board of Directors sets priorities within each Core Commitment, which guide Federation's needs assessments, strategy and plan development, community investments, and evaluations. You can find the priorities [here.](#)

# HOW WE CREATE IMPACT

Guided by our strategic plan, our four Core Commitments, and our priorities, we use this six-step process to achieve our mission. Lay leaders lead this work in partnership with our professional team.

How this process works in our community and the advantages of having such a model in place was never more evident than when the COVID-19 pandemic began. Following the six-step model, Federation quickly and strategically responded.





# HOW WE CREATE IMPACT

See the full report for an in-depth look at how, through close collaboration with lay leaders, community stakeholders, and Federation staff, we are able to create impact for Elderly Jews at Risk and Jewish Early Childhood.

View the full 2020 Community Impact Report [here](#).

**3,000** Jewish older adults in St. Louis live alone, meaning they are at high risk of social isolation.



**1,000** of them have no adult child in St. Louis or no children at all.

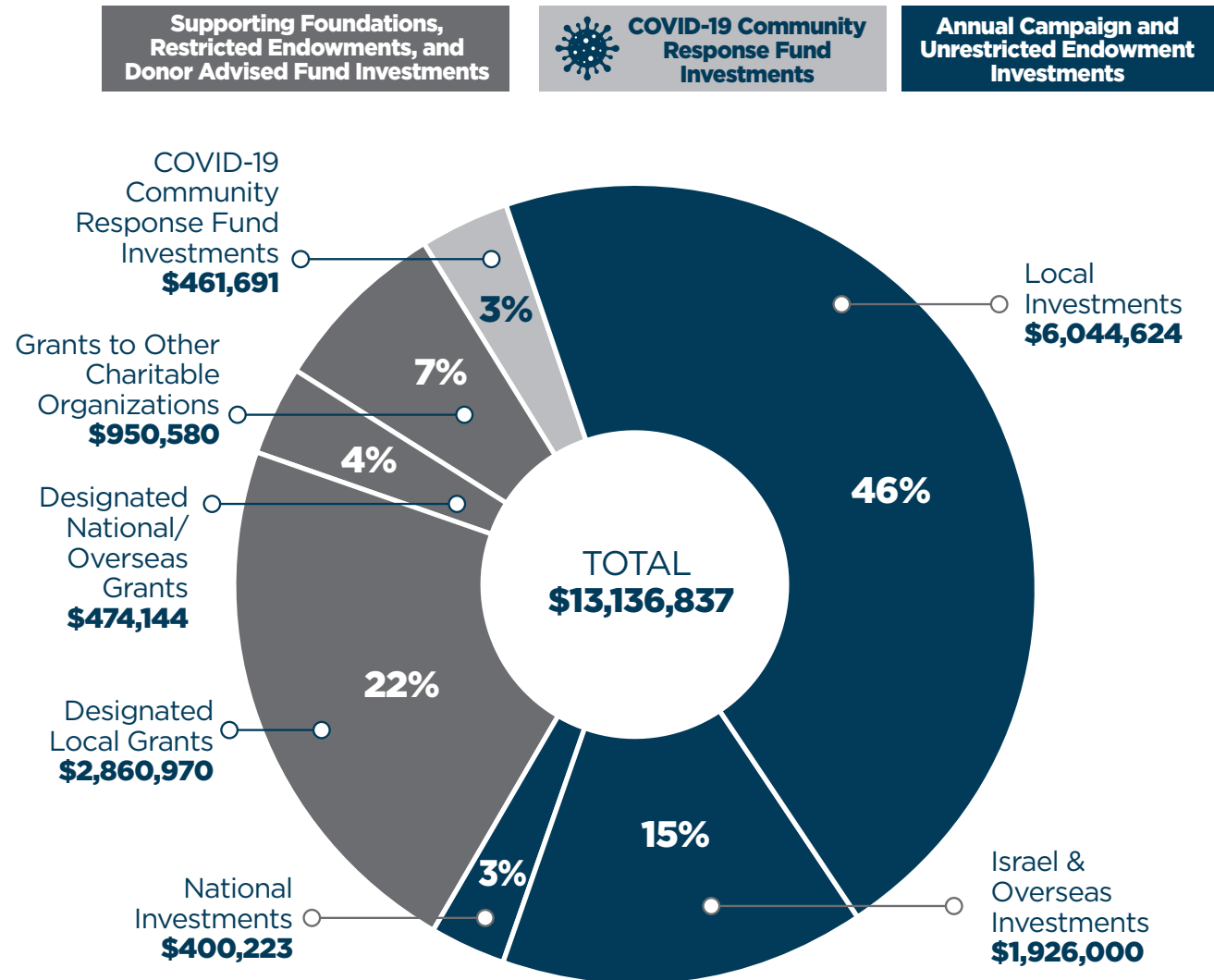
2014 Jewish Community Study Data



# WHAT WE INVEST IN

## ALL 2020 INVESTMENTS

This chart outlines all investments approved between January 1 and December 31, 2020, including investments in organizations outside the Jewish Federation of St. Louis and investments in internal initiatives.



Jewish Federation of St. Louis' 6-step model allowed Federation to act quickly and strategically to shift our work to support our community when in crisis. For details about our 2020 Community Investment process and a complete list of our investments to Community Partners, [click here](#).



# WHAT WE INVEST IN

## ‘The refrigerator was literally empty’

In April “Shoshana” lost her new job as an assistant teacher in one of the daycares in Yokneam, Israel, because of the pandemic. A member of the Ethiopian community, Shoshana is a single mother with three children. She found herself bereft in her adopted country. For some time she received no help from the government’s social security program. When she did, it was not enough to support her family.

Shoshana reached out to the Ethiopian Empowerment Center, supported by the Jewish Federation of St. Louis, daily in order to share her financial difficulties and her challenging mental situation of the family. She said the Center’s coupons to buy food saved her life and the life of her family. *“The financial situation became horrible from one week to another. The coupons arrived at the time when the refrigerator was literally empty.”*

Avishag, Director of the Ethiopian Empowerment Center, shared that Shoshana was so grateful she immediately started volunteering in the community and helping Avishag with sharing the coupons with other needy families in Yokneam.

To learn more about our investments and impact in Yokneam, **click here** for the full report.



# LOCAL COMMUNITY PARTNERS





# ISRAEL & OVERSEAS COMMUNITY PARTNERS



# NATIONAL COMMUNITY PARTNERS



# HOW WE MEASURE IMPACT

Federation approaches evaluation as an opportunity for both Federation and our Community Partners to learn how to improve our work and better serve our community.

Our 2017 Strategic Plan called for a renewed focus on evaluating the impact of our Community Investments, as it is essential to understanding if community needs are being met and if Federation's investments into the community are effective. A new approach to evaluation, which began in 2019, will allow Federation to learn more about the impact of our investments.

Find a description of our process and a full look at the impact made through Federation's Community Investments [here](#).

## Core Commitment 1

Expand and strengthen an **engaged, vibrant,** and **flourishing** St. Louis Jewish community



“Last fall, after my husband and I returned from Israel, we received a PJ Library book about a dinosaur’s visit to Israel. Once my sons realized that both the dinosaur in their book and their mom and dad were in the same place they had so many questions about where we were, and what we saw. They wanted to know if we’d climbed Masada, been to the Kotel, and even had questions about the falafel. Without PJ Library, this conversation and many others on various Jewish topics would not have happened.”

—Abby Goldstein, PJ Library participant



# 657

young adults  
participated  
in Jewish  
programming  
through four  
young-adult-focused  
organizations.



## Core Commitment 2

Secure the **well-being and safety** of individuals within the St. Louis Jewish community



## Core Commitment 3

Strengthen our **connection to Israel** and the Jewish people worldwide



“Our STL Shinshinim are an important part of our community. There is something incredible about bringing young Israelis to the community, having them live with families and interact with folks of all ages. They bring Israel alive for the community.”

—Rabbi Rosenberg of United Hebrew

## Core Commitment 4

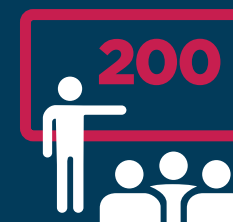
Develop the **financial & human resources** and **infrastructure** needed by our community



121 school groups composed of  
**4,149**  
people went on 214 docent-led  
tours of the Holocaust Museum  
& Learning Center.



**4,708 children and adults**  
from all segments of Israeli  
society who had experienced  
trauma received mental  
health support through the  
Israel Trauma Coalition.



200 full-time local Jewish professionals  
participated in 35 professional  
development and networking programs.




# OUR COVID RESPONSE

2020 will forever be remembered for the impact of COVID. The pandemic affected all of Federation's operations. We responded to the COVID-19 pandemic as a Funder, Communicator, and Convener:



**\$160,005**  
provided  
in cash  
assistance  
between  
April and  
December 2020  
**for basic human needs.**



**85%**  
of survey respondents  
reported **feeling better  
positioned** to handle  
uncertainties presented by  
the pandemic because of the  
Scenario Planning workshop.

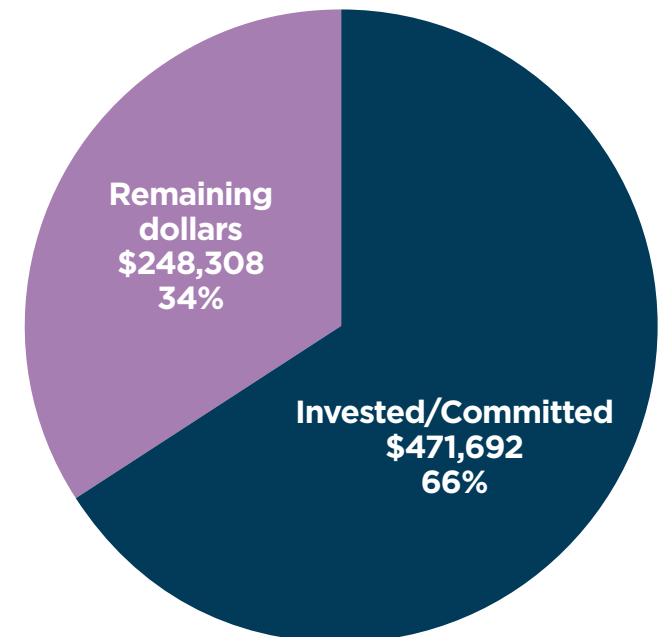
## FUNDER

When COVID-19 began affecting the St. Louis community in March of 2020:

- Federation created the COVID-19 Community Response Fund and raised over \$720,000 to support community members and Jewish institutions in need.
- A COVID-19 Task Force of lay leaders was established to review needs assessments, provide input into planning processes, and make need-based investment recommendations to our Board.
- Federation conducted two needs assessments throughout the pandemic and participated in one national study to understand the needs of our community and how we might support the vibrancy and well-being of our Jewish community through the crisis.

To see a more detailed breakdown of our investments from the COVID-19 Community Response Fund, click [here](#).

## COVID-19 Response Fund: Remaining vs. Invested Total Raised: \$720,000 (12.31.20)





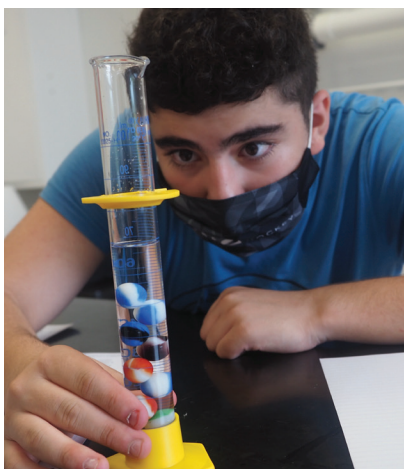
## CONVENE AND COMMUNICATE

Our important roles as a convener and communicator were key when the effects of the pandemic quickly gripped our community. In response, Federation:

- Convened regular meetings of Community Partner professional and lay leadership;
- Sponsored webinars specifically designed to help organizations navigate fundraising and change management through the pandemic;
- Offered PPP Loan application guidance and support; and
- Created financial, food insecurity, and other resource pages.

## SUPPORT OUR COMMUNITY PARTNERS

We understand that organizations in the Jewish community have been challenged in ways they never could have expected to try to meet the needs of their constituents and pursue their missions. One of our core goals in 2020 was to ensure that our Community Partners could continue to do their work, even if it was in a more limited capacity.



**Security organizations** kept a pulse on the changing landscape of our community and new security risks, and pivoted their work to **address these needs**.

Crown Center and Covenant House staffs continued to work at their residences to ensure **older adults** were getting the **support they needed**.



The J offered six-day family getaways at Camp Sabra over the summer, providing **51 families (208 individuals)** a safe and fun Jewish experience.

## LEADERSHIP

**Vice Chair, Community Impact:** Craig Rosenthal

**Board Chair:** Greg Yawitz

**Chair, Assessment & Planning:** Tim Stern

**Co-Chair, Assessment & Planning:** Rob Wasserman

**Assessment & Planning Subcommittee:** Anna Shabsin,  
Betsy Garland, Carla Feuer, Dalia Oppenheimer, Dan Friedman,  
Ian Silberman, Laura Chaise, Les Stermann, Melanie Winograd,  
Randy Green

**Chair, Investment & Evaluation:** Burt Garland

**Co-Chair, Investment & Evaluation:** Emily Stein MacDonald

**Investment & Evaluation Subcommittee:** Blair Kweskin,  
Caroline Goldenberg, Elizabeth Lieberman, Jennifer Deutsch,  
Jim Deutsch, JoAnne Levy, Joey Mufson, Lila Balla,  
Monique Parasram Levy, Steve Gallant, Sue Schlichter

**Chair, Israel & Overseas:** Shira Berkowitz

**Israel & Overseas Subcommittee:** Rabbi Brigitte Rosenberg,  
Burt Garland, Fran Balk, Jenny Wolkowitz, Julia Mendelow,  
Lisa Graivier Barnes, Mark Manlin, Sherri Frank Weintrop

**Chair, COVID-19 Response Task Force:** Craig Rosenthal

**COVID-19 Response Task Force Subcommittee:**

Burt Garland, Emily Stein MacDonald, John Greenberg,  
Rob Wasserman, Susan Goldberg, Tim Stern

## COMMUNITY IMPACT TEAM

Mindee Fredman, Vice President, Community Impact

Emily Bornstein, Director, Community Investments & Evaluation

Nava Kantor, Manager, Community Assessment & Planning

Lori Kabrun-Berry, Senior Associate, Community Impact

Colleen Doyle, Resource Assistant, Community Impact

Brian Herstig, President & CEO

## CONTACT US

For more information about the impact Federation makes in our community, thanks to your generosity, please reach out to Mindee Fredman at [MFredman@JFedSTL.org](mailto:MFredman@JFedSTL.org).



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