

East Bay Jewish Community Portfolio: 2020 Impact

A Clear Mission...

Strengthen Jewish community in the East Bay for the next generation

We're investing in the future of the Jewish people by cultivating peer-driven communities, building a sense of belonging amongst an increasingly diverse population and bringing Israeli & U.S. Jews closer together. Our hyper-local work focuses on the next generation, especially young adults and families with young children, who are seeking community and new relationships. Here's a look at our key investments & impact in 2020.



JEWISH PRESCHOOL

Goal: By 2035

Reach 25% of families with high quality Jewish early childhood education (ECE)

Baseline: 5%

Key Investments

Emergency scholarships
Preschool COVID
restarting grants
Chabad preschool
expansions

Impact

0.3% increase in capacity (post COVID) Scholarships deployed to 40% current EB families



QUALITY PROGRAMMING

Goal: By 2035

55% of YAs & FWYC feel they belong to Jewish community Baseline: 31% & 32%

Key Investments

PJ Library parent connectors YA funding initiative HMI alumni programming Jews of Color RFP

Impact

20,000 YAs & FWYC reached 7% of those reached with net new programs/orgs



ORGANIZATIONAL ECOSYSTEM

Goal: By 2035

Ensure a healthy ecosystem for orgs serving our audience

Key Investments

Contra Costa initiative Project Shamash COVID relief grants Federation transition

Impact

Ratio of direct program providers to Contra Costa pop: from 0.45 to 0.67 3 JOCs hired locally \$404k co-invested in RFF grants



Grant Highlights



One Table is Exploding in the East Bay

48% of Bay Area dinners are in the EB (up from 30% in 2019)

EB programming now accounts for 5% of dinners nationally (up from 3%)



6 Parent Connectors Building Strong Relationships

Reached 150 families in 5 months; 56% attend multiple programs Parent connectors include two JOC and several multi-faith families



Project Shamash Launches

Two JOC women hired in Aug 2020; Research conducted, community programming is live & 18-month org change cohort is recruiting, will launch with 5 orgs in mid-2021.

2020 Investment By Category

In 2020, we invested \$4.43M in our heritage portfolio. 88% of that was invested in local Jewish community, complemented by national investments in peoplehood (\$327k, 8%) & policy leadership (\$205k, 5%).