



THE **STRENGTH** OF A PEOPLE. THE **POWER** OF COMMUNITY.

These are the words we live by at the Jewish Federation of Southern New Jersey. But, what do the words really mean beyond these four walls? They mean that together we have the power to do amazing things. The successes we enjoy here at the Jewish Federation can be attributed directly to the people who stand with us. People like you.

This past year, the Jewish Federation has accomplished so much: a community needs assessment, a new building, tremendous growth in the Aleph Home Care department, a mission to Israel, special campaigns to provide added support during times of crisis in Israel and overseas, the expansion of PJ Library, and a leadership institute – just to name a few.

The results from the Jewish Pop Study – our first population study in 21 years – have been tallied and the findings published. This study provides a truly fascinating look at our tri-county Jewish community. Our goal was 300 completed surveys per county, and the response was more than triple that! The sheer volume of responses tells us we live in a very engaged and dedicated community. It would be impossible to detail all the survey findings here, but some of the highlights can be seen here in our Community Impact report. Interestingly, more newcomers to South Jersey tend to settle in Burlington and Gloucester Counties, rather than in Camden County, but Cherry Hill and Voorhees remain the epicenter of our Jewish community. A full report of our findings can be found on our Jewish Pop website at www.myjewishpop.com.

The Jewish Pop Study findings led us to realize there was a more urgent need for additional programming space. The purchase of the 18 acre property at 1721 Springdale Road is our first major expansion since we moved from Pennsauken to Cherry Hill in 1994. This new property in close proximity to the main campus will provide much-needed space for existing programs and services, as well as opportunities for new partnerships with community organizations. Samost Jewish Family & Children's Service and the Katz Jewish Community Center, both agencies of the Jewish Federation, already have plans to move their special needs programs and art center, respectively, into the new building. Other occupancies are being finalized, so look for arts, theater, multigenerational, and recreational programming coming soon!

Aleph Home Care, a department of the Jewish Federation, has seen tremendous growth. The number of home care hours provided has increased 65 percent over the previous year. That is a growth rate beyond what we could have ever imagined! For this, we thank the dedicated staff and lay leaders of the Aleph Home Care team for their untiring work. It also speaks volumes to the need in the community for services to enable seniors to live independently in their own homes. This past year, Aleph expanded its service offerings to include a short-term transitional care program called HealthKeeping.

The Israel mission in March was the first in nearly 13 years! It brought together 72 people – Federation lay leaders, community members, and staff – for an experience they will never forget. This group learned much during Federation's visit, touring areas that receive direct support from our own Jewish Federation here in South Jersey, seeing the sights of our homeland, and experiencing our birthright first-hand. One special stop on the trip was to LOTEM, the leading organization in Israel offering outings, nature clubs, and creative workshops in nature to people with special needs. After Federation's visit, we pledged to build a safer tomorrow for the 30,000 individuals served by LOTEM each year by raising additional funds to build a protected classroom onsite.

This year brought us sadness as we watched our fellow Jews in Israel and the Ukraine live under the threat of violence and suffer persecution. But, we also saw hope rise out of these tragedies. Our South Jersey community banded together to raise emergency relief funds through the Stop the Sirens campaign and the Ukraine Assistance Fund – emergency relief that made an immediate impact on the lives of Jews in peril. Our Jewish Federation dollars are at work overseas, protecting and strengthening Jewish communities in Israel and around the world.

PJ Library, a program of the Jewish Federation's Department of Jewish Education, expanded its team this summer to include two new part-time staff members. They will focus their efforts on outreach to Jewish families with young children in our South Jersey community, as well as work to grow PJ Library in conjunction with its new upper age limit of 8 to participate. This is an exciting time for the Department of Jewish Education and PJ Library!

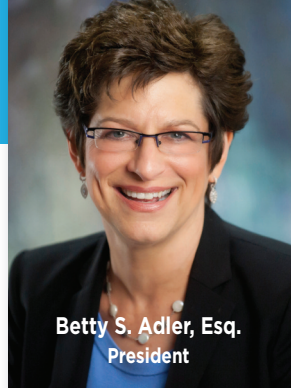
This year, we introduced the Federation Leadership Institute (FLI) to give our Jewish Federation and agency lay leaders the tools and resources they need to affect change in our community. The objectives were simple: identify those individuals committed to a better tomorrow and hone their leadership skills today. The inaugural class of FLI was a huge success and we look forward to bringing together another group of lay leaders in its second year.

With an exciting year behind us, we look forward to what the future holds. Every day, the strength and the power of our community continue to amaze us! Without your support, none of this would be possible and for that, we thank you.



Jennifer Dubrow Weiss
Chief Executive Officer

Betty S. Adler *Jennifer Dubrow Weiss*



Betty S. Adler, Esq.
President

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COMMUNITY 2013-2014 **IMPACT** ANNUAL REPORT

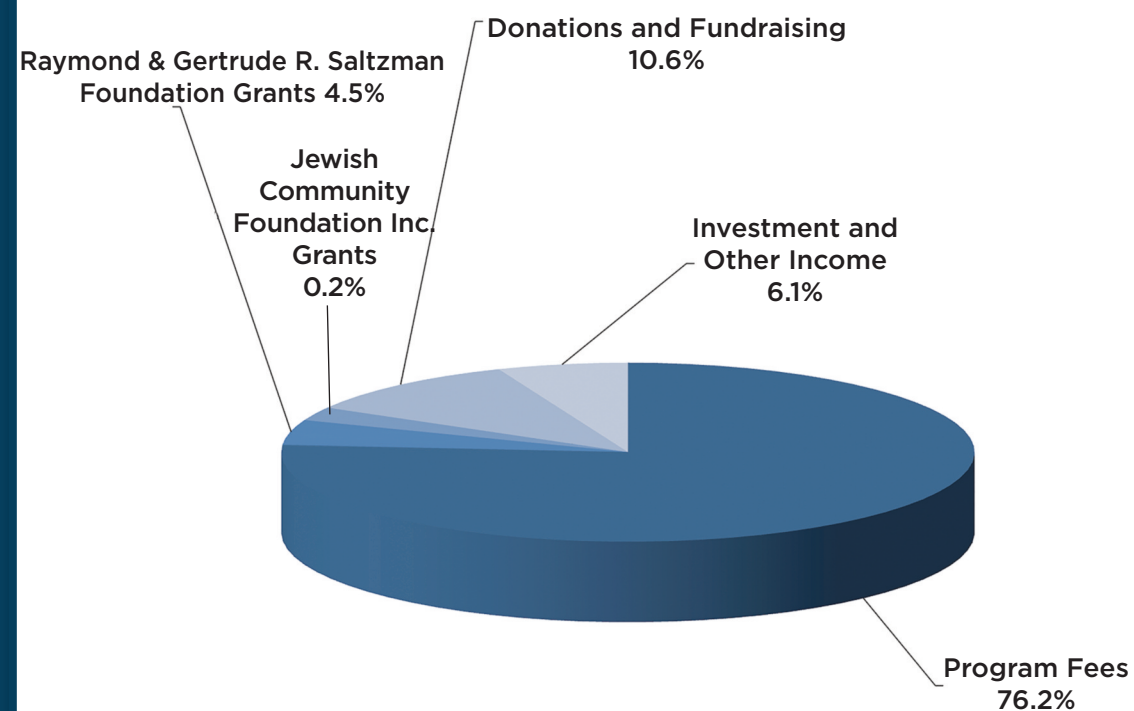


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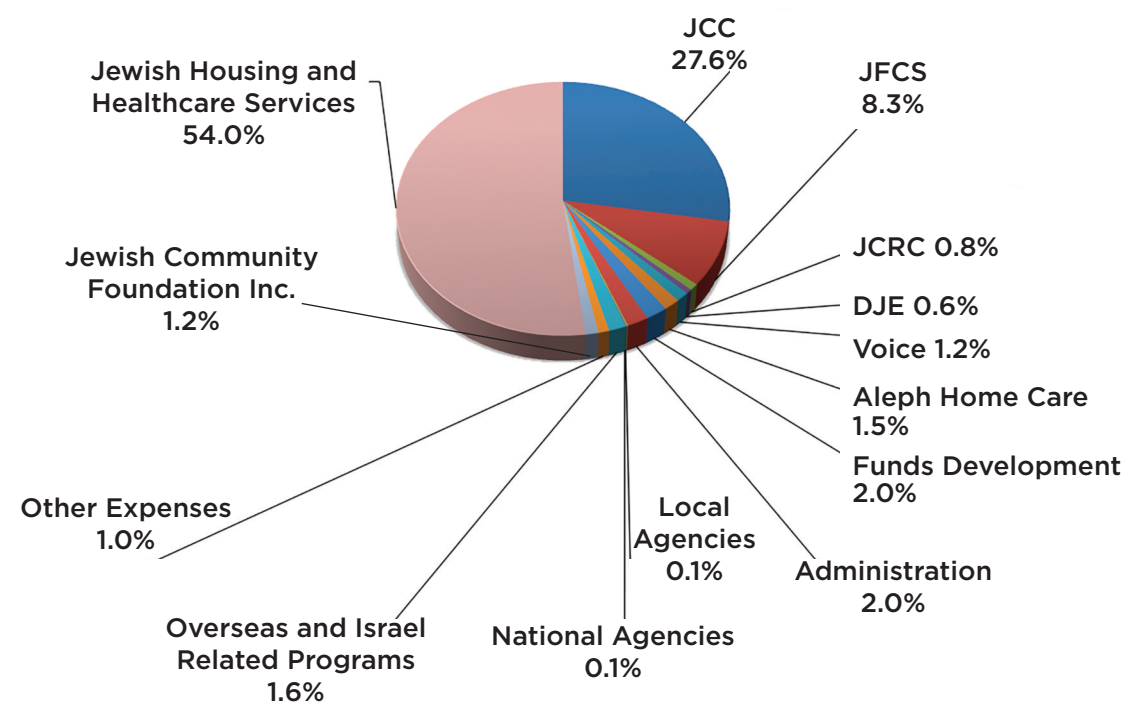
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YOUR JEWISH FEDERATION DOLLARS AT WORK



SOURCES OF REVENUE
October 1, 2013 - September 30, 2014



ALLOCATIONS
October 1, 2013 - September 30, 2014

OUR COMMUNITY IMPACT

565

Number of families enrolled in the Gift of Israel program, a co-funded savings program, which strengthens Jewish identity by enabling post-Confirmation Hebrew School students to afford a visit to Israel.

100%

Percentage of referred cases staffed by Aleph Home Care.

1,400

Number of children who receive a free age-appropriate Jewish book or music CD each month through PJ Library to help foster their love of learning.

350

Number of people who volunteered for Super Sunday and Super Week to help raise funds for the Jewish Federation's annual campaign.

\$1,263,417

Dollars contributed by women in our community, which is 42% of what has been raised for the entire 2014 annual campaign.

50%

Increase in annual campaign gifts made by the 72 participants of the Israel mission in the spring of 2014.

Highlights from our Jewish Pop Study

15%

of adults identify as "Just Jewish"

58

is the median age

48%

of children, ages 5-18, are enrolled in a Jewish day school or religious school



While being Jewish matters to many, fewer value "community life." Many feel the community is not as welcoming as it could be. For some, cost is an obstacle; for others, distance poses a problem. Perhaps more troubling is the fact that people who are not married are less likely to feel welcomed or that they belong.

Synagogue affiliation follows life stages - peaking among those in the 45-59 age segment. Opportunities for growth are strongest among unmarried couples, families with young children, and those under the age of 45.

While many live comfortably, others face challenges - disabilities, financial issues, and social/emotional stressors. Jewish agencies tend to be the first line of defense for caring for the elderly and coping with dementia, but are not leveraged as much for other social service needs.

There are more than one dozen Jewish denominations/movements in the tri-county area. While the greatest number identify with the Reform and Conservative movements, others are seeing growth - most notably the Orthodox and those who identify as "Just Jewish." The rise in those who identify as "Just Jewish" may present challenges for the long-term sustainability of a Jewish community.

3%

rate of those on the autism spectrum; the national average is 1%

+ What does the Jewish population of South Jersey look like?

65%

of adults are empty nesters

+ 61%

15%

28%

11%

growth since 1991

reside in Camden County

reside in Burlington County

reside in Gloucester County