



Jewish Federation  
OF GREATER HOUSTON

# BUILDING FOR THE FUTURE

## 2020/2021 Allocations Report



**The Jewish Federation of Greater Houston is reimagining the way we connect with our community to create a place where every Jewish person can live a thriving Jewish life.**

We will continue to be the fundraising champion in our community with ongoing efforts to support Jewish people here in Houston, in Israel, and around the world, and we are also growing and evolving in other ways.

We have expanded our support of Jewish institutions and day schools through collaborative networks that provide beneficial trainings, pooled resources, and responses to specific needs. When Jewish organizations work together, the effect builds new ideas and expands opportunities.

We also are reworking our engagement and outreach efforts to connect with as many people in our community as possible. Through volunteer projects and programs that bring us together, we are building relationships that enrich us all. We hope you join us in these efforts as we support more Jewish lives in Houston than any other organization.

## JEWISH FEDERATION FACTS



**1,875**  
PJ Library  
Subscribers



400 young adults attended  
Houston Moishe House  
events each year



Hosted **eight** trainings related to the  
pandemic attended by **374** individuals

**2,910**  
Donors to  
Federation  
Annual Campaign

**Women's  
Philanthropy  
Donors made up  
34% of the  
Annual Campaign**



3,545 people who  
JAFI helped make  
Aliyah

**\$40,000**  
worth of training and mentorship  
programs secured for more than

**600**  
teachers in Jewish schools

**2,650+**  
college students  
engaged through  
Chabad and Hillel  
at Texas universities

Facilitated a bulk  
PPE buy, which secured  
**24,000**  
masks for 20  
Jewish institutions



**415** households previously impacted by Harvey  
now receiving COVID emergency assistance



JFS counseling services are up **545%**  
and employment services requests  
increased by **38%** year over year

# SUBURBAN OUTREACH

## Building Jewish Identity

LOCAL | ISRAEL | JEWISH FUTURE

Growing up as the only Jewish kid at his school, Troy Richard always felt different. The area where he lived – two hours north of Houston – was challenging for him as he dealt with repeated anti-Semitic remarks from his classmates and community. Troy credits the Jewish Federation and its Chalon L'atid/Gesher or "Window to the Future" program with being an important touchpoint that kept him connected with his Judaism and Jewish teens across the Greater Houston area.

Chalon L'atid provides outreach to post B'nai Mitzvah high school students in suburban and other areas surrounding Houston. The program connects these teens over shared identity and experiences and provided Troy with tools and resources to deal with anti-Semitism. The Federation funds this program with a \$15,000 grant from the Annual Campaign, and it has had an indelible impact on Troy personally.

### FACT

C'halon Latid serves more than 150 students at nine suburban congregations each year.

This program sparked a passion for Israel that changed the course of Troy's life. After graduating from the University of Texas, where he studied accounting and served as the president of Texas Mishelanu, Troy made Aliyah during the pandemic and is currently residing in Israel.



*"Chalon L'atid truly changed my life for the better. It showed me I was not alone, it showed me the resources available to isolated Jewish students, and it showed me that I was worthy and capable of being an active Jewish leader in all communities I find myself in."*

– TROY RICHARD



*"The work and the effort that our staff has put into the Home is absolutely incredible. They have been working around the clock to keep our residents as safe as possible while providing the highest quality care."*

– SEVEN ACRES PRESIDENT BRAD RAUCH

# SEVEN ACRES

## Perseverance Through Adversity

LOCAL | COVID-19

As a senior care facility serving a vulnerable population, Seven Acres Jewish Senior Care Services has worked through the pandemic to find creative ways to keep its residents engaged and connected with their families and their Judaism. The Federation is proud to support this work with \$458,864 from the Annual Campaign.

While Seven Acres is closed to visitors, technology has helped residents participate in Jewish life with program staff serving as tech support.

Marsha Cayton, Administrator of Campus Services, helped Berta Roth watch Congregation Beth Yeshurun's High Holiday services from her room. "I was so impressed that she always had her iPad ready and charged to open the website."

Beginning in October 2020, Seven Acres was approved to begin window visits by the Health and Human Services Commission. This allows residents to leave their rooms to visit loved ones through a designated window at a scheduled time. Some days, there are as many as 10 visits.

Pre-COVID-19, middle school student Ariana Ackerman and her brother would visit Seven Acres regularly to see Roth, their great-grandmother, and to volunteer. Each Tuesday afternoon they would pass out ice cream to the Wolff Wing residents and Roth would eagerly await their arrival.

COVID-19 put a stop to that and it was months before they were able to see their great grandmother in person again, until the ingenuity and approval of window visits. "It was so wonderful to be able to see my great-grandmother after so many months," Ariana said. "I am so grateful that she is healthy and doing well. I missed her so much."

### FACT

The Federation's most recent Demographic Study showed our community is aging. The number of people ages 50-64 increased 216%, ages 65-75 increased 355%, ages 75+ increased 486% from 1986 to 2016.

# STRONGER TOGETHER

## Connecting Our Community

LOCAL | COVID-19 | NETWORKS

As we re-envision the role of the Federation, we are expanding our networks and engagement opportunities to help many facets of our diverse community. We serve as a strategic partner supporting the dynamic Jewish ecosystem of synagogues, schools, social service agencies, camps, and all institutions that provide access to Jewish life in and around Houston.

Through our collaborative networks and using data to understand the trends that are reshaping our community, we work with our partners to understand where needs are greatest. We deploy resources, talent, and expertise to build the capabilities of organizations in the Jewish community, while contributing to the vitality of Houston's broader community.

*"CARES funding is extremely important to Shlenker because we have many added expenses to our budget due to the pandemic. The Federation is very important to this process because of the front end work they do with HISD...They meet with the principal group...and are available around the clock to answer any questions."*

– CASEY SUTER, ELEMENTARY DIVISION HEAD,  
THE SHLENKER SCHOOL



*"I am very thankful for Jran as a Congregational Rabbi and President of the HRA. Jran helps my community and me feel connected to the larger Houston Jewish community. We are able to stay up to date on the challenges we are all facing, and we know that we do not stand alone in these unprecedented times. Jran helps bring us together even as we must stay physically apart."*

– RABBI GIDEON ESTES, CONGREGATION OR AMI &  
PRESIDENT, HOUSTON RABBINICAL ASSOCIATION

## FROM POVERTY TO PANDEMIC

### Providing Lifesaving Aid

GLOBAL | COVID-19

Across Europe, Asia, Africa, and Latin America our partner agency, the American Jewish Joint Distribution Committee (JDC) provides life-saving aid to Jewish people in need. With the onset of the COVID pandemic, the needs increased, particularly amongst the elderly and isolated. This year, the Federation provided \$939,703 to JDC to support this work.

Zhanna Sergeevna Salova is an 88-year-old survivor of both the Holocaust and Holodomor famine. She lives in Kiev, Ukraine, and spent 52 years working at a boarding school for children with cognitive and physical disabilities. Despite a lifetime of work, she relies on JDC for food, medicine, and homecare. Before the pandemic, Zhanna attended the day center at JDC's Hesed social welfare center, but now her homecare worker is her only link to the outside world.



*"This period now, at the end of my life, is probably the most difficult of everything I've lived through, and what's helped us survive and continues to help us today is JDC. These are people who truly care about us. They support us. They send us homecare workers. They help us. They buy groceries. They make us food. They help us to remain people and not descend into madness. That's why I'd like to thank everyone—both our staff and everyone who helps us—for giving us the chance to survive in circumstances like these."*

– ZHANNA SERGEEVNA SALOVA

**FACT**

Across the FSU, JDC cares for more than 80,000 elderly Jews.



# FEDERATION IMPACT ON OUR COMMUNITY



## FUNDRAISING & RESOURCE ALLOCATION

- Families & Individuals
- Jewish Institutions & Organizations
- Programs & Initiatives



## COMMUNITY ENGAGEMENT

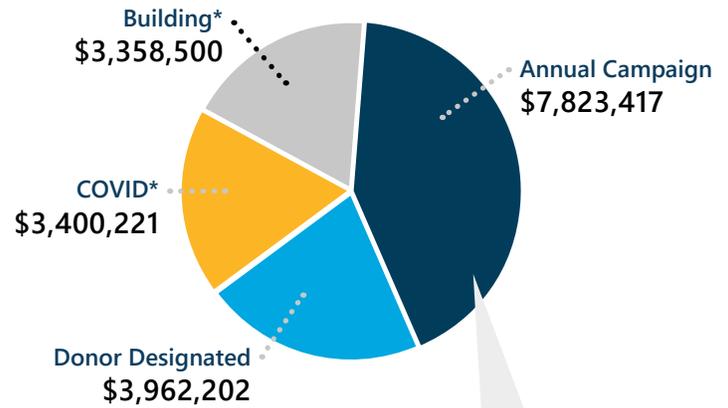
- Programs for Children and Families
- Social Action
- Jewish Education for All Ages



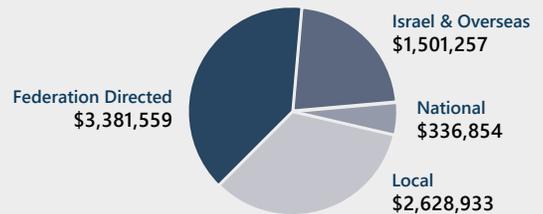
## CONNECTING ORGANIZATIONS

- Networking Jewish Organizations
- Developing New Programs
- Resource & Idea Sharing

## 2020 CAMPAIGNS TOTAL RAISED | \$18,544,340



## ANNUAL CAMPAIGN TOTAL ALLOCATED | \$7,848,603\*\*



\*As of December 31, 2020  
\*\*Includes previously allocated but unspent dollars

The Federation is expanding the way we engage with our community. Here are some highlights of our recent work:

### EDUCATIONAL SUPPORT & RESOURCES

- Networks for eight day schools, 20 congregational schools, and 10 early childhood programs representing more than 4,000 students.
- Professional development for more than 525 teachers.
- Assistance obtaining 37,000 pieces of free PPE, \$320,000 in federal CARES Act funding and \$495,000 in Title funds, and \$150,000 in additional grants for COVID assistance.

### JEWISH RESPONSE & ACTION NETWORK (JRAN)

- Formed after Hurricane Harvey, JRAN includes 144 local Jewish leaders at 64 institutions across Houston.
- Provides weekly informational emails and virtual trainings in topics including Pandemic Protocols, Security, Disaster Response, Hurricane Season, and Back to School Anxiety.
- Assisted with Payroll Protection Program (PPP) loan applications and a bulk PPE buy.

### SOCIAL ACTION & FAMILY ENGAGEMENT

- The Social Action Network is the Federation's newest cohort that brings together 35 Jewish organizations.
- Mitzvah opportunities have included Schools Out, Help Out service projects, a toiletry drive for Braes Interfaith Ministries, and a supply drive for Lake Charles following Hurricane Laura.
- PJ Library engages more than 1,870 children from newborns to 8 years of age with free monthly Jewish books, and family programs such as PJ Stocks the Pantry for Jewish Family Service and the J's Meals on Wheels and PJ Connectors who provide outreach to suburban Houston.

