



PJ LIBRARY

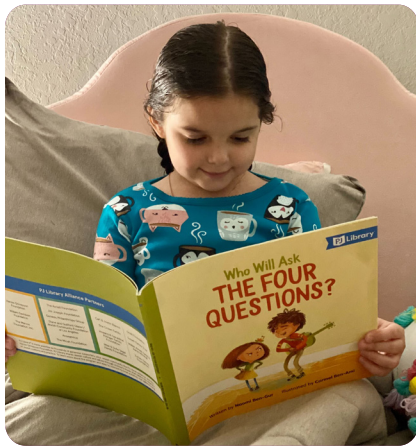
ENRICHING THE LIVES OF JEWISH CHILDREN

OVERVIEW

For children, exposure to Jewish content, values, and principles during their formative years is important to forging a lifelong connection to Judaism. For many families in Houston, PJ Library is the first connection to Jewish community. By providing parents and caregivers with age-appropriate books and games, children are exposed to Jewish holidays and Jewish concepts such as *tikkun olam* and *zedakah*. PJ Library programs provide opportunities for families to meet one another and engage with Federation staff through dynamic programs.

"Exposure to Judaism at home and in childcare can help children grow up with a strong Jewish identity."

Dr. Mark Rosen, Brandeis University



PROVEN SUCCESS

Since it began in 2008, more than 7,000 children throughout greater Houston have received free Jewish-themed books each month with dynamic in-person programming and opportunities for connection. It is the most inclusive and successful program in our community for engaging families (children and parents) in Jewish life. Families who engage with PJ Library are more likely to continue connections to their Judaism as children grow older.

PJ Library's current annual enrollment in Houston is 1,800 children. The goal is to expand the program by 50% over the next three years. The program is funded through the generosity of the Harold Grinspoon Foundation, the Glesby and Samuels families, and other local donors. The Federation operates PJ Library locally and has staff dedicated to managing the programming and operations.

PJ Connectors have been added to serve suburban areas like The Woodlands, the Heights, and Katy. These areas are underserved in access to Jewish life and PJ Connectors provide low barrier opportunities for families who are otherwise not connected to the Houston Jewish community. In 2021, 93% of families served by PJ Connectors stated the programs sparked their interest in other Jewish experiences.

MAKING A DIFFERENCE FOR GENERATIONS TO COME

With your support, **this program will be permanently endowed**, guaranteeing Jewish-themed books and programming will be available for Houston's Jewish children for generations to come. Your support will also allow for the expansion of the program, reaching more children and providing additional in-person programs that bring Jewish families together. This program is especially key to connecting the unaffiliated with our Jewish community. You have the opportunity to invest in not only PJ Library, but in the future of our Jewish community.

FUNDING

The Grinspoon Foundation match at 25% any gifts to the PJ Endowment through March 2023. The goal for the PJ Library Endowment (*held at the Houston Jewish Community Foundation*) is \$3 million, with a goal to raise \$1 million this year. This funding will endow the programming, staffing and subscriptions in perpetuity.

Your gift will help transform the Jewish community of Houston. Please join us. Let's strengthen Houston together.

