



# ANNUAL CAMPAIGN OVERVIEW

## REIMAGINING THE FUTURE OF THE JEWISH FEDERATION

A thriving and connected 21st century Jewish Houston is one in which every Jew who chooses to can live a proud Jewish life, connect to a warm Jewish community, access timeless Jewish wisdom, and find Jewish ways to 'do good' in the world.

This is the **VISION** of the Jewish Federation of Greater Houston as we strive to be an organization that is measured not only by the **DOLLARS** we raise, but for the impact we have on **COMMUNITY NEEDS AT HOME, IN ISRAEL, AND AROUND THE GLOBE.**

Our mission will always be expansive—and we are working now to reimagine and refocus the Federation's role for the future, not only as a philanthropic champion, but also 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.

Working through our collaborative networks and using data to understand the trends that are reshaping our community, the Federation is well positioned to stay focused on the big picture and do what no single agency can do alone. We work with our partners to understand where the needs are greatest, and we deploy resources, talent, and expertise to build the capacity of organizations in the Jewish community, while contributing to the vitality of Houston's broader community. That is why your gift to the Federation touches more lives than any other.

**When we reimagine the Jewish Federation's role, here are a few of the ways we show up differently:**

- We expand our support of Jewish institutions and schools through collaborative networks that provide trainings, pooled resources, and respond to discrete and critical needs;
- We grow personal skills and community connections through experiences and mentorship;
- We build and support Jewish connection by meeting people where they are and reaching new audiences in order to increase engagement;
- We mobilize around Jewish values to improve our world as we care for the needy, welcome the stranger, and promote social justice.

We have restructured the Federation's core team with a focus on these priorities and with an urgent sense of fostering innovation and new approaches to community need. While the pandemic has changed how we work, it has also helped to accelerate these changes internally to drive our work externally.

Going forward, the work of the Jewish Federation will be classified in three core areas:

### **1. Fund Development and Resource Allocation**

The Federation is the philanthropic arm that supports all aspects of Jewish life in Houston. Through targeted philanthropic portfolios, we will raise dollars, and based on comprehensive data, priority areas, and organizational need, allocate to organizations that are effectively serving the needs of Jews here in Houston, in Israel, and around the world.

**We have raised \$18.5 million to support our community this year.** This includes the Jewish Federation of Greater Houston's 2020 Annual Campaign (\$7.82M), Donor Designated gifts in FY 2020 (\$3.96M), COVID-19 Emergency Appeal (\$3.40M), and Federation Building Campaign (\$3.36M to-date).

### **2. Collaborative Network Initiatives and Incubator**

Beyond creating and managing networks, we share collaborative resources, training, and community data so that organizations can make decisions that are in the best interest of their constituents. In addition, we help drive decision-making when it is in the best interest of a group of key stakeholder organizations.

### **3. Community Connector**

Community is a vital part of Jewish life and the Federation will continue to organize community-wide events that meet needs that are not otherwise being met by other organizations within the Jewish community. This will enable community members to have the opportunity to connect to their Judaism in meaningful ways and reach those who may not yet be engaged in Jewish life. The Federation will always strive to do this work in collaboration with our networks or other institutions across the community for even greater reach.

**A GIFT TO THE FEDERATION TOUCHES MORE JEWISH LIVES IN HOUSTON THAN ANY OTHER.**

# Jewish Federation of Greater Houston | 2020 Allocations Report

## LOCAL ALLOCATIONS

	ANNUAL CAMPAIGN	DONOR DESIGNATED	TOTAL
A & M Chabad	\$10,000		\$10,000
A & M Hillel	\$23,000		\$23,000
BBYO	\$25,000	\$500	\$25,500
Beth Yeshurun Schools	\$54,600		\$54,600
Camp Young Judaea	\$50,000		\$50,000
Chabad at Rice University	\$10,000		\$10,000
Chalon L'atid (Gesher) – Congregational Outreach	\$15,000		\$15,000
Evelyn Rubenstein Jewish Community Center	\$707,454	\$3,188	\$710,642
Evelyn Rubenstein Jewish Community Center Israel – Shaliach	\$25,000		\$25,000
Evelyn Rubenstein Jewish Community Center – J Ride	\$39,670		\$39,670
Friendship Circle	\$5,000		\$5,000
Goldberg Montessori School	\$2,625		\$2,625
Greene Family Camp	\$50,000		\$50,000
Houston Hillel	\$80,000	\$10,000	\$90,000
Houston Jewish Community Foundation – Shabbat Limmud		\$16,000	\$16,000
Israeli American Council – Eitanim Program	\$10,000		\$10,000
Jewish Children's Regional Service	\$5,000		\$5,000
Jewish Family Service	\$218,445		\$218,445
Jewish Family Service – Chaplaincy Program		\$151,100	\$151,100
Jewish Federation of Greater Houston Camp & Israel Scholarships	\$23,000		\$23,000
Jewish Family Service – Promise of Hope Endowment		\$110,000	\$110,000
Jewish Federation of Greater Houston – Israel Mission Support		\$48,242	\$48,242
Jewish Federation of Greater Houston – Disaster Relief Fund		\$12,662	\$12,662
Jewish Federation of Greater Houston – Hurricane Harvey Relief		\$85,693	\$85,693
Jewish Federation of Greater Houston – PJ Library		\$505,000	\$505,000
Kehillah High	\$49,000		\$49,000
Kehillah High Israel Trip		\$55,000	\$55,000
Moishe House	\$20,000	\$1,000	\$21,000
Robert M. Beren Academy	\$98,175		\$98,175
Seven Acres Jewish Senior Care Services	\$458,864		\$458,864
The Emery/Weiner School	\$287,700		\$287,700
The Shlenker School	\$89,775		\$89,775
Torah Day School of Houston	\$55,125		\$55,125
Torah Girls Academy	\$16,275		\$16,275
UT Austin Chabad	\$15,000		\$15,000
UT Austin Hillel	\$65,000		\$65,000
Yeshiva Torat Emet	\$120,225		\$120,225
<b>TOTAL LOCAL ALLOCATIONS</b>	<b>\$2,628,933</b>	<b>\$998,385</b>	<b>\$3,627,318</b>

## ISRAEL & OVERSEAS ALLOCATIONS

	ANNUAL CAMPAIGN	DONOR DESIGNATED	TOTAL
Ethiopian National Project – Educational enrichment for Ethiopian-Israeli children	\$36,600		\$36,600
Hand in Hand – Network of Jewish-Arab schools in Israel	\$25,000	\$25	\$25,025
iRep – Israel Religious Expression Platform (JFNA)	\$15,000		\$15,000
IsraAid – Israeli based humanitarian organization	\$20,000		\$20,000
Jewish Agency for Israel	\$440,000		\$440,000
Jewish Federation of Greater Houston – Israel & Overseas Fund		\$1,000	\$1,000
Jewish Agency for Israel – Funds for Aliya of Rescue and Victims of Terror		\$6,750	\$6,750
John Hagee Ministries Israel Projects		\$1,350,000	\$1,350,000
American Jewish Joint Distribution Committee	\$575,000	\$364,703	\$939,703
Latet – The Aid for Life (Holocaust Survivor) Program	\$33,000		\$33,000
Leket – Haifa-area Holocaust survivors meal program	\$23,796		\$23,796
Leo Baeck Education Center – Pluralistic education and community center in Haifa	\$66,000	\$700,000	\$766,000
Meir Panim – Food Centers for children in Israel		\$4,250	\$4,250
Meitarim – Pluralistic network of Jewish schools in Israel	\$25,000		\$25,000
National Coalition Supporting Eurasian Jewry	\$4,000		\$4,000
Soroka Medical Center		\$15,000	\$15,000
The Rashi Foundation/YEDA – Network of schools in Israel's periphery	\$75,000	\$510,000	\$585,000
Tikva Children's Home – Helping at-risk children in Odessa, Ukraine		\$4,150	\$4,150
World ORT – Global network of vocational schools	\$31,361		\$31,361
Yad Vashem – Holocaust memorial in Israel		\$1,000	\$1,000
Yoseftal & Dado Community Support – Partnership 2000	\$131,500		\$131,500
<b>TOTAL ISRAEL &amp; OVERSEAS ALLOCATIONS:</b>	<b>\$1,501,257</b>	<b>\$2,956,878</b>	<b>\$4,458,135</b>

### NATIONAL ALLOCATIONS

Birthright Israel Foundation	\$40,000	\$5,000	\$45,000
Jewish Federations of North America	\$296,854		\$296,854
<b>TOTAL NATIONAL ALLOCATIONS</b>	<b>\$336,854</b>	<b>\$5,000</b>	<b>\$341,854</b>

### FEDERATION DIRECTED

Building Fund*		\$3,358,500	\$3,358,500
Core Mission Support	\$3,381,559	\$1,939	\$3,383,498
COVID-19 Emergency Fund		\$3,400,221	\$3,400,221
<b>TOTAL FEDERATION DIRECTED</b>	<b>\$3,381,559</b>	<b>\$6,760,660</b>	<b>\$10,142,219</b>

<b>TOTAL ALLOCATIONS</b>	<b>\$7,848,603</b>	<b>\$ 10,720,923</b>	<b>\$18,569,526</b>
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\*as of December 31, 2020