

# 2021 IMPACT

## COMMUNITY IMPACT INVESTMENTS

# HOW WE MEASURE IMPACT

We approach evaluation as a collaborative opportunity for both Jewish Federation of St. Louis and our Community Partners to learn about our impact and how we might improve our work to best serve our communities. It is through our Community Impact Investments that we support our partners in creating impact aligned with our priorities. This report highlights some of our measured impact from the past year.

The following impact data is organized according to Federation's Core Commitments and priority areas. The data has been synthesized from individual organizations to reflect the overall community impact to which Federation's investments contributed. The impact shared in this report generally reflects data that our partners collected between July 2020 and June 2021.

We value our Community Partners as the experts in their fields and believe that they are best positioned to identify and articulate their long-term goals. In alliance with Community Partners, Federation sets outcomes and metrics aligned with specific Federation priorities for each Community Impact Investment. In areas where priorities overlap between organizations, Federation has worked to compile common language for outcomes and metrics to facilitate a community-wide framework for talking about impact and measuring success.

In addition to the cyclical work of evaluating Community Impact Investments, Federation provides tailored support, education, and tools for Community Partners to feel confident in incorporating evaluation into their work year-round. We strive to meet partners where they are at in their own evaluation capacity and create opportunities for engaging in conversations about data collection, interpretation, and storytelling. With a focus on capacity-building, Federation hopes to inspire curiosity around understanding the impact we and Community Partners are having, imagine solutions to challenges, and rejoice in successes as a community.

Federation is proud to have supported our Community Partners in creating the impact detailed below. If you have any questions about our work, please contact Marla Guggenheimer at [MGuggenheimer@JFedSTL.org](mailto:MGuggenheimer@JFedSTL.org).

# CORE COMMITMENT: VIBRANCY

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

## PRIORITY: EARLY CHILDHOOD & FAMILIES WITH YOUNG CHILDREN

Our investments helped Chabad Jewish Center of St. Charles County, Jewish Community Center, and Jewish Federation's Community Leadership & Engagement create the following impact:

### General Metrics

- Almost 700 individuals (parents, young children, and/or grandparents/caregivers) engaged in the Jewish community, through 49 meaningful programs

## ELEMENTARY, MIDDLE, & HIGH SCHOOL STUDENTS & THEIR PARENTS

Our investments helped BBYO-St. Louis Council, Chabad Jewish Center of St. Charles County, Epstein Hebrew Academy, Esther Miller Bais Yaakov, Jewish Community Center, Jewish Federation's Community Leadership & Engagement, Jewish Student Union, Saul Mirowitz Jewish Community School, and Torah Prep School create the following impact:

### General Metrics

- Over 1,000 families with children engaged in the Jewish community
- Almost 3,000 children and youth engaged in meaningful programs
- 496 students enrolled at local Day Schools, 29 of which were new students

### Outcome: Participants increase their Jewish engagement

- An average of 80% of participant's who responded to a survey self-reported that they have engaged in other Jewish programs as a result of participation

### Outcome: Teens' Jewish identities are strengthened

- An average of 80% of teen's who responded to a survey self-reported that participation in programming strengthened their Jewish identity

### Outcome: Teens grow or strengthen their network of Jewish peers

- An average of 63% of teen's who responded to a survey self-reported that their network of Jewish peers has grown or strengthened

### Outcome: Participants take responsibility for creating Jewish moments at home

- An average of 81% of parents who responded to a survey self-reported that they have created more Jewish experiences and/or conversations at home

## COLLEGE-AGE STUDENTS

Our investments helped Chabad at University of Missouri (Mizzou), Chabad on Campus (WashU), Hillel at Washington University in St. Louis, Hillel at Maryville University, and Hillel at University of Missouri (Mizzou) create the following impact:

### General Metrics

- Over 1,200 students engaged on college campuses, 877 of which were Jewish students

### Outcome: College students' Jewish identities are strengthened

- An average of 93% of college students who responded to a survey self-reported that participation in programming strengthened their Jewish identity

## YOUNG ADULTS

Our investments helped Chabad CWE, MaTovu, and Next Dor STL create the following impact:

### General Metrics

- Over 460 Jewish young adults were engaged in programming

### Outcome: Jewish young adults increase their Jewish engagement

- 160 young adults attended programming for the first time
- 60% of participants who responded to a survey reported that programming impacted their engagement in the Jewish community and grew their Jewish social networks

### Outcome: Jewish young adults strengthen their Jewish identities

- 87% of participants who responded to a survey reported feeling connected to their Jewish identities as a result of programming

### Outcome: Jewish young adults feel more connected to the St. Louis Jewish community

- 66% of participants who responded to a survey reported that programming increased their feeling connected to the St. Louis Jewish community

*"The support I received has enriched my life in a way that has helped me be more grateful and hopeful in life. It also made me feel at home in St. Louis, knowing that I have a place I can trust and feel welcome."*

- Young Adult Program Participant

## IMPACT REACHING ACROSS MANY AGE DEMOGRAPHICS

Our investments helped the Jewish Community Center, Jewish Community Relations Council, and MaTovu create the following impact:

### General Metrics

- Over 7,000 individuals were engaged in Jewish programming across the community

### Outcome: Participants take action to incorporate Jewish rituals, traditions, and values into their lives

- 50% of participants who responded to a survey reported taking action to incorporate Jewish rituals/traditions into their lives
- 80% of participants who responded to a survey reported living out their Jewish values through engagement
- 50% of participants who responded to a survey reported taking action (advocacy/policy) because of their participation

# CORE COMMITMENT: WELL-BEING & SAFETY

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

## PRIORITY: OLDER ADULTS AT RISK

Our investments helped Covenant Place, Crown Center for Senior Living, the Jewish Community Center, Jewish Family Services (JFS), and NORC create the follow impact:

### General Metrics

- Over 18,000 unique older adults were served, at least 2,000 of whom are estimated to be Jewish
- 48 Russian-speaking clients were served
- 11 clients were served by Jewish chaplaincy
- 48 Jewish older adults received homemaker services
- 1,055 older adults used Elderlink to connect to services
- 308 caregivers reached out to seek services for a loved one
- 437 older adults were served through meal programs, 275 of which were Jewish

### Outcome: Older adults experience improved or maintained health

- 100% of families who responded to a survey reported perceived maintained or improved health for their loved ones

### Outcome: Older adults increase or maintain access to community resources, programs, and services

- On average, 70% of older adults who responded to a survey reported increased connection and access to community resources, programs, and services

*"My life is now complete because I was able to attend my last grandchild's graduation this weekend. I owe it all to [older adult organization] because you kept me safe and healthy throughout COVID so I could attend the graduation in person."*

- Older Adult Program Participant

### Outcome: Increase likelihood for older adults to experience high quality of life

- On average, 53% of older adults who responded to a survey reported improved physical and emotional health, high quality of life, and reduced feelings of isolation
- On average, 57% of clients reported maintained or improved scores on quality of life surveys or the Brief Geriatric Depression Scale

### Outcome: Older adults remain living independently longer

- 700 service units and 27,881 homemaker service hours were completed for older adults
- On average, 70% of older adults who responded to a survey reported improved functioning within their home
- Compared to the national average, older adults who are receiving partner services are reporting living independently longer

### **Outcome: Older adults increase feelings of connection to the Jewish community**

- 75% of clients reported maintaining their spiritual wellbeing according to the Spiritual Distress Assessment Tool (SDAT)

### **Outcome: Older adults experience improved health through improved nutrition**

- 44,085 affordable, nutritious meals were provided to older adults

## **MENTAL HEALTH**

Our investments helped Jewish Family Services (JFS) create the following impact:

### **General Metrics**

- Over 740 unique clients received mental health services, 185 of whom were Jewish and 19 of whom identified as Orthodox

### **Outcome: To reduce or eliminate the challenges or issue area for which the client seeks support**

- 66% of clients showed positive change in their identified challenge or issue area

### **Outcome: To lower the barrier to accessing mental health care services**

- 94% of clients who responded to a survey reported being successfully connected to mental health services and community
- 46 unique participants from 5 Jewish organizations participated in mental health training and education
- 5 Jewish preschools and Day Schools received school-based clinical services
- 66 Jewish students were provided or connected to services through Jewish preschools or Day Schools

## **POVERTY**

Our investments helped local congregations, the Jewish Community Center, Jewish Family Services (JFS), and MERS Goodwill create the following impact:

### **General Metrics**

- \$197,425 in cash assistance was provided to 130 unique individuals
- Over 5,200 unique households utilized Harvey Kornblum Jewish Food Pantry services
- 60 Jewish clients were provided job training support
- 18 congregations provided Chesed funds (cash assistance) to congregants in need

### **Outcome: Decrease financial barriers to accessing Jewish life**

- 65 unique families received scholarship

### **Outcome: Related effects of poverty are alleviated**

- 98% of clients were able to maintain stable housing

- 82% of clients who responded to a survey reported that the food they received from the Food Pantry lasted at least 10 days
- 88% of clients, who participated in the full job training program and obtained employment, obtained jobs with benefits in alignment with their stated goals
- 77% of clients, who participated in the full job training program and obtained employment, are receiving a livable wage (as defined by the state of Missouri)

#### **Outcome: To help clients take steps towards self-sufficiency**

- 38% of clients who responded to a survey reported achieving goals towards self-sufficiency (including debt reduction, downsizing, connecting to community resources and entitlement programs, and employment)
- 85% of clients who responded to a survey reported an increase in their job-seeking skills
- 87% of clients who responded to a survey reported meeting their job-seeking goals, as set at the beginning of service
- 47% of clients who participated in the full job-seeking program gained employment
- 84% of job-seeking clients who obtained employment, retained their jobs after 90 days
- 15 clients in the job-seeking program were connected to other community services

#### **Outcome: Clients experience increased wellbeing**

- 87% of clients in the job-seeking program showed a reduction in stress based on their Cohen Perceived Stress Scale score
- 92% of clients in the job-seeking program showed an increase in self-esteem based on their Rosenberg Self-Esteem Scale score

## **SAFETY AND SECURITY**

Our investments helped American Jewish Committee (AJC), ADL Heartland, the Jewish Community Relations Council (JCRC), and the Jewish Federation of St. Louis' Community Security create the following impact:

#### **General Metrics**

- 454 organizational security requests were received and addressed
- 89 physical security needs were addressed
- 20 cybersecurity needs were addressed
- 13 organizations were supported in applying for a Homeland Security Grant, with 5 organization receiving a Homeland Security Grant totaling \$213,616

#### **Outcome: Increase security at Jewish community events**

- 96 community events had coordinated security

#### **Outcome: Increase individuals' knowledge of and skills for safety in case of emergencies**

- 200 people received security training
- 100% of training participants who were asked about their experience reported an increased awareness in their surroundings



**Outcome: Strengthen or maintain relationships with allies outside the Jewish community, including key decision makers and community leaders**

- 4 new relationships were created, and 30 relationships were maintained with faith/ethnic groups
- 7 new relationships were created, and 40 relationships were maintained with policy makers and elected officials
- 7 new relationships were created, and 55 relationships with other relevant community leaders

**Outcome: Increase positive perceptions of the Jewish community with individuals outside of the Jewish community**

- 67% of participants who responded to a survey reported gaining a deeper understanding of the Jewish people

## **INDIVIDUALS WITH DISABILITIES**

Our investments helped the Jewish Community Center and the Jewish Family Services (JFS) create the following impact:

**General Metrics**

- 208 unique individuals with disabilities were served, 98 of whom were Jewish

**Outcome: Participants achieve personal goals**

- 98% of individuals who responded to a survey reported achieving their personal goals

**Outcome: To improve the quality of life for Jewish individuals with disabilities**

- 94% of clients were successfully linked with community resources
- 95% of clients who participated in a related program showed improved quality of life

# CORE COMMITMENT: ISRAEL & GLOBAL JEWRY

Strengthen our connection to Israel and the Jewish People worldwide

## PRIORITY: ISRAEL EDUCATION AND ENGAGEMENT

Our investments helped Chabad on Campus, Hillel at Mizzou, Hillel at Washington University, the Jewish Community Center, the Jewish Community Relations Council, Jewish Federation of St. Louis' Community Leadership and Engagement department, and Jewish Student Union create the following impact:

### General Metrics

- 19 people traveled to Israel
- 52 teens and young adults received Travel Grants
- 80 Israel education or engagement opportunities
- 5,617 duplicated participants in Israel education or engagement opportunities
- 669 Jewish participants engaged in Israel education or engagement opportunities
- 4,662 unique participants engaged with Israeli shinshinim/shlichim
- 11 congregations and organizations were served by a shinshin or shaliach in St. Louis, including B'nai Amoona, Camp Ben Frankel, Chabad on Campus, Israeli Scouts, the J, Kol Rinah, Saul Mirowitz Jewish Community School, Shaare Emeth, Temple Emanuel, Temple Israel, and United Hebrew
- 11 families hosted 3 Shinshinim

### Outcome: Increase participants' knowledge related to Israel

- An average of 92% of respondents reported increasing their knowledge related to Israel because of their participation in programming

### Outcome: Participants strengthened and/or deepened their connection to Israel

- An average of 85% of respondents reported increasing or deepening their connection to Israel because of their participation in programming

### Outcome: Deepen personal relationships between local Jewish community members and Israelis leading to shared understanding and stronger connections

- 85% of St. Louis Shinshinim host families reported new or deepened relationships with Israelis

### Outcome: Increase respectful dialogue around differing opinions within the local Jewish community

- 85% of respondents agreed that their organization welcomes a wide variety of perspectives in Israel-related discussions

## SOCIAL WELFARE IN ISRAEL

Our investments helped the America Jewish Joint Distribution Committee, Bat Melech, Economic Empowerment for Women, Gil Or-Megiddo, Israel Trauma Coalition, Jerusalem College of Technology, Jerusalem Open House, the Jewish Agency for Israel, Leket Israel, Machshava Tova, Partnership2Gether, Shores, and Yokneam Association for the Aged. **These outcomes and metrics are only a small highlight of all the work some of our Partners in Israel achieved.**

### **Outcome: Economic empowerment of people from minority populations and disadvantaged communities**

- 55 young Ethiopians in Yokneam received professional employment guidance
- 34 Ethiopian families accessed Utilization of Rights
- 10 unemployed young Ethiopians gained employment and 15 improved their employment
- Almost 100 women from the geographic and social periphery completed a training program to achieve economic independence by opening and developing their own small business
- 63% of women who graduated from the training program have an active business and 61% feel more economically independent as a result of the program
- 68 Haredi students were successfully placed in gainful employment
- 30 workshops and courses provided Haredi students with interview techniques, technical skill building, and job preparation

### **Outcome: Provide nutritious food to those in need in our Partnership region, Yokneam & Megiddo**

- 100 families in Yokneam and Megiddo provided with fresh, nutritious food on a weekly basis
- 232 individuals received one pound of produce daily

*"Teens from the Moshavim program in Megiddo come every Thursday to pack fruits and vegetables into the baskets, and deliver them to families in need"*  
- Partnership Director & Federation Representative

### **Outcome: Create safe spaces for people from minority populations and disadvantaged communities**

- 86% of Ethiopian teens in Yokneam who participated in a program showed an improvement in personal resilience
- 1,604 individuals participated in 54 workshops to educate for tolerance and to create a safe and accepting environment for LGBTQ+ youth within the education system
- 70 Orthodox women suffering from physical, sexual, emotional, financial and spiritual abuse, and their 200 children, were provided a safe haven, emotional support and legal aid

### **Outcome: Enhance the mental health and well-being of individuals in Israel**

- Workshops and webinars built resilience and supported the well-being of medical staff in 59 hospitals and 280 facilities across Israel

## ISRAELI CIVIL SOCIETY

Our investments helped the American Jewish Joint Distribution Committee, Center for Women's Justice, Economic Empowerment for Women, Hand in Hand, Interagency Task Force on Israeli Arab Issues, iRep, Israel Movement for Reform and Progressive Judaism, ITIM, the Jewish Agency for Israel, QSchools, and Shaharit. **These outcomes and metrics are only a small highlight of all the work some of our Partners in Israel achieved.**

### **Outcome: Promote Jewish pluralism in Israeli society through policy and advocacy work**

- 25 strategic lawsuits battled in Israel's court system in protection of women's rights when violated under the guise of religion
- 58 lectures and educational programs, 19 Knesset Hearings and caucuses, 13 Knesset member meetings, and 13 position papers promoted policy reform in State-administered matters of Jewish life

### **Outcome: Promote Jewish pluralism in Israeli society through religious and cultural programs**

- Enhanced Megiddo's residents' connection to Judaism through a variety of reform/liberal religious and cultural Jewish programs

### **Outcome: Train young leaders that embrace complexity, empathy, and the common good**

- 120 young leaders from across Israel's political, ethnic, and religious divide have been participated in a cohort training

### **Outcome: Develop and strengthen relationships between Arab Israelis and Jewish Israelis**

- 489 Arab Israeli and Jewish Israel students attended an integrated school

# CORE COMMITMENT: INFRASTRUCTURE

Develop the financial and human resources, and infrastructure, needed by our community

## PRIORITY: RECRUIT & DEVELOP LAY LEADERS TO SERVE THE JEWISH COMMUNITY

Our investments helped the Federation's Community Leadership and Engagement create the following impact:

### General Metrics

- 40 community lay leaders engaged in 6 programs
- 10 professionals participated in programs related to Board Development
- 40 personal outreach and coaching sessions were provided to community leaders

## ATTRACT & RETAIN HIGH QUALITY PROFESSIONAL STAFF FOR JEWISH ORGANIZATIONS // PROMOTE AND INCREASE OPPORTUNITIES FOR COLLABORATION // STRENGTHEN ORGANIZATIONAL CAPACITY

Our investments helped the Federation's Community Leadership and Engagement create the following impact:

### General Metrics

- 300 (50%) unique professionals working at local Jewish organizations engaged in 31 programs
- 5 JProSTL affinity groups were convened: Development Professionals, Volunteer Managers, Communications/Marketing Professionals, Building Managers, Young Adults
- 3 professional councils were convened: Religious School Directors, Early Childhood Center Directors, and Youth Group Directors

### Outcome: Participants take opportunities to create meaningful collaborations, through engagement with JProSTL

- 100% of council participants who responded to a survey reported receiving support and information from council meetings
- 100% of council participants who responded to a survey reported that their work has been enhanced through participation on a council, or through a collaboration